

April 24, 2023

Councillor Mike Colle, Ward 8 Eglinton Lawrence
and Members of the Economic and Community Development Committee

Yorkdale Mall is one of Toronto's principal visitor attractors and an active contributor to the visitor economy in Toronto. Destination Toronto supports Yorkdale's proposal to open on statutory holidays as other major destination attractors are able to do.

Retail is the largest component of visitor spending in the city, according to the Toronto Visitor Economy Study published just before the pandemic by Destination Toronto and the Toronto Region Board of Trade. While most people would think accommodations, attractions and restaurants would see the largest portions of visitor spending (and of course they are significant beneficiaries) retail is in fact the top sector for visitor spending in Toronto. In 2019 that amounted to \$1.8 billion in Retail Trade, of a total of \$6.5 billion in visitor spending.

Visitors seek out shopping experiences and Yorkdale is a signature shopping destination in Toronto. Its scale, global brands and transit and highway connectivity make it a prominent experience that shoppers actively build into their Toronto itineraries. In some cases, it is the reason for their visit to Toronto in the first place.

This is true for domestic and international visitors. Domestic visitors often have time available to travel within the region precisely on days that are free of school and work, making those highly strategic days for our best visitor experiences to be available. For international travelers, they travel based on their own calendars and the coincidence of a local or Canadian holiday should not remove the opportunity to drive more value for our community. Yorkdale has done industry-leading work in the China market in particular, leading the way in integrating payment modes and technology to facilitate visitation and purchases by Chinese travelers.

Shopping is a key destination driver that we showcase in regional and international marketing. Travellers are drawn to Toronto for its mix of Canadian and global brands and a compelling shopping experience from Yorkville to Queen Street and the Eaton Centre to Yorkdale.

Yorkdale management are active participants in the tourism community. Senior officials from Yorkdale contribute actively to the industry as a whole and to Destination Toronto through committee and governance and through investments in marketing partnerships. We encourage that steps be taken to enable Yorkdale to open on more days to shoppers – including the millions of travellers who travel to Toronto and visit Yorkdale every year.

Sincerely,



Andrew Weir
Executive Vice President, Destination Development

April 24, 2023

Attn: Councillor Mike Colle, Ward 8 – Eglinton Lawrence and Members of the Economic & Community Development Committee

As a **Senior Luxury Manager** in a flagship retail store in Yorkdale Shopping Centre, I am writing this letter in favour of Yorkdale's request to be open on statutory holidays (New Year's Day, Family Day, Victoria Day, Canada Day, Labour Day & Thanksgiving Day).

By allowing Yorkdale to open on these six additional days, I would be given the opportunity to pick up extra shifts and therefore earn additional income.

I appreciate the opportunity to express my perspective on the matter at hand.

Yours truly,

A handwritten signature in cursive script that reads "Jhonnattan Meneses".

Jhonnattan Meneses



WWW.TIAC-AITC.CA

April 24, 2023

Councillor Mike Colle,
Ward 8 - Eglinton Lawrence and Members of the Economic and
Community Development Committee

Subject: Exempting Yorkdale from Holiday Shopping Restrictions

Dear Councillor Colle,

I am writing on behalf of the Tourism Industry Association of Canada (TIAC). Founded in 1930 to encourage the development of tourism in Canada, TIAC serves today as the national private-sector advocate for this once \$105 billion sector. Based in Ottawa, TIAC takes action on behalf of Canadian tourism businesses and promotes positive measures that help the industry grow and prosper. TIAC is responsible for representing tourism interests at the national level, and its advocacy work involves promoting and supporting policies, programs and activities that will benefit the sector's growth and development.

TIAC's membership reflects partnerships among all sectors of the industry, and provincial, territorial and regional tourism associations, enabling the association to address the full range of issues facing Canadian tourism.

I write this letter in support of the letters previously written to your office by our provincial and municipal members, the Tourism Industry Association of Ontario and Destination Toronto, in support of Yorkdale Shopping Centre and their request to remain open on statutory holidays (excluding Christmas Day, Good Friday, and Easter Sunday) as per section 4(1) of the *Retail Business Holidays Act*. Yorkdale would join the Toronto Eaton Centre and the Hudson's Bay Company in being exempt from Chapter 510 (Holiday Shopping) of the *Toronto Municipal Code* as retail business establishments determined to contribute to the maintenance and development of tourism.

For millions of visitors to global gateway centres such as Toronto, shopping represents the principal or one of the principal motivators for travel. Yorkdale is a key retail tourism destination in Ontario and Canada. It is home to the largest collection of luxury brands in the country, many of which are first-to-Canada brands and flagship stores. This makes Yorkdale a desirable shopping destination, especially for overseas visitors, and sets Ontario apart from other provinces. Annually, Yorkdale welcome 18 million visitors, of which 4.5 million are tourist shoppers, with an average visitor spend of \$539.


As a member of the Tourism Industry Association of Canada, Yorkdale has been executing a tourism marketing plan for the past ten years with strategies and programs to attract leisure and business travellers. Yorkdale is major economic contributor. Attracting more retail visitors and a greater share of the global retail tourism spend will only benefit Ontario's tourism economy and brand.

Thank you for considering this matter. Please do not hesitate to contact me for further information.


Sincerely,

A handwritten signature in blue ink that reads "Beth".

Beth Potter
President and CEO
Tourism Industry Association of Canada
beth@tiac-aitc.ca

 **Phone.**
613-238-3883

 **Email.**
contact@tiac-aitc.ca

 **Address.**
600-116 rue Lisgar Street

Councillor Mike Colle, Ward 8 – Eglinton Lawrence
Toronto City Hall
100 Queen Street West, Suite A20
Toronto, ON M5H 2N2

Cc: Economic and Community Development Committee, Toronto City Hall

April 24, 2023

Ref: Exempting Yorkdale from Holiday Shopping Restrictions

Dear Councillor Colle and Members of the Economic and Community Development Committee,

I am writing on behalf of the Tourism Industry Association of Ontario (TIAO), which collectively represents 200,000 tourism businesses and over 400,000 jobs in every corner of our province. TIAO is the authoritative voice of the tourism industry in Ontario, representing tourism businesses, associations, and organizations in sectors including recreation, resource-based tourism, visitor accommodations, fairs and exhibitions, attractions, culture and heritage, and food and beverage.

I am writing today in support of Yorkdale and their request to remain open on statutory holidays (excluding Christmas Day, Good Friday, and Easter Sunday) as per section 4(1) of the *Retail Business Holidays Act*. Yorkdale would join the Toronto Eaton Centre and the Hudson's Bay Company in being exempt from Chapter 510 (Holiday Shopping) of the *Toronto Municipal Code* as retail business establishments determined to contribute to the maintenance and development of tourism.

For millions of visitors to global gateway centres such as Toronto, shopping represents the principal or one of the principal motivators for travel. As the World Tourism Organization notes in their *Global Report on Shopping Tourism*, with a day of shopping becoming a highly popular activity for visitors, the quality of retail offerings is becoming a prime deciding factor in the destination of choice. Moreover, in the luxury retail market, annual sales have experienced steady growth, with Bain & Company reporting 5% annual growth from domestic consumers alone between 2009 and 2019—and 10% annual luxury sales growth in the same period for countries offering tax-free shopping to international visitors. Overall, there is a growing appetite for shopping among visitors from both advanced and emerging economies, creating significant opportunities for retail tourism destinations—with cascading benefit to local attractions and experiences.

Yorkdale is a key retail tourism destination in Ontario and Canada. It is home to the largest collection of luxury brands in the country, many of which are first-to-Canada brands and flagship stores. This makes Yorkdale a desirable shopping destination, especially for overseas visitors, and sets Ontario apart from other provinces. Annually, Yorkdale welcome 18 million visitors, of which 4.5 million are tourist shoppers, with an average visitor spend of \$539.

As a member of the Tourism Industry Association of Ontario and the Tourism Industry Association of Canada, Yorkdale has been executing a tourism marketing plan for the past ten years with strategies and programs to attract leisure and business travellers. Yorkdale is an industry leader in retail tourism and a major economic contributor. Attracting more retail visitors and a greater share of the global retail tourism spend will only benefit Ontario's tourism economy and brand.

For the reasons listed above, and given that Ontario does not have comparable tax advantages of other jurisdictions to attract international retail visitors (i.e., a visitor tax refund), Yorkdale should be permitted to open on statutory holidays.

Thank you for considering this matter. Please do not hesitate to contact me for further information.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Jessica Ng', written in a cursive style.

Dr. Jessica Ng, PhD
Director, Policy & Government Affairs
Tourism Industry Association of Ontario (TIAO)
jng@tiaontario.ca

Toronto City Hall
100 Queen Street West
Toronto, ON
M5H 2N2

April 22, 2023

Attn: Economic & Community Development Committee

As a part-time employee at Yorkdale Shopping Centre in the position/role of a cleaner, I am writing this letter to express my support in favour of the shopping centre's request to be open on the following six statutory holidays:


- New Year's Day
- Family Day
- Victoria Day
- Canada Day
- Labour Day
- Thanksgiving Day

Allowing Yorkdale to open on these statutory holidays provides me with the option to work additional shifts, if I so choose, and to earn income at a higher rate of pay. This would really help out as I will soon be a first time father and all I have this a part time job as I am currently in school and not able to work another job.

With the rising cost of living, I appreciate the opportunity and choice to work additional shifts.

Thank you for considering my perspective on this matter.

Sincerely,



Mark Butad
Cleaner

Toronto City Hall
100 Queen Street West
Toronto, ON
M5H 2N2

April 23, 2023

Attn: Economic & Community Development Committee

As a part-time employee at Yorkdale Shopping Centre in the position/role of a cleaner, I am writing this letter to express my support in favour of the shopping centre's request to be open on the following six statutory holidays:

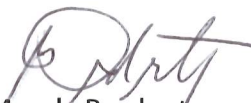
- New Year's Day
- Family Day
- Victoria Day
- Canada Day
- Labour Day
- Thanksgiving Day

Allowing Yorkdale to open on these statutory holidays provides me with the option to work additional shifts, if I so choose, and to earn income at a higher rate of pay. This would help with the cost of schooling that I would like to put my children through.

With the rising cost of living, I appreciate the opportunity and choice to work additional shifts.

Thank you for considering my perspective on this matter.

Sincerely,


Merely Prudente
Cleaner

Toronto City Hall
100 Queen Street West
Toronto, ON
M5H 2N2

April 21, 2023

Attn: Economic & Community Development Committee

As a full-time employee at Yorkdale Shopping Centre in the position/role of a **Security Professional**, I am writing this letter to express my support in favour of the shopping centre's request to be open on the following six statutory holidays:

- New Year's Day
- Family Day
- Victoria Day
- Canada Day
- Labour Day
- Thanksgiving Day

Allowing Yorkdale to open on these statutory holidays provides me with the option to work additional shifts, if I so choose, and to earn income at a higher rate of pay.

With the rising cost of living, I appreciate the opportunity and choice to work additional shifts.

Thank you for considering my perspective on this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Larry Chan', with a long horizontal stroke extending to the right.

Larry Chan
Security Professional

April 24, 2023

Councillor Mike Colle
Ward 8 – Eglinton Lawrence and Members of the Economic and Community
Development Committee

RE: Exemption for Yorkdale Shopping Centre from Holiday Shopping Restrictions

We are writing this letter to the Economic and Community Development Committee seeking support for Yorkdale Shopping Centre's (Yorkdale) request for an exemption to the Holiday Shopping By-law. Yorkdale, managed by Oxford Properties, is seeking approval to open on six of the nine Statutory Holidays, including New Year's Day, Family Day, Victoria Day, Canada Day, Labour Day, and Thanksgiving Day.

Yorkdale has the largest collection of flagship stores and first-in-Canada brands making it Canada's most sought-after tourist shopping destination. With that said, there are currently nine other shopping centres in the GTA, all surrounding Yorkdale including two other Oxford Properties owned centres, that are allowed to open on these Statutory Holidays, and it is only fair that the playing field be level, especially in this post-Covid economic recovery period.

Yorkdale welcomes more tourists each year than the total number of annual visitors at several top Toronto attractions, including CN Tower, Ripley's Aquarium, the Royal Ontario Museum, the Art Gallery of Ontario, and Canada's Wonderland.

Yorkdale's inability to open on Statutory Holidays has a significant economic impact on the local economy. On average, 120,000 visitors are being turned away annually, as a result of being closed on six Statutory Holidays. With an average customer spend of \$539, this amounts to \$64.7 million in lost sales, and \$4.73 million in lost wages for 6,000 retail employees over the six closures. As it stands right now, there are employees who work for the same retail company (ie. Aritzia, Lululemon, Michael Kors, UNIQLO, etc.) who are able to earn extra money at Square One or Vaughan Mills on Statutory holidays, but unfortunately employees from the Yorkdale store aren't afforded the same opportunity as their colleagues from other malls. This is not fair.

Throughout COVID, Canadians were forced to shop primarily online. As we welcome tourists and shoppers back to Yorkdale, increasing the number of days that they can remain open, allows for the traditional shopping experience to compete with online shopping. With that said, Yorkdale as the most significant tourist shopping destination, should have the same opportunity under the tourism exemption to be open as the other nine shopping malls.

Recent polling conducted for Yorkdale of over 2,500 Torontonians, overwhelmingly support this initiative. In fact, 75% of respondents agreed that the City of Toronto needs to put Toronto businesses on a level playing field. If people can shop at malls outside Toronto (in the 905 region) on a statutory holiday, they should be able to go to Yorkdale. As well, 78% agreed that shopping malls should be allowed to open on Statutory Holidays if workers get paid time-and-

a-half and if they choose to work that day. This is of course the case for employees at Yorkdale. It's important to note that employees are provided the opportunity to work on Statutory Holidays if they choose.

We thank the committee for this opportunity and thank Councillor Carroll and Councillor Colle for their ongoing support.

William Correia

William Correia
Director, Yorkdale Shopping Centre

Oxford Properties Group
EY Tower
100 Adelaide St. W, Toronto, ON
M5H 0E2, Canada

Direct: 416-256-5061
Email: wcorreia@oxfordproperties.com