

## THE RETAIL BUSINESS HOLIDAYS ACT

APPLICATION FOR EXEMPTIONVaughan Mills

(name of business) hereby applies to the Council of The Regional Municipality of York for an exempting by-law pursuant to Section 4(1) of the Retail Business Holidays Act, as follows:

| <u>Business</u> | <u>Location</u> | <u>Holidays</u> | <u>Hours</u> |
|-----------------|-----------------|-----------------|--------------|
| (see attached)  |                 |                 |              |

Enclosed in support of the application is the following (itemize all of the material submitted in support of the application):

1. Centre Facts + Trade Area
  2. Market Research / Web site
  3. Grand Opening Tenant Newsletter
  4. Mills Travel Editorial
- Continue on separate page if more space required.

Dated at Sept. 3 this 3 day of September, 2004.

Signature

General Manager, Vaughan Mills  
Relationship to business (President, Partner, Owner, etc.)

Please provide the following information:

1. Name, address and telephone number of the business.  
see attached
2. Name, address and telephone number of the contact person.  
see attached
3. The name, or a description, including location, of the tourist attraction, or attractions, relied on:  
see attached
4. If the retail business establishment to be exempted is located in the Town of Markham, the Town of Richmond Hill, or the City of Vaughan, is the business within 2 km of the tourist attraction?  
see attached

6. Please indicate the category of tourist attraction (natural; outdoor recreational; historical; cultural; multi-cultural or educational)

*see attached*

7. Is the retail business establishment directly associated with the tourist attraction? If yes, explain the nature and extent of the association.

*see attached*

8. Does the retail business establishment provide goods or services on holidays primarily to tourists?

*see attached*

NOTE: Under the Retail Business Holidays Act the Regional Council is not required to pass an exempting by-law even if the tourism criteria are met.

For further information, please contact The Regional Municipality of York Legal Department, 17250 Yonge Street, Newmarket, Ontario, L3Y 6Z1. Telephone 905-895-1231, ext. 1420, Fax 905.895.3768.

**Application for Exemption – Retail Business Holidays Act  
York Region**

**VAUGHAN MILLS hereby applies to the Council of the Regional Municipality of York for an exempting by-law pursuant to Section 4(1) of the Retail Business Holidays Act.**

Prepared by:  
Donna Owens  
Director of Tourism  
Vaughan Mills  
Tel: 905-879-1777x118

September 2/04

| <u>Business</u> | <u>Location</u>        | <u>Holidays</u>           | <u>Hours</u>                   |
|-----------------|------------------------|---------------------------|--------------------------------|
| Vaughan Mills   | 1 Bass Pro Mills Drive | All, except Christmas Day | 10:00AM to 6:00 PM (tentative) |

**1. Business Contact information:**

Vaughan Mills  
8960 Jane St.  
Vaughan, ON L4K 2M9  
Tel: 905-879-1777 Fax: 905- 879-1888  
[www.vaughanmills.com](http://www.vaughanmills.com)

**2. Contact Person:**

Carol Hyams  
General Manager  
Vaughan Mills  
8960 Jane St.  
Vaughan, ON L4K 2M9  
Tel: 905-879-1777 ext 103 Fax: 905- 879-1888

or

Donna Owens  
Director of Tourism  
Vaughan Mills  
8960 Jane St.  
Vaughan, ON L4K 2M9  
Tel: 905-879-1777 ext 118 Fax: 905-879-1888  
[donna.owens@themills.com](mailto:donna.owens@themills.com)

**3. Name/description/location of the tourist attraction or attractions relied on:**

- The first Mills centre to be built in Canada, Vaughan Mills will be one of the largest shopping and entertainment centres in the region and a destination for millions of Canadian, American and overseas consumers.
- Vaughan Mills design will be based on the design "DISCOVER ONTARIO" which will celebrate the beauty, diversity and icons of the Province of Ontario.

- The size, value and entertainment experience of Mills projects have more than just regional appeal – Mills projects have become recognized as national and international tourist destinations. Approximately 220 million people visited Mills projects in 2002. Tourist traffic will account for more than 20% of Vaughan Mills' sales volume.
- **SIZE AND LOCATION:**  
Approximately 1.2 million square feet (Gross Leasable Area) located 32 km north of downtown Toronto at the southeast corner of Highway 400 and Rutherford Road in the City of Vaughan/ York Region. 15 minute drive from Pearson International Airport.
- **OPENING:**  
November 4, 2004
- **PROJECT DESCRIPTION:**  
Vaughan Mills will combine manufacturers' outlets, top brand-name retailers and engaging entertainment in a dynamic environment that includes recreation, theme restaurants, live entertainment and interactive retailers.

During operation, Vaughan Mills and its retailers will employ more than 3,500 individuals on a full or part-time basis.

Overall Vaughan Mills will generate annually approximately \$12.5 million in taxes to the local economy.

Vaughan Mills will have a full-time Tourism Director dedicated to targeting the local, national and international tourism industry in order to build awareness and increase the number of visitors/ spending to Vaughan Mills and the York Region. No other shopping center in the GTA has full-time staff devoted to tourism marketing.

A specially designed area within the centre has been built to accommodate servicing tour group arrivals by Mills tourism staff.

Vaughan Mills will make available a convenient designated tour bus passenger drop-off and concierge area for group travelers.

**Q4. If the retail business establishment to be exempted is located in the towns of Markham, Richmond Hill or City of Vaughan, is the business within 2km of the tourist attraction?**

- Vaughan Mills itself will be a draw for tourists, however it is worth noting the proximity to Paramount Canada's Wonderland (2 km).

**Q5. Missing question on York Region application. Skip to Q6**

**Q6. Category of tourist attraction:**

- Please note, that Vaughan Mills falls into several categories of tourist attractions as defined by Attractions Ontario and the Canadian Tourism Commission: Recreational/Amusement/Entertainment/Commercial (Shopping)/Family Fun
- Tourism is defined as people traveling to and staying in places outside their usual environment for leisure, business and other purposes for no longer than one year. For Canadians traveling within Canada, a trip must be at least 80 kilometers from the traveler's place of residence to be considered as tourist travel. (Source: <http://strategis.ic.gc.ca/tourism>)

**Q7. Is the retail business directly associated with the tourist attraction? If yes, explain the nature and extent of the association.**

- Yes. Vaughan Mills will combine manufacturers' outlets, top brand-name retailers and engaging entertainment in a dynamic environment that includes theme restaurants, live entertainment and interactive retailers to produce an experience the whole family and tourists will enjoy.

**Q8. Does the retail business establishment provide goods or services on holidays primarily to tourists?**

- Yes. As a major tourist attraction, it is expected Vaughan Mills will draw visitors from over 10 million people living within a 160 km radius which encompass major centers such as Buffalo, Fort Erie and Niagara Falls. The Mills market research reveals the total number of groups per centre range as high of 4000+ groups per annum resulting in approximately 11 tour bus trips daily. Consequently approximately 190,000 passengers could be expected to visit the Vaughan Mills centre per year by means of tour buses.