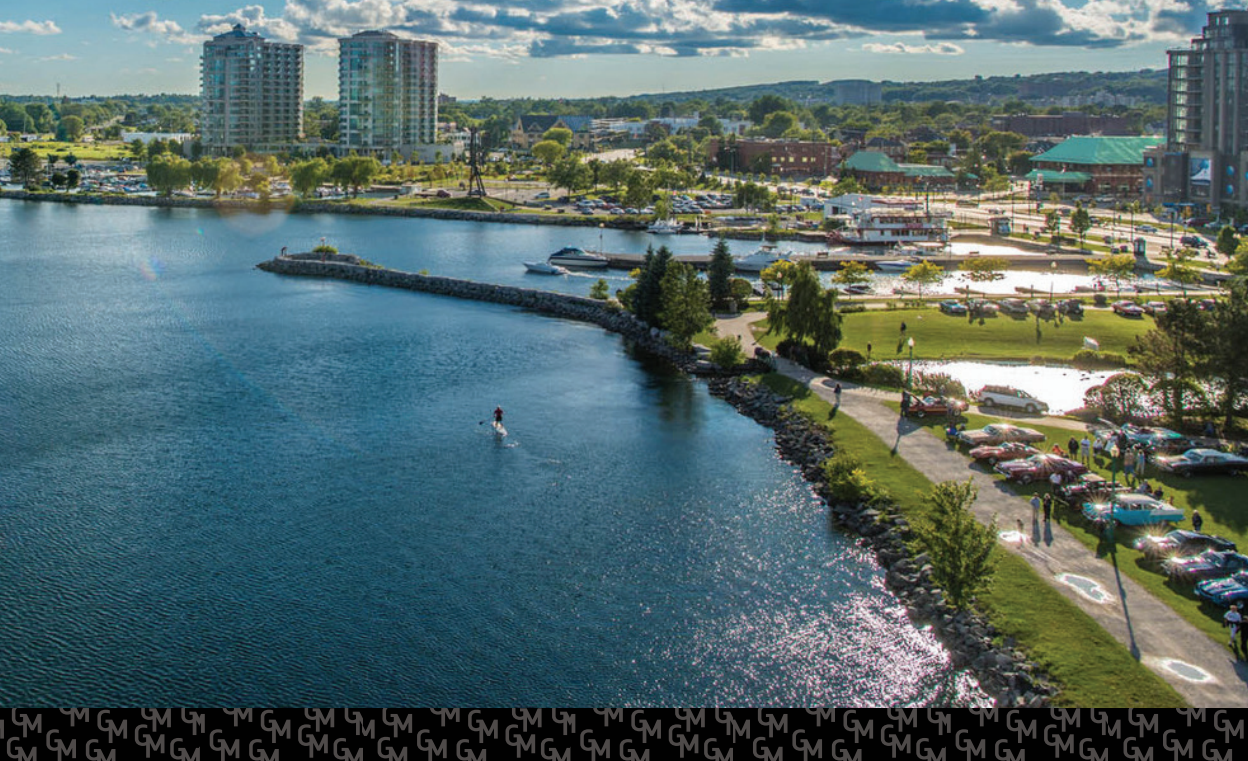


FIVE WORDS RETAILERS SHOULDN'T IGNORE:

# CANADA'S FASTEST GROWING METROPOLITAN AREA.



OWNED AND MANAGED BY  
**RIO CAN**

**Georgian**  
MALL

# BARRIE. THE CENTRE OF THE FASHION AND LIFESTYLE UNIVERSE IS HERE.

We see Canada's fastest growing metropolitan area for what it is -

A world-class retail opportunity.

Barrie is located just 40 minutes north of the GTA (Greater Toronto Area),

and situated on the shores of Lake Simcoe's beautiful Kempenfelt Bay. The new home of fashion and lifestyle in Northern Ontario offers the amenities of a larger urban centre with the recreational and leisure activities of the great outdoors. No wonder it attracts one of the youngest populations in Canada. Barrie offers the kind of work/life balance today's young families and business people find irresistible.



## SHOPPER SNAPSHOT



**56%** OWN A HOME



**57%** COLLEGE/  
UNIVERSITY EDUCATED



**43** AVERAGE AGE



**\$130K** AVERAGE HHI



Spends annually  
over **\$1,800**  
per household  
on Women's  
and Girl's Wear.



Spends annually  
over **\$3,300**  
per household  
on Restaurants.



Spends annually  
over **\$1,110**  
per household  
on Men's  
and Boy's Wear.

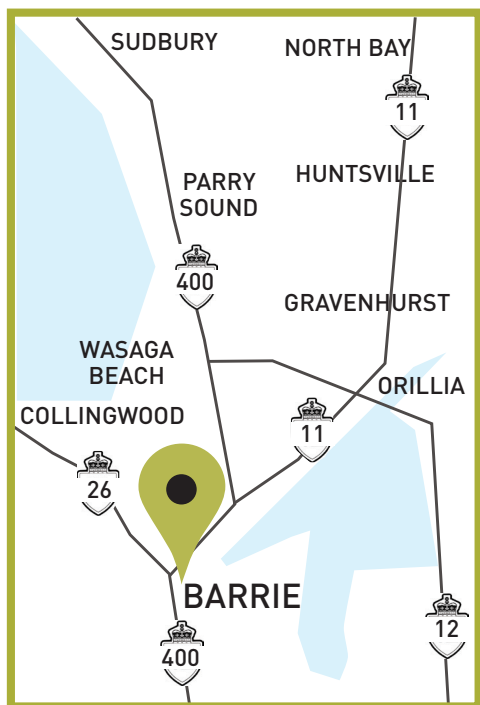


Spends annually  
over **\$1,300**  
on Recreation  
Equipment.



## AN IMPRESSIVE OPPORTUNITY THAT BEGINS WITH AN ENORMOUS TRADE AREA.

In the middle of all this activity; the unbridled growth, renewal and development, sits Georgian Mall. The largest shopping centre of it's kind, north of Vaughan. Not only is Georgian Mall the long-standing favourite shopping destination for a vibrant community that grows larger every day, it's also the fashion and lifestyle retail destination of choice for communities stretching east to Owen Sound and as far north as Huntsville, North Bay and Sudbury.



## ALL ROADS LEAD TO BARRIE AND NOW ALL TRAINS DO, TOO.

Highway 400, 11 and 12 from the north and Highway 26 to the West can handle an enormous flow of people. These major thorough-fares along with ongoing improvements to the existing Go Train system keep more and more people moving into the area with ease. Go Transit ridership has doubled in just three years. This ease of access in combination with an attractive lifestyle helps explain why Barrie's population has grown by 5.4% in the last 5 years - from just 45,000 back in the late 1980's to approximately 140,000 today with ample room for more. That's a lot of shoppers.

## MILLION DOLLAR VIEWS

### GREAT JUST KEEPS GETTING BETTER.

Barrie's downtown is transforming into a cultural hub for the entire Georgian Triangle and Northern Ontario region. Complete with its own art gallery, a centre for the performing arts and a growing array of new restaurants and shopping establishments. In addition, the home of Georgian College is currently working overtime to attract a University to its downtown core.



LAKEVU CONDOS

## 20,000 SQ FT FOOD DESTINATION



NEW DOWNTOWN PUBLIC MARKET

## STEPS FROM DOWNTOWN



NAUTICA CONDOS

### NUMBERS LIKE THESE SPEAK FOR THEMSELVES.

This story starts with a \$24 million investment to promote a waterfront space that is public, green, accessible and well-managed. On top of this, there are 22 new residential developments already on the books - including 11 condominiums, 4 townhouse developments and 7 single family home developments.

## 600 ACRES PREMIER PLAYGROUND



FRIDAY HARBOUR



## THE SKY'S THE LIMIT

**BUILD IT  
AND THEY WILL COME.  
4.2M SHOPPERS DID  
LAST YEAR.**

Georgian Mall is currently home to over 150 fashion and lifestyle stores which offer an impressive range of product and services across twenty-seven different categories of shopping. With so much to offer all under one roof, it's no wonder we're attracting quite a crowd.

**SEPHORA**

**VICTORIA'S  
SECRET**

**PINK**  
VICTORIA'S SECRET

**H&M**

**Saje**<sup>®</sup>  
NATURAL WELLNESS

**HOMESENSE**  
Irresistible finds. Exceptional prices.

**SPORTCHEK**

**MAC**



**DAVIDsTEA**



**MOXIE'S**  
GRILL & BAR

**PANDORA**

**SoftMoc**<sup>™</sup>

**TORRID**

**HUDSON'S BAY**



## IT TAKES MORE THAN MONEY TO BUILD A BETTER COMMUNITY, IT TAKES A CLEAR AND DETERMINED VISION.

At RioCan, we believe that we are more than developers and managers;  
we are community stewards, responsible for shaping the future.  
Our successes are built on a foundation of mutually beneficial relationships  
with communities, tenants, and retailers. We pride ourselves in creating  
spaces where we can all prosper and Georgian Mall fits this vision perfectly.



## THE FASHION AND LIFESTYLE BRANDS SHOPPERS WANT. ALL UNDER ONE ROOF.

The only label missing is yours. To add your name to this impressive  
list of retail partners, call Jamie, today.

JAMIE NIELSEN  
647-258-5103  
JNielsen@riocan.com

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**RIO CAN**

**Georgian**  
MALL