

# DOWNTOWN Victoria

Downtown Victoria Business Association  
20 Centennial Square  
Victoria, BC

July 9, 2021

Mayor & Council  
1 Centennial Square  
Victoria BC V8W 1P6

Re: Jima cannabis storefront relocation

Dear Mayor Helps and members of City Council,

On behalf of the Downtown Victoria Business Association (DVBA), I am writing today in support of Jima's planned cannabis retail location in Downtown Victoria.

We support new businesses wanting to legally establish themselves in Victoria. This application is unique as they are moving from an existing location. Since there is no mechanism in the zoning bylaw to move locations, they are going through the rezoning process. The plan to move to a smaller space at 568 Yates allows a new tenant to occupy 546 Yates, which has been vacant for a while.

Jima, with their strong management and retail experience, has proven that they are equipped to distribute cannabis safely and responsibly. Jima adheres to protocol to prevent youth access, protect vulnerable populations, and ensure their customers understand how to use cannabis in a safe, responsible, and considerate manner, with minimal disruption to the surrounding community. This includes the strict enforcement of mandatory ID checks, maximum purchase amounts, and all applicable bylaws, even extending to a no noise and no smoking rule in proximity of their storefront.

Jima has made it clear, both by their stated mission and their track record, that they are committed to maintaining an orderly storefront and enriching the communities they serve. We do not believe there are any clustering issues in the downtown with cannabis locations.

In closing, we strongly believe that Jima will be a valued member of the community. We anticipate their presence will support local businesses and increase foot traffic in the area while providing a vital source of legal, quality-assured cannabis, and in turn helping to eliminate unscrupulous black-market operators.

Sincerely,



Jeff Bray  
Executive Director, Downtown Victoria Business Association

Jima Retail Corp. – Retail Cannabis Store Rezoning Application – 568 Yates Street

I'm writing today in support of Jima's proposed retail re-location from 546 to 568 Yates Street. As a resident of the community I have a vested interest in ensuring that cannabis is sold responsibly through licensed retail outlets.

Evidence from states and countries that have legalized or decriminalized cannabis (including Canada) clearly shows that legal cannabis retail does not negatively impact the community; in fact, it can improve community wellbeing by increasing public awareness, reducing illegal activity, and providing a quality-assured supply of cannabis products.

Unlike illicit black-market operations, Jima will be accountable to its customers, its shareholders, the communities it serves, and to municipal, provincial, and federal authorities. Jima is also operated by an experienced senior management team; with this in mind, I have no doubt that Jima will operate with complete integrity and transparency, and that they will be a good neighbour and a positive influence on the surrounding community.

Additionally, Jima's plan to move locations appears to be a big win for the community.

In closing, I'd like to thank you for taking the time to consider my comments. We support Jima's retail cannabis application through all the required steps including the Rezoning and BCLCR public notification.

Sincerely,



Signature

Name: Chloe Ardern

Address: Works in community

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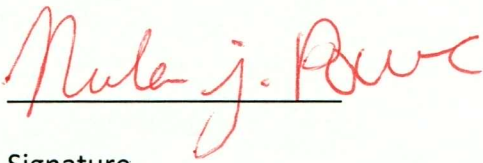
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Signature

Name: Nuala Power

Address: 703-755 Caledonia

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Signature

Name: Iman Abukar

Address: 108 - 730 Vancouver Street

V8V 3V3

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Sincerely,



Signature

Name: Andy Gerland

Address: 568 Yates St., Victoria, BC

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Signature

Name: Ryan Malcolm

Address: 661 Head St.

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Sincerely,

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Signature

Name: JAIIME FOGG

Address: 102 MOSS ST.

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Sincerely,

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Signature

Name: Michelle Haskings  
Address: 1244 Effingham St.



Jima Retail Corp. – Retail Cannabis Store Rezoning Application – 568 Yates Street

Please accept this letter as confirmation we do not have any opposition to the City of Victoria approving Jimma's rezoning application to open up a non-medical retail cannabis store at 546 Yates Street.

Sincerely,



Signature

Business Name: Mosi Greco

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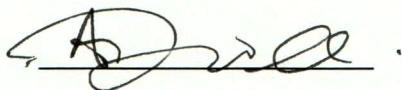
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Signature

Business Name: DANGERTIED

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Signature

Name: Sequoyia Lester

Business Address: Nezza Naturals

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Signature

Business Name: Victoria Vantage

Jima Retail Corp. – Retail Cannabis Store Rezoning Application – 568 Yates Street

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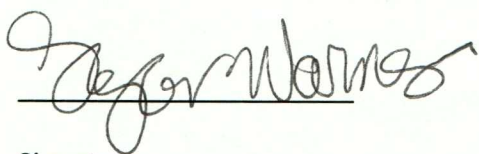
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Sincerely,

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Signature

Business Name: Cultured Swine  
Barbershop

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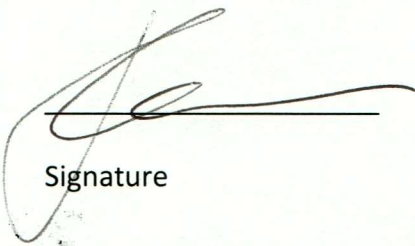
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JOANNIE CORRIVEAU (MANAGER)

Business Name: BOHO TRIBE

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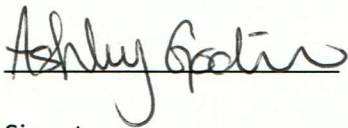
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Signature

Business Name: Shampoo Hair Bar .

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Signature

Business Name: The Dancing Lily



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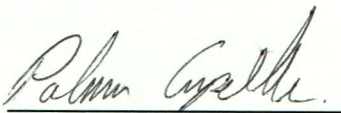
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Business Name: Zingoo Floral Propagary

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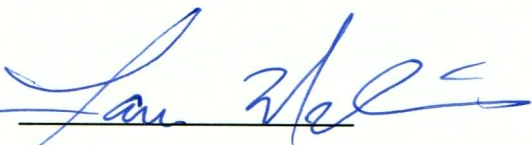
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Signature

Business Name: FRANCES GREY

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Business Name: Luxe Home Interiors

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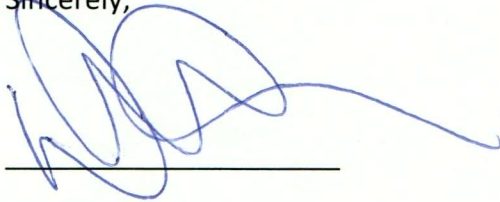
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A handwritten signature in blue ink, consisting of several loops and a long horizontal stroke extending to the right. The signature is written over a solid black horizontal line.

Signature

Business Name: OUTLOOKS

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S. Christensen

Business Name: Green Muse Herbs

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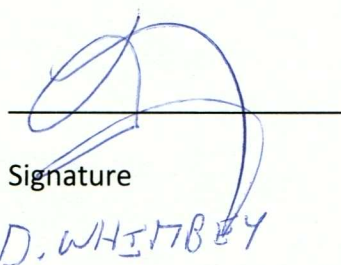
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Business Name: COWICHAN TRADING

Jima Retail Corp. – Retail Cannabis Store Rezoning Application – 568 Yates Street

I'm writing today in support of Jima's proposed retail re-location from 546 to 568 Yates Street. As a business owner in Downtown Victoria, I have a vested interest in ensuring that cannabis is sold responsibly through licensed retail outlets.

Evidence from states and countries that have legalized or decriminalized cannabis (including Canada) clearly shows that legal cannabis retail does not negatively impact the community; in fact, it can improve community wellbeing by increasing public awareness, reducing illegal activity, and providing a quality-assured supply of cannabis products.

Unlike illicit black-market operations, Jima will be accountable to its customers, its shareholders, the communities it serves, and to municipal, provincial, and federal authorities. Jima is also operated by an experienced senior management team; with this in mind, I have no doubt that Jima will operate with complete integrity and transparency, and that they will be a good neighbour and a positive influence on the surrounding community.

Additionally, Jima's plan to move locations appears to be a big win for the business community.

In closing, I'd like to thank you for taking the time to consider my comments. We support Jima's retail cannabis application through all the required steps including the rezoning and BCLCR public notification.

Sincerely,



Signature

Business Name: El Furniture Warehouse