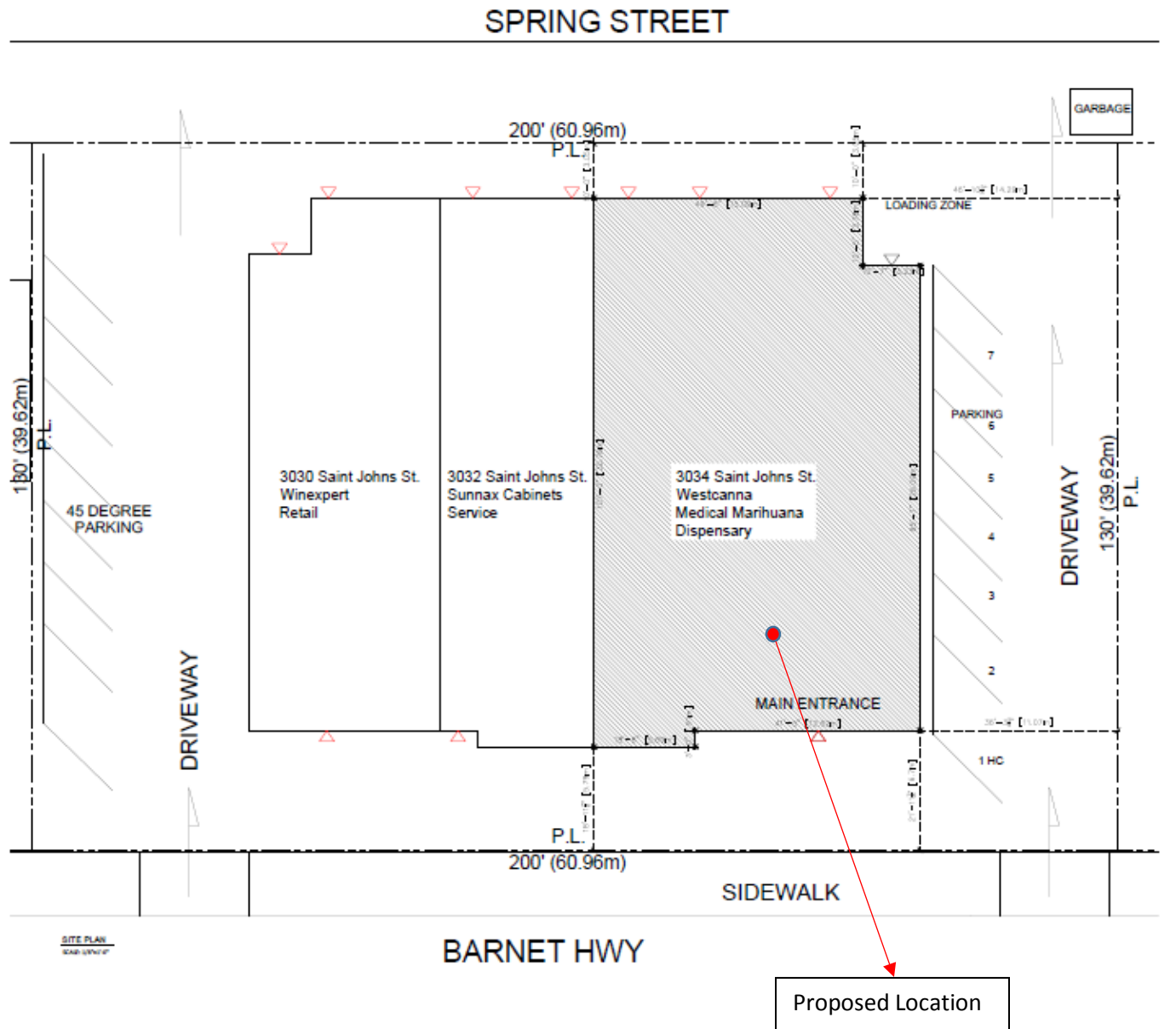


Proposed location





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	✓	Threat and Risk Assessment Security plan submitted including security measures to prevent crime and lighting details.
visually appealing storefronts, consistent with the character of nearby buildings	✓	Located in existing building. Refer to elevation.
adequate lighting within the retail space during and outside of operating hours.	✓	Street lighting at rear of building and both sides of Barnet highway.
Aesthetics	✓	Refer to elevation.
Meets applicable Development Permit Area Design Guidelines	✓	Within an existing building. No building exterior changes are proposed.
Meets Sign Bylaw		Tbd
Business Proposal		
Name	✓	Westcanna
Hours of operation	✓	9:30 am – 10:30 pm Monday to Sunday
Previous business/retail experience (general retail and Cannabis industry)	✓	Operating medical cannabis store in Vancouver since 2016. 2 provincial retail cannabis licenses in Vancouver. 1 provincial retail cannabis licenses in New Westminster*.
Business structure (stand alone or franchise)	✓	Currently three other retail cannabis stores and 1 medical cannabis store.
Number of jobs created	✓	21 positions (12 full-time, 9 part-time): 2 store managers, 3 assistant managers, up to 16 sales staff *
Accessibility	✓	Will adhere to BC Building Code requirements, automatic door opener, and accessible parking spots.
Branding, Promotion, Marketing	✓	Interior signs, digital media*.
Identifies how nuisance behaviour will be managed	✓	Addressed by store staff, reported to local authorities*.
Sustainability practices	✓	LED lighting, proximity to public transportation, external sensor lights, will explore solar panels, recycling program.

Community benefit/involvement	✓	Support to BC Cancer Society, B. Corp certification in 2020, plans to become supporter of Eagle Ridge Hospital *
Intent to engage with neighbouring businesses	✓	Engage with Tri-Cities Chamber of Commerce*
Opportunity to establish a head office in Port Moody	✓	Interest in establishing warehouse for accessories*
Timeline for establishing the proposed business	✓	Immediately after receiving approval.
Website	✓	www.westcanna.ca

*Further details in business proposal



**AMENDED BUSINESS PROPOSAL FOR THE
CITY OF PORT MOODY**

**OCTOBER 15, 2019
NEW ELITE INVESTMENT INC.
3034 St. Johns Street, Port Moody**

1. **Name of the Business and Expected Hours of Operation:** Westcanna; 9:30am to 10:30pm (7 days a week)
2. **Description of Business / Retail Experience:** We are passionate entrepreneurs, proud owners and proven operators with a track record of building great businesses. We will be your trusted local cannabis store, offering a curated assortment of unique, socially conscious cannabis in an engaging space. As an aspiring Certified B. Corp (see “10. Community Benefit / Involvement”), we seek to “Do Good” – we believe in doing what’s right and putting people before profits. Our retail experience aims to differentiate itself in the following three areas:
 - a. **Trust & Service:** There’s an overwhelming amount of choice for cannabis users new and old. We’re here for the stress-free shopping experience, focused on giving you the right amount of attention and guidance, and making sure you leave with confidence in the product and all the right accoutrements to enjoy it.
 - b. **Quality and Craft:** We select brands and products that are committed to providing you the best possible experience alongside ethical and responsible production methods. We want you to know who’s making it, how are they’re making it, and everything that goes into the product.
 - c. **Formats and Efficacy:** Cannabis use is not one dimensional; there are different plants, a variety of formats and many combinations of THC/CBD ratios. We will carry quality products to suit a number of different experiences – making them available, understandable and approachable.
3. **Overview of Experience in the Cannabis Retail Industry:** Westcanna has been operating in the retail cannabis industry since 2016, when the Company opened its first legal medical cannabis store in the City of Vancouver (our medical licenses have been attached for reference). With over three years of experience, we have amassed significant cannabis product and customer service knowledge as well as built trust in the communities in which we operate. Since the beginning of recreational legalization, we have received approval for two stores in Vancouver (one license and one development permit) as well as a store license in New Westminster. Prior to starting a cannabis retail business, the Westcanna management team operated various dollar stores and gift & accessory stores since 2010.

Partnership with Cannoe Corp: The operators of Westcanna created a partnership with Cannoe Corp. (“Cannoe”) in September 2019 to leverage Cannoe’s retail and cannabis expertise (a profile of Cannoe is included in the accompanying presentation). Cannoe’s founders, shareholders and management team include a group of highly reputable retail and cannabis entrepreneurs who have a proven track record of creating sustainable businesses with significant net positive impacts on their communities. While we are confident that Westcanna’s current operating team is more than capable of opening and operating the Port Moody location without Cannoe’s assistance, we believe that by leveraging Cannoe’s retail, cannabis and systems expertise, we will create a highly dynamic and engaging experience for all of Port Moody’s stakeholders (customers, employees and community). Examples of functional areas for which we have partnered with Cannoe include employee hiring and training best practices, enhanced IT investments and support, and dedicated product & inventory expertise to deliver on our promise of offering reliable, high quality local product to our customers with the information they need to make a purchase decision.

4. **Standalone Business or Part of a Franchise:** All of our locations are operated by the same ownership group in order to maintain the highest levels of regulatory compliance and adherence to Westcanna customer service standards. The Port Moody store will be our fourth location.
5. **Staffing Roles, Responsibilities and Number of Jobs Created:** The store requires 2 Store Managers, 3 Assistant Managers and up to 16 additional sales staff, for total potential job creation of 21 positions (of which 12 will be full-time and 9 will be part-time). All staff are required to clear the LCRB security verification checks and we expect that a minimum of 4 employees (including a manager) will be working in the store at any given time to ensure adherence to Westcanna’s desired customer service levels. Employee wellbeing is a priority and, as such, all full-time employees are entitled to extended health coverage. Additionally, all stores are equipped with high definition security cameras, 24/7 live monitoring and an alarm system with multiple silent emergency buttons for employee safety. Lastly, to ensure maintenance of best practices and awareness of any changes in regulatory requirements, there will be monthly staff meetings to review staff performance, customer feedback, new products and any changes to the retail operating handbook published by the LCRB.

Store Manager responsibilities include (but are not limited to): Managing inventory (including provincial compliance reporting) and placing weekly orders, scheduling staff and assigning tasks, performing daily cash out, supervising customer service, maintaining adherence to Westcanna and LCRB operating standards, human resources including performance assessments and organizing monthly staff meetings.

Assistant Manager responsibilities include (but are not limited to): Maintenance of daily cannabis stock levels, processing receipt of inventory, ensuring high levels of customer service, bud-tender training and supervision, maintaining a cash float, confirming bud-tender hours worked, and maintaining adherence to Westcanna and LCRB operating standards.

Bud-tenders (sales staff) responsibilities include (but are not limited to): Daily sales interactions with customers, customer age verification (two pieces of ID), maintaining the safety & cleanliness of the premises, maintaining an advanced knowledge of

Westcanna product, greeting customers, operation of the Point-of-Sale system, order fulfilment, maintenance of a daily log of customer queries & feedback, and cash handling,

6. **How Business Will be Accessible:** The proposed location at 3034 St. Johns Street is a two floor location, with the main floor (at St Johns Street level) to be dedicated to the public facing sales area. The store will adhere to the requirements of the BC Building Code to ensure appropriate access for persons with disabilities; the main floor will have an entrance/exit door equipped with an automatic door opener. The property also has access to ample parking spaces to minimize demand on street parking and to provide safe and reliable access to those patrons requiring dedicated handicapped parking spots.
7. **Branding, Promotion and Marketing Plan for the Retail Store:** We will adhere to the marketing and promotion regulations as outlined by the LCRB and the Cannabis Act. We will be using our branding for interior design and store signage, and will ensure that all digital materials are appropriately secured by age verification systems to ensure that access by minors is restricted. We will actively advocate for responsible use and consumption and will ensure that social awareness materials are posted in our location for review by our guests.
8. **Mitigation of Potential Nuisance Behaviour:** We seek to be a ‘good neighbor’ and will proactively address community concerns. While BC law permits the consumption of cannabis in public places where tobacco smoking and vaping are permitted, staff at the Port Moody location will remind patrons that smoking is prohibited within 7.5m of the doors and windows (and any air intakes) of the building. Signage will also be posted. Additionally, as part of our business’ social responsibility policies, patrons will be reminded of responsible consumption [prohibited in areas frequented by children (i.e. parks and playgrounds) and not in vehicles]. Consumption and/or noise issues by patrons on the Westcanna property that does not respect local bylaws will be addressed by store staff and reported to the local authorities when appropriate. Lastly, if needed, we can install a carbon filter as part of the HVAC and exhaust system to ensure any residual smell from the product is minimized in both the interior store environment and outside the building.
9. **Sustainability Practices:** We select our locations based on ample access to public transit, which reduces incremental local vehicle traffic demand. Our site is located 230m away from Moody Centre station (3 minutes by foot) and has 3 bus stops located within a 200m radius. In terms of store design, our stores are equipped with LED lights to maximize energy efficiency, and external lights are equipped with sensors to reduce energy waste during the day. We also intend to explore the use of solar panels to reduce demand on the local power grid. Lastly, our store operating policy requires participation in recycling programs to divert cannabis packaging from local landfills.
10. **Community Benefit / Involvement:** We are committed to building a business focused on providing a net benefit to society, while acknowledging the issues in our industry. We believe that convenient access to safe, legal cannabis via a trusted and regulated operator will discourage the use of illegal and untested black-market cannabis and creates sustainable economic opportunities in the local community. We will endeavor to hire all of the Port Moody store employees from the local area in order to maximize the economic benefit to the City of Port Moody and we will provide full time employees with additional health plan coverage.

Furthermore, we have a track record of supporting local charities (including the BC Cancer Society) and believe that supporting health research and sustainability initiatives helps us reduce our impact and creates positive experiences for the communities in which we operate. We plan to become a supporter of the Eagle Ridge Hospital and will promote the use of safe, responsible legal recreational cannabis to our customers. Lastly, our Company will be pursuing B. Corp certification in 2020 - Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.
11. **Intent to Engage with Neighbouring Businesses:** We intend to act as a good corporate citizen in the community and will engage with the Tri-Cities Chamber of Commerce in order to foster positive relationships with local businesses. We also intend to maintain a positive working relationship with local police services located at the Port Moody Police Department at 3051 St. Johns Street.
12. **Opportunity To Establish a Head Office in Port Moody:** The Port Moody site is the largest of the stores in our network – we expect to use it not only as a retail store but also as a warehouse for non-cannabis merchandise (accessories) for the purpose of managing inventory across all of our Westcanna locations in British Columbia. We believe that this will create additional jobs (i.e. inventory manager & warehouse employees) and ensure the highest level of productivity and sustainability for our Port Moody store. We will also have an administrative section in the non-public area of the store to enable head office employees to engage in training and oversight activities.
13. **Timeline for Establishing a Proposed Business:** We are prepared to execute on our store construction processes immediately after receiving approval of our proposal from the City of Port Moody.