



MARIJUANA STORE LICENSE APPLICATION CHECKLIST

Business Trade Name Herbal Wellness

Physical Address 1428 East Third Ave

State MED License Submittal Date Pending, see email Longmont Application Submittal Date 11/29/2017

All applicants responding to the City of Longmont's Request for Expression of Interest (RFEI) to open and operate a retail or retail/medical marijuana establishment in the City of Longmont, must submit a **complete** application package for consideration by the Selection Division as described below. Complete application packages will be accepted on or before 12:00 noon on 11/29/2017 in the Longmont City Manager's Office, Longmont Civic Center at 350 Kimbark St. Longmont, CO 80501. The following items are required:

- Completed application checklist (this form)
- Three (3) identical hard copies of the application package as described in the Application Format Standards document
- One (1) electronic version of the application in PDF format on a flash drive (identical to hard copies)
- One (1) electronic **public version** of the application in PDF format on a flash drive for posting on-line
 - Should redact only those portions of the application that the City is prohibited from releasing under the Colorado Open Records Act
 - Should redact all trade secret, privileged, or confidential information such as social security numbers and confidential financial information
 - Should redact all information regarding specialized details of security arrangements*
- Cover letter providing an overview of the proposed establishment and reasons the applicant has chosen to locate in Longmont (not to exceed 1,000 words)
- DR 8548 Retail Marijuana Application (provide Authority with an updated copy of form provided to the State)
- DR 8530 Medical Center (applicable only for co-located/dual license facilities; provide Authority with an updated copy of the form provided to State)
- DR 8520 Associated Person & Associated Key License Application for each owner of the applicant business, or any officer or director, who also acts as a Key executive, employee or agent while physically working in a licensed Medical or Retail Business (provide Authority with an updated copy of form provided to the State)
 - A copy of each person's Colorado ID or Driver's License for each Individual completing a DR 8520
 - Fingerprint card for each completing a DR 8520
 - A License Application Release and Acknowledgement Advisement (City of Longmont form) for each person, and one for the applicant if the applicant is a separate individual
- Statement of all violations and penalties for any infractions or offenses by the applicant or applicant's owners, principal officers, managers, or employees relating to any marijuana establishment in the state or a statement that no such violations or penalties have occurred
- Possessory documents demonstrating that the applicant has legal possession of the site (e.g. property ownership or lease, for at least one year's duration)
- Authorization to Use Property for Marijuana Business (City of Longmont form) – must be notarized
- Zoning verification from the Planning and Development Services Department (City of Longmont online form)

- A vicinity map and description showing the proposed locations relative to the nearest residentially zoned area and the nearest school serving students in any grade from kindergarten through 12th grade
- A site plan showing the entire vicinity in which the marijuana establishment is located, including buildings, street(s), parking lot(s), exterior lighting plan, landscaping plans, identification of other tenants on and surrounding the property
- A general description of site improvements proposed and the anticipated City of Longmont Land Development Code approvals required (not to exceed 2 pages, including attachments)
- A general business plan that includes the following (not to exceed 25 pages, including attachments):
 - Description of the business
 - Market analysis
 - Overall marketing plan
 - Details of overall management and operations including hours of operation
 - Curricula vitae/resumes of all principal officers and managers
 - Staffing plans, including any specific commitments of the licensee toward staffing the establishment with a diverse workforce of Longmont residents
 - Financial information demonstrating a formalized relationship with an established financial institution, demonstrated liquid assets of \$250,000 in the applicant's control, financial projections including assumptions used, and sources of funds (this should be either through the State's DR8522 form or other necessary documents)
 - A description of the applicant's experience operating licensed marijuana businesses in Colorado or elsewhere, including compliance with state and local laws or violations thereof
 - An indication of whether the marijuana store would sell retail or both retail and medical marijuana.
- A detailed security plan that includes the following:
 - A detailed floor plan:
 - Labeled with the name of business, type of facility, street address
 - Perimeter of the licensed facility outlined in **bold black**
 - All entrances and exits to the establishment,
 - The location of any windows, skylights, and roof hatches
 - The location of all cameras and their field of view
 - The location of all alarm inputs (door contacts, motion detectors, duress/hold up devices) and alarm sirens
 - The location of the digital video recorder and alarm control panel including the location of the off-site storage or network service provider for storage of the required copies of surveillance recording and evidence that the premises comply with all security and video surveillance requirements set forth by the State of Colorado
 - Restricted and public areas including sales counters
 - Loading zones
 - Areas where marijuana/products will be stored and dispensed or sold
 - A description of type of security training provided for, and completed by, establishment personnel, including conflict resolution training and procedures for handling violent incidents
 - A description of how the licensee intends to use and maintain an incident log
 - A description of the establishment's procedures for preventing the use of marijuana on the licensed premises
 - Security measures taken by the licensee to prevent individuals from entering the limited access area portion of the licensed premises
 - The licensee's closing procedures after the cessation of business each day
 - The licensee's plan to prevent theft or the diversion of marijuana, including maintaining all marijuana in a secure, locked room that is accessible only to authorized persons
 - The type of alarm system and outdoor lighting to be used by the licensee

- The licensee's procedures for accepting delivery of marijuana at the establishment, including procedures for how it is received, where it is stored, and how the transaction is recorded
- A copy of the licensee's security alarm system monitoring contract
- A plan for disposal of any marijuana that is not sold
- A plan for preventing underage persons from entering the premises
- Evidence that the premises will comply with all security and video surveillance requirements set forth in Rules 305 and 306 of the Code of Colorado Regulations 1 CCR 212-2 (Retail Marijuana Code), and Rules 305 and 306 of the Code of Colorado Regulations 1 CCR 212-1 (Medical Marijuana Code) if applicable
- Community Outreach Plan (not to exceed 10 pages including attachments)
 - Applicant's history of community and neighborhood involvement with other similar businesses
 - Written policies and procedures to address community concerns and complaints
 - A designated point of contact, with comprehensive contact information, for public questions and concerns
 - Measures and procedures for mitigating any impacts to the neighborhood
- Odor Management Plan
 - A description of what methods and measures the business intends to take for preventing any odors from emanating from the business
- City's Vision, Values, and Goals
 - A description of how the licensee and licensed establishment would contribute to and support the overall vision, values and goals identified by the city and specified in adopted city plans such as Envision Longmont and the Sustainability Plan (may be included in cover letter rather than separate document)
- Separate from the Application Package:
 - Annual operating fee (a cashier's check) due for the first year of operations. The city shall not retain, or shall refund, the annual operating fee if the application is not selected for approval.
 - Manager Registration Fee (\$300 per proposed manager), if applicable
- Any other items required by the Ordinance O-2017-61, any applicable State law/regulations or the Longmont Marijuana Licensing Authority

* As described in § 24-72-204(2)(a), Colorado Revised Statutes

**A Response to the Request for Expressions of Interest
for Marijuana Licensing in the City of Longmont**



*Submitted by Herbal Wellness, LLC
Proposed Location: 1428 East Third Ave.*

Nov. 29, 2017

Cover Letter

The applicant is excited about the unique opportunity available in Longmont, which is a growing community with a diverse population, as well as a greatly underserved retail marijuana market. If awarded a dispensary license, the applicant intends to make Herbal Wellness Longmont one of the premiere retail marijuana dispensaries in Northern Colorado. It will be a destination location that draws visitors into the city from surrounding areas and provides jobs for local residents.

The applicant has a history of successfully and compliantly operating licensed marijuana businesses in Colorado. It hopes to have the opportunity to make a similar impact on Longmont as it has had on Lafayette, where it currently operates multiple marijuana businesses, but on a larger scale as Longmont has more than triple the population of Lafayette. Herbal Wellness wants to invest in Longmont's future and become an integral part of the local community. It will make a quantifiable positive impact by building a diverse workforce of locals and actively engaging its neighbors.

Herbal Wellness is excited about the opportunity its operations will provide for the company to contribute to and synergistically support many of the guiding principles of the city's overall vision, values and goals identified in Envision Longmont. The company will strive to operate as sustainably and efficiently as possible, in a collective effort with the city and residents to help ensure that Longmont's diverse resources are protected and preserved for future generations.

The company will play its part in helping to ensure that Longmont remains a safe and healthy community, with a focus on overall wellness and promoting an active and healthy lifestyle, by partnering with local organizations such as the Boulder County Healthy Eating and Active Living Coalition (HEAL) and LiveWell Longmont. Herbal Wellness will also extensively engage the public with outreach and education programs that will promote civic engagement and volunteerism.

Herbal Wellness will help the city better position itself in the modern economy by expanding available job opportunities and providing residents with the opportunity to work in the community that they live in. This will help reduce commute times and associated strains on the overall transportation system. The dispensary will be located in a Mixed-Use Employment area on East Third Avenue, which will enhance the potential for employees to live in close proximity, and allow easy access for consumers via Ken Pratt Boulevard.

Herbal Wellness Longmont will be a brand new facility, specifically constructed for use as a retail dispensary, ensuring compliance with all state and local regulations, and enabling the most secure efficient operations. It will feature a contemporary dispensary design, with an

aesthetically pleasing stone, brick and stained wood exterior and a well lit interior with plenty of space. The modern design will help create a safe and comfortable environment for customers of all legal ages, whether they are regular consumers or are visiting a dispensary for the first time, and help to ensure the best possible in-store experience.

A considerable effort will be made to educate customers about legal and responsible marijuana use, which will include freely available materials detailing Colorado marijuana laws, how to be a responsible consumer, and the different effects that can accompany different products or consumption methods. In addition to specific educational materials visibly placed near sales counters, there will be a dedicated information center in the store stocked with a comprehensive library of educational literature and free pamphlets.

Staff will also make a specific effort to educate customers about non-combustible forms of marijuana, such as topicals and vaporizers, and guide them toward these non-combustible options. Education efforts will extend to include regular classes open to the public on how to safely and responsibly grow marijuana at home, along with tips and best practices for legal Longmont home cultivators.

The presence of a dispensary will not only benefit Longmont by providing increased tax revenue, it will also provide an economic boost to the area from increased patronage to neighboring businesses such as restaurants, coffee shops, grocery stores and other retail outlets, which has been the case in other areas. The applicant is confident that Herbal Wellness Longmont will also draw customers from the surrounding areas, which lack many quality options for purchasing legal marijuana.

Herbal Wellness in Lafayette has been awarded the “Best of Boulder” award for Best Medical Marijuana Dispensary three times. The applicant has fostered strong relationships with the local community, ensuring that the company is a welcomed asset to the City of Lafayette,

The Lafayette commercial and retail area known as The District was on the decline when Herbal Wellness first opened its medical dispensary there in 2013. The dispensary, now a dual-use medical and retail business, typically sees between 300 to 400 customers each day. Herbal Wellness’ presence has contributed to the recent revitalization of The District, Lafayette Marketplace and surrounding commercial areas, with new restaurants and businesses moving into the area in the years since the dispensary became a mainstay. Proper Grounds Coffee, which had been operating in the community for four years at another location, moved in nearby earlier this year. Boulder-based FATE Brewing company is one of the latest businesses to arrive, recently opening a new ale house and restaurant adjacent to the dispensary.

Contrary to misinformation, marijuana businesses often help improve the safety of the local neighborhood and contribute to lower crime rates in the areas they operate due to the presence of bright outdoor lighting, security cameras, and clearly visible large signage that indicate that the premises is under video surveillance and monitored by a security company.

Herbal Wellness will be a well-respected neighbor that devotes considerable time and effort to ensure it becomes integrated into the community, and promptly addresses any potential questions or concerns from neighbors. Through responsible operations, educational and volunteering efforts, financial contributions to worthy local causes, and the hiring of local residents, the company will strive to become a community leader and have the same positive impact on Longmont in the future as it has been honored to have on Lafayette.

Statement of all violations and penalties for any infractions or offenses by the applicant or applicant's owners, principal officers, managers, or employees relating to any marijuana establishment in the state.

The applicant has extensive experience operating licensed marijuana businesses in Colorado, both medical and recreational, along with a history of successful and compliant operations. The applicant has been operating continuously in the regulated Colorado marijuana industry since 2011. The applicant currently holds five operational licenses from the Colorado Marijuana Enforcement Division (CO MED) and three licenses from the local marijuana business licensing authority in Lafayette, CO, where it currently operates, with another licensed dispensary opening in December 2017.

The state-issued licenses are for retail and medical marijuana dispensaries, and cultivation for both retail and medical, with the respective corresponding local licenses. Throughout seven years of operating in the regulated Colorado marijuana industry, the applicant has had a total of two violations: one minor infraction against its medical cultivation, and another infraction against its retail marijuana store, both of which were completely resolved.

The medical cultivation license received a notice of overstocked inventory in April 2017 and the CO MED acted by placing the overstocked product on administrative hold. The applicant voluntarily agreed to surrender and then destroy the extra product. No fines were issued and no further action has been taken by the CO MED. Herbal Wellness has since tightened inventory controls, working diligently in METRC to maintain accurate inventory counts, as well as improving demand forecasting to ensure that a similar infraction does not occur again.

The infraction against the applicant's retail marijuana store license occurred on April 29, 2016, the result of an employee failing to properly ID a customer that was purchasing marijuana. An underage operative used by the CO MED to conduct an underage-compliance check was allowed to enter the Restricted Access area and make a purchase.

The company took this violation extremely seriously, and as a result, overhauled procedures and physical controls. The applicant promptly paid the required \$7,500 fine for the violation and has since completed the required probationary period without any further issues. The applicant used the incident as an opportunity to significantly revamp and improve all relevant training and procedures, taking multiple steps to ensure the violation never occurs again, including the purchase, installation and implementation of electronic age identification ID scanners. The applicant also created a 60-page company handbook and manual where all proper procedures are contained.

The applicant remains in good standing with the CO MED and the City of Lafayette, where it is seen as a compliant business and an active participant in community events for the city. The applicant has created a comprehensive system with checks and balances to ensure that all regulations are followed at both a state and local level.

Site Control Plan



AUTHORIZATION TO USE PROPERTY FOR A MARIJUANA BUSINESS

Business Name (dba): <u>HERBAL WELLNESS LLC</u>	Property Address: Suite/Unit #: <u>1428 EAST 3RD AVE.</u>
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As owner of the property described above, I hereby consent to the use of said property for the purpose of conducting a marijuana business so long as said use is authorized under and in accordance with applicable state and local laws. This consent is valid under the following terms and conditions:

Check all that apply:

- Retail Marijuana Store
- Medical Marijuana Center
(Allowed as part of a co-located retail and medical facility only)

I understand:

1. That the lessee must operate the business on the property described above under the provisions of the Municipal Code of the City of Longmont.
2. That, in issuing a marijuana business license, the City of Longmont assumes no legal liability or duty of care regarding the licensee's business operation or possession of the property.
3. That, pursuant to Sections 12-43.3-105 C.R.S. (Medical), and or 12-43.4-105 C.R.S. (Retail), any person within a Restricted Access Area or Limited Access Area that does not have a valid occupational license shall be considered a visitor and must be escorted at all times by a person who holds a valid Associated Key License. **This includes the Property Owner.**

In the event of any conflict between the terms of this Authorization to Use Property for a Marijuana Business and any other documents submitted with this application, the terms of this Authorization form shall control.

I hereby release the City, its officers, elected officials, employees, attorneys and agents from all liability for claims of damages of any kind whatsoever, present or future, in any way relating to or arising from the conduct of the lessee/licensee's business operation on said property.

Signature of Property Owner or Authorized Agent

11/28/17
Date

ERIC D. RYAN

Printed Name of Property Owner/Agent

Herbal Wellness 303-665-5899

Company Name/Address Telephone

State of Colorado)
County of Boulder) ss.

Subscribed and sworn to before me this 28th day of November, 2017, by Nicholas J. Cline

NICHOLAS JAMES CLINE
NOTARY PUBLIC
STATE OF COLORADO
NOTARY ID 20144008538
MY COMMISSION EXPIRES FEBRUARY 21 2018

[Redacted Signature]

Notary Public



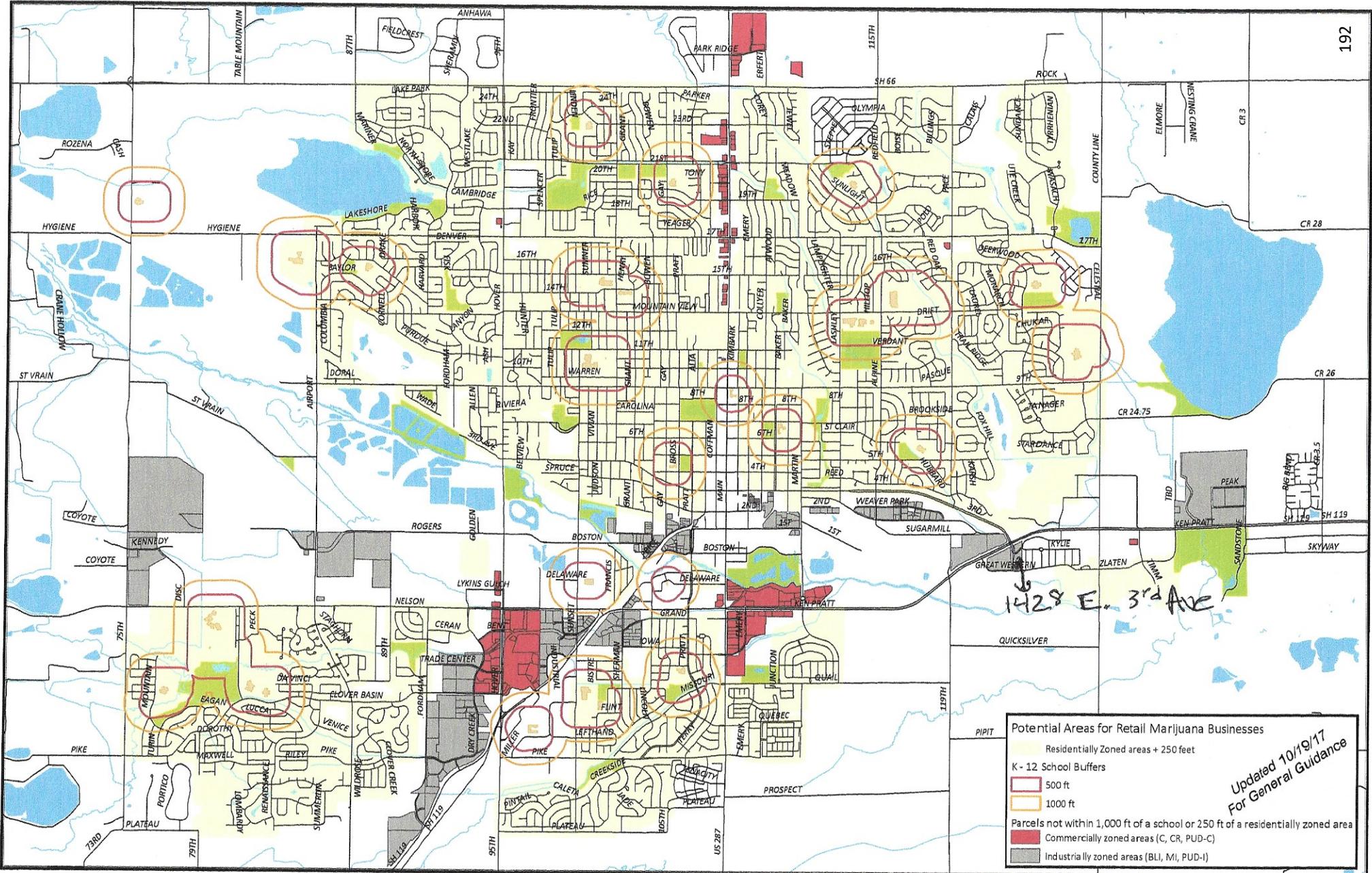
This form must be submitted to the Planning & Development Services Department to verify zoning for marijuana establishments. Once submitted, staff will review, complete, and return the form to the requestor. The completed form must be submitted to the Marijuana Licensing Authority as part of the response to the City's Request for Expression of Interest to obtain a marijuana license. The fee for zoning verification is \$50 and can be paid by check, credit card, or cash at the Development Services Center.

Site Plans, site plan waivers, change of use, or other development applications are a separate process.

Applicant Information	
Applicant Name: Eric Ryant	E-Mail: eric@martekworldwide.com
Address (Include City & State): 1301 Canyon Blvd. # 210, Boulder, CO 80302	
Phone: (954) 263-4646	Fax: N/A
<i>* Applicant must be either the owner of the property or be a party with a purchase or lease agreement for the property.</i>	
New Business Information	
Property Address: LOT #1 142.8 EAST THIRD AVE 142.8 EAST THIRD AVE 142.8 EAST THIRD AVE	
Name of Proposed Business: Herbal Wellness	
Previous Business Use: N/A	
Applicant Certification	
Applicant Signature:	Date: 11/15/17
Zoning Information To be completed by Planning & Development Services Staff	
Zoning District:	Other Information:
<input type="checkbox"/> Commercial (C)	<input checked="" type="checkbox"/> At least 250' from residential zoning district
<input type="checkbox"/> Commercial - Regional (CR)	<input checked="" type="checkbox"/> At least 1000' from K - 12 school
<input checked="" type="checkbox"/> Business Light Industrial (BLI)	
<input type="checkbox"/> Mixed Industrial (MI)	
<input type="checkbox"/> Other zoning district (not allowed)	
Staff Signature:	Date: 21 November 2017
Staff Name & Title: Ian Colby / Planning Technician	

Vicinity Map
- See Floorplan for lighting plans, etc.





Potential Areas for Retail Marijuana Businesses

- Residentially Zoned areas + 250 feet
- K - 12 School Buffers
 - 500 ft
 - 1000 ft
- Parcels not within 1,000 ft of a school or 250 ft of a residentially zoned area
- Commercially zoned areas (C, CR, PUD-C)
- Industrially zoned areas (BLI, MI, PUD-I)

*Updated 10/19/17
For General Guidance*

General Description of Site Improvements and Anticipated Longmont Land Development Code Approvals Required

Herbal Wellness anticipates actively participating in the development of the surrounding local neighborhood. With the dispensary's location being that of an empty lot, it gives the company an opportunity to build site improvements from the ground up. One thing that Herbal Wellness will focus on is a clean, non-intrusive, natural look. The company will use wood accents to go along with a stone finish to create a beautiful building that will improve the look of the site and provide architecture that the local community can be proud of. The building will use progressive building materials that will create good insulation and provide the ability to use less utilities. This will enable the company to put out less carbon emissions and assist the community in staying as green as possible.

Site improvements will also include detailed landscaping and the planting of many trees and other greenery. The sample landscape plan that will be used to create the landscaping diagram for Herbal Wellness in Longmont includes details on the trees, shrubs, sod, seeds, etc. The variety of greenery included in this diagram will assist in creating a natural look, contributing to a healthy atmosphere, and providing an environment for local wildlife to habituate.

Herbal Wellness will improve the site by promoting alternative transportation and education. There will be a bike rack located on the premises to encourage the uses of bicycles and other non-motorized transport. In addition, a fence around the back of the building will be built. Within this enclosure there will be a table set-up for educational courses. This will provide locals the opportunity to learn about the safety and efficacy about products in a safe and controlled environment.

The anticipated Longmont Land Development Code Approvals required are: 15.05.030. - Habitat and species protection, 15.05.040. - Landscape and open space regulations, 15.05.060. - Pedestrian and bicycle access and connectivity, 15.05.080. - Off-street parking and loading, 15.05.100. - Fences and walls, 15.05.120. - Nonresidential design standards, 15.05.130. - Outdoor service, storage, equipment, loading and display, 15.05.140. - Outdoor lighting, 15.05.150. - Quality of life benchmarks/adequate public facilities standards, 15.05.160. - Operational and performance standards, and CHAPTER 15.06. – SIGNS

Community Outreach Plan

Applicant's history of community and neighborhood involvement with other similar businesses.

The applicant has a longstanding and comprehensive history of not only community and neighborhood involvement as the owner and operator multiple Colorado marijuana businesses, but also active and successful efforts for community betterment and neighborhood improvement. The philosophy of Herbal Wellness is that community comes first, which has led to prosperity for both the company's dual-licensed medical and retail dispensary in Lafayette, and the surrounding neighborhood and local community.

With a combined total of over 20 years in the Colorado marijuana industry, the team behind Herbal Wellness knows how to go above and beyond to be not just accepted by the community, but embraced by it. Each of the company's principal team members is an active participant in their local community, and believes strongly in the importance of volunteering and community participation. They will bring this same commitment to the Longmont community if awarded a license to operate a retail dispensary in the city.

The company's CEO, Eric Ryant, has been a part of the legal marijuana industry in Colorado and a dispensary owner in the state for the past six years. During this time Mr. Ryant has focused heavily on ensuring that his business has and will continue to have a positive impact on the City of Lafayette, where Herbal Wellness has successfully operated since 2013.

Mr. Ryant is an active and valued member of the Lafayette Chamber of Commerce. The applicant accepts the Lafayette "Chamber Bucks" as a valid form of payment at Herbal Wellness. This payment method is a way for citizens to spend money at local community establishments, reinvesting in the community and providing direct positive economic impact.

Mr. Ryant has made generous financial donations to the city for various improvement projects. Most recently he participated in the restoration of a historical mural in the center of downtown.

These projects, which help to improve local pride and community morale and draw visitors to downtown, are examples of what the applicant hopes to be able to contribute to the City of Longmont if awarded a license to operate a marijuana dispensary within the city.

The company's COO, Chase Ryant, volunteers weekly at Metro Caring in Denver. Metro Caring is Denver's leading hunger-prevention Nonprofit Organization that focuses on providing free healthy food to those in need while also teaching self-sufficiency through free cooking classes,

nutrition and gardening education, job/resume training, and financial planning. Mr. Ryant participates in stocking and sorting of the food that comes in through donations, checking to make sure that only healthy and non-rotten food gets put into the market. He also interacts with shoppers as they come through the market, ensuring that they understand the process and the foods they are picking.

The applicant believes strongly that such involvement is not only the right thing to do, but the only way for any business, especially a legal marijuana business, to be both a successful enterprise and a good neighbor.

Written policies and procedures to address community concerns and complaints

Herbal Wellness' policy is to promptly and thoroughly address any concerns or complaints made by members of the community. There will be physical forms available inside of the dispensary and online forms on the company's website for individuals to submit specific concerns or complaints. The dispensary manager will immediately bring any concern or complaint to the attention of Herbal Wellness CEO, Eric Ryant; the company's COO, Chase Ryant, and Director of Human Resources, James Hurd.

The group will then gather all relevant facts and details and conduct a thorough internal investigation to discern if the complaint or concern is legitimate, including interviewing any dispensary employees who may be involved in any way with a specific complaint. The company will then reach out to the individual who made the complaint to best address their concern and resolve any issue.

The company is committed to compliant and transparent operations, and thusly, if any complaint is determined to require it, the Herbal Wellness management team will not hesitate to contact and alert relevant authorities, including the CO MED, the City of Longmont or the Longmont Police Department.

For at least the first year of operation, the company will hold Town Hall Meetings every two months that are open to the public and will provide an opportunity for local residents to meet with the Herbal Wellness management team, ask questions, and present the team with any concerns or complaints that they may have.

Designated Point of Contact:

Eric Ryant

Herbal Wellness CEO

(954) 263-4646

EricRyant@yahoo.com

Measures and procedures for mitigating any impacts to the neighborhood.

Herbal Wellness has learned that having a positive impact on the community requires a multi-pronged approach that incorporate preemptive efforts to mitigate any unwanted impacts on the local neighborhood, educational opportunities, community volunteerism, and financial contributions to impactful community organizations. As such, the company has developed a robust Community Outreach & Impact plan, combining several elements from each of these areas in order to maximize the positive impact the business will have on the local community. The company will continually reevaluate its community outreach plan, and refocus its efforts on identified areas of the most need.

Proper measures and procedures will be taken to mitigate common nuisances that can be associated with unprofessional or noncompliant marijuana business, which can lead to unpleasant impacts on the neighborhood.

These measures and procedures are detailed more thoroughly in their respective sections of the application, but they include the implementation of an effective Odor Management Plan. Any potentially noticeable or offensive odors will be prevented from emanating from the dispensary through the use of commercial grade activated carbon filtration systems and ionic air purifiers, ensuring there any unwanted impact from odor is completely mitigated.

All of the windows will be opaque, preventing local residents from observing anything taking place inside of the facility. Management will monitor the exterior of the dispensary to ensure that individuals do not congregate or loiter outside of the entry to the facility or anywhere on the licensed premises.

The presence of strong outdoor lighting, visibly security cameras, and large signs warning that the premises is under continuous 24-hour video surveillance and that those entering are being recorded, should help to mitigate any potential concerns about increased crime. These measures, commonly utilized by responsible and compliant businesses, have actually led to measurable decreases in crime in the neighborhoods and communities in which they operate.

Herbal Wellness Longmont will feature a contemporary dispensary design modeled after the industry's most successful retail facilities, with an aesthetically pleasing stone, brick and stained wood exterior and a well-lit interior with plenty of space. The property will be landscaped with new trees and shrubs, enhancing the overall look of the neighborhood.

The applicant is cognizant of potentially unwanted impacts on the neighborhood, but it is confident that the aforementioned measures and procedures will mitigate any potential negative impacts.

Beyond preventing any negative impacts, a large focus of the company's community outreach efforts will be on actively making tangible positive impacts on Longmont and the local neighborhood it will be operating in.

Education

The positive impact Herbal Wellness intends to have on the community begins with education. The dispensary will have a dedicated information center inside with interactive video screens, various pamphlets and cards about Colorado laws, various forms of marijuana, and smart and responsible use. There will be a designated area within the dispensary for representatives from licensed product manufacturers to offer demonstrations and provide information on the newest products.

It will be the company's goal to reduce the lingering negative stigma associated with marijuana and educate the local community about smart and responsible use. Herbal Wellness will participate in local town hall meetings. This will allow the general public to engage in spirited discussion with the company and seek the answers to information that is not necessarily common knowledge. These town hall meetings will enable great community interaction with Herbal Wellness and help to dispel any concerns that the public might have with having a marijuana dispensary in their community.

The Herbal Wellness team is exceptionally qualified to help educate the public. The company's COO, Chase Ryant, received a Master's degree in Public Health and has experience in public education. He worked with a local county government in North Central Florida to create a campaign to reduce cigarette smoking. The campaign promoted healthier living and reached a majority of the local population through various methods. One of the ways in which this campaign worked was through educating the public on the negative health effects of smoking on their kids through second hand smoke. Research was conducted to show that in order to reach this population, direct health effects was not the target topic, but rather that the effects that smoking has on loved ones was more important to the study population. This example shows that successful projects are not just born overnight and implemented. They often are changed several times to meet the needs of the target population. Mr. Ryant understands this and is prepared to adapt any education program to meet the needs of the community, through proper empirical research.

In addition, Mr. Ryant led an organization with over 100 members of the community that focused on educating the public on smoke-free policies. He has also taken coursework, while receiving his Masters of Public Health, on Public Health Education. Therefore, he is well-qualified to help lead the company's education campaign.

The company will play its part in helping to ensure that Longmont remains a safe and healthy community, with a focus on overall wellness and promoting an active and healthy lifestyle, by partnering with local organizations such as the Boulder County Healthy Eating and Active Living Coalition (HEAL) and LiveWell Longmont. Herbal Wellness will also extensively engage the public with outreach and education programs that will promote civic engagement and volunteerism.

Volunteering

Herbal Wellness will to be an active community volunteer. One way the company will do this is through an active volunteer program. When opportunities arise, the company will establish company-wide volunteer days. On these designated days, all employees will be invited to join company owners and management in a day-long volunteer project. Management, with input from company employees, will select the volunteer opportunity they feel will have the most impact on the local community. Friends and family of employees will be invited to participate. Additionally, the event will be advertised within the dispensary, allowing customers and their families to volunteer alongside the staff.

The company will organize transportation, provide lunches, and distribute team t-shirts for the event. Types of events that will be considered include community cleanups, Habitat for Humanity builds, charity fun runs, beautification projects such as tree planting, and similar opportunities. These events will allow the company to improve the community, promote team building and inclusion, and help remove the stigma some may associate with marijuana businesses.

In addition to volunteering, Herbal Wellness Longmont will further serve the community by participating in local community associations. Company representatives will attend local city council meetings, town halls, and board meetings. This will help to establish a friendly and collaborative relationship with the local government, similar to the relationship the company's CEO, Eric Ryant, has built around Herbal Wellness in Lafayette.

Volunteering within the community will help to improve one of the company's other missions of educating the community. Together, these two objectives will provide great positive

community impact.

Monthly Community Cleanup Days

The company will promote and organize its own monthly community cleanup day, with management and employees spending the day walking around the local neighborhood, collecting trash, litter and potential recyclable materials, and properly disposing of them.

Quarterly Food Drives

Herbal Wellness Longmont will partner with Community Food Share of Boulder County to conduct quarterly food drives that will collect non-perishable food items and toiletries that will be donated to local residents in need.

Habitat For Humanity

The company will become an active participant and volunteer with Habitat for Humanity of the St. Vrain Valley, volunteering time to help create affordable housing solutions for families in Longmont and other neighboring communities.

Yearly Winter Coat Drive

Herbal Wellness Longmont will be an active participant each year in the Longmont Rotary Club's annual Winter Warmth Coat Drive. The dispensary will put up signs alerting customers to the coat drive and encouraging them to participate and donate.

Donation

Herbal Wellness believes that in order to be a valued member of the community, the company must form a symbiotic relationship with it. That means that the company will need to give back to the community, creating a cooperative partnership that is valued both by the community and the company. One way that the company will accomplish this is through the donation of funds to worthy organizations that benefit the local area.

Herbal Wellness hopes to have the opportunity to truly become a part of the Longmont community, talk to and get to know its customers and neighbors, which will give the company insight into what local groups, nonprofit organizations and city or community projects will most benefit from continued support through regular monetary donations, and which will have the greatest positive impact on the area.

Odor Management Plan

The applicant has extensive experience controlling the potentially noticeable or offensive odors that may emanate from a legal marijuana business. It has successfully controlled all marijuana-related odors from escaping from its dual-licensed adult use and medical marijuana dispensary in Lafayette. In addition to the dispensary, the applicant also operates both a licensed adult use and a licensed medical marijuana cultivation.

Preventing the strong odors of live and flowering marijuana plants from escaping a cultivation facility and reaching surrounding areas is a much more difficult task than controlling the odors commonly present inside a dispensary. There have not been any issues or complaints regarding odors emanating from either the applicant's dispensary or cultivation facility by any neighbors or the City of Lafayette since the applicant began operating in the jurisdiction in 2013.

If awarded a license by the City of Longmont, the applicant will utilize the same industry-standard measures that have proven to be effective at its facilities in Lafayette to prevent any noticeable or offensive odors from escaping the dispensary and potentially disturbing its neighbors.

Several large commercial-grade carbon air filtration units will be installed within both the back-storage area of the dispensary and the main sales floor. These units use a bed of activated carbon to absorb and remove contaminants and odor. When air passes through the carbon filter, any aromas are neutralized, and when the air is passed out the back it is completely free of any noticeable odor.

Commercial-grade ionic air purifiers, which utilize high voltage to electrically charge (or ionise) air molecules to remove particles from the air, will also be installed and affixed to air conditioning units. Airborne particles are attracted to the electrode in an effect similar to static electricity. As a result, the air ionisers are able to remove impurities from the air and eliminate odors.

All marijuana that is being transported to the dispensary from the Herbal Wellness licensed adult-use cultivation will be contained within sealed, air-tight bags. Customers who purchase marijuana at Herbal Wellness Longmont will be required to keep the marijuana inside of a childproof exit bag (that also helps to limit odor) when leaving the dispensary.

These measures will effectively prevent any potentially offensive or unpleasant marijuana odors from escaping the facility, and ensure that any such odors do not emanate from the business or disturb neighboring businesses or residents in any way.