

6 b.iv-1

RECEIVED

DEC 03 2012

REGION OF PEEL  
CLERKS DEPT.

**From:** Annemarie Esvelt [  
**Sent:** December 2, 2012 3:28 PM  
**To:** ZZG-COUNCIL  
**Subject:** Retail Business Holidays Act Tourism Exemption By-law - Bramalea City Centre Application

Dear Sirs/ Mesdames:

I am writing today with respect to an application by Bramalea City Centre Equities Inc. and Morguard Corporation to add Family Day to the existing area basis tourism exemption under the *Retail Business Holidays Act* for the Bramalea City Centre in the City of Brampton.

I oppose the application by Bramalea City Centre Equities Inc. and Morguard Corporation to add Family Day to the existing area basis tourism exemption. The Bramalea City Centre ("BCC") is currently permitted to operate on 362 days out of 365, with closures only on Family Day, Easter Sunday and Christmas Day. That amounts to BCC being allowed to be open 99% of the days of the year.

Since Bramalea City Centre Equities Inc. and Morguard Corporation opened the mall extension with additional retail space, they have been entirely incapable of having full occupancy of its retail units. In fact, some units built in the mall extension have never yet been occupied by any retail business. In the past six weeks, four retail units have closed in BCC (Auntie Anne's Pretzels, Cottiny, Pure Health Bar and ODM Homecare Medical Supplies). Instead of trying to attract full capacity of BCC by competitive rental rates, Bramalea City Centre Equities Inc. and Morguard Corporation prefer to squeeze as much income out of the existing retailers by insisting they be open on 99% of the days of the year. There is only a finite number of days a body can shop, and BCC is a hair's width away from full and complete capacity.

Brampton is not a tourist destination and is just fooling itself if it believes it is. BCC was open this past Thanksgiving day, yet none of the major media outlets in the vicinity (CP 24, City TV, CTV Toronto, Toronto Star) had any indication or information that BCC was open. Why is that? BCC is not a tourist destination. I believe that the great majority of people at BCC on any given day are local Bramptonians. The thought that BCC is a tourist destination akin to Niagara Falls, Stratford or downtown Toronto is foolishness at best and self aggrandizing at worst.

In addition, the "raison d'etre" behind the Family Day holiday is to give people time to spend with their families. This is particularly difficult if you are a retail worker, as you will be serving other people at work, while the majority of the workers in the province enjoy a day of rest to do as they please.

Please keep the BCC closed on Family Day. Do not bow to the pressure of the almighty dollar from Bramalea City Centre Equities Inc. and Morguard Corporation. There are more important values to keep in mind, such a families, rest, and relaxation, than the need to shop on one of the only three days the BCC is closed in the year.

Regards,

Annemarie Esvelt

LEGISLATIVE SERVICES	
COPY TO:	FOR:
Chair	<input checked="" type="checkbox"/> Committee
CAO	<input checked="" type="checkbox"/>
Corporate Services	<input type="checkbox"/> Council
Public Works	<input checked="" type="checkbox"/> Dec 13/2012
Employee and Business Services	<input checked="" type="checkbox"/> Public meeting RBHA
Health Services	<input type="checkbox"/> File
Human Services	<input type="checkbox"/>
Pool Living	<input type="checkbox"/>

REFERRAL TO \_\_\_\_\_  
RECOMMENDED \_\_\_\_\_  
DIRECTION REQUIRED \_\_\_\_\_  
RECEIPT RECOMMENDED  \_\_\_\_\_