











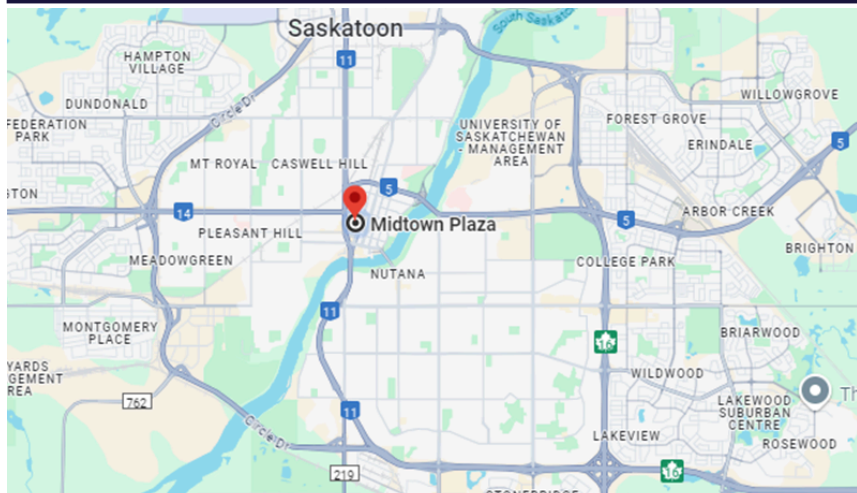


# M

## MIDTOWN

### SASKATCHEWAN'S PREMIER FASHION DESTINATION

HUDSON'S BAY MICHAEL KORS ARITZIA HILLBERG & BERK SEPHORA lululemon

<p><b>638,871</b> Square Feet</p>	 <p><b>\$734 PSF</b> Sales Productivity</p>	<p><b>TRADE AREA:</b></p>									
 <p><b>\$191 MILLION</b> Total Sales Volume</p>	 <p><b>109</b> Shops and Services</p>	 <p><b>328,039</b> Trade Area Population</p>	 <p><b>\$113,542</b> Average Household Income - above provincial average</p>	 <p><b>3</b> Bus Terminal Ride Shares Taxi Stand</p>							
 <p>Anchored by: HUDSON'S BAY TOYS R US, SPORTCHEK, H&amp;M</p>	 <p><b>4.1 MILLION</b> Shoppers Per Year</p>	<p><b>1,795 PARKING STALLS</b>      <b>STABLE &amp; DIVERSIFIED ECONOMY</b></p> <p>525 on North Lot 270 on South Lot 250 on West Lot 750 Stalls Underground</p> <table border="0"> <tr> <td>14.4% Sales &amp; Culture</td> <td>8.4% Education &amp; Government</td> </tr> <tr> <td>11.2% Trades</td> <td>6.2% Health Services</td> </tr> <tr> <td>9.3% Business &amp; Finance</td> <td>3.7% Sciences</td> </tr> <tr> <td></td> <td>0.6% Management</td> </tr> </table>		14.4% Sales & Culture	8.4% Education & Government	11.2% Trades	6.2% Health Services	9.3% Business & Finance	3.7% Sciences		0.6% Management
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 <p><b>27%</b> Of trade area population identify as a visible minority</p>	 <p><b>15%</b> Income increase over the next 5 years</p>										



# MIDTOWN


## SASKATCHEWAN'S PREMIER FASHION DESTINATION

### CUSTOMER PROFILE:




**COMFORTABLE FAMILIES**

- 28% of trade area
- \$108,000
- Young & middle aged families, smaller households with younger kids at home
- MARKET SPEND: \$170 MILLION (Women's \$43M & Men's clothing \$27M, Food Restaurants \$100M)



**YOUNG ASPIRATIONALS**

- 24% of trade area
- \$82,000
- Young singles & couples
- Environmentally conscious purchasers
- MARKET SPEND: \$161 MILLION (Women's \$39M & Men's clothing \$25M, Food Restaurants \$97M)



**UPSCALE FAMILIES**

- 21% of trade area
- \$134,000
- Established families with strong incomes
- Majority are University educated
- MARKET SPEND: \$161 MILLION (Women's \$43M & Men's clothing \$26M, Food Restaurants \$92M)



### OUR COMMUNITY:

#### CUSTOMERS WITH MEANS

Saskatchewan incomes are among the fastest growing in the country. Median income is more than \$75,000 a year - above the Canadian median of \$70,000. Businesses cater to this clientele with premium brands offering fashion, cars, luxury housing & condos, fine dining and many others. With a mix of economic diversity, low business costs and high quality of life, Saskatoon is continually creating exciting opportunities for business - and for its well-educated workforce.

#### A GREAT NEIGHBORHOOD

Downtown Saskatoon bustles with activity all week, day and night, with plentiful restaurants, live entertainment, cultural events and diverse shopping opportunities. Saskatoon is outpacing the national growth rate for population. As Saskatchewan's commercial hub, the city draws from a metropolitan area of nearly 300,000 people plus another 600,000 in its market area.

#### COME FOR THE ART, STAY FOR THE SHOPPING

Saskatoon's iconic Remai Modern Art Gallery opened in October 2017 to rave reviews, earning a spot on the New York Times "52 Places to Go in 2018". Co-located with Persephone Theatre, it was the only Canadian location on the list, and it's a block away from Midtown. Saskatoon's most prestigious address, 1 River Landing and the Alt Hotel, are right next door. Remai Modern attracted over 450,000 visitors in its first year of operations (double the target set in its business plan).

#### LEASING CONTACT

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