



REPORT

Recreation Programs, Culture and Tourism

TO: Parks Facilities and Tourism Committee

FROM: Amanda Ferraro, Director of Community Services and Katlyn Jones, Manager of Culture, Tourism and BIA coordinator.

DATE: April 20, 2026

REPORT: RC-05/26 **FILE NO.**

SUBJECT: Music Hall user groups, visitor and economic impact report 2025

BACKGROUND:

This report provides an overview of user activity, visitor patterns, and associated economic impacts generated by the Uxbridge Music Hall in 2025.

The analysis incorporates facility usage data, Environics, and results from the Ontario Ministry of Tourism, Culture and Gaming's Tourism Regional Economic Impact Model (TREIM), which estimates the contribution of visitor activity to the local and regional economy.

DISCUSSION:

The Uxbridge Music Hall continues to serve as an important cultural and community asset, supporting both local engagement and regional visitation. In 2025, the facility recorded a total of 4,936 visits through programming, events, and user group activity. This consistent level of use reflects strong demand for cultural space within the community, while also demonstrating the Music Hall's ability to attract visitors from across Durham Region and the Greater Toronto Area. User group data was supplied by: OnStage, Ryleepuss, Uxperience, SKR Dance, Uxbridge Youth Theatre, Stupefied, Boundless Studio (Vocally Inspired Performers), Springtide Music Festival, Blue Heron Books, Uxbridge Dance Academy and one-off performances using the Star ticketing platform.

Visitor origin data highlights a strong local base, with 75.2 percent of attendees traveling from within 40 kilometres, and a notable 24.8 percent traveling from beyond 40 kilometres, reinforcing the Music Hall's role as both a community hub and a regional destination. The top originating municipalities include Uxbridge (17.24 percent), Toronto (9.29 percent), Whitby (9.21 percent), Whitchurch-Stouffville (8.11 percent), and Scugog (7.27 percent), demonstrating a broad geographic draw across both rural and urban markets. This distribution confirms that the Music Hall is attracting audiences not only locally, but also from key population centres that contribute to regional visitation and spending.

Looking further into the data, the demographic profile of visitors provides valuable insight into audience characteristics and behaviours. The median age of attendees is 55 years, indicating a mature audience with strong ties to community and cultural participation. Households are primarily smaller in size, with 50.7 percent consisting of one or two individuals, and 34.9 percent identified as couples without children at home. This suggests a demographic that is likely to have both the time and financial capacity to participate in cultural and entertainment experiences.

Economic indicators further reinforce this profile. The average household income of attendees is \$168,285, significantly above typical benchmarks, indicating a high level of discretionary spending potential. In addition, 15.2 percent of visitors are employed in sales and service sectors, reflecting a mix of professional and service-based occupations. The audience is also diverse, with 20.1 percent born outside of Canada and 25.9 percent identifying as part of a visible minority group, demonstrating that the Music Hall is reaching a broad and inclusive cross-section of the population.

From a behavioural perspective, this audience profile aligns strongly with experience-driven and community-oriented participation. Smaller households, higher incomes, and an older median age typically correlate with increased interest in cultural programming, live music, and social experiences. These characteristics indicate that Music Hall visitors are well-positioned to engage with arts and culture offerings and contribute to the broader visitor economy.

Economic impact analysis using the Ontario Ministry of Tourism, Culture and Gaming's Tourism Regional Economic Impact Model (TREIM) further demonstrates the significance of this activity. In 2025, Music Hall visitation generated \$582,837 in total visitor spending within Durham Region. This spending resulted in a total Gross Domestic Product impact of \$406,164, including \$283,063 in direct impacts, \$51,179 in indirect impacts, and \$71,922 in induced impacts. These figures illustrate how visitor spending extends beyond the facility, generating economic activity across supply chains and through household re-spending.

This activity supported \$214,484 in labour income and 4 jobs, while generating a total of \$195,550 in tax revenues, including \$19,087 at the municipal level. The distribution of impact across sectors highlights the Music Hall's contribution to the local economy, with the largest gains seen in food and beverage services (\$56,255 GDP), retail trade (\$50,686 GDP), and arts, entertainment and recreation (\$46,385 GDP). These findings confirm that visitors are contributing to the downtown economy through spending before and after events, supporting local businesses and services.

In addition to its economic contribution, the Music Hall continues to play a key role in community life. With nearly 5,000 annual visits and a strong base of local users, the facility provides consistent access to cultural programming and shared community space. At the same time, its ability to attract nearly one quarter of visitors from outside the immediate area reinforces its role in supporting regional visitation and economic activity.

These outcomes align with key Township priorities, including growing the local economy, leveraging cultural assets to support tourism, strengthening partnerships, and promoting resident engagement. The combination of high local participation, measurable external visitation, and strong economic output demonstrates the Music Hall's contribution to a vibrant downtown and a resilient local economy.

Overall, the 2025 data confirms that the Uxbridge Music Hall is a well-utilized facility that delivers measurable results. Through 4,936 visits, \$582,837 in visitor spending, and over \$400,000 in GDP impact, supported by a high-income, engaged, and regionally diverse audience, the Music Hall continues to play a significant role in advancing Uxbridge's economic vitality and cultural development.

ALIGNMENT TO STRATEGIC PRIORITIES:

1.1. Deliver accountable, transparent government: Clear, data driven results demonstrate impact, including \$582,837 in spending, and over \$400,000 in GDP.

1.2. Excel at operational efficiency and effectiveness: Delivered through coordinated facility and service groups partnerships, maximizing impact with efficient use of resources.

2.1. Grow the economy and maximize opportunities to realize competitive advantage: Attracted 4936 visitors and a high-income audience, strengthening Uxbridge's position as a competitive regional destination.

2.2. Leverage tourism and heritage cultural assets to drive economic advantage for future generations: Builds on Uxbridge's cultural and experiential strengths, driving spending in retail, hospitality, and arts sectors.

3.1. Enhance and nurture existing partnerships: Strengthens collaboration between the service groups, local businesses, and the municipality.

3.2. Explore new partnerships: Creates opportunities to expand partnerships with tourism organizations and community groups.

4.2. Promote resident engagement in our community: Encourages community participation, supports local businesses, and contributes to a vibrant downtown experience.

RECOMMENDATION

THAT Report RC-05/26 of Amanda Ferraro, Director of Community Services and Katlyn Jones, Manager of Culture, Tourism and BIA coordinator be received for information;

AND THAT the Music Hall data be shared with relevant staff and committees.

Respectfully Submitted by:

Amanda Ferraro, Director of Community Services and Katlyn Jones, Manager of Culture, Tourism and BIA coordinator