

Capitalize on the 100 Mile Edge in Retail

LIVELY DOWNTOWN
THRIVING TOURISM DESTINATION
LARGE, YEAR-ROUND CONSUMER BASE
ACTIVE SMALL-BUSINESS ENVIRONMENT



With a thriving service centre supporting a population of 15,000 that increases to 25,000 in the summer months, 100 Mile House offers a diverse selection of department stores, mixed retail, and boutique shops in our busy downtown and enclosed mall. Existing businesses are well known for their friendly customer focus and eclectic mix of retail offerings, while the wide variety of accommodations and dining choices drives traffic into the retail environment.

TRENDS

Community-oriented retail is a growing sector, in which local retailers offer a shopping experience featuring:

- Personal service
- Knowledgeable staff
- Creative merchandising
- Local charity partnerships

Public spaces and walkable downtown areas where people can enjoy more than one activity increase the number of businesses with which shoppers interact during their visit. Unique retail businesses draw customers from larger regional centres, further

promoting more sales and repeat customers.

Welcoming investment in:

- Activity and experience-based businesses
- Economically diverse retail offerings
- Businesses that complement the existing retail mix

100 MILE EDGE



A busy downtown, with an attractive, walkable main street highly valued by residents, visitors, and businesses



Multiple, beautiful public spaces to encourage a positive shopping experience



An ideal location on Highway 97, the major north-south transportation corridor in the province, with ~2.5 million vehicles travelling in the area annually



PHOTO: APRIL ROBERTS



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