



*more*  
MIC MAC MALL



## NOVA SCOTIA'S LARGEST ENCLOSED SHOPPING CENTRE

Over 140 shops and services, Mic Mac Mall is home to a sophisticated mix of lifestyle apparel for men & women; brands and categories geared to youth and family; local and regional Retail superstars; food & beverage category winners services, specialty, food court and dine-in. The only Nova Scotia home of Talbots, Eddie Bauer, Build-a-Bear and Cinnabon!

HUDSON'S BAY

DECATHLON

H&M

WINNERS

Indigo

OLD NAVY

**679,422**  
Square Feet



**\$605 PSF**  
Sales Productivity



**\$156 MILLION**  
Total Sales Volume



**145**  
Shops and Services



Anchored by:  
**Hudson's Bay, H&M, Old Navy, Linen chest Decathlon**



**3.9 MILLION**  
Shoppers Per Year



**10.9%**  
Of trade area population identify as a visible minority



**14.7%**  
Income increase over the next 5 years

### TRADE AREA:



**644,722**  
Trade Area Population



**\$94,163**  
Average Household Income - above provincial average



**6**  
Public Transportation Routes

**3,275 PARKING STALLS**



CUSTOMER PROFILE:



### STARTER FAMILIES

Primarily young singles and couples with below-average incomes that enjoy cultural and engaging activities. They tend to spend above average on necessary expenditures including rent, education and transit.



### TRADES FAMILIES

Middle-aged, blue-collar families with slightly above-average incomes who tend to own their homes. Middle-aged, blue-collar families with slightly above-average incomes who tend to own their homes.



### MATURING IN THE SUBURBS

Older, well-educated, suburban households with slightly above-average incomes.



OUR COMMUNITY:

#### ECONOMIC HUB

Halifax is the largest population centre east of Montreal and the urban hub of Atlantic Canada. It is also the largest urban centre in Nova Scotia and the 12th largest in Canada. Halifax features a diverse economy based on government services, military, universities, hospitals, ship building and a large service sector. The city has seven degree and diploma granting institutions with over 35,000 post-secondary students, including more than 6,000 international students.

#### CENTRAL LOCATION

Mic Mac Mall is located in the heart of the Halifax Regional Municipality with excellent accessibility and visibility at the intersection of Highway 111 and Highway 118. Located 15 minutes away from downtown Halifax.

#### UPCOMING DEVELOPMENTS

With a strong tenant mix with many prominent and first to market retailers. Mic Mac Mall's vibrant economic hub is set to add some exciting developments. A new multi mixed-use residential component will include additional retail, restaurant and entertainment options.

#### LEASING CONTACT

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