



TASTE — OF THE — JUNCTION

A Creative Crossroads of Culture and Community

FINAL REPORT

August 26, 2026 - board reviewed

Event Summary

The Junction BIA proudly presented Taste of the Junction 2026, a free one-day outdoor festival held on Saturday, June 27, 2026, celebrating the neighbourhood's vibrant food, shopping, art, and culture. The event featured more than 50 local food, retail, artisan, and community vendors, live entertainment, family-friendly activities, and Passageways—an immersive public art experience showcasing five cultural installations inspired by the Junction's diverse communities.

Visitors were also encouraged to explore the neighbourhood's 11 permanent augmented reality (AR) murals, reinforcing the Junction's reputation as Toronto's only year-round AR destination. Held as part of Toronto's Host City Summer celebrations, the event was supported by the City of Toronto's Community Celebration Support Fund (CCSF) in recognition of the FIFA World Cup 2026™.

THE JUNCTION BIA PRESENTS

SCAN TO EXPLORE!

TASTE — OF THE — JUNCTION

Saturday, June 27 • 11 AM - 7 PM

Play Zone at No Frills Lot
Shop & Dine at Green P Lot, 385 Pacific Ave
50+ Vendors • 11 Augmented Reality Murals

A Creative Crossroads of Culture & Community

FREE Immersive PASSAGEWAYS *Inspired by Our Diverse Roots*

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Event Site

The event was featured at two sites this year; the CP19 GreenP Lot and a portion of the private parking lot of our sponsor, Darren's No Frills. The GreenP lot was curated with vendors and seating, while the No Frills lot was our Playzone which featured a Sidorova bouncy castle, Jack of Sports Soccer pitch, our Passageways exhibit, and community partners. The location also had direct connection to the main street. Road closures were investigated, however due to a moratorium in 2026, the event was confined to parking lots only.



Project Goals and Objectives

1. **Increase foot traffic and support local businesses:** Taste of the Junction 2026 was designed to attract residents and visitors to the Junction through a free outdoor market featuring more than 50 local vendors, encouraging exploration of the neighbourhood and increased spending at nearby businesses.
2. **Celebrate the Junction's cultural diversity:** A primary objective was to showcase the neighbourhood's multicultural identity through Passageways, an immersive public art exhibit featuring five interactive installations inspired by the British, Black, Chinese, Portuguese, and South Asian communities that have shaped the Junction.
3. **Create a signature cultural tourism experience:** The project strengthened the Junction's reputation as a destination for innovative arts and culture by combining public art, storytelling, food, shopping, and live entertainment into a unique event aligned with Toronto's FIFA World Cup 2026™ Host City Summer celebrations.
4. **Activate public space through arts and community programming:** By transforming the Green P parking lot into a vibrant community gathering space, the project created opportunities for cultural exchange, family-friendly programming, and meaningful connections between artists, businesses, community organizations, and visitors.
5. **Foster community engagement and belonging:** Through artist-led installations, cultural storytelling, interactive experiences, and partnerships with local organizations, the project encouraged residents and visitors to learn about the diverse histories and cultures that continue to shape the Junction while creating an inclusive and welcoming public event.

About Passageways



Taste of the Junction 2026 featured the debut of **Passageways**, an immersive public art experience made possible through funding from the City of Toronto's **Community Celebration Support Fund (CCSF)** as part of the FIFA World Cup 2026™ Host City Summer program. The exhibit transformed the event into a celebration of the Junction's cultural diversity through five interactive, walk-in installations representing the neighbourhood's British, Black, Chinese, Portuguese, and South Asian communities. Created by local artists in collaboration with community partners, each Passageway combined visual art, storytelling, tactile elements, and digital audio experiences to encourage exploration, cultural exchange, and community connection.

Integrated with Taste of the Junction's market of more than 50 local vendors, the exhibit increased visitor engagement, supported local businesses, and reinforced the Junction's reputation as a destination for innovative public art and inclusive cultural experiences.

Passageways - Black & British Culture

Black Culture Passageway

By Favour Enemaku and Phat Vinh Luu

Featured Sponsor: Govan Brown

[Website Landing Page](#)



British Culture Passageway

Murals by Marg

Featured Sponsor: TD Bank

[Website Landing Page](#)



Passageways - South Asian & Chinese Culture

South Asian Culture Passageway

By Sarah Alinia Ziazi

Featured Sponsor: Darren's No Frills

[Website Landing Page](#)



Chinese Culture Passageway

By Jacqueline Chan

Featured Sponsor: The Diamond

[Website Landing Page](#)



Passageways - Portuguese Culture

Portuguese Culture Passageway

By Julia Louise Pereira

Featured Sponsor: Sidorova Inwood

[Website Landing Page](#)



Changes to This Year's Event

- **New Location/ Event Management** - Post-event review confirmed that both event spaces were fully programmed, activations were well engaged, and all tables were used throughout the day, supporting the decision to move Taste into the Green P and No Frills parking lots.
- **More Vendors** - In 2024, we had 20 vendor/sponsors with tents at the event. This year we more than doubled event offerings with 51 tents comprised of; 19 BIA Members, 16 external vendors, 5 sponsors, 4 community partners, 5 Passageways, 2 entertainment (DJ, Face Painter). In addition we had a bouncy castle, soccer pitch and balloon twister. We had two cancellations.
- **Retail Vendors** - Last year, we only had food vendors participate. This year, we opened up our tent spaces to retail vendors and had 4 local businesses join our event.
- **Hours & SOP** - We reduced the hours of the event to end at 7pm. This was a conscious decision to drive visitors to the main street during the dinner hours. For this same reason, we did not obtain an SOP to allow for alcohol sales, however sampling was permitted.
- **On-Street Marketing** - We decorated the street with International flag bunting and installed 150 sidewalk stickers to advertise and bring anticipation for the event.
- **Event Management** - The BIA partnered with Event Management company Hypitch to oversee logistics and external vendor curation. Operationally, the controlled load-in route, early site opening, barricade placement, and parking-lot clearing plan worked well and should be retained for future events.

Exhibition Analytics



How Visitors Heard About the Event

Based on 163 responses. Respondents could select more than one option, so totals exceed 100%.



1. Poster in a shop window – 57 mentions (35.0%)
2. Instagram – 52 mentions (31.9%)
3. The Junction BIA newsletter – 51 mentions (31.3%)
4. 18" Sidewalk Sticker – 49 mentions (30.1%)
5. Word of Mouth – 38 mentions (23.3%)
6. Astral Bus Shelter Ad / TTC bus shelter poster – 32 mentions (19.6%)
7. Facebook – 26 mentions (16.0%)
8. Online Digital Media – Daily Hive, BlogTO, Toronto.com, It's Date Night, ToDoToronto – 13 mentions (8.0%)
9. Other – 12 mentions (7.4%)
10. BIA Website / TorontoJunction.ca – 12 mentions (7.4%)
11. Neighbourhood newspaper / print media – 12 mentions (7.4%)
12. Destination Toronto website – 4 mentions (2.5%)
13. X / Twitter – 2 mentions (1.2%)
14. SCAN to WIN Sticker – 2 mentions (1.2%)

Key takeaway: In-window posters, Instagram, the BIA newsletter, and sidewalk stickers were the strongest awareness drivers, with paid outdoor/transit still performing meaningfully.

Visitor Demographics & First-Year Impact

Based on 163 attendee survey responses. Results provide a first-year baseline to help measure growth and improve future Taste of the Junction events. Group size is calculated conservatively, with "5+" counted as 5.

- 84% support a future Taste of the Junction-style event
- 53% came specifically for Taste of the Junction
- 69% visited local Junction businesses outside the event
- \$59.24 average spend per person
- \$134 estimated average spend per group
- 64% visited the Passageways installations
- 37% live outside the Junction postal area
- 68% walked to the event
- 2.26 average people per group
- 17% drove to the Junction
- 15% arrived by public transit
- 3% came from outside Toronto



Key takeaway: In its first year, Taste of the Junction functioned as both a neighbourhood celebration and a destination event, drawing visitors beyond the immediate area, encouraging local business visits, and creating a strong foundation to build future cultural programming, visitor engagement, and economic impact.

Sponsors, Partners & Member Vendors



Participating Member Vendors

Taste of the Junction created a low-cost opportunity for local businesses to participate, with a members-only vendor fee of **\$150**, approximately **70% below the standard vendor rate**.

19 participating member businesses: Bevi Birra, Caribou Gifts, Chiang Mai, Clandestina, Domino's Pizza, Gabby's, Lowe's School of Music, Maker's Market, Tino's, She Sells Sanctuary Boutique, Ondak, So Far So Good Tattoo Studio, Pinot's Palette, Isaan Der Thai Kitchen and Bar, Taste Seduction, Latitude 44 Gallery, The Alpine, My House, and Embrace Crystals and Gemstones.

Vendor & Partner Feedback: *Based on 15 vendor / community partner survey responses.*

- 87% support a future Taste of the Junction-style event
- 80% said participation benefited their business or organization
- 100% reported increased exposure
- 67% reached new customers or inquiries
- 73% reported networking / community connections
- 53% reported community goodwill
- 27% reported direct sales



Vendors reported onsite sales of up to **\$3,000**, with an estimated average of approximately **\$750** among those selling.

What Worked Well: Strong foot traffic, increased exposure, community engagement, smooth event operations, and opportunities to meet new customers and potential clients.

What We Can Build On: Earlier logistics, clearer site maps, stronger sponsor / partner communication, optional table / chair rentals, restaurant-specific considerations, and continued attention to vendor mix.

Sponsors & Partners

Taste of the Junction 2026 was supported by the **City of Toronto's Community Celebration Support Fund**, helping launch a new one-day celebration of food, art, culture, and community in the Junction.

We are grateful to the sponsors and partners who helped bring the event to life, including **Darren's No Frills, Govan Brown, Sidorova Inwood, TD Bank Group, The Diamond and The Spoke.**

This first-year event also helped establish new corporate and community relationships beyond the BIA membership. These relationships can now be nurtured to support future BIA-led events, cultural programming, public-realm improvements, and neighbourhood activations.

Key takeaway: Taste of the Junction created a strong foundation for future sponsorship growth and broader community investment in the Junction.



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Event Sponsor Benefits

INVESTMENT: \$5,000 (non-exclusive opportunities)

DIGITAL ASSETS

- Logo placement on event web page and direct emails (~4,000 opt-in subscribers)
- One dedicated sponsor feature post across social channels (~41,000 followers)

PRINT + ON-SITE ASSETS

- 4 x 6 ft event poster in the Keele/Dundas transit shelter (May and June; 30,000+ daily impressions)
- 200 11 x 17 in posters displayed throughout the Junction (May to June)
- Logo recognition on on-site sponsor signage and event map/wayfinding (as applicable)
- One 10 x 10-ft promotional booth and space

ADDED VALUE

- **BONUS!** We offered a limited Passageways exhibit sponsor placement (Five early bird sponsorships available - one sponsor per installation - first come, first served)
- First right of refusal for the following year

Community Partners

Taste of the Junction 2026 was strengthened by the participation of local non-profit organizations and community partners. Their involvement helped broaden the event's impact through family-friendly activities, cultural engagement, community outreach, and opportunities for visitors to connect with local services, stories, and initiatives.

Participating community partners included:



What this tells us: Future Taste events can build on these relationships by creating clearer partner roles, earlier outreach, and more intentional community programming.

Successes & Challenges



2026 Successes & Baseline for Future Programming

Taste of the Junction 2026 featuring Passageways drew an estimated 7,500 attendees, representing a 50% increase over the estimated 5,000 attendees in 2024. Based on average reported spending of **\$59.24 per person**, the event generated an estimated **\$444,300 in direct visitor spending**. This does not include event production spending, staff time, sponsor investment, vendor expenditures, or broader economic multiplier effects.

Strong Support to Continue

- 84% of attendee respondents support a future Taste-style event
- 87% of vendor/community partner respondents support a future event

Destination Draw & Local Impact

- 53% came specifically for Taste of the Junction
- 69% visited local Junction businesses outside the event site
- 37% lived outside the Junction postal area

Vendor & Partner Value

- 80% said participation benefited their business or organization
- 100% reported increased exposure
- 67% reached new customers or inquiries

Signature Cultural Feature

- 64% of attendee respondents visited the Passageways installations

Key Opportunity

Future planning should focus on increasing Junction business participation, strengthening event wayfinding, continuing cultural programming, improving AR Mural Tour promotion, and refining survey questions to better measure which business categories benefit most.



2026 Challenges & Areas to Build On

Taste of the Junction created a strong first-year foundation. The main opportunities are about improving navigation, engagement, logistics, and measurement.

Wayfinding & Event Flow

Improve site maps, entry signage, and directional signs between the Green P lot, No Frills Play Zone, Passageways, vendors, and AR murals. We will require more waste receptacle and washroom service..

Passageways & AR Engagement

64% visited Passageways, confirming strong interest. AR Mural Tour participation was lower at 8%, showing a need for clearer instructions, stronger QR visibility, and more onsite prompts.

Vendor & Partner Logistics

Build in earlier logistics, clearer booth maps, stronger communication, optional table / chair rentals, and more detailed setup information. Increase spacing between tents to 3ft where possible.

Member & Restaurant Participation

Continue refining vendor mix, increasing member participation, and exploring stronger ways for restaurants and hospitality businesses to benefit.

Future Measurement

Add vendor survey questions on business category and participation goals to better understand which businesses benefit most from sales, exposure, leads, sampling, or community engagement.

Marketing



Marketing Collateral



Onsite Banners



Future signage should include larger and earlier parking-lot closure notices, stronger entrance signage, and clearer directional signage between the Green P lot, No Frills Play Zone, Passageways, washrooms, seating, and AR murals.

Photography by Jae Yang



Marketing - Public Relations

2026 Total **Targeted** Media Impressions: 15.8M and Total Media Mentions: 42 (no change)

** compared to 2024*

VIEW *the* VIBE

Taste of the Junction 2026 Brings Food, Art, and Local Culture to Toronto's West End on June 27



CURIOCITY

10 things to do this weekend in Toronto (June 26-28)

Taste of the Junction 2026

The Taste of the Junction kicks off on Saturday, June 27, welcoming all to enjoy a one-day outdoor market and cultural celebration. Enjoy over 50 vendor booths offering everything from delicious bites to stunning creations. Lots to do, lots to see!

When: Saturday, June 27, 2026
Time: 9 a.m. to 7 p.m.
Where: Green P parking lot at 385 Pacific Ave.
Cost: Free

foodism*

IN THE KNOW

Events, updates and deals you don't want to miss

Make some room in your calendar for these upcoming events



JUNE 27

Explore this cultural outdoor market

Taste of the Junction invites visitors to explore 50+ vendors, local food and drink, immersive installations and augmented-reality wall murals.

TorontoLife

FRONT ROW



Taste of the Junction

June 27, 385 Pacific Ave.

They say life is more peaceful in the West End—that definitely holds true for Taste of the Junction, Do West Fest's more wholesome cousin. For one day only, a shady parking lot will be covered in tents, booths and tables, with more than 50 local vendors, artists and restaurants selling their goods. Seag a snack, sample a crushable day-drinking beer from one of the many (many) neighbourhood breweries and wander around the interactive art installations at this chill summer festival.

Photo by Joe Yang, courtesy of Taste of the Junction

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blogTO

Cancelled Toronto street festival making a big comeback next month



Thousands expected to attend local festival coming up soon in Toronto



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**STREETS OF
TORONTO**
T.O.'s Ultimate City Guide

DailyHive

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Marketing - Social Media

Views throughout event campaign - June 8 to July 1

- Instagram: 280,740
 - Facebook: 32,980
 - Ad Views: 226,244
 - Total Impressions: 539,964
-
- *All Taste of the Junction high performing posts received a boost to generate higher engagements.*
 - *~\$900 was spent on social media boosts*

TOP 3 PERFORMING POSTS - TOTAL VIEWS

ToDo Toronto (collab) - Carousel - 168,937



Efosa (collab) - Carousel - 17,476



Isaan Der (collab) - Carousel - 11,474



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Financials



Project Stages

Stage 1: Planning – January – March

- Finalize Passageways concept, themes, and project workplan
- Confirm participating artists and community partners
- Secure funding, sponsors, and event partners
- Develop overall Taste of the Junction event plan and marketing strategy

Stage 2: Pre-Production – April – June

- Fabricate the five Passageways installations and supporting interpretive materials
- Confirm Taste of the Junction food, retail, artisan, and community vendors
- Finalize detailed operations checklist earlier, including vendor spacing, load-in / load-out route, signage, equipment, waste plan, handwashing refill plan, security break-relief coverage, and entertainment placement.
- Launch marketing campaign, including digital advertising, print materials, media outreach, and social media promotion

Stage 3: Event Delivery & Evaluation – June – August

- Complete installation of the Passageways exhibit and event site infrastructure
- Finalize vendor and volunteer communications
- Deliver **Taste of the Junction 2026** on **Saturday, June 27**
- Collect attendance data, participant feedback, photography, and media coverage
- Complete project evaluation, financial reconciliation, and final reporting



Best Practices

1. Retain controlled load-in / load-out routing, with vendors entering from Pacific Avenue and exiting at Medland Street.
2. Confirm all hired entertainment equipment needs in advance, including tables, chairs, shade, power, and placement.
3. Plan waste management based on peak food-service demand, not minimum site requirements.
4. Post larger parking-lot closure signs earlier and continue overnight security / pyloning to prevent parked cars from remaining onsite.
5. Maintain strong seating and shade, since all tables were used throughout the event.
6. Continue to offer the member activation webinar to encourage non-vendor members to still participate

Budget Summary

EXPENSES		REVENUE	
Expense	Amount	Source	Amount
Event Management	\$10,548	Junction BIA	\$6,576
Suppliers	\$16,398	Grants	\$26,980
Passageways	\$15,922	Sponsorship	\$22,500
Site Animation	\$3,072	Sales - Members	\$2,850
Decor	\$6,814	,Sales - Non-Members	\$10,280
Marketing	\$16,581	Sales - Other	\$150
TOTAL	\$69,336	TOTAL	69,336

[See budget here](#)

Future of Taste of the Junction

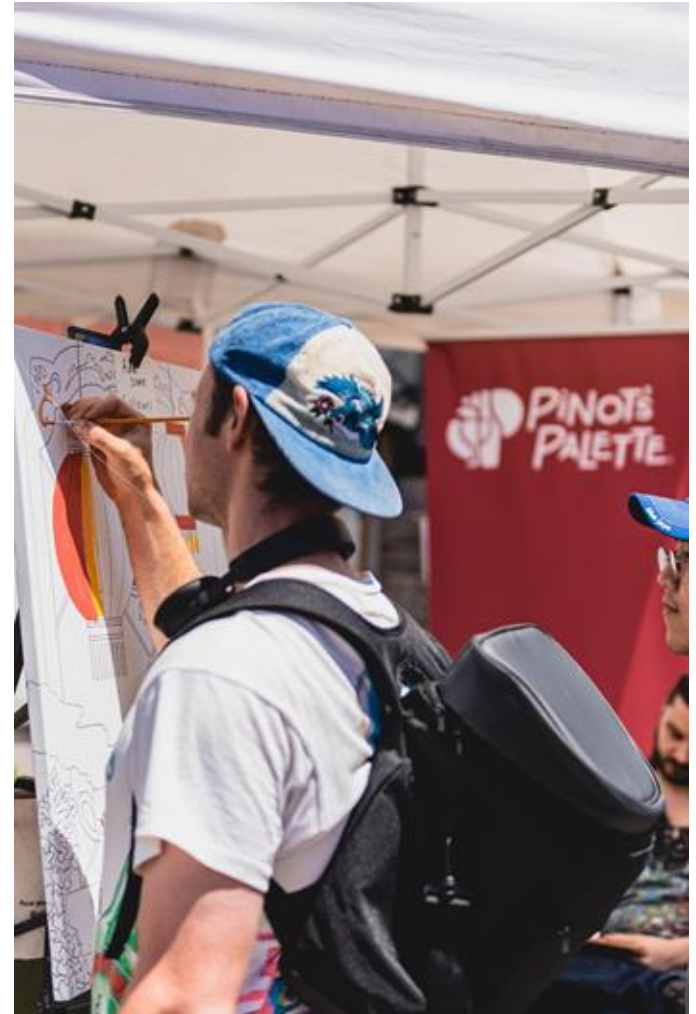
In order for the BIA to continue to host an event of this size annually, we require;

- Strong member participation
- Financial support through corporate sponsorship
- Logistics management through professional event management

We are exploring options in 2027 to expand the event to include a road closure. We are keen to grow the event footprint annually, but still utilize parking lots of the bulk of the programming.

The event will continue to offer members a premium discounted rate to participate at the event site, however all members can benefit from the increased foot traffic by doing their own in-store activations which we can promote through our 45K+ subscribers.

An art-focused exhibit will be considered if additional grant funding is available.





THANK YOU!



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