

# ATTACHMENT F

## LETTER OF RATIONALE / COMMUNITY IMPACT STATEMENT

### Summary

The purposes of the Business Plan Overview is to establish systems and procedures to ensure public safety and compliance is managed along with all store assets including The Cannabis Store's people. The business intends to operate in full compliance of all local, provincial and federally regulated laws and policies and furthermore, The Cannabis Store wishes to set a high standard for both compliance and retail management.

### Location

The proposed store is located at 350 Terminal Ave, a commercial center as designated by the City's Official Community plan. There is a minimum separation of 200m from any school or licensed daycare. There are not surrounding family-oriented facilities or common centers either.

Additionally, at the time of this application there are no other locations within 200m from the propose site. City staff indicated prospective inquires from applicants at:

52 Victoria

140 Terminal

110 Terminal

25 Front

78 Warf Street – this would be within 200m. City staff have indicated this application has not yet been submitted at the time our submission was accepted.

### Building Site

The location is consistent with commercial retail area within the immediate and surrounding area. The applicant has purchased the building and will enhance both the surrounding area aesthetic the building itself by conducting extensive renovations. The applicant and ample parking located within their site to meet the needs of its guests.

### Hours of Operation

The applicant is proposing hours of operation from 9am – 11pm Monday thru Sunday. These hours have been regulated by the Province of British Columbia and are in keeping with the liquor store hours of operation.

## Employees

The applicant intends to have approximately 8-10 employees dedicated and certified to work within the store. Employees will be on a management created schedule and will be placed depending upon daily sales volumes. The Cannabis Store believe its employees are the stores first line of defense to deter theft and mitigate possible risk. It will be The Cannabis Store's goal to hire those who are passionate about the industry and truly engaged to educated and provide knowledge to consumers. In this new and emerging industry, it will be critical to ensure consumers are aware of safety and learn about safe use and product information.

Staff will be trained to greet every customer who enters the store. It will be the teams responsibility to engage in a dialogue to assist the customer and to further educate and provide an enhanced experience. It is the applicants experience that when consumers are engaged at initial entry, risk with respect to safety and theft becomes greatly within the store.

## Minors

At no time will minors be permitted to enter the premises. Policies and procedures will be in place to give staff the tools to detect underage people and ensure no cannabis is sold to a minor.

## Daily Operating Procedures

All employees of The Cannabis Store will hold the mandatory provincial accreditations both in security and social responsibility prior to commencing work within the business. The Province of British Columbia mandates its security verification program via the LCRB Terms and Conditions Handbook.<sup>1</sup> Each morning at approximately 8:30am an authorized employee will prepare the retail space in accordance with The Cannabis Store Opening Procedure Guidelines. The intrusion alarm system will be disarmed to allow the employee to prepare the store and generate the float for the day.

A secondary employee will arrive at 8:45am to assist with the opening procedures. Depending upon the store sales and volume, there may be additional staff on rotation via the predetermined schedule to ensure the high standards of the organization with respect to guest services are met.

---

<sup>1</sup> As mandated by the Province of British Columbia, all employees of a non-medical cannabis store must hold a valid security verification from the province AND have completed the mandatory social responsibility course.

Store hours are proposed to be 9am – 11pm Monday thru Sunday. Based upon the LCRB maximum hour provision.

At 9am precisely, the store will open to the general public for business. An employee will unlock the front door and commence business operation. It should be noted that the cannabis storage room, will remain locked unless a delivery is being received. All deliveries will arrive via the front door and will be deposited immediately into the secure cannabis storage room.

Guest of the Store will enter the main retail space to shop. They would be greeted by an employee and assisted directly. At no time will the customer have access to cannabis products. Cannabis will remain in a locked display case until it is selected by a consumer and then removed by the employee to finalize the sale.

At precisely 11pm each night the store must be closed and no sales are to take place after these hours. Any customers within the store at 10:45pm, will be given notice that the store will be closing in 15 minutes. They will be advised to select their items and depart with their purchase prior to 11pm.

## Inventory

All inventory will be ordered from the government of British Columbia run cannabis distribution branch. Orders will be placed, based upon direction from the LDB and based upon store sales volume. It will be the applicant's intent to limit the amount of product within the store to maintain security. There will not be large storage reservoirs of product. Inventory will be in a first in, first out model to ensure freshness and quality.

Additionally, product will be stored in a secure and safely locked storage area. This area is only permitted to be accessed by employees and remains locked when in use.

## Disposal of Product

Should the need arise for disposal and /or destruction of product, such as a customer return or small amounts of product on display, the applicant intends to implement secure composting. Specifically, any product that needs to be destroyed will be placed into a safe and firmly secure storage composting bin. It will be mixed with food waste compost where it will naturally be broken down. The large, heavy receptacle will be housed where other exterior garbage bins and refuse from the pub and liquor store are kept; however, it will be inside of a secured, locked refuse area that can only be opened by designated store personnel of the licensee.

All inventory being disposed of will be recorded and tracked within the inventory and best practices log book.

## Cannabis Accessories

The store will also carry a mixture of various cannabis accessories as outlined within the LCRB Terms and Conditions manual. These accessories change from time to time depending upon consumer purchasing habits and demand.

## Point Of Sale

Most consumers today spend their money via debit and credit terminals. It is not expected a large amount of cash will be utilized for purchases. There will be two Point of Sale systems on site to ring through customers. Each system will have a float on hand of \$250 to make change. When the POS is not in use, i.e. after hours, the cash will be stored within the secure safe located within the secure storage area.

## Signage

The applicant plans to install exterior signage with the company branding / logo. Signage will be back light and showcase a professional retail business and will comply with all municipal sign bylaws.

Further, eyelevel signage will appear at the exterior door. Exterior signage will read:

- “No Minors Permitted At Any time”
- “Location Under Video Surveillance”
- “No Loitering / No consumption on premises”

## Positive Community Impacts

The applicant has purchased the building they are proposing to place the non-medical cannabis retail store. They will be investing in the building including the surrounding landscape of the area. Exterior and interior renovations are planned to further enhance this area of the community.

The applicant is focused on community support and engaging with surrounding business owners to develop the area. There will be a focus on hiring local passionate people who wish to educate consumers and who have a focus on public safety and community inclusiveness.

## Nuisance Behaviours

Consumers tend to travel via vehicle and will park within the designated stalls on the property. While it should be noted, there would be a walk-up consumers to the store, it is not expected that most consumers would be walk up. It is the applicant's strategy to have

consumers make a purchase, go back to their vehicles and depart the premises. Noise caused by the retail store is not expected to impact the surrounding area.

To further address and mitigate any noise concerns to surrounding residents and/or businesses, The Cannabis Store will have a policy that no queuing and/or loitering may occur outside the cannabis retail store at any time. As noted above, the Signage will also be in place to clarify this for passersby. Staff on schedule and management will monitor the exterior of the building byway of installed surveillance systems and perimeter walking.

The Cannabis Store will also create an inviting exterior that will be warm and welcoming to retail consumers. The applicants have purchased their building and plan to invest significantly to enhance the exterior aesthetic. Large format exterior lighting from the signage will be on display. Based upon province regulations, the glass to the store must be opaque and daylight will promote a positive safe environment.

Within the store, all cannabis products for resale are kept under lock and key. All items are packaged in the original packaging provided by Liquor Cannabis Distribution Branch. It is not expected that there will be a large odor nuisance within the retail store do to the locked up packaging and secure storage. However, the applicant will be investing in HVAC equipment to ensure no odors are immitted and to further mitigate any concerns to surrounding neighbours.

The Cannabis Store has a zero-tolerance policy for consumption on premises. Customers will be made aware of the policy both by communication from staff and via signage. All City of Nanaimo bylaws will be strictly adhered to.

## Community Contribution Plan

Should the applicant have a successful application within the City of Nanaimo, they would be pleased to provide the City with a Community Contribution of \$10,000.

The applicants are passionate about enhancing the aesthetic and social facilities within the City. The applicant envisions the funds to be directed towards Parks for the community. The applicant is also extremely open to engaging with a dialog on how best to spend these funds. It's not clear if the City is focusing on adding or enhancing parks currently. If there is something the City deems to be of higher importance, we would welcome the opportunity to further discuss a better direction for the funds.