



THE HUB

SHOPPING CENTRE NEWS

OWNERSHIP MESSAGE

What an exciting quarter it has been! Since our last release we have seen a successful season of holiday shopping along with a visit from Santa, an overflowing truckload of donations of winterwear and apparel to the community, over 300 notes of appreciation from shoppers to their loved ones and a week of activities for the kids over March Break! Wowzo! We've received a ton of great feedback on these events! Big shout out to our tenants for their participation and the PMco Management Team for their planning and execution!

We are also happy to report that sales are up (some, quite substantially!) and there is more foot traffic than this time last year - incredible! Well done! Our changes are working, and we couldn't be more thrilled that our success is translating into success for our retailers! That's what it's all about!

So, what's next? As you may have noticed we are expanding! We have begun construction on a beautiful new professional Centre at the corner of Marshland and Robie Street – this is an exciting new addition and will be home to 5 businesses including Grant Thornton! There may still be a vacancy or two if you act fast! Check PMco's website for more details: www.pm-co.ca.

You also may have heard that we are renaming the mall! Our shopping Centre's new name will be: The Hub, and we will be hosting a Grand Rebrand Event May 25-28, 2023. This 4-day event is sure to be a big draw for the community with something special planned for the whole family EVERY DAY – plus AMAZING prizes! Follow our social media channels - @truomall - for more information on that as we get closer!

That's all for now! Cheers everyone!
Doug & Arnold



EVENTS

MAY

May 4 - Star Wars Day: Chewbacca Visits
May 11 & 12 - Mother's Day Spin-To-Win
May 22 - Car Show
May 25 to 28 - GRAND REBRAND EVENT

May 25 - Ribbon Cutting & Local Showcase
May 26 - Final Friday Food Hall Festival & Fashion Show
May 27 - Parking Lot Party
May 28 - Sunday Funday

JUNE

15 & 16 - Father's Day Spin-To-Win
30 - Final Friday Bingo

JULY

28 - Final Friday Magic Show

A MESSAGE FROM YOUR PROPERTY MANAGER

As we proceed with rebranding the mall, we are very excited to announce new building signage COMING SOON! All entrances, including our new entrance off Marshland Drive will have bright new branding! We will also be incorporating branded pole banners in the parking lot and a new Pylon sign is scheduled to go up in May!

As you may have noticed, we also have a new deck off the food hall for our brewery tenant! The deck can be accessed from both inside the mall and from the parking lot off Marshland Drive. Come and enjoy a great meal from our food hall and relax overlooking the peaceful marshlands.

Speaking of great meals, our food offerings continue to grow with Philthy Philly's and a brewing space being added to the food hall and Mary Brown's Chicken opening in the front parking lot. These tenants are a welcomed addition to our already popular venues!

The two-story professional building in front of Home Hardware is coming together quickly. There remains only one space left for lease on the ground floor. Looking for space? This prime space could be yours - great exposure, right off Robie Street!

Kind Regards,
Cindy MacDonald
Director of Real Estate, PMco



THE MARKETING MINUTE

What a year so far! Holy smokes! As a Management team, we couldn't be more excited to feel a sense of renewal in this mall! But what is more exciting is seeing how happy our tenants are with the progress and how much support we are receiving from the community! We want to thank you all for sticking with us through construction and for coming back to the mall to support our retailers.

ALSO - I have an ANNOUNCEMENT! After our Grand Rebrand in May, we will be launching FINAL FRIDAYS where we will host a fun event on the LAST FRIDAY of every month so you can count on something cool going on at your local shopping centre! Our first event - BINGO!



I know Doug and Arnold have already mentioned it, but our GRAND REBRAND Event kicks off May 25th and runs until May 28th - It's going to be PACKED with awesome FREE events and PRIZES for the whole family! You aren't going to want to miss this! Continue checking our website and socials for details! With the rebrand our website URL will also be changing to www.trurohub.ca, but don't worry - our website wizards will redirect you to the correct page.

We are also happy to be adding some additional advertising opportunities to The Hub - digital TVs, digital pylon sign ads, poster print ads and washroom stall ads. Please inquire with marketing@pm-co.ca.

FEATURED TENANTS:

eastlink

 **MARVIS**
hair studio for men



GameStop



@truromall

@pmcoinc