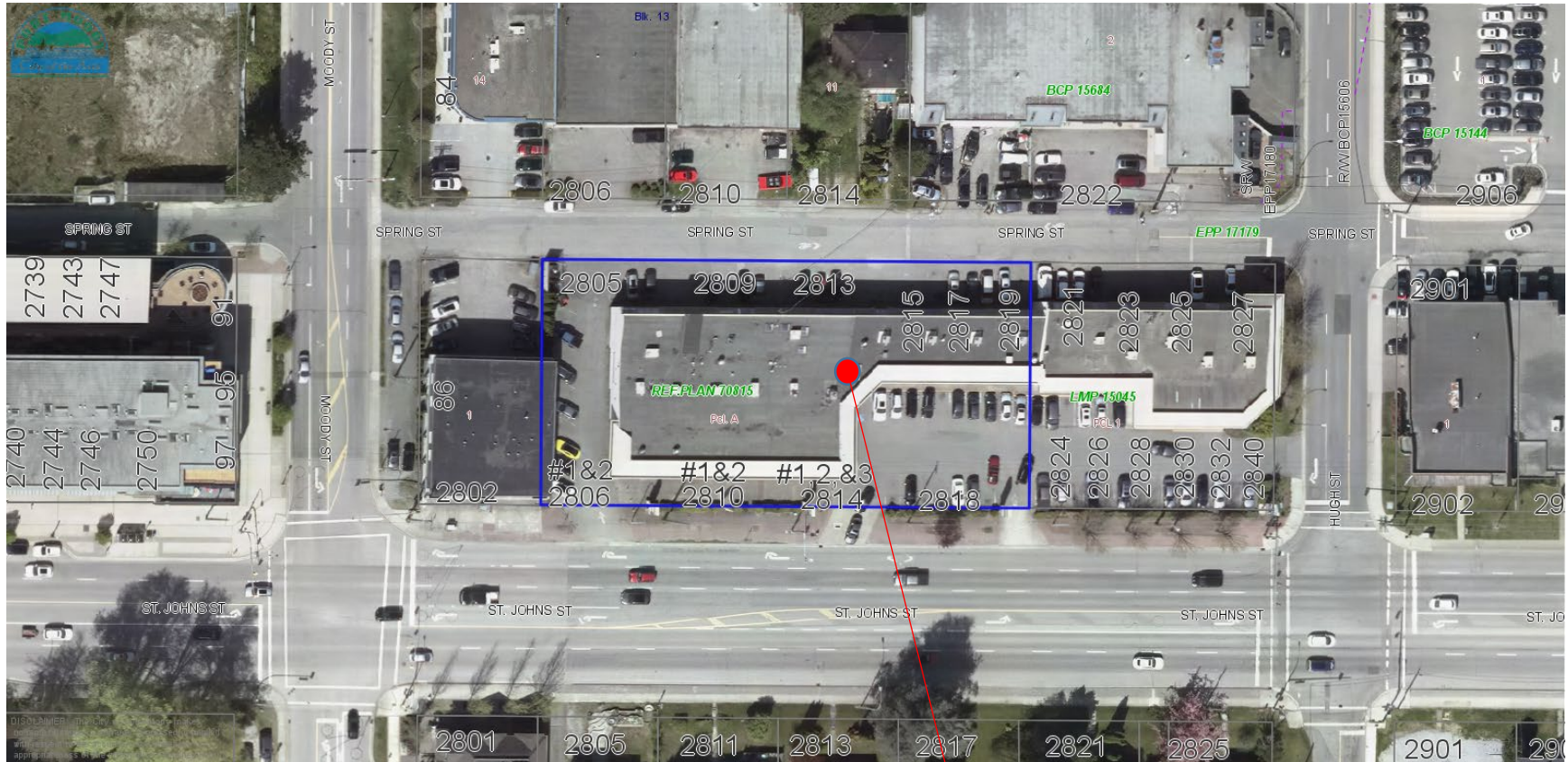


Summary of Kiara – 2816 St John's Street



Proposed location



RENDERINGS OF STORE SIGNAGE – 2816 St Johns Street

Images of the proposed signage for the Kiaro cannabis retail store at 2816 St Johns Street, Port Moody



Front elevation of building showing customer entrance and signage visible from parking lot.

Note - The frontage for the proposed cannabis retail store is comprised of a frosted window on either side of the customer entrance/exit.

The door to the left of the entrance to the proposed cannabis retail store is not part of the premises for the proposed cannabis retail store and is a rear entrance for an adjoining business.

Staff Summary

Location and Land Use		Staff Comments
Zoned for Commercial Retail Use	✓	
Located at least 75 metres from sensitive uses (elementary, middle, and high schools, community centres playgrounds (public and strata)	✓	
Business License Requirements		
Interior sign informing customers of City smoking restrictions	n/a	(Content of sign provided by City and to be displayed at a later date when in operation).
Proof of monitored security and fire alarm contract, including video surveillance	✓	
Design elements to help prevent crime, such as clear sightlines, low walls, and landscaping	✓	One entrance for customers, retail space within clear sight lines for staff, entry limited to staff, secured store inaccessible to customers, security system, internal furniture and fixings designed to maintain clear sight lines for staff.
Vsually appealing storefronts, consistent with the character of nearby buildings	✓	Size of signage consistent with neighbouring units. No exterior changes.
Adequate lighting within the retail space during and outside of operating hours.	✓	Lighting outside of operating hours, motion lighting above customer entrance. Two recessed lights in eaves at entrance. Lights at staircase.
Aesthetics	✓	Refer to elevation
Meets applicable Development Permit Area Design Guidelines	✓	Within an existing building. No building exterior changes proposed.
Meets Sign Bylaw		Tbd
Business Proposal		
Name	✓	Kiaro
Hours of operation	✓	9am - 11pm Monday to Sunday
Previous business/retail experience (in cannabis industry and/or general retail)	✓	Two retail license locations, e-commerce, wholesale and last minute delivery platform in Saskatchewan 1 retail license at 1316 Kingsway, Vancouver, BC
Business structure (stand alone or franchise)	✓	Franchise
Number of jobs created	✓	3 full time employees (including manager, assistant manager) 7 part-time employees
Accessibility	✓	Designated handicap parking stalls.
Branding, Promotion, Marketing	✓	Refer to Business Proposal.
Identifies how nuisance behaviour will be managed	✓	Eliminating odours and preventing smoking/consumption.*
Sustainability practices	✓	Recycling, energy efficient light and heating, active/public transportation, environmentally friendly culture.

Community benefit/involvement	✓	Contributing \$10,000 to Port Moody Art Centre via Community Foundation, inclusive hiring, volunteering in City and Tri-Cities*
Intent to engage with neighbouring businesses	✓	Engaged with Tri-Cities Chamber of Commerce, neighbouring businesses via letter of introduction*
Opportunity to establish a head office in Port Moody	x	Headquartered in Vancouver and operates across Western Canada. No ability to move office to Port Moody at this time.
Timeline for establishing the proposed business	✓	Within 3 months of rezoning approval
Website	✓	www.kiaro.com

*Further details in business proposal

The name under which the business will be operating:	-Aura Cannabis Inc., DBA Kiaro Retail. www.kiaro.com
Hours of operation:	9am - 11pm Monday to Sunday.
Description of business/retail experience	Our executive leadership team have a track record of success and a dynamic plan for sustainable market growth based on a balanced commitment to our people, operations, and finances. Kiaro represents a community-minded, full service retail model focused on an exceptional retail experience. We believe in partnering with communities to engage, inform and educate consumers and key stakeholders. Kiaro offers a customized cannabis experience that is inviting, convenient, and appealing allowing consumers to choose safe and reputable products. We achieve this through industry leading staff training, strong product knowledge, and educational resources. We create true and long-lasting partnerships with communities by investing in meaningful community development initiatives that align with our vision and values. Kiaro's name derives from the Italian word chiaroscuro, meaning "to emerge from the darkness into light" – a nod to the new era of cannabis legalization.
Existing retail outlets	Kiaro already has three cannabis retail outlets: 1316 Kingsway, Vancouver, BC – Cannabis Retail Store Licence #450043 – opened August 2019 1220 La Ronge Avenue, La Ronge, SK – Cannabis Retail Store Permit #R1073 – 2022 – opened May 2019 212 20 th Street West, Saskatoon, SK - Cannabis Retail Store Permit #R1050 – 2022 – opened January 2019
Overview of experience in the cannabis retail industry	Kiaro's executive team, led by CEO Daniel Petrov (co-founder and former Executive Vice President at Aurora Cannabis), is strategically comprised of leaders from the cannabis, retail and technology sectors. Collectively the team boasts a strong history of developing retail brands across North America with experience in creating an impactful brick-and-mortar retail presence and omni-channel excellence. In recognition of our rigorous compliance standards, Kiaro has been awarded two licenses by the Saskatchewan Liquor and Gaming Authority and recently our first licence in BC by the Liquor and Cannabis Regulation Branch. In addition to our retail locations, Kiaro has an established e-commerce, wholesale and last-mile delivery platform serving the entire province of Saskatchewan. Kiaro offers a distinctive range of carefully curated products, including dried flower, pre-rolls, tinctures and capsules. Offerings will expand as new product categories such as edibles and topicals enter the regulated market.
Whether the business is stand-alone or part of a franchise	The retail outlet will be managed and staffed by employees of Aura Cannabis Inc. The store will be branded as "Kiaro" in the same way as our existing retail outlets to create strong brand awareness.
Staffing roles, responsibilities, number of jobs created	We intend to have 3 full-time members of staff comprised of a manager, an assistant manager and a further full time employee. All will be keyholders and will be collectively responsible for opening and closing the store and overseeing the retail of cannabis during opening hours. There will then be up to 7 part-time members of staff depending on sales patterns and staff availability.
How business will be accessible	-TBD store design elements (Operations) -Available parking spots in the plaza include designated handicap parking stalls to increase accessibility and equitable access to the store
Branding, Promotion, and Marketing Plan for the Retail Store	
Targeted Market Segments	Our key demographics are those aged 19 plus with strong social connections with friends, family and the communities that they are part of. Our customers live diverse lifestyles and are open-minded with an interest in exploration such as travel, personal development, health and have various degrees of cannabis experience and product knowledge.
Promoting the Cannabis Act and Cannabis Control and Licensing Regulations	Kiaro ensures our retail cannabis stores meet and exceed regulations set by the federal government, provinces and municipalities. We take seriously our crucial role in: -Protecting Canadians by keeping cannabis out of the hands of children and youth, enhancing public awareness about responsible use through our active participation in social responsibility programs such as displaying materials provided by government, along with our own materials in compliance with government guidelines; -Improving public understanding about social stigma and legal issues; -Retailing only legally sourced, federally approved, analytically tested products acquired from government authorized distributors and licensed producers. There will be no online sales from the store or by Kiaro in B.C, no sales of gift cards and no delivery services to ensure compliance with provincial regulations; and - Ensuring all marketing and branding efforts are undertaken in compliance with the framework permitted by the federal Cannabis Act, provincial Cannabis Control and Licensing Act, and all requirements of the City of Port Moody.
How Potential Nuisance will be Mitigated:	
Eliminating Odours	All cannabis products that Kiaro retail are packaged in smell proof, child resistant containers, sealed by the manufacturer. The products are not permitted to be opened in the store and cannot be consumed in or in the

	immediate vicinity of the store. These requirements mean that there will be no possibility of odour issues from the store.
Preventing Smoking or Cannabis Consumption	“No Smoking” and “No Consumption” signs will be prominently displayed inside and outside of the store in compliance with the City of Port Moody Smoking Regulation Bylaw No. 2773. Anyone found smoking or otherwise consuming cannabis products in or near the store will be asked to leave immediately. We will also keep engaged with the local business and residential community to ensure we are meeting community expectations and working towards collective solutions if any issues arise. All customers will be provided a reusable shopping bag that complies with the advertising and promotional restrictions in the federal Cannabis Act.
Consideration for Family Oriented Facilities	Kiario has identified all of the family-oriented facilities located in close proximity to the proposed store and is committed to actively reaching out to engage with each of these organizations to ensure their comments and feedback are incorporated into our community planning. We will ensure the impact on minors and families is minimized through: <ul style="list-style-type: none"> -Operating hours that are consistent with neighbouring businesses and store layout that ensures no cannabis products are visible from outside the store; -Training our staff to strictly prohibit minors from entering the store; - Retailing cannabis products only in factory sealed containers, and ensuring no cannabis products are opened or consumed in, or near, the store; - Marketing our products only in accordance with Cannabis Act, provincial Cannabis Control and Licensing Act and all requirements of the City of Port Moody; and -Design the store to enhance the aesthetics of the community and surrounding area by ensuring our walkways, windows, signage and general area are clean to prevent any unsightliness for local residents and visitors to Port Moody
Downtown Parking and Traffic	Kiario is committed to facilitating ease of access to the store. We will reduce traffic congestion by working with our business neighbours to share the available parking (including disabled bays) within the plaza. We will display information for our clients and staff featuring viable transport alternatives like public transport & bike parking options.. Deliveries to the store will be dictated by the schedule set by the BC Liquor Distribution Branch. Cannabis deliveries are expected to take place once a week during the daytime.

Sustainability practices	Kiario train all our staff to use energy and resources responsibly. There will be an in-store recycling program for packaging and retail containers. The store will be equipped with energy efficient lighting and heating systems. All Kiario staff will be encouraged to walk to the store, use public transportation or cycle to minimize staff impact on local vehicle use and parking and to promote an environmentally friendly culture.
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Community benefit and involvement	Kiario’s planning and operational policies will create a number of positive outcomes for the community. Financial impacts will be realized through our commitment to sourcing local service providers to help build and operationalize the proposed store. Through property taxes, licensing fees and community group membership we will help strengthen local economic development and commercial diversity. Kiario is committed to creating positive social impacts by offering a best-in-class retail experience to help destigmatize the retail cannabis sector. By partnering with the communities and engaging in active and ongoing consultation we ensure that we educate and inform key local business stakeholders and the public. We believe in putting people first and in creating a supportive working environment by investing in employee education and good management practices. We know that knowledgeable, well trained and community-minded staff are the cornerstone of a successful cannabis retail store, and so in support of creating positive outcomes for the people and communities in which Kiario operates, we are committed to: <ul style="list-style-type: none"> - Contributing \$10,000 in our first year of operation to the Port Moody Arts Centre via the Community Foundation; - Inclusive hiring practices with above average living wages for all staff, strong salaries for management, and comprehensive benefits packages for all team members; - Creating a positive company culture, work/life balance, and professional development opportunities that include ongoing product, systems and compliance training; and - Supporting local community involvement and active volunteering in the City of Port Moody and the Tri-Cities area.
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Intent to engage with neighboring businesses	Kiario is committed to successfully integrating cannabis retail into the established business community. We have already engaged with key local stakeholders, specifically the Tri-Cities Chamber of Commerce, to discuss local community impact and business concerns related to the opening and operations of a cannabis retail store. We have also engaged directly with all of the neighbouring businesses within the Rocky Point Centre on St. Johns to provide a letter of introduction that speaks to our experience and operating model, as well as to our commitment to compliance and socially responsible business practices, which was received positively. Kiario’s community engagement is a cornerstone of the work we undertake prior to, and following, the opening of any cannabis retail store. We are committed to ensuring we integrate into the local community by: <ul style="list-style-type: none"> - Joining local business associations to support the community’s greater business development goals; - Providing educational resources through open-houses and community events; - Executing a clean, modern design that compliments the community’s business aesthetic; - Providing a refined retail experience to destigmatize cannabis retail that compliments City’s revitalization objectives; - Making ourselves available for additional consultation with the local business community via ongoing community consultation, education and engagement plans through: - Partnering with local thought leaders and licensed producers to provide educational resources about seed to sale; - Holding regular staff training events and consumer education programming; - Presenting to regulators and community stakeholder groups; - Ensuring there are multiple pathways for the community to provide feedback; and - Engaging in a dialogue with the community through open-houses and education events
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Opportunity to establish a head office in Port Moody	Kiario is a private cannabis retailer headquartered in Vancouver and operates across Western Canada. We do not have the ability to move the head office to Port Moody at this time.
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Timeline for establishing proposed business	We aim to have the store fully operational and open to customers within 3 months of receiving municipal rezoning consent.
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