



## Oxnard Commercial Cannabis Application Phase 2 Evaluation Report

**CCB 2021-46 - 99HT/GSG, LLC dba 99 High Tide**

Tracking Number - Applicant Name/DBA

**360 West Esplanade Drive, Oxnard, CA 93036**

Proposed Location

**Retail and Local Equity Applicant/Retail**

License Type

**SCORE SUMMARY**

**1,092** Points Received

**1,200** Points Available

**91.00% 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>471</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	84	Both the letter of credit from Brian Barbuto at Wrazel Holdings Inc. (pg 1 of the PDF file "Proof of Cap") and the accompanying screenshot with proof of funds (pg 2) lacked dates demonstrating the funds are current.
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	Description of opening procedures was minimal, however no point deduction as the rest of the criteria was met.
1.5 Fully describe the day-to-day operations for each license type being sought.	<i>Percentage</i>	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 1.5.1a and 1.5.1d below.
<b>1.5.1 Additional criteria for RETAIL applications only:</b>				
a. Describe customer check-in procedures.				The description of customer check-in procedures on pgs 23-25 of the PDF file "CCB Biz Plan Evaluation Criteria" failed to specify the difference in verifying adult use vs. medicinal customers.
b. Identify location and procedures for receiving deliveries during business hours.				Applicant indicated that all shipments from distributors will be received through the delivery entrance (pg 27 of the PDF file "CCB Biz Plan Evaluation Criteria"), but that entrance wasn't identified on the Floor Plan on pg 13. However, no point deduction as generally the criteria was met and Applicant demonstrated understanding that deliveries are not to be received through an entrance accessible by the public.
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, "Estimated sales percentages are 55% flower and 45% manufactured products." (pg 25 of PDF file "CCB Biz Plan Evaluation Criteria") Applicants who received full points for this criteria provided a percentage breakdown for every product type 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.				
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.



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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.
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**Summary** Fifty percent (50%) of the proposed business is owned by VP-CEO Adam Knopf, 40% by CEO Yvonne Green, and 10% by COO/President Sam Boyer. Budget for construction and startup costs, including 3 months of operating expenses, was calculated to be approx. \$1.74M. Funding will be provided through an investment of up to \$3.6M by Wrazel Holdings Inc., a cannabis business investment company, which provided proof of funds for \$7.3M. The proposed business will have 6 POS terminals and use the Cova POS system. Proposed product line will include flower (projected to be 55% of sales) and manufactured products (45%). Annual revenue projections start at approx. \$10.6M in Year 1 and grow to \$19.9M by Year 3.



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<b>2. Labor and Employment Plan (300 pts)</b>				
2.1 Describe compensation to and opportunities for continuing education and employee training.	<i>Percentage</i>	105	100	Only a minimal reference was made to employee benefits. The pro forma in the Business Plan (pg 18 of PDF file "CCB Biz Plan Evaluation Criteria") showed an expense for health insurance, and the table of employee policies and procedures in the Labor & Employment Plan (pg 56) listed paid family leave insurance and paid sick leave. Applicants who received full points for this criteria provided more information on the benefits they will offer their employees.
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	80	The majority of employee positions and accompanying job responsibilities on pgs 54-55 of the Labor & Employment Plan (PDF file "CCB Biz Plan Evaluation Criteria") did not correlate to the list of employee positions on the Employee Compensation table on pg 58. Job descriptions were missing for many of the positions in the table, including but not limited to Delivery Manager, Inventory Manager, Cashier, Order Fulfillment Associate, and Phone Sales Associate. Applicants who received full points had consistent employee positions throughout the Labor & Employment Plan and provided descriptions for all.
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> Applicant's list of Key Positions showed 32 management and staff-level employees. Wages range from \$16 to \$21 per hour for all employees except the GM, who will be paid \$64.90 per hour. Employee benefits include health insurance, paid sick leave, and paid family leave. Applicant's training program called "High Tide Certified" covers topics such as safe cannabis use, cannabis products, methods of consumption, potential risks, and compliance. Owners DeLaRosa Green and Boyer reside in Oxnard and community relations representative Jesus Torres was born and raised in Oxnard. To launch the business, Applicant will send professionals from its San Diego and Malibu locations to staff and train the Oxnard facility. Ultimately, Applicant expects that over 95% of new employees hired will be from the local community.				



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Criteria	<i>Scoring Basis</i>	Points Available	Points Received	Evaluation
<b>3 Safety Plan (200 pts)</b>		<b>200</b>	<b>192</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	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.
<p><b>Summary</b> Fire Safety Plan was prepared by Paul Trutner, a licensed Fire Protection Engineer. 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 2019 and the proposed space is 2,608 sq. ft. 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, fire hydrant, and evacuation routes. There is currently a fire sprinkler alarm system installed within the existing building, monitored by Low-Voltage Solutions. Applicant anticipates that either this firm or Integrated Fire &amp; Safety of Ventura will be contracted for the installation of a complete, NFPA 72-compliant fire alarm system.</p>				



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<b>4 Security Plan (200 pts)</b>		<b>200</b>	<b>159</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	59	See 4.2.3, 4.2.4 and 4.2.5 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.				The security diagram on pg 74 of PDF file "CCB Biz Plan Evaluation Criteria" failed to identify the cannabis activity that will be conducted in each area of the premise. Diagrams in other parts of the application identified the activity, however point deduction as it was required to be included on the security diagram.
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 diagram on pg 74 of PDF file "CCB Biz Plan Evaluation Criteria" failed to identify limited access areas.
4.2.5 Number and location of all video surveillance cameras.				Cameras depicted on the diagram on pg 74 of PDF file "CCB Biz Plan Evaluation Criteria" were not numbered.
4.3 Identify intrusion alarm and monitoring system including the name and contact information for the monitoring company.	<i>All or none</i>	30	0	Security Plan failed to identify the alarm and monitoring system, including the name and contact information for the monitoring company. Pg 81 of PDF file "CCB Biz Plan Evaluation Criteria" said, "99HT/GSG will have an active alarm system professionally installed, maintained, and monitored by a licensed alarm company" but did not provide identification info beyond that. A word search of the PDF file for the term "alarm system" returned 29 results, but none provided the required information.
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>	<b>Security Plan was prepared by David Edward of Edward Executive Security Corp. The Plan addressed physical security measures, facility access control, on-site security personnel, product and cash storage and transportation plans, security alarm system, network security, inventory security, and information systems security. The business will utilize buzz-in style locks, commercial grade locks, motion detectors, electronic keypads, security cameras (indoor and outdoor), door and window contacts, panic buttons, and windows will have either internal metal security bars or security film, as part of its security plan. Applicant will have an active alarm system professionally installed, but did not identify by whom. Security guards will be on onsite 24/7; two during business hours and one after business hours.</b>			



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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>				