

From: Dan MacIsaac [<mailto:dmacisaac@kenmacenergy.com>]

Sent: Tuesday, April 17, 2018 1:57 PM

To: Allison MacEwen <AMacEwen@irac.pe.ca>

Cc: jdoucette@kenmacenergy.com

Subject: Parkland/Ultramar Maypoint Retail Gasoline Application

Dear Mr. MacEwen

Please accept this email in conjunction with my Nov. email on the same subject as my position on the above application.

I have indicated in my earlier correspondence my objection to a new gasoline permit being issued for this location as need and convenience cannot be justified. I am very reluctant, as a free enterpriser, to object to any competitive applications but in this case I must as a competitor in a regulated market. North River Shell is only at 60% of our projections at approximately 3.5 million liters after 3 years in our new build on a location that has been in the gasoline business for more than 50 years. We are currently seeing a decline of 13% in our volume since the median construction in front of our business. We offer a clean, safe, multi-purpose outlet with a similar traffic flow as the applicant. We are providing motorist and community needs and convenience with gasoline and diesel, Air Miles, Sobeys Food for Gas program, Country Style Coffee, Mr. Subs, and a cross promotion for motorists with the car wash across the street. I would suggest the North River Petro-Canada could claim their Petro Points program and bank card discounts are also offering additional motorist options. The Parkland /Ultramar application certainly does not offer more to the motorist !

We all have to focus on the Petroleum Products Act requiring applicants to meet public need and convenience and this application cannot meet the standard as all noted services in the application are currently provided in the surrounding area. The Ultramar brand has declined in PEI in my time in the business. The closure of Ultramar sites in high traffic locations in Charlottetown(2), Summerside and Stratford to name a few, indicate that the brand has struggled on PEI. Brand loyalty could not be considered a 'need' in PEI.

PEI is very well represented in the gasoline business on a per capita basis after industry rationalization in the past 25 years..

I did not see approved entrances and exits for this site in the provided information package. I suggest a major hurdle would be the access to a 'controlled access' highway. Another hurdle is safety as PEI motorists try to adjust to roundabouts. I hope IRAC safety studies for this application cover the incident reports pre and post roundabouts in the Maypoint- North River area.

I think in conclusion, that current retail gasoline operators in the area, like us with a significant investment and lots of room for growth, are meeting motorists needs and convenience and therefore we are forced to object to this application .

Respectfully
Dan MacIsaac
Mels Enterprises