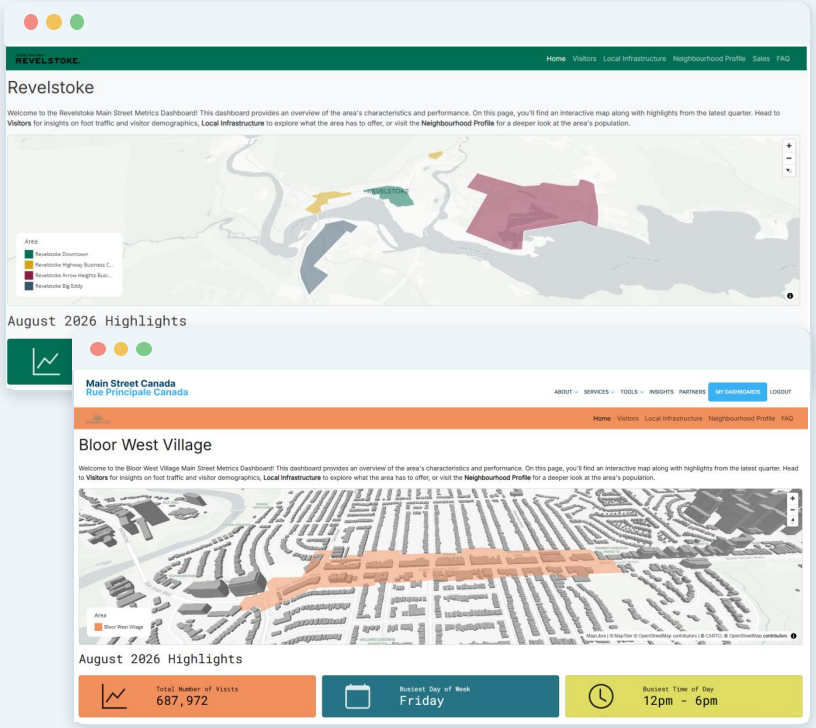
Main Street Canada | Rue Principale Canada

YOUR DASHBOARD

Main Street Dashboards

See your street clearly.



MAIN STREET DASHBOARDS

Plan smarter. Align faster. Build stronger.

Ready-to-deploy dashboards that track the performance of your main street or downtown, with interactive visualizations and tailored insights.

Understand your market

Who visits, when and where they come from.

Target marketing and tourism

Use data to reach the right audiences and grow visitation.

Strengthen your main street mix

Identify retail gaps, business opportunities and risks.

Measure what works

Track the impact of events, construction and investments over time.

FOR BIAs

Benchmark performance, focus your programming, plan events around when people actually come, and make a strong case for investment to members, council and funders.

FOR MUNICIPALITIES

See where pressure is growing, compare patterns across your main streets, direct resources with greater confidence and measure the impact of construction and investment.

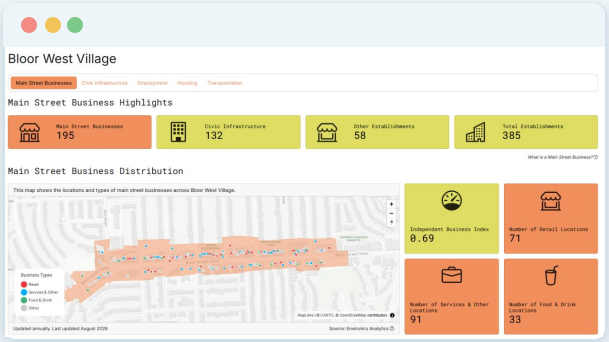
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MAIN STREET DASHBOARDS

What you get

Dashboard

Monthly updates with weekly visitor data: a real-time view of foot traffic, visitor types and usage patterns. Layered with demographics, spending, business mix and local infrastructure, it gives you a complete, evidence-based picture of your main street and how it is changing over time.



Additional data sets

Integrate custom datasets from your community, with tailored sub-geographies to see your main street in greater detail.

Assessment report

A tailored summary of findings with clear actions on marketing, retail mix and activations, so you know what to do next.

Onboarding and support

Hands-on help to get you set up, understand your data and align insights with your local priorities.

Peer learning

Sessions with main street practitioners and economic development professionals to share use cases, insights and best practices.



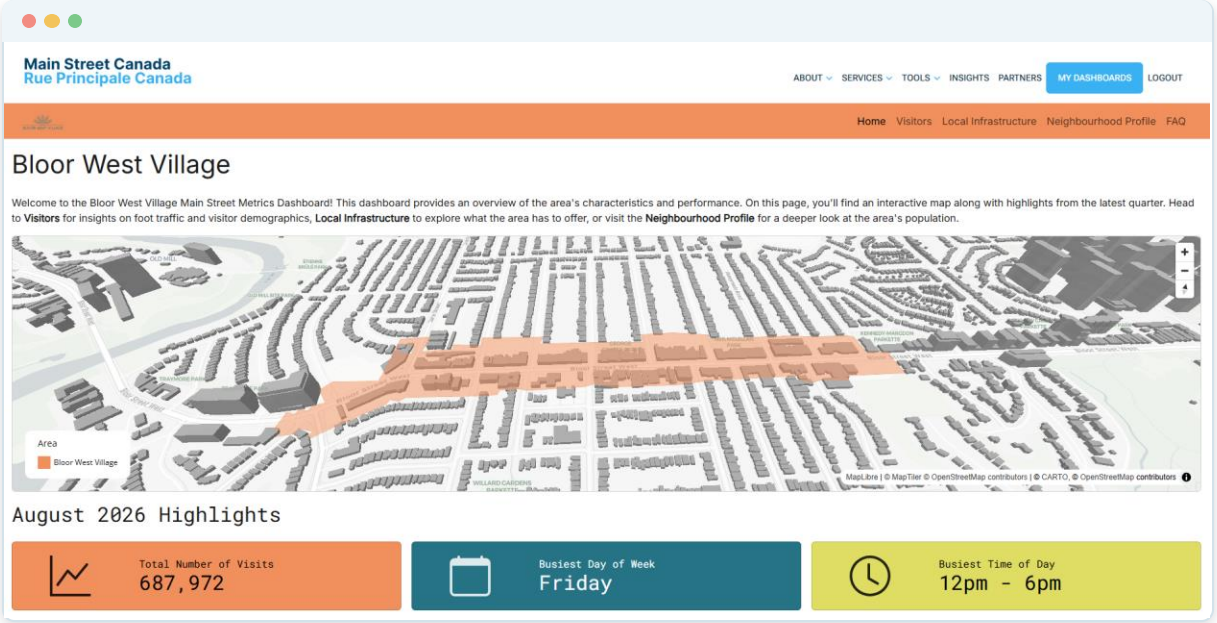
SEE IT IN ACTION

Preview Dashboards In Action

01 **Bloor West Village, Toronto**
An urban BIA on the street where Canada's first BIA began

02 **Revelstoke, British Columbia**
A mountain town where visitors, weather and seasons drive the economy

Your month at a glance



WHAT YOU SEE

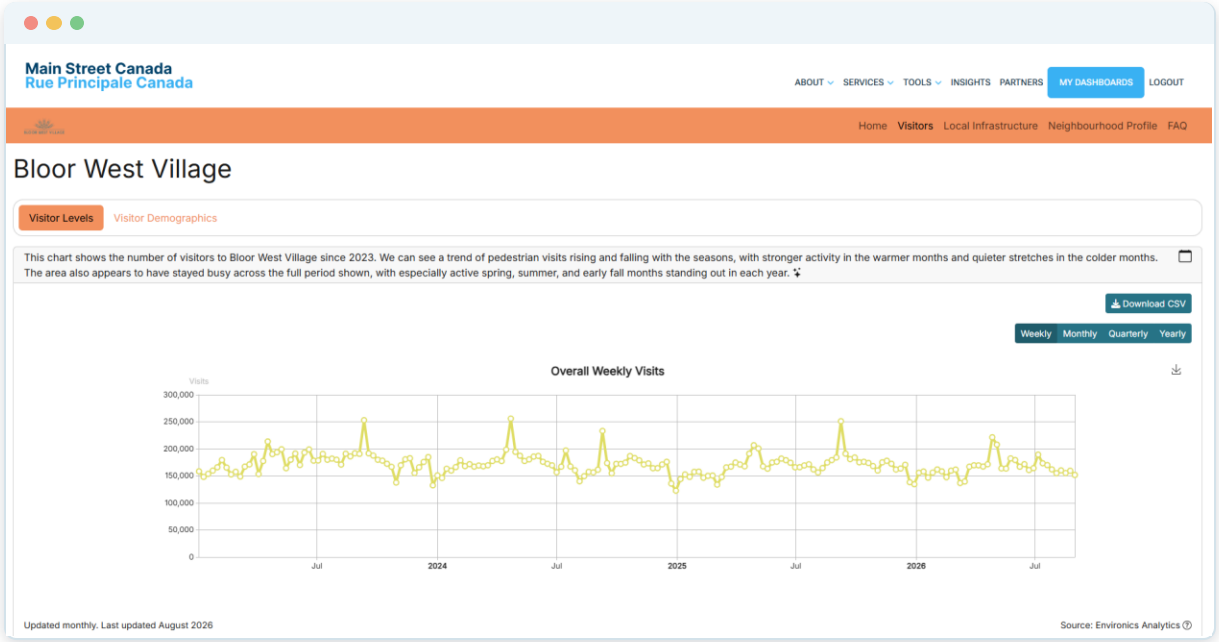
Your boundary, mapped

An interactive map of your main street area.

The latest month

Total visits, busiest day and busiest time of day.

Track your visitors



WHAT YOU SEE

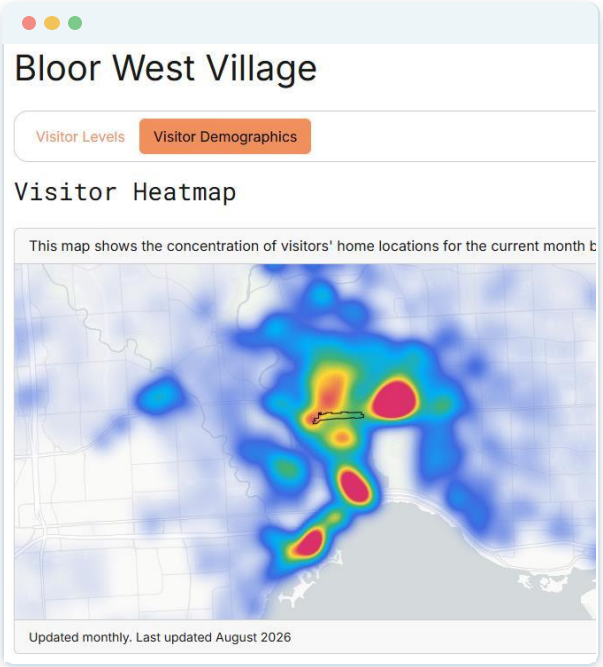
Every week since 2023
Seasonal patterns, event spikes and quiet stretches, all in one line.

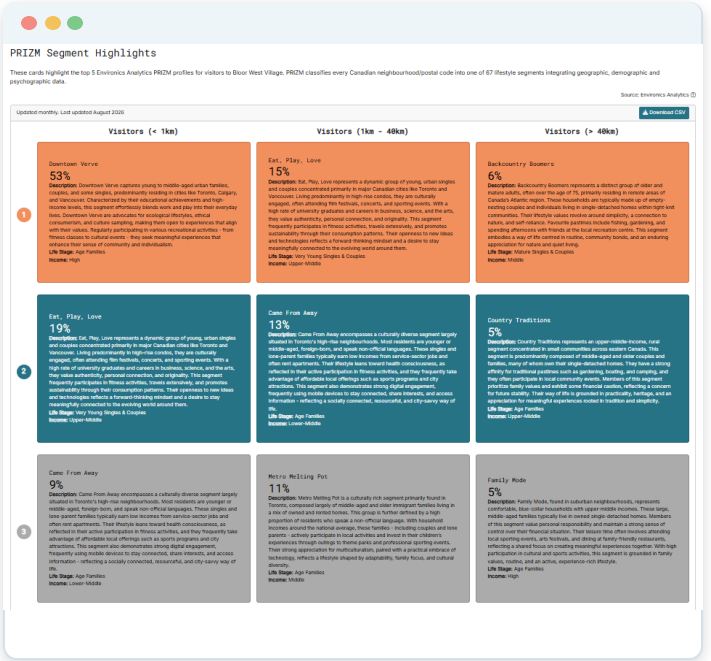
Your view, your data
Switch to monthly, quarterly or yearly, and download the CSV.

HOW TO USE THIS

Compare points in time to plan events and promotions targeting your busiest and slowest times.

Know who visits, and where they come from





WHAT YOU SEE

Visitor heatmap

Where this month's visitors live.

Lifestyle segments

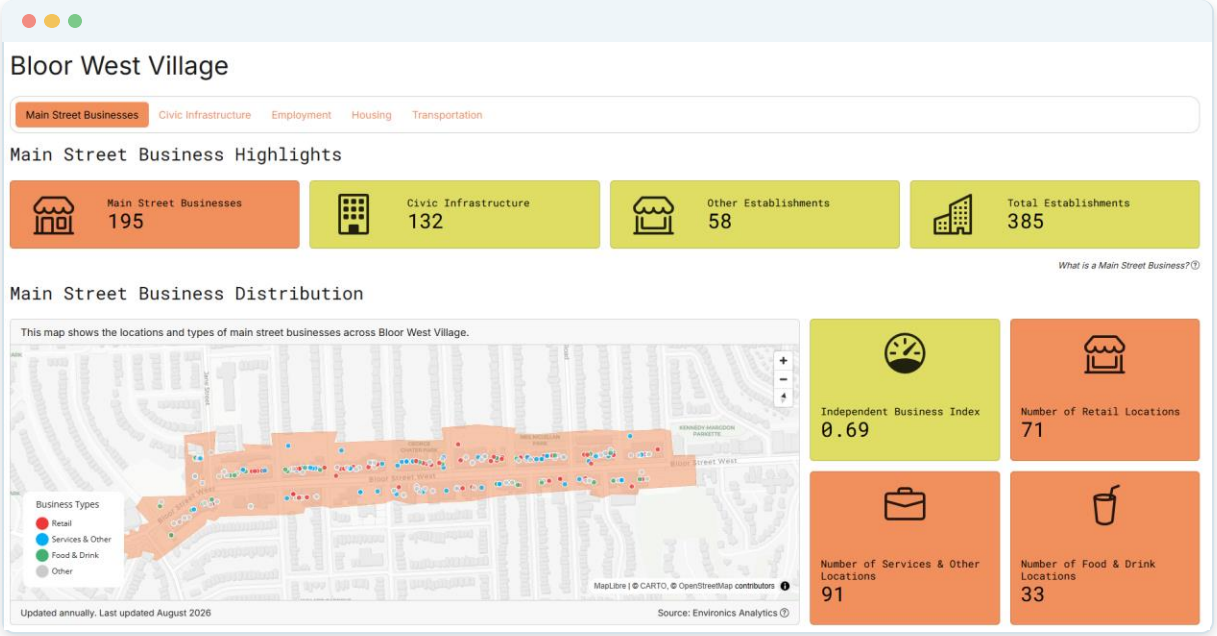
The top PRIZM profiles of visitors who live nearby (under 1 km), in the region (1 to 40 km) and further away (over 40 km).

HOW TO USE THIS

Target your marketing by understanding who is coming and from where.

BLOOR WEST VILLAGE, TORONTO | LOCAL INFRASTRUCTURE

See the business mix that makes up your street



WHAT YOU SEE

Main Street businesses: retail, service, and food & drink locations on the street

Civic infrastructure assets: schools, transit and public buildings near Main Street

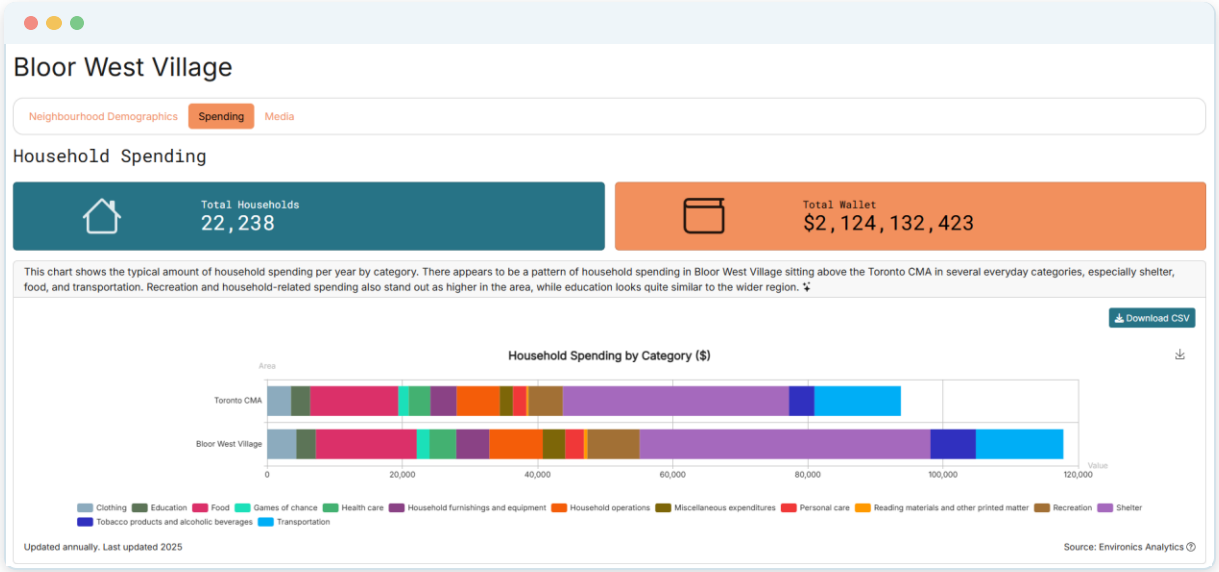
Independent Business Index: the share of businesses that are independently owned

WHAT THIS ENABLES

Spot gaps in your business mix and target recruitment or support where it's needed most.

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Understand what nearby households spend



WHAT YOU SEE

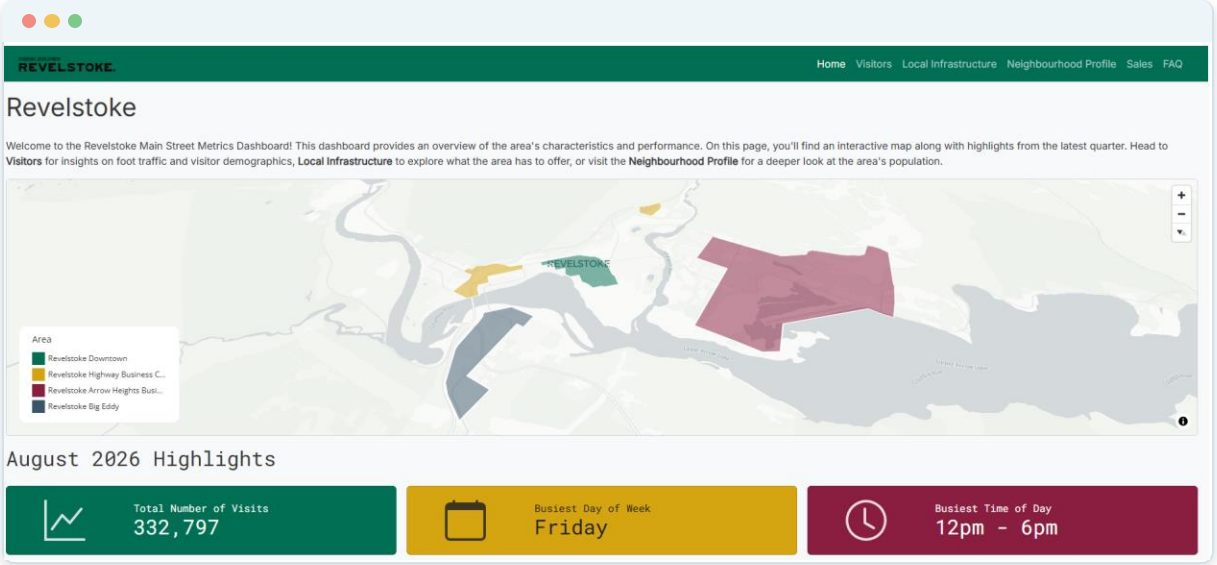
Household wallet

The number of households nearby and their combined spending power.

Spending by category

How local household spending splits by category, compared with the wider Toronto CMA.

Custom Dashboards give you a view in multiple areas

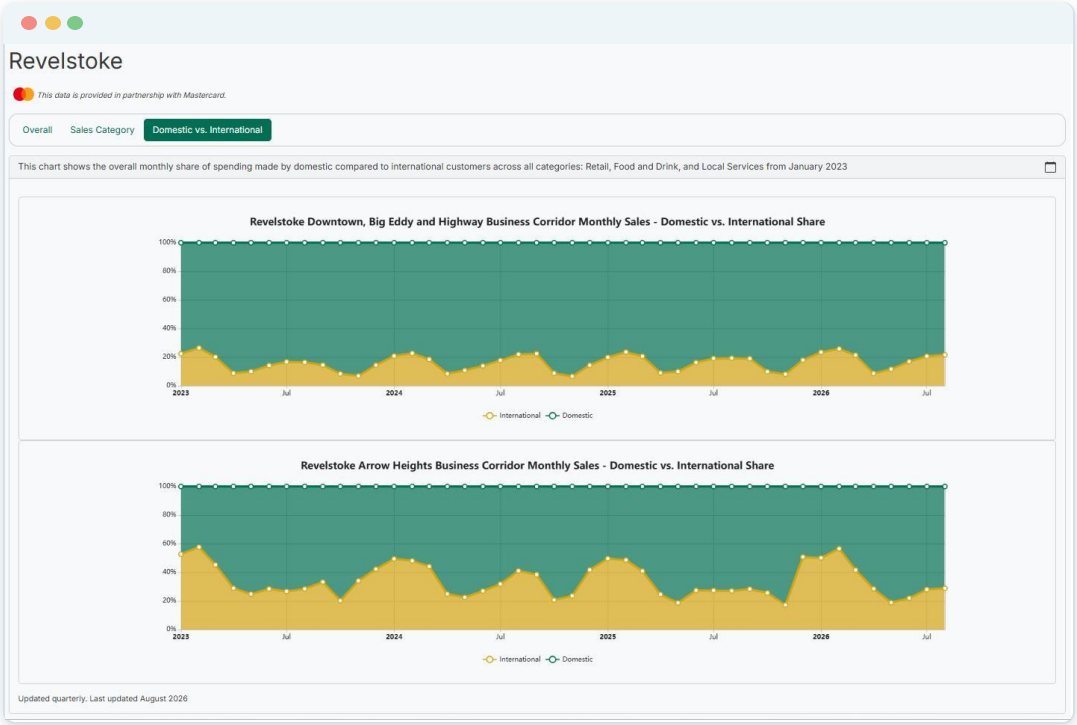


WHAT YOU SEE

Four areas, one view
Downtown, the Highway Business Corridor, Arrow Heights and Big Eddy.

Built for your community
Your colours and your logo on every page.

See who is spending: locals or visitors

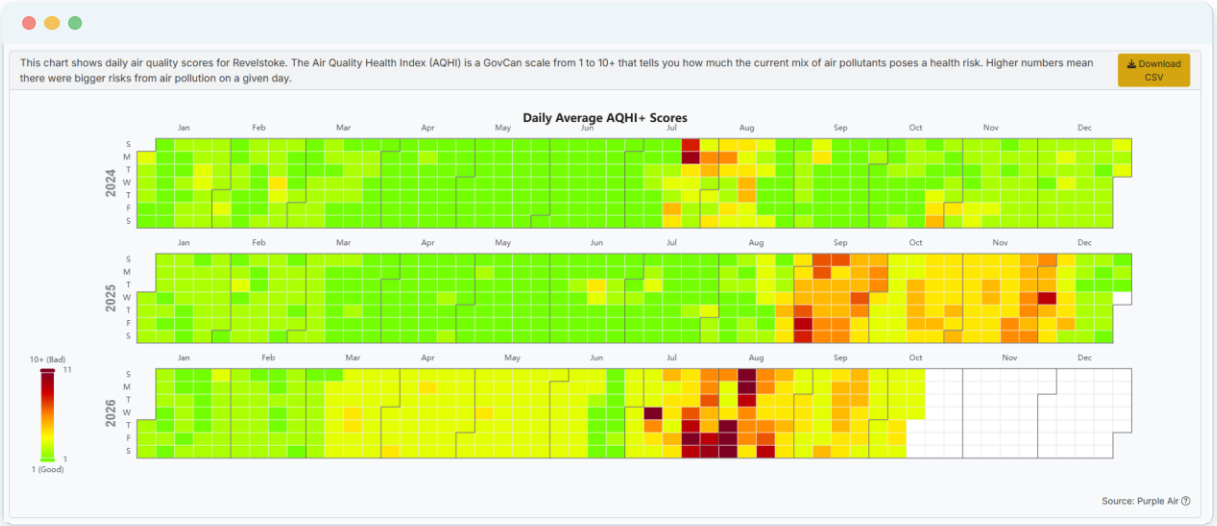


WHAT YOU SEE

Card spending, monthly
Domestic and international share of sales since 2023, provided in partnership with Mastercard.

Area by area
Compare each of your business areas side by side.

Understand the conditions affecting your street



WHAT YOU SEE

Daily air quality

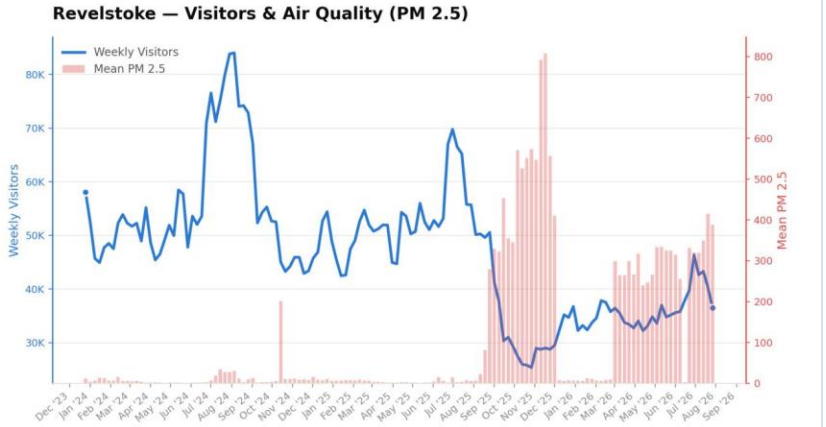
Three years of daily scores on the Air Quality Health Index plus scale, from 1 (good) to 10+ (bad).

One place to look

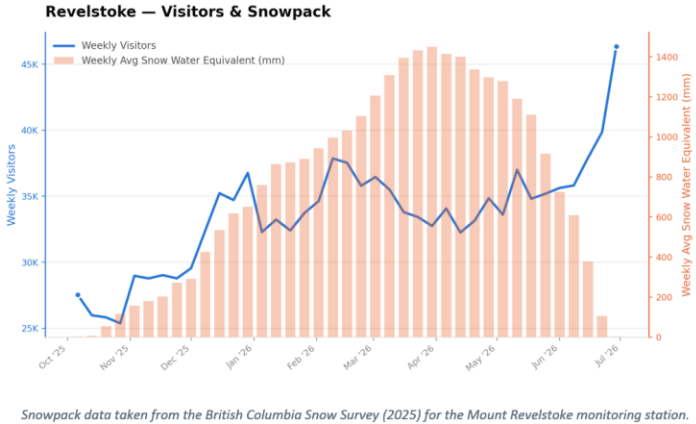
Read visits, spending and conditions together, not across separate reports.

Source: PurpleAir, via the Revelstoke Main Street Dashboard.

Smoke and snow shape Revelstoke's visits



Air quality: Weekly visits fell from about 50K to about 25K as smoke settled in during fall 2025, and stayed lower into 2026.



Snowpack data taken from the British Columbia Snow Survey (2025) for the Mount Revelstoke monitoring station.

Snowpack: Visits rose with the snow into February, then levelled off. Summer, not winter, brings the busiest weeks.

Sources: Environics Analytics MobileScapes (weekly visitors); PurpleAir (PM2.5); British Columbia Snow Survey, Mount Revelstoke station (snowpack). Charts: Canadian Urban Institute.

THE OPPORTUNITY

The data behind your dashboard

Built on CUI's main street geography and available for any main street in the country, including yours.

DATASET	WHAT IT ADDS TO YOUR MAIN STREET	DASHBOARD TAB
MobileScapes	Anonymized movement: visit volumes, peak days and hours, visitor home areas	**Visitors**
PRIZM	67 lifestyle segments describing who visitors and residents are	**Visitor demographics**
DemoStats	Current-year demographics, with five-year trends and projections	**Neighbourhood profile**
HouseholdSpend	Household spending by category, aligned to Statistics Canada totals	**Spending**
Business data	Business locations by type and size, plus the Independent Business Index	**Local infrastructure**
Opticks	Media and channel use, so campaigns can be planned for the district	**Media**

Also in CUI's dashboards: card spending from Mastercard and business credit data from Dun & Bradstreet.

ENVIRONICS ANALYTICS

dun & bradstreet

Developed by CUI with Environics Analytics and Open North. measuringmainstreets.ca. Air quality data in the Revelstoke example is from PurpleAir.

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MAIN STREET DASHBOARDS

Why it works

$2.5M+

invested in the infrastructure behind the platform

3

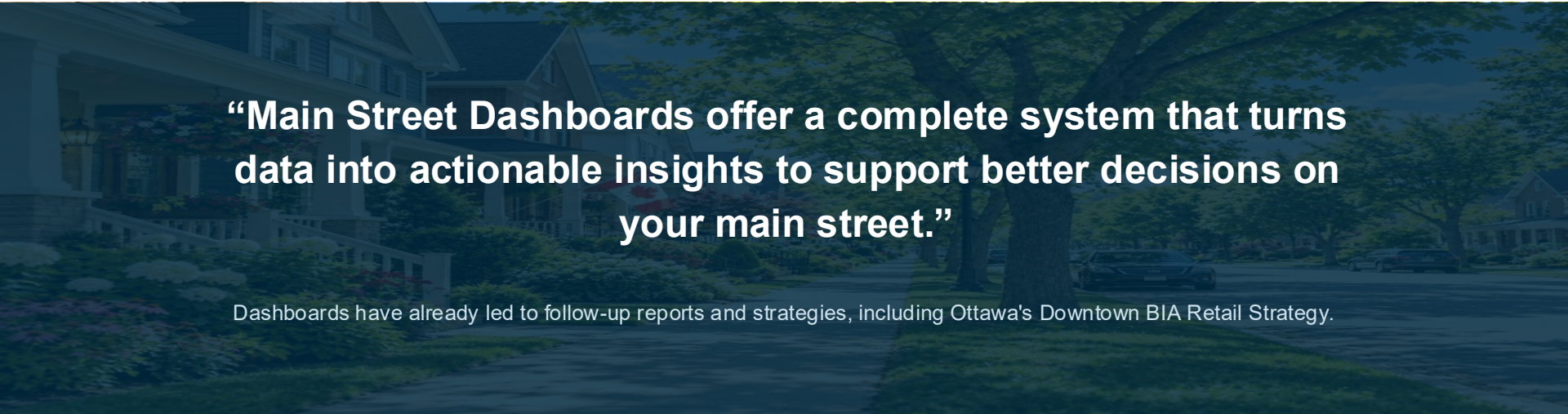
premium data partners: Environics Analytics, Mastercard, Dun & Bradstreet

35+

years of place-based work across Canada

130+

municipalities and BIAs have received dashboards since summer 2025



“Main Street Dashboards offer a complete system that turns data into actionable insights to support better decisions on your main street.”

Dashboards have already led to follow-up reports and strategies, including Ottawa's Downtown BIA Retail Strategy.

MAIN STREET DASHBOARDS

Packages and pricing

Package	Standard	Custom
Price (billed annually)	**$10,000**	**$15,000 to $40,000**
What's included	Monthly updates with access to a full suite of core datasets, including foot traffic, visitor profiles, consumer spending, business mix and local infrastructure. Plus an annual Main Street Assessment with clear recommendations and bi-monthly peer-learning sessions.	Everything in Standard, plus custom data integration and tailored analysis using local open datasets.
Best for	Communities looking to make smarter decisions, improve programming and strengthen advocacy with data.	Communities ready to go deeper: aligning data with local priorities, unlocking new insights, and driving targeted investment and growth.

Flexible and scalable: discounts available for regional rollouts, associations and multi-community partnerships.

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Main streets talk. Listen to yours.

See what a dashboard can show you about your main street, in a short demo with our team.

BOOK YOUR DEMO

msc@canurb.org

mainstreetcanada.ca

HOW TO GET STARTED

1. **Book a demo**
   We walk you through a live dashboard and answer your questions.

2. **Find your main street**
   See your main streets, free, on measuringmainstreets.ca.

3. **Choose your package**
   Standard or Custom, with discounts for regional and multi-community rollouts.