

Graham Haymes
Director of Operations
4 Mile Group / Rise Cannabis
199 Island Highway
Victoria B.C. V9B 1G1

Date: 2025-04-11

City of Victoria Council
1 Centennial Square
Victoria, BC V8W 1P6

Dear Mayor and Council Members,

Re: Cannabis Retail Store Application – 3198 Quadra Street

We are writing to formally notify the City of Victoria Council of our intent to open a provincially licensed cannabis retail store at 3198 Quadra Street. The site has been successfully rezoned to permit cannabis retail use, and we have received approval from the Liquor and Cannabis Regulation Branch (LCRB), having satisfied all provincial “fit and proper” requirements.

Our business is locally owned and operated by the 4 Mile Group, a family-run company with deep roots in the region and a longstanding commitment to responsible community involvement. We have proudly served Greater Victoria and surrounding areas for over 40 years through a variety of ventures, including the 4 Mile Brewpub and two liquor stores. Across these operations, we hold five different license types with the LCRB, all of which we maintain with the highest standards of compliance and integrity.

Our cannabis retail division, Rise Cannabis, currently operates four successful and socially responsible stores in View Royal, Colwood, Saanich, and Mill Bay. In each of these communities, we have built strong relationships with residents, local officials, and neighboring businesses by prioritizing safety, education, and a welcoming customer experience.

As a family business, we bring core values of trust, responsibility, and community care to every location we establish. We are proud of our record and look forward to contributing positively to the neighbourhood around 3198 Quadra Street.

We appreciate your consideration and support as we move forward with this application, and we are happy to provide any further information or meet with council if needed.

Sincerely,
Graham Haymes

Director of Operations
4 Mile Group / Rise Cannabis