

Please provide the following information so that your request for tax relief can be added to the Council agenda:

Name of Property Owner: Rock-N-Wash® Sherwood Park Ltd. _____

Property (Address, Legal Description, or Tax Roll number of the property for which tax relief is sought)

Tax Roll # 8241004001

Legal: 0924264-241-4

Address: 370 Lakeland Drive

Contact Phone Number: (Deborah Giguere - partner) / (Sylvain Blouin - President) __ Email Address: s.giguere@rock-n-wash.com

Please select which tax relief category applies to your request (see details on reverse or in the County's *Property Tax Relief* policy:

- ☐ Error in Fact
- ☐ Tax Exempt Properties While Under Construction
- ☐ Compassionate Grounds
- ☒ Other

Removal of Penalties please .

Please provide details of the property tax relief being sought, the year it is being sought for, and what the amount is. Further details may be attached to this form. Any documents you wish to rely on, or to have Council consider, must be included as part of this request form.

We have a shovel ready project in Sherwood Park and were poised to begin construction in spring 2020 when COVID hit and all our financing was put on hold. The financiers in the US pulled back to focus on their current portfolios and the bank in Sherwood Park (Canadian Western) needed to focus in house as well due to a number of Covid related delinquent mortgages. We have sought assistance from the government to no avail and as such have had to pivot our financing efforts as to ensure the property mortgages were paid. We were forced to take out additional financing to pay excessive financing/brokerage fees against the land. As such, we have not been able to keep current with our property taxes and are now accruing thousands of dollars in penalty fees. We are seeking Property Tax Relief for the years of 2020 & 2021 and currently have \$8600.06 in outstanding penalties. Please see the attached letter and Pitch Deck for further details on the situation and our business.

Collection and use of personal information


Personal information is being collected under the authority of s. 33 (c) of the *Freedom of Information and Protection of Privacy* Act and will be used to manage and administer Strathcona County's Property Tax Relief program. If you have any questions about the collection, use or disclosure of your personal information, contact the Manager, Governance, Legislative and Legal Services, Strathcona County at 780-400-2007.

Property Tax Relief – Request for Hearing

(Page 2 of 2)

I certify that the information I have provided in this Property Tax Relief - Request for Hearing form is correct to the best of my knowledge, and that I am the property owner of the property described above, for which I am seeking tax relief:


Signature – Property Owner


Date

Once complete, please return this form to Strathcona County's Legislative and Legal Services Department. The Legislative and Legal Services department will be in contact to set up a hearing date in front of Council.

An application for property tax relief must be presented to Council at a regular Council meeting. Council will consider the request and make a decision. In making its decision Council will consider the impact of the property tax relief on all property tax payers in the County. Presentations, deliberations, and decisions will typically be conducted in a public Council meeting.

Further information can be found in Strathcona County's *Property Tax Relief* policy, found on the County's website.

Council may consider tax relief applications that fall into one of the following categories:

Error in Fact

- only applicable to objective and material errors such as building characteristics or tax-exempt status, but does not include subjective property valuation assessment matters
- only available for the current or prior taxation year

Tax Exempt Properties While Under Construction

- request must be made by a tax-exempt organization
- construction must currently be in progress on facilities on the property that will be used for a tax-exempt purpose upon completion of the construction
- only applies to up to three consecutive taxation years

Compassionate Grounds

- a death or critical illness in the family has made it difficult or impossible to meet the tax obligations, and a late-payment penalty was incurred as a result
- only applies to the penalty portion of the tax assessment, and only to the current taxation year

Tax relief requests that do not fall into these three categories may require additional evidence to demonstrate that granting relief will not result in an undue burden on all other property tax payers in the County. These requests may be made to Council in the "Other" category.

Council will generally not grant tax relief in the following circumstances:

1. Taxes imposed for the designated industrial property requisition.
2. Taxes or penalties relating to more than one prior taxation year.
3. Amounts added to the tax roll that do not relate to the annual property assessment and taxation process, including but not limited to:
 - a. charges arising from the tax recovery process;
 - b. unpaid violation tickets;
 - c. utility consumption or installation charges; or

- d. any penalties, interests or other charges related to those amounts.

Collection and use of personal information

Personal information is being collected under the authority of s. 33 (c) of the *Freedom of Information and Protection of Privacy Act* and will be used to manage and administer Strathcona County's Property Tax Relief program. If you have any questions about the collection, use or disclosure of your personal information, contact the Manager, Governance, Legislative and Legal Services, Strathcona County at 780-400-2007.



March 16, 2021

Strathcona County Council
2001 Sherwood Drive
Sherwood Park, AB T8A 3W7

RE: Property Tax Relief

Dear Council,

My name is Deborah Giguere and I am a Sherwood Park resident of 17 years. I, along with my business partner Sylvain Blouin, have been working with the Strathcona County for the last 2.5 years on a new, innovative, zero net greenhouse gas emission, medium sized company / facility in Sherwood Park (Rock-N-Wash® Sherwood Park Ltd). It is a 50's & 60's themed multiservice retail/car/truck/RV site with 10 complementary services. The business model is proven and has already disrupted the Canadian car wash industry. In fact, we have received five Consumer's Choice awards five consecutive years at the first site in Edmonton. This new facility is not only unique with its multiple service offering, it is THE most innovative multi-wash facility in the county. We can achieve a net zero power consumption by using 894 renewable energy solar panels along with a co-generation heat and power unit.

After 2 full years of R&D, design, etc., we were completely ready to break ground in spring 2020. Everything was in place: the permits, construction loan term sheet from Canadian Western Bank in Sherwood Park, tender was completed, budget in place, drawing adjustments, and a full team in place.

Additionally, we had an investment bank out of Boston & LA (Capestone Headwater) prepared to raise additional equity not only for the Sherwood Park site, but multiple additional locations for our Canadian expansion (15 sites in AB alone). Then COVID-19 became our new reality and all funding was pulled. CWB backed out as they were dealing with several mortgages in default and Capestone Headwater put the brakes on investing into new deals, into Canada, to focus and protect their internal existing portfolios. With ongoing fixed costs to carry the project and now expected funding pulled, we were forced to look to the emergence of varied COVID relief funds. Unfortunately, due to our "pre-revenue" for this new site, we were not eligible for the vast majority of funds (wage subsidy program, commercial rent subsidy program). We have received minimal support via CEBA only to date.

Here we have a shovel ready project that will inject millions back into the Strathcona County and Alberta economies, provide contracts to 51 Alberta based companies and employ (approx. 200 jobs), using

Canadian product and vendors at every opportunity to support our economy even though we can buy cheaper via the USA. COVID did a real number on many companies, that is understood. Since COVID put an abrupt halt to our progress, we had to take on more debt to carry our costs and this is crippling us. All we are asking for is some help.

We are asking to have our property tax penalties for 2020 and 2021 waived as we continue to do all in our power to secure the necessary financing to start construction as soon as possible. Our goal is to get back on track as to contribute to the local economy and provide jobs. We have accrued \$8600.06 in penalties for the 2020 year to date.

We look forward to hearing back from you.

Attached is a short deck of information about our business so you can better understand how unique our service offerings are and the level of consumer's support we have awaiting for this new site to open.

Sincerely,

Deborah Giguere
Owner/Operator

Sylvain Blouin
Founder – President



ROCK-N-WASH®

REVOLUTIONIZING THE CAR WASH EXPERIENCE®





CURRENT CANADIAN OFFERING

- Negative environment impact – water consumption – green gas emission – phosphate based chemicals – contaminants flowing into city sewer system
- *66% of the 4000 car washes are owned by national gas stations
- Antiquated payment methods – tokens, coins, time charge, some credit cards
- Lack of quality standards & alternative options for the consumers
- Wash experience ranges from very poor to – at best, neutral
- Primarily self-wash bays & rollover automatic (long wait)
- Very fragmented – no independent national brand





NEXT GEN CAR WASH

- ESG Stewardship - **353+** Tons CO2/Year Aversion + Proprietary **100%** Water Recycling Technology
- A Proven Innovative & Disruptive Business Model
- **10** Complementary Recurring Revenue Streams
- **35%** Above Industry Average Revenue Per Ticket Transaction
- Patented Drive Thru Self-Wash Bays Design (High Flow Ops Model)
- Proprietary Revolutionary Payment Technology

Parameter	Rock-N-Wash®	Traditional Car Wash
Water Recycling Technology	With recycling, consumption reduced to 35 M Liters/Year	With no recycling, consumption is 59 M Liters/Year
Renewable Energy Optimization	LED Lighting - Motion Sensors 894 Solar Panels - VFDs Usage ~50,000 kWh/Year	Incandescent Lighting No Solar Usage ~385,000 kWh/Year
Chemicals Selection	100% Biodegradable	Non-Biodegradable Phosphate
Mud Removal & Sewer Discharge	Non-contaminated soil/water Oil & Grease Separator Hydrocarbons & Metals Removed	Most facilities have contaminated soil and discharge contaminated water to the communities



18 DRIVE THRU SELF-WASH



4 TRUCK/RV BAYS



AUTOMATIC TUNNEL



RETRO DINER



RETAIL STORE



FULL DETAILING SERVICES



SELF-DETAILING



UNDERCARRIAGE RAMP



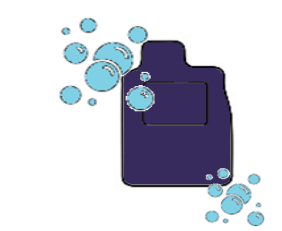
PET WASH



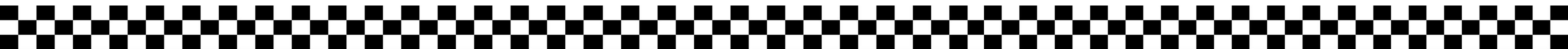
SANI-DUMP STATION



FREE VACUUMS

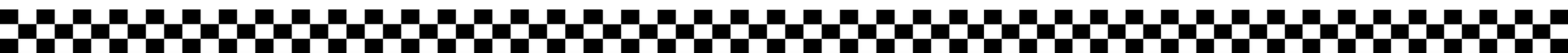
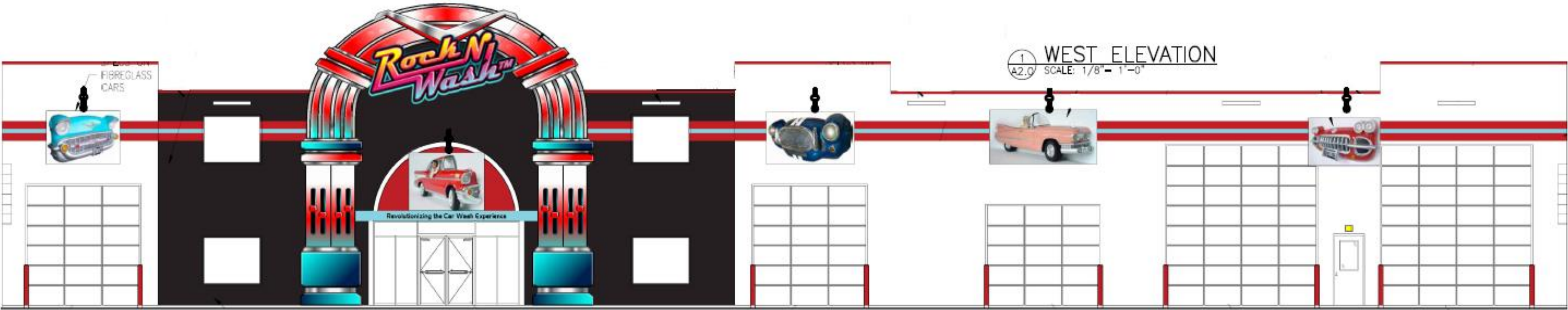


MAT CLEANING



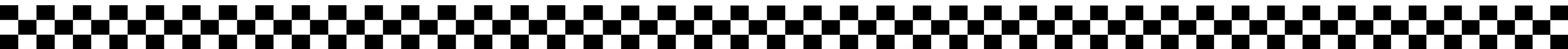
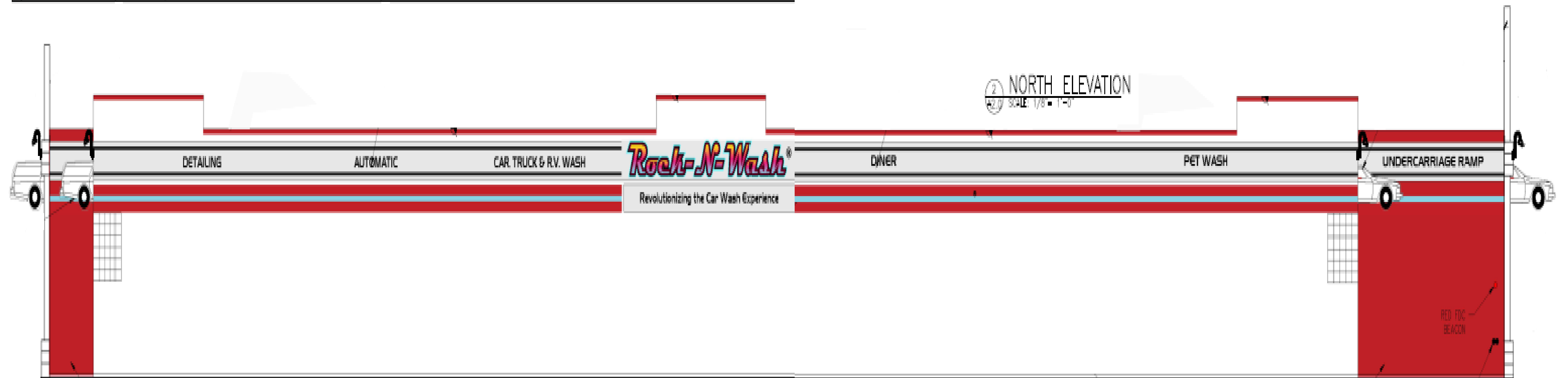
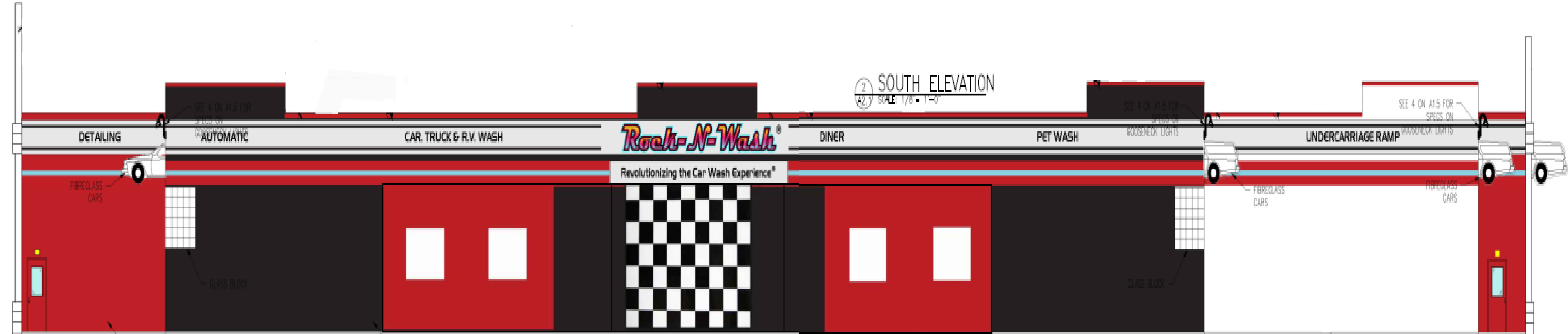


SHERWOOD PARK APPROVED ELEVATIONS





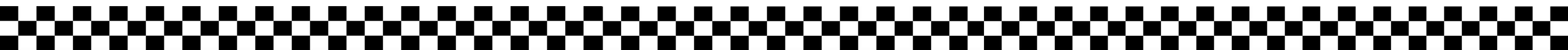
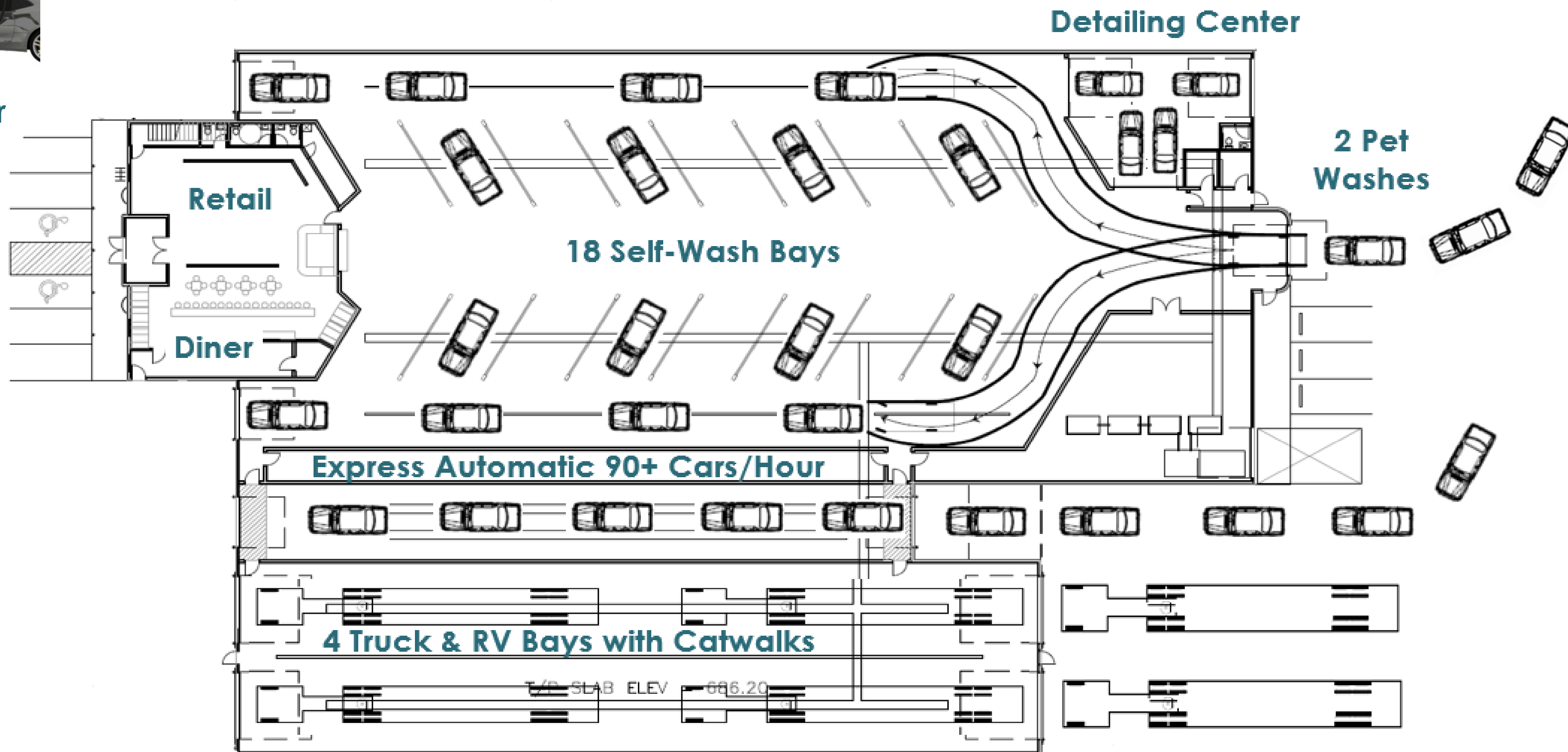
SHERWOOD PARK APPROVED ELEVATIONS





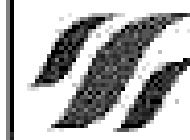
PATENTED DESIGN: COMPETITIVE ADVANTAGE

Rock-N-Wash®'s unique patented 3-door design allows for drive-through bays, resulting in an easy, stress-free and safer experience





SHOVEL READY SITE SHERWOOD PARK - ALBERTA



STRATHCONA COUNTY Development Permit

APPROVED

Decision



Flying J Truck Stop, 1.3km from Rock-N-Wash®
No Truck Wash Facility

Surrounded by Numerous Commercial Businesses with
Fleet Vehicles, High Potential for Fleet Accounts
Relationship

Close Proximity to New Residential Condo
Developments, Hotels, Hospital and Shopping Center

Chevrolet Dealer – Detailing Services

Best Western Plus Hotel – No Restaurant, No Bar

[Millennium Place](#), 237 Meters from Rock-N-Wash®
3 Million Visitors Per Year

Measure distance
the map to add to your path

Total distance: 1.16 km (3,805.74 ft)



STATE-OF-THE-ART *PROPRIETARY* PAYMENT TECHNOLOGY

Rock-N-Wash®'s effortless payment system offers convenience, flexibility and robust reporting while revolutionizing the consumer experience

The system enables the following benefits:

- ONE SWIPE PAYMENT CARD
- TOUCHSCREEN INTERFACE
- FLEET CARD WITH PIN
- LOYALTY & GIFT CARDS
- COUPONS
- CREDIT CARD PAYMENT
- TAP PAYMENT
- FREE B-DAY WASH
- AUTOMATED FLEET RECEIPT
- E-MAIL RECEIPT
- FLEXIBLE PRICING
- RADIO FREQUENCY
- VIDEO MARKETING
- COINS (NO TOKENS)

Proven state-of-the-art touchscreen payment card programs were used by 94% of clients at Rock-N-Wash®'s original location*

[Click HERE to see POS in Operation](#)





DISRUPTED THE CANADIAN CAR WASH INDUSTRY

Convenience & Car Wash Canada

NOVEMBER | DECEMBER 2013

Serving the Convenience, Carwash, and Petroleum Industries



Edmonton's New Rock N Wash™ – Better, Cleaner, Faster

Snack Attack – The excitement continues
Hot Beverages

Lottery Sales – More than luck
10 ways the guarantee your best people quit



Sylvain Blouin – Rock n Wash™



Rock-N-Wash™ Looks to Innovation

Sylvain Blouin of Rock-N-Wash™ wanted to bring innovation to his car wash through leading edge chemistry and solution application systems.

know that every wash is getting the same amount of each product each and every time, thus ensuring better wash experience.

In promoting environmental stewardship, how did Lustra and SAS fit into your goals?
It helped me convince the authorities that

GRAND OPENING

BIG BOPPER OF THE CARWASH INDUSTRY



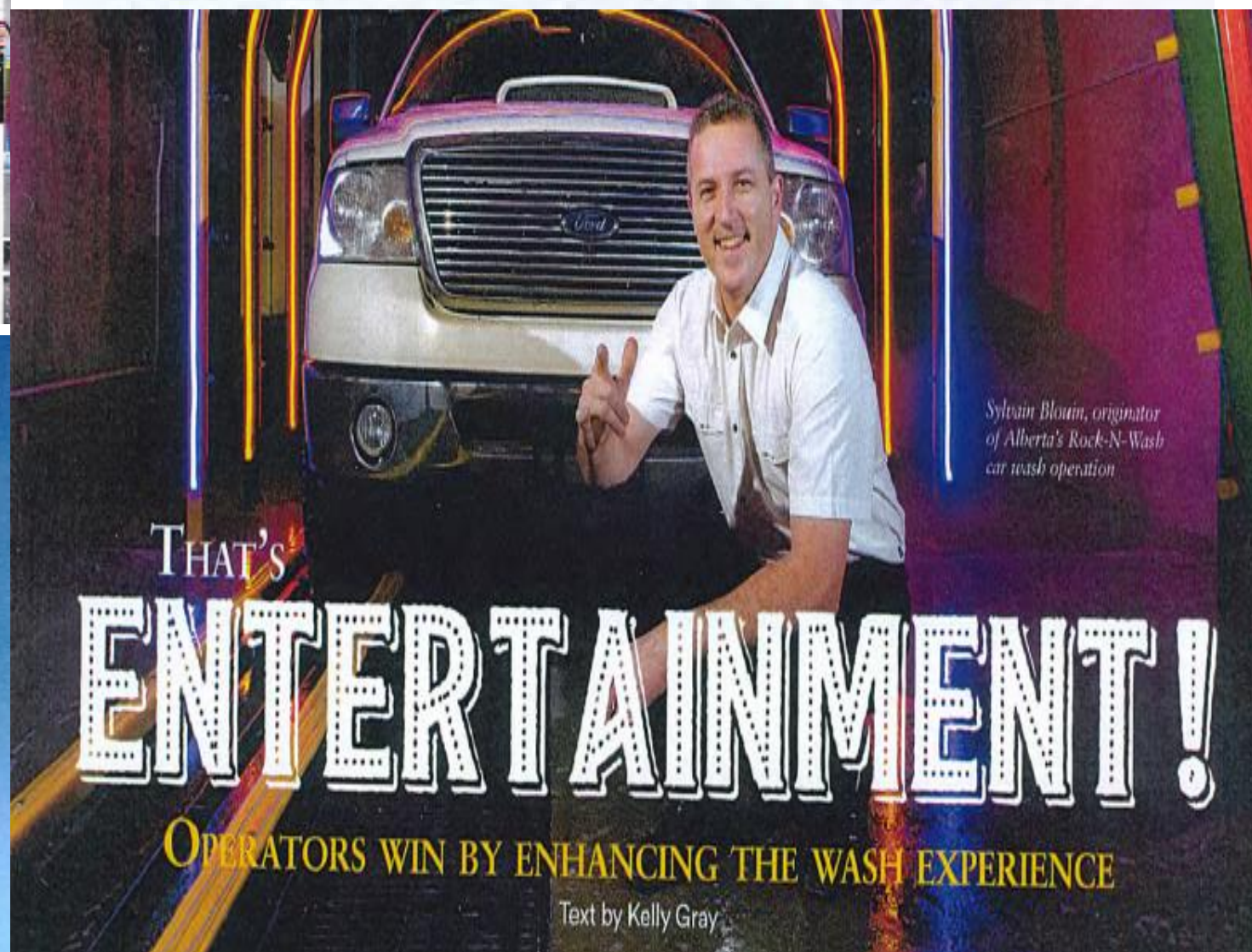
Better, Faster, Cleaner

Edmonton's Sylvain Blouin made a promise to open the country's number one carwash. Now he will prove just how good his Rock n Wash™ is—one car and truck at a time.



CONVENIENCE & CARWASH CANADA 27

Innovation drives market



Sylvain Blouin, originator of Alberta's Rock-N-Wash car wash operation

THAT'S ENTERTAINMENT!

OPERATORS WIN BY ENHANCING THE WASH EXPERIENCE

Text by Kelly Gray

“Rock-N-Wash™ has essentially raised the bar of professional vehicle washing in Alberta and the expectations for both consumers and the municipality.”



ENVIRONMENTAL STEWARDSHIP

St. Albert
Gazette

A new precedent

“Rock-N-Wash™ has essentially raised the bar of professional vehicle washing in Alberta and the expectations for both consumers and the municipality,” says Hirsh.



ECO-WASH – Rock-N-Wash Edmonton owner Sylvain Blouin
Photo credit: BRYAN YOUNG/St. Albert Gazette

LOCAL NEWS

New car wash rocks out for environment

County man pulls off first legal use of grey water in province

https://www.youtube.com/watch?v=pkBfQV_cj_Q

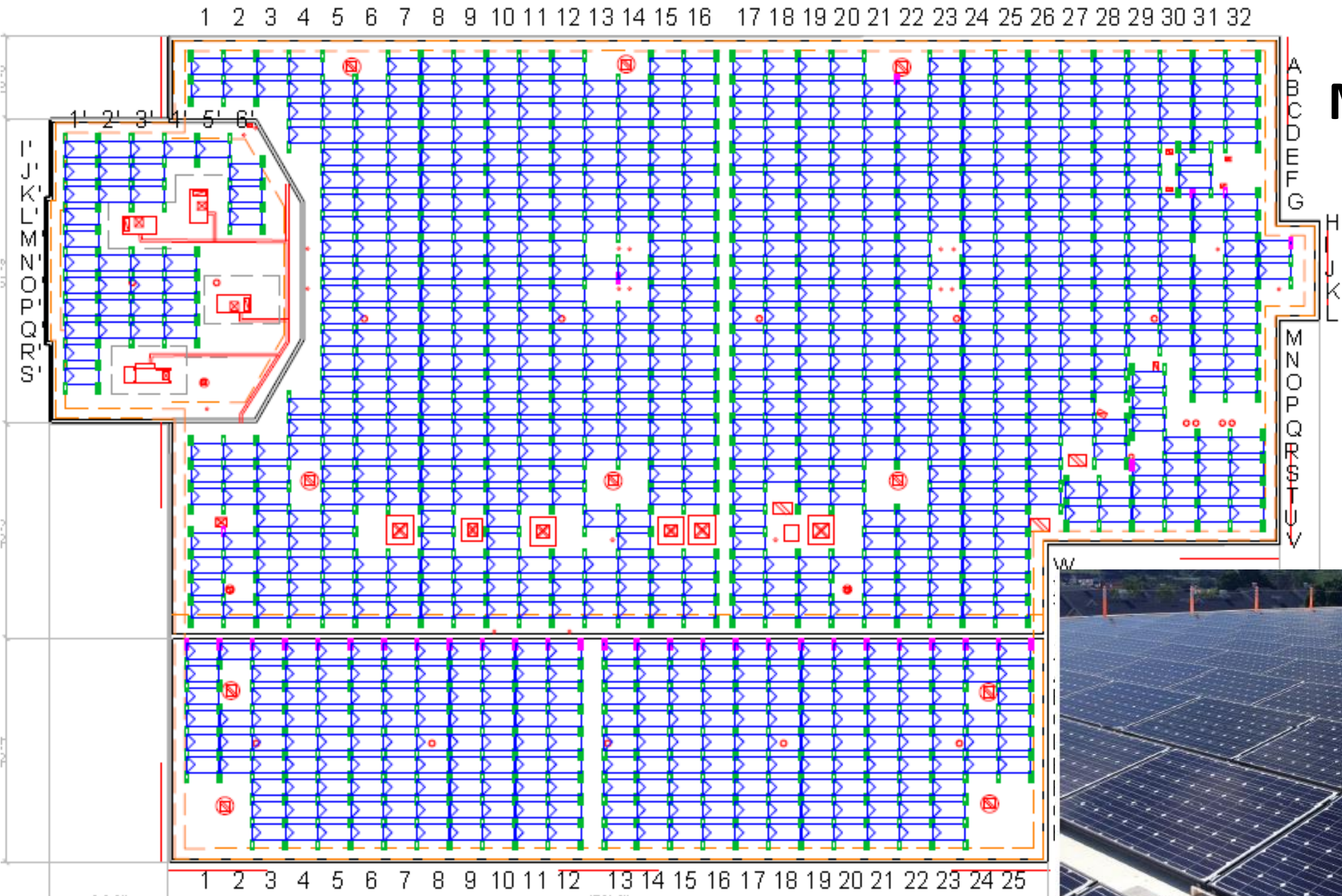
→ A St. Albert-area businessman has just done what no other Albertan has (legally) done before: used grey-water in a car wash.

UNCHARTERED WATERS



ROCK-N-WASH™ IMPLEMENTS ALBERTA'S FIRST
GREY WATER RECOVERY SYSTEM BY NIKKI LOCKINGTON

It's been two years in the making, but Sylvain Blouin's vision of a 50s- and 60s-themed car wash is finally a reality. Rock-N-Wash™ opened its doors this past fall, offering Edmonton customers a modern wash site with all the bells and whistles.



MICRO-GENERATION
894 SOLAR PANELS
CAPACITY OF
361 KW





COMMUNITY SOCIAL RESPONSIBILITY



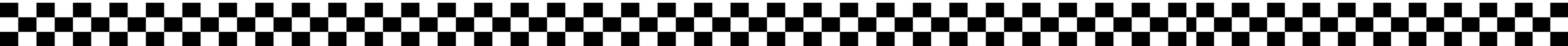
- Fund Raising For Medical Equipment
- Supporting Local Santa Anonymous
- Hosted BBQ For Local Bike Club
- Offered Upstairs Lounge To Local Car Clubs, Birthday Parties, Meetings Etc.
- Silent Auction Donations
- Show & Shine Event Hosting
- Cruise & Drive In Movie Nights
- Donation Of Empty Bottles To Charities





EXPERIENCED TEAM READY TO EXECUTE

Rock-N-Wash® Management Team	
Sylvain Blouin President - CEO	<ul style="list-style-type: none">*Proven track record of innovation and disruption in the fragmented car wash industry*Corporate management experience obtained during tenure with Fortune 500 organization (Dell)*Expertise in business process improvements, and developing client relations*25+ years of successful business and leadership experience
Deborah Giguere Director of Operations	<ul style="list-style-type: none">*Proven history of innovative management and developmental strategies*Driven leader with evidenced track record of enhancing operations via in-depth analysis*25+ years of entrepreneurial and management experience in both corporate and private industry*Talented at developing strategies and communications to help businesses reach and engage target audiences
Stuart McPhail COO	<ul style="list-style-type: none">*Skilled executive with an extraordinary record of sales and marketing management*Solid track record of blending best practices in operations and sales*Created highly efficient and effective teams leading to strong competitive advantages in new developing companies*Strong financial experience in private equity structures
Rock-N-Wash® Expert Advisory	
Darcy Ray Operations Manager	<ul style="list-style-type: none">*Over 20 years of industry experience, expert in pumps and pressure*Management of 100+ self-wash bays per year
John Downey General Manager	<ul style="list-style-type: none">*General Manager, Rockyview Industries*Overseeing of 70 wash locations; designing, installing, and repairing self-wash bay equipment
Nadine Morris Marketing	<ul style="list-style-type: none">*Marketing and branding counsel with Powerhouse Inc.*Sales and marketing experience with J&J Inc., managing clients such as Walmart and Loblaws





MULTIPLE REVENUE STREAMS ADVANTAGE

Dollars spent per visit were significantly higher at Rock-N-Wash® than at other car wash facilities due too: breadth of service offerings, convenient proprietary POS technology, patented design, unique & fun consumer experience.

35%*

ABOVE INDUSTRY AVERAGE
REVENUE

*Based on original Rock-
N-Wash South Edmonton
location actual sales



- TIRE FILL
- TIRE SHINE
- FOAM WAX
- FRESH SCENT
- DRY CARPET SHAMPOO
- STEAM CLEAN

\$12.23
vs \$9.07*

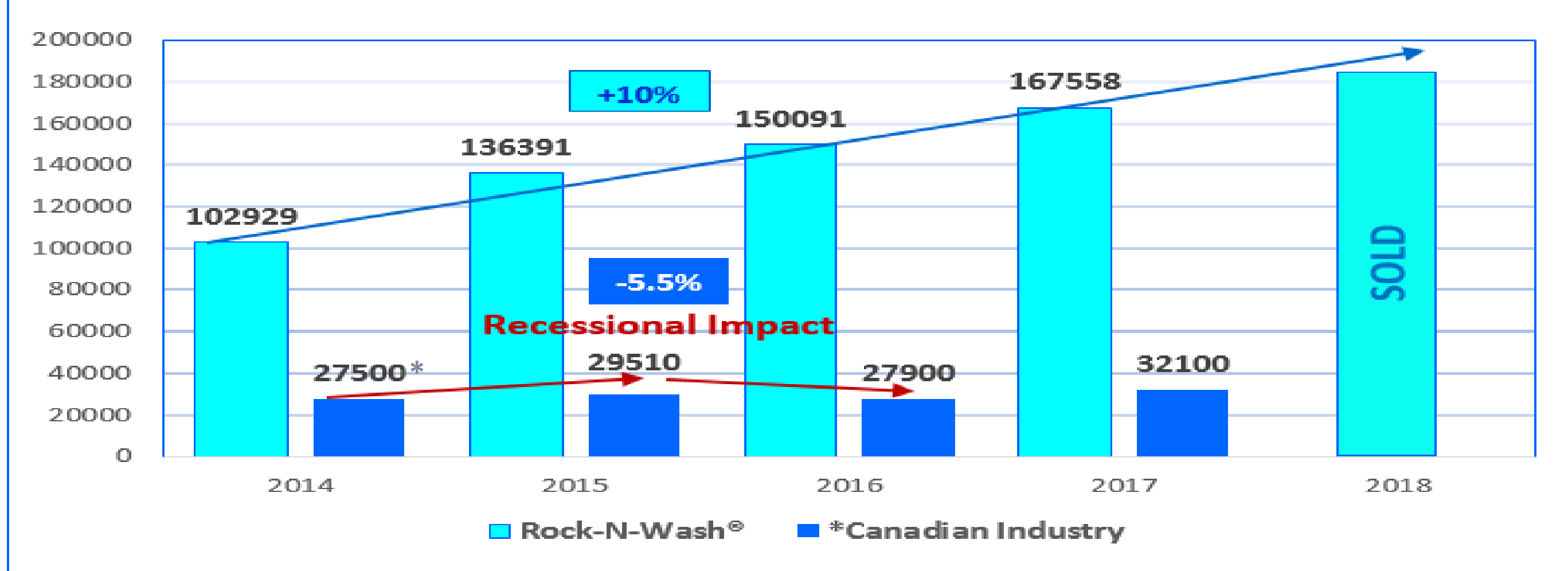
RNW COMPARED TO LEADING
COMPETITIVE CAR WASHES AVERAGE
TICKET SPEND

*As per Canadian Car
Wash Association Q1-Q4
2019



PROVEN DEFENSIVE BUSINESS MODEL

Car Wash Transactions Per Year



Complementary Recurring Revenue Streams

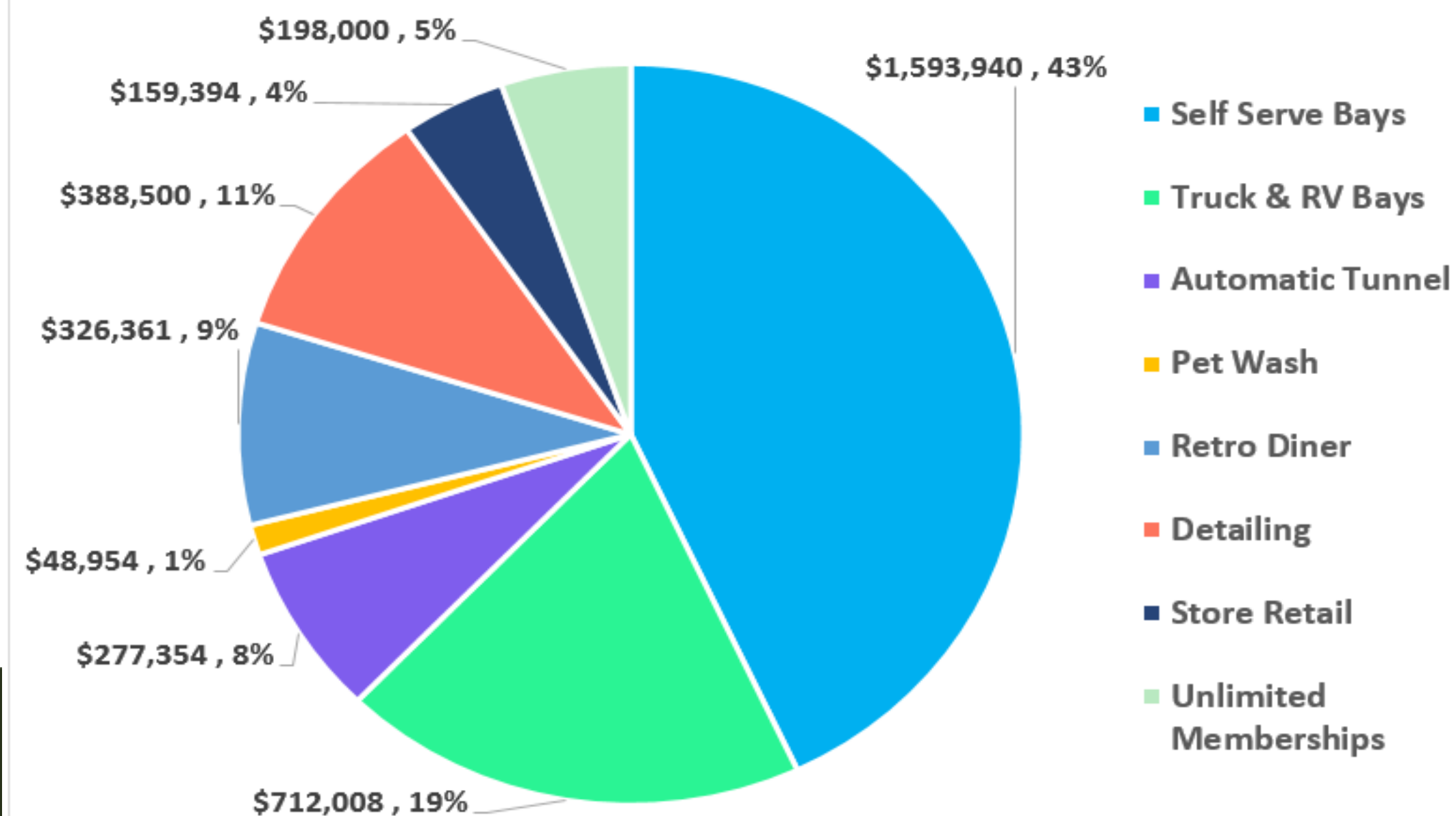
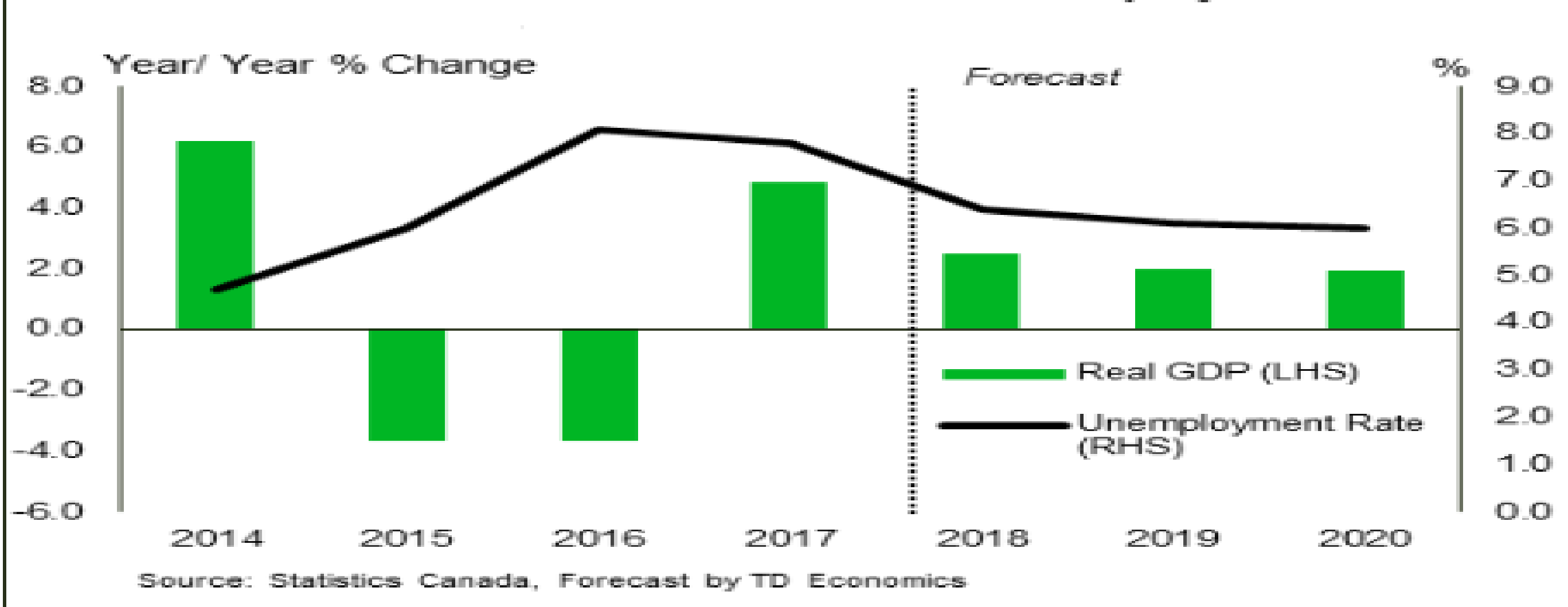
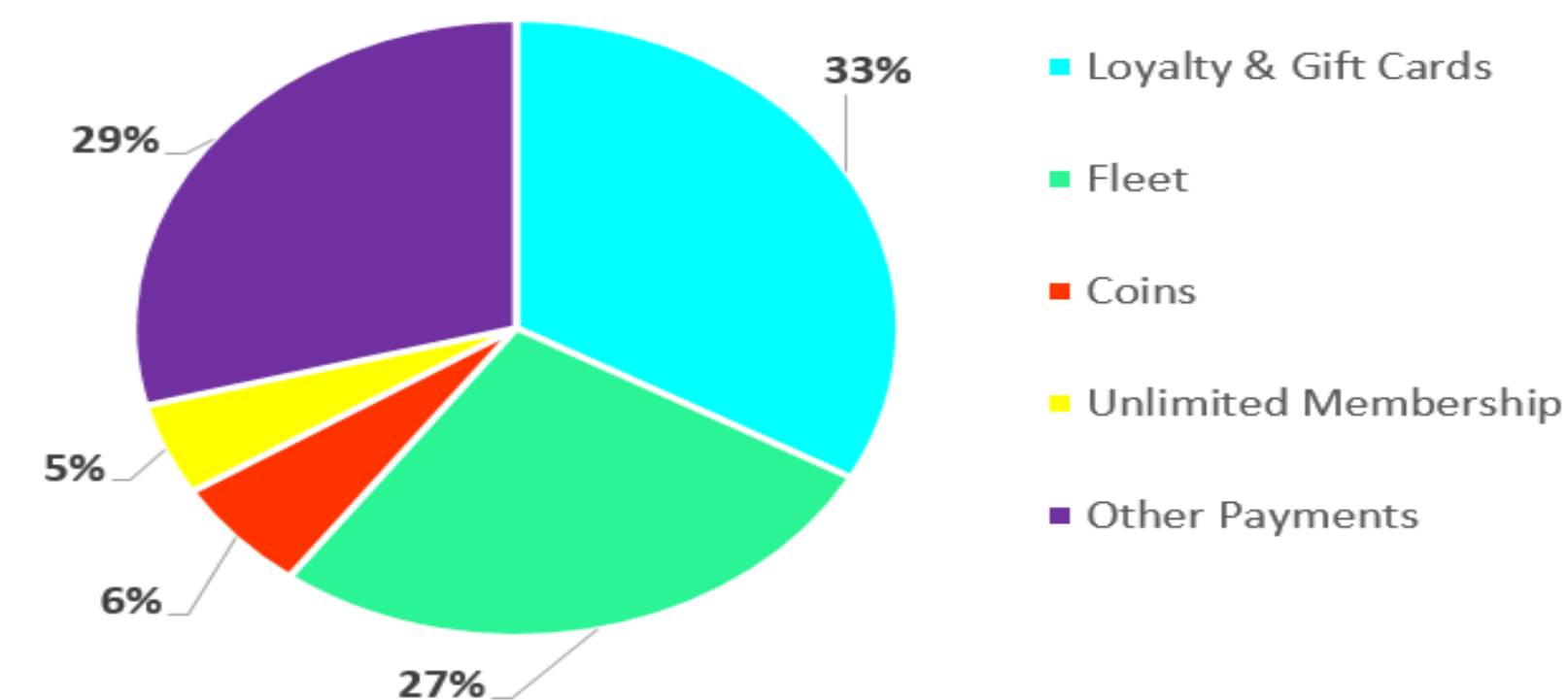


Chart 1: Alberta's real GDP and unemployment



70% Recurring Loyalty Revenue



*As reported by the Canadian Car Wash Association, based on 780 Car Wash Outlets



THOUSANDS OF LOYALTY CLIENTS WAITING FOR EXPANSION



Thanks. I miss taking my vehicles to you. Please let me know when you open.



Hey Sylvain. Any locations open today? Or just the Sherwood one? St. Albert maybe?



Good to see you guys are nearing your final DPs!

Can't wait to use rock n wash again!

I'm sure PDS is happy to have permits to look at that aren't just cannabis retail right now!



That is soooo sad, that's where a coworker and I loved. Close for us...when does the Sherwood Park location plan to be open?



We can't wait! Was the only car wash we used to go to haha



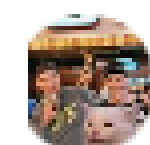
okay thank you very much for the quick responses and i cant wait to try yopur new location



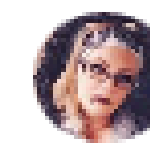
Most likely. Thank for not closing. Literally the best place to wash my babies.



Hey Sylvain 😊, when does the car wash open up???



is your Sherwood park location going to be open come winter?



Hi, I was wondering if you guys have opened a shop yet? I've heard great things about you but not so great things about the people that took over your other shop.



Hello, Just wondering if there is any news about the new location in Sherwood Park? Also, did I see correctly there is another location opening? Where will that one be? Thanks, Jessica



When is the new location opening up 😞



Any luck on a new location



You guys going to be reopening? I refuse to go to The Wash Factory because it just isn't the same...



Oooh okay that explains it, I'll see you there when it opens



I cant wait till you guys are open its gonna be awesome I bet



Awesome. Where is the location. I live in Sherwood park can't wait for you guys to open.



FLEXIBLE MODEL – MARKET OPPORTUNITY

2021 – 2027 Growth Plan

1. Sherwood Park - AB
2. Edmonton South-West
3. Edmonton North-West
4. Edmonton North-East
5. St. Albert
6. Calgary South-East
7. Calgary South-West
8. Calgary North-East
9. Calgary North-West
10. Grande Prairie
11. Red Deer
12. Saskatoon East
13. Saskatoon West
14. Regina East
15. Regina West
16. Winnipeg East
17. Winnipeg West
18. Kelowna
19. Kamloops
20. Prince George



Market Size



\$933m*



\$11bn*

*IBISWorld market research

ROCK-N-WASH[®]

REVOLUTIONIZING THE CAR WASH EXPERIENCE[®]

Sylvain Blouin – President - Founder

722 or Sylvain@Rock-N-Wash.com

Notice To Reader: This document contains trade secrets, proprietary information of Rock-N-Wash[®]'s unique design, service offerings, technology, historical and forecast revenues, company structure etc. The disclosure of this information without prior written authorization by Sylvain Blouin might be harmful to Rock-N-Wash[®] and as such, is prohibited.