



P.O. Box 2100, Station M
700 McLeod Trail South
Calgary, AB. T2P 2M5

Dear Mayor Nenshi and City Councillors,

Re: Impact of the Plus 15 Network on Calgary Co-op World of Whiskey/Wine

Calgary Co-op World of Whiskey/Wine has been located on the Plus 15 network since 2016. As a retailer in the network, the Plus 15 is vital to our business and significant in bringing customers to our door. Because of the Plus 15 network, we have been able to establish great partnerships with other neighbouring businesses and offices nearby. The Plus 15 network also offers retail space to unique businesses, such as our own, that are not traditionally found in more conventional retail spaces (like shopping malls) and provides us the opportunity to connect with our key customer demographic.

That being said, there is also currently lost potential in being located on the Plus 15 network, as it is a challenge for new customers to locate or discover our business from other points within the network. At present, there is a lack of information and wayfinding that details which businesses occupy space within the network. The only way to find our business is to know where it is, or to walk by it, limiting discoverability.

Overall, we see the update of the Plus 15 policy as an important opportunity for improved visibility amongst potential customers. Wayfinding within the network and an online directory of businesses located within the Plus 15 network would provide immense value and the potential for increased foot traffic to our business.

Thank you for taking the time to listen to our concerns; we hope you take them into consideration as you update the Plus 15 policy.

Sincerely,

A handwritten signature in black ink that reads "Kenneth Keelor".

Ken Keelor, CEO, Calgary Co-op

A handwritten signature in black ink that reads "Jeff Ambrose".

Jeff Ambrose, Vice-President – Petroleum, Wine
Spirits Beer, Cannabis, Home Health Care and
Business Development, Calgary Co-op