
COMMUNITY PROGRAMS

OUR COMMITMENT:

Billings Bridge Shopping Centre is a proud contributor and supporter of countless community groups in Ottawa and surrounding areas. To help non-profit groups raise much-needed funds, Billings Bridge Shopping Centre offers complimentary exhibition space for displays and many other creative events.

If you are involved in a non-profit organization and wish to gain added exposure or to raise funds through your own special event at Billings Bridge Shopping Centre, forward your proposal to:

Billings Bridge Shopping Centre
2277 Riverside Drive, Suite 208
Ottawa, ON K1H 7X6
Attention: Greta Bloskie, Marketing Director
Fax: (613) 733-7233
gbloskie@20vic.com

Event proposals must be submitted at minimum 4 weeks prior to the event date. Requests are processed on a first come, first served basis.

(Please note your organization will be required to provide proof of Commercial General Liability insurance coverage in the amount of \$2,000,000, sample attached.)

Please include all applicable information with your proposal:

Date of Event (dd/mm/yy): _____

Time of day of event: _____

Event proposed by (name of organization): _____

Contact phone, fax and email: _____

Why are you interested in holding an event at Billings Bridge Shopping Centre: _____

Name of proposed event: _____

What is being promoted: _____

Who is benefiting from the event: _____

Location request in Billings Bridge Shopping Centre: _____

Space requirements: _____

Sponsors involved: _____

Giveaways: _____

INFORMATION SHEET

Opening Date:	Opened in 1954, Renovated 2007
Description:	471,669 square feet with 80 stores and services
Anchors:	Zellers and Your Independent Grocer
Number of Retail Levels:	2
Hours of Operation:	Monday – Friday 9:30 am – 9:00 pm Saturday 9:30 am – 6:00 pm Sunday 11:00 am – 5:00 pm
Annual Traffic:	6,200,000
Parking:	1,657 parking spaces
Location:	Located in Ottawa, Ontario at Bank St and Riverside Dr (OC Transpo Public Transitway Attached)
Website:	For a complete listing of mall information including Marketing Campaigns, Store Directory, Gift Certificate program and Guest Services please visit our Website at: www.billingsbridge.com

CART INFORMATION

Number of Carts:	Four (4)
Size of Carts:	5 x 8 sq.ft. Display Space Separate Cash Counter
Power & Phone:	Electrical is available (no more than 120 volts per outlet) Telephone services, if available, will be at your expense.
Insurance Required:	\$2,000,000 General Liability naming Capital City Shopping Centre Limited and 20 Vic Management Inc. as additional insured.
Security Deposit:	\$150.00
Lease Term:	Minimum one (1) week and maximum of six (6) months. Christmas Season Minimum of 8 week Commitment*
Rental Rates:	Jan – Oct \$500/week +GST Nov & Dec \$900/week +GST * Plus Percentage Rent

TEMPORARY KIOSK INFORMATION

Kiosk Space:	10 x 10 sq.ft Professional Kiosk Displays only No Table set ups permitted
Power & Phone:	Electrical is available (no more than 300 watts per outlet). Telephone services, if available, will be at your expense.
Insurance Required:	\$2,000,000 General Liability naming Capital City Shopping Centre Limited and 20 Vic Management Inc. as additional insured.
Security Deposit:	\$150.00
Lease Term:	Minimum one (1) day and maximum of six (6) months.
Rental Rates:	\$250.00+GST / day \$700.00+GST / week (January – October) \$1,100.00+GST /week (November – December) Christmas Season Minimum of 8 week Commitment*

* Plus Percentage Rentt Commercial Displays, Mall Shows & Temporary Inline Store Rent Information (Availability & rates upon request)

DOES YOUR PRODUCT OR SERVICE COMPLIMENT BILLINGS BRIDGE SHOPPING CENTRE'S IMAGE?

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

- Billings Bridge Shopping Centre attracts over six (6) million shoppers per year
- Billings Bridge Shopping Centre's shoppers are derived from an extensive trading area

TRADE AREA

The Primary Trade Area (PTA) outlines the following areas: west to Preston Street and Prince of Wales Drive, north to the Ottawa River, north-east to the Vanier Parkway following south-east along St Laurent Blvd and south including the residential area on both sides of Hunt Club.

Billings Bridge Secondary Trade Area extends beyond and includes most of the Ottawa residential area, and extending across the Ottawa River into Hull, Quebec. A remaining 15% of shoppers come from beyond the defined trade area. Billings Bridge Shopping Centre appeals to different psychographic segmentations. Please find the top three lifestyle groups below.

BRAND NAME BOOMERS

- Generally Aged 45 – 54, with children
- Ranging in age 5 – 24 Average Household Income of \$78,000
- Often University educated. Highest proportion of immigrants of all groups
- Spend more than twice than national
- Average on home renovations Spend more than other groups on travel
- Tours, and household operations
17% of PTA, 12% of STA

MOBILE RENTAL

- Aged 20 – 29 and older 65+
- Low Household Income of \$27,000
- Highest proportion of unmarried individuals
- (Single, Divorced, Separated or Widowed)
Above-average expenditures include infants
- Wear, clothing services 15% in PTA, 17% in STA

URBAN SPENDERS

- Aged 40-54 with children aged 5 – 19
 - Average Household income of \$68,000
 - College or University educated
 - 14% in PTA, 3% in STA
 - 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.

SPECIALTY LEASING APPLICATION

Date:	
Shopping Centre:	
Tenant Legal Name:	
Tenant Trade Name:	
Tenant Legal Address:	
Home Address:	
Contact Person:	
Telephone Number:	
Cell Number:	
Home Number:	
Fax Number:	
E-mail address:	
Length of Time in Business and Existing Retail Operations:	
GST Number:	
Description of Merchandising Concept:	
Merchandising Plans/ Photos/ Sketches to be included: A detailed sketch of cart layout, merchandising plans or photos, must accompany this application.	
Dates Requested:	
Description of Products to be featured:	
Additional Fixtures/ Props to be used:	
Description of Packaging:	
Return Policy:	
Target Market:	
Projected Sales per Week:	
Price Points:	