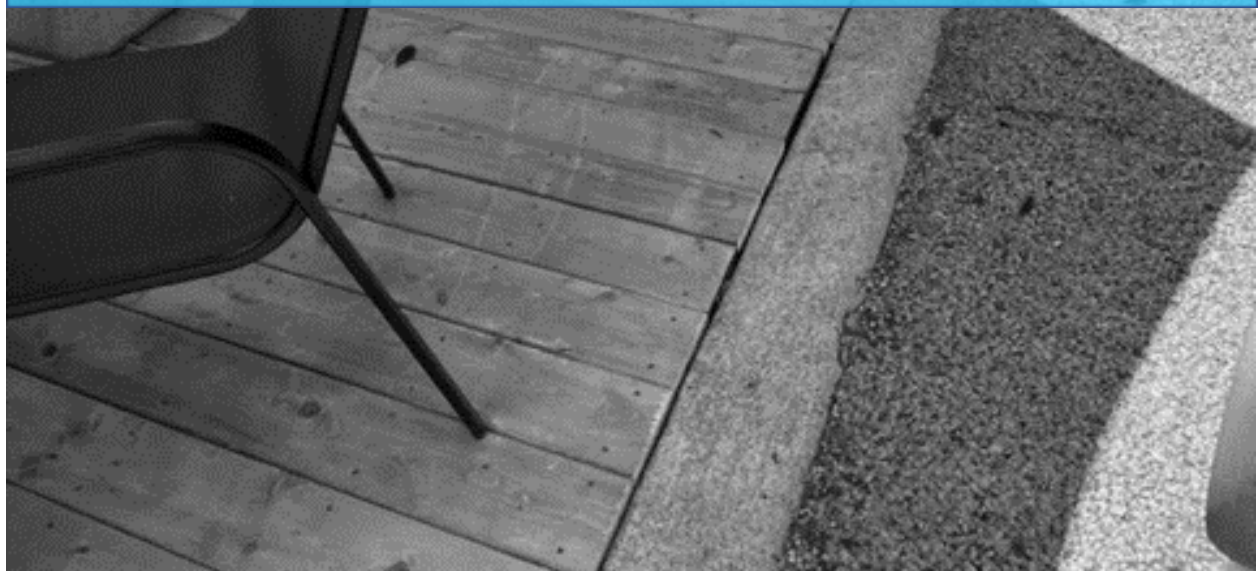




2022 CaféTO Impact Survey Summary



Methodologies

The 2022 CaféTO Impact Survey received submissions from participating businesses between November 24th and December 8th, 2022. Of the 1,300 participating restaurants, 200 participants completed a 22 question survey asking for their business' results and comments about their experience in the CaféTO initiative. Participating restaurants were sent an email requesting a submission with multiple reminders, the final notice of which was issued on the morning of December 5th, and the survey was closed on December 8th. The researchers who curated the survey and compiled the data were Geoff Slemon, Michael Harker and Raj Vihari Kongara of Community Researchers.

Highlights

1. CaféTO delivered \$203M in economic benefits to Toronto in 2022. Participating restaurants invested \$24M on patio upgrades and maintenance CaféTO diners spent an estimated \$179M on patios from May through September.
2. Average investment per participating restaurant estimated Participant survey determined that average restaurant spent \$18,160 throughout season Restaurants invested thousands on furniture, property upgrades, and related expenses.
3. CaféTO accounted for nearly one-third of aggregate restaurant revenue Respondents estimated revenue derived from indoor, CaféTO, permanent outdoor, and take-out Analysis estimated that 31% of total \$573M revenue was related to CaféTO patios.
4. Restaurants shared reasons for participating in program Vast majority participated to generate additional revenue or give more options to customers Many larger restaurants also participated to provide more hours for their staff.
5. Participants provided CaféTO services throughout the day 81% opened CaféTO patios for dinner and 65% opened for lunch Some provided breakfast and evening services; 7% had amplified live music.
6. The vast majority of participants want to resume CaféTO for 2023 Overall, 80% were "very likely" and 8% "somewhat likely" to return for 2023 Those who were unlikely to return reported maintenance, staffing, and vandalism as their reasons.
7. Most CaféTO participants would consider a user fee Respondents were asked to propose a reasonable participation fee for future programs Overall, 75% were willing to pay a user fee for participation in CaféTO 2023.
8. Respondents shared suggestions for changes and improvements Three-quarters want assistance with procuring and fencing; half want more BIA collaboration Specific comments from dozens of respondents are compiled at the end of the report.