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Wednesday Nov 14th 2012

CITY CLERK'S OFFICE
SECRETARIAT SECTION

Re: Toronto Holiday Shopping Act

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To:

Michael Williams General Manager Economic Development & Culture

Toronto City Counsel

My name is Cameron Beach and I'm the Associate Dealer for Canadian Tire at 1901 Eglinton Ave East in Scarborough. I'm also the Chairman for our GTA Dealer Group. I have 64 Dealers in my group, 21 of those being in Toronto and the remainder just outside Toronto. Most of those are in the 905 area code. In my store I have 120+ Employees and over 2000 Employees who work in our stores here in Toronto. I wanted to let you know we "all" oppose opening up any further Statutory Holidays. My colleagues outside Toronto are also of the opinion of remaining closed. They wait for Toronto's decision because whatever we decide their respective Counsel's will follow.

Canadian Tire is really the only mass retailer in Canada that are locally owned & operated. At the end of the day we're Ma and Pa operations. We live in our communities, our kids go to school in our communities, we bank in our communities, we support charities in our communities, we coach and volunteer where we have our businesses, etc, etc. The list goes on about the value of having a Dealer operating a store versus a Manager who takes their orders from a Head Office in North America. The biggest benefit from being involved in this set up is the closeness we have with our Team Members, our Staff. I have 79 signed petitions from my employees who do not want to work even 1 extra Stat Day. In fact of our 2000 plus employees, we've yet to come across 1 who wants to work. These extra days off gives our Employees time with their families. Regardless of your religious background we all value family time. In fact "time" is life's most important commodity, not money. The reality of a Retail worker is a less than favorable work schedule. Nights and weekends are a part of our environment. I have to tell you something, I'm never going to be able to pay my Employees a million dollars. So it's my job to make them feel like a million bucks! These Stat

Holidays are sometimes the ONLY time they can spend with their families. By removing even one of these days is unfair and does not justify the cause. One of the big benefits of being closed on these Stat days is our Staff functions. Just recently Canadian Tire sent 400 Employees to a Marlies game on Thanksgiving Monday. Being closed that day gives us Dealers a chance to send our Employees and their families to a day out, on us. We sent almost a 1000, that's right 1000 Employees and their families to an Argo's game. We almost broke a record for them. Leveraging these days we are closed gives ALL our employees an opportunity to attend one of these functions. Our Labour day gives us a chance to show our staff how much we appreciate them. A lot of us do BBQ's or picnics with staff and family without the worry of what is going on back at the store.

From the business side of this proposed change, it stinks. Opening up any additional Stat days will hurt us financially. This is revenue neutral, meaning same size pie, just more pieces. And costs will certainly be driven up! Low sales and high costs = bad business. My colleagues out west, B.C. and Alberta hate being open additional Stat days. For all the same reasons I'm giving you. There is no money to be made, only burn. These are FACTS! The day before and the day after a Stat we see an uplift on sales. Our customers know to shop us before or after a Stat day. We are not an essential service. I recently asked one of my single parent employees how they would handle having to work a Stat Day. Her response was negative. She was concerned on how she would provide Day Care for her son, and if she did find it, it would come at a premium. Now we're putting additional financial costs on our employees. No more taxes will be generated, remember revenue neutral, everybody loses.

In closing, I would like the By-Law to stay Status Quo. Under the existing law we could open our Service Centers but choose not to. Nor does our competition. Why because our competition are entrepreneurs, franchisees who have a connection to their staff and value what's important to them. Time spent with their families. We have to consider the source, who's pushing to be open, and why. One answer, GREED! Those parties could care less about retail workers and their families. Their only concern is having their tenants open up 9 more days so they can increase the rent! At one of our first public meetings on this topic I had a chance to chat with

one of the individuals who was in favour of opening up these days. They were representing one of my large competitors. As we were walking toward the parking garage, they wanted me to know that personally they were against opening but they had their marching orders from Head Office. I see no compromise here. Even one day opening is unacceptable. The Retail sector compromised over 20+ years ago when we gave up our Sundays, 52 of them. Let us keep our 9 days, 72 hours. We've earned it!

Cameron Beach

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