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January 24, 2014

Ms. Linda Rowe
Deputy City Clerk
London City Hall, 3rd Floor
P.O. Box 5035
London, ON N6A 4L9
lrowe@london.ca

Dear Ms. Rowe: *Linda,*

I am writing to seek from City Council a tourism exemption under the Retail Business Holidays Act for Labatt Breweries' London brewery, and the associated retail store located at the brewery.

This request is timely because of the city's success in bringing the Memorial Cup to London, which will be a large draw for tourists. Labatt is a sponsor of the 2014 Memorial Cup through our top selling Canadian brand, Budweiser. London's hosting of the Memorial Cup stimulated a review of Labatt's holiday activities, and has made us realize that because of our inability to provide tours and retail services on some holidays, we are missing opportunities to connect with tourists.

By providing Labatt with a tourism exemption, City Council would enable Labatt to do the following:

- Provide guided tours of the brewery on holidays, with those tours leaving from the retail store;
- Open our retail store to the public;
- Provide opportunities for charitable fundraising activities on holidays, including on-site events such as charity barbecues and bottle-drives;
- Provide public viewing of the historic Labatt Streamliner truck (weather permitting).

It is worth noting that the legislative framework currently provides Labatt with the ability to open on some holidays, notably Boxing Day and Simcoe Day, but not others.

The Retail Business Holidays Act does provide Ontario municipalities with the ability to enact a municipal by-law permitting a retail business to open on specified holidays for the maintenance or development of tourism. The passing of such a by-law for Labatt's historic brewery, which continues to be on the same site where John Kinder Labatt began brewing beer 167 years ago, would provide for the development of tourism in London. Labatt's brewery is already an important tourist draw in London, with over 5,500 visitors taking a tour every year. We are strong supporters of London Tourism and are featured prominently on its website as a tourist draw.

Regulations under the Retail Business Holiday's Act (O. Reg 711/91) dictate the criteria that any retail business would have to meet to receive a tourism exemption under the Act. Labatt meets those criteria in the following ways:

- Labatt's London brewery is a tourist attraction which provides tours to 5,500 people per year.
- Labatt's London brewery is a historical attraction. The brewery sits on the same the location where John Kinder Labatt started brewing beer prior to Confederation. Attached to this letter, please find background material related to Labatt's history in London; many of this historical information, also available [online](#), is contained on the brewery tour.

We feel that our ability to attract tourists to the brewery for tours is greatest on four holidays designated under the Retail Business Holidays Act: Victoria Day; Canada Day; Labour Day; Thanksgiving Day. If the City wishes to provide an exemption on only some holidays, we believe those days would most closely align with the seasonal nature of tourist activity.

It is our hope that City Council would consider this request so that, if a by-law is approved, brewery tours and the retail store could be open for Victoria Day 2014 to coincide with the Memorial Cup.

Sincerely,



Chris Morley
Senior Director, Corporate Affairs

Enclosure (1)

cc: Mr. Joe Fontana, Mayor of London
Mr. Art Zuidema, City Manager