

SIMCOE PLACE TODAY

A Quarterly Tenant Newsletter

Volume 8 — April 2010

We wish each of our tenants a joyous, wonderful Spring season.



LEED® GOLD FOR SIMCOE PLACE

Patricia Caplan,
General Manager, Simcoe Place

Earth Day A little History

Earth Day 2010 has its roots back in 1970, with a little known historical connection to President John Kennedy. With this year's event, we're given another opportunity to celebrate the planet and evaluate the ways in which each of us interact with our community. Earth Day is about climate change, but it's also about clean water, clean air and sustainable communities that work together.

The very first Earth Day occurred in 1970, but the idea was born a decade earlier with U.S. Senator Gaylord Nelson. He approached President Kennedy in 1962 with his environment message, which resulted in a 'Conservation Tour' that took the President across the country on a five day speaking tour. While the tour didn't live up to expectations, it set the stage for things to come. In 1969, Senator Nelson, inspired by the passion of the anti-Vietnam war rallies, began to organize a one day nationwide demonstration for a cleaner environment. Twenty million Americans heard his message and participated. Earth Day expanded to an international stage in 1990, with an estimated 200 million people across 141 countries marching, celebrating and committing to change.

This year, it's estimated that 5 to 6 million Canadians will join over 1 billion people in 170 countries in celebration of the day that is considered by many to be the birth of the environmental movement. It is expected that nearly every school child in Canada will participate in a school sponsored Earth Day event.

Have a wonderful sustainable day!

Earth Hour 2010 Results

On March 27th, Simcoe Place once again joined the World Wildlife Fund and literally millions of people around the world in an effort to focus attention on the effects of climate change and what each of us can do about it. By turning off all non-essential lighting in the property for 1 hour starting at 8:30 p.m. on March 27th, we partnered with hundreds of thousands of Canadians across the country in a powerful symbolic act and a shared concern for our planet.

We thank the tenants of Simcoe Place for their enthusiastic participation in this annual planetary event. If you would like to know more about Earth Hour and this year's event, visit www.earthhour.org.



Over the past decade, Sustainable Thinking has become central to every management decision taken at Simcoe Place and throughout Cadillac Fairview. Working with our committed tenant partners, we've been able to turn thinking into action and in the process, transform the way we do almost everything: how we plan for the future, manage the details of daily operations and overall, strive to present a lighter, more sustainable footprint to the greater community. Under the direction and inspiration of our company-wide GREEN AT WORK™ program, we don't rest on our successes, but are always looking for new, innovative ways to turn a sustainable thought into a measurable action.

Our reward as a business community can be found in the results we've tracked, measured and sometimes celebrated: a 75% diversion rate; millions of litres of water saved; significant reductions in energy consumption. Our efforts have also been recognized by BOMA Canada with the Earth Award and the prestigious BOMA BEST certification. As well, Simcoe Place was awarded the National GREEN AT WORK™ Excellence Award for 2008.

That's why we were very proud to report that Simcoe Place has been certified LEED® Gold-EB, which stands for Leadership in Energy and Environmental Design – Existing Buildings. The LEED® green building rating system, developed and administered by the U.S. Green Building Council (USGBC) – a 3rd party, non-profit organization – has been designed to promote green/sustainable standards in the design and construction of new buildings, and rigorous operating and maintenance standards for existing buildings. Simcoe Place falls into the Existing Building category.

The LEED® EB rating system offers multiple certification levels, with Gold being one of the highest and most difficult to attain. The system helps building owners and managers assess and measure their operating and maintenance procedures, with the ultimate goal being to maximize efficiency and at the same time, reduce the property's environmental footprint. LEED® EB evaluates a range of issues including: whole-building cleaning; interior/exterior maintenance; recycling programs; building systems upgrades and alternative transportation access and use.

Initiating the LEED® Gold certification process is a time consuming and challenging task. Without expert assistance, it could easily become overwhelming from a time/success perspective. At Simcoe Place, we were fortunate to have the international experience of HOK Inc., a firm dedicated to providing solutions for built or existing environments. HOK is all about transcending the existing to create exceptional places and spaces.

The submission of our LEED® Gold application in December 2009 represented almost 6 months of work. Barbara Ciesla of HOK, was key to our ultimate success and from start to finish, worked with the Simcoe Place management team and tenant representatives to help us first understand the certification process and then assess the green status of the complex. The result of these important first steps was that we soon learned that Simcoe Place was operating at a high level of sustainability due to years of green practices, policies and upgrades. HOK then helped us through a 3 month performance assessment period, followed up by a LEED® panel application review process. Achieving LEED® Gold-EB was a total team effort, with HOK and specifically Barbara Ciesla as a valued partner.

"A successful and expedient LEED® EB certification requires teamwork. The participation of building management teams, vendors servicing the building, consultants and building tenants is essential. Building tenants were eager to participate and generous with sharing their own practices and ideas, and vendors were quick to adopt any practices that they may not have already been undertaking but that would contribute to LEED® certification and a high performing building. Our key player in certification, the building management team at Simcoe Place, was exceptional to work with and not only made this a success but a pleasure to undertake the work for them."

Barbara Ciesla, Vice President,
Leader, Sustainable Design Consulting, HOK

The final assessment from the LEED® panel was that Simcoe Place met and in some areas, exceeded the high standards of LEED® Gold, with added performance points given in the areas of Energy Efficiency and Alternative Transportation or tenants use of public transit. Our energy efficiency, measured through Energy Star's performance rating showed that Simcoe Place had an energy efficiency performance level 33% better than comparable buildings, falling into the 83rd percentile.

So what does all this mean? What does achieving LEED® Gold-EB mean for Simcoe Place? First of all, it should give every one of us satisfaction that as a community, we've made a tremendous effort to become more responsible, more sustainable and more connected to our community, our planet. It also means that Simcoe Place is one of a select group of major urban properties in North America to achieve Gold status. Our decade long commitment to Sustainable Thinking has resulted in something important. Congratulations!



GREEN AT WORK™
Building sustainability together™

PUBLISHED BY
THE CADILLAC FAIRVIEW
CORPORATION LTD.
SIMCOE PLACE MANAGEMENT
OFFICE

200 Front Street West, Suite 2207
Toronto, Ontario M5V 3K2
(416) 340-6615

Environmentally responsible print
with KomunikDatamark, using FSC
"Chain-of-Custody" certified paper
and planned forest management.



What's New at



Visit www.eservus.com and place your order online or call 416-598-8888 for a complete listing of offers. Prices include all taxes and service charges. Delivery to the Simcoe Place is free.

ATTRACTIONS:

Art Gallery of Ontario

General Admission:
\$16.50 (reg. \$18.00)

Casa Loma

Adults: \$13.50 (reg. \$18.00)
Seniors/Youths: \$9.90 (reg. \$12.50)
Children: \$8.80 (reg. \$10.50)

CN Tower

Adults: \$22.00 (reg. \$24.58)
Seniors: \$20.00 (reg. \$22.48)
Children: \$14.50 (reg. \$17.23)

NASCAR Speedpark

Unlimited Daily Ride Pass: \$26.00
(reg. \$32.54)

Ontario Science Centre

Adults (18-64 yrs.): \$23.00
(reg. \$25.00)
Youths (13-17 yrs.)/Seniors
(65 yrs.+): \$17.00 (reg. \$19.00)
Children (4-12 yrs.): \$13.50
(reg. \$15.00)

Playdium

Playcards (150 credits): \$17.25
(reg. \$26.75)

Royal Ontario Museum

Adults: \$19.50 (reg. \$22.00)
Children: \$12.05 (reg. \$15.00)

Toronto Zoo

Adults (13-64 yrs.): \$19.50
(reg. \$21.00)
Seniors (65+ yrs.): \$14.00
(reg. \$15.00)
Children (4-12 yrs.): \$12.00
(reg. \$13.00)

FAMILY SHOWS:

Cirque du Soleil's Alegria

Prices: \$79.50 - \$119.50
(reg. \$102.75 - \$127.75)

THEATRE:

Mamma Mia! - May & June 2010

Prices: \$58.00 - \$104.75 (reg.
\$66.00 - \$116.00)

Legally Blonde - July 2010

Prices: \$56.00 - \$95.00 (reg.
\$66.00 - \$105.00)

NIAGARA FALLS:

Fallsview Indoor Waterpark

All Ages Waterpark Pass: \$30.50
(reg. \$52.14)

Niagara Falls & Great Gorge

Adventure Pass

Adults: \$38.20 (reg. \$42.75)
Children: \$26.50 (reg. \$29.94)

RESTAURANTS:

Canyon Creek Chophouse

\$50.00 Gift Certificate:
ONLY \$45.00



It's So Hard to Choose!

Simcoe Place offers tenants and visitors such an array of food choices, if you're the least bit indecisive, you may need some help. So we thought we'd help you out with our first of many food features, providing in-depth profiles of your favourite food operators and the amazing food combinations they offer. We know that choice can sometimes be a difficult thing to manage, but would you really want it any other way?

Café Supreme – Where does one begin? That's a legitimate question because Café Supreme offers so much selection that it takes a moment to take it all in. If you're a breakfast at your desk type person, they open at 7:00 each morning and offer a wide selection at affordable prices. For just \$ 1.89, you can get a medium coffee and buttered bagel (limited time offer), or for those mornings when you need a little more, move up to their Rise n' dine specials that feature cassadias, breakfast bagels and paninis with your choice of egg, ham, cheese and much more. And don't forget their coffee and tea selections are exceptional. Breakfast is served until 11:00 a.m., but they've been known to stretch it a bit for regular customers. For lunch, if you have a big appetite, but you still like to count the calories, you have much to choose from. Homemade soups and crisp salads are served daily and are offered individually or as a value added combo with your choice of sandwich. Sandwiches come in an assortment of shapes and sizes such as paninis, wraps, pitas,

with up to 15 fresh ingredients to choose from. Literally a sandwich lovers dream. And for those days when you need a change of pace, try their homemade chicken pot pie or fresh baked muffins. Catering available: 416-599-7634

Freshly Squeezed – If you crave 'fresh', then you absolutely can't go wrong with Freshly Squeezed. Health Canada tells us that we need two to three servings of fresh fruits and vegetables each day to boost our immune systems and manage our overall health. That's exactly what you mother told you and guess what... they're both right. Each week, Monday to Friday, Freshly Squeezed sells up to 1,000 drinks. Some are delicious vegetable creations

of carrots, spinach, apples, ginger and beets or the big favourite, Smoothies, made with an assortment of fresh juice (your choice) and mixed with ice into a slushy blend of cold, satisfying joy. And if you want to try something a bit more exotic, try their Bubble Tea, a combination of green tea,

flavoured jellies, fruit, tapioca and coconut. Start your day with a Freshly Squeezed and your body will thank you.

Manchu Wok – Huss Tian, the Manager of Manchu Wok has a policy, if a prepared menu item doesn't sell-out in 30 minutes, it is thrown out and a new batch is prepared. That's his personal Fresh Guarantee. The Manchu Wok menu is based on the concept of Healthy Choice, using low fat oils, no MSG, absolutely fresh vegetables and your choice of rice noodles or egg noodles. And the fun part is, you choose your own combo meal from \$ 6.99 to \$ 7.99. Maybe on Monday it's chicken, rice noodles and a variety of fresh vegetables and on Friday you switch it up with shrimp, egg noodles and lots of veggies. Or for that weekly lunch meeting you order a catered party tray with a bit of everything. Treat yourself to a fantastic lunch this week. Catering available: 416-260-5917

*All prices listed maybe subject to change

The Simcoe Place Food Court offers so much choice, why go anywhere else? We'll see you there!



Spring Fever Scientifically Confirmed

We're now just 4 weeks into the Spring season and there's definitely a different feeling in the air. It's called joy, hope, anticipation.



Can you feel it? Are you beginning to smile for no reason at all? Have you already tried to fit into last season's shorts or bathing suit and in general, are just exhibiting more civilized behavior toward all life forms. If the answer is yes, then you've caught it – you have

the Fever. Scientists have always suspected the obvious, that the arrival of Spring does improve one's outlook, and

now we have proof! The University of Michigan psychology department used the basis of another study, 'that winter weather can adversely affect memory and cognitive powers', and turned the question around. They asked people 'does the advent of warmer weather and Spring improve memory, cognitive powers and mood?' The quick, unscientific and cheaper answer is... yes! On warm spring days, one control group engaged in activities outdoors while the other group remained indoors.

Just 30 minutes outdoors improved memory and cognitive abilities, while the indoor group remained a bit moody with no sign of improvement. More tests were conducted, but the final report stated that the ideal temperature for mood enhancement and cognitive skills was 72°F for the U.S. as a whole. For the people in Michigan, it was 65°F, for Texans 86°F. If the study extended to Toronto, the 'ideal' would probably settle around 22°C or 72°F, close to the U.S. average. One interesting finding was that

as outdoor temperatures rose above the 'ideal', moods began to steadily worsen.

The conclusion: there is something powerful about Spring, warm weather and sunshine. Pretty obvious, but it's nice to know that science finally agrees.

So if you need a cognitive boost over the next month, tell your boss that you're going out for a walk. Who can argue with science – say yes to the Fever!