



SASKATCHEWAN'S PREMIER FASHION
AND MIXED-USE CENTRE

M
MIDTOWN



The Paris *OF THE PRAIRIES*

Saskatoon lies in the centre of the province. It is a vibrant and growing city with an ever-increasing appetite for style and new experiences. Saskatonians are stylish and they're not afraid to spend money on the indulgences they love. Its people are young, energized and successful. They are well-travelled, well-educated and well-informed.

- 2024 top national growth leader
- 1.6% predicted job growth
- 1.3% GDP growth in 2024
- Rich with natural resources
- Stable and diversified economy
- Saskatchewan's commercial hub
- Population of 350,813, expected to increase to over 400,000 by 2029
- Saskatchewan has Canada's lowest provincial unemployment rate
- Growing household incomes
- Rebounding retail sales
- Rising high-end home sales
- Home of head offices and international businesses
 - » BHP Billiton
 - » Nutrien
 - » Cameco
 - » Canpotex
 - » Vendasta

WHY YOU BELONG AT MIDTOWN

Downtown Saskatoon bustles with activity year-round, day and night, with **plentiful restaurants, live entertainment, cultural events and diverse shopping opportunities.**

The City of Saskatoon is embarking on a transformational \$1.2B project to build a new arena and event centre in the downtown district.

The project is anticipated to be given final approval by City Council in early 2026, and is anticipated to be completed by Spring of 2030.

The new district will:

- Boost Saskatoon's economy by \$1 billion
- Create \$322 million more spending on hotels, meals & retail
- Create 4,700 new jobs
- Create 2,000 new homes



OVERVIEW

TRADE AREA

PRIMARY TRADE AREA

Saskatoon (350,813)

SECONDARY TRADE AREA

2.5 hr. drive (+641,000)

EXTENDED TRADE AREA

Saskatchewan (+1.2M)

1.2 MILLION PEOPLE

Located withing larger trade area

\$133,092 AVERAGE INCOME

Above provincial and national average

\$793 Million RECREATION SPEND

Annual Total Primary Trade Area

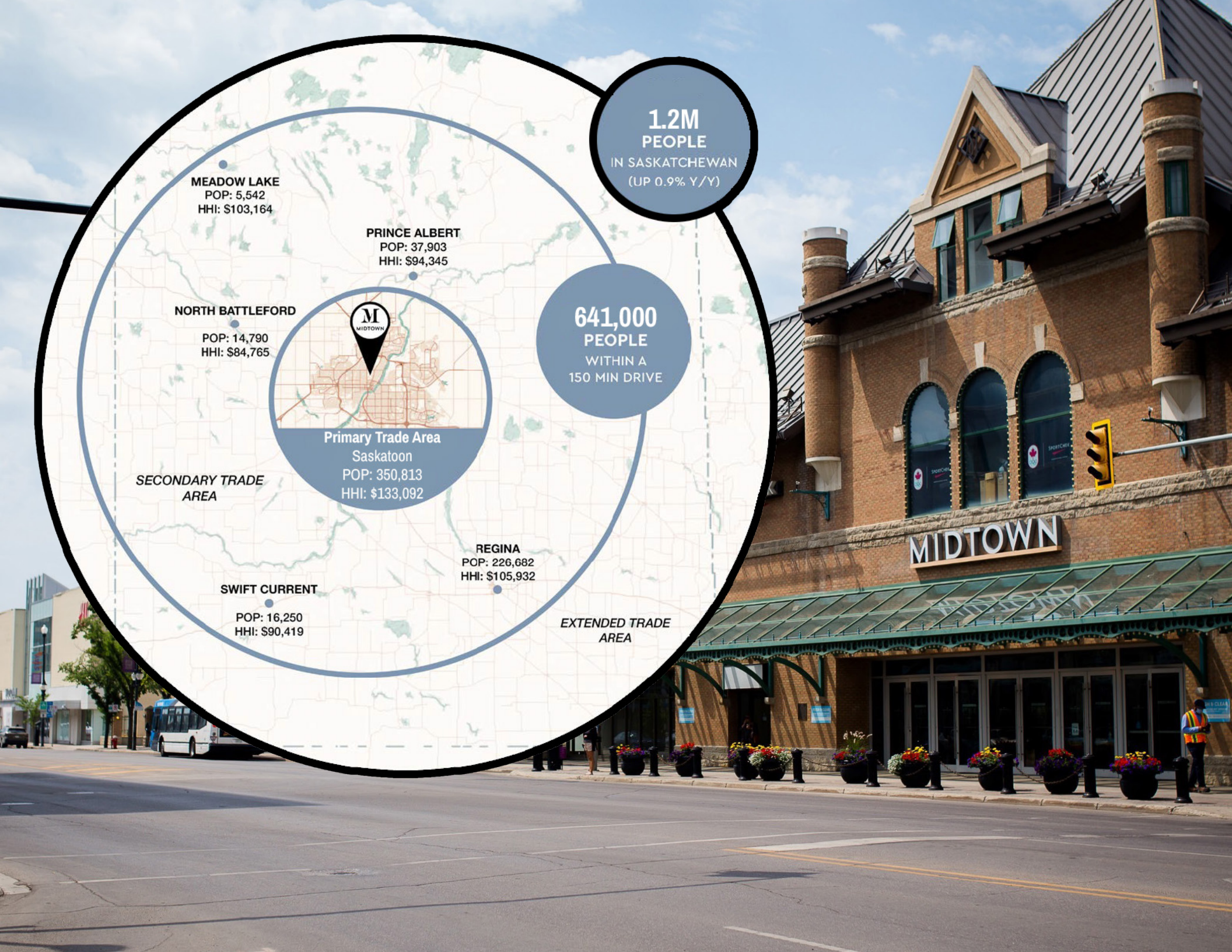
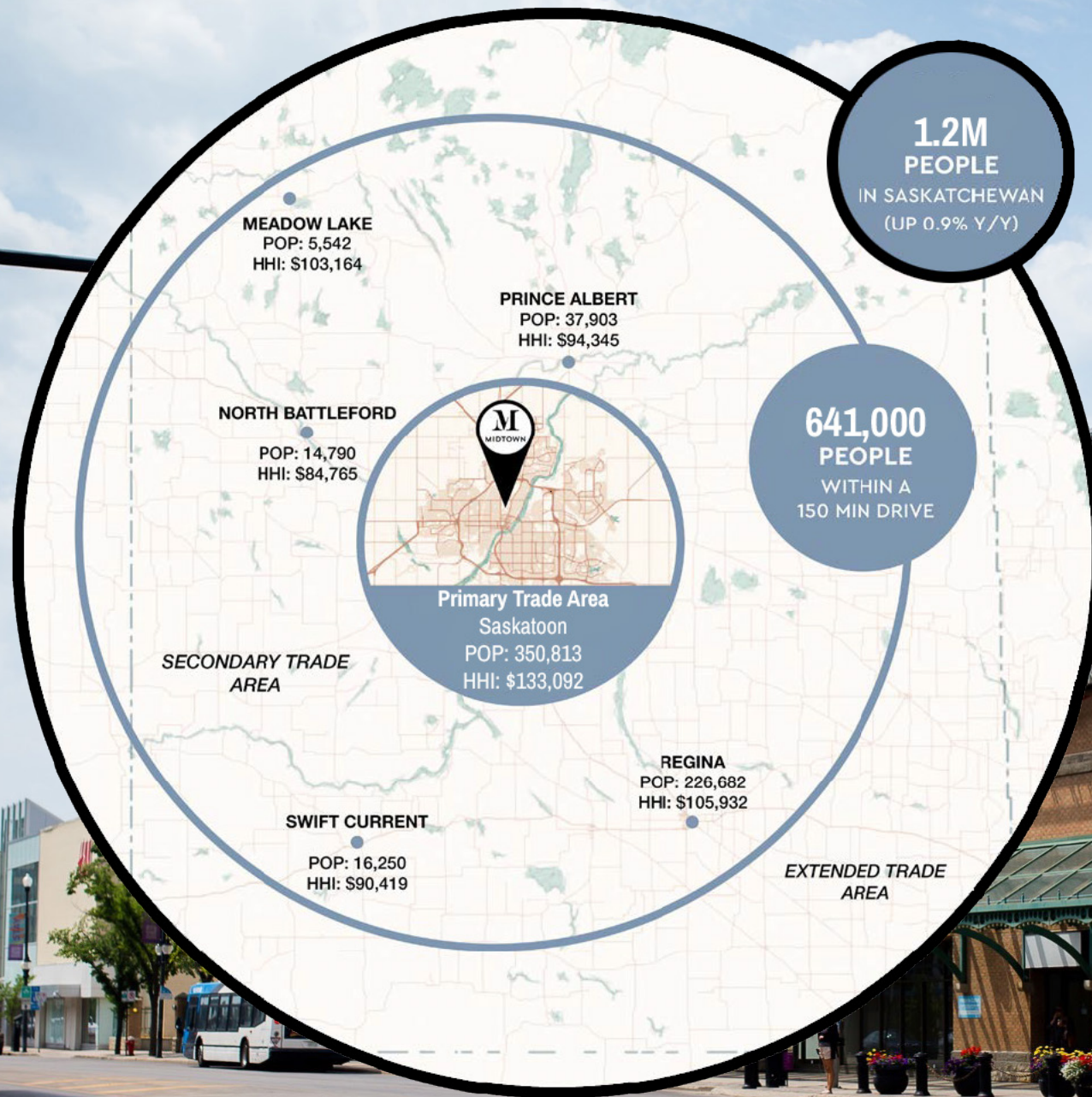
\$5,848 AVG. PER HOUSEHOLD

Above provincial average

OVER 30 NEW OR RENOVATED BRANDS AT MIDTOWN

Above provincial average

Since 2024 and moving into 2025, more than 30 retailers, including many exclusive and first to market brands, have renovated or opened at Midtown. Sought-after stores like Steve Madden, Browns, JD Sports, Mountain Warehouse, Footlocker, Victoria's Secret, Carter's Osh Kosh and many more are driving traffic to the shopping centre.



PROPERTY FACTS

\$840 PSF

Sales Productivity

140

Number of Stores

880

Food Court Seats

1,790

Parking Spaces

1970

Year built

2019

Completed \$82M renovation

40.5%

Of households have children at home

18%

Income increase over the next 5 years

\$203.5 MILLION

Total Sales Volume

638,871

Square Feet

4.27 MILLION

Shoppers per year

KEY CO-TENANTS

Lululemon, Aritzia, Victoria's

Secret, H&M, Sephora, Mac,

Michael Kors, Pink, Browns

OUR BRANDS

ARITZIA



Rocky



JACK & JONES



envy+grace™

RW & CO.



GARAGE
DYNAMITE



zumiez



ALDO



STEVE MADDEN



PANDORA



carter's | OSHKOSH
B'gosh



NEW & EXCITING PROPERTY HIGHLIGHTS

By far, the best retail offering in the province and an essential part to Saskatoon's downtown, with unique to market brands such as **Aritzia, Lululemon, Browns, Michael Kors, Sephora, Victoria's Secret, MAC Cosmetics, Lush** and more!

NEW STORES

Torrid	Envy & Grace	Rocky Mountain Soap Co.
Hot Topic	Fresh Slice	Mountain Warehouse
Levi's	Steve Madden	Freshly Squeezed
Manitobah	Chic Nails	Carters Osh Kosh
Pandora	Mobile Q	Gong Cha
Danier	JD Sports	Browns

RENOVATIONS & RELOCATIONS

Soft Moc	Lids	Victoria's Secret
RW&Co	Ben Moss	Sunglass Hut
Tip Top	Melanie Lynn	Bath & Body Works
Roots	Hillberg & Berk	Best Buy Express
Telus	Twisted Goods	Foot Locker Power Store

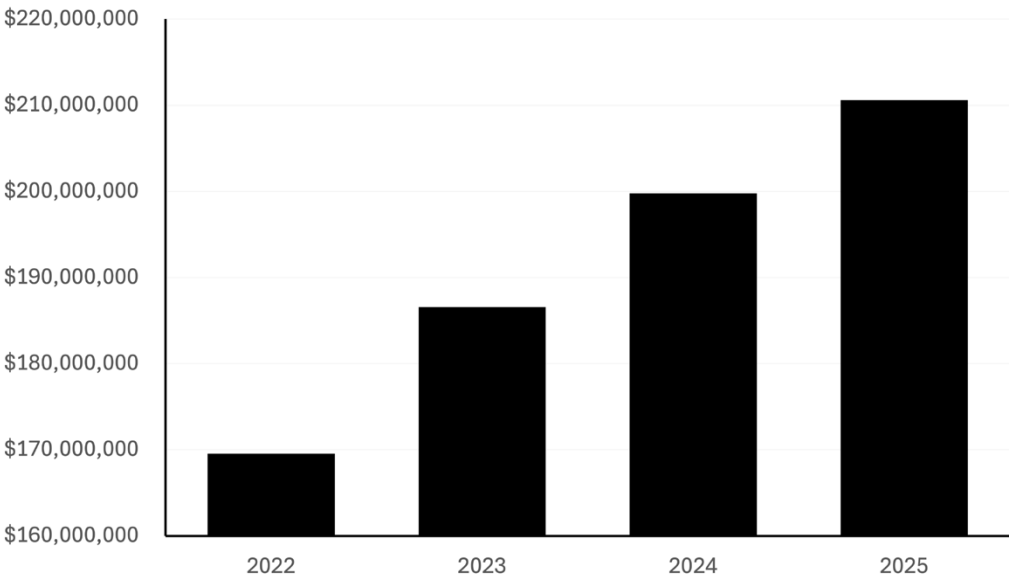
COMING SOON

Aerie	Kiokii	Lovisa
Reitmans	Miniso	

SALES GROWTH

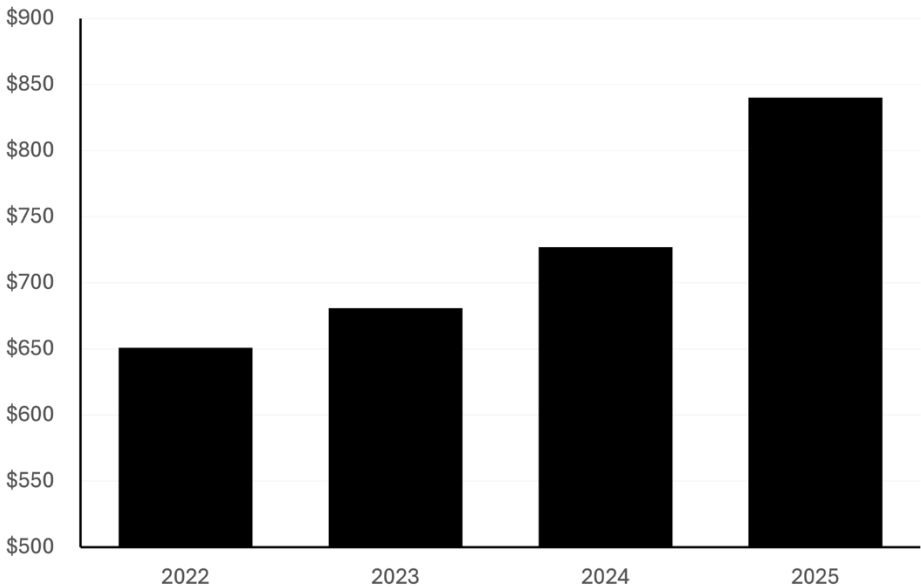
SALES

2022	\$169,558,234
2023	\$186,572,851
2024	\$199,780,580
2025	\$210,593,754



SALES PER SQ. FT.

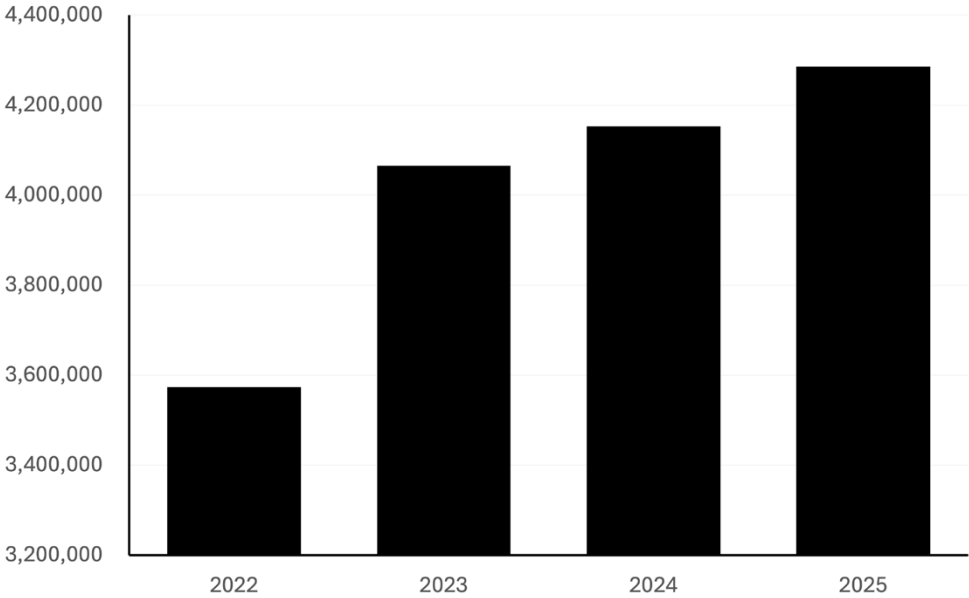
2022	\$650.95
2023	\$680.92
2024	\$727.01
2025	\$840.00



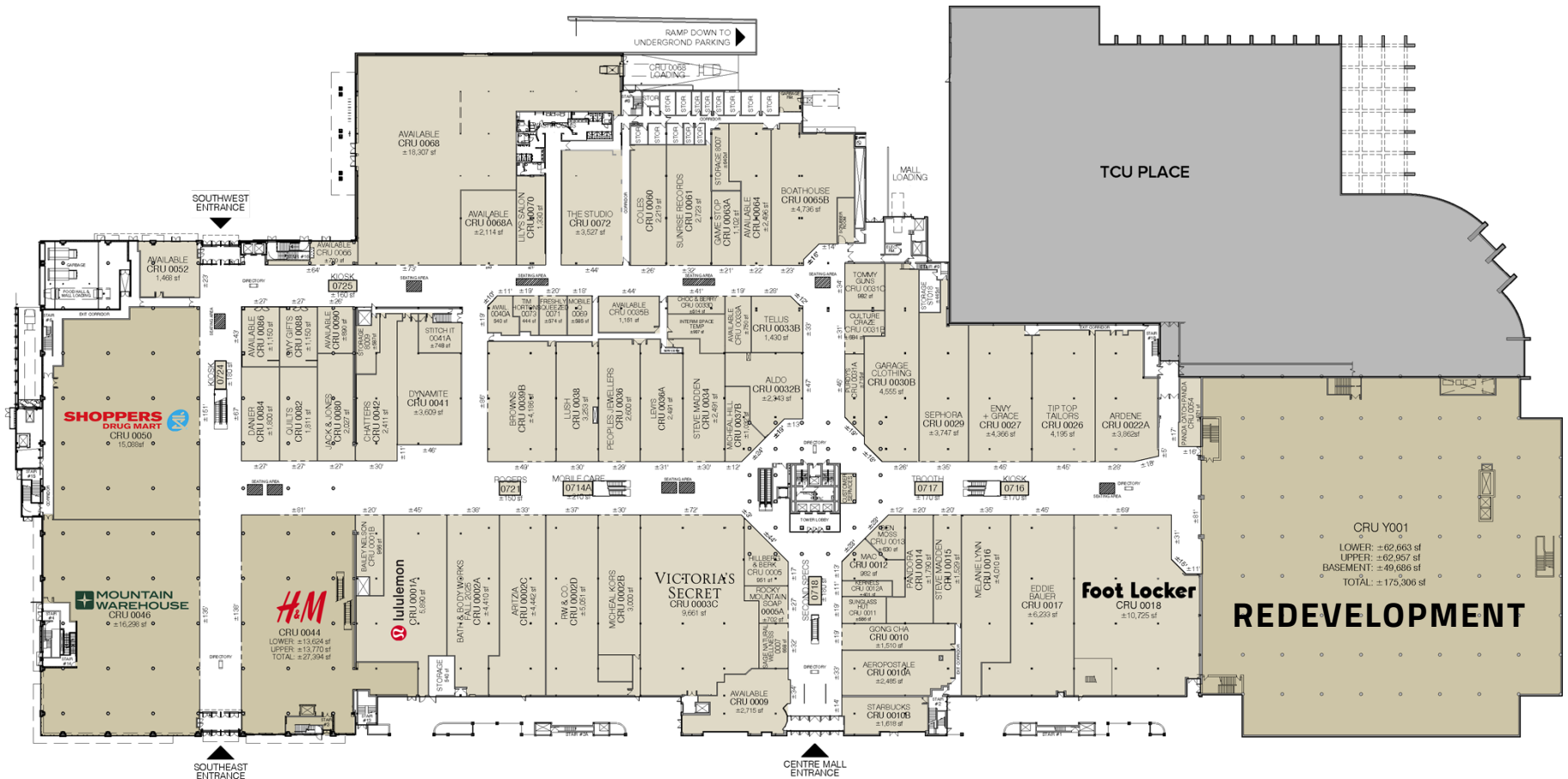
TRAFFIC GROWTH

TRAFFIC

2022	3,573,399
2023	4,065,627
2024	4,153,101
2025	4,285,893



FLOOR PLAN LOWER LEVEL



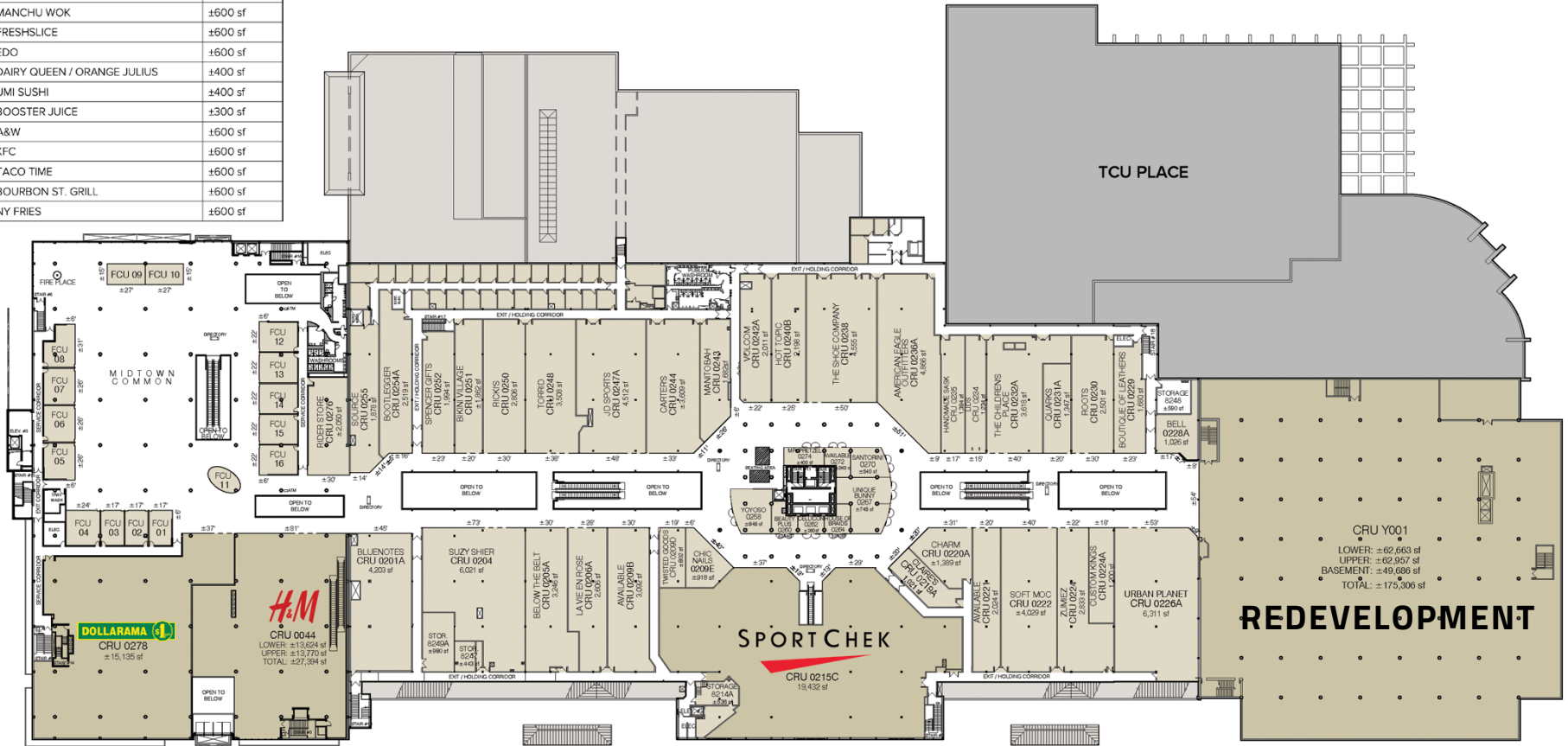
EXISTING MERCHANDISING PLAN - LOWER LEVEL / MIDTOWN

SCALE: 1" = 80'-0" / JUL 23, 2025

SASKATOON, SK / MP-101

FLOOR PLAN UPPER LEVEL

MIDTOWN COMMON		
FCU #	TENANT	AREA
01	SUBWAY	+430 sf
02	THAI EXPRESS	+430 sf
03	UKRAINE PANTRY	+430 sf
04	AVAILABLE	+600 sf
05	OPA!	+600 sf
06	MANCHU WOK	+600 sf
07	FRESHSLICE	+600 sf
08	EDO	+600 sf
09	DAIRY QUEEN / ORANGE JULIUS	+400 sf
10	UMI SUSHI	+400 sf
11	BOOSTER JUICE	+300 sf
12	A&W	+600 sf
13	KFC	+600 sf
14	TACO TIME	+600 sf
15	BOURBON ST. GRILL	+600 sf
16	NY FRIES	+600 sf

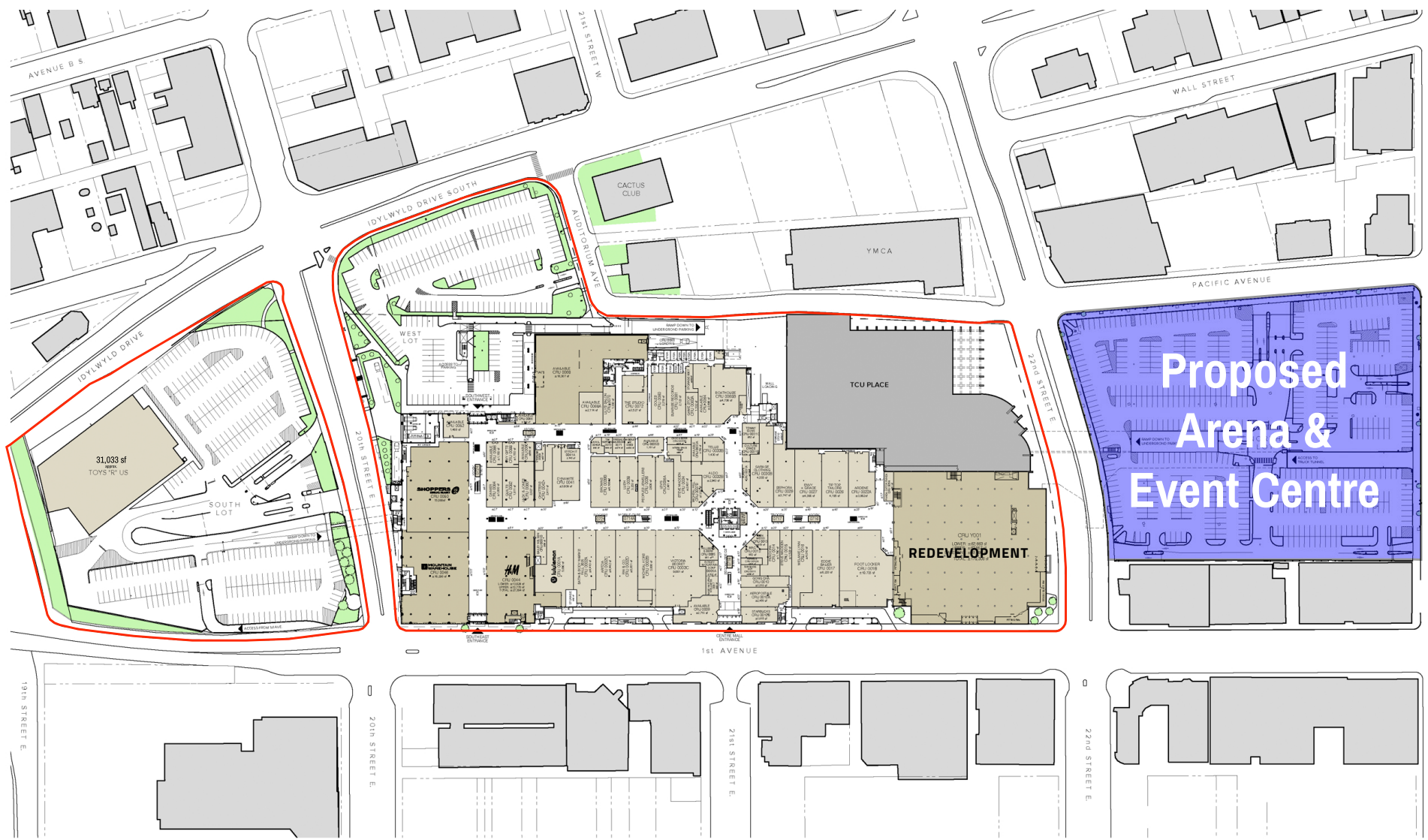


EXISTING MERCHANDISING PLAN - UPPER LEVEL / MIDTOWN

SCALE: 1" = 80'-0" / JUL 23, 2025

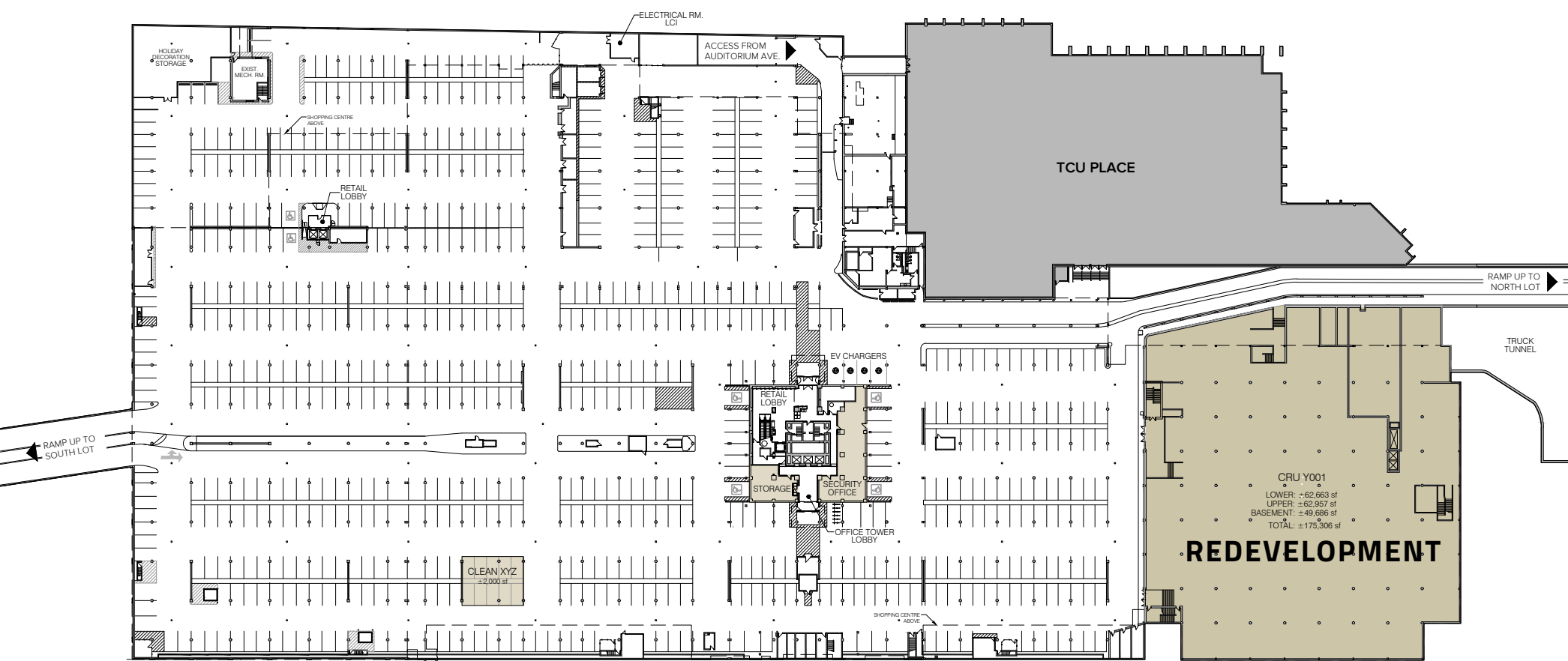
SASKATOON, SK / MP-201

SITE PLAN



EXISTING SITE PLAN - LOWER LEVEL / MIDTOWN
SCALE: 1" = 150'-0" / SEP 30, 2025 SASKATOON, SK / SP-101

SITE PLAN UNDERGROUND PARKING



EXISTING MERCHANDISING PLAN - UNDERGROUND PARKING / MIDTOWN
SCALE: 1" = 80'-0" / JUL 23, 2025 SASKATOON, SK / MP-001

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We can't wait to ***HEAR FROM YOU***

This is an incredible opportunity for your premium brand to tap into a young, energized and fashion-forward market.

 Shopmidtown.ca

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