

# DESTINATION: DEERFOOT CITY

SPECIALTY LEASING OPPORTUNITIES



DESTINATION:  
DEERFOOT  
CITY

SHAPE



# Property Overview

## PROPERTY TYPE

Retail Destination

## TOTAL GLA

GLA: 769,529 SF

With future development potential

## ANNUAL VISITORS

4.7M visitors

## PARKING RATIO

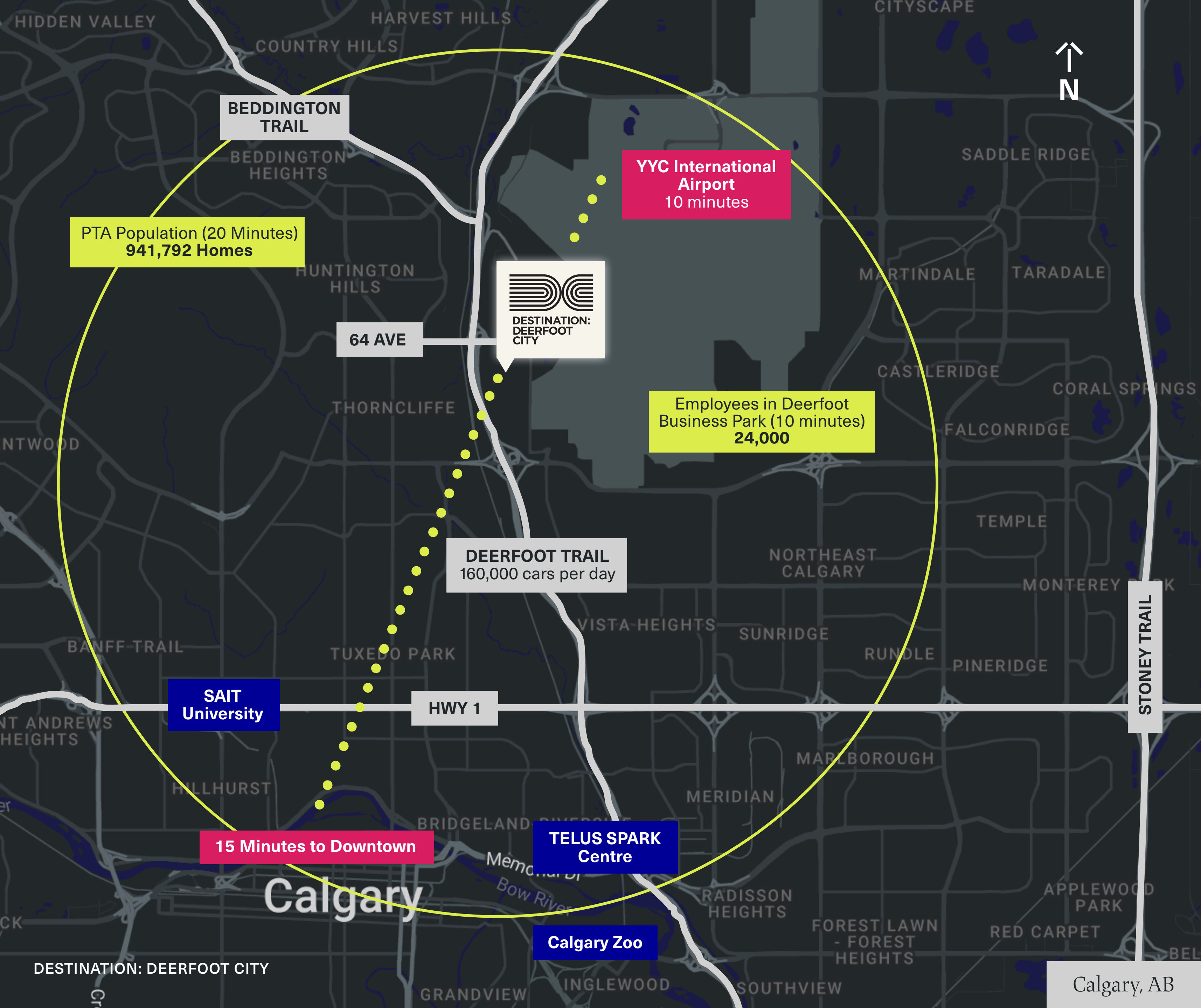
Ample free parking with 4,300+ stalls

## TENANTS

50+ Shops, Services, Restaurants. Including The Boulevard, top performing anchor tenants and the Convenience Zone







# Location & Demographics

## ACCESS

Direct access and visibility to Deerfoot Trail, **160,000 cars per day**

Easy access to Highway 1 and Stoney Trail

**10 minutes** to Calgary International Airport and 15 minutes Downtown

## POPULATION

Alberta is the fastest growing province in Canada with Calgary seeing a 9.8% population increase in the past 5 years and 110,000 more expected by 2027

**941,792** homes within the 20-minute PTA

**24,000** weekday employees in the surrounding Business Park

## AUDIENCE

**Household Income:** Average \$126,957, 46% above \$100K

**Average Age:** 37



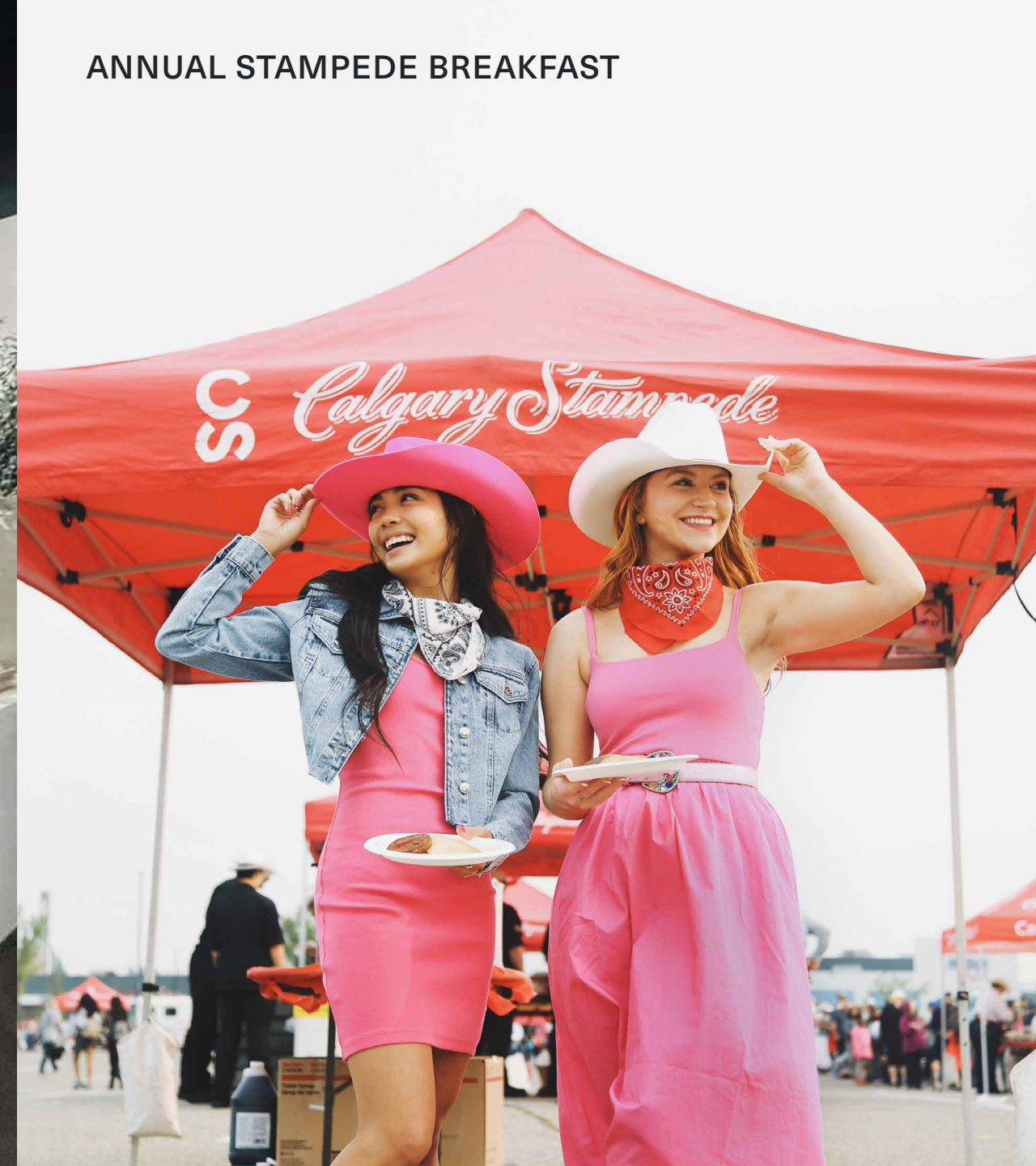
BLOCK PARTY INSTALLATION



LINA'S MARKET HALL



ANNUAL STAMPEDE BREAKFAST



THE REC ROOM



# Calgary's Largest Retail & Entertainment Destination



# Be a Part of the Story

## SPECIALTY LEASING AT DEERFOOT CITY

SHAPE offers many different leasing options. Whether you are looking for a way to test or launch a new product or concept, wanting to take advantage of peak shopping seasons by opening a pop-up store, developing your omnichannel strategy, or simply seeking to gain exposure or expand an existing business without the long-term commitment of a permanent lease, we can help.

At SHAPE, our goal is your business's success. We can get you started with multiple local leasing options and help build your business to a more permanent establishment. Whether you're an experienced business owner or someone who's just starting out, we're here for you every step of the way.





## BE A PART OF THE STORY

# Opportunities



### TEMPORARY IN-LINE STORES

Temporary In-Line opportunities are for businesses geared toward traditional mall space that are turn key built out and move in ready. The square footage can range in size and availability can be varied.

Temporary In-Line stores offer the ability to test the market before making a long-term commitment or to incubate and expand your business. Lease terms can be as short as one month or as long as one year.

[Apply Here](#)



### MARKETS

With wide, open-air spaces, our properties are the perfect backdrop for market groups and collectives. Bring your carefully curated mix of local makers, artisans and vendors to our unique indoor and outdoor spaces such as the main Boulevard or Community Space.

Leverage our Centre's existing shopping traffic and bring awareness to your vendors. We love local!

[Apply Here](#)



### ACTIVATIONS & EVENTS

We'd love to be the venue for your displays, brand activations, events, product drops, workshops and more. In this era of social media and constant digital connectivity, it is becoming increasingly hard to grab the attention of people.

Event Activation gives you that extra 'Wow' factor. Brands can activate in key areas with the highest traffic and rich engagement to secure a longer-term emotional connection between the brand and the customers.

[Apply Here](#)





# SITE MAP





# Why SHAPE

## The Relentless Pursuit of Better

### **WE MANAGE LIKE OWNERS**

We are invested  
in our properties  
long term



### **ASPIRATIONAL RETAIL ENVIRONMENTS**

World-class design  
and architecture



### **EXPERTLY CURATED BRANDS**

Meticulously  
curated retail  
collections



### **DATA-DRIVEN EXPERIENCES**

Signature  
celebrations and  
guest experiences



### **5-STAR HOST PROGRAM**

Hospitality  
training for all  
staff, from  
janitorial  
to security





## CONTACT

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### Specialty Leasing

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### SHAPE Properties

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SHAPE**