

# BUILDING A VIBRANT DOWNTOWN RETAIL LANDSCAPE 2025 & BEYOND



**RETAIL STRATEGY 2025**

# CURRENT CONSTRAINTS

Based on research both externally and internally:



## OFFICE OCCUPANCY DEPENDENCY

- Property owners have relied heavily on office tenants.
- Businesses have relied on office traffic.
- Hybrid work has reduced office occupancy needs.
- Multi use is new direction for sustainability



## ECONOMIC CHALLENGES

- High Interest rates (loans and equipment leasing)
- Cost of Goods and Exchange Rate
- Minimum Wage
- Tarrifs
- Unemployment and Cost of Living



## SAFETY CONCERNS

- Real and Perceived.
- Less Foot Traffic amplifies safety concerns.
- Fentanyl and Mental Health
- Decrease in Provincial funding for support/social services.

# ECONOMIC CASH FLOW FOR RETAIL SPACES



DTK CUSTOMER

\$\$\$\$\$\$



BUSINESS OWNER

\$\$\$\$



BUILDING OWNER

\$\$



FINANCIAL LENDER

\$

Available Disposable Income



DTK CUSTOMER

\$\$\$\$\$\$\$\$

Leases Operating Costs



Profit

Mortgage Operating Costs



Profit

ROI



Profit

# CUSTOMER PROFILES

## CIRCUMSTANCE

Office Workers  
Students

## CHOICE

Residents  
Shoppers

Shoppers  
Experience Seekers  
Community Spaces

# BUSINESS TYPES

Single Source  
Brick and  
Mortar

Integrated  
Retail Multiple  
Sources

Destination  
Retail

Mixed Use

# NEW DTK RETAIL MODEL

Supporting the current retail shift from office dependency-based businesses to new integrated and destination businesses served by a new population who choose to come downtown.

## RETAIL SUPPORT & INCUBATION

### Explore New Retail Incubation Program

- *SQ PEG*
- *WRSBC*
- *Short Term Lease Program*

## DEVELOPER COLLABORATION

### Property Outreach Program

- *CRM database*
- *Retail support and Connections*
- *Begin CIP review for 2028*





# BUILD OUT THE DTK EXPERIENCE

Focusing and aligning with our guiding principles



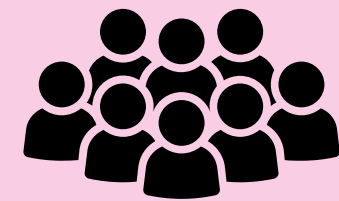
## Radiating Vibrancy

- Maintenance and Beautification
- Engaging Online Presence
- Festivals and Programming



## Cultivating Connections

- Condo Boards outreach
- BIA collaboration



## Belonging

- Placemaking infrastructure
- Safe Spaces
- DTK branding

TELLING OUR DTK STORY



# SUMMARY & NEXT STEPS

## Strategic Retail Priorities for 2025

- Support New Retail initiatives
- Explore Retail Incubation Program
- Continue Connections with Building Owners

## Next Steps

- Retail Gap Analysis
- Storefront inventory
- Outreach to Building Owners
- Launch new Square Peg Program for 2026
- Tell the DTK story

