



## Oxnard Commercial Cannabis Application Phase 2 Evaluation Report

**CCB 2021-19 - Advocate Society, LLC dba Advocate Society**

Tracking Number - Applicant Name/DBA

**2550 E. Vineyard #210, 220, Oxnard, CA 93036**

Proposed Location

**Retail and Local Equity Applicant/Retail**

License Type

**SCORE SUMMARY**

**1,196** Points Received

**1,200** Points Available

**99.67% Score**

**Pass CBA & Local Equity Program**

| Criteria   | <i>Scoring Basis</i> | Points Available | Points Received | Evaluation          |
|--|----------------------|------------------|-----------------|---------------------|
| <b>1 Business Plan (500 pts)</b>   |                      | <b>500</b>       | <b>500</b>      |                     |
| 1.1 A budget for construction, operation and maintenance, compensation of employees, equipment costs, utility cost, and other operation costs. | <i>Percentage</i>    | 85               | 85              | Addressed criteria. |
| 1.2 Proof of capitalization in the form of documentation of cash or other liquid assets on hand, Letters of Credit or other equivalent assets. | <i>Percentage</i>    | 90               | 90              | Addressed criteria. |
| 1.3 3-year pro forma for at least three years of operation.  | <i>Percentage</i>    | 85               | 85              | Addressed criteria. |
| 1.4 Fully describe hours of operation and opening and closing procedures.  | <i>All or none</i>   | 50               | 50              | Addressed criteria. |
| 1.5 Fully describe the day-to-day operations for each license type being sought.   | <i>Percentage</i>    | 90               | 90              | Addressed criteria. |
| <b>1.5.1 Additional criteria for RETAIL applications only:</b>   |                      |                  |                 |                     |
| a. Describe customer check-in procedures.  |                      |                  |                 |                     |
| b. Identify location and procedures for receiving deliveries during business hours.  |                      |                  |                 |                     |
| c. Identify number of Point-of-Sales location and estimated number of customers to be served per hour/day.                                     |                      |                  |                 |                     |
| d. Describe the proposed product line and estimate the percentage of sales of flower and manufactured products.                                |                      |                  |                 |                     |
| e. Describe the product handling procedures.   |                      |                  |                 |                     |
| f. If proposed, describe delivery service procedures, number of vehicles and product security during transportation.                           |                      |                  |                 |                     |
| 1.6 Fully describe cash handling procedures.   | <i>All or none</i>   | 50               | 50              | Addressed criteria. |
| 1.7 Fully describe inventory control procedures including identification of point-of-sales and track and trace software.                       | <i>All or none</i>   | 50               | 50              | Addressed criteria. |

**Summary** The owners are Ronald Jenkins (49%), Jonathan S. Pae (31%), Craig Fry (15%), and Jason Beck (5%). The start up budget is \$1.4M. Valid and current proof of capital was provided via a bank statement in the amount of \$4.8M. SOPs were included to explain processes and procedures for the compliant operations and management of the business. They will utilize Greenbits and METRC as their POS and inventory management platforms. There will be 6 POS stations servicing up to 150-200 customers per day. They will own 2 delivery vehicles equipped with GPS tracking to meet regulations. Product handling procedures explained how employees will assist customers on a 1:1 ratio to ensure safety, security and consistent customer service. They plan to follow a comprehensive and anti-diversion inventory control process. Hardcar's cash management software will be utilized, along with their armored car pick up (cash) service to securely transport, manage and move currency. The product line will consist of flower (45%), cartridges (27%), topical (10%), infused food/drinks (8%), tinctures (5%), and merchandise (5%). Annual revenue projections start at approximately \$3.5M in Year 1 and grow to \$12.8M in Year 3.



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| <b>2 Labor and Employment Plan (300 pts)</b>   |                    | <b>300</b>       | <b>300</b>      |                     |
| 2.1 Describe compensation to and opportunities for continuing education and employee training.   | <i>Percentage</i>  | 105              | 105             | Addressed criteria. |
| 2.2 Describe the extent to which the CCB will be a locally managed enterprise whose owners and/or managers reside within the Ventura County area.  | <i>All or none</i> | 45               | 45              | Addressed criteria. |
| 2.3 Describe the number of employees, title/position and their respective responsibilities.  | <i>Percentage</i>  | 105              | 105             | Addressed criteria. |
| 2.4 Thoroughly describe employee policies and procedures (complete manuals are not required to be submitted).  | <i>All or none</i> | 45               | 45              | Addressed criteria. |
| <b>Summary</b> They plan to hire 36 employees in the first year from the local community (75% Oxnard residents) with compensations (living wage) starting at \$20.29/hr. including health benefits. All store management members will comprise of local individuals from Oxnard. They plan to cover tuition costs for employees/students attending Oxnard Community College. Staff member training is ongoing. An employee handbook explaining policies and procedures will be available upon hire. A Labor Peace Agreement was not mentioned. |                    |                  |                 |                     |

| Criteria   | Scoring Basis      | Points Available | Points Received | Evaluation   |
|--|--------------------|------------------|-----------------|--|
| <b>3 Safety Plan (200 pts)</b>   |                    | <b>200</b>       | <b>196</b>      |  |
| 3.1 The Safety Plan shall be prepared by a professional fire prevention and suppression consultant. An assessment of the facility's fire safety plan by a qualified licensed fire prevention and suppression consultant. An appropriate plan will consider all possible fire, hazardous material, and inhalation issues/threats and will have both written and physical mechanisms in place to deal with each specific situation. Identify all gases and/or chemicals to be used and their storage locations (testing).  | <i>Percentage</i>  | 70               | 70              | Addressed criteria.  |
| 3.2 Identify fire alarm and monitoring system including the name and contact information for the alarm company   | <i>All or none</i> | 7                | 7               | Addressed criteria.  |
| 3.3 Describe accident and incident reporting procedures  | <i>All or none</i> | 8                | 8               | Addressed criteria.  |
| 3.4 Describe evacuation routes   | <i>All or none</i> | 8                | 8               | Addressed criteria.  |
| 3.5 Location of fire extinguishers and other fire suppression equipment  | <i>All or none</i> | 8                | 8               | Addressed criteria.  |
| 3.6 Describe procedures and training for all fire and medical emergencies  | <i>All or none</i> | 8                | 8               | Addressed criteria.  |
| 3.7 Describe and identify the location of all gas monitoring equipment. A detailed diagram of the overall facility's safety features.  | <i>All or none</i> | 7                | 7               | Addressed criteria.  |
| 3.8 Written description of safety features, including but not limited to fire prevention, suppression, HVAC and alarm systems.   | <i>Percentage</i>  | 70               | 66              | Safety Plan identified more safety features than the minimum requirement (i.e. First Aid box, AED, Knox box, exit signs, fire hydrant, carbon monoxide, emergency lighting) but described fewer safety features in this criteria than applicants who received full points. |
| 3.9 Clarify if your building has sprinklers?   | <i>All or none</i> | 7                | 7               | Addressed criteria.  |
| 3.10 What date was the subject building constructed?   | <i>All or none</i> | 7                | 7               | Addressed criteria.  |
| <b>Summary</b> The Safety Plan was prepared in collaboration between owner Craig Fry and Jack Collings, a certified professional fire prevention and suppression consultant, in line with state regulations. The building was constructed in 1990. The building currently has a fire sprinkler and monitoring fire alarm system installed. Charcoal air filters will be integrated into the HVAC system to effectively mitigate odors. Their gas monitoring system will tie into the fire alarm and monitoring system to ensure consistent oversight of all safety features. |                    |                  |                 |  |



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| <b>4 Security Plan (200 pts)</b>   |  | <b>200</b>       | <b>200</b>      |                     |
| 4.1 The Security Plan shall be prepared by a professional security consultant. A thorough Security Plan should consider all access control, inventory control, cash handling procedures. Complete policy/procedures manuals are not required at this point of the application process. Please only provide a detailed description for each criteria.   | <i>All or none</i>   | 30               | 30              | Addressed criteria. |
| 4.2 Premises (Security) Diagram. In addition to diagrams submitted for other sections of the application, applicants are expected to submit a premises diagram (floor plan, detail) which, focuses on the proposed security measures and how they relate to the overall business. (Pursuant to CCR Title 16, Division 42, §5006. Premises Diagram).  | <i>Percentage</i>  | 70               | 70              | Addressed criteria. |
| 4.2.1 The diagram shall be accurate, dimensioned and to scale (minimum scale 1/8"). The scale may be smaller if the proposed location exceeds more than a 1/2 acre parcel but must not be printed on larger than an 11" x 17" sheet of paper. (Blueprints and engineering site plans are not required at this point of the application process).   |  |                  |                 |                     |
| 4.2.2 The diagram must be drawn to scale and clearly identify property boundaries, entrances, exits, interior partitions, walls, rooms, windows and doorways. The activity in each room and the location of all cameras must be identified on the diagram.   |  |                  |                 |                     |
| 4.2.3 Description of cannabis activity that will be conducted in each area of the premise. Commercial cannabis activities that must be identified on the diagram/floor plan may include but are not limited to the following if applicable to the business operations; storage areas, batch sampling areas, loading/unloading of shipment areas, packaging and labeling, customer sales areas, training areas, employee break room areas, and testing areas. |  |                  |                 |                     |
| 4.2.4 Limited-access areas, defined as areas in which cannabis goods are stored or held and only accessible to a licensee, its employee or contractors, and areas used for video surveillance monitoring and storage devices (Pursuant to CCR Title 16, Division 42, §5000 (m) Limited-Access Area and §5042. Limited-Access Area).  |  |                  |                 |                     |
| 4.2.5 Number and location of all video surveillance cameras.   |  |                  |                 |                     |
| 4.3 Identify intrusion alarm and monitoring system including the name and contact information for the monitoring company.  | <i>All or none</i>   | 30               | 30              | Addressed criteria. |
| 4.4 Discuss whether the CCB will utilize the services of on-site security guards. Include in the discussions:  | <i>Percentage</i>  | 70               | 70              | Addressed criteria. |
| 4.4.1 Number of guards   |  |                  |                 |                     |
| 4.4.2 Hours guards will be on-site   |  |                  |                 |                     |
| 4.4.3 Locations they will be positioned  |  |                  |                 |                     |
| 4.4.4 Their roles and responsibilities   |  |                  |                 |                     |
| <b>Summary</b>   | <p>The Security Plan was prepared by NRL &amp; Associates in collaboration with consultants Cornwall Security in line with state regulations. Bay Alarm will install, maintain and manage the comprehensive electronic security system of the business. Two (2) armed security officers will monitor the property and always be onsite. Their security system will use Milestone software to retain video storage 24/7 to meet local and state requirements.</p> |                  |                 |                     |



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| <b>5 Community Benefit Agreement and Local Equity Program (Pass/Fail)</b>                               |               |                  |                 |                     |
| 5.1 Executed Cannabis Community Benefit Agreement and Local Equity Program                              | Pass/Fail     | Required         | Pass            | Addressed criteria. |
| <b>Summary Applicant signed the Cannabis Community Benefit Agreement and Local Equity Program form.</b> |               |                  |                 |                     |