



THE REGIONAL MUNICIPALITY OF PEEL

PUBLIC MEETING

AGENDA

PMRC - 1/2018

- DATE:** Thursday, September 13, 2018
- TIME:** 9:30 AM
- LOCATION:** Regional Council Chamber, 5th Floor
Regional Administrative Headquarters
10 Peel Centre Drive, Suite A
Brampton, Ontario
- PURPOSE:** To hold a Public Meeting pursuant to Section 4 of the *Retail Business Holidays Act, R.S.O. 1990*, to inform the public and to obtain their input with respect to an application for exemption under the *Retail Business Holidays Act* by the Seafood City Supermarket.

Chaired by Regional Chair F. Dale

1. **OPENING OF PUBLIC MEETING**
2. **CONFIRMATION OF NOTIFICATION**
3. **FURTHER NOTICE REQUEST**
4. **STAFF PRESENTATIONS**
 - 4.1. **Christina Marzo, Manager, Development Services, Public Works**, Regarding the *Retail Business Holidays Act* Exemption Application by Seafood City Supermarket in the City of Mississauga
5. **PUBLIC PARTICIPATION**
 - 5.1 **Oral Submissions**
 - 5.1.1. **Nicholas Macos, Solicitor and Alex Arifuzzaman, Retail Consultant, Seafood City Supermarket**, Regarding the Seafood City Supermarket Application for Exemption under the *Retail Business Holidays Act*

5.1.2. **Matthew Go, Manager, Seafood City Supermarket**, Regarding the Seafood City Supermarket Application for Exemption under the *Retail Business Holidays Act*

5.2. **Written Submissions**

6. **CONCLUSION AND CLOSING OF PUBLIC MEETING**



Public Meeting

Retail Business Holidays Act Exemption Application

Seafood City Supermarket
800 Boyer Boulevard
Mississauga

September 13, 2018

Subject Lands



Proposal

- Seafood City Supermarket (Retail Business Establishment) has filed an application to remain open on a holiday for the maintenance and development of tourism.
- The proposed hours of operation are from 7:00am to 10:00pm on the following Holidays:
 - New Years Day
 - Family Day
 - Good Friday
 - Easter Sunday
 - Victoria Day
 - Canada Day
 - Labour Day
 - Thanksgiving Day
 - Christmas Day

Policy Framework

- The new Peel Holiday Shopping By-law 34-2018 was passed by Regional Council on June 14, 2018.
- With this By-law, applications submitted prior to May 31, 2018 shall be processed and considered by Regional Council in accordance with the provisions of By-law 18-1999.
- Therefore, this application is being reviewed under the policies and regulations of The Retail Business Holidays Act and Regional By-law 18-1999.

Regulations

The Applicant must demonstrate that:

- The establishment is located within 2 km of a tourist attraction; and,
- The establishment is directly associated with the tourist attraction or relies on tourists visiting the attraction for business on a holiday.
- The exemption would assist in the maintenance or development of tourism
- A tourist location can be Natural, Historical, Cultural, Educational, or Outdoor Recreational attractions

Next Steps

- Input from this Public meeting will be documented and considered when preparing the staff recommendation report to Council
- A report and by-law will be prepared for Regional Council consideration at a future meeting in early 2019.

FOR OFFICE USE ONLY

MEETING DATE YYYY/MM/DD 2018/09/13	MEETING NAME PUBLIC MEETING OF REG. COUNCIL
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Attention: Regional Clerk
Regional Municipality of Peel
10 Peel Centre Drive, Suite A
Brampton, ON L6T 4B9
Phone: 905-791-7800 ext. 4582
E-mail: council@peelregion.ca

DATE SUBMITTED YYYY/MM/DD 2018/08/24
--

NAME OF INDIVIDUAL(S) NICHOLAS T. MACOS and ALEX ARIFUZZAMAN
--

POSITION(S)/TITLE(S) SOLICITOR / RETAIL CONSULTANT
--

NAME OF ORGANIZATION(S) SEAFOOD CITY SUPERMARKET
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E-MAIL nmacos@blacksutherland.com	TELEPHONE NUMBER (416) 840-1319	EXTENSION
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REASON(S) FOR DELEGATION REQUEST (SUBJECT MATTER TO BE DISCUSSED) Application for exemption under the Retail Business Holidays Act
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A formal presentation will accompany my delegation <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Presentation format: <input checked="" type="checkbox"/> PowerPoint File (.ppt) <input type="checkbox"/> Adobe File or Equivalent (.pdf) <input type="checkbox"/> Picture File (.jpg) <input type="checkbox"/> Video File (.avi,.mpg) <input type="checkbox"/> Other <input type="text"/>
Additional printed information/materials will be distributed with my delegation : <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Attached

Note:
Delegates are requested to provide an electronic copy of all background material / presentations to the Clerk's Division at **least seven (7) business days prior** to the meeting date so that it can be included with the agenda package. **In accordance with Procedure By-law 9-2018 delegates appearing before Regional Council or Committee are requested to limit their remarks to 5 minutes and 10 minutes respectively (approximately 5/10 slides).**
Delegates should make every effort to ensure their presentation material is prepared in an [accessible format](#).
Once the above information is received in the Clerk's Division, you will be contacted by Legislative Services staff to confirm your placement on the appropriate agenda.

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Personal information contained on this form is authorized under Section 5.4 of the Region of Peel Procedure By-law 9-2018, for the purpose of contacting individuals and/or organizations requesting an opportunity to appear as a delegation before Regional Council or a Committee of Council. The Delegation Request Form will be published in its entirety with the public agenda. The Procedure By-law is a requirement of Section 238(2) of the *Municipal Act, 2001*, as amended. Please note that all meetings are open to the public except where permitted to be closed to the public under legislated authority. All Regional Council meetings are audio broadcast via the internet and will be posted and available for viewing subsequent to those meetings. Questions about collection may be directed to the Manager of Legislative Services, 10 Peel Centre Drive, Suite A, 5th floor, Brampton, ON L6T 4B9, (905) 791-7800 ext. 4462.

Please complete and return this form via email to council@peelregion.ca

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Phone: 905-791-7800 ext. 4582
E-mail: council@peelregion.ca

DATE SUBMITTED YYYY/MM/DD 2018/08/31
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NAME OF INDIVIDUAL(S) MATTHEW GO
--

POSITION(S)/TITLE(S) MANAGER
--

NAME OF ORGANIZATION(S) SEAFOOD CITY SUPERMARKET
--

E-MAIL matthew.go@seafoodcity.com	TELEPHONE NUMBER (647) 531-4337	EXTENSION
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Seafood City Supermarket

**Application for Holiday Opening under
the Retail Business Holidays Act**

**Presentation to Peel Region
September 13th, 2018**

Today's Presenters

- Matthew Go, Area Manager of Seafood City – Canada Operations
- Alex Arifuzzaman, Partner, InterStratics Consultants Inc.



Presentation Overview

- **Seafood City Supermarket** seeks an exemption under the RBHA for the maintenance and development of tourism.
 - The applicant seeks exemption for the following days:
 - New Year's Day: January
 - Family Day: February
 - Good Friday: April
 - Easter Monday: April
 - Victoria Day: May
 - Canada Day: July
 - Labour Day: September
 - Thanksgiving Day: October
 - Christmas Day: December
 - Proposed hours of operation are between:
 - 8:00am – 10:00pm

1: Seafood City – History

- **Seafood City Supermarket** has its humble beginning in 1989 as Manila Seafood Oriental Market located at National City in San Diego, California.
- An iconic Filipino-focused grocer, known in North America as the leading one-stop market, shopping, dining and retail hub catering to the Asian/ Filipino lifestyle.
- Virtually known as "**The Filipino Town**" at localities wherever they operate: Southern and Northern California, Seattle/Washington, Waipahu/Hawaii, Chicago/Illinois, Las Vegas/Nevada, and Mississauga/Canada.
- In Canada, strategically located in Heartland Town Center in Mississauga, opened to a large crowd on September 28, 2017.

1: Seafood City – History *cont'd...*

- Seafood City choose to open its first Canada store in Mississauga with its estimate of roughly 250,000 Filipinos living in the Greater Toronto Area; and offer a place where troves of Canadian-Filipino families can gather together closer to the Philippines through a variety of truly Filipino activities including a variety of fiesta celebrations and holidays.
- Seafood City's allied businesses inside the hub include popular Asian/Filipino brands such as Jollibee, PNB Global Remit, Atlas Cargo Shippers, The Filipino Channel, and Valerio's Bakeshop.

2: Tourism Activities

- **Seafood City Supermarket** is located in Heartland Town Centre within close proximity to some of Mississauga's leading tourist attractions, such as the Kalayaan Cultural Community Centre and Square One Mall.
- Additionally, the location of Seafood City is in the middle of a number of green spaces allowing it to become a destination for tourists visiting these sites .
- They may promote very popular Filipino goods and packages at discount prices on statutory holidays.

Parks

- Bancroft Park
- Sonoma Park
- Credit Meadows Park
- Heatherleigh Park
- Stonebrook Glen
- Century City Park
- Timothy Smith Park

2: Tourism Activities *cont'd...*

More Parks

- Mighty Oak Park
 - Ashwood Park
 - Heritage Hills Park
 - Century City Park
 - Oak's Park
-
- These parks not only provide beautiful natural spaces to be experienced, but also are home to a number of recreational areas providing opportunities for swimming, skating, baseball, and a number of other recreational programs for families and individuals alike.

 - These facilities attract visitors from beyond the local communities and, as a result, opening **Seafood City Supermarket** for holidays will provide an additional amenity to meet the needs of these visitors.

2: Tourism Activities *cont'd...*

- **Kalayaan Cultural Community Centre**

The KCCC is a creation of the Kalayaan Filipino Cultural Organization, known simply as Kalayaan, the umbrella organization of Filipino associations in Mississauga. It was established in 1983 for the sole purpose of celebrating Filipino Independence Day every year. Kalayaan Centre offers rental spaces for small to medium size events. The types of events that can be hosted include birthday parties, weddings and anniversaries, religious celebrations, meetings and community gatherings. The various attractions at the Mississauga Kalayaan Cultural Community Centre include: free movie screenings, golf tournaments, ballroom dancing, conversational Tagalog classes, and annual KCCC walkathon.

Source: <http://www.kalayaancentre.ca>

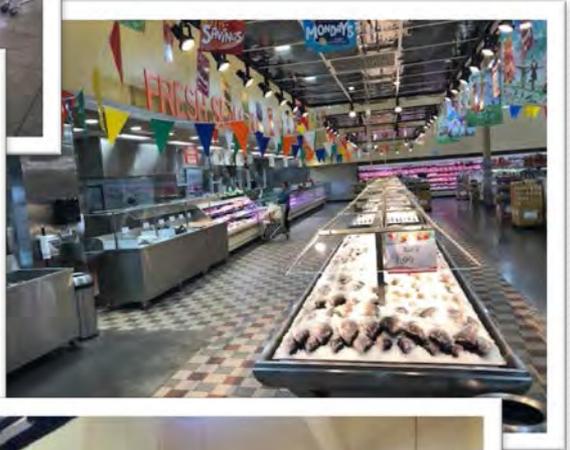
- **Square One Shopping Centre**

Located in the heart of Mississauga, Square One Shopping Centre offers a shopping experience for the local communities and tourists alike with 1.7 million square feet of retail space. Square One attracts approximately 24 million visitors a year with more than 350 retail stores and services. Since receiving exemption under the RBHA in 2009 Square One continues to expand with numerous renovations and the opening of new retailers.

Source: <http://www.shopsquareone.com/>

- Targeted holiday activities will aid in creating a “family time” environment on Statutory Holidays; this will increase customer/resident spending in Mississauga, Ontario.

Interior



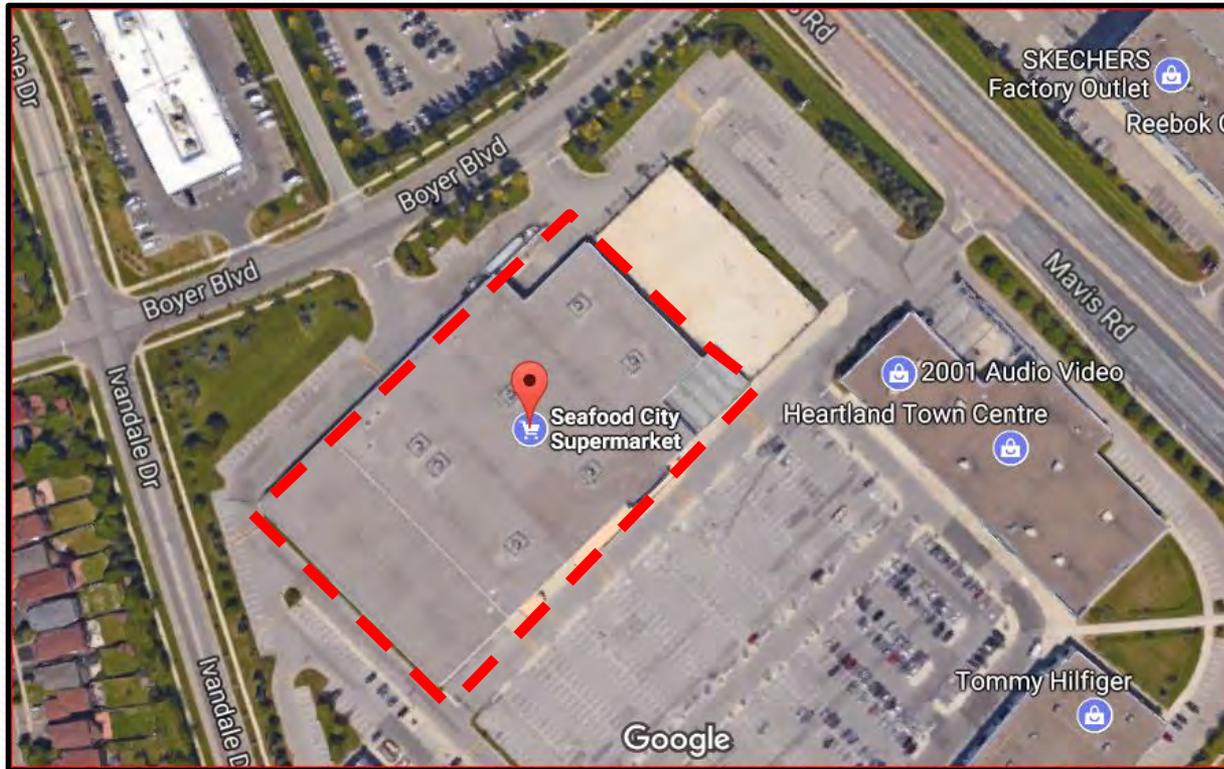
Sample Promo Ads



Brand Alliances



3: Site Overview

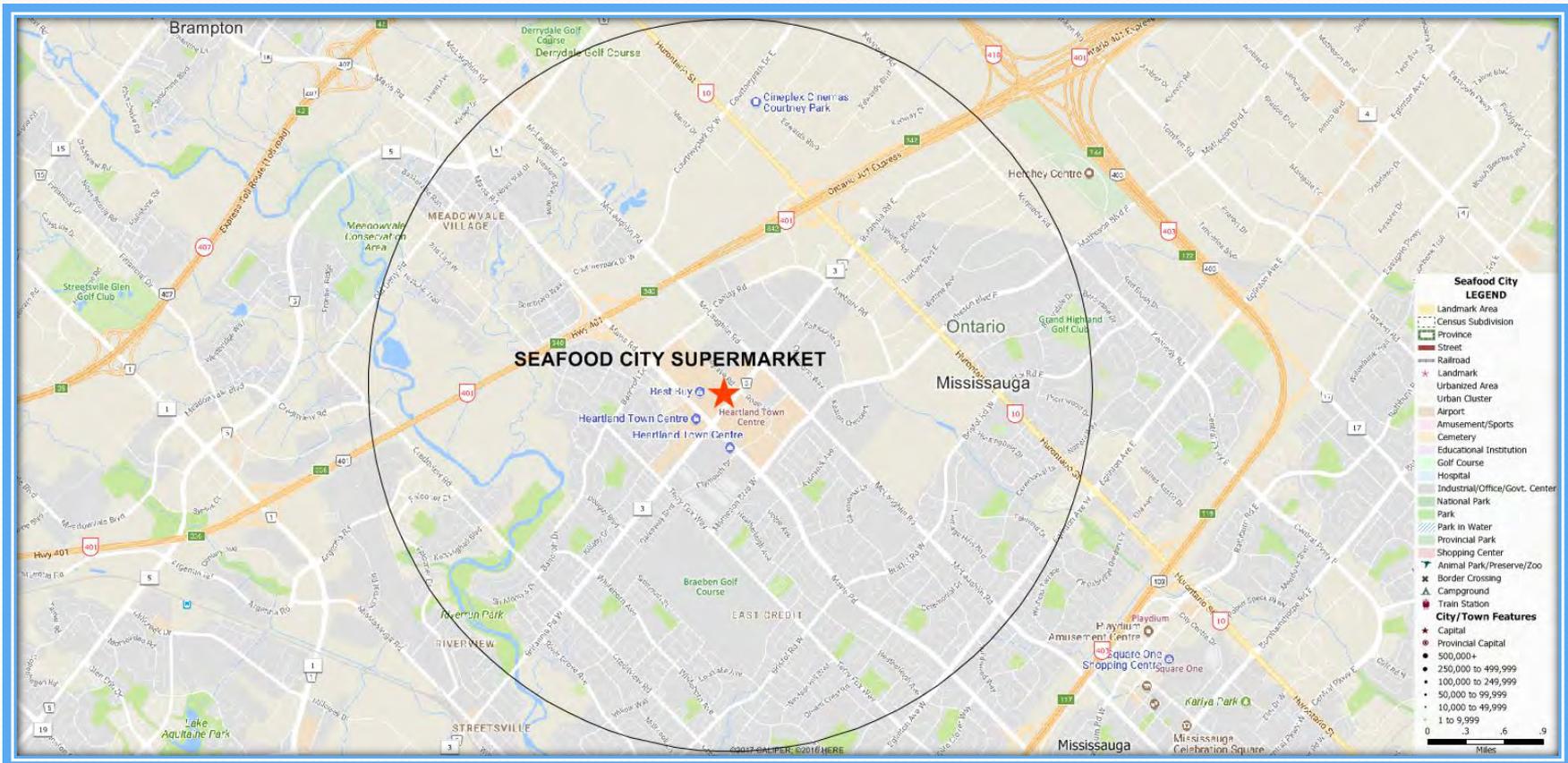


800 Boyer Blvd, Mississauga, ON – L5V 2Y1

4: Seafood City Supermarket – Street View



5: Tourist Attractions Within 2 km of Seafood City Supermarket



6: Retail Business Holidays Act: 1990

- An applicant may apply for a by-law to permit one or more Retail Business Establishments to open on a holiday for the *maintenance* and *development* of tourism.
- The Act stipulates that a retail establishment may be exempted if:
 - It is located within 2 kilometers of a tourist attraction; and
 - It is directly associated with the tourist attraction OR relies on tourists visiting the attraction for business on a holiday.
- A “tourist attraction” is limited to:
 - Natural attractions or outdoor recreation attractions;
 - Historical attractions; and
 - Cultural, multi-cultural, or education attractions.
- Any retail establishment that uses a total area of 2,400 sq.m or more must in addition, provide goods or services on holidays primarily to tourists.

7: Reasons for Application

- **Seafood City Supermarket** meets the tourism criteria under the Retail Business Holidays Act: Regulation 711/91.
 - Section 2(1): A retail business establishment may be exempted if,
 - a) It is located within two kilometers of a tourist attraction (Mississauga Kalayaan Cultural Centre and Square One Mall); and
 - b) It is directly associated with the tourist attraction **OR** relies on tourists visiting the attraction for business on a holiday.
- **Seafood City Supermarket** is a major hub supplemented with a food court where people have a variety of fastfood options to include dining in their shopping experience. It will continue to promote Canada holidays through various in-store, TV and social media promotions and events in Mississauga.

Reasons for Application

- External Tourism:** Ministry of Tourism report notes that 7.3% of all overseas trips to Ontario are destined for Peel region. Seafood City Supermarket provides a superior selection of Asian/Filipino groceries for the west end customers (Kitchener, Waterloo, Hamilton, Buffalo, etc.). Some customers have travelled all the way from Buffalo, New York solely to get Filipino groceries from this particular store.
- Internal Tourism:** Seafood City Supermarket provides a superior selection of Asian/Filipino groceries in the Region of Peel. “Staycations” require retailers to pull revenue opportunities from the local community rather than depending on outside tourism. Opening on holidays will provide a venue for these customers within Peel Region.

Peel Region Visitors by Origin

Peel Region Visitor Origins	Person Visits	Share of Ontario Visits	Share of Ontario Spending
Domestic	2,793,880	3.20%	1.80%
USA	301,175	2.00%	3.30%
Overseas	159,878	7.30%	5.20%
		Among highest outside Toronto	Peel spending lags visits

Source: Ministry of Tourism Regional Economic Impact Model (TREM)

8: Customer Draw

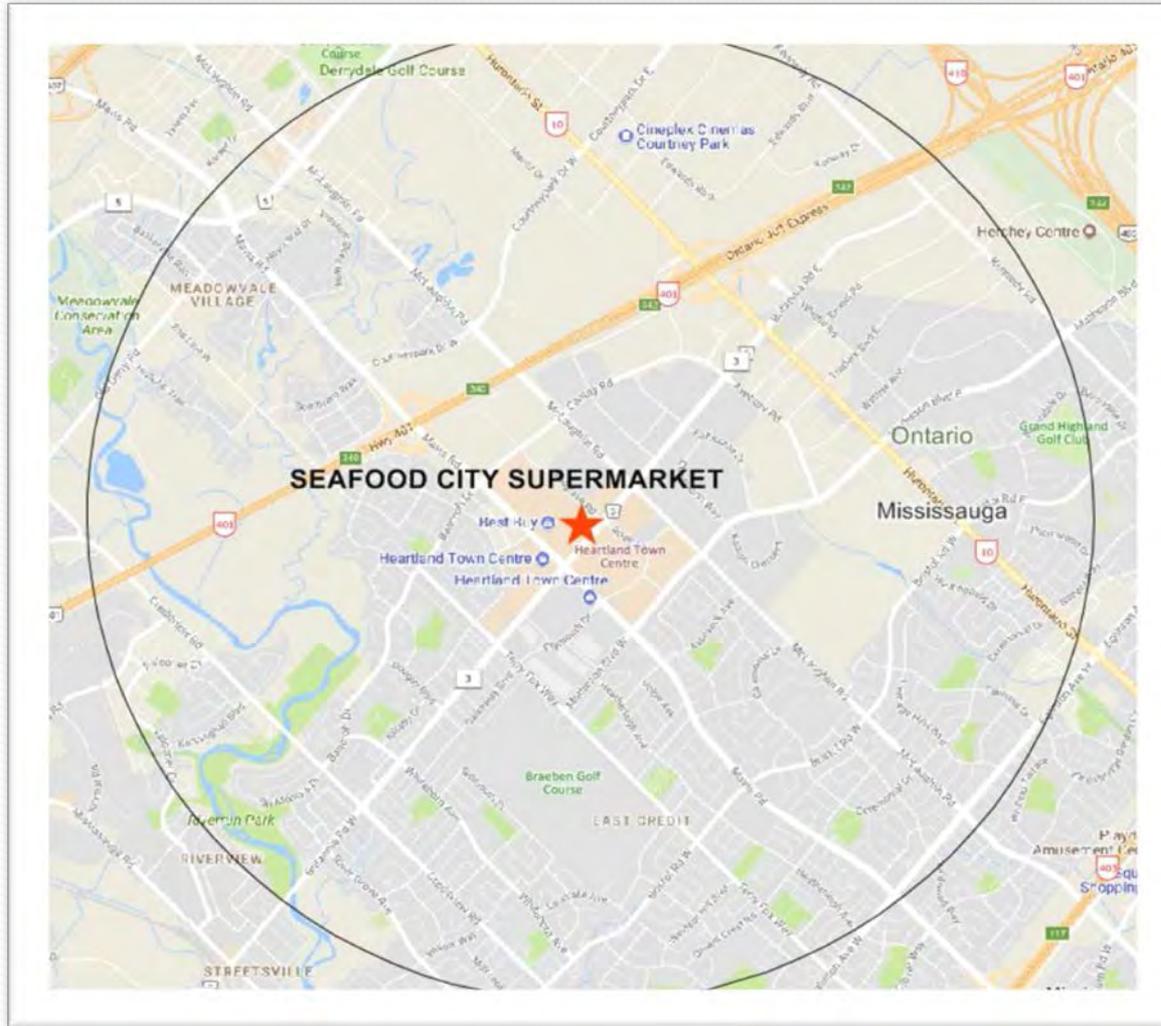
Seafood City - Mississauga Customer Suki Card Sign-Ups By Area Code (September 2017 to August 2018)

Customer Phone Area Codes	Sept 2017 – Aug 2018	%
Toronto & Others	34,019	77%
905 / 289 (Mississauga & Non Toronto GTA)	10,388	23%
Total	44,407	100%

Source: Seafood City

Based on these numbers it can be concluded that Seafood City has a super-regional draw and is a destination due to it's unique to Canada offering. This is an unambiguous factor in support of it being a tourist destination.

9: Summary of Area



10: Impacts of Exemption

- Increase and retain customer spending within Mississauga.
- Increase visits and traffic to Mississauga, Ontario
- With growing demand and popularity for Filipino foods, **Seafood City Supermarket** draws customers from west areas (i.e., Oakville, Kitchener, Hamilton, Niagara, Buffalo, Waterloo, etc.)

10: Impacts of Exemption *cont'd...*

- Promote customer draw to the area to ensure that the dollars spent are being spent within the community
- Exemption would maintain common pause day principle and fully meet obligations under the Employment Standards Act.
- Its proximity and accessibility to community attractions and other tourist destinations in the Mississauga area make **Seafood City Supermarket** the primary caterer to customers with basic day to day needs, as well as last minute shopping ideas for those visiting the local tourist attractions.

Thank You

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INTERSTRATICS
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