



Oxnard Commercial Cannabis Application Phase 2 Evaluation Report

CCB 2021-32 - EEL Oxnard LLC dba Catalyst-Oxnard

Tracking Number - Applicant Name/DBA

4749 S. Rose Avenue, Oxnard, CA 93033

Proposed Location

Retail (Store-front)

License Type

SCORE SUMMARY

1,173 Points Received

1,200 Points Available

97.75% Score

Pass CBA & Local Equity Program

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
1 Business Plan (500 pts)		500	477	
1.1 A budget for construction, operation and maintenance, compensation of employees, equipment costs, utility cost, and other operation costs.	Percentage	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.	Percentage	90	90	Addressed criteria.
1.3 3-year pro forma for at least three years of operation.	Percentage	85	85	Addressed criteria.
1.4 Fully describe hours of operation and opening and closing procedures.	All or none	50	50	Addressed criteria.
1.5 Fully describe the day-to-day operations for each license type being sought.	Percentage	90	67	Description of day-to-day operations was primarily limited to the criteria in 1.5.1a-1.5.1f. Applicants who received full points for this criteria described operations beyond the minimum requirements. Also, see 1.5.1.d and 1.5.1.e below.
1.5.1 Additional criteria for RETAIL applications only:				
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.				- The summarized - rather than full - percentage breakdown of sales of flower and manufactured product resulted in a point deduction. The Business Plan indicated, "The expected volume of sales of flower versus manufactured products is about a 50-50 ratio based on our Company's...experience." (pg 17 of PDF File #3) Applicants who received full points for this criteria provided a percentage breakdown for every product offered. - Additionally, the Business Plan lacked information on which brands the business will carry. Applicants who received full points for this criteria discussed planned brands.
e. Describe the product handling procedures.				Description of product handling procedures as they relate to customers was located in the Security Plan (pg 75 of PDF File #3). The Business Plan only provided a description of product handling procedures as they relate to receiving deliveries (pg 14). Point deduction as customer product handling procedures were required to be addressed in the Business Plan.
f. If proposed, describe delivery service procedures, number of vehicles and product security during transportation.				
1.6 Fully describe cash handling procedures.	All or none	50	50	Addressed criteria.
1.7 Fully describe inventory control procedures including identification of point-of-sales and track and trace software.	All or none	50	50	Addressed criteria.

Summary Forty-four percent (44%) of the proposed business is owned by Manager Elliot Lewis, 20% by EEL Holdings LLC with Elliot Lewis as Managing Member, 20% by Chief Compliance Officer Damian Martin, 10% by Real Estate Development Officer Timothy Lewis, 3% by Chief Medical Officer Dr. Gregory Smith, and 3% by Community Liaison Violeta Aguilar-Wyrick. Budget for startup costs, including operating and capital expenses, was projected to be approximately \$1.55M. Funding will be provided through owner entity EEL Holdings LLC and owner Elliott Lewis' other entities, who combined provided proof of funds for approx. \$3.126M. Estimated opening date: February 2022. The proposed business will have 3 POS terminals and use the TREEZ POS system. Proposed product line was projected to be 50-50 flower and manufactured products. Annual revenue projections start at approximately \$2.2M in 2022 and grow to \$8.56M by 2024.



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2 Labor and Employment Plan (300 pts)				
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.
Summary Proposed business projected to have 18 management and staff-level employees in 2022, growing to 23 by 2024. Wages start at \$16 per hour and annual salaries were projected to be \$45k-\$65k per year depending on the position. The ownership team does not intend to take a salary. Employee benefits include education assistance; vacation, sick and other leaves; worker's compensation; group health benefits; and retirement benefits with a potential 3% company match. Proposed business has a signed Labor Peace Agreement with UFCW Local 770. The training program for new hires includes a full day Employee Educational Course that covers 10 main topics, followed by one-on-one training with management and other employees. The ownership team resides outside the Oxnard/Ventura County area but committed that at least 75% of employees will reside in Oxnard and at least 75% of personnel hours are from employees residing in the City. Accordingly, Applicant has developed a targeted hiring program.				

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
3 Safety Plan (200 pts)				
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	66	Safety plan addressed the minimum required topics and referenced additional safety situations, but provided less detail on those additional situations than applicants who received full points.
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	The number of fire extinguishers per the diagram on pg 51 of PDF File #3 (3) was inconsistent with the number of fire extinguishers on the diagram on pg 66 (2). However, no point deduction as generally the requirement was met.
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	
3.8 Written description of safety features, including but not limited to fire prevention, suppression, HVAC and alarm systems.	<i>Percentage</i>	70	70	Addressed criteria.
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.
Summary Fire Prevention and Safety Plan was prepared by James R. (Ronnie) Thomas II of Reax Engineering. The building was constructed in 1973 and the proposed facility is 1,465 sq. ft. The Plan considered fire, medical and hazardous situations. The diagrams showed the following safety features: first aid kit station, electrical shut off, knox box, fire alarm, fire extinguishers, and evacuation routes. The facility is not equipped with, nor required to be equipped with, fire sprinklers due to the nature of the space. The fire alarm will be monitored by Barton Integration.				



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Criteria	Scoring Basis	Points Available	Points Received	Evaluation
4 Security Plan (200 pts)		200	200	
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				
Summary	Security Plan was prepared by Barton Integration. The Plan addressed access control; ID badges; video surveillance; security guards; internal and external vulnerabilities, threats and countermeasures; security policies; emergency response procedures; and physical electronic security systems. The business will utilize security cameras (indoor and outdoor), motion detectors, card readers, door releases, keypads, door contacts and panic buttons as part of its security plan and will be monitored by a 24/7 intrusion detection/alarm system by Barton Integration. One security guard will be onsite during business hours and 1 hour before and after. Additionally, the facility owner will employ security personnel to monitor the site after hours.			



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