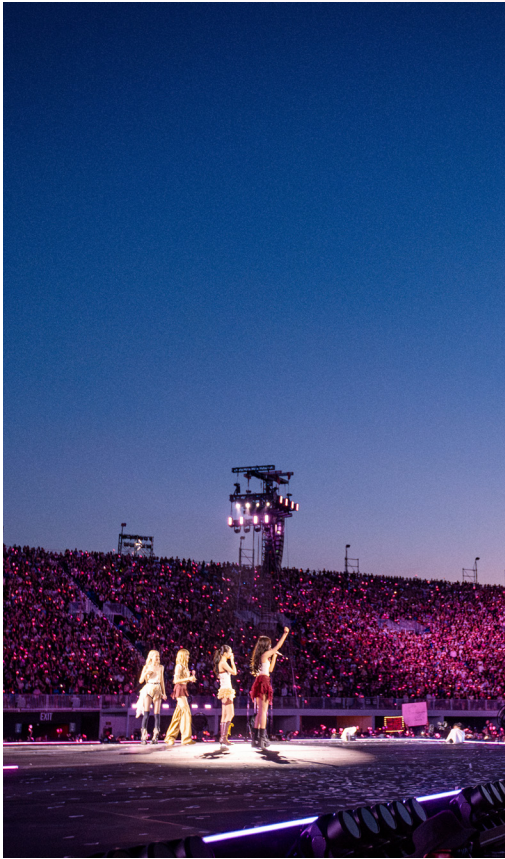


# Rogers Stadium

## Where Live Music Meets Economic Impact



In June 2025, Rogers Stadium opened its doors to fans from Toronto, Canada, and from around the world. Rogers Stadium is a seasonal venue at YZD – the former Downsview Airport Lands. It is purpose-built for live music and was funded entirely through private sector investment. Rogers Stadium fills a longstanding need in the city – a stadium-size space capable of hosting today’s top musical acts. It strengthens Toronto’s place on the global live entertainment map while drawing visitors, activity, and investment into the city.

The economic impact of Rogers Stadium reaches far beyond the stage – spanning event operations, visitor spending, and the investment required to build the venue. Together, these activities support local businesses, workers, and suppliers, and generate a wide economic ripple.

Both the numbers and the stories emerging from the stadium bring this economic impact to life, showing the effect of Rogers Stadium across Toronto and the region.

## Total Economic Impact

**14**  
concerts

**700,000+**  
fans

**3,270**  
full-time equivalent jobs

**\$388 million**  
in gross domestic product

**\$218 million**  
in labour income

**\$115 million**  
in federal & provincial tax revenue

## **Kellie's Story: Finding Her Future at Rogers Stadium**

Kellie applied for a Live Nation event staff role in April 2025, not knowing it would lead her to the new Rogers Stadium steps from her home. The steady hours complemented her retail job and helped her build new skills. She worked nearly every show at Rogers Stadium, supporting guest services, wayfinding, VIP packages, and accessibility needs. The experience revealed how live events can drive activity for nearby businesses, while opening a new career path for Kellie close to home.

### **Cocoon Coffee: When Concert Crowds Find a Neighbourhood Gem**

Cocoon Coffee opened in 2018 as a calm neighbourhood café, but Wilson Avenue saw limited foot traffic – until Rogers Stadium's concert season transformed the street. The first show brought a surge of customers, and Cocoon soon extended its hours to keep up. Concert days delivered roughly 20 per cent more revenue, driven by fans arriving early and exploring local shops. For Emma, the influx has boosted visibility and turned major shows into real economic momentum for the neighbourhood.

### **Randy's Patties: A Toronto Classic Finding New Momentum at Rogers Stadium**

Randy's Patties, a Toronto staple since the late 1970s, is growing, and Rogers Stadium is now part of that momentum. Over the course of three concerts, Randy's supplied about \$18,000 in patties, which led to extending production hours, doubling staff at key stations, and increasing orders from long-term local suppliers. The impact flowed through several small businesses connected to its daily operations, delivering a meaningful economic boost to a neighbourhood institution built on community pride.

### **A Four-Day Oasis Trip That Boosted the Local Economy**

When the Oasis reunion tour was announced, Matthew and Stephanie turned it into a four-day getaway from Edmonton with two friends – and a concentrated burst of spending. They booked hotels, ate at local restaurants, visited attractions, shopped, caught a Blue Jays game, and even saw an independent show. On concert day, an Oasis-themed pre-party and the festival-style atmosphere at Rogers Stadium drove even more spending, generating days of tourism-fuelled economic activity.

### **Next Level Tent and Event: The GTA Company Behind the Big Build**

Founded in 2017, Next Level Tent and Event has become a major provider of large-scale event infrastructure across the GTA. Rogers Stadium has become its largest project ever – 160,000 square feet of tenting, a six-week build, a four-week teardown, and technicians on site for every show. The scale created steady demand for skilled trades, new capital investment, and workforce growth. Today, the stadium accounts for roughly 30 per cent of annual revenue.