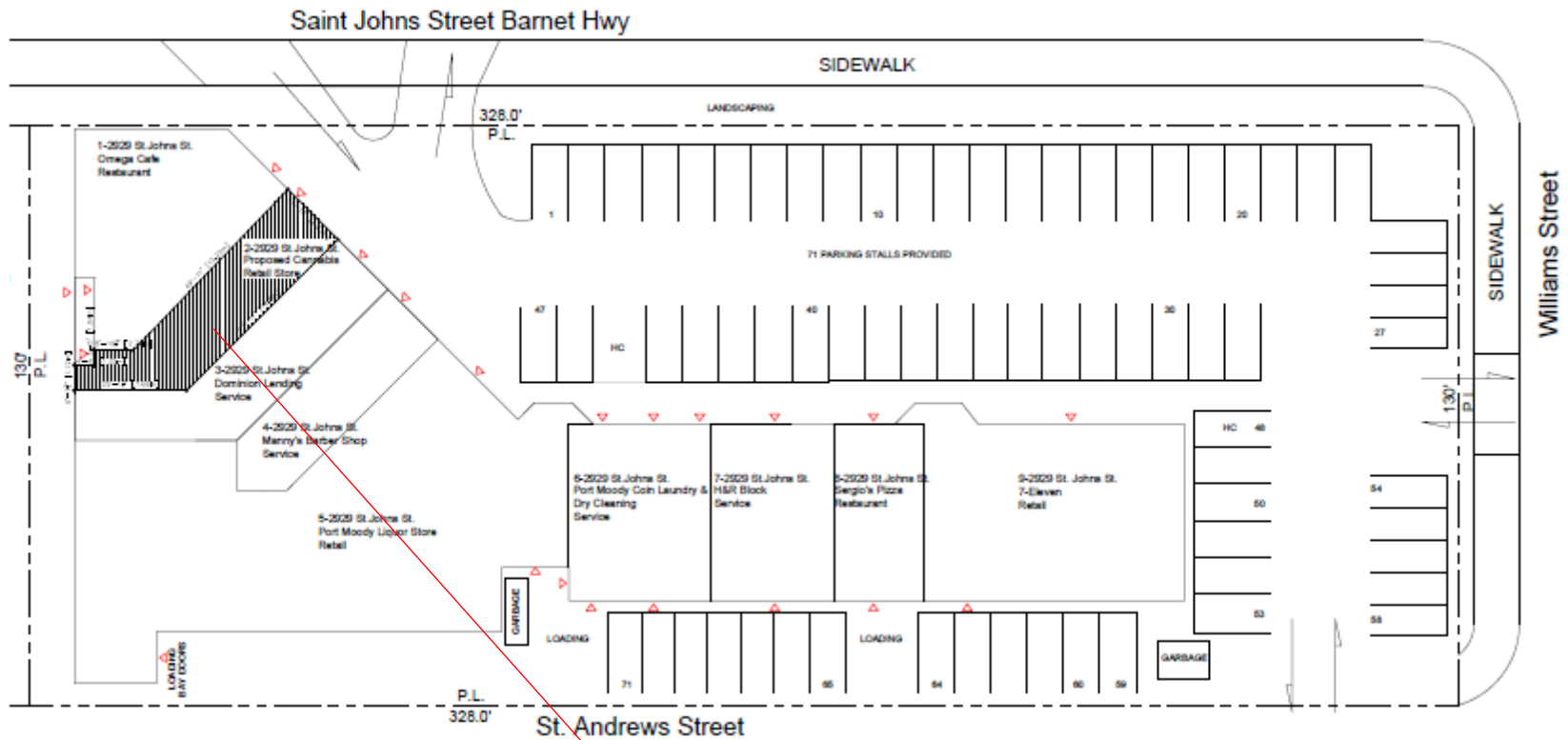


Proposed location



SITE PLAN
SCALE: 1/8"=1'-0"

Proposed location



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	✓	CPTED principles including natural surveillance, landscaping, window design, open floor plan, physical barriers.
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.	✓	Lighting plan for floor area and CPTED principles for exterior lighting.
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	✓	The Herb Co.
Hours of operation	✓	10:00 AM - 10:00 PM, 7 days a week (except holidays)
Previous business/retail experience (general retail and Cannabis industry)	✓	Operating in retail cannabis industry since 2016.
Business structure (stand alone or franchise)	✓	Franchise – currently 5 DPA permits in Vancouver, one location in New Westminister. Plans for 20 stores (8 in BC, 12 Ontario).
Number of jobs created	✓	18-24 staff from Port Moody and the Tri-Cities area including manager, assistant manager, shift supervisors, budtenders.
Accessibility	✓	Training staff to provide extra assistance to customers with mobility issues, smell jars with flexible tether.
Branding, Promotion, Marketing	✓	Word of mouth, newsletter*
Identifies how nuisance behaviour will be managed	✓	Refuse service, notify police.
Sustainability practices	✓	Energy-efficient equipment and fixtures. All menus and pricing information will be digital - no physical paper labels will be

		printed, packaging recycling program, reusable shopping bags.
Community benefit/involvement	✓	Paid volunteering program where our staff can opt to use one 8-hour shift each month volunteering for a local non-profit.
Intent to engage with neighbouring businesses	✓	Working with local businesses to contribute to make a positive impact within the community and mitigate any potential disturbances.
Opportunity to establish a head office in Port Moody	X	Not addressed.
Timeline for establishing the proposed business	✓	As soon as possible.
Website	n/a	n/a

*Further details in business proposal



THE HERB CO.

Business Proposal

The Herb Co. was formed in 2015 after the City of Vancouver first announced they would be issuing development permits for cannabis related use, and was one of the first three companies granted municipal permits. Operating cannabis retail locations in Vancouver since 2016 has given our team invaluable experience in the industry. Through the knowledge we gained, we developed comprehensive policies, procedures and training manuals.

In addition to the cannabis industry, our management team has a strong entrepreneurial background with vast experience in establishing successful restaurants, retail and service oriented businesses from the ground up. The excellence of these businesses has been continuously recognized as demonstrated by the winning of many People's Choice awards, combined with consistently high ratings and positive reviews. The Herb Co. was voted one of the top three cannabis retailers in The Georgia Straight's 'Best of Vancouver 2017'.

Hours of Operation

10:00 AM - 10:00 PM, 7 days a week (except holidays)

Staffing

The location will employ 18-24 staff. Our goal is always to recruit staff from the local community, as such, we expect most of the staff to be from Port Moody and the Tri-Cities area.

Staff Roles and Responsibilities

- **Manager** - implements operational rules and policies, supervises and directs the activities of staff, makes hiring decisions, ensures safety and satisfaction of all customers and employees.
- **Assistant Manager** - supports manager in carrying out managerial duties, assists with onboarding/training new staff, assists with staff education of cannabis products.
- **Shift Supervisors (4)** - ensures staff compliance with applicable regulations, runs day-to-day operations of the store, ensures cash handling, safety, and security policies are adhered to, sets and demonstrates a standard of front-line service for budtenders to adhere to.
- **Budtenders (10)** - guide and direct customers in cannabis purchasing, educate customers on various products, answer customer questions/concerns, ensure customers are of legal age to purchase cannabis in BC, assist with opening/closing of the store and other tasks.

The Herb Co. Locations

The Herb Co. plans to open a total of 20 stores by the end of 2021. This will include 8 stores in B.C and 12 stores in Ontario. The company has secured 5 development permit approved locations in Vancouver. In addition, we are opening a store in the City of New Westminster. The Herb Co. received the highest score of 54 out of 56 in the city's rigorous application process and is one of six stores chosen to operate in the city. We plan on opening one more store in the



THE HERB CO.

Business Proposal

Lower Mainland bringing our total to 8 locations, the maximum currently allowed by the province of British Columbia.

A Good Neighbour

We seek continuous engagement within our local community. This includes working together with local businesses to contribute to make a positive impact within the community and mitigate any potential disturbances. One of our community initiatives is our paid volunteering program where our staff can opt to use one 8-hour shift each month volunteering for a local nonprofit.

The Herb Co. staff are trained to look for signs of intoxication from cannabis, alcohol, and other substances. Intoxicated customers will be refused service, and the police will be notified if they appear to be a danger to themselves or others (e.g. it appears they intend to drive). As all cannabis products are distributed in a pre-packaged format, smells/odours are not expected to be an issue.

Marketing

Word of mouth from the impeccable service we provide to our customers is our most effective marketing strategy. In order to ensure our promotions comply with government regulations and that promotional products are only visible to those of legal age, we will be using a limited promotion strategy. The Herb Co. will establish a newsletter which those who are 19 years of age or older can subscribe to. The newsletter will feature our products and special offers including cross promotions with our neighbouring businesses.

Sustainability

The Herb Co. cares about the environment. Our store will be outfitted with energy-efficient equipment and fixtures. All of our menus and pricing information will be digital - no physical paper labels will be printed. While we have no control over the packaging used in cannabis products, we will offer a packaging recycling program at our store. In compliance with the provincial Cannabis Act, we will sell reusable shopping bags for people to carry out their purchased products, and encourage their use—no disposable bags will be provided.

Accessibility

At The Herb Co., we are committed to ensuring our store is accessible to everyone 19 or older who wishes to shop with us. Staff will be trained to provide extra assistance to customers with mobility issues. Smell jars will be securely attached to counters with a flexible tether that allows use by all customers.

Timeline

Once we receive approval from the City of Port Moody, we have an action plan to ensure our store opens as soon as possible. Our plan is to be fully operational as soon as rezoning & licensing are approved. By working with contractors and suppliers we have used to establish our stores in Vancouver, we will be able to have an expedited renovation process.