



STRONGITHARM CONSULTING LTD.

March 21, 2023

Mayor Alto and Council
City of Victoria
1 Centennial Square
Victoria BC, V8W 1P6

Re: Cannabis Retail Rezoning Application - 182 Wilson Street.

Dear Mayor Alto and Council:

We are pleased to submit this application to rezone the property located 182 Wilson Street to permit the opening of a cannabis retail store in the Westside Village Shopping Centre.

A. Purpose

The purpose of this application is to rezone the property to permit a cannabis retail outlet within the existing neighbourhood shopping centre in Vic West. The application includes a variance request from the strict interpretation of the City of Victoria Storefront Cannabis Retailer Policy with respect to distance between the next closest cannabis retail outlet. We believe the circumstances of this submission warrants favourable consideration of the rezoning application and requested variance based on the Policy's provision that: *"this policy does not limit Council from considering variances to the separation distances noted based on circumstances related to a specific application"*.

B. Land Use Policy

The application is guided by the policies contained in the City of Victoria's Official Community Plan (OCP), Vic West Neighbourhood Plan, and the City's Storefront Cannabis Retail Rezoning Policy.

The Westside Village Shopping Centre and much of the immediate surrounding underdeveloped lands are identified in the Vic West Plan and OCP as Large Urban Village. The Large Urban Village designation signifies more intensive residential and commercial development in the area. The Dockside Development masterplan along Tyee Road and Harbour Road provides for significant additional residential growth with new height density phases of Dockside Green under

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construction. This does not include the future Bayview/Roundhouse redevelopment that will add increased need for retail and personal services.

The addition of a new, easily walkable cannabis retail outlet will provide convenient services to residents living in the neighbourhood. The building within the shopping centre that will house the cannabis retail store is in the process of having the storefront refurbished. Other businesses going into this section of the repurposed building include; Freshii, Subway, and a supplement store. The density provisions and population increase as per the Official Community Plan provides support for an additional cannabis retail store in Vic West.

C. About the Company

The parent company, the Truffles Group, has been committed to excellence, innovation, community engagement and sustainability for over 25 years. With two and a half decades in operation, the Truffles Group, a Victoria based company, has built a diverse line of trusted retail and other service-delivered brands to Vancouver Island residents.

The Truffles Group (Truffles) has experience in providing professionally delivered retail services for controlled substances for over 15 years. Truffles has operated Cascadia Liquor Stores since 2007. In 2020, Truffles launched Flight Cannabis Co. and opened its first store in Langford. In 2021, and successfully opened another Flight Cannabis Co. in Nanaimo. Truffles invests in education for staff and customers, striving to provide a safe, and responsible cannabis retail experience. Flight Cannabis Co. understands the social sensitivity around the retail sale of cannabis and related products, and is committed to ensure the safety, education, and the well-being of its customers, staff, and members of the community served. An additional background information document about Flight Cannabis Co. has been included.

D. Rationale for Application

We believe the commercial retail space is ideally suited for a neighbourhood cannabis outlet. The following comments are provided in support of the application.

- The proposed store is located in a neighbourhood that will accommodate future high density residential. It is estimated that within a three-hundred-meter radius of the site there are currently 1,050 Canada Post residential maildrops representing about 1500 residents and approximately 56 commercial premises - which is expected to double in the next few years. Vic West is expected to grow by approximately 3,500 new housing units (5,200 residents), including approximately 2,150 additional housing units identified in approved agreements for new master planned areas (Dockside, Railyards, and Bayview).
- Although the shopping centre location offers ample on-site parking and accessibility for the mobility challenged patrons, the proposed retail store is within easy walking distance of a large resident population.

- The retail store is sited internally to the shopping centre and will have no visual or traffic impacts on surround neighbourhoods.
- As an experienced company in operating controlled substance retail businesses, Flight Cannabis Co.'s mandate for the store is to provide a friendly, safe, and consumer-informed cannabis retail experience and will provide positive opportunities to support the increasing population in the neighbourhood.
- The application is supported by the owners of the property and commercial outlets within the centre.

E. Storefront Cannabis Retail Policy - Variance Request

The City's cannabis policy provides several siting conditions. The proposed site meets all the terms of the policy except for one element which states: *"A storefront cannabis retailer should be at least 400m (in a straight line from closest lot line to closest lot line) from another where a storefront cannabis retailer is permitted, whether or not a storefront cannabis retailer is active or not."*

In support of our request for a relaxation of the policy, we offer the following observations:

- The proposed storefront cannabis retail outlet is located approximately 206 m away from "High5 Cannabis Victoria" (see attached map), measured in a straight line from closest lot line to closest lot line. High5 Cannabis is a small outlet located on Tyee Road, north of Skinner Street and the Bay Street and the Bay Street Bridge.
- Practically speaking, the existing premises is located approximately 340 m from storefront to storefront, following the road pattern and walking routes (see attached map). While this too does not meet the 400 m guideline, there is nearly a quarter mile between the premises and offer completely distinct and different settings.
- Between the two premises, there are two major roads that provide significant buffer; Skinner Road is classified as a "Collector" road and Bay Street is classified as an "Arterial" road in the City's street network hierarchy. These streets divide the two premises and serve as a significant physical barrier, defining the Railyards neighbourhood from the Tyee/Dockside/Bayside neighbourhoods.
- The distinction between the two neighbourhoods is further accentuated by the topography of the area and the pedestrian pathway patterns that have been developed. They are physically disconnected.
- The Westside Village Shopping Centre captures a variety of retail opportunities, all focused into the centre. The proposed new store will integrate, and compliment the other retail and service outlets in the shopping center. It will be another service offered at the Shopping Centre and is ideally suited for the intended retail use.
- Our understanding is that the original intent of the policy regarding the distance between cannabis retail outlets was a concern related to potential issues arising with outlets located too close together. History has demonstrated cannabis stores do successfully integrate

with the retail streetscape and in fact shopping centers like Westside Village Shopping Centre are often more favourably received as customers can carry-out a range of shopping and personal services needs at one time.

- The City has many precedents of relaxing the policy based on supporting rationale on a case-by-case basis.

The intent of this is to not have a cluster of retail cannabis stores in the proximity of Westside Village Shopping Centre. Thinking towards the future, there is potential for the sites adjacent to the Westside Village Shopping Centre (parking lot, next door to parking lot and site next to shopping centre) to be redeveloped, not to mention the Roundhouse redevelopment and Dockside Green redevelopment. If the sites are to be redeveloped in the future, there is no doubt that the large amount of incoming residential would be able to support two cannabis retail stores.

F. Closing

We believe the rezoning application and the request for relaxation of the policy relating to distances between cannabis retail outlets is supportable. We thank Mayor and Council for its favourable consideration of the application.

Yours truly,



Deane Strongitharm
Strongitharm Consulting Ltd.

cc. K Barbon, The Truffles Group

attach. Map of Cannabis Distances
Map of Storefront to Storefront Distances
Flight Cannabis Co. Backgrounder

Cannabis Retail Distances



Legend

1: 2,500

127.0 0 63.5 127.0 Meters

NAD_1983_UTM_Zone_10N
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Important: This map is for general information purposes only. The Capital Regional District (CRD) makes no representations or warranties regarding the accuracy or completeness of this map or the suitability of the map for any purpose. This map is not for navigation. The CRD will not be liable for any damage, loss or injury resulting from the use of the map or information on the map and the map may be changed by the CRD at any time.

Notes

Storefront to Storefront Distance



1: 1,800

NAD_1983_CSRS_UTM_Zone_10N

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable. This plan should be field confirmed by the user prior to beginning construction. BC Hydro, Fortis Gas, Telus, and Fibre Optics locations must be confirmed with the appropriate utility. For internal use only. Do not distribute.

An Introduction to Flight Cannabis Co.

A Retailer of Cannabis and Cannabis Related Products



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EXECUTIVE SUMMARY

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Introduction

For over 25 years The Truffles Group has been driven by an unwavering commitment to excellence, innovation, community engagement and sustainability. With two and a half decades in operation, we've built a diverse and strong line of trusted brands that are interwoven with the social fabric of Vancouver Island.

As responsible operators and idea makers, we have a depth of experience in providing an elevated retail experience for controlled substances. Since 2007, we have proudly operated Cascadia Liquor stores and grown to eight locations with a highly professional track record.

Quality service and product offerings are ingrained in our core values. We invest in education for our staff and guests. We believe in quality over quantity. As such, all of our businesses operate as a premium hospitality experience in which our guests receive a high level of engaged service. This contributes to both improved guest/staff retention and a safe environment for customers and the community at large.

We are deeply connected to the communities where we operate. Locally owned and operated, we offer an understanding to the importance of working in collaboration with our community and it's stakeholders. We have been recognized for our leadership in operations, sustainability and community through recent awards such as, Winner – 2017 BC Liquor Retailer of the Year (Able BC), 2017 Community Leadership (EcoStar) and 2018 Business Leadership (finalist, Victoria Chamber of Commerce).

The Truffles Group is a group of businesses built on innovation, operational excellence, genuine hospitality and guided by responsible business ethics. We look forward to the opportunity to provide a safe, responsible cannabis retail experience that contributes positively to your neighbourhood.

Sincerely,

Keith Barbon, CPA, C.A.
Chief Executive Officer

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ABOUT US

Experience

Founded in 1990, The Truffles Group is a collection of small businesses with a big vision. Locally-owned and operated, we have been devoted to changing the way people think about the hospitality, tourism and beverage retail industries for over 25 years.

Guided by an unwavering entrepreneurial spirit, The Truffles Group is committed to being market leaders and to continually inspire others with product quality and by creating memorable and lasting experiences for guests and our team.

Our purpose is to be leaders in everything we do; as strong corporate citizens, The Truffles Group believes in operating within a balanced system that allows for its people, the planet and profit to endure and co-exist.

We believe that our people are the heart and soul of our organization. Our team keeps us rooted in our unwavering commitment to The Truffles Group's core values.

OUR STORYLINE

- **1990** We served our first meal at Truffles Catering
- **2001** Truffles Catering added a new location; Habitat Food Services opens at Royal Roads University
- **2002** Canoe Brewpub joined the group
- **2007** Our first liquor store location opened for business (Cascadia Colwood)
- **2008** The Truffles Group took on a jungle and opened the doors at Victoria Butterfly Gardens
- **2008** Truffles Catering began providing a health conscious School Meal Program, producing 1,000 meals daily for the Victoria School Board. They also became the Exclusive Caterer to the Royal BC Museum
- **2009** Cascadia Quadra was born
- **2012** The Truffles Group expanded up-island by adding Cascadia Courtenay
- **2013** Cascadia Uptown had its start
- **2014** Cascadia Langford emerged
- **2016** Sequoia Coffee at the RBCM opened to the public (Feb 2016)
- **2016** Cascadia Eagle Creek opened as the third Westshore location
- **2017** Cascadia opened its highly anticipated 7th location in Nanoose Bay
- **2020** Flight Cannabis Co. was born and opened its first location in Langford
- **2020** Cascadia Parksville became our 8th location
- **2021** Flight Cannabis Nanaimo was launched

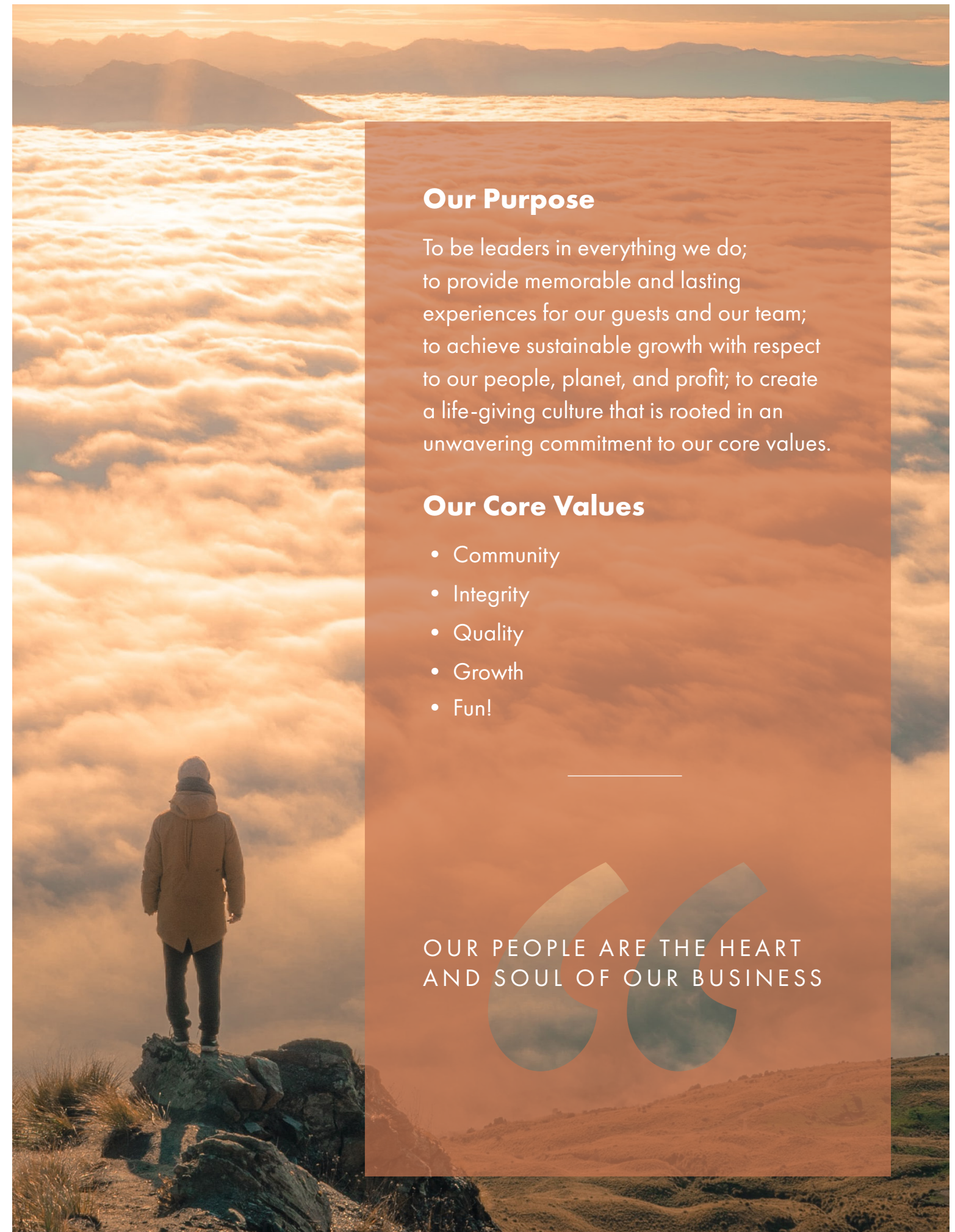
Our Purpose

To be leaders in everything we do; to provide memorable and lasting experiences for our guests and our team; to achieve sustainable growth with respect to our people, planet, and profit; to create a life-giving culture that is rooted in an unwavering commitment to our core values.

Our Core Values

- Community
- Integrity
- Quality
- Growth
- Fun!

OUR PEOPLE ARE THE HEART AND SOUL OF OUR BUSINESS



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Experience

OUR TEAM

We are a team of talented and passionate individuals who are changing the way people think about hospitality, tourism and retail. We excel in our industries because we deliver exceptional value by providing the best quality products and services.

We are uniquely positioned to provide your community with a partnership they can trust based on a proven track record in controlled substance retail sales, and successful operations of our existing Cascadia Liquor stores.

Our team understands the social sensitivity around the retail sale of cannabis and related products and the extra measures required to effectively operate these locations. We are committed to ensuring the safety, education and well being of our customers, staff and members of the community in which we serve.



Don Calveley

President & Founder

The Truffles Group

- Owner of several award-winning retail, food and beverage businesses including Cascadia Liquor Stores, Sequoia Coastal Coffee and Truffles Catering
- Employs over 400 people annually in his various businesses
- 25+ years of business ownership and operation on Vancouver Island



Keith Barbon

Chief Executive Officer

The Truffles Group

- KPMG alumni with over 18 years experience in finance, hospitality, real estate and business development
- Board of Governors – Order-in-council appointee (University of Victoria) 2019 – current
- Director of Urban Development Institute (UDI – Pacific)



Yasmin Nathoo

Director of Operations and People

The Truffles Group

- Over 20 years of strategic human resource management and over 7 years in overall operations management.
- Passionate about building strong cultures and team engagement
- Named one of Douglas Magazine's top young executives
- Avid supporter of community and charitable causes



Aaron Miller

Regional Manager

Flight Cannabis Co.

- 20 years hospitality and retail experience
- Passionate Cannabis Advocate
- Has successfully launched a new cannabis retail brand with two Flight Cannabis stores opening their doors in the last two years

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EXPERIENCE + QUALIFICATIONS

Experience



THE TRUFFLES GROUP

- People powered – over 400 seasonal and full-time team members
- Culture of education – we invest in our people to allow them to provide quality service and product knowledge
- Community oriented – raised over \$150,000 since 2016 to benefit local charities

RETAIL CANNABIS OPERATIONS

Flight Cannabis Co.

- First two locations, successfully opened less than a year apart.
- Well regarded, highly knowledgeable and approachable staff
- Focused on BC growers and producers

RETAIL LIQUOR OPERATIONS

Cascadia Liquor

- Grew to 8 locations in 13 years, employs over 145 staff in 8 different municipalities
- Leading private retailer known for unique products from the Pacific Northwest and the Okanagan, exceptional customer service and an elevated shopping experience
- Four new locations set to open in four communities during 2022 and 2023

EVENTS & CATERING OPERATIONS

Truffles Catering

- Vancouver Island's leading professional caterer for corporate events, weddings, private functions and office functions
- Executes over 800 events annually, 1000+ school meal lunches per day (including Colwood, SD62), over 150 office lunches monthly plus exclusive catering contracts with Royal Roads University in Colwood and the Royal BC Museum

CAFÉ OPERATIONS

Habitat & Sequoia Coffee

- Habitat Food Services, operating at Royal Roads University for over a decade, offers full range of hot and cold entrees plus 'grab and go meals' for students, staff and visitors
- Two Sequoia Coffee locations. Royal BC Museum coffee bar and Royal Bay (Colwood) drive-thru. Features carefully crafted coffee and cuisine showcasing the best of the West Coast



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Experience

RESTRICTED/ CONTROLLED SALES

Controlled Sales Experience

As operators of Flight Cannabis and Cascadia Liquor, our team is well-versed in the nuances of age restricted and controlled substance sales.

Our company's standard practices ensure that our staff are trained in federal, provincial and municipal bylaws and regulatory processes to ensure the responsible sale of such items.

We have policies and procedures in place including Forced ID and Excessive Sales policies including tracking, staff criminal record checks, education and licensing.

Store security and monitoring are done through professionally installed and monitored alarm and security systems.

Enforcement Actions

We operate 12 Provincially controlled substance licenses with an exemplary record over the last 25 years. No criminal enforcement actions of any kind have been brought by municipal, provincial or federal agencies in the 25 years of business.

We are determined to carry on this exemplary track record in our new retail cannabis operations as we acknowledge our group reputation is at stake.



SAFETY + SECURITY

A Proven Track Record

Flight Cannabis stores are designed to be a premium experience: bright, vibrant, inviting and comfortable. This attracts a clientele that appreciates an elevated shopping experience.

The storefronts are safe, clean and bright. We maintain close relationships with our property managers to ensure they are kept this way.

Cannabis Security Actions

Security is a top priority:

- Utilization of top tier camera surveillance systems
- Provincially accredited training in the control of cannabis sales and consumption
- Design plans include discreet storefronts and open retail spaces
- Active engagement with LCRB inspectors, municipal law enforcement and bylaw officers
- Team members trained in site supervision and oversight as it pertains to minors and/or other potential concerns in the vicinity of the store
- Electronic access controls to secured storage areas

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Culture

STAFF EDUCATION

Team & Leadership Development

Our team strives for continuous improvement. Managers are tasked with undertaking key initiatives each month to improve their team's performance, knowledge and productivity.

We believe that knowledge has a direct correlation to quality and leads to responsible consumption. This is one reason why we invest in education – both with our staff and our customers.

We also run monthly master-classes at our liquor store locations that aim to educate our customers on quality products and trends. This contributes to our culture of learning by educating our guests in a fun and safe environment while putting a focus on quality over quantity.

With a focus on service, our staff are continually trained to listen, engage and connect with all of our customers. This contributes to responsible service and allows us to maintain a professional track record as controlled substance retailers. We are proud of our history with no liquor or cannabis infractions since Cascadia Liquor's inception in 2007.

Our management team regularly connects with the Liquor and Cannabis Regulation Branch (LCRB) to ensure we follow and adhere to the most up-to-date policies and practices.

Customer & Guest Engagement

All of our companies use a variety of metrics to ensure we create positive, memorable and lasting customer experiences.

Metrics include monthly mystery shopper reports, customer surveys, online ratings, customer comment cards and ongoing direct feedback.

COMMUNITY CONNECTION

Monthly Community Program

We are proud to participate in many community events around our many retail locations. This includes fundraising barbeques to benefit local charities, gift basket donations to local organizations and charitable events, major and community-based event sponsorship, minor league sports sponsorships and participation in local chamber of commerce and rotary clubs.

Monthly Community Program

We are deeply connected to the communities in which we operate and believe giving back contributes to the betterment of Vancouver Island and its residents.

We also offer a community program that fundraises and generates awareness for selected charities in our communities. In 2021, we proudly donated over \$40,000 to these charities with the support of our guests, clients and team.

The charities rotate quarterly and currently include the Mental Health Society of Greater Victoria, Lifecycles, Surfrider Foundation, and local soup kitchens.

This program not only provides funds and awareness, but also generates trust and connection to our guests. This trust has been imperative to generating a culture of safety and security in and around our locations.



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Culture

SUSTAINABILITY

Corporate Responsibility

We are committed to being environmental stewards and have deep-rooted beliefs that sustainable initiatives should be more than a practice, but a priority.

All of The Truffles Group businesses have been certified by the Vancouver Island Green Business Collective (VIGBC). Every member of this collective has completed a set of tangible actions aimed at reducing their footprint on the environment.

We impact change through:

- Sourcing local product wherever possible
- Improving our energy efficiency
- Reducing amount of waste we generate

Sustainable Purchasing

- In 2014, we introduced a Sustainable Purchasing Policy to ensure that environmental and socially ethical decisions were made during all procurement

VIGBC

- As early adopters of sustainability, all of The Truffles Group businesses were certified by the Vancouver Island Green Business Certification Program in 2014
- Under the program, Canoe Brewpub was recognized as the Greenest Restaurant on Vancouver Island in 2014
- All businesses have since been re-certified annually with evolving benchmarks
- We were awarded with the 2017 EcoStar Community Leadership Award



OUR SUCCESS

Community Awards + Acknowledgments

2021

- **Winner, Best Beer/Liquor Retailer** (*Black Press Media Best of the City, Cascadia Liquor*)
- **Finalist, Best Cannabis Store** (*Times Colonist Reader's Choice, Flight Cannabis*)
- **Finalist, Best Liquor Store** (*Times Colonist Reader's Choice, Cascadia Liquor*)

2020

- **Winner, Best Beer Selection** (*Black Press Media Best of the City, Cascadia Liquor*)
- **Finalist, Best Liquor Store** (*Times Colonist Reader's Choice, Cascadia Liquor*)

2018

- **Finalist, Liquor Retailer of the Year** (*BC Hospitality Industry Awards, Cascadia Nanoose Bay*)
- **Finalist**, (*Vancouver Island Business Excellence Awards, The Truffles Group*)

2017

- **Winner, Liquor Retailer of the Year** (*BC Hospitality Industry Awards, Cascadia*)
- **Winner, Community Leadership** (*EcoStar Awards, The Truffles Group*)
- **Winner, Best Customer Service** (*Best of the Westshore Awards, Cascadia Liquor*)
- **Winner, Best New Business** (*Best of the Westshore Awards, Cascadia Liquor*)
- **Winner, Best Business** (*Best of the Westshore Awards, Cascadia Liquor*)
- **Finalist, Sustainability Award** (*Comox Valley Chamber, Cascadia Liquor*)
- **Finalist, Best Liquor Store** (*Times Colonist Reader's Choice, Cascadia Liquor*)
- **Winner, Best Liquor Cold Beer & Wine** (*Comox Valley Best of the City, Cascadia*)

2016

- **Finalist, Business of the Year** (*Business Examiner, Cascadia Liquor*)
- **Finalist, Customer Service Excellence** (*Comox Valley Chamber, Cascadia Liquor*)

2015

- **Finalist, Sustainability Company of the Year** (*Victoria Chamber, The Truffles Group*)
- **Finalist, Greenest Restaurant** (*EcoStar Awards, Canoe Brewpub*)
- **Finalist, Greenest Retail Store** (*EcoStar Awards, Cascadia Liquor*)
- **Finalist, Waste Management** (*EcoStar Awards*)
- **Winner, Best Retailer** (*Comox Record, Cascadia Liquor*)
- **Winner, Retail Company of the Year** (*Business Examiner, Cascadia Liquor*)
- **Winner, Best Wine Store** (*EAT magazine, Cascadia Liquor*)

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Business Plan

BUSINESS PLAN



A) PROPOSED HOURS OF OPERATION

Our hours of operation will be between 9:00 am and 10:00 pm, 7 days a week, unless otherwise set by municipal or provincial regulations.

Our retail cannabis store will be closed:

- on Christmas Day (December 25); and
- at all times other than the hours endorsed via Provincial regulations or bylaws

B) PROPOSED PLAN

(i) Compliance with Regulatory Framework

We propose the following measures for Safe and Responsible Cannabis Sales:

Education Programs

- staff to complete mandatory programs that educate licensees, managers and teams about their legal responsibilities when selling controlled substances, and provides effective techniques to prevent problems related to over-service

Display of Social Responsibility Materials

- prominently display social responsibility collateral

Controlling the Store

- our team is responsible for controlling the behavior of customers
- no one will be harmed as a result of cannabis misuse or criminal activity in or outside our store
- if staff, customers or members of the community have reason to be concerned that there is a threat to their safety, we will act on these concerns

Preventing Disturbances

- ensure adequate lighting outside the store and in the parking lot
- regular supervision of storefront & parking

- we will post signs asking patrons not to disturb the neighbours
- an effective ventilation system will be installed as required

Minors

- minors (those under the age of 19) are not allowed in a licensed cannabis retail store
- we will not employ or sell to minors

Identification (ID) Requirements

- minors are not sold cannabis – our staff is trained to ID anyone appearing 35 or younger with two pieces of authentic government issued ID
- staff must decide on a case-by-case basis if the ID presented proves that the person is not a minor, if the person cannot produce two pieces of acceptable identification, service will be refused

Intoxicated Patrons

- we will not let a person who is intoxicated or exhibiting signs of intoxication enter or remain in the store
- we will refuse the person service, have the person removed and ensure they depart safely
- we will not permit cannabis consumption in or around the store

Disorderly or Riotous Conduct

- we will not allow violent or disorderly conduct or unlawful activities to take place in or outside our store
- an individual who has been asked to leave or has been barred from entering the store must not return for at least 24 hours (if they return within 24 hours, we must notify police)

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Business Plan

BUSINESS PLAN (CONT.)



(iii) Neighbourhood Impact

Applicable community neighbourhood groups will be consulted to ensure all efforts are made for a positive, safe and community-oriented cannabis retail location in the neighbourhood.

In 2009, Cascadia Liquor entered a location that was previously challenged by security and safety concerns in the community. We succeeded in rejuvenating the location and are now a positive and active member of our neighbour and business community.

We follow a similar strategy in our Cannabis retail locations with the following tactics:

- Meet with Local community group
- Restrict trade hours
- Include security protocols
- Actively monitor storefront + parking
- Ensure our store is clean, bright, inviting and comfortable to attract a clientele who appreciate an elevated shopping experience
- Provide attentive & educational service promoting healthy consumption
- Limit sales of items that may attract challenging clientele i.e.. single-use packaging or specific merchandise

(vi) Educational Initiatives

Staff will be trained and educated prior to commencing guest engagement on the following:

- Safe consumption of cannabis
- Variance of cannabis strains and products
- Legal use of cannabis
- Comparison of CBD (Cannabidiol) and THC (Tetrahydrocannabinol)
- Positive lifestyle cannabis use

Educational classes will also be provided to customers on all of the above topics.

- In all cases, consumer centric educational classes will promote a healthy and positive user relationship with cannabis that will focus on quality products over a high quantity of consumption

C) PROPOSED PLAN – CITY COLLABORATION

The Truffles Group will work alongside the applicable community stakeholders and police forces to create a successful plan to address regulatory, social and community issues in relation to the sale of cannabis and related products if they arise.

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DESIGN CONCEPT

Store Design

The design inspiration for the stores is inspired by a subtle west coast aesthetic. The fresh, friendly, natural allure of the region is captured through the use of natural materials, a neutral color palette, live plants and high-quality fixtures and finishes. With a focus on customer service and product education, shoppers feel welcome to interact with staff or browse products on their own at one of the iPad stations integrated at the ends of the central retail displays. For those who know what they are looking for, an express checkout (Priority Boarding) counter allows them to get in and out quickly. Large menu screens above the cash counter display rotating product offerings, current pricing and product information.

The exterior of the store is modern and minimalist with dimensional illuminated signage, and stylized graphics that create visual interest and draw people to the store. The modern aesthetic flows inside with geometric millwork details, wood clad feature walls and dark stone counters. Decorative pendant lights over the feature retail displays, combined with LED suspended track and ambient lighting, create a space that is bright and playful.

Many cannabis stores feel empty or clinical, therefore our aim is to create a more boutique shopping experience and a space that is welcoming and exciting while adhering to the evolving government regulations for cannabis sales (obscured visibility into the store, controlled signage & messaging, locked product displays).



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LOOK & FEEL

Store Design

