2026 Year in Review

AGM MEMBER REPORT | Prepared November 2026

Reporting on activities since the November 2025 Annual General Meeting, including Window Wonderland 2025/26 and the June 2026 Taste of the Junction.



The Junction, by Choice

The Junction BIA works with approximately 175 member businesses to make Dundas Street West a welcoming destination for shopping, dining, services, creativity and community life. This review brings together results, member feedback and financial information ahead of the December 2 AGM. It is intended to help members assess what their BIA delivers and take part in decisions about the year ahead.

The Junction BIA organizes its work through five connected areas. The examples below show services, projects and measurable results delivered in 2026, not simply the events members see on the street.

The BIA at work: five year-round workstreams

BIA workstream	Documented 2026 activity
Operations & streetscaping	132 planter boxes and 22 Butterfly Gardens maintained; 62 graffiti, 19 litter and 121 poster/sticker removals; 22 benches sanded by October.
Marketing & communications	45,494 followers and subscriptions across six channels; ongoing member directory, business features, public relations and destination campaigns.
Administration & advocacy	Audited financial reporting and public Board materials; 44 responses to the biennial member survey; advocacy on parking, snow clearing, construction access, loading and A-frame permits.
Grants & revenue development	$129,695 in projected non-levy operating revenue, including $51,980 in City grants and $40,450 in signature-event sponsorships (internal transfer excluded).
Events & programs	Window Wonderland attracted an estimated 49,929 visits; Taste of the Junction drew approximately 7,500 attendees, with associated business exposure and community programming.

In addition to these workstreams, the BIA welcomed 14 new businesses. The following sections provide further detail on year-round services, funding, member feedback and the measurable results of signature events.

Non-levy funding and partnerships

For 2026, outside funding and earned revenue are projected at $129,695. That is 156% above the $50,660 approved non-levy revenue budget. The projected total comprises $51,980 in City grants, $40,450 in signature-event sponsorships, and $37,265 in event fees and other revenue. Securing this support requires grant applications, sponsorship development, evaluation, financial reporting and ongoing partner relationships.

Marketing and destination visibility

The BIA's digital audience reached 45,494 followers and subscriptions across six channels in its AGM reporting snapshot, up 2,321 (+5%) from the previous AGM. Instagram accounted for 22,649 followers; Facebook, 8,517; Mailchimp, 3,396; X, 5,257; Threads, 3,435; and LinkedIn, 2,240. These are platform followers and subscriptions, not unique individuals. Campaigns, local features, event partnerships and the member directory helped introduce businesses to people planning a Junction visit.

Member communications, support and advocacy

The team answered member questions, shared City and grant information, maintained public Board reporting, and provided individual assistance. Nine businesses received Digital Main Street support in 2026, and Sheridan College's Windows Work program provided ten free storefront concepts. About 20 businesses attended a Taste participation information session. The BIA also raised concerns about parking, snow clearing, construction access, and loading; sought simpler A-frame permitting; and advocated for neighbourhood visibility during Toronto's FIFA summer.

What members told us: 2026 biennial survey

Forty-four businesses responded. Their feedback offers both encouraging signs and a clear warning about pressure on some sectors. Different businesses participated in 2024 and 2026, so year-over-year differences are indicative, not a matched-panel trend.

FINDING	RESULT
Profitability	50% of respondents reported a profit, versus 44% in 2024
Financial pressure	43% reported declining financial health, versus 58% in 2024
Marketing assistance	59% requested more marketing and promotional support
Construction disruption	61% reported a negative impact on business
Sector difference	Only 18% of food-service respondents reported a profit, compared with 59% of retailers
Food-service marketing need	73% wanted marketing help, compared with 53% of retailers
Limited marketing budgets	82% of food-service and 76% of retail respondents spent 5% or less of revenue on marketing

These results help shape the BIA's 2027 priorities: stronger joint promotion, up-to-date business listings and more focused advocacy on construction, parking, loading and customer access.

Neighbourhood visitation | January–September 2026

Canadian Urban Institute Main Street Metrics recorded approximately 4.1 million estimated Junction area visits, up 3% from the corresponding period in 2025. Seven of nine months reported higher foot traffic compared to the previous year. The measure includes repeat visits to the district and should not be confused with individual store entries or sales.

Signature events: measurable results

2026 Signature Events

Window Wonderland 2025/26

Toronto's award-winning winter art exhibit returned for its sixth annual exhibition, running November 28, 2025 through February 1, 2026, following the last AGM. It offered 20 animated storefront windows and 11 year-round augmented-reality murals, supporting more than 40 artists. The theme was *"Migration & Cultural Storytelling,"* which aimed to tell artists' combined family histories through art.

Taste of the Junction 2026

Taste of the Junction was a one-day outdoor market and cultural celebration on Saturday, June 27, from 11:00 a.m. to 7:00 p.m. in the Green P parking lot at 385 Pacific Avenue. Visitors shopped unique creations from local makers, enjoyed bites and drinks from neighbourhood favourites, and dove into pop-up experiences for all ages. The day featured DJ programming, a vibrant market atmosphere, and a family-friendly Play Zone hosted in the Darren's No Frills parking lot. The event also featured Passageways, five immersive, walk-in cultural installations created by local artists that celebrate five of the Junction's largest cultural communities: British, Black, South Asian, Chinese, and Portuguese, incorporating tactile features and audio guides via QR code for a layered, multi-sensory experience.

What did these investments in these events deliver for Junction businesses?

KEY RESULT	WINDOW WONDERLAND 2025/26	TASTE OF THE JUNCTION 2026
When	Nov. 28, 2025 – Feb. 1, 2026	June 27, 2026
Estimated attendance	49,929 visitors	7,500 attendees
Where visitors came from	69% of visitors lived outside the Junction	37% of attendees lived outside the Junction
Estimated visitor spending	$2.27 million	$444,300
Earned/targeted media impressions	61 million (63 media posts)	16 million (42 media posts)
Social and paid advertising reach	1.4 million impressions	539,964 impressions
Local business discovery	83% of attendees visited or discovered a Junction business	69% of 163 surveyed attendees visited Junction businesses beyond the event site.
Participating business visibility	89% of Window Partners reported increased exposure	100% of vendors/partners reported increased exposure
Participant value	84% of Window Partners would consider participating next year	67% of responding vendors and partners (10 of 15) reported new customers or inquiries.
Support for future events	96% of respondents supported its return	84% supported a future Taste-style event

Interpretation: These programs serve complementary purposes. Window Wonderland is a winter destination attraction; Taste also draws a substantial neighbourhood audience. Visitor-origin measures use different geographic boundaries (Junction neighbourhood versus M6P) and must not be treated as a like-for-like comparison. All survey percentages describe respondents, not every attendee. Estimated visitor spending does not equal verified additional sales. Media impressions represent exposures, not unique people.

Window Wonderland 2026/27

The seventh exhibition is planned for November 27, 2026 through January 31, 2027, under the theme Movement + Glimmers. It will feature 20 new animated storefront windows and 12 year-round murals, with 40 selected artists and 20 Window Partners. Programming includes an Artist Showcase at Latitude 44, opening-weekend ambassadors, Santa visits and seasonal performances. These are scheduled activities and are not reported here as completed 2026/27 outcomes.

Caring for our main street

Alongside events and campaigns, the BIA continued year-round practical work across the district: street cleaning, seasonal planting, benches, signage and graffiti response. The program maintained 132 planter boxes and 22 Butterfly Gardens, and sanded 22 of 32 benches by October. Total incidents remediated by PGTE over the past year (November 2025-October 2026) included 62 Graffiti removals, 19 litter removals and 121 poster/sticker removals within the public right-of-way. On private properties, eight owners authorized removal of 25 street-facing tags. Staff also secured $8,406.07 in 2025–26 refunds, reimbursements and supplier credits connected with streetscape assets.

Financial accountability and the 2027 proposal

The 2025 audited financial statements are available separately with the AGM materials. All 2026 amounts below are projections from the current AGM budget materials; 2027 amounts are proposals, not approved expenditure or confirmed outside funding. The proposed 2027 revenue total includes $412,622.40 in BIA levy, $86,000 in grants and other operating revenue, and $35,400 in appeal-provision surplus, as shown in Budget V10.

FINANCIAL MEASURE	STATUS
2026 projected non-levy revenue	$129,695 in projected outside funding and earned revenue, excluding the internal transfer; 156% above the approved budget of $50,660.
2027 proposed operating budget	$534,022.75 total revenue and expenditure
2027 proposed levy	$412,622.40, an increase of 2.1%
2027 proposed other revenue	$86,000 in proposed other operating revenue; future funding not yet confirmed
2027 proposed festivals and events	$154,000, including Window Wonderland ($74,000), Taste ($62,000), member-led pilot ($15,000) and Butterfly Gardens marketing ($3,000)

The proposed 2027 plan focuses on attracting customers, strengthening member visibility and business collaboration, and retaining the Junction's distinct character. Member feedback informs those priorities; the AGM and incoming Board, as applicable, make final decisions.

Board leadership and the AGM

The BIA thanks Dan Yurchuk for serving as Chair during much of 2026 and for his many years of volunteer service, including as Treasurer. Following his departure from the Board, Janet Di Bernardo is Acting Chair. We recognize the efforts of all volunteer directors, staff, business partners, sponsors and participating members. Election information and candidate biographies are provided separately and on equal terms.

Wednesday, December 2, 2026 | 9:30–11 a.m.

The 2026 Annual General Meeting will be held virtually on Zoom. Members are encouraged to register by November 25, review the 2025 audited financial statements and proposed 2027 operating budget, and, if eligible, participate in the City-led Board election. The AGM Notice, agenda, prior minutes, nominee information and registration details are available through TorontoJunction.ca.

Your BIA. Your community. Your voice.

Every local business contributes to the Junction’s identity. We invite members to review these results, bring their questions and help shape the district’s next chapter.

BIA Staff

Carol Jolly, Executive Director; Audrey Swartz, Operations Manager; Hannah Laing, Digital Content Coordinator. Leon Nowacki, Operations Assistant

City of Toronto Economic Development & Culture Office

Marianne Szczuryk, BIA Office; Pauline Ho, Capital Projects Coordinator.

Sources: Window Wonderland 2025/26 Final Report; Taste of the Junction 2026 Final Report; 2026 Biennial Member Survey; 2026 AGM presentation and speaker notes (November 2026 version); Canadian Urban Institute Main Street Metrics. Figures are rounded for readability and subject to Board verification before publication.