

## MORE LEASING OPTIONS... MORE OPPORTUNITIES



### RETAIL MERCHANDISING UNIT (RMU)

Designed to prominently showcase anything from jewellery to clothes to gifts and novelty items with a 360-degree exposure.



### TEMPORARY IN-LINE STORE

Take advantage of temporarily vacant stores on a short-term basis.



### KIOSK LEASING

Design and build your own unit. Professional construction and signage is required, including the name of your kiosk. Floor area measures 10' x 10' or 8' x 12', depending on location. Maximum height is 54".



### MALL SHOWS

Take advantage of themed presentations throughout the year at a special preferred rate. Please contact us to join our events or visit stlaurent-centre.com for a complete list of scheduled events.



### SPONSORSHIP

Reach out to customers through our innovative marketing strategies for promoting your business or product. We offer sponsorship, including highly effective advertising for increased visibility. Please contact us for details.

### FOOD COURT

St. Laurent features a completely renovated food court located on our upper level. With dark wood and wicker décor, two striking ceiling-high fireplaces, and 100,000 square feet of dining area, the new food court nicely complements the rest of our centre's multi-million dollar interior.

# specialty leasing

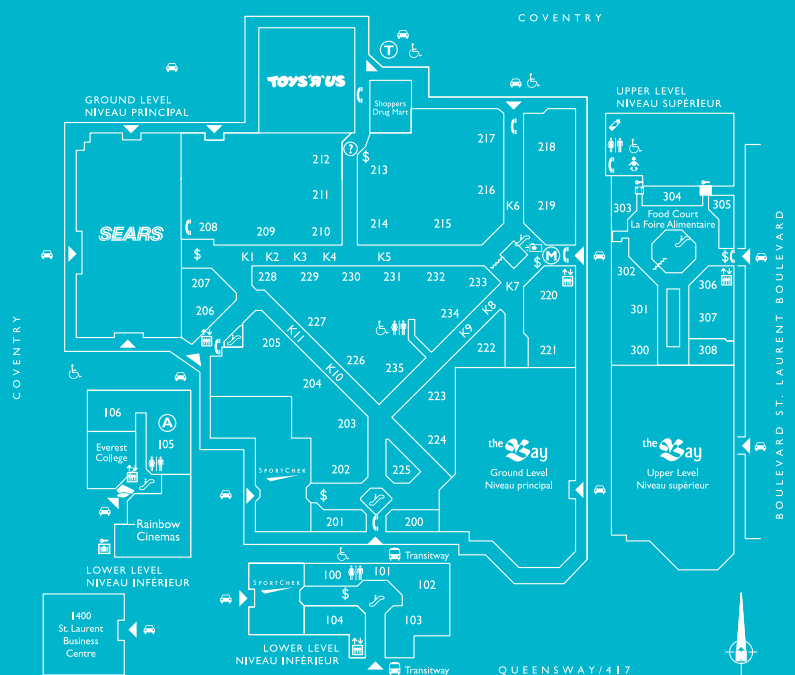


Give us a call  
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Send us a fax  
613-745-1272

Fire us an email  
sentcheva@morguard.com

Mail us a letter  
1200 St. Laurent Blvd  
Ottawa, ON K1K 3B8



## specialty leasing

St. Laurent is looking for specialty leasing tenants to complement our current assortment of retailers. We have 180 stores and services, and an average traffic count of over 269,000 visitors per week. With 971,000 square feet over two levels, St. Laurent Shopping Centre is one of the largest shopping centres in the Ottawa–Gatineau region. Visit our website at [www.stlaurent-centre.com](http://www.stlaurent-centre.com).

## why specialty leasing?

Become a part of the growing industry of specialty leasing and maximize your sales potential. Specialty leasing gives you the chance to market your product with low start-up costs, minimal risk, and a short launch time. It's the perfect scenario for first-time retailers, merchants marketing new trends and unique products, and those selling seasonal products.

## our centre

St. Laurent is conveniently located only minutes from downtown Ottawa. Accessible by the Queensway and via a direct connection to the city's main transit system, we welcome nearly 14 million visitors each year.

## our distinctions

Our combination of shops and services is truly unique. St. Laurent attracts a wide variety of different customers with anchor stores including The Bay, Sears, Toys "R" Us, Sport Chek, DeSerres, Rainbow Theatre, and a brand new 30,492 square foot GoodLife Fitness Centre. We also have more than 4,600 free parking spots for shoppers.

For more info about our portfolio of properties, please visit our corporate website at [www.morguardreit.com](http://www.morguardreit.com).

## OUR SHOPPERS

POPULATION (TOTAL TRADE AREA)

**772,189**

TOTAL HOUSEHOLDS (TOTAL TRADE AREA)

**329,477**

THE AVERAGE ST. LAURENT CUSTOMER'S HOUSEHOLD INCOME

**\$78,221** (total trade area)

THE MEAN ST. LAURENT CUSTOMER'S HOUSEHOLD INCOME

**\$70,113**

WOMEN  
**70%**

MEN  
**30%**

MORE THAN

**51%** OF ST. LAURENT SHOPPERS VISIT US AT LEAST ONCE A WEEK.

MORE THAN

**68%** OF OUR CUSTOMERS SPEND OVER AN HOUR AT ST. LAURENT.

**42%** 18–34  
**24%** 35–49  
**28%** 50 or older

Source: Customer Intercept Study, June 2009, AngusReidStrategies; Infodev counting systems

## OTTAWA

TOTAL POPULATION

**900,000** (mid 2009)

TOTAL HOUSEHOLDS (APPX)

**366,550** (mid 2009)

AVERAGE # OF PERSONS/HOUSEHOLD

**2.5**

AVERAGE HOUSEHOLD INCOME

**\$85,136**

MEDIAN INCOME

**\$69,743**

Source: Statistics Canada

## RENTAL RATES

Term	RMU (Cart)	Kiosk (10' x 10')
Weekend (Fri–Sun)	n/a	\$750–\$850
Week (Mon–Sun)	n/a	\$1,250–\$1,700
Monthly	\$3,750–\$3,950	\$4,650–\$6,000
Christmas* (Nov 1–Dec 31)	\$7,400–\$7,800/month	\$9,200–\$10,800/month

### Notes:

- Rates vary depending on location and size.
- Rates for kiosks larger than 10' x 10' will be higher.
- Please add \$100 plus HST to each rate for Merchants Association Fees (for a rental period of one month or longer).
- For cart rentals, an additional charge of \$75 plus HST applies for standard cart signage.
- Please contact us for more information regarding availability and rates for temporary in-line store leasing.
- ★ Christmas Season rates are by calendar month only and are for two months minimum booking. A series of post-dated cheques covering the term upon execution of the license agreement is required. Regular monthly rate applies for a yearly contract.