

Main Street Dashboards

A Smart Data Solution to Strengthen Your Main Street.

The Canadian Urban Institute (CUI) is a national charity driving place-based solutions. With over 30 years of experience in place-based planning, CUI brings together data, policy, and local insight to help communities be resilient, vibrant, and prosperous.

Plan Smarter. Align Faster. **Build Stronger.**

Main streets are more than commercial corridors—they're the heart of our communities. They connect residents to services, support local businesses, and serve as hubs of public life. But they're under pressure from changing consumer habits, online competition, construction disruptions, and climate impacts.

Main Street Metrics, developed by the Canadian Urban Institute as a part of the Main Street Canada platform, gives local leaders the data tools and expert support to respond with confidence.



What We Offer

Main Street Dashboards are ready-to-deploy data platforms that track the performance of your main street or downtown. **Through interactive visualizations and tailored insights, it helps you:**

Measure the impact of events, construction, and public realm changes

Align your budget and investment strategy with spending trends and local demographics

Advocate for investment with clear, evidence-based data

Understand who visits, when, and why



Canadian Urban Institute
Institut Urbain du Canada



Main Street Canada
Rue Principale Canada



What You Get

Interactive Dashboards with real-time data on:

- ✓ Foot traffic trends and visitors types
- ✓ Demographic profiles (age, income, ethnicity, household composition)
- ✓ Business mix and commercial health
- ✓ Local infrastructure and civic assets
- ✓ Consumer spending and lifestyle segmentation

Real-Time Interactive Dashboards

Foot traffic trends and visitor types, demographic profiles (age, income, ethnicity, household composition), business mix and commercial health, local infrastructure and civic assets, consumer spending and lifestyle segmentation.

Insight & Action Report

A tailored summary of findings with clear, actionable recommendations to guide your next steps.

Onboarding & Training

Hands-on support from CUI's expert team to help you turn insight into action.

Optional Add-Ons

Custom event impact analysis.

Peer Benchmarking Across Other Main Streets

Integration with local CRM and business census tools.



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Why It Works

Every Dashboard includes a comprehensive set of modules designed to assess your core, engage your community, and guide revitalization with confidence.

Built on \$2.5M+ in infrastructure

Powered by premium datasets

Backed by 30+ years of experience

Proven in communities across Canada

Packages & Pricing

Package	Price Billed Annually	Update Frequency	Best For
Lite	\$10,000	Quarterly	Basic performance tracking
Standard	\$20,000	Monthly	Deeper spending, risk, and demographic data
Pro	\$40,000+	Weekly	Full analysis, training, and custom insights

Discounts available for regional groupings, associations, and small community clusters.

Let's Strengthen Your Main Streets

Contact us to learn more:

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Canadian Urban Institute



www.canurb.org
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