

marlboroughmall

Backgrounder

Calgary based Marlborough Mall is a community focused shopping centre that opened in 1972. Operated by 20 VIC Management Inc. and owned by the Healthcare of Ontario Pension Plan, the 568,818 square foot mall is located at 36th Street and Memorial Drive N.E. With over 170 stores the mall boasts strong anchor stores, Wal-Mart and Sears, a successful food court and unique specialty stores.

Located directly beside one of Calgary's busiest C-Train platforms and between two high traffic roadways, Marlborough Mall has been a favourite for northeast shoppers for over 40 years.

Marlborough Mall has set itself apart from other shopping centres in Calgary with its focus on a community experience. The centre offers many free programs and activities to its loyal customers including a daily morning walking group, the child-friendly Little Bugs Club, and an annual Stampede breakfast that hosts over 5,000 Calgarians.

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Biography

Kim Wiltse
Marketing Director



Kim Wiltse, Marketing Director of Marlborough Mall, has worked for the community-focused shopping centre for over 4 years. A graduate from Mount Royal University, Kim holds a diploma in Marketing Management and a Certificate in Public Relations.

After graduating, Kim went straight to work in the retail marketing industry and has spent the last 11 years working at a wide range of retailers. She began working at Marlborough Mall as the Marketing Director in 2008.

A member and board member of the Southern Alberta Shopping Centre Association and a member of the International Council of Shopping Centres, Kim is actively involved in generating new programs and ideas to future enhance the retail industry.

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Key Facts

- Marlborough Mall opened in 1972 and is currently 568,811 square feet with 107 stores.
- The mall is located on the corner of 36th Street and Memorial Drive and is accessible from the Marlborough C-Train station
- The mall is anchored by Walmart and Sears.
- Marlborough Mall is accompanied by a 50,754 square foot, six-storey office tower.
- 10,000 square feet of space will be added to the west side of the mall's parking lot to increase the number of stores and restaurants at the mall. Retailers will include Mucho Burrito, Edo Japan, Olympic Liquor and Mary Brown's Chicken with room for other new stores.
- Marlborough Mall has a wide variety of retailers including recognized brands such as Chatters, Spring Shoes and Le Chateau and unique stores such as Anthony Jewellers, Labels female wear and Stockhomme Ltd.
- Ongoing events and programs occur year round at Marlborough Mall, to foster community among its loyal customers. A highlight of these activities include:
 - GownTown: An annual event that sells gently-used donated gowns to students in need for \$10. All proceeds from the event benefit the United Way.
 - Little Bugs Club: A program dedicated to children under the age of 12, providing kids with access to year-round exclusive events, contests and free goodies.
 - Morning Walk Program: Offered three times a week, shoppers of any age can come and walk around the centre before stores open. This free program encourages an active lifestyle and provides opportunities to meet new people.