



THE HIGHER PATH

Continuing our commitment to serving Santa Rosa

October 25th, 2018

(BEAR FLAG SUPPLY, INC DBA THE HIGHER PATH)

WHAT WAS MISSED?

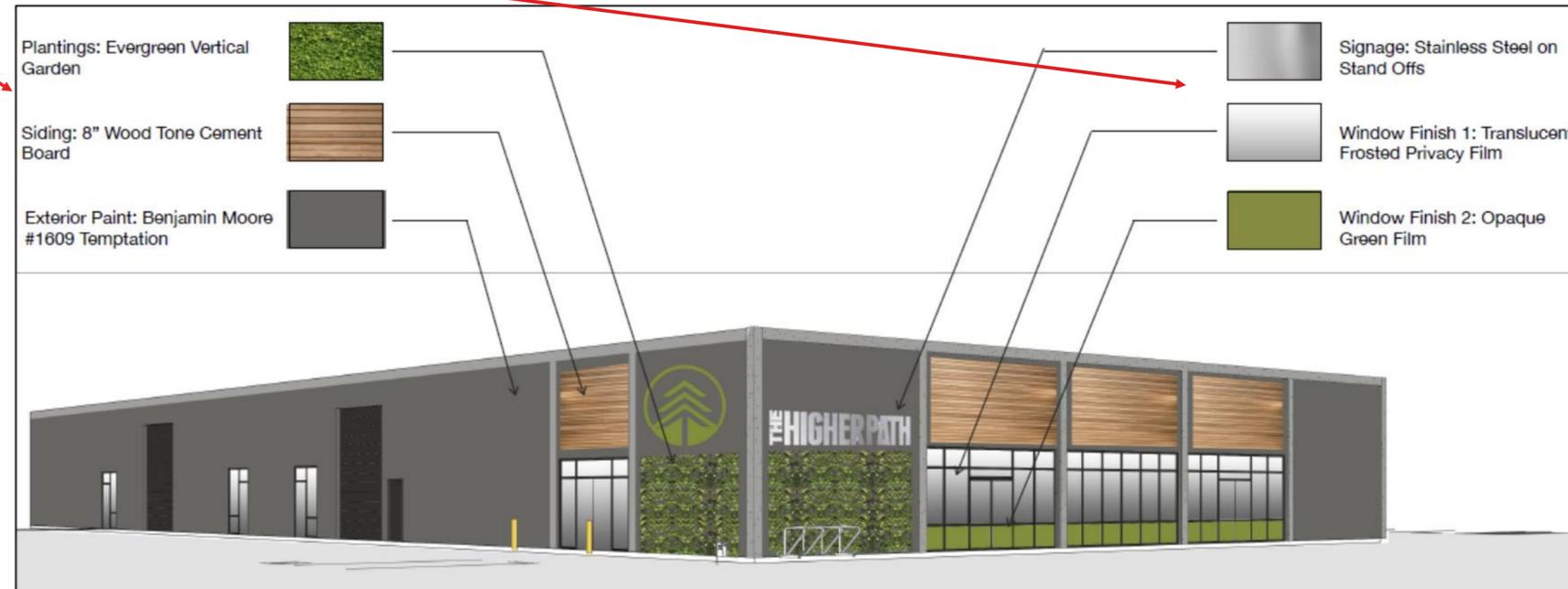


Originally Submitted Renderings



Rendering (B) 950 Piner Rd

Details of Materials
and Colors



4. Neighborhood Enhancement (30 points max)

- i. Quality and extent of improvements to the site, building, and surrounding neighborhoods
- ii. Integration of project through attractive façade, setbacks, quality materials and colors, landscaping, safe circulation and location of driveways, and ease of parking
- iii. Environmental benefits - green business practices related to energy and/or water conservation
- iv. Community benefits e.g. employment opportunities, community programs and contributions.

- Significant upgrades proposed to the interior.
- No details on what exterior cosmetic improvements are proposed. No details on materials or colors.
- Sonoma Clean Power as well as green business practices related to water/energy conservation.
- Local hiring and employee training. Business is seen as community benefit. Educational seminars on cannabis related topics.

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PINER ROAD NEEDS A FACELIFT

EXISTING

- Dated facade
- No secure parking or lighting
- High energy consumption
- No landscaping



WHAT'S NEW? NOT SHOWN IN APPLICATION

PROPERTY OWNER CHARLES EVANS IS COMMITTED TO RENOVATING ALL BUILDINGS. COSMETIC RENOVATIONS FOR 275 FEET OF PINER ROAD FRONTAGE ARE DEPENDENT UPON APPROVAL OF RETAIL APPLICATION.



EXTERIORS: COSMETIC RENOVATIONS TO MULTIPLE BUILDINGS (930, 950 & 966 PINER RD) FOR THE FIRST TIME IN 44 YEARS.



EXTERIOR RENOVATIONS INCLUDE EXISTING BUSINESS LUMBER LIQUIDATORS AND APPROVED CANNABIS BUSINESSES



EXTENSIVE EXPERIENCE NOT REFLECTED IN APPLICATION EVALUATION

950 Piner Rd

MERIT BASED REVIEW CRITERIA	COMMENTS	SCORE
2. Site Management (20 points max) i. Experience in operating a cannabis retail business in the North Bay area ii. Qualifications and backgrounds of principals iii. Business Plan that includes day-to-day operations and how cannabis will be monitored to prevent diversion iv. Management plan that prevents and responds to potential nuisance impacts (e.g. loitering, trash, local contact) on adjoining properties, public areas, and the surrounding neighborhoods v. Performance timeline from land use approval to plan check and construction to opening	<ul style="list-style-type: none"> Experience with cannabis retail operations in San Francisco. Demonstrate exceptional qualifications and experiences of principals. Detailed policies and procedures for day-to-day operations. Application offers limited consideration of potential nuisance impacts and lacks specificity on how to respond. Describes use of security cameras as a deterrent and 30-min parking limits. Performance timeline provided, but not very detailed. 	17.7

15 years experience with cannabis retail operations.
Score: 17.7

No experience in cannabis retail.
Score: 17.7

925 Piner Rd

MERIT BASED REVIEW CRITERIA	COMMENTS	SCORE
2. Site Management (20 points max) i. Experience in operating a cannabis retail business in the North Bay area ii. Qualifications and backgrounds of principals iii. Business Plan that includes day-to-day operations and how cannabis will be monitored to prevent diversion iv. Management plan that prevents and responds to potential nuisance impacts (e.g. loitering, trash, local contact) on adjoining properties, public areas, and the surrounding neighborhoods v. Performance timeline from land use approval to plan check and construction to opening	<ul style="list-style-type: none"> No experience in cannabis retail, but experienced in cultivation and cultivation related product sales. Sonoma County residents. Exceptional qualifications and experience of principals. Very detailed policies and procedures for day-to-day operations. Application addresses loitering and trash but fails to consider other potential nuisance impacts. Detailed performance timeline. 	17.7



THE HIGHER PATH



JERRED KILOH CA CANNABIS RETAILER LEADER

Cannabis Industry Leader & Influential voice in regulated cannabis industry -
15 years experience.

UCBA - Founder and president of UCBA largest retail trade organization in the nation

Thrive Center for Birth & Family Wellness - Founder & Owner of Santa Rosa based health-care center that offers education, an apothecary, birth suites, and full service midwifery care.

The Green Cross - One of the most decorated dispensaries in CA history, founded in 2004

SF Medical Marijuana Task Force 2010

featured in:



We Are Local Residents and Business Savvy

AMOS FLINT

Perch + Plow - Full Service Restaurant and Social Bar featuring local ingredients

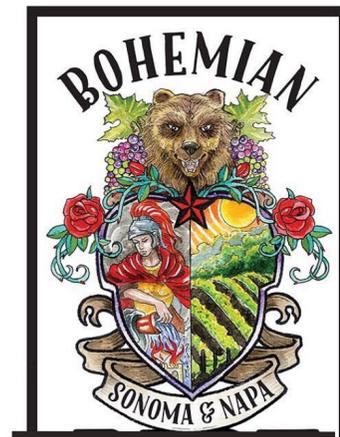
New Santa Rosa Restaurant on Courthouse Square - Coming early 2019

Flint General Engineering of Santa Rosa - Owned and Operated for 15 years, serving clients throughout the Bay Area

Hearts for Haiti (501c3) - Donates to support a brighter, more sustainable future for Haiti's youth

Christy's on the Square - Served as a lively restaurant & music club in downtown Santa Rosa

featured in:



local business owner:





THE HIGHER PATH NAPA



SITE MANAGEMENT TRACK RECORD



Over 15 years experience in regulated cannabis retail store management



8 years experience in successful downtown Santa Rosa retail



Experience in operating a cannabis retail business in the North Bay area



Business Plan developed from hands on experience that includes day-to-day operations & how cannabis will be monitored to prevent diversion

42 Notable Awards in the Past 3 Years

42 Awards in the past 3 years

- Best of LA Dispensary
- Best of Southern California (3 years in a row)
- California State Assembly Certificate of Recognition (2016)
- Special Congressional Recognition
- Best of the Bay (3 years in a row)
- Talk of the Town (4 years in a row)
- The Best of Sonoma County 2016

