



March 12, 2019

Mayor & City Council Members
CITY OF SANTA ROSA 100
Santa Rosa Avenue
Santa Rosa, CA 95404

RE: HIGHWAY 420 – LETTER OF SUPPORT FOR RETAIL OPERATION

Dear Mayor & Council Members:

In the extremely reasonable interest of fairness and equity, the California Hispanic Chambers of Commerce urges you to support Highway 420 and its owner, Justin Miranda.

Along with recognizing the importance of having bilingual business owners and staff in a majority Spanish-speaking community, the Highway 420 business plan is geared not only to internal success, but to growth via a comprehensive job training program aimed at locals. The Highway 420 retail operation is a Latino-run business powered by locals, in a community that is heavily Latin-American. California's decriminalization of marijuana was only the first step to ending generations of structural discrimination, promoted immensely by the "War on Drugs." Recent statistics provided by the Bureau of Justice cite that roughly 80% of nonviolent Drug Offense convictions in Federal Prisons, and nearly 60% in State Prisons, are either Black or Latino. Although recently signed legislation (AB 1793) aims to overturn these nonviolent convictions, communities such as Roseland are still facing the massive economic and cultural impact of the incarceration. The City of Santa Rosa has a responsibility to address these losses and trauma meted upon children, families and neighborhoods, and to take steps to help Latino owned businesses grow and prosper.

With his exceptional work ethic, local support, and dedication to this project, I am certain that Justin Miranda will continue to excel as a business owner and leader for Roseland citizens. I have heard incredible things about his ability to engage neighbors, instilling in them a vigor often lost on communities that feel forgotten. Approving Highway 420 will extend beyond Miranda, as his efforts have already united so many to his cause. By supporting Highway 420 you are supporting economic growth for local minorities, promoting vocational development and showing local residents that they can be heard.

Sincerely,

A handwritten signature in black ink, appearing to read "Julian Canete", with a long, sweeping horizontal line extending to the right.

Julian Canete
President & CEO





PHENOTOPIA

COMMERCIAL CANNABIS DISPENSARY
443 DUTTON AVENUE, SUITE 11, SANTA ROSA

COMMUNITY SUPPORT



COMMUNITY GIVING

5%
Profits



**BOYS & GIRLS CLUBS
OF AMERICA**



**Homelessness Reduction
Non-profits**

Vocational Training Program

THE TRUTH ABOUT PHENOTOPIA

Category	The TRUTH about Phenotopia		Highway 420's LIES	
North Bay Retail Experience on Staff	YES	Hired the most qualified COO in Sonoma County.	NO	No experience in owners or staff.
Local Supply Chain Connections	YES	Letters of support and stated connections to local operators. Connections throughout California.	NO	Connections in Southern California .
Superior Facility	YES	Facility in excellent condition with standard interior and exterior improvements needed for occupancy.	NO	Needs substantial improvements on interior and exterior of building.
Bilingual Customer Service Staff	YES	Currently has bilingual staff and will continue to hire local bilingual staff.	NO	Not proposed.
Safe Access	YES	Ample space for safe access.	NO	Not proposed.
Community Benefit Program On-site	YES	Donations from the get go: 5% net profit for community benefits program.	NO	Only “communication” with nonprofits stated.
Specific Local Hiring Plan	YES	Will work closely with the Teamsters to create our Roseland Hiring Plan.	NO	Craigslist and consultants, no community-based plans.

PHENOTOPIA IS THE SUPERIOR APPLICANT

Category	Phenotopia	Highway 420
Highest Ranking Application	✓	×
Community Benefits Plan	✓	×
Demonstrated Giving	✓	×
5% pledge to non profits and vocational training programs	✓	×
Long-time Local Team	✓	×
History of Compliance	✓	×
Sustainability Plan	✓	×
Fully Bilingual Outreach Written and spoken	✓	×
Bilingual Open Houses	✓	×

THANK YOU

PHENOTOPIA

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