

From: [John Kiru](#)
To: [Executive Committee](#)
Subject: Submission for EX27.10
Date: October 26, 2021 9:41:55 AM
Attachments: [2021 Caf TO Economic Benefits Study.pdf](#)

Please receive the attached as a submission for the executive committee item 27.10 CafeTo 2022 and Beyond. This submission is in support of my deputation and plan on referring to it but don't need it put on the screen, simple distribution for reference would suffice.

Thank you for sharing



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TABIA is the umbrella organization of Toronto's 85 BIAs who in turn represent over 90,000 business and property owners.

2021 CAFÉTO ECONOMIC BENEFITS STUDY

ottavia



COMMUNITY RESEARCHERS

CONDUCTED SUMMER 2021



Data Collection

Data collection period: Summer 2021 (13 weeks)

Data collection dates: June 20 through September 22

Survey methodology: Online weekly survey of restaurant owners and managers

Participating restaurants: 20 participating restaurants within 6 BIAs

Total restaurants in estimates: 940 restaurants in CaféTO program

Lead researchers: Michael Harker and Muhammad Maruf Sazed



- 1** **CaféTO delivered \$206M in economic benefits to Toronto in summer 2021**
- Participating restaurants invested \$25M on patio upgrades and maintenance
 - CaféTO diners spent an estimated \$181M on patios throughout 13 week period

- 2** **Program served 4.9M customers at 940 restaurants throughout summer**
- Restaurants reported estimated number of customers served on CaféTO patios each week
 - 940 Toronto restaurants served an estimated 4.9M customers over a 13 week period

- 3** **CaféTO program accounted for a substantial portion of total restaurant sales**
- Analysis estimated that 36% of total participating restaurant sales were from CaféTO
 - By comparison, 26% were from indoor dining, 25% from permanent patios, and 13% take-out/delivery



- 4 Participating restaurants made considerable investments in patio upgrades and maintenance**
- The average participating restaurant spent \$26K to upgrade and operate CaféTO patios
 - Largest expense categories were \$11K on furniture and \$7K on property upgrades

- 5 Restaurants also invested in signage, menus, mobile apps, and training**
- On average, each participant invested \$1300 on CaféTO-specific menus and mobile apps
 - Additionally, average restaurant spent \$1700 on signage or advertising related to the program

- 6 Average restaurant traffic and sales estimated**
- The average participating establishment experienced \$15K in weekly CaféTO-related sales throughout the summer
 - Average restaurant served 400 CaféTO customers per week





SECTION 1: TOTAL ECONOMIC BENEFITS



	Average per restaurant	Total
Restaurant expenditures and investments	\$26,000	\$25.0M
Estimated sales from CaféTO patios	\$192,000	\$180.6M
Total spending related to CaféTO	\$218,000	\$205.6M

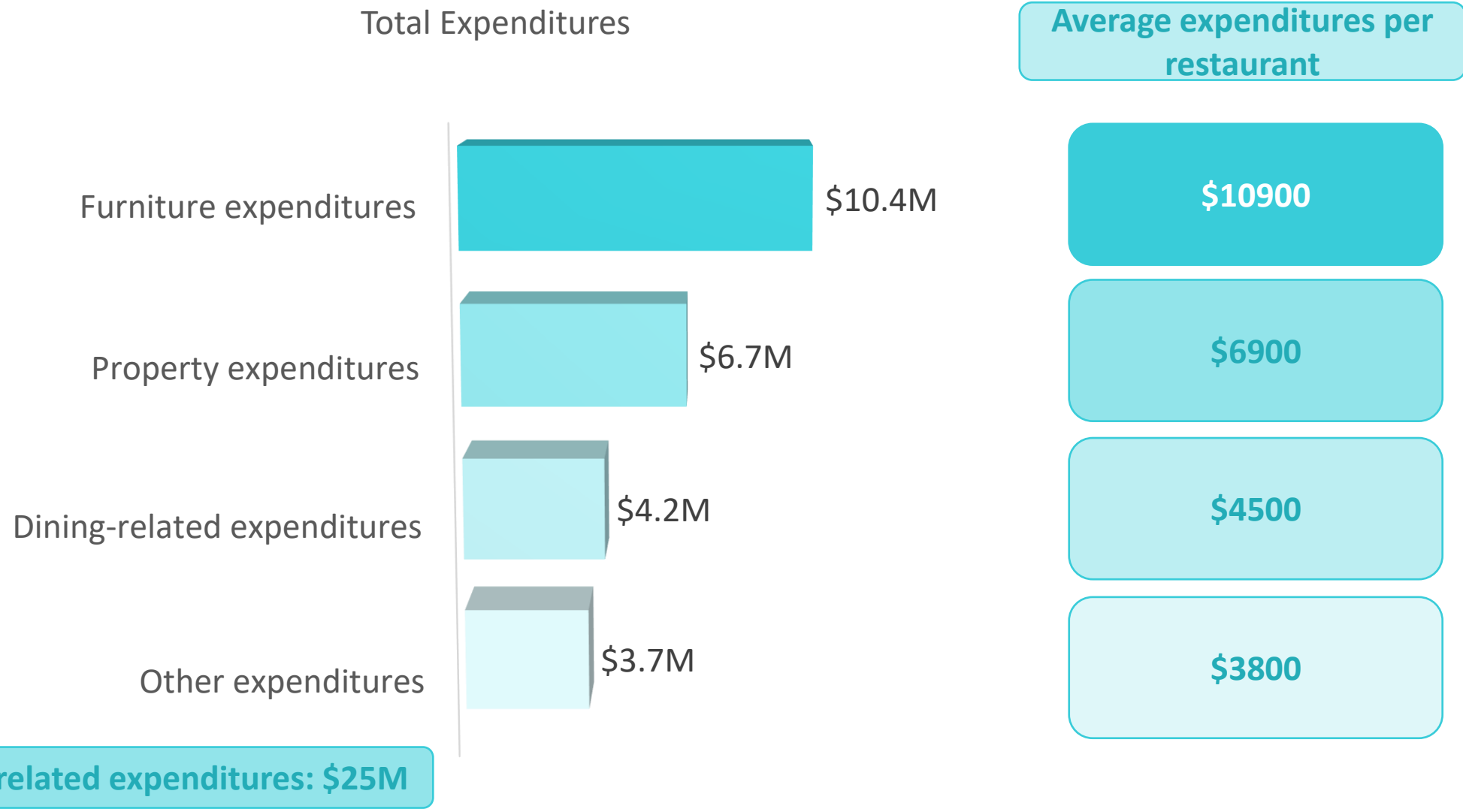
"This program not only helped my business survive, it also brought more vitality and customers to the BIA. Seeing blocks and blocks of busy street patios was great for all of our businesses."

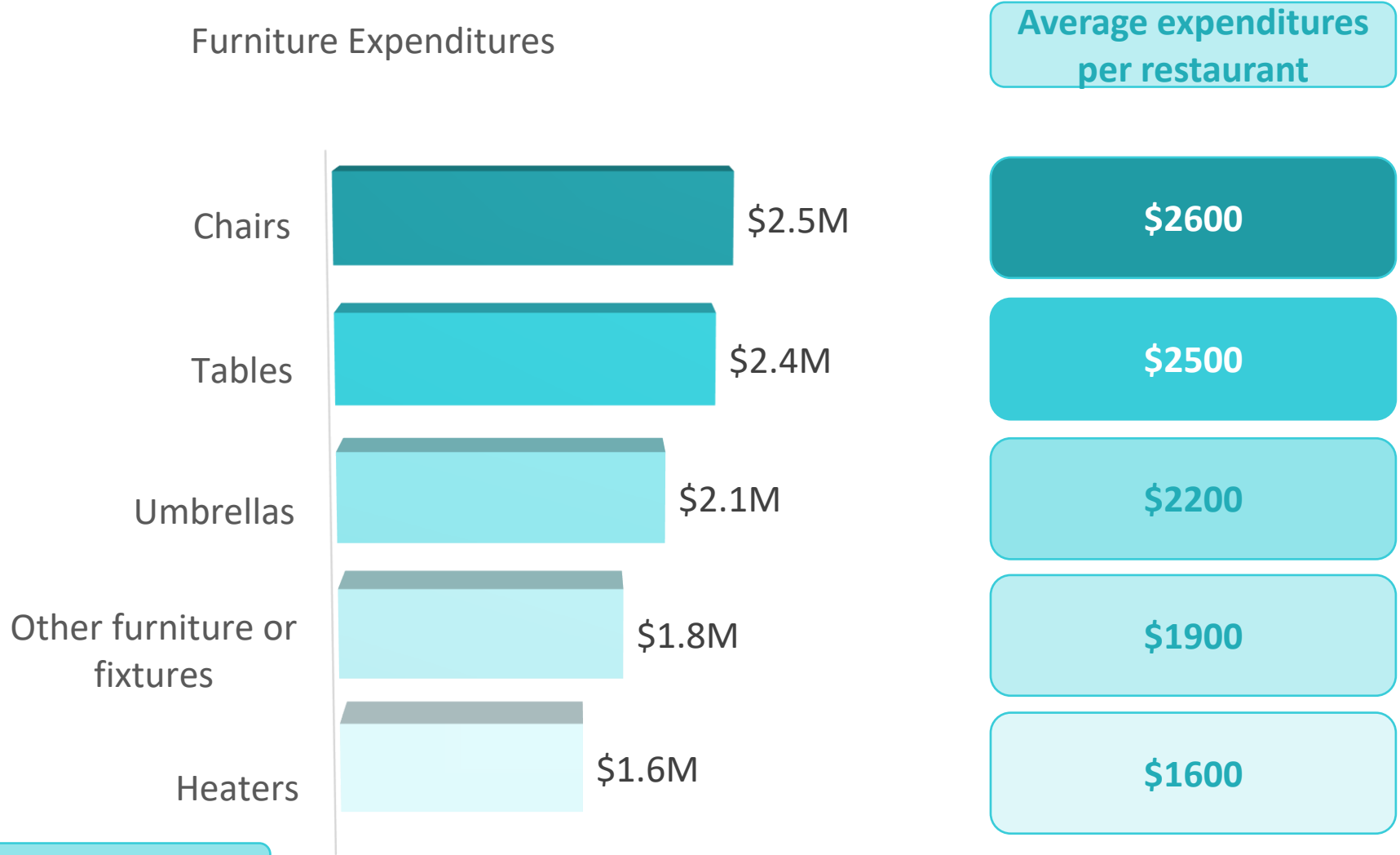
(restaurant owner in Broadview Danforth BIA)



SECTION 2: RESTAURANT EXPENDITURES AND INVESTMENTS







Total furniture expenditures: \$10.4M



Property Expenditures

Outdoor renovations
(flooring, decks, plexiglass,
etc.)

\$2.9M

Fencing

\$2.2M

Landscaping

\$1.2M

Additional cleaning or
powerwashing

\$0.4M

Average expenditures
per restaurant

\$3000

\$2300

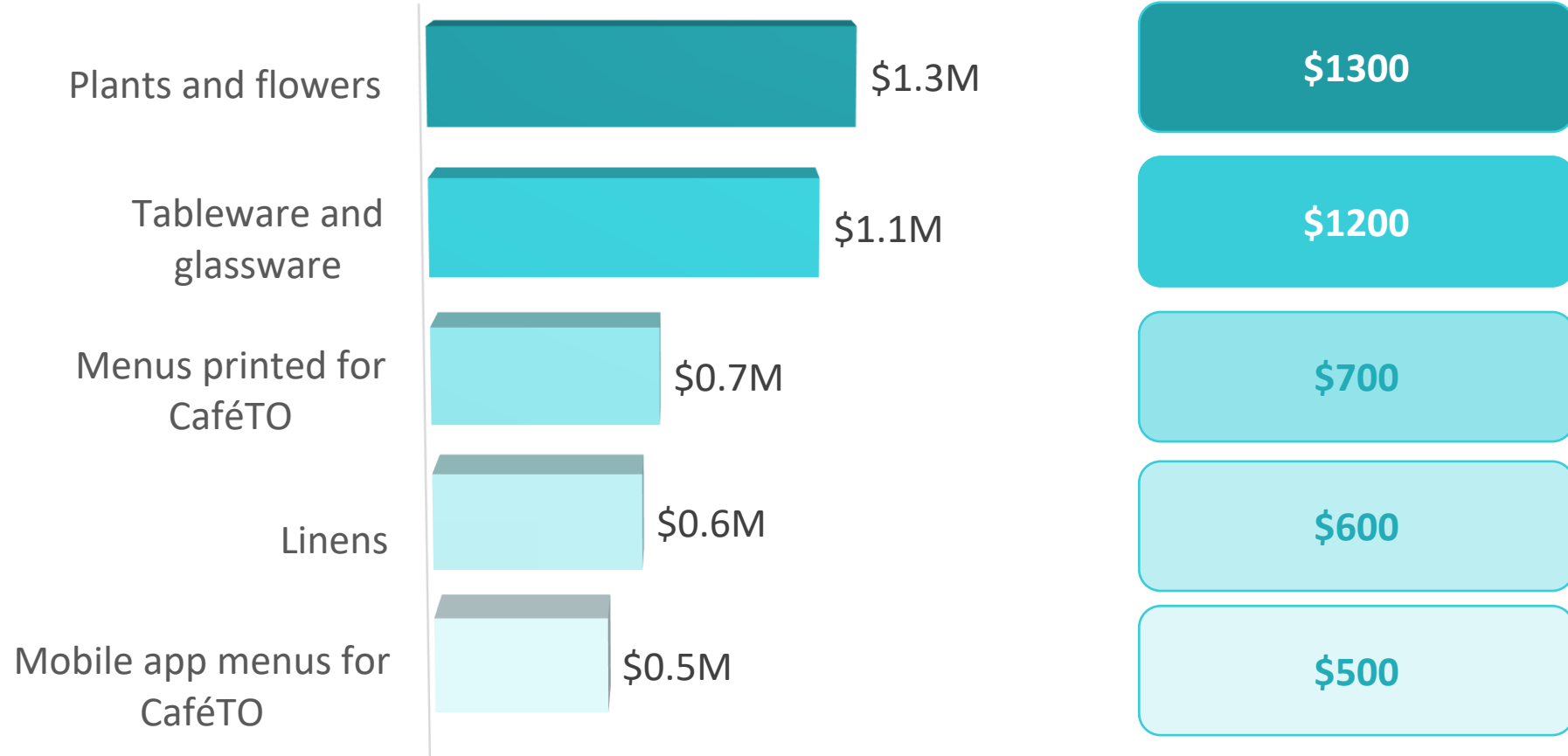
\$1200

\$400

Total property expenditures: \$6.7M



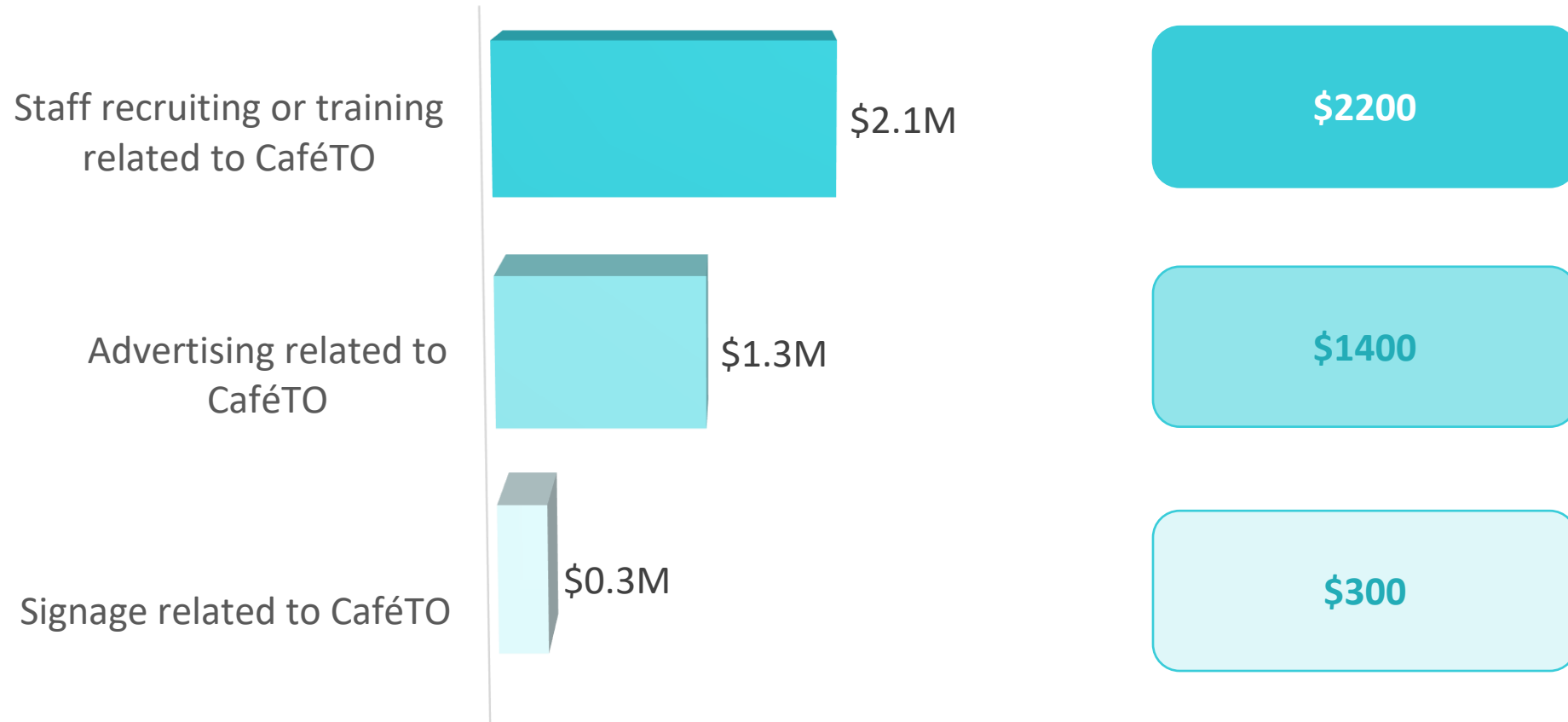
Dining Related Expenditures



Total dining related expenditures: \$4.2M



Other Expenditures



Total other expenditures: \$3.7M





SECTION 3: ESTIMATED TRAFFIC AND SALES



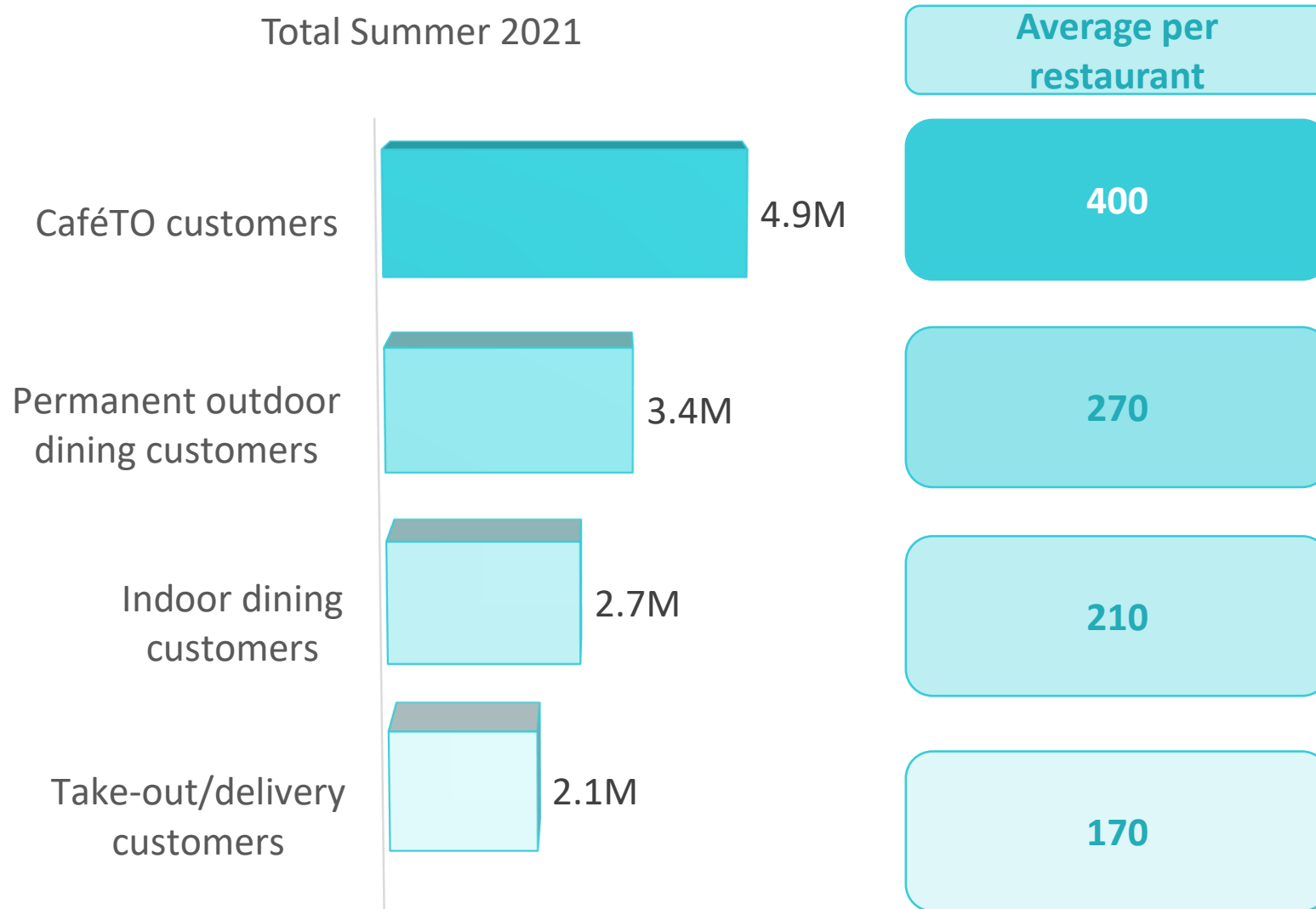
	Average weekly per restaurant	Total summer 2021	Percentage of overall customers and sales
Estimated CaféTO customers	400	4.9M	38%
Estimated CaféTO sales	\$14,800	\$180.6M	36%

"You don't realize how small things like going out for dinner can really help improve life and relieve stress. It's been good."

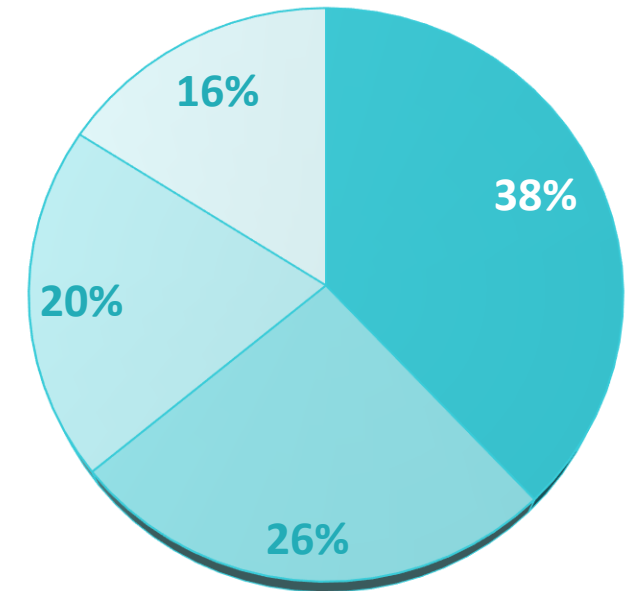
(CaféTO patron in Toronto Downtown West BIA)



Total Summer 2021



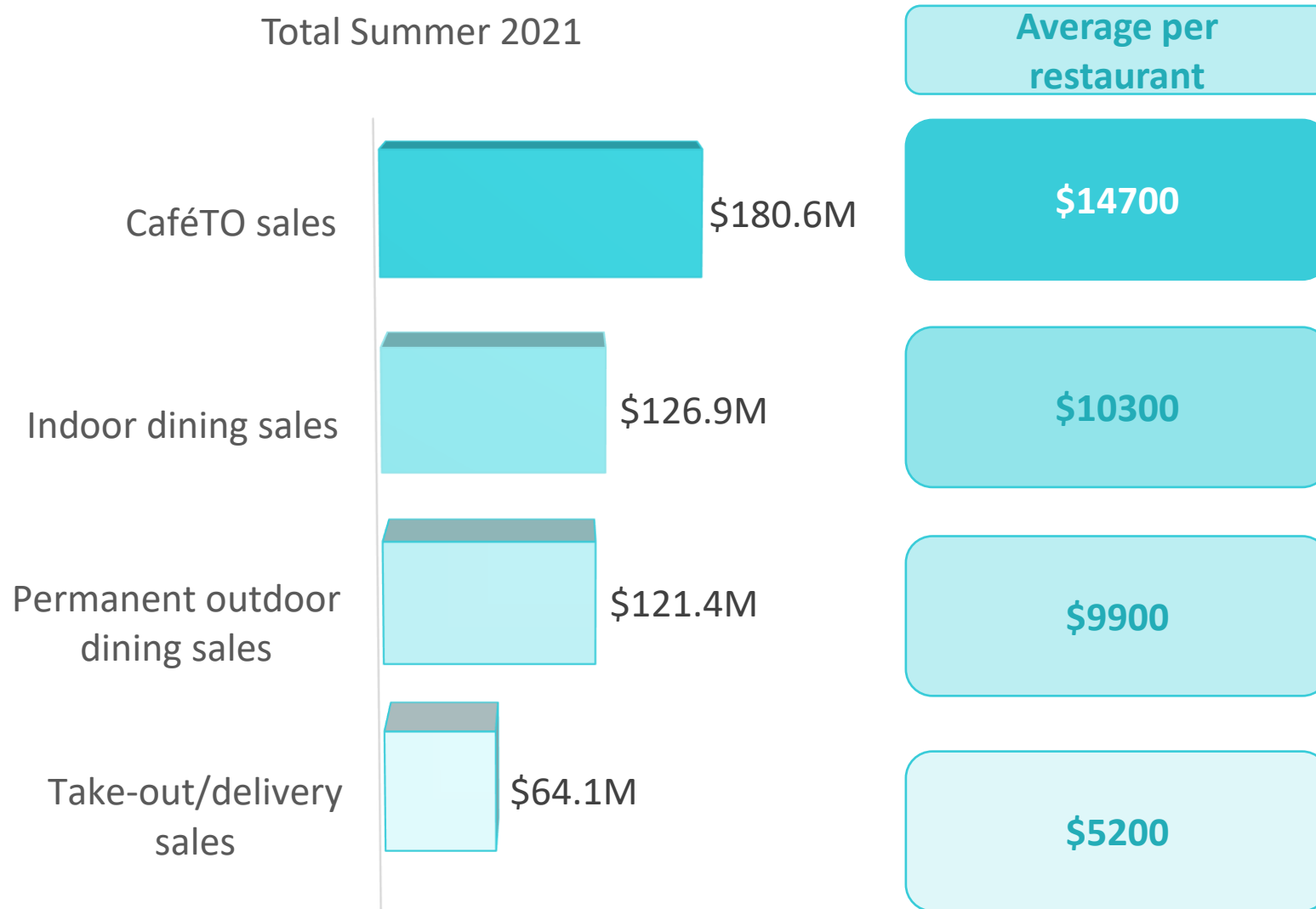
Traffic percentage



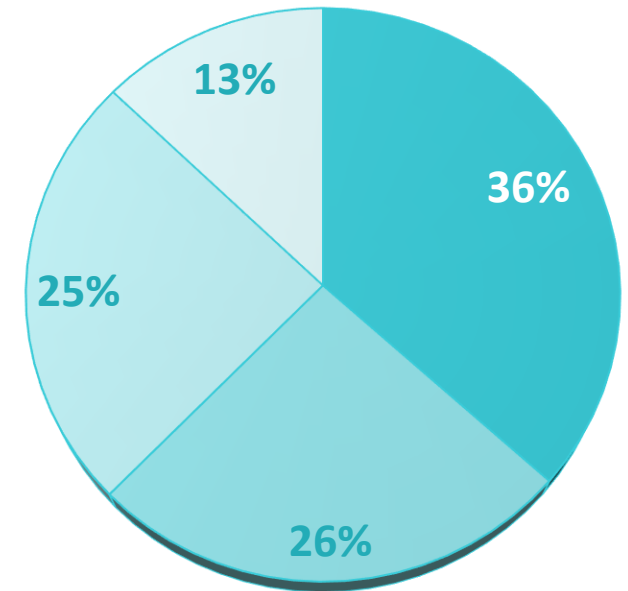
- CaféTO customers
- Permanent outdoor dining customers
- Indoor dining customers
- Take-out/delivery customers



Total Summer 2021



Sales percentage



- CaféTO sales
- Indoor dining sales
- Permanent outdoor dining sales
- Take-out/delivery sales





"I hope it's something the city keeps. To have this atmosphere in the summertime and do some people watching is a fun thing."

(CaféTO patron in Toronto Downtown West BIA)

"The street patio is perfectly suited for a cafe. My area has now become a go-to tourist spot and by default tourists will expect these patios to remain because they exist in the rest of the world."

(restaurant owner in Kensington Market BIA)





APPENDIX



RESTAURANT INFORMATION

- Restaurant name
- Restaurant address
- Contact name
- Email
- Mobile phone

ADDITIONAL RESTAURANT INFORMATION

- BIA name
- Restaurant type
- CaféTO services offering

SEATING INFORMATION

- Number of indoor dining seats
- Number of permanent outdoor dining seats (not CaféTO patio)
- Number of CaféTO outdoor dining seats

PARKING SPACE

- Number of parking spaces affected by CaféTO outdoor dining

STAFF INFORMATION

- Number of full-time staff prior to pandemic
- Number of part-time staff prior to pandemic
- Anticipated full-time staff during CaféTO program
- Anticipated part-time staff during CaféTO program



OPERATING HOURS AND EMPLOYMENT HOURS

- Restaurant name
- Total days open to public
- Total operating hours open to public
- Total CaféTO patio hours open to public
- Total full-time worker hours
- Total part-time worker hours

CUSTOMERS

- Estimated take-out/delivery customers
- Estimated indoor dining customers
- Estimated permanent outdoor dining customers (not CaféTO patio)
- Estimated CaféTO outdoor dining customers

ADDITIONAL CUSTOMER INFORMATION

- Estimated customers turned away due to lack of space or long wait times

SALES

- Estimated take-out/delivery sales
- Estimated indoor dining sales
- Estimated permanent outdoor dining sales (not CaféTO patio)
- Estimated CaféTO outdoor dining sales

