



Melt Town Business Application – Supporting Letter

March 1st, 2017.

Mayor Lisa Helps and City of Victoria Council
City of Victoria
1 Centennial Square
Victoria BC V8W 1P6

RE: Rezoning Application for Storefront Cannabis Retail Operation at 2652 Quadra Street

Dear Mayor Helps and City of Victoria Council,

As requested, we are submitting this communication as part of our Storefront Cannabis Retailer Rezoning Application for Melt Town Dispensary, in Victoria, British Columbia. Our intention is to demonstrate our ability to quickly and effectively comply with all rules and guidelines outlined by the City of Victoria. If additional information is required, please contact us at your convenience and we will work quickly to deliver the additional information.

Observance of City Policy for Cannabis Dispensaries

Melt Town Dispensary:

- Is not within 200m of any school
- Occupies an established retail location (former site of BC Smoke Shop)
- Operational since July 2016
- Is the only retail cannabis operation on this site
- Has a retail area of 108.1m² (1173 sq.ft.)
- Has a total floor area of approximately 212.1m² (2283 sq.ft.)
- Admittance is restricted to adults 19+ years of age
- Consumption of cannabis on the premises is not permitted

We respect the city's requirement for dispensaries to be separated by at least 200m; our location is within a dense urban village, and thus seems to meet the requirements for the exceptions to this guideline. The nearest dispensary (AAA Dispensary) is across Quadra Street, nearly 47m away. There are no other dispensaries on our block, and the two locations are separated by a substantial volume of vehicle traffic.

There is also a rezoning application that has been submitted by a dispensary that is not open yet which is located at 2714 Quadra St (approximately 110m from Melt Town). The property is currently for sale and new ownership may have to approve their rezoning application.

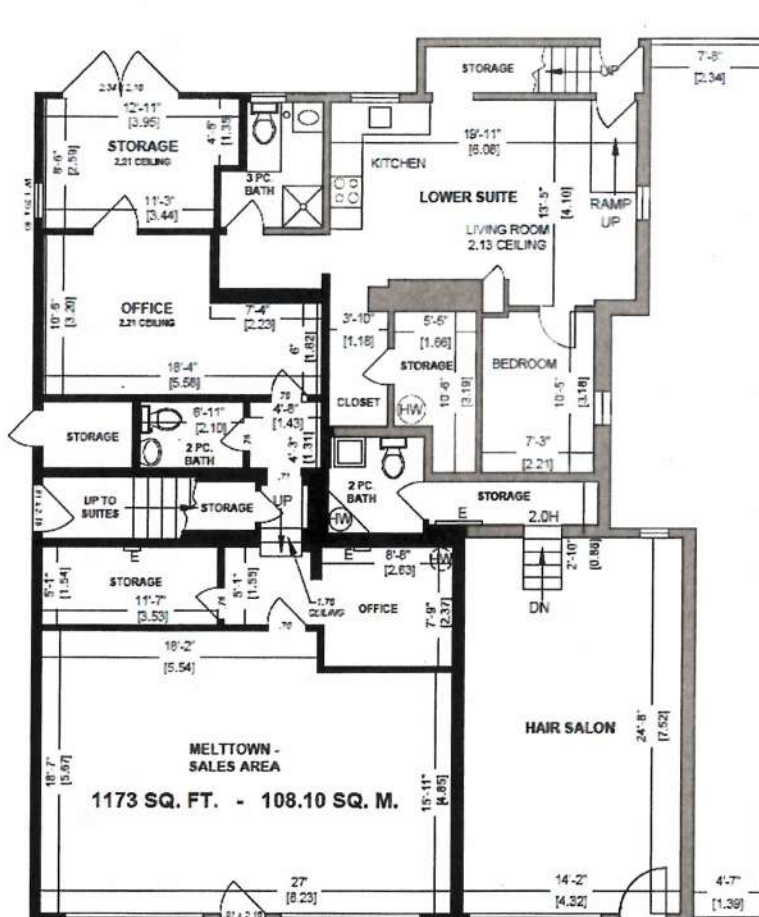


Melt Town Dispensary's Premises

Our business is located on Quadra Street, near the intersection of Hillside Avenue. The building is home to commercial tenants as well as residential units, including the building manager's personal residence. Neighbouring businesses include a community grocery store, theatre, popular restaurants, convenience stores, and financial institutions. Our community, and our location, is on a direct route to the Victoria Police Station.

Melt Town Dispensary features three separate zones: the primary zone includes a sales area, behind-the-counter product displays, and cash register. All display cases are locked unless product is being removed.

Zone two is for staff only, and access is only possible through a door from zone one or three. Zone three holds the office for the owner, and is accessible from zone two through a locked door, and a rear exit that is locked at all times.



Melt Town Dispensary Quick Facts

- Admittance restricted to adults 19+ years of age
- Branding does not contain any cannabis related imagery
- All signage complies with the City's bylaws
- No on-site cannabis consumption permitted
- Health and Safety warnings are clearly and prominently posted
- Adequate ventilation is installed and operational
- Melt Town Dispensary is open solely during the designated hours of operation, as per City of Victoria Guidelines



Business Model

Our operation is run by a team of professionals interested in providing a quality product to a diverse clientele. Since opening, we have developed a membership of nearly 2000 patrons; trained eleven employees from Vancouver Island; implemented BioTrackTHC, a secure point of sales software solution specifically designed for the cannabis industry; and currently offer one of the largest selection of cannabis flowers, concentrates, and edibles in Victoria.

We run a professional operation, with highly trained employees, under the direction of Tom Doran, founder of the Melt Town and Jupiter brands. There are nine locations (two Melt Town and seven Jupiter) in Western Canada, but Melt Town Victoria is the only full service dispensary.

The Melt Town Team

The Melt Town Dispensary is owned by Tom Doran, who has over two decades of retail management experience, and is a member of the Canadian Franchise Association. Based on Mr. Doran's extensive experience leading multiple corporate and franchise operations in Victoria, Edmonton, Saskatoon, and Toronto, the Quadra Village location will be run efficiently and professionally, bringing value to the neighbourhood and revenue to the municipality, the province, and the federal government.

Melt Town collects and remits both PST and GST. We also pay source deductions. We will be filing a yearly tax return and have retained a chartered accountant. Melt Town is also a member of WorkSafeBC. Our corporate bank account is at a dispensary friendly credit union in Vancouver.

We have created a series of protocols to ensure everyone on our team is capable of:

- Verifying the age of our patrons
- Accurately weighing products sold by weight
- Providing product specific knowledge
- Promoting the responsible use of cannabis
- Maintaining a professional, respectful workplace at all times

We have a zero-tolerance policy for consuming any cannabis product on site, and violation of this policy will result in immediate termination of employment.



Part of the Neighbourhood

The previous tenant, BC Smoke Shop, successfully operated in this location for eleven years before relocating within the same neighbourhood. We are active members of the community, and have made substantial investments locally to ensure our neighbours benefit from our operation. 75% of the inventory required for the launch of Melt Town was purchased through Vancouver Island cannabis wholesalers. To outfit the Melt Town Dispensary, we invested over \$35,000 in the local community, including the purchase of cameras, computers, security gates, high-efficiency air-filtration equipment, flooring, signage, and renovation materials. Approximately \$20,000 was invested in Victoria-based professional services, including lawyers, architects, land surveyors, and tradespeople. Our security and fire alarms are both monitored by Price's Alarms, a longstanding local security provider.

As we are an active member of Quadra Village, an eclectic and artistic community, we work with our neighbours to improve the community.

One such project has been assisting with the development of a Quadra-based organization, *Love Where You Live*, a community action-group that fosters neighbourhood pride through litter-reduction and eco-stewardship. We have donated almost \$3000.00 to *Love Where You Live* since June of 2016 and look forward to providing ongoing financial support as well as strategic planning advice. Our goal is to assist them as they transition into a charitable organization; we have helped co-ordinate legal counsel and have agreed to pay a portion of the legal fees et al.

At Melt Town Dispensary, we respect our community as well as our planet, and have an active recycling program in place and use LED energy-saving lights where possible.

Site Profile

There have been no building renovations involving soil or soil excavation, and no uses indicated in Schedule 2 (as per the Ministry of Environmental Administrative Guidance on Contaminated Sites) have occurred at this location, thus a site profile is not required and has not been submitted with this application.

Design and Development Permit Compliance

We are not subdividing, adding to or altering the building, and we are not altering the land.

Safety and Security at Melt Town Dispensary

We strictly follow the guidelines outlined by the City of Victoria's Crime Prevention Through Environmental Design (CPTeD), including adequate lighting, improved sightlines, and appropriate security

"Mr. Doran's contribution on behalf of Melt Town is particularly significant in that he has facilitated the growth of Love Where You Live BC and advanced our progress ahead of planned milestones. The vision of living litter-free is a shared vision made substantial through action"

**~ Michael Wegner, founder
of LoveWhereYouLiveBC.ca
(full letter attached)**



measures. Our Security Plan, created by Commissionaires Victoria (and submitted with our business licence application) outlines our policies and processes, and is reviewed on a regular basis.

Our team is trained on the guidelines outlined by RetailSafety.ca to minimize opportunities for robbery, including cash handling, surveillance, limited access, and store layout, but in the event of a robbery, employees have been instructed to comply with all demands; we have sufficient cannabis dispensary specific insurance to cover financial loss, and the health and safety of our employees is paramount.

We have retained the services of Geoffrey A. Huggett, a lawyer and notary public who specializes in Commercial and Corporate Business Law, and Commercial and Residential Real Estate Law.

Transportation Requirements

Currently, the City of Victoria is reviewing the existing vehicle parking standards regarding the Schedule C off-street parking. We are awaiting proposed bylaw changes to Schedule C off-street parking to see if we satisfy the new requirements as we do not satisfy the current ones. We may also apply for a variance for the parking requirements or explore leasing parking spots from one of our neighbors. We are in the process of installing bicycle parking to meet the Schedule C standards. Our goal is to include bicycle facilities that exceed the requirements.

Heritage Designation

The current facility does not have heritage status.

In Conclusion

Our intention is to operate our business in a way that complies with all regulations and bylaws outlined by the City of Victoria, adhering to the spirit and letter of the law to ensure we provide a safe environment for our community. We educate our clients to ensure they have the right product for their specific situation, and we actively contribute to our community – financially as well as environmentally.

We look forward to our partnership with the City of Victoria, and with the City's approval, we will continue to operate in a professional manner with a positive presence within Quadra Village, representing the cannabis community of Victoria and promoting the responsible use of cannabis related products.

We are available to answer any questions or concerns throughout the application process and for the lifetime of our operation.

We are looking forward to your favourable consideration of our application.

Regards,

Tom Doran

Tom Doran
Founder and CEO, Melt Town Dispensary