



Oxnard Commercial Cannabis Application Phase 2 Evaluation Report

CCB 2021-45 - 99 High Tide - La Sirena

Tracking Number - Applicant Name/DBA

138 South A Street, Oxnard, CA 93030

Proposed Location

Retail and Local Equity Applicant/Retail

License Type

SCORE SUMMARY

1,176 Points Received

1,200 Points Available

98.00% Score

Pass CBA & Local Equity Program

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
1 Business Plan (500 pts)		500	491	
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	81	Description of day-to-day operations was 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.
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.				
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.	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				Thirty seven and a half percent (37.5%) of the proposed business is owned by CEO Yvonne Green, 37.5% by COO Sam Boyer, 18% by Samuel H. Boyer III, 5% by GM Vanessa Rodriguez, and 2% by Jesus Torres. Budget for construction and startup costs, including 3 months of operating expenses, was projected to be approx. \$1.5M. Funding will be provided through minority owner Samuel H. Boyer III, who provided a Letter of Intent to Invest for \$1.75M and proof of funds for \$2.67M. The proposed business will have 5 POS terminals and use the Meadow POS system. Proposed product line will include flower (projected to be 36% of sales), vape pens (20%), pre-rolls (18%), edibles (12.5%), tinctures (5.5%), concentrates (3%), topicals (2%), tinctures for pets (1.5%), cannabis accessories (1.2%) and non-cannabis merchandise (.03%) and will include brands like Source Cannabis, Curated Cannabis and Esensia. Annual revenue projections (before tax) start at approx. \$5.3M in Year 1 and grow to \$9.2M by Year 3.



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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	102	Labor & Employment Plan contained inconsistencies regarding the number of employees. - Pg 31 of the PDF File "Evaluation Criteria" stated, "First year goals for number of positions filled with local hires - 27" - The count of job positions in the summary on pg 31 was 29 - The count of job positions in the chart on pgs 33-35 was 30
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 will have 27-30 management and staff-level employees in Year 1. Depending on the position, hourly minimum wages range from \$15 to \$20 per hour and salaries range from \$4k to \$6k per month. Employee benefits include health insurance, paid sick leave and a retirement savings plan. Applicant's in-house training program called "High Tide Certified" covers topics such as safe cannabis use, cannabis products, methods of consumption, potential risks, and compliance. Majority owners DeLaRosa Green and Boyer reside in Oxnard and minority owner Torres was raised in Oxnard and has a current address in Ventura County (Camarillo). The other two minority owners reside in LA county. Applicant committed to hiring locally and has identified Ventura County organizations with which to partner to recruit locally. Applicant reflected its employee structure in an organizational chart.				

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	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 addressed the minimum required safety features and referenced some additional features, but described fewer features 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.
Summary Fire Safety Plan was prepared by Jack Collings of CFP Engineering LLC. The Plan represented a preliminary evaluation; a final plan will be updated and completed once the project is approved for licensure. The building was constructed in 1963 and the proposed space is 2,299 sq. ft. with a mezzanine of additional sq. ft. that will be a secured area but whose use will be defined at a future time. The Plan considered fire and medical situations and does not expect inhalation or hazardous material issues due to the nature of the retail business. The diagram showed the following safety features: areas of refuge, evacuation routes, fire extinguishers, and exit signs. The facility is not equipped with, nor required to be equipped with, fire sprinklers by the California Building/Fire Codes or City ordinances. There is currently no fire alarm system installed within the existing building, and the professional consultant recommended that a full system be installed and provided names of two potential firms.				



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Criteria	Scoring Basis	Points Available	Points Received	Evaluation
4 Security Plan (200 pts)		200	196	
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	66	See 4.2.4 below.
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).				The security diagrams on pgs 58 and 97-101 of PDF File "Evaluation Criteria" failed to identify limited access areas.
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 NRL & Associates Security Consulting and Event Management (NRL) in partnership with Cornwall Security. The Plan addressed facility security, security personnel and workforce security. The business will utilize a security alarm keypad, motion detectors, door/window sensors, panic buttons, siren, access-controlled doors, secured network video recorder, and security cameras (indoor and outdoor) as part of its security plan and will be monitored 24/7 by a security system by Bay Alarm. Two security guards will be onsite during business hours, including 30 minutes prior to opening and one hour after closing.			



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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.				