



# DESTINATION: DEERFOOT CITY



DESTINATION:  
DEERFOOT  
CITY

SHAPE

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THE BOULEVARD

## 01 Introduction

# Welcome to Deerfoot City

CALGARY'S LARGEST RETAIL & ENTERTAINMENT DESTINATION





DESTINATION: DEERFOOT CITY

# An Open-Air Experience

Destination: Deerfoot City is Calgary's most vibrant retail hub with celebrated eateries, seasonal celebrations and year-round entertainment. Visitors can enjoy everyday conveniences or spend the day exploring the open-air retail environment. With 80-acres and an ideal central location, the property is primed for future growth and new development.



# Located on Alberta's Busiest Highway

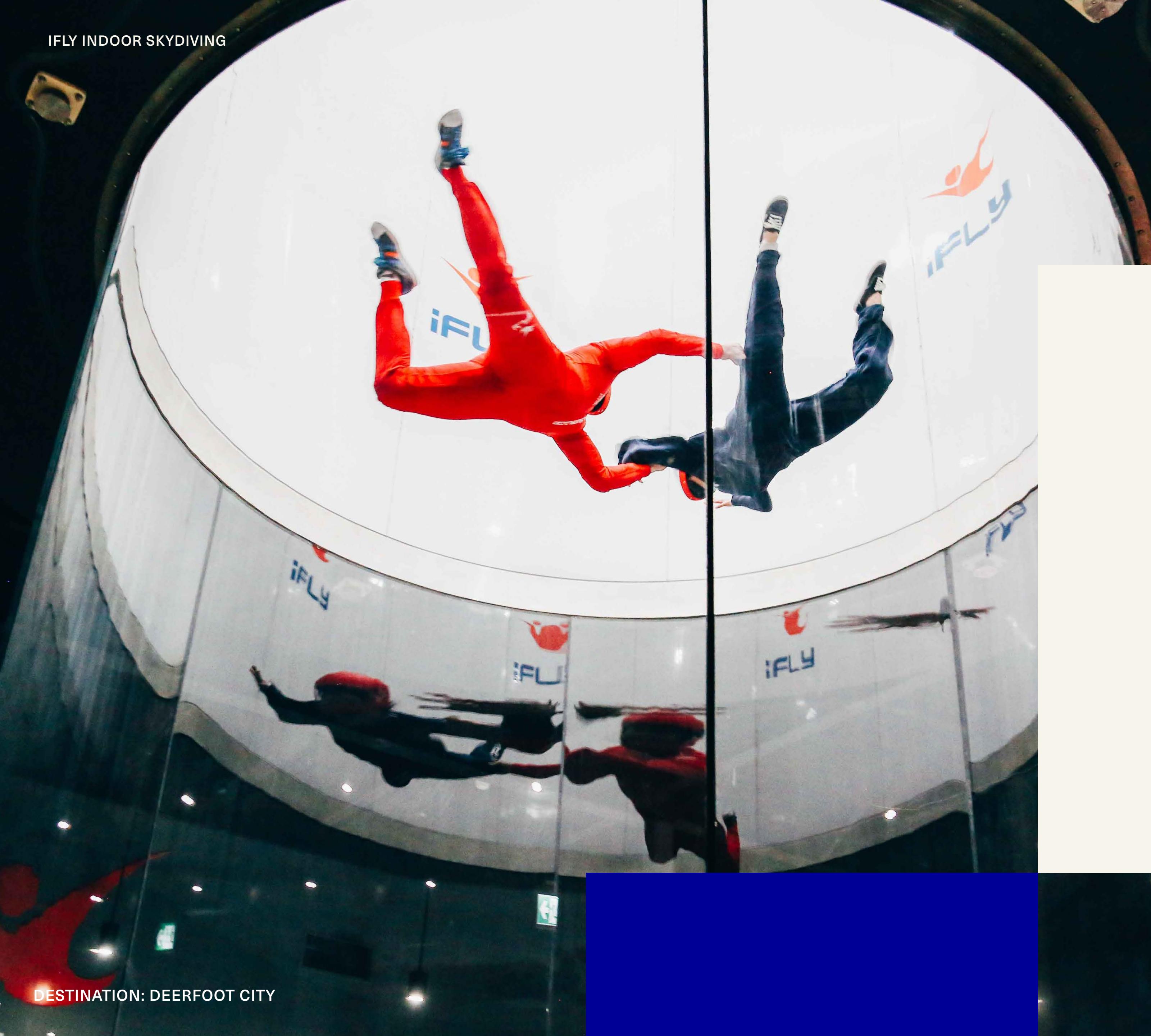
With unparalleled connectivity from Deerfoot Trail, transporting 160,000 passing cars daily, Deerfoot City offers a convenient location with access to the entire region. 10 minutes to Calgary International Airport and 15 minutes to the Downtown core.



# Year-Round Events & Celebrations

Deerfoot City draws thousands of visitors and garners millions of media impressions with family-friendly events including an immersive summer block party, art installations, pop-up patio spaces and seasonal programming. From holiday traditions to daily surprise-and-delight, Deerfoot City is a community hub of energy.





## A Curated Entertainment District

A collection of top entertainment retailers have been thoughtfully selected to create a complete entertainment destination. With interactive gaming at The Rec Room, indoor skydiving at iFly and an Italian culinary experience at Lina's Market Hall, the experiences are endless at Deerfoot City.

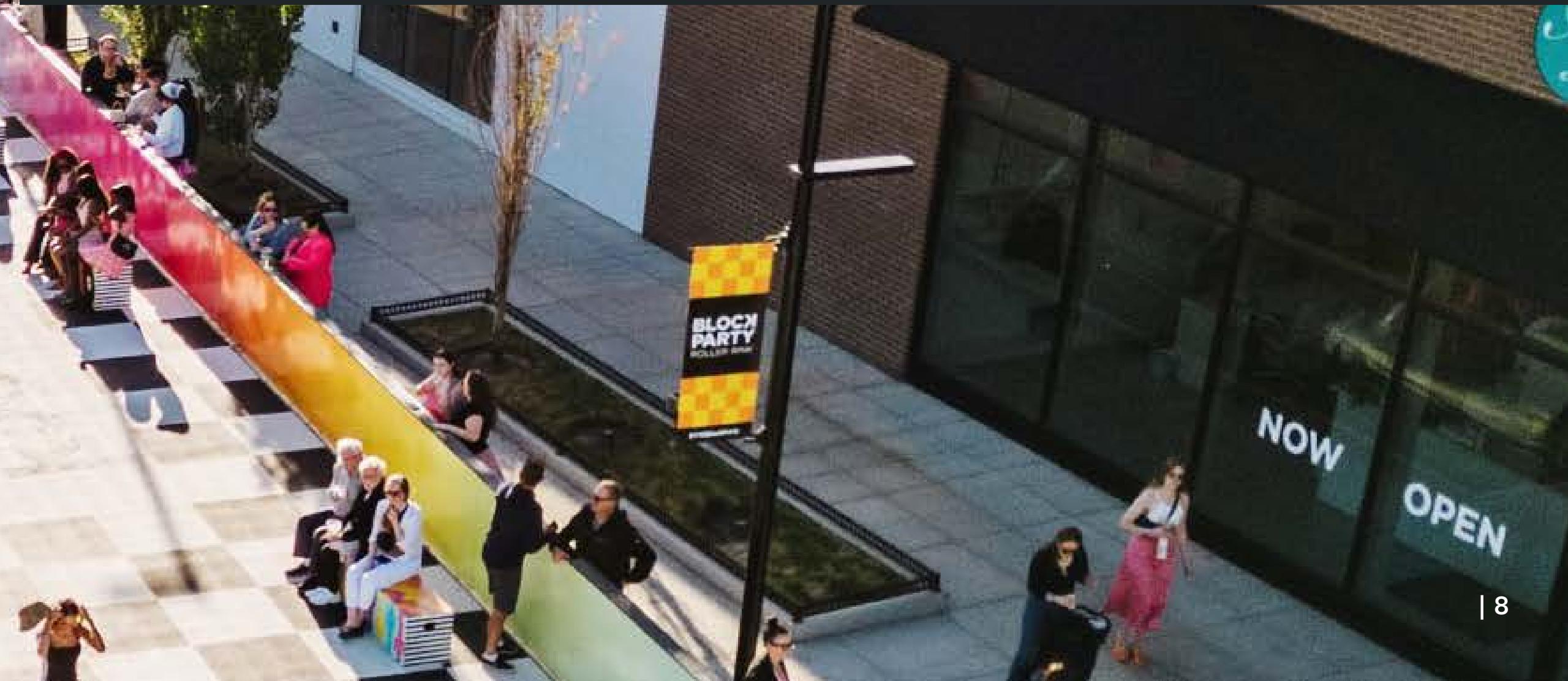


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# A City-Within-A-City

## THE POSSIBILITIES ARE ENDLESS

Deerfoot City has the exciting development potential for 400,000+ SF of future-forward office facilities, 350+ timelessly designed homes by SHAPE and abundant green spaces for residents.



# 02 Property Overview

## PROPERTY TYPE

Retail Destination

## TOTAL GLA

768,627 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



**GoodLife**  
FITNESS

RECREATION  
EATS & ENTERTAINMENT

**Walmart**

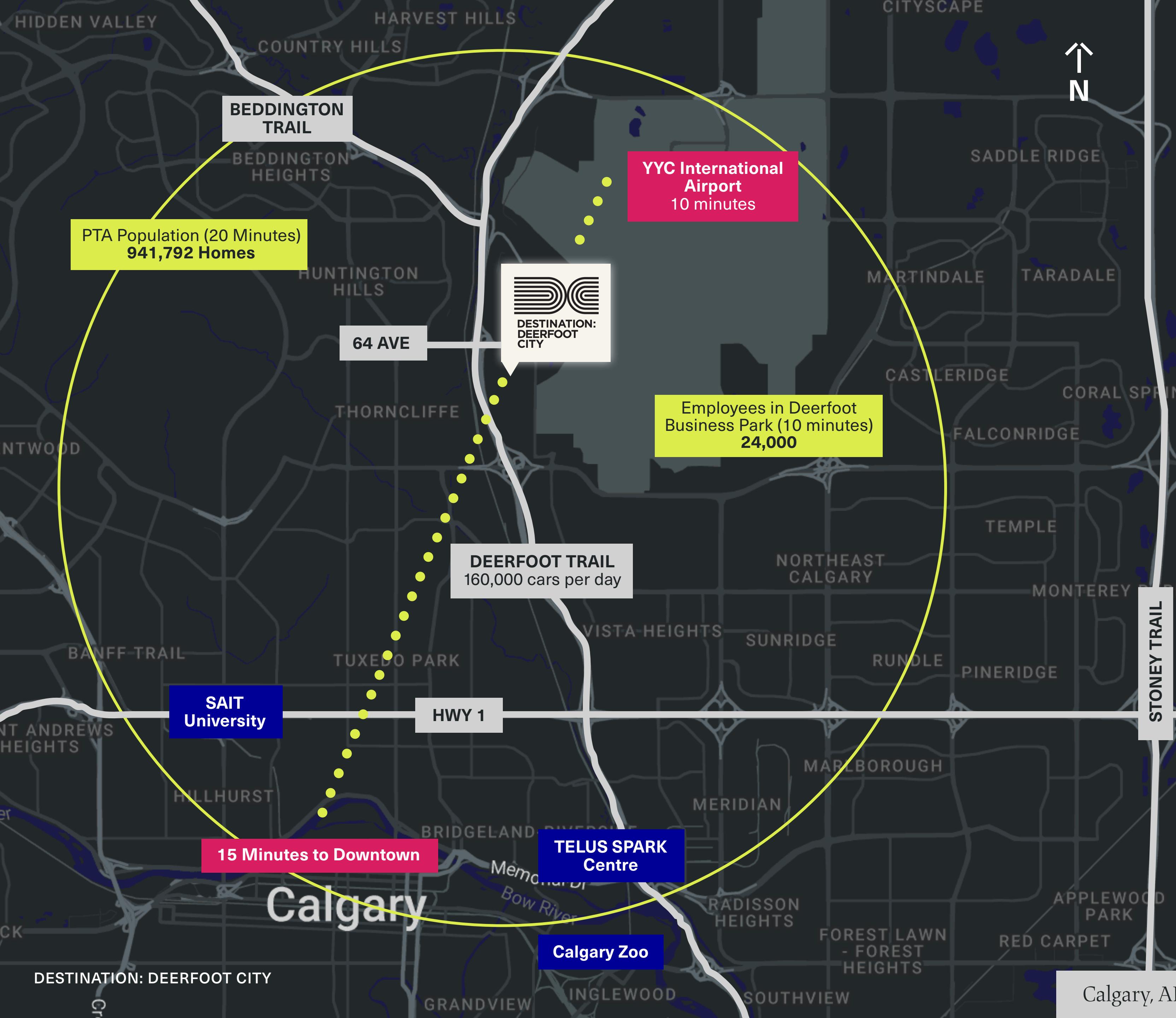
**Cabela's**

**canadian tire**

**iFLY**  
CALGARY

**Lina's**

**OLD NAVY**



## 03 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



DESTINATION: DEERFOOT CITY

LINA'S MARKET HALL



THE REC ROOM



ANNUAL STAMPEDE BREAKFAST



BE A PART OF THE STORY

## 04 Leasing Opportunities



### COMMERCIAL LEASING

Join **768,627 SF** of beautifully designed, storefront, open-air retail spaces alongside top performing anchor tenants and retailers such as Lina's Market Hall, Old Navy, The Rec Room, iFLY, Cabela's, Walmart, Canadian Tire, GoodLife Fitness and more.



### SPECIALTY LEASING

Find opportunities in temporary in-line spaces, outdoor markets and activations at Deerfoot City.

Take advantage of peak shopping seasons, gain exposure or expand an existing business without the long-term commitment of a permanent lease.

Specialty Leasing Application →

# SITE MAP

Contact For Site Plans →

## 05 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



# Future-Forward Leasing

SHAPE Leasing specializes in creating design-forward, branded environments that merge tenants' brand values and the local communities they serve.

- +** CUSTOMER-CENTERED
- +** SUPERIOR REAL ESTATE FUNDAMENTALS
- +** LOCAL & AGILE
- +** PROVEN MARKETING PLAYBOOK



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# Exceptional Retail Experiences

The SHAPE Retail Management team comes with an in-depth understanding of local community needs and excels at building exceptional retail experiences. Our best-in-class property teams are committed to your success.



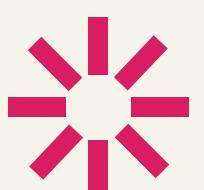
# Doing Well by Doing Good

SHAPE is committed to an Education, Environment, Social and Governance (EESG) strategy that maximizes progress, social impact and long-term sustainability. Our actions have a positive impact on our carbon footprint, operational costs, and resource efficiency. Here are a few examples of property initiatives:

- + **IRRIGATION MANAGEMENT CONTROL SYSTEM**
- + **EV CHARGING STATIONS**
- + **ROOFTOP BEEHIVE PROGRAM**
- + **MOTION-SENSOR & LED LIGHTING**
- + **EARTH HOUR POWER DOWN EVENT**



Learn More →



Environment Awards  
BOMA BEST

# Magnetic Urban Centres

SHAPE is the real estate investment, development and management company behind Canada's most significant centres of gravity. From master plans to retail destinations, we raise the bar for industry, quality of life and return on investment.



The City of Lougheed, BC



The Amazing Brentwood, BC



Uptown, BC



Nanaimo North Town Centre, BC



Destination: Deerfoot City, AB



Westhills Towne Centre, AB



Emerald Hills Centre, AB



Skyview Centre, AB

**View Portfolio** →

## CONTACT

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### Leasing

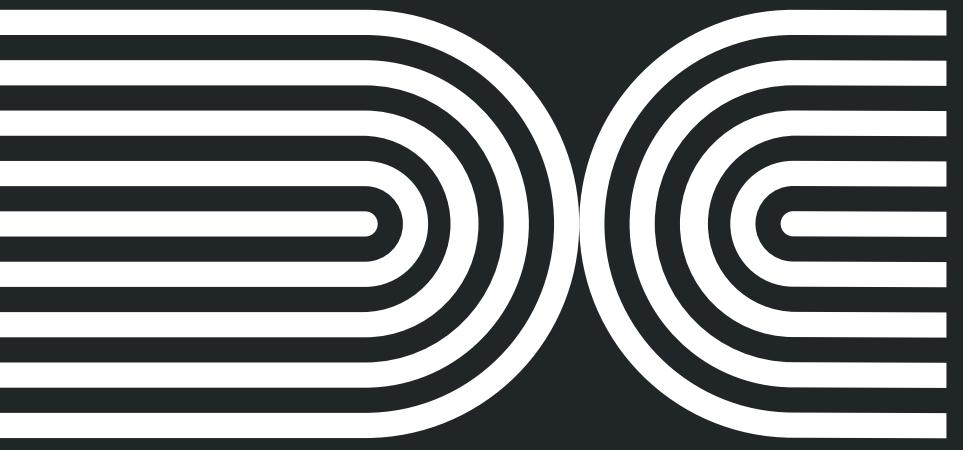
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### Specialty Leasing

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### SHAPE Properties

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