



# MIC MAC MALL

Nova Scotia's Largest Enclosed Shopping Centre

Mic Mac Mall, home to over 140 shops and services, showcases premier fashion, family brands, dining, and exclusive retailers like the only Talbots, Eddie Bauer, Build-A-Bear, and Cinnabon in Nova Scotia.

## LEASING CONTACT

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[Mic Mac Mall](#)



## PREMIER RETAILERS



## TRADE AREA CALLOUTS



**\$616 PSF**

sales  
productivity



**718,615**

trade area size to  
increase over the next  
5 years to **775,760**



**\$112,543**

average household  
income to increase  
over the next 5 years  
to **\$127,543\***



**4.2M**

annual traffic



**162M**

total sales volume



**679,422 SF**

GLA



**145+**

stores



**3**

intersecting  
highways adjacent  
to the property



**3.3K**

parking stalls



**720,591**

daytime traffic



**10**

universities



**33.8%**

households with  
children at home

Benchmark Average Household Income: \$105,919

## CUSTOMER PROFILE



### JUST STARTING OUT

**Demographic Size:** 22% of the trade area  
**Household Type:** Younger, diverse, lower-middle income singles and families  
**Income:** Lower average household income (\$86,279)  
**Spending Power:** \$4.6 billion in total market consumption



### TRADES FAMILIES

**Demographic Size:** 20% of the trade area  
**Household Type:** Established upper-middle income families  
**Income:** Above average (130,845)  
**Spending Power:** \$5.6 billion in total market consumption



### MATURING IN SUBURBS

**Demographic Size:** 10% of the trade area  
**Household Type:** Older, upper-middle income singles and couples  
**Income:** Above average (\$125,241)  
**Spending Power:** \$2.8 billion in total market consumption

## OUR COMMUNITY

### ECONOMIC HUB

- // Halifax is Atlantic Canada's largest urban hub and 12<sup>th</sup> largest city in Canada
- // Diverse economy driven by government, military, healthcare, education, and shipbuilding
- // 35,000+ post-secondary students, including 6,000+ international



### CENTRAL LOCATION

- // Located in the heart of Halifax Regional Municipality
- // Excellent accessibility at the intersection of highway 111 highway and 118
- // Only 15 minutes away from Downtown Halifax

### UPCOMING DEVELOPMENTS

- // Mic Mac Mall's vibrant economic hub is set to add some exciting new developments
- // A new multi mixed-use residential component will include additional retail, restaurant, and entertainment options



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