

THE INL GROUP

Islington Nurseries Ltd.
43 Goldthorne Avenue
Unit 100
Toronto, ON
M8Z 4P8

Head Office: 416.231.6230
Construction Office: 416.231.0784
Evans Stone Yard: 416.231.2504
Fax: 416.231.9590
www.islingtonnurseries.com

November 23, 2020.

Branded Cities Network
250 Yonge Street
Suite 1901
Toronto, ON
M5B 2L7
Attention: Mr. Paul Seaman

Dear Mr. Seaman,

The purpose of this letter is to discuss updating the pylon signage you have installed at our property located at 270 Evans Avenue, to a digital unit.

Originally installed in 2009, this type of sign requires onsite crews to change the signage. With the Covid restrictions this spring, this service was not deemed essential and the advertising graphics could no longer be updated, resulting in a substantial loss of revenue which normally offset some of overhead costs for this location.

Furthermore, 270 Evans Avenue is our Outdoor Landscape Supply Store, which services the construction and landscape industries. Much of our sales revenue is generated from on-site bulk sales, where customers load up truck and trailers with material. To update the signage, half of our yard must be shut down to allow for safe access of the Branded Cities crews which represents further loss of revenue.

A digital sign would eliminate these two issues in entirety, as the sign would be updated remotely, without the necessity of onsite staff. We would not have lost the revenue, this past spring.

Islington Nurseries Ltd. is a small family business that has resided in Toronto for over 70 years. We support local communities and charities and have built a loyal customer base.

However, we are also a seasonal business, doing most of our sales during the key spring months. Though the Covid restrictions hit our business at the worst possible time it was important to keep our employees working. The additional lost revenue from the sign, would

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have helped offset the increased operating cost as we adapted our store processes to include staffing the gates, putting temporary trailers put in place to better space staff.

We as a company have worked within these Covid restrictions to remain operational. It is critical for our future, that we remain so. The stable income from the digital sign would add support to these efforts.

Yours truly,

A handwritten signature in black ink, appearing to read 'John Badali', with a stylized flourish at the end.

John Badali
Islington Nurseries Ltd.