

Submitted by Greg Taylor
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OXFORD



Holiday Shopping Square One Shopping Centre

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Positive Impacts Supporting Stat Holiday Shopping

1. Preferred choice for retailers, customers and workers. No complaints from retailers, customers and workers.
2. Fully compliant with Employment Standard Act
3. Voluntary/Sign-up instituted for employee and retailer participation
4. Supported by retailers benefiting from net new sales
5. Operations adheres to RBHA and Regulation requirements
6. Tourist draw from tertiary trade area; with extended visit time, accompanied by family & friends, and higher spend on F&B
7. \$1.5M spent on wages; especially beneficial to students

Square One: Tourism Designation since 2011

- Designation supported by City to align with strategic direction to convert the “city centre” to the Mississauga Downtown
- Alignment to Celebration Square events has resulted in successful cross-programming
- Vibrant, multi-purpose destination for local and out-of-town visitors

Square One: Tourism Designation since 2011

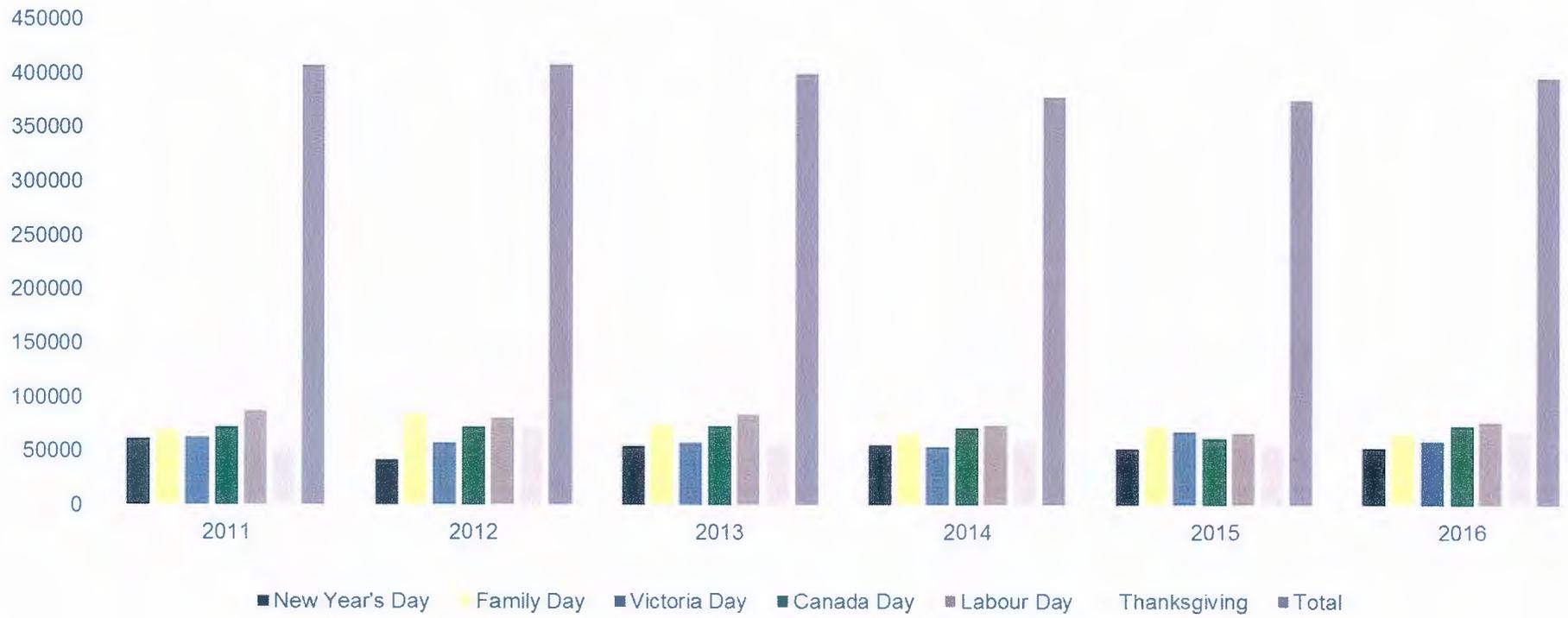
Square One draws a much higher share of visitors travelling from outside the typical trade area. Significant growth in people travelling from more than 15km away.

The Centre draws a large number of groups. Compared to a typical day, the share of guests visiting with friends and family is significantly higher.

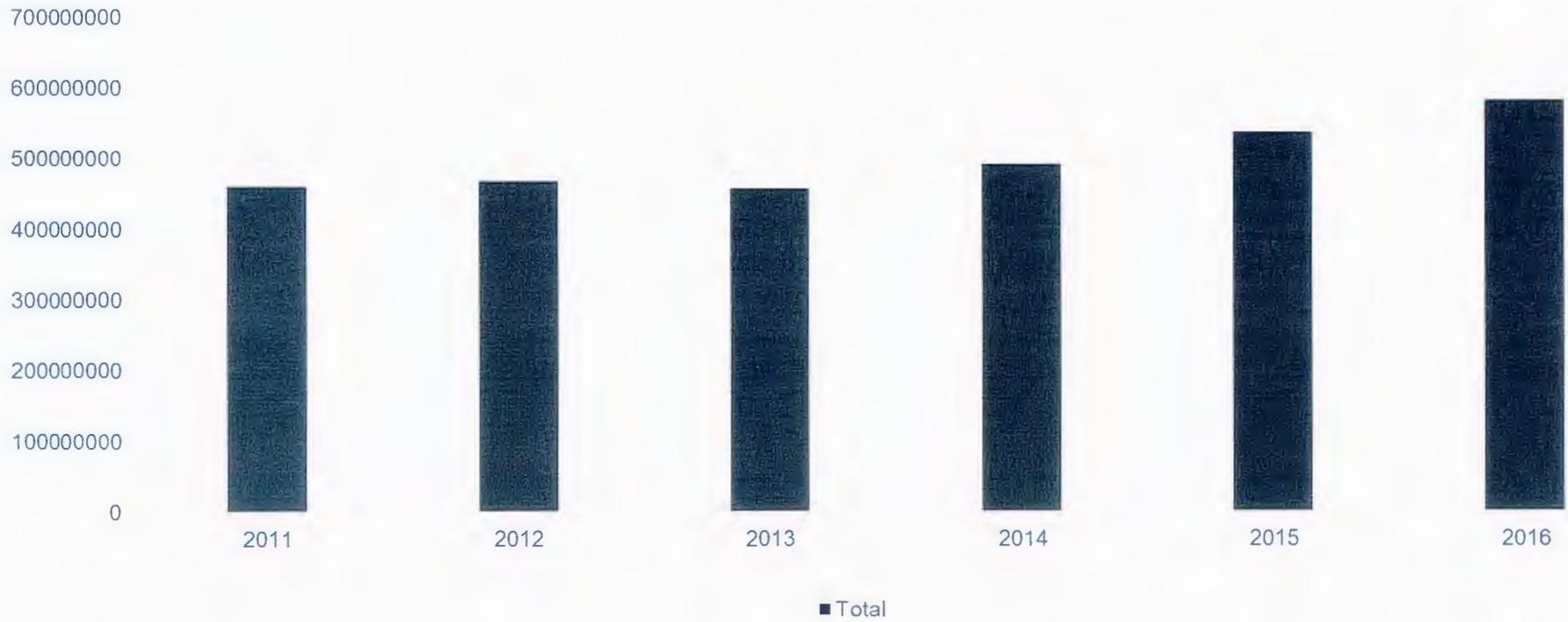
Distance Travelled to Square One		
	Typical Day Square One	Family Day 2012
0-15 KM	80%	67%
15-30 KM	10%	18%
30+ KM	10%	15%

Group Size		
	Typical Day Square One	Family Day 2012
Here Alone	61%	32%
Here With Family & Friends	39%	68%
Average Group Size	1.5	2.4

Visitations



Total Sales



Customer Trends Impacting Retail

- Millennials (20-35 yrs) use shopping centres for social engagement
- Extended hours and days allows malls to better compete with e-commerce
- Keeps spending in the city