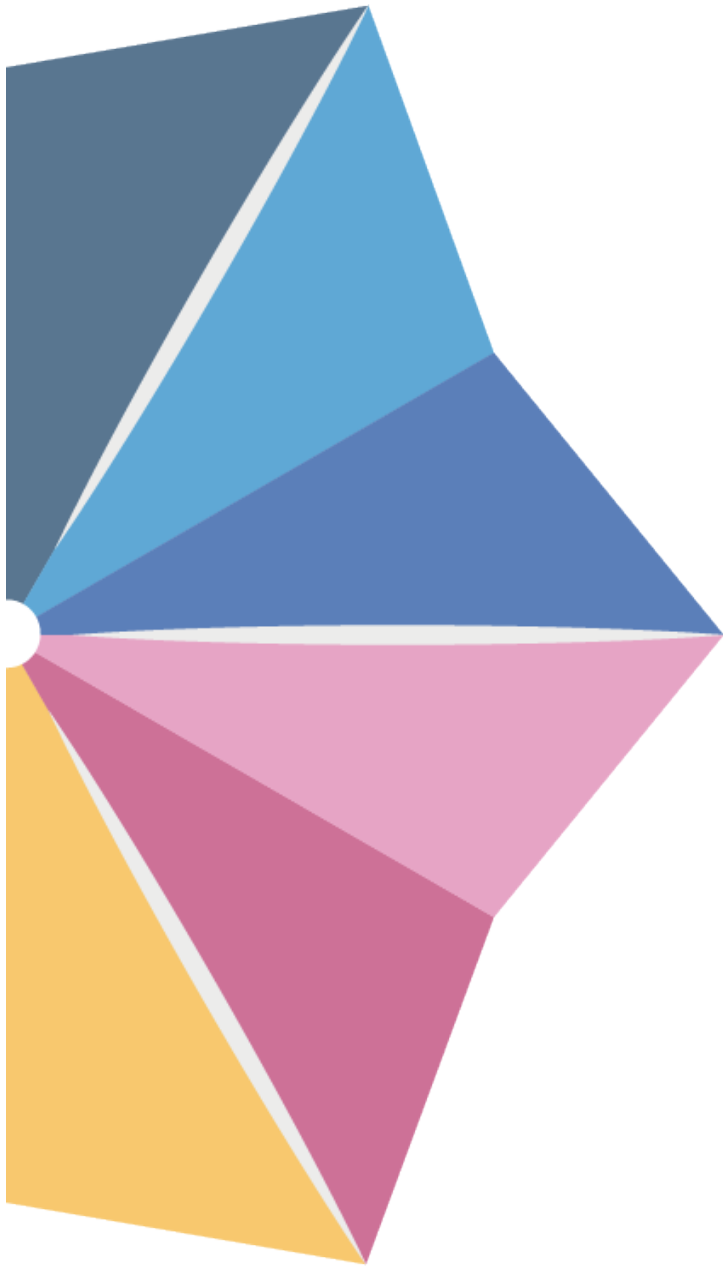




WATERFRONT BIA

BROKER PACKAGE

December 2025

WHY THE WATERFRONT

VISITOR AND RESIDENT INFO

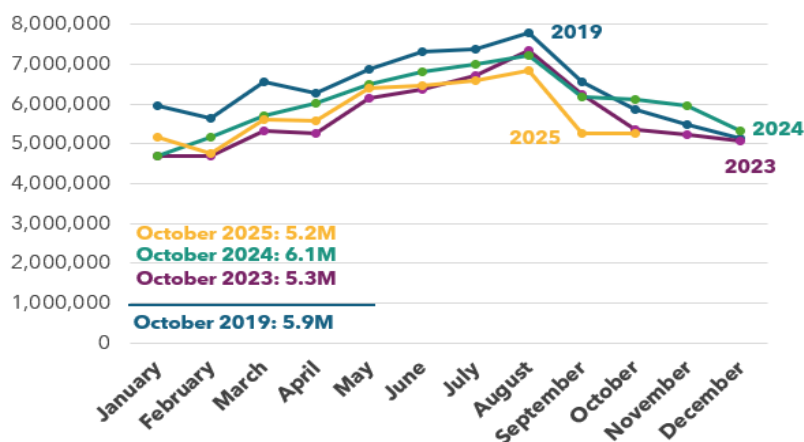
WATERFRONT RETAIL OPPORTUNITIES

NEIGHBOURHOOD HIGHLIGHTS

DOCUMENT SUMMARY

The purpose of this document is to highlight key statistics and opportunities for the waterfront area for any organization or business that is interested in locating here. This data package is prepared by the Waterfront Business Improvement Area (WBIA), and all the data presented within this package only pertain to the WBIA's boundaries, shown below in the map.

Visits to the Waterfront by Month



2.9M

Unique visitors in 2024

61.2M

Total visits in 2024

Source: Environics MobileScapes data is based on anonymized, permission-based cellphone data collected from trusted suppliers using location-enabled apps that are compliant with privacy laws. These data are de-identified by their suppliers and are modelled by Environics Analytics to understand visitation to the Waterfront. Data is exclusively for visitors from Canada.

MAP OF ATTRACTIONS



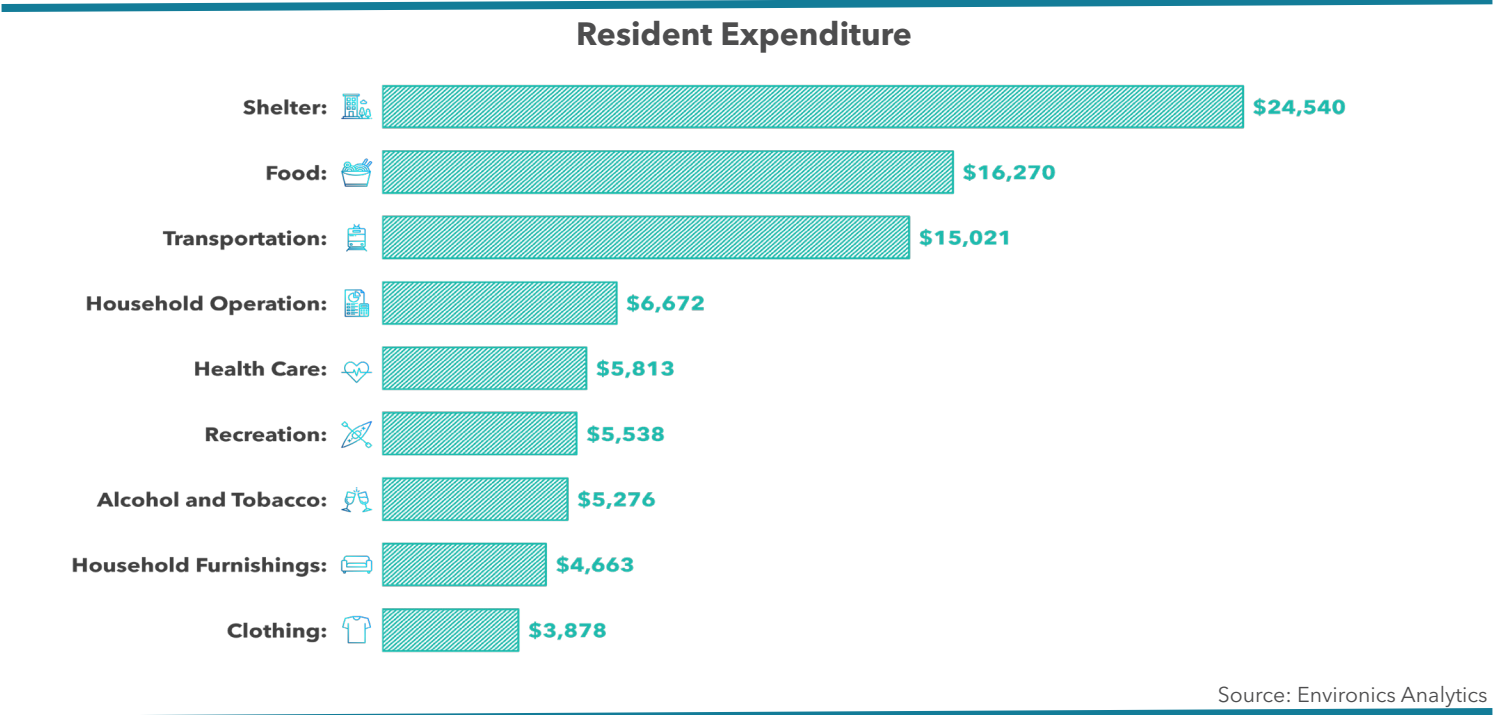
The waterfront is a fast-growing neighbourhood with exciting developments planned to come to the area in the next decade. The area is already home to many internationally well-known companies such as Canada Goose, LCBO, NOKIA, and more. It is also where some of the best educational facilities in the province are located such as George Brown College, the University of Toronto at MaRS, Niagara College, and OCAD University. Being directly adjacent to some of the city's biggest attractions (The CN Tower, Ripley's Aquarium, The Rogers Centre, Scotiabank Arena, etc.) the waterfront is a major tourist attraction itself, in addition to having major hotels in the area with more planned to be located here in the near future. The waterfront is also home to Billy Bishop Airport, serving ~2.8M passengers a year, and set to open U.S. pre-clearance in Spring 2026.

The area is also very well-connected with the rest of the city with direct access to the Gardiner Expressway and public transit (LRT) on the western side that goes directly to Union Station, and Bus Rapid Transit on the eastern side that will also convert into LRT in the future.

WATERFRONT RESIDENT INFORMATION (2024)

POPULATION	28,844	AVERAGE HOUSEHOLD INCOME	\$146,710
HOUSEHOLDS	16,885	AVERAGE DISPOSABLE INCOME	\$103,494
MEDIAN AGE	37	AVERAGE CONSUMPTION	\$95,501
MARRIED/ COMMON LAW	49%	COUPLES WITH CHILDREN AT HOME	34%

Source: Environics Analytics



TOP THREE TYPES OF VISITOR PROFILES, 2024 (ENVIRONICS, PRIZM)



Eat, Play, Love (12%): refers to **young**, educated **urbanites with white-collar jobs**. They **live in high-rises**, commute sustainably, and enjoy travel, nightlife, fitness, and gourmet food. Tech-savvy, they're active on social media and use the internet for dating, streaming, and gaming.



Metro Melting Pot (8%): includes diverse, **middle-aged immigrant families in Toronto and Mississauga**. Often multigenerational, they **live in older homes, work in varied jobs**, and value family time, travel, and active lifestyles. They enjoy midscale shopping, tech, and dining at casual chains like Swiss Chalet and Milestones.



Came From Away (8%): are diverse, **middle-aged urban renters**—mainly singles or lone parents—**working grey-collar jobs and living in high-rises**. Often foreign-born, they face economic challenges but enjoy urban leisure, casual dining, discount shopping, and status-symbol tech.

Source: Environics Analytics

WATERFRONT RETAIL OPPORTUNITIES

CURRENT VACANCIES



10 Bay Street - Second Floor

- Food court location
- Attached to two large office towers, and connected to the PATH
- In close proximity to Love Park

Details:

- 535 Sq. Ft.
- Nearby businesses include: Rexall, Tim Hortons, and Dollarama

194 Queens Quay East - Ground Floor

- Adjacent to Sherbourne Common Park
- Queens Quay East frontage

Details:

- 1,016 Sq. Ft.
- At the base of Monde Condominiums
- Nearby businesses include: Pizzaville, Osmow's Shawarma, and AM2PM Convenience Store



110 Merchant's Wharf - Ground floor

- Direct access to Water's Edge Promenade
- Near T3 Office Building and George Brown College

Details:

- 2,135 Sq. Ft.
- Newly built (2021)
- Nearby businesses include: Irene Restaurant, Simona Restaurant, and Marche Leo's Supermarket

251 Queens Quay East - Ground Floor

- Base of T3 Bayside Office Building
- Queens Quay East frontage
- Within mass timber building near East Bayfront Community Recreation Centre, and Water's Edge Promenade

Details:

- 5,310 Sq. Ft.
- Newly built (2023)
- Nearby businesses include: Marche Leo's, and Simona Restaurant



NEIGHBOURHOOD HIGHLIGHTS

Queens Harbour Restaurant, 245 Queens Quay West



"We chose the waterfront because it offered the perfect mix of beauty, energy, and community that aligned with our vision. Our first summer exceeded every expectation and confirmed that the waterfront is exactly where we are meant to be." - **Mihai, Partner and General Manager**

Ethos Climbing Gym, 130 Queens Quay East

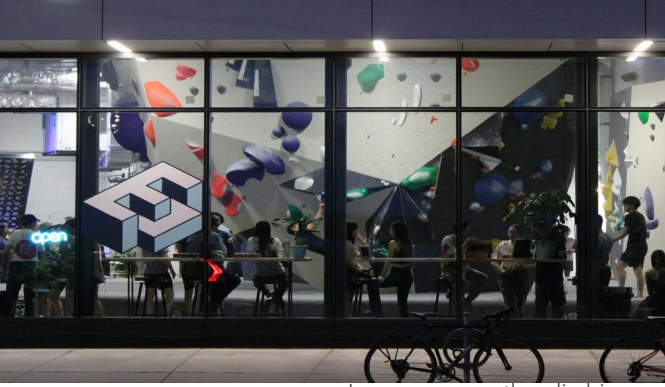
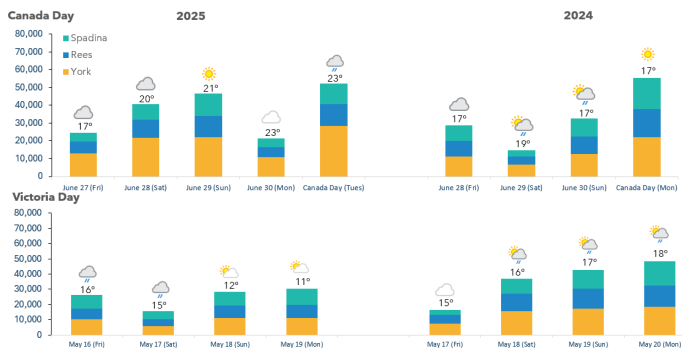


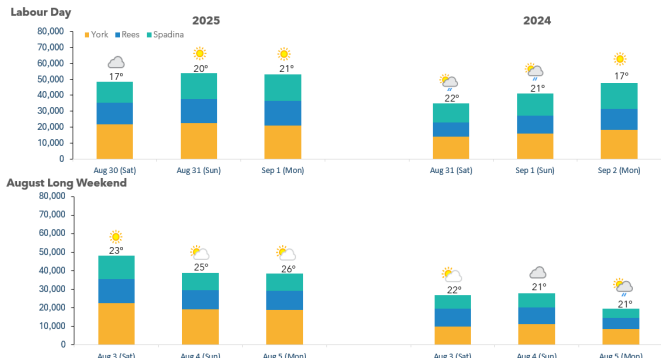
Image source: ethosclimbing.ca

"We had a great first summer on the waterfront with such a warm welcome from the community! We are excited to see what next summer has in store!" - **Kate, Operations and Marketing Manager**

SUMMER RECAP: Long Weekend Foot Traffic vs. Previous Year



Source: The Waterfront BIA Queens Quay Pedestrian Counters



Source: The Waterfront BIA Queens Quay Pedestrian Counters



Image source: TTC

New Rapid Bus Transit Lane on Queens Quay East

114 Queens Quay East

As the area awaits the funding and construction of the Waterfront East LRT, a temporary rapid bus transit lane has been implemented along Queens Quay East to improve transit connectivity along the eastern waterfront. This new improvement has:

- Westbound **PM travel speeds** have **increased by 17%**
- Weekday September ridership in 2025** has **increased by 38%** compared to the same period in 2024.

Source: TTC

World Series Games Jays vs. Dodgers - Restaurant Spending (week-over-week)

Game	Outcome	Location	Transaction Volume	Transaction Size
Jays (Home)	Win	Near Stadium	+27%	+13%
Oct. 24, 2025		City	+10%	+5%
Jays (Home)	Loss	Near Stadium	+20%	+12%
Oct. 25, 2025		City	+2%	+4%

Source: Moneris

About the data: The figures compare the 2025 World Series games against control days matched by day of the week. Moneris spending reports measure spending in Canada across a range of categories by analyzing credit and debit card transaction data. The figures cited are derived from aggregated transaction data processed by Moneris in applicable categories.

WATERFRONT BUSINESS IMPROVEMENT AREA (BIA)

OVERVIEW OF THE BIA

Being part of a BIA comes with its own advantages such as specialized events planned to increase foot traffic, specific reports to understand different trends in the area, area cleaning initiatives in addition to city services, and much more.

The BIA employees are here for business support and to promote waterfront businesses to the rest of the city. The BIA team also works on advocating on municipal, provincial, and federal policies that will have an impact on businesses.

BIA PERKS



Area
Marketing



Street
Beautification



Events &
Programming



Above Standard
Cleaning



Advocacy



Economic
Development

EVENTS AND ACTIVATIONS



Music Garden Concerts

during the Summer and
Fall with sound-reactive
lights



Skating Rinks

three rinks encouraging
Winter visitation



Paint Nights

and other community events



New Year's Fireworks

and Winter market



Harbourfront Centre

Events year-round



Water/Fall Festival

to maintain visitation
momentum after Summer

Visit our website:

www.waterfrontbia.com

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