



VILLAGELIFE

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VISION COMPLETE

DEAR NEIGHBOUR,

On October 2016, we broke ground for the 40,000 sq ft Amenity Centre to demonstrate our commitment to this project by building our most expensive amenity first. By January 2017, we broke ground for one of the largest 2-storey residential underground parkades in the city. It's amazed even me that we will finish building the entire Westman Village by December 2020.

When I say Vision Complete, I am most proud of our landscaping and our beautiful water features, but most importantly the people that call this place home. Our resident family members that visit these locations daily, bringing a smile to the faces of those working and visiting alike. As well as the security and property management teams, keeping everyone safe and the surrounding areas in tip top shape. From the Courtyard of Lyric to the Courtyard in Calligraphy we created an over 450 ft long terminating vista and well over \$10 million dollars invested aesthetically, all to accomplish resort style outdoor living.

I am proud to say our commercial element of our community is 100% leased out. Our final new tenants are, on the corner, The Mash, featuring craft beer and deep-dish pizza. Zebra Crossing Daycare –featuring before and after school care from ages 2 –12, educating under the Montessori model, as well Phi Medical Aesthetics. Alvin's Jazz Club has reopened October 8th, under new management of The Vintage Group, who we all know and love from Chairman's Steakhouse. The Spa is open to all Westman Village residents with new management and services including massage & reflexology, hand & foot care, waxing & tinting and various hair services.

Lyric building 1 is 100% leased out and building 2, with 5 new showhomes, featuring larger floorplans, is now taking occupancy. Journey Club is essentially 100% sold out for senior independent living and as for our Memory Care, I am very proud -The Journey Club is exclusively

accredited by the World Leading Butterfly model of care, a program that puts people's feelings first. Boasting the industry's highest staff to resident ratio, our approach to world class service always emphasizes our resident's needs over scheduled tasks. Most people at Westman Village would not know that we re-designed and re-named the dining area in Journey Club for its residents –Bev's Diner, after my Mom. The name was put forward by residents –what an honor.

Odyssey building 1 will now be moving its showhomes over to building 2, that will start to have occupancies in November of this year. These 2 buildings are adult only, plus 55 living – they carry some of our highest specifications and largest square footage. We are the only seniors' residence in Calgary where you can buy your home **and** have high end hotel à la carte services available to you. Odyssey offers a driving service, full meal plan, basic health support, morning, and night check-ins if so desired, in a nutshell, full concierge services. As well, we offer our Odyssey residents first inline occupancy to the Journey Club, if the need should arise –for peace of mind.

Everything is connected with skywalks and an underground passageway to our 40,000 sq ft Village Centre –in honor of Ken King (former President of the Calgary Flames and Board Member of Jayman), I would like to mention. It was Ken's inspiration to abolish winter and we have accomplished that.

Speaking of the Village Centre, it has fully reopened to the residents and the Market Place is becoming quite the convenience store. Right down to the Soup of the Day, milk and eggs. Privacy, our 24/7 security on-site, supported by over 500 cameras has come in handy for us. It's their presence that give customers the peace of mind to enjoy the amenities –they are unsung heroes. With over 800 residents, the vision of how people would be social with like-minded people, new friends sharing stories and



Jay Westman
Chairman and CEO

enjoying the same hobbies and reminiscing on their similar pasts. Westman Village spans all age groups which was our goal to be a truly multi-generational Village, priced from affordable to luxury on the lake topped off with Penthouses. The different groups of activities are too numerous to mention, along with the various social gatherings happening in the 4 courtyards. Just ask our residents!

A community that offers every lifestyle and price range. A community that is vibrant and safe. A community that is now starting to create traditions together, like the lighting of the Christmas Tree. A family within a family. With our infrastructure nearing completion, out of construction mode, the real enjoyment begins.

The Masterpiece and Vision complete.



Live your best life



4 Years, 1 Million Square Feet

BY JANUARY 2017, WE BROKE GROUND FOR ONE OF THE LARGEST 2-STORY RESIDENTIAL UNDERGROUND PARKADES IN THE CITY. IT'S AMAZING THAT WE WILL FINISH BUILDING THE ENTIRE WESTMAN VILLAGE BY DECEMBER 2020.



September 14th, 2016



September 14th, 2016



September 2017



August 24th, 2017



October 5th, 2020



August 2017



September 2017



October 2017



November 2017



January 2018



March 2018



May 2018



August 2018



November 2018



March 2019



May 2019



October 2020



Live your best life



Life at the Village

STRANGE TIMES OR NOT, WESTMAN VILLAGE WAS BUILT ON THE PREMISE OF COMMUNITY, CONNECTION AND HUMANITY. AS A PIONEERING DEVELOPMENT IN THE NORTH AMERICAN HOUSING LANDSCAPE, THE VILLAGE, ITS RESIDENTS AND THE TEAM BEHIND IT PRIDE THEMSELVES ON MAKING DAY TO DAY LIVING AS VIBRANT AND ENGAGING AS POSSIBLE.

It goes without saying that the typical limits of day to day experience have been tested in recent times. The year 2020 has thrown enough curveballs into the mix that most everyone in the communities we call home has had new challenges to manage. Here in the Village, our philosophical focus on connection and expression has proven valuable. People gravitate to this little island of community because they care about connection, sharing and the wellbeing of each other, which curiously enough became the very interpersonal factors which helped everyone manage their stress over the last few months.

With the power of positivity and togetherness, Village residents and staff have not just survived, but thrived lately, meaning that the future looks bright. The environment we've all chosen to live in means that the citizens of the good ship Westman Village have found themselves well equipped to weather the storm, and life at the Village has soldiered on in its inimitable upbeat way. One of the most notable developments in recent times has been the physical completion and occupation of the community. Over 70% of available living space is now occupied, and most of the buildings and stores are either in full swing or nearing their time to shine.

When it comes to the final vision of what Westman Village was intended to be, we've all pretty well arrived there, and as momentum has built up over the last three years, enthusiasm and engagement has kept pace.

"It definitely took some time for the community to develop," Melissa Bull, Village Centre Operations Manager shares with Village Life. "You have different personalities, right? You have people that were social from the get go, you have people that purchased here because they lost their husband or wife and wanted to be in a social environment but are really, really shy, and you're shocked that they bought here, but they come in and they totally change. I think as more people come in and more relationships develop it's really creating itself, which is really cool to watch."

In this way, the philosophical underpinnings of the Village are leading to pleasant surprises all around as the people connected to it create their own versions of what they see as a vibrant community. When everyone is just happy to be together, you see wonderful interactions happen all over the place in good times and bad, as people have seen especially recently. "What's really great here is we get to know people on such a deep level that every time someone walks in we know them like they're our aunt or grandma or something like that," Melissa continues. "The customer service completely changes in that regard and it makes them feel warm and at home, so our goal every day is making sure that's how the Village Centre runs."

Anyone who's been exposed to this place can attest to the fact that it does run that way, and the Great Reset of 2020 was a testament to

that. Life at the Village has retained its core of strength in spite of all challenges, and that core has meant that residents here have been able to flip stresses into more positive outcomes and push themselves to become better off. "We saw a lot of people outside, I think more than they ever would have been because they couldn't come [to the Village Centre]," Jenn Lockhart, Village Centre Director says. "You saw different groups form and friendships made and bonds made. There's a walking group that got together, and looking at them they lost weight and they're healthier. Everyone's looking for the same thing, we're all in the same position, it didn't just happen to one family or just to Westman Village, it happened everywhere."

Such stories of positivity are everywhere in the Village, and as key contributors to the Village Centre experience, people like Melissa, Jenn and Privacy Officer Moe Helmi were some of the prime recipients of those good vibes. "People would walk past the Village Centre and just wave," Jenn shares. "They wouldn't really pay attention to see if anyone was in there, they'd just wave on their walk as part of their new routine. We had a lot of conversations over the closure with people that missed us, I gave a presentation today talking about all the things people did for us, we had cookies and bread dropped off for us, we had chocolate packages from Amazon sent to us, and flowers trying to brighten our day. We had people that missed the connection and missed us too which is a pretty good feeling."

We've all learned the value of such sentiments over the last few months, in our own personal ways. Things we take for granted in the world, like good chats with friends and beautiful art, are the fuel that have powered us all lately, and lucky for Village residents, they've all been rife with opportunity to do and experience those things as much as possible. For all the good hearted stories of coping, there's of course difficulty and uncertainty that's defined life at the Village. Security and privacy professional, and minor local celebrity, Moe Helmi has been a fixture of social life for the entirety of Westman Village's existence, more or less, and has been at the heart of managing recent changes and keeping everyone's head above water.

"It was very difficult [this past spring]," he shares. "Every day was a challenge, like, 'How are we going to do this?' What happens if someone walks into the parkade and has a medical distress? We had to think about all these aspects to help our residents in that tough time. But we developed procedures and found ways to help them out, whoever was quarantined at home we helped them out through all that time with their routine stuff." A cheerful and relentlessly forward thinking person like Moe was the perfect candidate to serve as a steadying presence in an uncertain situation, and despite changes in everyone's routines and facilities, everyone powered through without severe outcomes darkening the Village's door.

"We had to communicate with all the residents about keeping them safe. We also had to work side by side with The Journey Club, and they were our point of contact because those residents were very vulnerable to this virus, and we had to take several measures to keep them safe. Locking the whole building down except for nurses and people that worked there; they were the only ones allowed in. However we did very well, and were able to keep everyone safe and healthy. It's a village, and I love it because everybody came together to help everybody else." Moe, Melissa, Jenn and every other member of the Village Centre team found themselves in an especially unusual position, because during the height of lock-down times, they found themselves isolated from the very thing they've built their careers around: other people. Of course the worst is over and the social butterflies who are the beating heart of customer service at Westman Village are now back in their elements, but for a minute there the connections that powered them weren't around to bounce energy off of. Luckily, Moe still had his daily beat to walk, and that alleviated any isolation blues on both sides of the equation.

"I still had my connections, because from my nature of work, I go outside and I check on things. We see people on the balconies, we offer them help, if they have any issue, if they need anything. I personally have supported a couple of other people who live in the Village, and I called them every three days to see if there is anything missing, if they need anything, because I live just across from Costco, so I offer them help in that way. My position is not just security, it's also social. I see the family of the community, so it was a little bit hard but we had all the help that we needed to succeed. It wasn't that bad because people there understood. It was a little bit difficult, but we went through it with flying colours and no issue."

"The love and care built into Westman Village has given its citizens the tools to power through challenges and keep living their best lives."

Weston and Sarah Joseph, siblings who live and work around the Village every day, have their own version of the stories Jenn, Melissa and Moe have told of their time. As active members of the Jayman BUILT family, figuratively and literally, they also testify to the Village's unending ability to create the best it can from non-ideal circumstances and keep living their best possible life. They shared heartwarming stories of all stripes, from completely legitimate cheeky parkade parties to the Balcony Bash, a couple of occasions where musicians would perform from Chairman's to residents chilling on their personal balconies ordering takeout from the kitchen there.

"You don't feel isolated here," Sarah shares. "What I've noticed is yes there's the social distance for gatherings and stuff, but what's really nice to see is everyone still gets together, whether it be their lawn chairs in the courtyard and they're six feet apart, so you still have that community feeling."

Sailing together on the landed cruise ship that is the Village has ended up providing not just social advantages but literal logistical

advantages since the Centre and its unbeatable amenities aren't truly public areas. Weston shared that little tidbit. "Even just our facility opening earlier, because it's not technically public compared to other recreational facilities. That was a perk, the Centre itself is almost like your home, you have your condo but then you have 40,000 square feet of home you can utilize."

"For Weston and I, we started scheduling times to go swimming for example," Sarah said. She and her brother, with their newfound luxury of time and space to do what they wanted, started crafting and using their luxuries more. "We started trying to find ways to use the time we had to do new things and utilize facilities as much as possible," Weston shares. "Even simple fun things like going down the slide, or starting to play pickleball with friends I've brought around, which was something I'd never even heard of before."

Surely most every resident at the Village has a story comparable to this, or even the wackier uses of time like Weston taking some time in the arts and crafts room to repair his goalie helmet with the Crazy Glue there. Hockey is an art form, right? At the end of the day, hope finds a way, and the people who've chosen to orient their lives around connection and community have been reaping the rewards of that choice lately. The love and care built into Westman Village has given its citizens the tools to power through challenges and keep living their best lives. The spirit of engagement runs rampant, and so much of it revolves around the staff and leadership of the place itself. Melissa Bull discussed that heart and soul piece, and it shines a light, so to speak, on one of the reasons Westman Village is what it is.

"With the staff, with our customer service training program, we teach that you can't light another path without brightening your own. We figure out our way, and think every day about what we can do to brighten someone else's day so things can come back full circle. I think that's why we've had such success with our residents loving the team here, because that's what we do every day. We wake up and we are here for the residents and we do it because it feels good, so it's really cool to see the residents take that on as well."



Live your best life



THE JOURNEY CLUB

Good Times, Diners and Drives

// Interview with Al Boileau & Chris Chabot

SPRINGTIME BROUGHT NEW LIFE TO THE JOURNEY CLUB'S LANDSCAPE, AS BEV'S DINER OFFICIALLY OPENED ITS DOORS TO THE WORLD OF WESTMAN VILLAGE.

The retro-leaning, down home joint has all the fixin's of home, yet is designed to have a unique, day or night on the town feel. The modern twist on the classic dining experience is meant to create a bit more memorable warmth in an already fun and comforting place. The Journey Club itself has kept its head above water in fine fashion the last while, and has managed to keep its staff and people safe and relatively content over the last few months with some creative outreach work like hosting wine tasting, art classes and history lessons on Channel 10, The Journey Club and Westman Village's own mini PBS.

"Nimble is the word I use," **AL BOILEAU**, The Journey Club's Executive Director shares, "because we stayed loose. We reacted immediately and quickly, and we stayed on top of the game and ahead of everyone else

when it comes to the care of our community and residents, but more importantly when it comes to keeping everyone in a good mood and having a good time."

The creation of **BEV'S DINER** is one perfect example of The Journey Club's commitment to enriching its residents' lives, both in process and final result. The idea for a refreshed dining experience started in February, and one of the first ways staff kept JC residents engaged was by running a contest to decide on the name for the new community dining hall.

Eventually after a number of fun name contributions, **BEV'S DINER** ended up as the final choice due to the name's relation to the Westman family - with Alvin's Jazz Club so close by, Bev's name adorning a place felt too poetic not to run with.

CHRIS CHABOT is head chef at **BEV'S DINER**, and one of the driving forces behind the idea and its management now. He shared some of his thoughts on how it came to be: "The idea is that it's a very elegant space, totally different from any typical seniors residence dining room that you would see. Our goal is to make it feel more like a restaurant and a higher level of food."

"The Journey Club is a very elevated seniors' residence compared to any of the other options out there, so we wanted to make sure our dining fit into that experience."

So how did Bev's come across when it finally opened its doors? "When we did initially launch, it was great, and everyone enjoyed it, they loved the colours, they loved the environment. It kind of has a tropical feel to it, the theme was a cruise ship on land, in a higher end dining room. We have a pretty great view into our courtyard with fountains and gardens, so on the walls they've reflected that with palm leaves in the wallpaper and on the tables and in vases. Lots of mirrors to open up the space and there's lots of light to make sure it's nice and bright to light up the food and experience for everybody."

"Overall it's been great feedback that way, we've been getting lots of great compliments about the room and the food."

Focusing on food and connection is a smart way to ensure residents at The Journey Club stay engaged and happy. Not only is eating something people do every day, all the time, it has so many connections to warm positive memories and great times in peoples' lives.

"Food in general is a family and social event," Chris continues. "It brings people together, so it was only natural that when we were designing and talking about the dining space that we would focus on that family and food experience. For us, it's not necessarily just about nourishment and the food, it's about the experience as well so it's very important for us to offer that higher level experience. With the food and menu we wanted to focus on that family experience of bringing people together which is the nature of Westman Village as a whole."

One of the clever ways that has happened is recreating residents' family recipes in Bev's. The staff will gather old family recipes that people have shared with their families for years, and the act of recreating those experiences for people not only gives them something to look forward to and get excited about, it also gives them a great reason to get family and friends into Bev's to share the experience, and also something fun to share with their current friends in The Journey Club. Bev's has been a bright spot, and has been a big help to people in uncertain times. Al and the team at The Journey Club spent a lot of time working through changes to keep things on the level, and it's been a great success.

"Through this whole thing we started to say it wasn't about us, it was about our residents. That's not just something we say, that is the truth. It was a lot more work on our end but at the end of the day it benefited our residents a great deal."

Of all the ways JC staff work to provide that level of service, one very useful and comfortable way to do it has been the driving service. With some residents less mobile than others, and with many choosing to live a more simple, streamlined lifestyle at the Village, the complexities of owning and operating a vehicle are often not worth the hassle. That's where The Journey Club comes in. "We have a really nice community vehicle and a bus," Al said. "Residents can book it and we chauffeur them around anywhere in the city. A lot of residents can no longer drive so our driving service offers our residents freedom. Even if they can't drive,

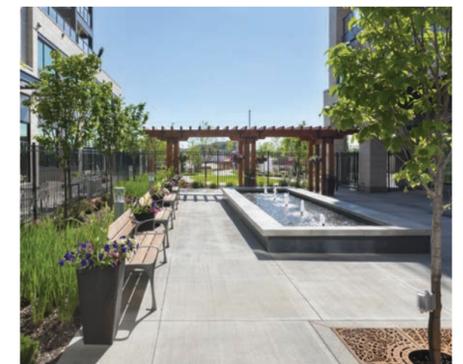
they can still get to appointments or see friends and relatives or get to an event they want to attend. So the service gives them that freedom."

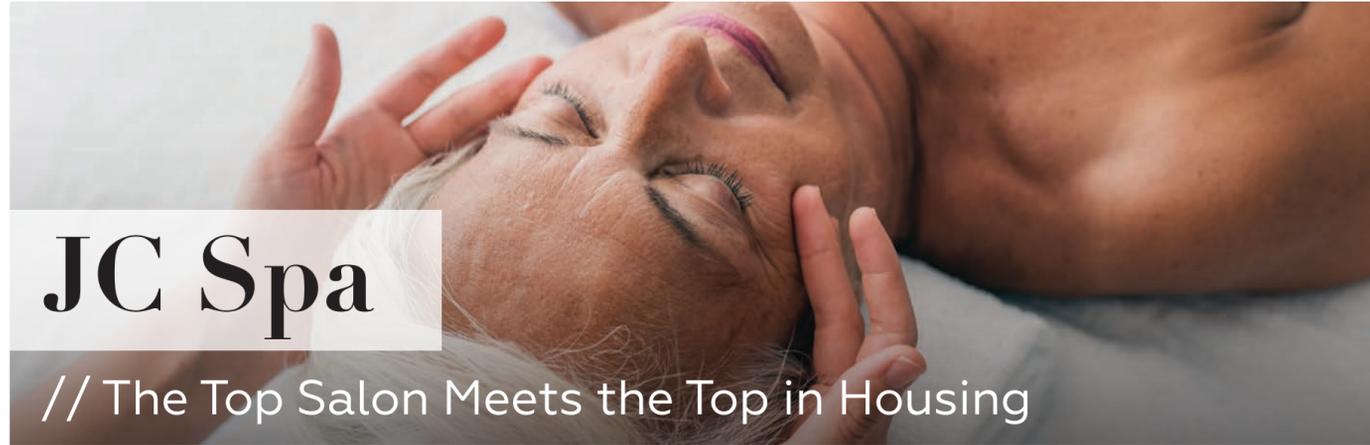
"It's style and it's luxury and it's comfort and it's freedom. It's available seven days a week, essentially first come, first serve. We do have a bus we've used if the Mercedes is booked. It works really well. There's a lot of time in the day for people to use it and get out to appointments; they can do what they want. Especially during the pandemic if people needed stuff from the grocery store we would personal shop for them at no additional cost, so if people needed milk and eggs and bread we'd pick them up and bring them back. We invoice for the amount we spend on the food but besides that there is no cost."

It's not just for residents either. Sometimes people can take advantage the other way around, and have the driving service bring their friends or family to them at Westman Village. "We pick people up that might want to see our community. If someone wants to come and visit The Journey Club or if family members want to come in, at least prior to COVID, we are happy to pick them up so they can have a visit."

All in all, The Journey Club and the lucky people working and living there have ample reason to stay connected and active. Engaging new ways to dine and laugh together, free and easy transportation, and world class care for all levels of senior living.

"Focusing on food and connection is a smart way to ensure residents at The Journey Club stay engaged and happy"





JC Spa

// The Top Salon Meets the Top in Housing

Life at Westman Village is a full service experience, and one significant part of managing health and wellness for all walks of life is physical and aesthetic care. Hair, aesthetics and massage are essential services in need of an accomplished and professional provider, and just recently the Village found the perfect proprietor to take on the critical task of delivering them.

The Journey Club Spa recently opened its doors to the world, and in so doing has given residents of Westman Village and the broader Mahogany community access to top tier personal health and wellness services delivered by a team already proven at the top of their field in the city. Amr Ibrahim owns and operates JC Salon & Spa out of The Journey Club, and brought an impressive history of success with him when he and his team started the project.

"When we got approached initially about offering massage, we found out there was a need for more services and that they were looking for somebody to operate a full salon/spa," Amr shares with Village Life. "I put in a business proposal given my experience in the Mahogany community. Massage Addict has been operating for ten years, so for us to be able to open up a new location and get it to where it's at in such a short period of time I believe was fairly appealing to Westman Village, and a testament to how we run our business and our integrity."

Amr and his team, including his wife Rhonda, a former Registered Massage Therapist with 11 years' experience, are coming off a wildly successful first year or so operating the Mahogany location of the established massage brand Massage Addict. In the space of their first year of operation, Mahogany Massage Addict ended up as the number one location in Canada for overall customer satisfaction, as based on Google reviews and returning customers.

That clear success was surely a big part of the decision to let Amr and company create the salon and spa for such a unique community. Their exposure as members of the Mahogany business community meant the connection and special feel of that little pocket of Calgary was

no surprise to Amr and the team when they got in the mix with Westman Village.

"Initially, in general Mahogany itself has always been an intriguing community for us, just the concept itself and its location," Amr shares. "That's why we chose to open up a Massage Addict there, and within the first year we grew it to be the top clinic nationwide from the franchise, and when Westman Village got introduced to us, it took us that step above, where you have a unique concept within a unique community. It's a great concept, just having a resort lifestyle that you can call home, all the amenities, the level of service and the level of amenities there are second to none."

With Amr and his team's familiarity with Westman Village in general, they would all have had an accurate picture of exactly how different and committed to excellence that place is. Their proven track record would have made fitting into that relatively easy, but The Journey Club Salon & Spa, and Massage Addict before that, have some specific priorities and processes that separate them from the competition. What does Amr see as the special ingredient that attracted Westman Village's attention?

"The first and foremost thing, the full support aspect of it, is the selection of the service providers," Amr shared. "Without the staff that are experienced in offering their profession at the highest level, we don't have basically anything. Trying to find the needle in the haystack is difficult, but we are relentless in making sure that the service providers we finally select to offer services at the salon and spa are capable of providing that five star service, so that's one aspect of it."

As a full service spa with hair and nail service, there are a significant number of providers to scout and incorporate into the JC Salon & Spa community, which demands special attention and dedication to getting the right professionals in place. The process of ensuring customers get top quality, consistent service doesn't end when a provider starts their work, either.

"Once a service provider starts performing services, this is when you get the true evaluation of them, so we make it a point to follow up with every single client afterward,

especially at that initial stage until we're comfortable that our selection was valid, to make sure they provide the service that people deserve and pay for."

Streamlining massage and similar services to a consistent level between stylists and other professionals is ultimately a never ending task for spa operators like Amr. How does the team keep their team on the ball in that way?

"Standardizing the services themselves," Amr says. "So obviously you have different people doing the same service slightly differently, but we try to bring it all together into a common objective for them across the spa so that customers can expect the same quality service every time."

When assembling individuals to achieve this consistent high level of service, what does Amr find is the key?

"It goes without saying, professionalism is very important. Experience as well. We don't hire non-registered, non-certified service providers. We eliminate those from the get go, we do not even entertain the idea of hiring someone that is not certified or experienced, even though it's allowed. The other thing is just general friendliness to the client and caring for the wellbeing of the client."

Special considerations for what The Journey Club Salon & Spa offer don't end with the staff themselves either. To provide extra value to returning clients, Amr and the team have devised an exclusive membership offering with four separate levels that provide access to discounts, advanced level stylists, estheticians and RMT's, and access to products and services paid for using monthly membership dues.

These exclusive membership offerings round out a suite of priorities, services and professionals that guarantee a world class spa experience at a reasonable price. With that in place, Westman Village can carry on secure in the knowledge that their physical care and stylistic needs will be accounted for close to home, in a top notch facility.

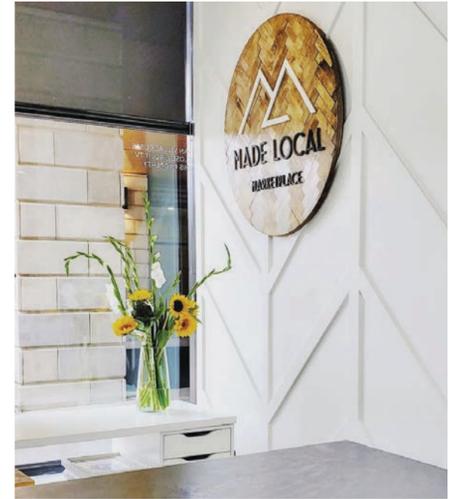
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MADE LOCAL

Where Art and Community Thrive

A CONNECTIVE COMMUNITY LIKE WESTMAN VILLAGE THRIVES ON MANY THINGS: FRIENDS, FAMILY, INCREDIBLE FOOD, AND TOP TIER VENDORS, AMENITIES, AND SERVICES, TO NAME JUST A FEW. ONE CRITICAL ELEMENT OF WESTMAN VILLAGE'S SPECIAL BLEND HAS MADE ITS HOME ON THE RETAIL STREET IN RECENT TIMES, TO RAVE REVIEWS: THE MADE LOCAL GALLERY AND SHOP.



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It's a match made in heaven no doubt. A community built around local excellence owes it to its residents to provide the best in arts and crafts, whether for personal enjoyment or for thoughtful, unique gifts. Hilary Germsheid is the creative mind behind this ingenious little shop of beauties, and Village Life caught up with her to hear about how it came to be and how she's curated so much unforgettable creativity to share with Westman Village and beyond. "I've been an artist in the Calgary area for about 16 years now, and I've seen the way times are evolving," Hilary shares. "I've been involved with a lot of big shows that used to happen all over the place, and those aren't happening anymore. We started to brainstorm ideas for how to get this type of art product out to people, local small businesses, and give people like me an opportunity to show their product, market it, and get it out there to the people."

Essentially, Made Local's model is not too different from the massively successful Market Collective, which evolved from the back of a bike shop to prime retail space in Eau Claire, and really not even all that different from online entities like Etsy or Shopify. Essentially, Hilary and her team created a platform that provides her marketing efforts, retail space, and business acumen to artists who want to focus on making their art rather than finding the perfect place and method to sell it.

"There are shops like this available in the downtown core, but I live in Mahogany," Hilary said. "I love this neighbourhood, and there was nothing like Made Local out here in the suburbs. We took a look and Westman Village seems to be collecting unique, trendy businesses, it has this walking atmosphere, and we thought it would be a perfect fit."

"They got on board right away, they were so supportive and keen about the idea. It came together over the past year, and really came together with COVID, which is strange to say because everyone else is saying it's a terrible time to be a business owner with the economy and all that, but at the same

time I think it's reinforced peoples' need to support local businesses and support local artists, and they need a way to do that."

So how does that work exactly? "We are the people who run the retail store, but we've had hundreds of applicants. We curate a selection that's changing all the time, so every three months you'll have new people come in. We've gone through and curated a selection of small businesses who bring us their product which is all sold on a consignment basis. So every time you buy something at the shop you are actually paying that small business. We've actually got four small businesses in the shop who live in Mahogany. It doesn't get much more local than that."

For a long time artist and entrepreneur herself, operating a store like Made Local is a kind of dream come true for Hilary. With the revenue and financial side ticking along in such a happening location with such a diverse customer base, she can focus on the logistical side of providing art to people in her community. With so many local artisans approaching her to take advantage of her platform, she now gets to do the fun work of curating incredible pieces into coherent and decisive packages, themed selections that speak to the season or the times, or are just generally cool and interesting.

"It's unique product," Hilary shared. "It's not typical stuff you'd see at the store or you'd see online somewhere. We have clothing, we have pottery from Calgary, we have a beekeeper we're working with and we have an entire line of honey based beauty products. We have jewelry and stationery - the one comment we do get is we have the cards Hallmark doesn't sell. It's really eclectic, lots of bath and soap and beauty products, so people will walk in the shop and instantly say, 'It smells really good in here!'" and that's what they're picking up on. Most of the bath and beauty products are from rural Alberta, the area around Calgary, so we have Beaver County and we have Strathmore, High River, Okotoks, and these are all local people."

Hilary and Made Local have fielded hundreds of applicants and currently host around 65 local creatives in their retail store. As the seasons change and vendors rotate through, about half will get swapped out for new ones, and the other half are part of a consistent stable of interesting, beautiful pieces Hilary and the team want to be sure are always available.

The process of connecting with different artists has also yielded ample bonus benefits, like new friendships and social connections. "Some of our jewelers that we've gotten to know, Sweet Three Designs, it's a mother and her three daughters who do this together, so there's really a family element with the vendors as we've gotten to know a lot of them personally as well."

It's all part of the inspired mosaic Westman Village has always strived to create, and the more diverse and creative the outward facing world of Westman Village becomes, the more fun and vibrant the community itself becomes.

"We've noticed that through Westman Village we get such a variety of demographic. We're noticing a lot of this young trendy brunch crowd walks over after they're done at Diner Deluxe, and there's a lot of seniors walking groups that come in, and the retirement facility they come down and they're looking for gifts for grandchildren, and they're all stopping in and having a peek."

Fall and winter are an especially perfect time for Made Local to be hitting its stride, since the stuff they carry is just so darn giftable. It'll be running year round, though, so rest assured that fun, adorable, quirky art is going to be on offer any time you need it. Support local creatives, and share it with your friends and family while you're at it.

Live your best life



The Golden Ratio of Beauty to Passion

THERE ARE MANY WAYS TO FEEL GREAT, AND WESTMAN VILLAGE HAS BEEN COLLECTING AND PROVIDING THEM FOR ITS ENTIRE EXISTENCE. FROM FOSTERING CREATIVITY TO ENCOURAGING RELAXATION, THOSE WHO'VE FOUND THEMSELVES IN THE VILLAGE'S ORBIT FIND CONTENTMENT ALL OVER THE PLACE.

Phi is a collection of passionate, experienced, and exceptionally talented medical aesthetics professionals who have been providing beauty enhancement services like Botox, dermal fillers, and nonsurgical rhinoplasty and other age rejuvenation treatments in Marda Loop since early 2018. Co-founders Jodie Tilley and Lisa Iverson, friends for twenty-some years, have spent much of their professional lives and a good amount of time as patients in and around surgery and medical aesthetics.

"As Lisa and I aged," Jodie shares, "we've always been interested in age-preservation in order to feel confident and like the best version of ourselves. Lisa is a Registered Nurse and over a decade ago, found herself working in Banff for a world renowned plastic surgeon who taught her to be a very talented cosmetic injector. I worked in the surgical field for the 15 years and spent the last 8 years prior to opening Phi, also in the plastic surgery industry where I was able to gain experience on both the cancer side and the cosmetic side."

Jodie and Lisa's longtime connection and proven abilities in their fields meant they took the right angle in the right way, and found great success quite quickly as they opened their doors in the revamped and restyled Marda Loop area. Phi quickly gained a glowing reputation and rapidly growing list of returning patients due to the natural and phi'nominal results produced by their team of experienced and incredibly talented injectors.

"Phi is a specialist injectables ONLY clinic." Jodie explains. "There are many places in Calgary where you can receive cosmetic injectables such as Botox or dermal fillers, however there are no others that do it exclusively like we do. As a specialist clinic, our providers are passionate

about one thing - injectables, and they practice it all day, every day. They eat, drink, breathe, dream and LIVE injectables. So you can trust that you are receiving the very best and most experienced providers in the city when you come to Phi. This is not their side hustle, they are true masters of their craft. And this is how we have become known as the most trusted, reliable and expert injectable clinic in the city."

There is no doubt much value in becoming the master of one's craft. That is especially true in the case of something so sensitive and critical as peoples' sense of self esteem and confidence. Men and women who choose to frequent a business like Phi are trusting that team with their entire outward presentation, which is a position of great trust and responsibility. By the same token, being seen as a trusted partner in making people feel and look their best can reap massive rewards in terms of repeat customers and ongoing success. Jodie addressed that exact issue when she spoke with us.



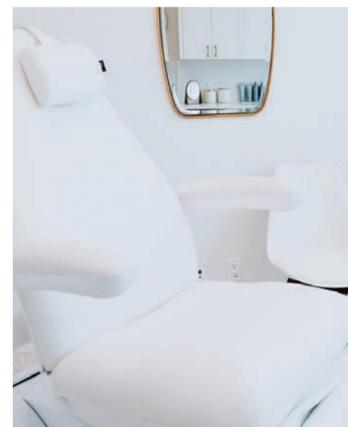
"Our mission was not to be a 'Jack of all trades', and dilute our expertise, but to be the best at what we do by having laser focus on being the true experts and masters of anti-aging and age preservation."

"If you're contemplating getting 'Botox' as an add on treatment from your dentist, or your GP, or your nurse friend who does it as her side hustle, consider that this is not their area of expertise, this is not what they do all day, every day. That this is not what they have studied and invested all their time learning about, and therefore maybe they shouldn't be the ones to stick needles in your face. The results can last on average 3-4 months and if you were to receive a undesirable result, then that's what you have to live with and see in the mirror every morning when you wake up for several months ahead. Don't do it just because it's cheaper. In this case you really do get what you pay for."

Jodie's passion for her profession is evident at all times when speaking with her. She knows the field and she knows what people want from it, and it's clear she and Lisa have assembled a team that treats injectables like an art as much as a science. Indeed, Phi's very name is a perfect indication of exactly the respectful and reverential approach Jodie and her collaborators operate with.

"The name Phi itself, the symbol we use, is the 21st letter of the Greek alphabet. It's used as a mathematical equation referred to as the Golden Ratio, and that Golden Ratio is 1:1.618.

By focusing on innate, intuitive approaches to what people find appealing and beautiful, Phi's results, physically and emotionally, resonate on a deep and meaningful level. Rather than trying to emulate unrealistic magazine portrayals or celebrity looks, the team at Phi are focusing on universal artistic realities to create balance, symmetry, and aesthetic pleasure. The Golden Ratio is like Phi's secret ingredient in that the results that they achieve will feel good and right to people on an intuitive level. People will just feel that they look right, rather than seeing it.



"We're not looking for someone to walk down the street and be noticed for their fillers or Botox," Jodie says. "It's subtle, it's natural, and it's really just about minor tweaks and enhancing someone's features or tweaking them to be slightly more aligned with the Golden Ratio. We always encourage people to embrace their differences and their uniqueness, but there are some things that people feel more confident in."

"We encourage our patients to embrace their differences and their uniqueness"

"Our approach with our patients is very collaborative. We are not the expert on what they see when they look in the mirror, they are. So firstly we listen to what they are trying to achieve, then we educate and set expectations

on the best ways to achieve the desired results and come up with a collaborative treatment plan that will get them there". Ultimately, Phi's connection to their customer base and their ongoing success will always be defined by the team's balance of aesthetically pleasing results with respect for their patients' autonomy and sense of self. If anything speaks to Phi's ability to stay in business a long time and produce a lot of happy patients, it's their positive, inclusive attitude to creating confidence and self esteem for people."

"The reason I love this job is because all day long we get to make people happy. Women come in and literally sometimes walk out in tears stating, 'this is amazing, I never knew that I could feel this good and this confident and look this good. 'It's a really great feeling to have patients come in and leave happy. And that we are able to help them achieve that level of confidence and joy is pretty cool. Sometimes we feel a bit like Santa Claus."

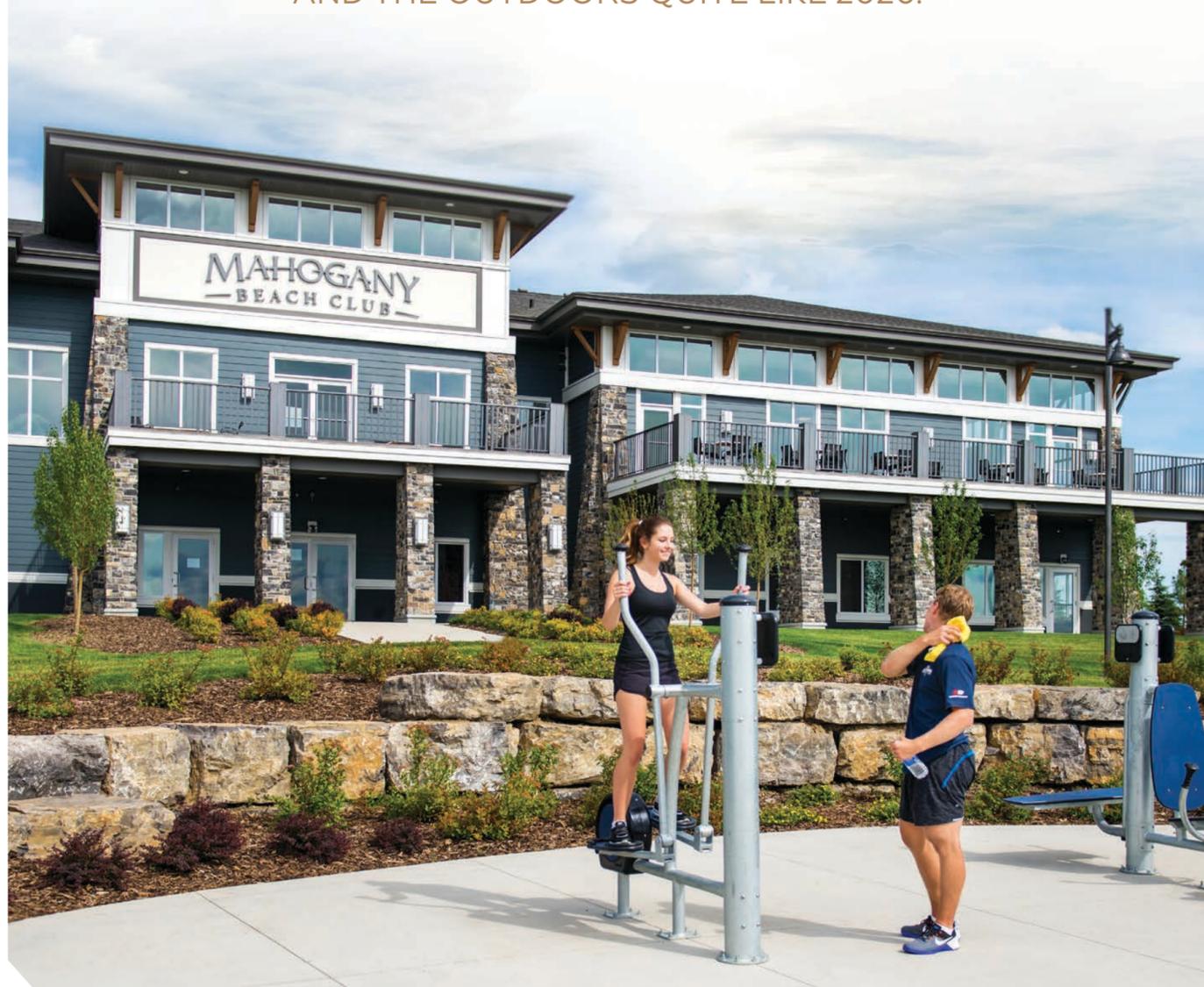




MAHOGANY BEACH CLUB

Staying ahead of the Times

THERE'S NEVER BEEN SUCH A YEAR IN ANY OF OUR LIFETIMES THAT'S REINFORCED THE VALUE OF NATURE AND THE OUTDOORS QUITE LIKE 2020.



Between big changes in the availability of culture and activities to new, troublesome stresses, the outdoors gives people something to do and a way to manage some less pleasant feelings in safe, beautiful environments.

Westman Village is blessed to call Mahogany its home, for many reasons. One of the most notable reasons is the stunning lake and beach amenities that residents have access to, which this year has been an absolute lifeline for the families that call Mahogany home. For those lucky enough to have access, they could spend every day soaking up the sun and playing on the beach if they cared to, and with changes to everyone's schedules there's been a lot of reasons to do just that.

The lovely and dedicated humans who work and volunteer at the Mahogany Homeowners Association (HOA) had their work cut out for them this year, however. Not only were the services they managed becoming more vital than ever before, but there was also a whole bevy of new outside factors complicating their work and amping up intensity levels all over the board. Sally Lockhart, the HOA's General Manager, connected with Village Life to talk over how this summer's been and what the new landscape has looked like.

With the lake and Beach Club defining so much of Mahogany's appeal and resources, summer is high time for Sally and her team, which meant that as the spring approached they all knew quickly that they were in for something of a daunting summer.

"Back in March/April we started realizing we had to do things differently," Sally explained, "and Alberta Health Services (AHS) asked us on behalf of all HOAs to make a plan to open the facilities, because if they're asking people to stay home they need those facilities open. So we had a plan a week later that applied to HOAs. AHS then took that plan and used it to create a set of recommendations or criteria for lake communities to open. We were one of the first to open, the week after the May long weekend, because we had that plan."

That hard work and intensity was a noteworthy and remarkable contribution to the health of Mahogany as a community, and there's likely a big crowd of people who mark themselves as grateful right now that the HOA was able to lead the way in Alberta and show how to pull off a happy, healthy lifestyle in a safe way during trying times.

"Every day you have people saying thank you," Sally shared. "Mostly everyone is just grateful that they have this facility, that they have the option of these parks to be able to recreate and enjoy the sunshine and have a body of water that is well managed and safe."

That gratitude is well deserved, since the HOA was dealing with skyrocketing demand for the services they administer while managing not just their stress and busy schedules creating new policies and procedures, but also the full gamut of an entire community's worth of people, lifestyles, beliefs, and attitudes. Several thousand is a lot of people, and with that sample size come all stripes, shapes and sizes. It surely must have been a colourful few months getting the good ship Mahogany on the right track a few months back.

"When people move to a new community or start a new job or move into a new house, the first three to four months are usually that homing period, and then the ball drops and people can go kind of haywire," Sally explains. "Everyone is going through this thing together and the stress levels of the community are a lot higher, so how we are dealing with that is trying to provide facilities but at the same time allow that safe space for them to recreate in. People are having to adjust just like everywhere else. It hasn't been easy, it's been a tough struggle but we continue to work through it and are providing a good place to recreate. We're so fortunate to have the facilities that we do have and to be able to keep them open and use them for what we do in the summer."

So what has this new landscape of activities and facilities looked like in practice? On one hand, familiar places like the beachfronts

themselves have continued to operate, with a shifting set of new policies in place. On the other hand, landmark summer events like the annual Canada Day pancake breakfast and Beach Blaster, typically attended by three to four thousand people, simply could not happen as usual.

The beaches themselves have had up to 800 people throughout the year, which is virtually in line with a non-COVID year, so that part of the neighbourhood has stayed consistent in terms of usage for much of the year, albeit with rules that ranged from restrictive to relatively relaxed, as we've all moved through the last few months.

"With our events, we've had to get creative with those," Sally said. "For Canada Day we had a series of events online such as a virtual scavenger hunt, and rather than have the pancake breakfast here we had Canada Day BBQ in Your Yard, where people could take pictures of that to share. The volunteer committee has done a great job with that, so rather than beach blaster we did midsummer madness and over the month of August we've got events at each park to spread out that population density across the month rather than one day."

With other fun event ideas like a drive in movie cropping up, obviously the time and changes have led some volunteer types to get in the mix and shake things up to keep some positivity flowing.

"We've got some really creative people on the team and in the community who come up with these ideas and have been embracing them and taking them to the next level so it's really good in that respect," Sally told us.



Live your best life



Q&A

Our Retail Partners



5 VINES

JOEL PRICE | Director

WHAT YOU LOVE ABOUT HAVING YOUR LOCATION HERE?

The Mahogany area is quickly developing into a dynamic young community, complete with its own "vibe". Westman Village with multiple commercial offerings, plays a key role by offering the residents unique goods and services, in a pleasant small-town atmosphere. At 5 Vines, we take pride in curating products which best serve our customers. We actively support the small wineries, distilleries and craft breweries. Westman Village vendors make all efforts to provide a professional and friendly level of service and we are very proud to be part of this experience.

FUN FACTS ABOUT YOUR LOCATION?

5 Vines is family owned and operated which allows us to be very responsive to serving our customer's needs and requests. Over the past year we have established a wonderful group of repeat customers who appreciate the extra effort our team takes to curate a unique and vast array of products.



"A healthy social life is found only when, in the mirror of each soul, the whole community finds its reflection, and when, in the whole community, the virtue of each one is living"

Rudolf Steiner



MAHOGANY VILLAGE DENTAL

BETTY PAN | General Dentist

WHAT YOU LOVE ABOUT HAVING YOUR LOCATION HERE?

What I love most about the location in Westman Village is the feeling of community. There is an air of camaraderie, a sense of belonging and general friendliness in all of the people who are here. I've had patients tell me that the 'positive vibes' in this area are palpable. We love that people wave when they walk by, and before Covid, stop in to share new photos of their grandchildren, or updates on their progress in the new health challenge. We truly enjoy getting to know our patients.

FUN FACTS ABOUT YOUR LOCATION

Our favourite things about our location is the free, heated, underground parking. We enjoy getting into a warm car in the winter, or avoiding the blistering hot seats in the summer. We also love that it is so convenient for our patients to stop by next door at the pharmacy to pick up a prescription before they go home, or run over to Analog Coffee or Diner Deluxe while their kids get their dental work done. Our patients who live in the buildings above tell us how easy it is for them to just come down the stairs and be at their dentist appointment within 5 minutes.

Live your best life



PIE JUNKIE

JO-ANNE CAZA | Co-Owner

WHAT YOU LOVE ABOUT HAVING YOUR LOCATION HERE?

We're constantly amazed by the support we've received from the residents of Westman Village and Mahogany.

FUN FACTS ABOUT YOUR LOCATION

Our customers have embraced the culture of pie and adopted it as their own - especially the banana toffee cream pie! It's our number one selling sweet pie and we just can't seem to make enough! Who knew the nostalgia of pie would be so loved in such a progressive new community.



MODE FITNESS

MODE TEAM

WHAT YOU LOVE ABOUT HAVING YOUR LOCATION HERE?

We love that Westman Village has such a downtown feel! There's so much to do after class, which is I think what makes our fitness community so close.

FUN FACTS ABOUT YOUR LOCATION

We are currently one of the only studios in the city running at full capacity, while still maintaining a social distance of 10 feet apart! We offer spin, yoga and barre- and all of our classes are included in any pass that you buy, so you never have to choose between one or the other!



MODERNA

DIANA JOSEPH | Co-Founder

WHAT YOU LOVE ABOUT HAVING YOUR LOCATION HERE?

We, at Moderna Cannabis Society, are so happy to be part of Westman Village. It was an easy decision for us, even when there was understandably hesitation on behalf of Jayman. They wanted to ensure our store would complement the existing retailers and of course the community. Our goal right from the beginning was to have boutique store. Wow did they put us through paces. Nevertheless, we wanted our flagship store to reflect our vision of a cannabis society. We wanted to ensure we complimented the brand of the other shops in the centre and reflect the vibe and customer experience they also possessed.

FUN FACTS ABOUT YOUR LOCATION

We specialize in catering to two distinct groups: the connoisseur and the curious. Before we even had the go ahead, we had to prove our store was not going 'to look like your kids pot shop'. The Art Deco design, staff uniforms, every detail was vetted. Once we gained Jayman's trust we can fast forward to today.



CREATE PHARMACY

ANDREW COSTELLO | Pharmacist & Managing Director

WHAT YOU LOVE ABOUT HAVING YOUR LOCATION HERE?

Westman village is a vibrant community showcasing independent local business. The atmosphere gives a lively downtown street feel without the hustle and bustle of the inner city. The lake provides an escape and a relaxing vibe to all those who visit and live in the community. Our central location gives us the chance to connect closely to the residents who live right in Westman and Mahogany and it shows us the strong sense of community.

FUN FACTS ABOUT YOUR LOCATION

We are located right in the centre of Westman Village, we are steps away from Mahogany Lake and on the strip of the main shops and business. Across from the pharmacy and right in front of Chairman's Steakhouse Restaurant is a seating/sun area featuring sun loungers, fire pit, fountain and sometimes live performances!



SPHERE

DANIELLE GORDON | Optometrist & Owner

WHAT YOU LOVE ABOUT HAVING YOUR LOCATION HERE?

We absolutely love being a part of the Westman Village family! The location is beautiful and so pedestrian which lends itself to genuine personal interaction, but also there is a great sense of community here among the retailers (many are locally owned and operated), Westman Village residents, and surrounding communities as well.

FUN FACTS ABOUT YOUR LOCATION

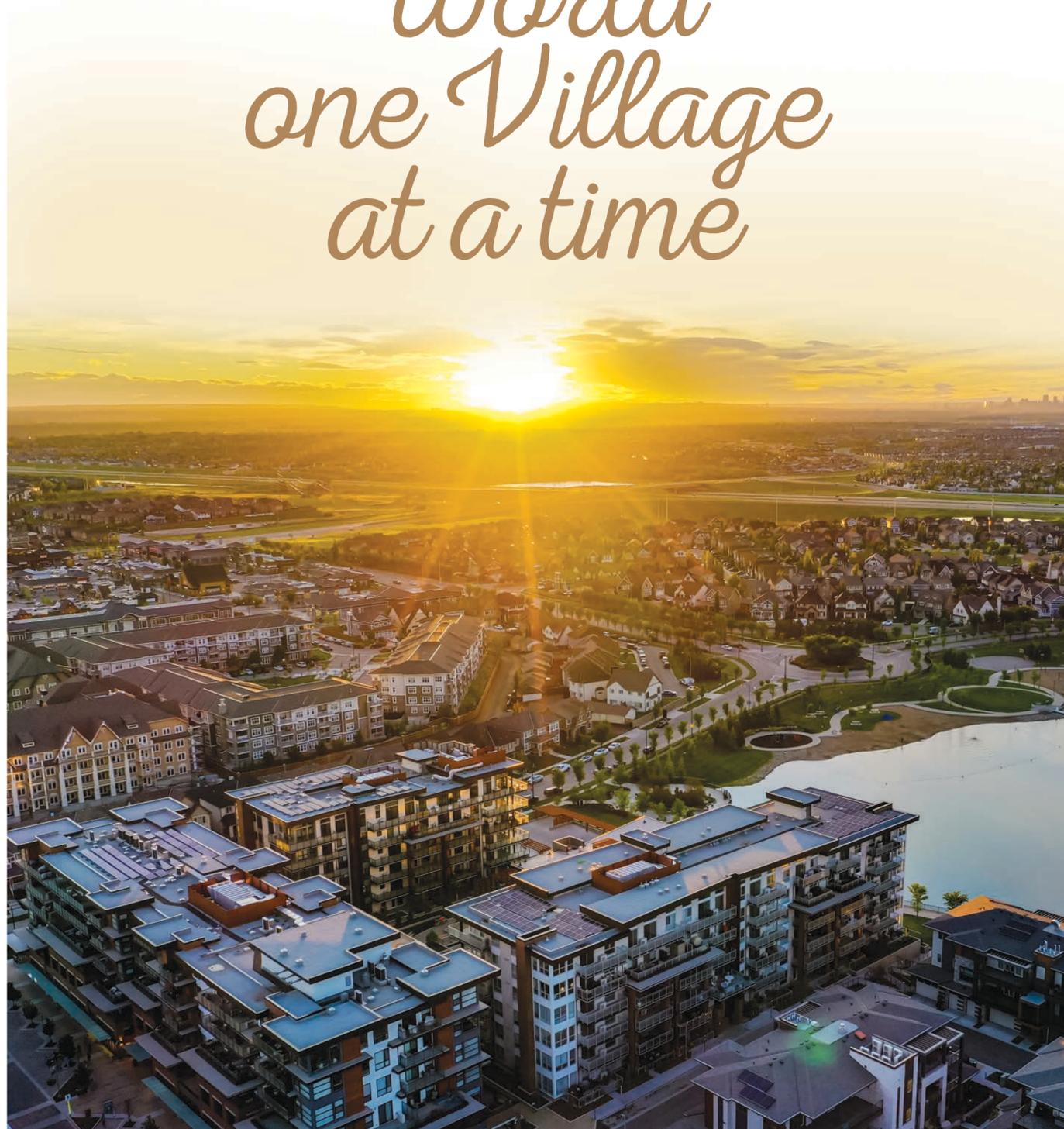
We chose our particular unit because of the potential to maximize natural light and to create a nice bright space in our shop. Now that we've nested into our space and made it a home, those windows have been a great way to invite our neighbours into our space. It's almost a daily occurrence that someone will peek in our shop and see us working away and pop in to say hi. That neighbourhood vibe has been such a joy!





SKYFIRE ENERGY

Saving the World one Village at a time



Westman Village's commitment to cohesive, connected community goes beyond creature comforts and vibrant social dynamics. Creating homes and communities for the 21st century means creating spaces that operate in future focused, sustainable ways. As an investment, renewable energy both reduces long term emissions and provides superior technology homeowners will reap benefits from for decades.

Solar energy investment into Westman Village predates Jayman BUILT's industry leading commitment to solar arrays on every new single family home, and was intended to offset as much energy as could be accommodated by available roof space on the property. All in all, eighteen separate projects have been completed over the years of the Village's growth, and SkyFire Energy has provided every project to completion.

"It was kind of hard to fathom the scale of it at first," SkyFire's CEO David Kelly explains to Village Life. "When we were looking at plans for the development it was hard to picture how big it is. This was a larger project with more complex engineering than usual due to multiple types of buildings and installations. We were dealing with multiple parties, from Jayman to Centron to electrical contractors and roofing contractors. The systems changed on every building."

"There was limited roof space, as there always is on multi storey projects, but we were able to put close to 100 modules on just about every building. I think we're 369 kW total on the property." The solar energy designed and installed by SkyFire was intended to offset what is called the house loads on the multi family buildings, in other words hallway lighting, elevators, any loads and appliances that serve common areas outside of private residences.

Jayman BUILT's connection to SkyFire echoes both business' excellence in their respective fields. It also speaks to common priorities, since one of Jayman's more notable contributions to the local development business community in the last couple of decades has been the conception and creating of Built Green standards, now a widely adopted system of environmental assessment and improvement for the development and construction industries in Alberta and beyond. As a company who's spent many years at the forefront of addressing sustainability issues for an industry with a significant carbon footprint, Jayman BUILT was always going to be the first large builder to adopt solar technology at scale.

"I give Jayman kudos for stepping up and doing solar on all the buildings."

By delivering on their commitment to sustainable building practices, Jayman BUILT has delivered a superior living situation marked by unprecedented comfort and service, with less long term carbon output and less contribution to future climate instability. Doing things differently comes down to practical considerations like electricity usage as much as it does to providing connective, positive day to day services.

"It seemed way the heck out there when it first started getting built, but now there's so much that's blossomed around it, it doesn't feel like it's way out in the middle of nowhere anymore," David says of Westman Village. "I give Jayman kudos for stepping up and doing solar on all the buildings. It was not something they had to do, but I think it says

something about Jayman's philosophy in building more sustainably. They were great to work with on the whole process. They took our ideas and we made changes here and there to accommodate changes in their designs, since commercial rooftops are never built exactly the way they're designed."

As Western Canada's most established solar contractor, SkyFire themselves in fact learned and developed new processes as a result of Westman Village's commitment to the low carbon cause. After doing so many different buildings with so many different factors to balance and manage from a construction standpoint, SkyFire eventually executed an exceptionally smooth building process for the eighteenth and final solar array on the Lyric building.

Rather than trusting as-built contractor diagrams or measuring every part of the relatively large and complex rooftop by hand, SkyFire flew a drone above the job site to take high resolution digital images, which were used to create inch perfect as-built drawings to build and design with. Such an advancement may not have occurred for some time for SkyFire if Jayman BUILT hadn't put their environmental money where their mouth was and invested in future focused solar technology.

With the entirety of Westman Village kitted out for as much solar as it can handle, SkyFire Energy will continue proliferating one of the world's most established and advanced renewable energy technologies from single family homes to utility scale projects, and on to expand the residential home market into the next level of energy sustainability as part of net zero home design. The future is bright for companies which embrace the future of energy delivery, and more work is always on the horizon for two companies faced steadily forward in the fight against climate change and for a more balanced future.





VILLAGE LIFE



VISION COMPLETE

WE DON'T LIVE DIVIDED – WE LIVE TOGETHER. AND LIFE DOESN'T HAPPEN BEHIND CLOSED DOORS. // WE WANT TO FORGET ABOUT DIVISIONS AND START TALKING ABOUT UNITY. AND ABOUT COMMUNITY. ABOUT WHAT HAPPENS WHEN WE OPEN OUR DOORS AND LOOK AROUND. // WHEN PROXIMITY MAKES ALL THINGS POSSIBLE AND A REVOLUTIONARY MIX OF PRODUCTS ALLOWS YOUTH TO MINGLE WITH EXPERIENCE, INDIVIDUALITY TO HARMONIZE WITH FAMILY AND DISCOVERY TO FUSE WITH TRADITION. IN A PLACE WHERE HAND-SELECTED RETAIL SUPPORTS THE COMMUNITY AND EXTRAORDINARY AMENITIES KEEP IT MOVING FORWARD, ALWAYS OFFERING MORE. // WESTMAN VILLAGE IS ABOUT GETTING MORE OUT YOUR DOOR. BECAUSE WHEN YOU HAVE MORE, YOU CAN BE MORE. MORE INSPIRED, MORE PASSIONATE, MORE PRODUCTIVE, MORE ALIVE AND MORE CONNECTED TO WHAT MATTERS. THEY SAY IT TAKES A VILLAGE. AND WE COULDN'T AGREE MORE.

A community developed and constructed by **Jayman BUILT**

IT TAKES A VILLAGE TO RAISE A COMMUNITY.

Discover how to live your best life at Westman Village's resort-style community.

PRESENTATION CENTRE

Westman Village | 188 Mahogany Gardens SE | Ph: 587-350-0237 | WestmanVillage.com
 Monday - Thursday 2:00pm - 8:00pm | Saturday, Sunday & Holidays 12:00pm - 5:00pm

 <p>84% SOLD</p>	 <p>BUILDING II NOW SELLING</p>	 <p>ONLY 6 REMAIN</p>	 <p>BUILDING II NOW SELLING</p>	 <p>INDEPENDENT LIVING FULLY LEASED</p>
<p>CALLIGRAPHY CONDOMINIUMS</p> <p>530 – 3,041 SQ. FT.</p> <p>NOW STARTING FROM THE \$250'S* +gst</p>	<p>lyric LEASE</p> <p>617 – 1,116 SQ. FT.</p> <p>NOW STARTING FROM \$1,845 /month</p>	<p>REFLECTION ESTATE CONDOMINIUMS</p> <p>1,528 – 2,573 SQ. FT.</p> <p>NOW STARTING FROM THE \$670'S* +gst</p>	<p>ODYSSEY ACTIVE ADULT LIVING</p> <p>696 – 1,393 SQ. FT.</p> <p>NOW STARTING FROM THE \$290'S* +gst</p>	<p>THE JOURNEY CLUB SENIORS' RESIDENCES</p> <p>INQUIRE ABOUT</p> <p>MEMORY CARE STARTING FROM \$6,200 /month</p>