



April 6th, 2021

City of Victoria
1 Centennial Square
Victoria, BC. V8W 1P6
Canada

Re: Storefront Cannabis LCRB Referral, 1881 Fort Street, Victoria, BC. V8R 1K1.

Attention: Mayor Lisa Helps and Members of Council

On behalf of Pacificanna Holdings Ltd. I want to thank you for the consideration of our proposed retail cannabis store. Pacificanna currently operates three retail cannabis stores in British Columbia, and look forward to the expansion of our retail network in our hometown of Victoria.

The next closest retail cannabis store currently sits almost 1km away at the Oak Bay junction, with our store filling the gap in an underserved neighborhood. We expect to employ 6-8 staff and would be operating along the busy Fort Street corridor of the Jubilee neighborhood, providing a new service in a commercial building that contains other retail tenants. Being located within the busy centre we expect to compliment/improve conditions on surrounding businesses, and with limited hours of operation do not expect to have any negative impacts on our immediate neighbors.

The principles involved in the proposed cannabis store are lifetime local Victorians and have extensive experience in many sectors including retail and hospitality. In particular their family business has successfully retailed a controlled substance for 25+ years (liquor) across British Columbia, including here in the City of Victoria. They have also been successful retail cannabis operators with three stores operating in British Columbia since 2019, including one in Victoria at the Fairfield Plaza.

Thank you again for this opportunity and we look forward to working with you.

Sincerely,

A handwritten signature in blue ink that reads 'Dan Sanders'.

Pacificanna Holdings Ltd.