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DARE SUNDAE STUDIO

Our Purpose

Activating vacant storefronts with museum-quality art to increase curb appeal, secure premium tenants, and protect assets.

Our Promise

\$0 Cost to Landlord or BIA. All production and maintenance are covered by our cultural partners.

PRIVATE WINDOW GALLERY



The Ancillary Agency Founder and President, Nick Iozzo, has almost 25 years in the retail, business development, and commercial real estate industry.

Nick has specialized in maximizing client revenue with a focus both at a local asset level and on a national cross-portfolio perspective.

Nick Iozzo

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The Agency's focus is fourfold:

Maximize Revenue

Drive new sources of revenue from existing real estate, improving net returns.

Elevate the Guest Experience

Enhance the shopper and visitor experience, driving loyalty and improved dwell time.

Drive Traffic and Impressions

Work with brands to attract physical visitors to the property while cultivating social media impressions.

Business Development

Connect best-in-class brands and service providers, growing the business opportunities within the marketplace.

A rooftop sports court with a person playing pickleball, surrounded by city buildings and outdoor seating.

FAIRGROUNDS

Pickleball & Padel | 1375 Yonge Street

Matt Rubinoff - matt@visitfairgrounds.com | 416.999.8796

Fairgrounds is a public racket club built on one idea: play belongs to everyone. No membership committees. No dress codes. No gatekeeping. Just courts, community, and the belief that sport should be approachable, not exclusive.

How it works

- + Environics uses anonymized **cell phone location data** from towers and apps.
- + **Home and travel patterns** reveal how many people visit and where they come from.
- + These origins are matched with demographic datasets to create **visitor profiles**.
- + Profiles show **behaviours, interests, and spending patterns**.

Let's Build Stronger Main Streets, Together

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