

**Jima Retail Corp.**

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14th September 2021

**Mayor and Council**

City Hall  
1 Centennial Square  
Victoria, BC V8W1P6

Dear Mayor and Council,

We're Jima Cannabis, a BC-based Canadian retail cannabis operator committed to the highest standards of customer care. Jima is an emerging adult-use cannabis company that is growing in BC. Jima is focused on delivering an elevated, safe, and responsible customer experience through our curated retail environments, offering a diversity of brands for British Columbians across a retail network. Jima Retail Corp. is wholly owned by TCap Private Equity who has invested in other successful businesses located in Victoria and on the Island including Pixel Union.

The proposed location has already been approved as a retail cannabis location under a rezoning by a previous company. Jima acquired the property and is looking forward to opening a professional retail operation at this location. We employ local residents starting at \$20/ hour plus benefits, which is a living wage in Victoria. Jima is committed to being a valued member of the community and is already planning contributions to local community events.

Jima conducted public consultation in the community and has submitted letters of support from ten local businesses, eight residents and a letter of non-opposition from the Pacific Coast Health Services located across the street. There were two letters of opposition submitted with concerns about existing issues in the community and clustering of cannabis stores. There is no evidence that shows legal cannabis stores increase crime or other issues in a community such as addiction. Infact, there have been studies that show legal cannabis stores reduce crime in a neighbourhood<sup>1</sup> and cannabis helps with harm reduction for those struggling with opiod

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<sup>1</sup> Brinkman, J., & Mok-Lamme, D. (2017, July 1). *Not in my Backyard? Not so Fast. the effect of marijuana legalization on neighborhood crime*. Federal Reserve Bank of Philadelphia. Retrieved September 14, 2021, from

addiction<sup>2</sup>. This location is not within close proximity to another cannabis store according to the city of Victoria bylaws. Finally, legal cannabis sales have been very effective in reducing black market sales. Recent data from Statistics Canada continues to show a reduction in black market sales and an increase in legal cannabis sales<sup>3</sup>. This reduction proves that legal stores are working in achieving the goal of eliminating the black market which is a good reason to encourage retail stores that meet city bylaw requirements.

Jima is committed to being a valued member of the community and working to advance community and city goals so that residents can enjoy living in such a beautiful city.

Sincerely,



Sean Bruce-Hayes  
Head of Real Estate & Licencing  
Jima Retail Corp.

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<https://www.philadelphiafed.org/the-economy/regional-economics/not-in-my-backyard-not-so-fast-the-effect-of-marijuana-legalization-on-neighborhood-crime>.

<sup>2</sup> Khan SP, Pickens TA, Berlau DJ. Perspectives on cannabis as a substitute for opioid analgesics. *Pain Manag*. 2019 Mar 1;9(2):191-203. doi: 10.2217/pmt-2018-0051. Epub 2019 Jan 25. PMID: 30681029.

<sup>3</sup> Statistics Canada. [Table 36-10-0124-01 Detailed household final consumption expenditure, Canada, quarterly \(x 1,000,000\)](#).