



## **SPECIALTY LEASING OPPORTUNITIES**

### **Carts, Temporary Kiosks, Commercial Displays, Mall Shows, & In-Line Stores**

Thank you for your interest in Carlingwood Shopping Centre's Specialty Leasing Program.

The material enclosed will answer many of your questions regarding our Specialty Leasing Program at Carlingwood Shopping Centre. Our Specialty Leasing Program is a wonderful opportunity for you to start a small business, expand or promote your existing business operation or to test the waters for the future as a permanent in-line tenant.

If you are just starting out, or if you are a small retailer who is looking for greater exposure, a Cart at Carlingwood Shopping Centre may be a great solution for you. They offer minimum overhead with a low start up cost in a highly successful location. The carts have high visibility; they are attractive and offer you and your product exposure to over 155,000 potential customers per week.

If you have an existing business and wish to temporarily expand your operation for greater exposure, our opportunities for carts, temporary kiosks, commercial displays, mall shows and in-line stores may be a very viable solution for you.

In order to participate in any of the opportunities available in this program, please submit the following:

- ✓ Application form, including any additional information and/or a current Business Plan
- ✓ Picture(s) of previous set-ups
- ✓ Sketches of your merchandising plans
- ✓ Picture(s) or catalogue of your merchandise and percentage breakdown.
- ✓ A copy of your price list, product guarantee, returns policy and packaging.

We are always looking for new and original concepts to join our team at Carlingwood Shopping Centre and we look forward to receiving your proposal.

Send your proposal to:

Carlingwood Shopping Centre Management Office  
2121 Carling Avenue, Suite 201  
K2A 1H2  
Fax: (613) 725-9201 ext. 236  
Email: [cwdspecialtyleasing@20vic.com](mailto:cwdspecialtyleasing@20vic.com)  
[www.carlingwood.com](http://www.carlingwood.com)

Attention: Cheryl Bruce, Specialty Leasing Coordinator

## **Temporary Kiosk Information**

<b>Number of Spaces:</b>	Seven (7)
<b>Kiosk Space:</b>	10 x 10 sq. ft. or 10 x 12 sq. ft.
<b>Power &amp; Phone:</b>	Electrical service is available no more than 300 watts per outlet. Phone service is at your expense.  Upgraded power and telephone services, if available, will be at your expense.
<b>Insurance Required:</b>	\$2,000,000 General Liability naming <b>O.P.B. Realty Inc., 20 Vic Management Inc. and Carlingwood Shopping Centre</b> as additional insured.
<b>Security Deposit:</b>	\$100.00 for duration
<b>Lease Term:</b>	Daily rentals, one (1) day and maximum of six (6) months.
<b>Rental Rates:</b>	<b>\$150.00-\$180.00/day</b> <b>\$750.00-\$950.00/week</b> <b>\$550.00/weekend (Thursday-Saturday)</b> <b>\$550.00/weekend (Friday-Sunday)</b> <b>\$3000.00-\$3500.00/month (January-October)</b> <b>\$5500.00/month (November)</b> <b>\$6500.00/month (December)</b>

\*If you consider applying for a kiosk, please ask us to send you the design criteria package.

### **Commercial Displays, Mall Shows & Temporary Inline Store Rent Information**

Please forward your business plan to the Management Office  
for information on availability and rates.

## **Does Your Product or Service Compliment Carlingwood Shopping Centre's Image?**

Nestled in Ottawa's picturesque west end, Carlingwood Shopping Centre continues to live up to its reputation as a place to call "home". Our guests enjoy the comfort of carpeting throughout the centre, complete with lounge areas. Low noise and one level shopping are offerings you won't find at any other major centre in the city. Anchored by Sears and Loblaws with a great selection of national and local retail service tenants, Carlingwood offers impressive shopping diversity.

- Carlingwood attracts over 8 million shoppers per year
- Carlingwood shoppers are derived from an extensive trading area

### **Demographic Profile**

▪ Trade Area Population:	310,170
▪ Primary:	157,220
▪ Secondary:	152,950
▪ Persons Per Household:	2.9
▪ Average Household Income:	\$73,875

A high quality product and professional presentation consistent with Carlingwood Shopping Centre's image are essential to succeed.

We also ask that you spend some time planning your display – what type of props, fixtures, décor items, and what type of material and colour you will be using. Visual merchandising is one of the most important factors of your presentation. Specialty leasing relies heavily on impulse buying, and using themes to attract customers is vital to the bottom line of your business.

## **RULES AND REGULATIONS**

The following rules and regulations apply to all Specialty Leasing Operators and are designed to create a safe, professional and exciting selling environment for our customers.

### **Centre Hours**

Hours of operation for all Specialty Leasing operators will coincide with the regular operating hours of Carlingwood Shopping Centre. The Licensed Area must be staffed at all times with no coverage gaps during lunch, dinner or other breaks. Any Specialty Leasing Operator who does not maintain these mall hours will be in violation of their License Agreement and will be subject to immediate termination of the License Agreement and removal from Carlingwood Shopping Centre.

### **Locations**

The location of the Store will be assigned at the discretion of the Licensor. Locations may be subject to change whenever deemed necessary at the Licensor's absolute discretion.

### **Use Clause**

Specialty Leasing Operators may only sell merchandise or offer services that have been agreed upon in advance by the Specialty Leasing Coordinator or the Marketing Director. The Specialty Leasing Coordinator or the Marketing Director must approve any new or additional product or service prior to display or sale from the Licensed Area.

### **Space Limitations**

Operators are licensed to operate only within the area of the Licensed Area provided and placement of anything off the Licensed Area will not be allowed without the prior consent of the Licensor. The area occupied and used by Operators will vary dependant on the respective License Agreement.

### **Signage**

All Operators are required to use professionally prepared signage prepared by the Licensor at the Operator's expense or previously approved by the Licensor. No hand written signage will be allowed.

### **Aesthetic Requirement**

All Specialty Leasing Operators are expected to have a complete inventory of merchandise on hand and all presentations and displays must appear full and well maintained at all times. Restocking should be done prior to mall opening or at closing. Any empty boxes or cartons must be removed from the display area. Operators are responsible for cleaning and maintenance for all aspects of the Licensed Area. The maintenance department of the Shopping Centre will supply replacement bulbs in the case of Carts.

**Return Policy**

Operators must have a return policy, which provides for full refunds to unsatisfied customers, provided that the product purchased is returned in re-saleable condition. Provisions must be made for customer returns and refunds after the Operator has vacated the Licensed Area. This policy must be clearly posted and professionally signed.

**Food and Drink**

While we acknowledge the fact that many Operators are owner-operated and work a full day at their location, every effort should be made to limit eating and drinking at the Licensed Area. Operator's employees should refrain from reading while sitting at the cart.

**Solicitation**

Operators shall not solicit business in the common areas of Carlingwood Shopping Centre, nor shall they distribute handbills or other advertising in the common areas of the property.

**Security**

The security of merchandise and valuables at the Licensed Area is the sole responsibility of the Operator. Keys to the Licensed Area should be kept in a secure location at all times.

**Employee Parking**

Operators' employees must restrict their parking to the areas designated by the Licensor. Security will provide Operators with the rules and regulations of Carlingwood Shopping Centre's parking policy including a plan indicating designated employee-parking locations.

**Set up and Break Down**

Operators are to move in and move out of the mall at designated times and stay for the entire duration of the License Agreement. No equipment will be available from or supplied by the Licensor for set up, take down or any other purpose. All dollies used to transport merchandise and supplies in Carlingwood Shopping Centre must have rubber wheels only.

**Mall Storage**

Storage space for Specialty Leasing Operators is rarely available. In the event that storage space is available, separate arrangements must be made with the Specialty Leasing Coordinator.

**Electricity**

Electricity is provided for all cart, and in-line Operators and, where available, for temporary kiosk tenants, with the maximum service of 300 watts. Extension cords, if used, must be completely concealed and, if running across mall floors, must be covered with a License-approved cover. Radios, heaters, fans etc are not permitted for common area set-ups. No Operator shall operate any equipment causing excessive noise or annoyance nor shall Operators create any offensive odours.

## **Garbage Removal**

The removal of garbage and/or recyclable materials to Carlingwood Shopping Centre designated garbage and recycling collection areas is the responsibility of the Operator. Debris such as, and not limited to, unwanted fixtures, skids and building materials are not permitted in the mall's garbage collection areas. Please see the Yellow Pages for appropriate locations for the disposal of this type of refuse. All refuse, empty boxes or cartons must be removed from the licensed area immediately. Stock in boxes is not permitted to be sitting on the floor around the Licensed Area. Trash and debris is to be placed in to the assigned compactor designated by the Shopping Centre, and not placed in the common area public trash receptacles.

## **Permits**

All necessary permits are the responsibility of the Operator prior to set up.

## **Emergency Information**

Operators shall furnish the Licensor with 24-hour emergency telephone number(s), a contact person(s) and a forwarding address.

## **Tenant Information Manual**

Operators and their employees shall abide by the Landlord's Rules and Regulations with respect to the common area, facilities, improvements, parking lots and sidewalks. The Licensor may amend, repeal or create new rules and regulations from time to time and all such amendments, repeals and /or new rules and regulations shall be binding upon the Operator upon receipt of a copy thereof.

## **Non-Conformance**

The Licensor reserves the right to refuse entry to any Operator's employee who does not abide by all operational rules and regulations for the License Agreement and schedules thereto. Violation of any of the above rules and regulations will be grounds for immediate termination of the License Agreement.

## **Rent & Sales Reports**

License Fees are due in advance (Money Orders or Certified Cheques Only) on the first day of each License Period. In the case of all Operators whose License Agreement requires the reporting of weekly sales, all sales reports for the prior week are due in the management office of the Licensor by 10:00 a.m. on the first business day of the following week. Failure to pay License Fees on time or report accurate sales may result in termination of the License Agreement.

## **Security Deposit**

In addition of the advance payment of License Fees by post dated cheques a security deposit may be required from Operators. Security deposits will be applied, less the Licensor's cost to repair damages to the License Area due to the negligence of the Operator; if any, to the last rent coming due prior to the expiration of the License Agreement.

## **Insurance**

A Certificate of Insurance with the limits as stated on the License Agreement is to be supplied by the Operator to the Licensor prior to possession of the Licensed Area. Such Certificate of Insurance shall name **O.P.B. Realty Inc., 20 Vic Management Inc. and Carlingwood Shopping Centre** as additional insurers.

**Carlingwood Shopping Centre**  
**INFORMATION SHEET**

**Opening Date:** Opened in 1956 as an open strip plaza, became fully enclosed in 1971

**Description:** 481,639 sq. ft. with 120 stores and services

**Anchors:** Sears and Loblaws

**Number of Retail Levels:** 1

**Hours of Operation:** Monday – Saturday 9:30am – 9:00pm  
Sunday 10:00am – 6:00pm

**Annual Traffic:** 8,000,000

**Parking:** 2,400 parking spaces

**Location:** Located in Ottawa, Ontario at Carling Ave. and Woodroffe Ave.

**CART INFORMATION**

**Number of Carts:** Three (3)

**Size of Carts:** 4 x 8 (Display Surface)

**Power & Phone** Electrical service is available no more than 300 watts per outlet,  
Phone service, if available and upgraded power will be at your expense.

**Insurance Required:** \$2,000,000 General Liability name **O.P.B Realty Inc., 20 Vic Management Inc. and Carlingwood Shopping Centre** as additional insured.

**Security Deposit:** \$100.00 for duration

**Lease Term:** Minimum one (1) week and maximum of six (6) months.

**Rental Rates:** See Attached Schedule.



## Year 2010-2011 Rent Schedule – Cart

Month 2010 - 2011	Weeks to which Basic Rent is applied	Basic Rent *HST Excluded
January	January 1-6	\$325
	January 7-13	\$325
	January 14-20	\$350
	January 21-27	\$350
February	January 28-February 3	\$450
	February 4-10	\$450
	February 11-17 (Valentine's Week, For my Valentine's Show)	\$450
March	February 18-24	\$375
	February 25-March 2	\$400
	March 3-9	\$500
	March 10-16 (March Break)	\$500
	March 17-23	\$450
	March 24-30	\$450
	March 31-April 6	\$450
April	April 7-13	\$500
	April 14-20	\$500
	April 21-27 (Craft Show)	\$600
May	April 28-May 4 (Craft Show)	\$600
	May 5-11 (Mother's Day)	\$650
	May 12-17 (Antique Show)	\$600
June	May 19-25	\$450
	May 26 – June 1	\$450
	June 2-8	\$450
	June 9-15 (Father's Day)	\$550
	June 16-22	\$500
	June 22 – 29	\$500
June 30-July 31	All weeks	\$500
August	All weeks	\$650
September	All weeks	\$650
October	All weeks	\$700
November - December (Christmas)		Please submit in writing a request until June 1, 2010

- \* Standard Professional Signage Fee - \$79.50
- \* Weekend Rate (Friday-Sunday) - \$550.00 (by approval only)
- \* All Prices are subject to change.