



## MARIJUANA STORE LICENSE APPLICATION CHECKLIST

Business Trade Name The Green Solution, LLC

Physical Address 206 S. Main Street

State MED License Submittal Date 12/4/17 Longmont Application Submittal Date 11/29/17

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 DR8520
  - ☒ 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

# Cover Letter



Dear Longmont Marijuana Authority:

The Green Solution (TGS) looks forward to a long and mutually beneficial relationship with the City of Longmont. As one of Colorado's most proven and successful cannabis business models, TGS is eager to serve the citizens of your vibrant, culturally diverse city.

TGS is a wise choice for Longmont for many reasons. Our business, marketing, retail, community, and security plans are comprehensive and progressive. The facts that TGS is family-owned and one of the longest-owned cannabis companies in Colorado further prove our stability and long-term commitment to the community.

We have chosen the City of Longmont because its size and demographic are highly compatible with The Green Solution and Longmont itself. As an award-winning company known for its products and service, area residents already are familiar with TGS from its strong presence throughout the Denver area. Our convenient locations, friendly staff, and large inventory attract customers and build brand loyalty. TGS patrons travel from other cities to shop at a store they know and trust. No doubt many Longmont residents are already regular customers.

The TGS retail brand brings an attractive aesthetic to the neighborhoods it serves. No green crosses or loud, unconventional colors or signage mar the visual appeal of our locations. As a result, other local businesses value our presence. We make our neighborhoods more attractive than they were prior to our arrival by providing aesthetic improvements through our architectural and landscaping standards, clean and attractive store exteriors, and easy customer access.

Our proposed retail location in Longmont is perfect for the city and its residents. TGS owners know Longmont well, having built several homes there. They enjoy the city and its residents and recognized the need to carefully select an appropriate retail location in a commercial area accepting of cultural differences. Situated outside of the main business district, the TGS location is distanced from residentially-zoned areas and schools, while maintaining a presence on a main thoroughfare in a commercial section of town. The location is one block from Highway 119, where travelers can be noninvasive to the city.

The building we will occupy has strong curb appeal (a former VFW building which will be revived with an upgraded façade, new signage, and professional landscaping); ample customer parking; and a brand-new 5,630-square-foot interior to provide enough space for a well-stocked, fully staffed, and comfortable shopping experience. From data research and comparable city climates, we anticipate the need to have a high-volume store that services customers quickly and efficiently. Our store models have gone through hundreds of iterations to critique this process, ensuring maximum tax revenue for the city.

We will be located between two auto businesses: NAPA Auto Parts and Hayes Automotive. A furniture store and restaurant are across the street, and an open space is behind our store. With the variety of businesses already in the area, TGS will be just another convenient stop on a



typical errand day. We believe this is the perfect location, as it affords us the opportunity to uplift the area aesthetically (we also provide weekly sweeping services and coordinate snow removal and landscaping with our neighbors) and bring more customer foot traffic to adjacent businesses.

As a vertically-integrated company, all TGS retail locations receive 24/7 monitoring and protection from S-Type Armored, the company's security division. S-Type maintains a strong presence at all TGS locations to ensure compliance in all company endeavors, as well as asset protection. Security personnel work in collaboration with retail, cultivation, and manufacturing staff to ensure efficient, streamlined operational plans are in place.

TGS will bring employment opportunities to the area. Few cannabis companies invest as much in employee recruiting and training as we do. Following an intensive interviewing, screening, and onboarding process, we provide hundreds of hours of in-store and corporate training using state-of-the-art software and kiosks in the store to educate our staff, which, in turn, educates Longmont consumers. We believe our training program to be the best in the industry. Our retail staff plays a large role in representing TGS to the public, so management demands a highly professional demeanor, which includes the issuance of smart-looking dark uniforms, creating a tidy, consistent look.

The Green Solution works to build and improve communities. Community involvement and enhancement are critical to our growth and brand loyalty. Building up Colorado cities and infrastructure with new relationships, community programs, and area beautification is what TGS is all about. As such, we are committed to supporting and contributing to the values and goals identified by the city and specified in adopted plans, such as Envision Longmont and the Sustainability Plan. We laud Longmont for its commitment to cultural diversity, which led to its formation of the Longmont Multicultural Action Committee (LMAC). Cultural diversity through community involvement is one of our core values, so we look forward to helping to promote cultural understanding by building relationships within the community.

In the increasingly competitive marijuana industry, TGS has long recognized the need to set the bar high for itself to remain viable and secure as an industry leader. Because the City of Longmont is new to cannabis, it will benefit from a relationship with an established, proven company rather than with an applicant that lacks the experience and resources to operate on the same professional level. We uplift the community and demand increased professionalism from our competitors in the city. Simply put, cannabis in the city is better when we are there, and we will be a great fit for the community.

Our approach to business and our proven record for success translates into lucrative tax revenue for the City of Longmont and its citizens. TGS stands committed to bringing legal adult-use cannabis to the community in the most efficient, compliant, and cooperative manner possible through proven product quality and established best business practices. We fully expect that Longmont will grow to admire and respect The Green Solution as a vital member of its business community.

# **Authorization to Use Property**



## AUTHORIZATION TO USE PROPERTY FOR A MARIJUANA BUSINESS

Business Name (dba): The Green Solution, LLC	Property Address: 206 South Main Street, Longmont, CO 80501 Suite/Unit #: 100
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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

David Elowe

Printed Name of Property Owner/Agent

11/27/2017

Date

UWG 10 LLC / 3798 Spring Valley Rd Boulder, CO 80304 (312) 403-3500

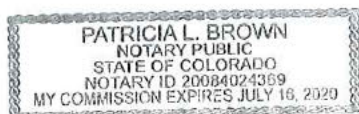
Company Name/Address

Telephone

State of Colorado

County of Denver

)  
) ss.  
)



Subscribed and sworn to before me this 27 day of Nov, 2017, by David Elowe

Notary Public



# Statement of Penalties



## STATEMENT REGARDING VIOLATIONS

Below is a statement of all violations and penalties for infractions or offenses by The Green Solution and its owners, etc. regarding our other marijuana establishments. As shown elsewhere in our application, The Green Solution is one of the largest marijuana operators in the state, who takes pride in our compliance record and works daily to improve process, especially relating to compliance. As any company rely on more than 700 individuals employed with us to act in accordance with our rules and policies. Our measure for equipping employees to be fully compliant include extensive in-house and third-party training—introductory and ongoing—for all our process and procedures.

### Silver Plume Store OTSC

On May 12, 2016, our singular infraction lead to two employees at our Silver Plume location that neglected to verify the true age (2 months under the eligible age) of an individual entering the premises. Despite our rigorous check-in policy, lengthy training, and verification processes, the offender managed to make a purchase. This was part of a MED sting operation, which it conducts across the state regularly, and the offending employees were notified by the MED officers at the scene. The incident was reported up the chain immediately and, before any formal notice from the MED regarding the results of the sting, TGS (1) terminated the offending employees, citing our zero-tolerance policies regarding underage sales, and (2) implemented additional safeguards at all 14 of its retail locations, including re-training and implementation of mandatory ID scanning using state-of-the-art ID scanners. We also conduct our own weekly sting drills that assess our staff, so the integrity of our processes stays in place. Lastly, we have increased the frequency of our 3<sup>rd</sup> party ID training to ensure re-training is more prominent in our curriculum. Since the incident, TGS has not had any similar violations at the Silver Plume location or any of its other retail locations.

In spite of TGS's long-standing policies for ID verification and underage sale prevention, and the two employees being the sole reason for such violation, Colorado's marijuana laws hold TGS and its owners strictly liable for the employees' conduct. As a result, in January of this year, an order to show cause was issued to TGS and its owners regarding the incident. In April of this year (2017), we entered into a stipulation, agreement and order with the MED acknowledging responsibility and committing to additional safeguards and training, all of which have been completed.

TGS operates 14 high-volume stores across the state averaging 3,500 transactions a day and well over one million transactions per year. As a frame of reference, most of the industry has *less than three stores* averaging roughly 200-500 daily transactions per day. Thus, comparatively **we operate at over six times the number of daily transactions daily than typical competitors.**

To be clear, we treated this incident as unacceptable and completely contrary to the compliance culture we instill in our employees from day one. Nevertheless, we ask that, when considering violations of ourselves and other applicants, that our comparative transaction volume be factored into the weight of the impact on the applicant's compliance track record. While we are disappointed with the 2016 incident, TGS remains extremely proud of its overall track record



given our significant volume of daily transactions, as well as the continuous internal and MED sting operations that take place at our facilities which pass without incident.

## Other Miscellaneous Violations

Additional disclosures include the MED *warning letters* which TGS has received over its nearly eight years of operation, *none of which* resulted in formal proceedings:

- **January 24, 2014** (MED warning letter): MED warned TGS that it hadn't entered one of its licenses into the state plant tracking system, METRC. The license was dormant, hence the non-entrance, but TGS nonetheless entered the license into METRC immediately upon receipt of letter.
- **January 24, 2014** (MED warning letter): MED warned TGS that some of its child-resistant packaging had not been ASTM certified. Packaging was promptly changed, and ASTM certification was obtained.
- **March 10, 2015** (MED warning letter): A new store opening, required facility changes including moving a camera and certifying scales on the property. These changes were complied with same-day.
- **March 29, 2016** (MED warning letter): METRC placed an administrative hold on a TGS package, and a TGS store inadvertently sold a unit to a customer during such time. TGS was able to contact the customer and the recover the package.

These warning letters were minor infractions which did not result in any formal or administrative proceedings. In the spirit of full disclosure and ensuring thorough responses are provided, though, they are hereby disclosed. Also, please note that **NONE** of these infractions were repeated—TGS's first priority is avoiding any compliance matters or concerns. Additional evidence of our strong belief in a compliance-based operation is clear within our attached Business and Security Plans. We are confident those documents communicate our commitment to compliant processes leading to municipal as well as commercial success. In the rare event presenting liabilities to compliance, we promptly assess the issue and ensure the entire organization learns and grows, as professionals and as good regulatory partners with state and local officials.

Thank you for your thoughtful consideration in this matter and our application.

Sincerely,

Kyle Speidell  
Owner, Co-CEO

Eric Speidell  
Owner, Co-CEO

Nick Speidell  
Owner, CRLO

Brad Speidell  
Owner, CDO

The Green Solution, LLC

# Zoning Verification





PLANNING & DEVELOPMENT SERVICES  
385 Kimbark Street, Longmont, CO 80501  
303-651-8330; Fax 303-651-8696  
www.longmontcolorado.gov/planning

## Zoning Verification

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: The Green Solution, LLC	E-Mail: corporate@tgscolorado.com
Address (Include City & State): 700 17 <sup>th</sup> Street, Suite 2200, Denver, CO 80202	
Phone: 720-399-6840	Fax: 303-265-9244
<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: 206 S. Main Street, Suite 100	
Name of Proposed Business: The Green Solution	
Previous Business Use: VFW (closed 09/16 – vacant)	
Applicant Certification	
Applicant Signature: [Redacted]	Date: 11/9/17

Zoning Information To be completed by Planning & Development Services Staff	
Zoning District:	Other Information:
<input checked="" 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 type="checkbox"/> Business Light Industrial (BLI)	
<input type="checkbox"/> Mixed Industrial (MI)	
<input type="checkbox"/> Other zoning district (not allowed)	
Staff Signature: [Redacted]	Date: 14 November 2017
Staff Name & Title: Ian Colby   Planning Technician	

# Vicinity Map



## Vicinity Description

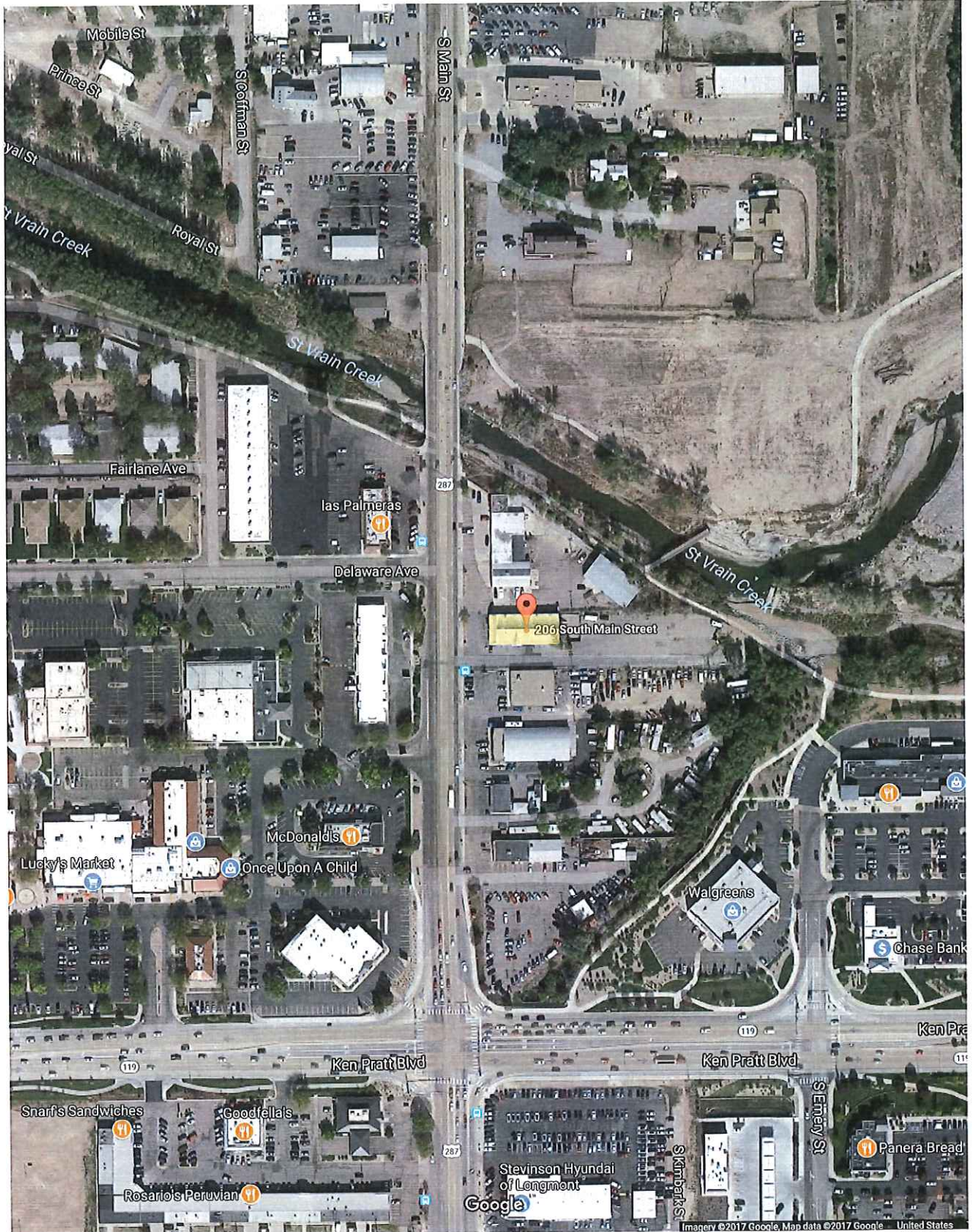
As described elsewhere in our application, The Green Solution (TGS) has built its brand and imagery in ways that dissuade children to intentionally or unintentionally visit our stores. TGS actively dissuades such unwanted visitors with robust messaging and security protocols. Nonetheless, we fully appreciate concerns regarding the proximity of retail marijuana establishments are from schools, residential and other areas that have a higher propensity for minors to live or learn. To that end, we respect that the city required that eligible properties meet precise setback requirements from K-12 schools (1,000 feet) and residentially zoned areas (250 feet).

To that end, our proposed location at 206 South Main Street offers ample distance from such locations. The nearest K-12 school is St. Vrain Community Montessori School, a charter school located due west from the proposed location and across South Main Street at 1055 Delaware Avenue. The distance of the school from the proposed location, as the crow flies and property line to property line, is approximately **1,900 feet (an additional 900 feet over distance requirement)**. Similarly, the nearest residentially zoned area is a multi-family residence also west of the proposed location and across South Main Street at 702 Delaware Avenue. The distance of that residentially zoned area, as the crow flies and property line to property line, is approximately **480 feet (an additional 230 feet over distance requirement)**.

We chose this proposed location, in addition to all the other reasons described elsewhere in our application, due to its comfortable compliance with the city's ordinance respecting distance requirements. However, we did not start and stop our analysis in this regard to merely *meet* the requirements – we opted to *exceed* them. To that end, our research of the closest childcare facilities licensed by the Colorado Department of Human Services indicates that the nearest licensed facility is also St. Vrain Community Montessori School, which as stated above is 1,900 feet away. We encourage the city to consider the distance other applicants' proposed locations are from licensed childcare facilities, as we thoughtfully chose this proposed location based on not only its more-than-adequate distance from K-12 and residentially zoned areas, but also licensed childcare facilities, which speaks to the same concern area leaders often have regarding marijuana establishments.

In sum, TGS's proposed location far exceeds the distance requirements in the city's ordinance and is similarly far-distanced from nearby childcare facilities.



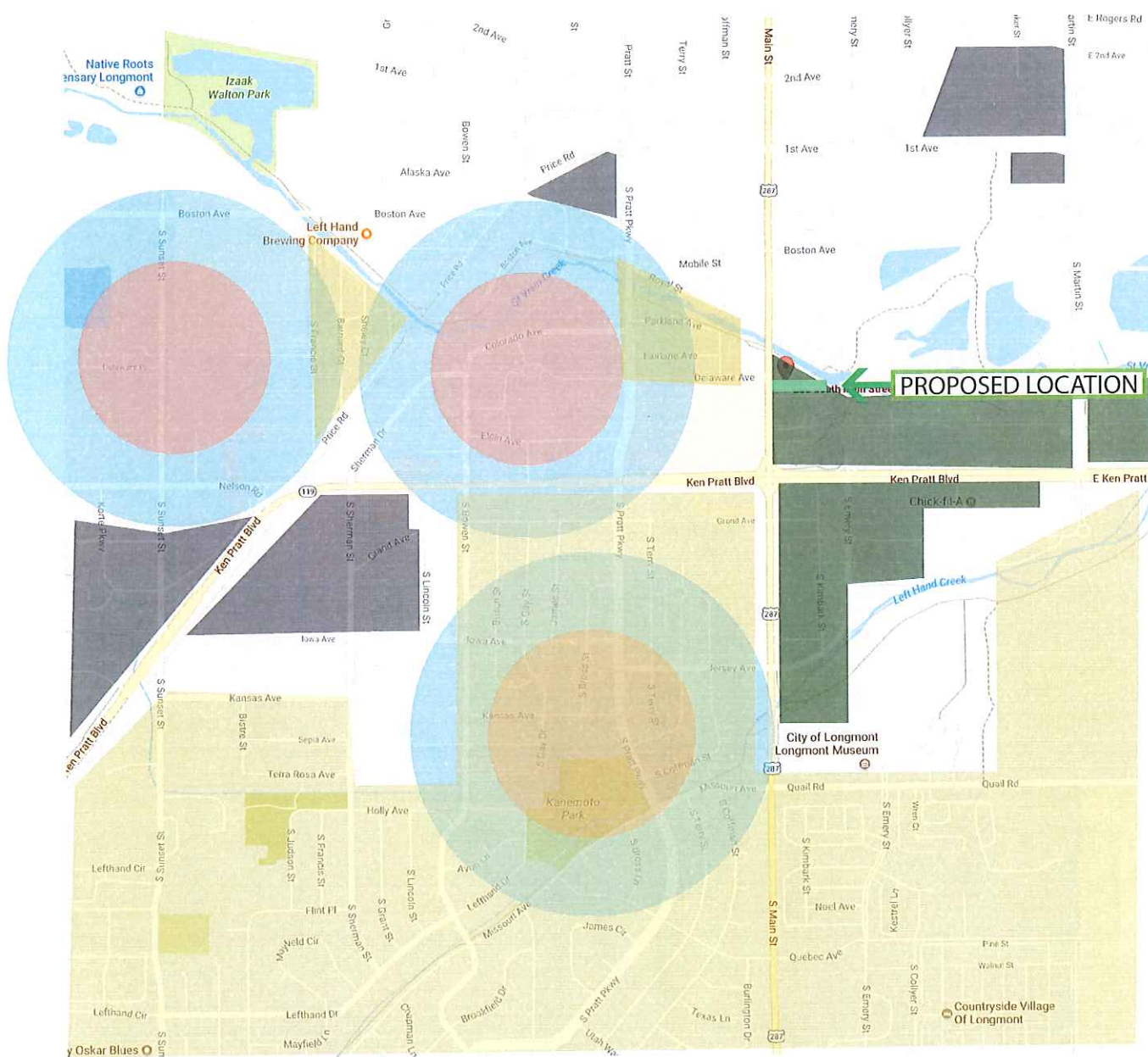


## VICINITY MAP



206 S. Main  
Longmont, CO 80501





INDUSTRIAL ZONED AREAS (BLI, MI, PUD-I)



COMERCIAALLY ZONED AREAS (C, CR, PUD-C)



RESIDENTIALLY ZONED AREAS + 250 FEET

K-12  
SCHOOL  
BUFFERS



500 FEET



1000 FEET



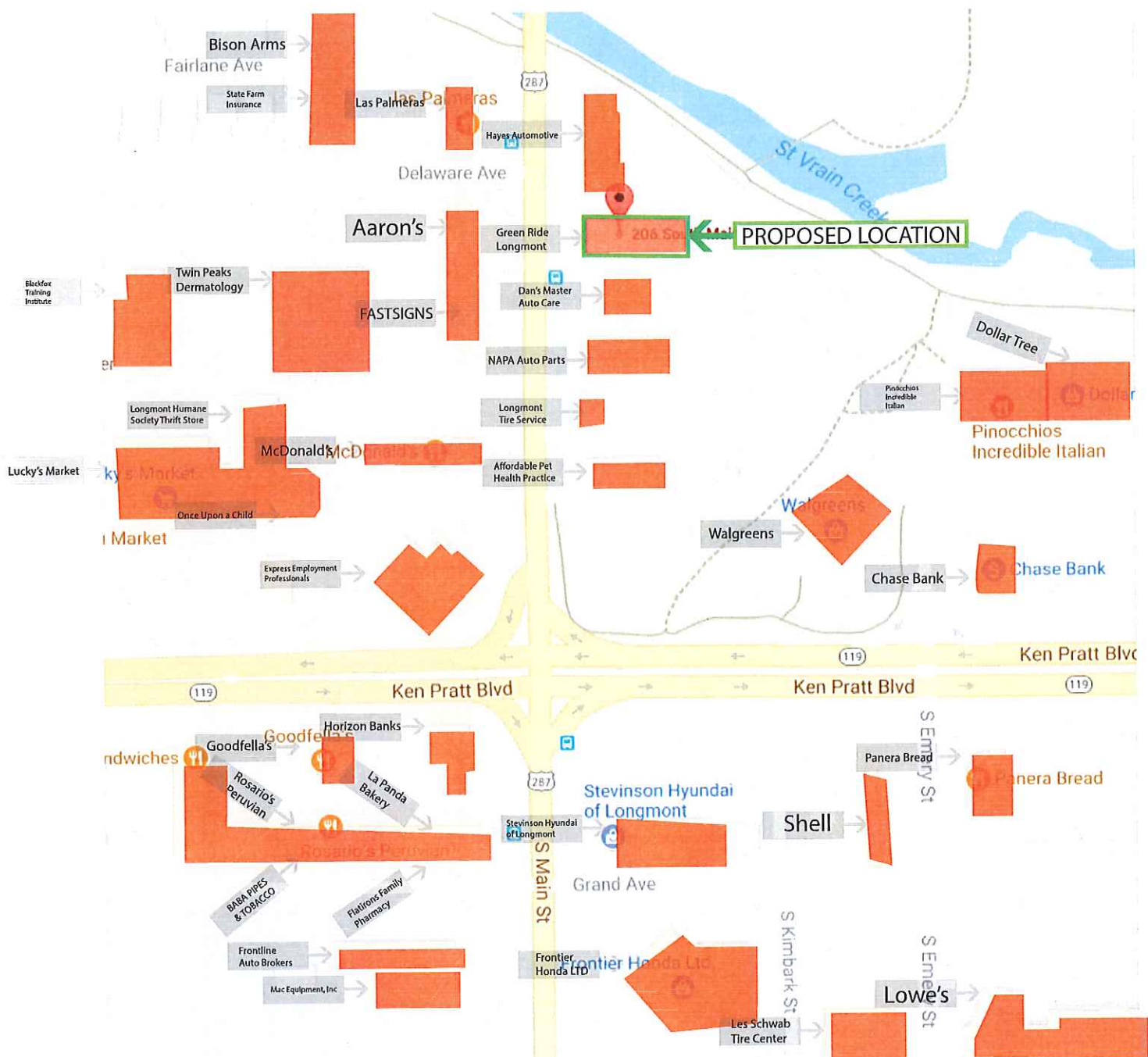
PROPOSED LOCATION

## PROXIMITY MAP



206 S. Main  
Longmont, CO 80501

# Site Plan



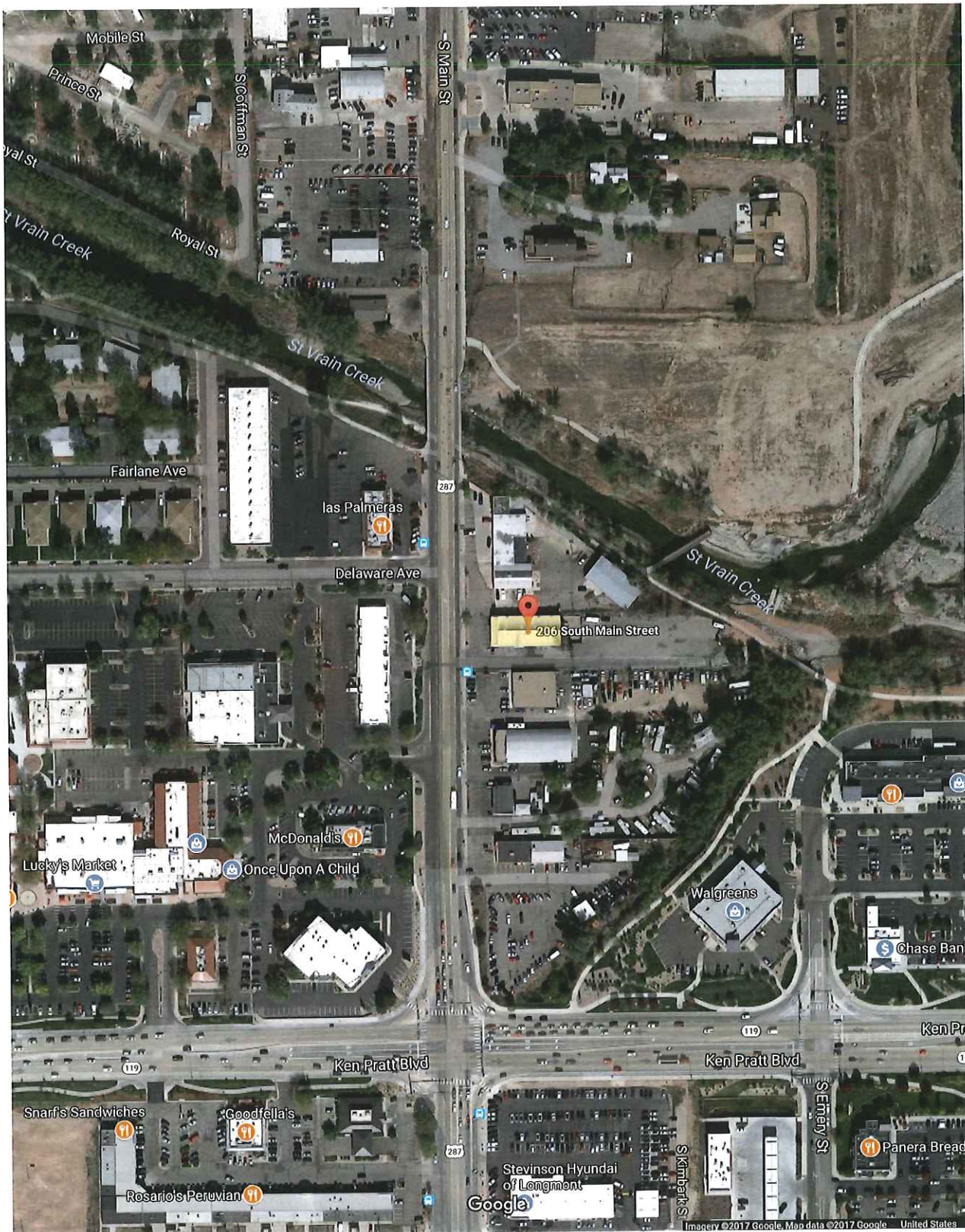
PROPOSED LOCATION

BUSINESSES

## AREA MAP

 206 S. Main  
Longmont, CO 80501





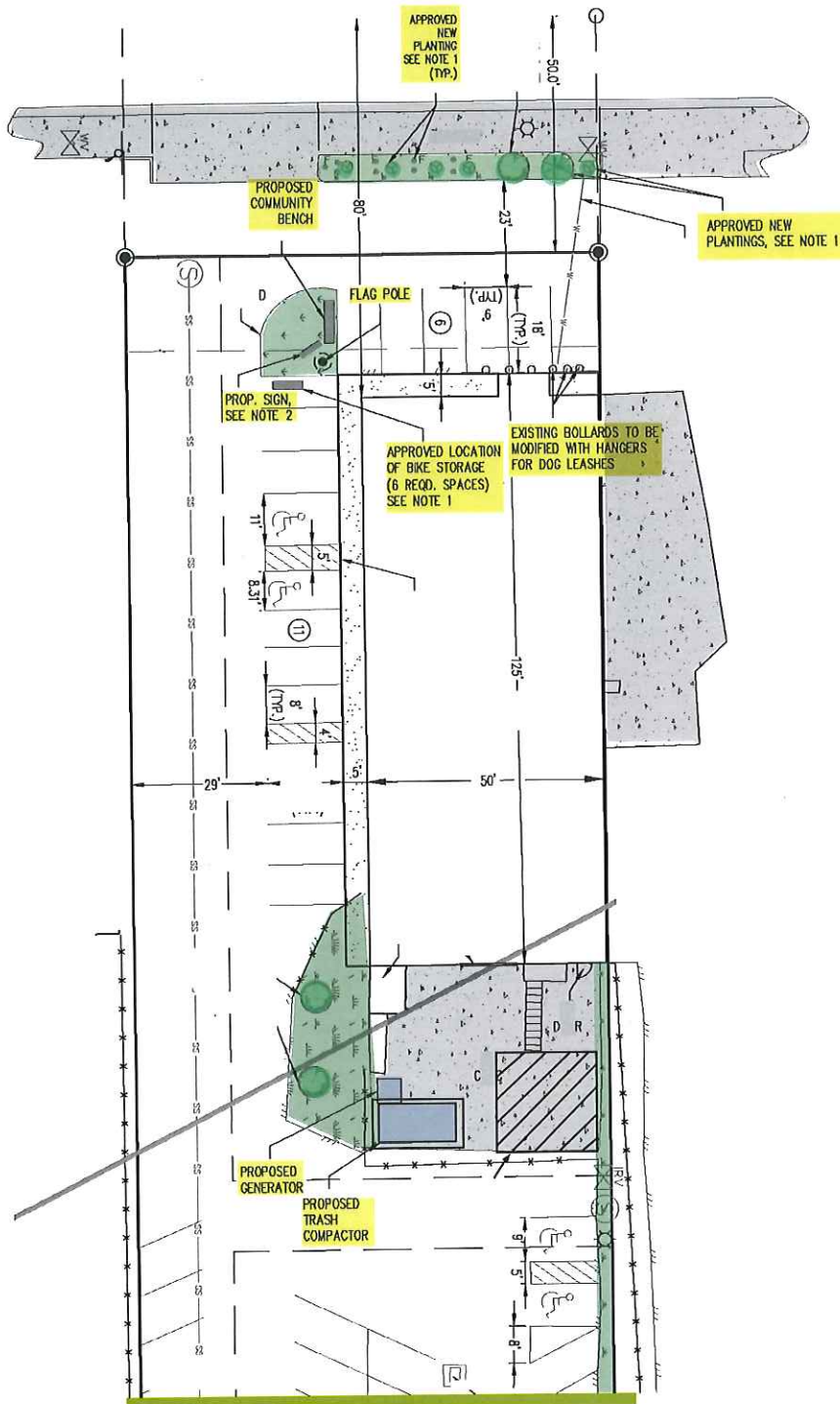
## VICINITY MAP



Recreational Cannabis Dispensary  
The Green Solution  
206 S. Main St, Longmont, CO 80501

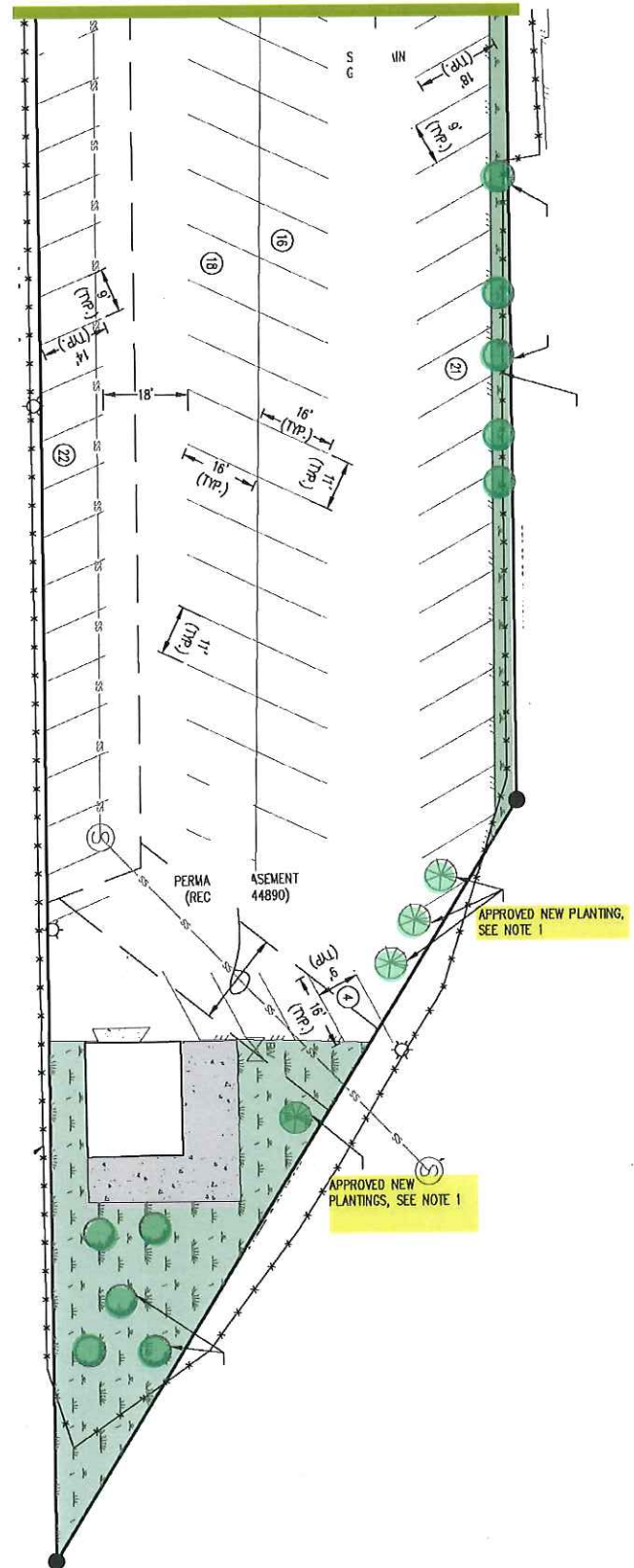


**S MAIN STREET**

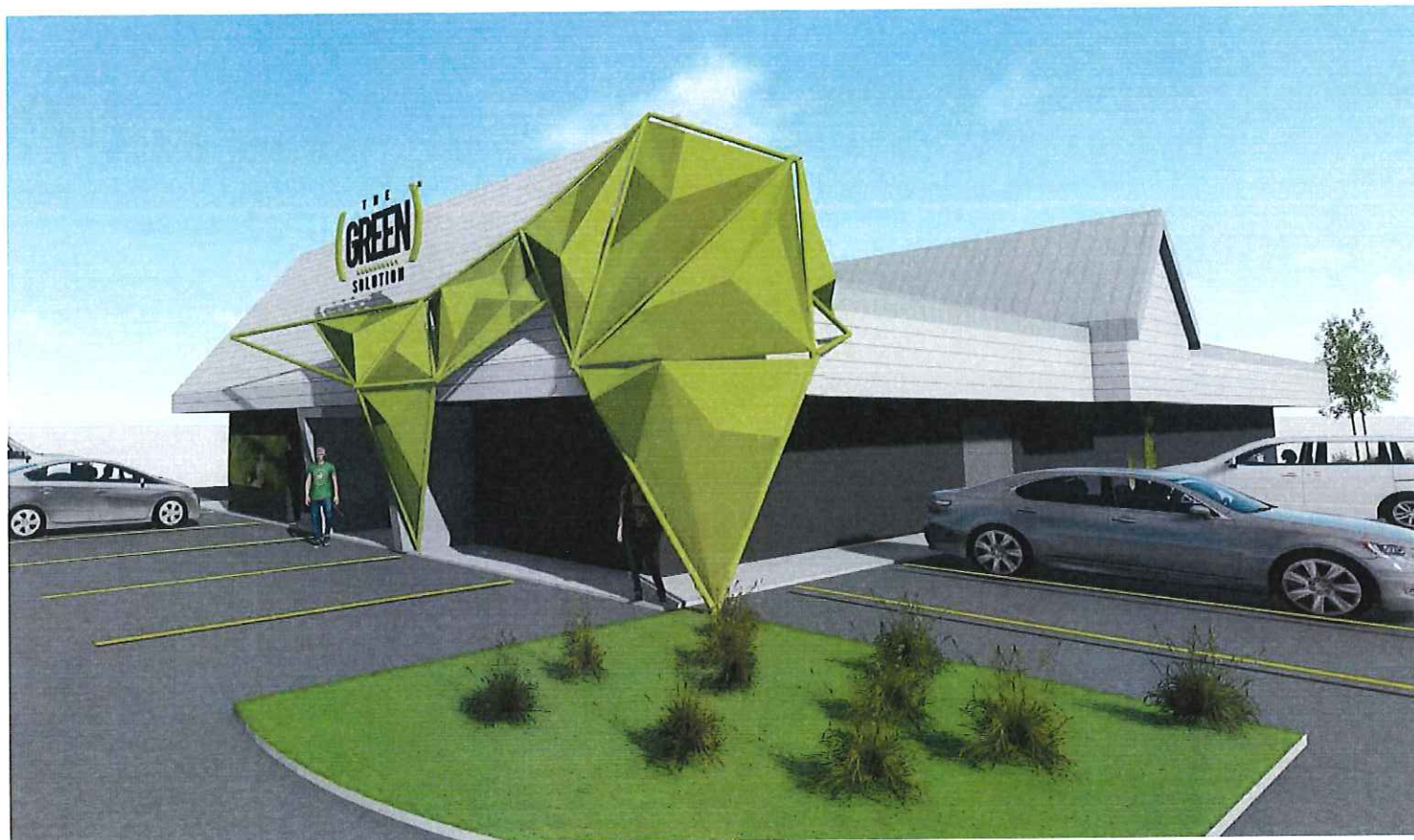


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**STORE RENDERINGS**  
Exterior

📍 206 S. Main  
Longmont, CO 80501





## STORE RENDERINGS



206 S. Main  
Longmont, CO 80501





**WELCOMING SPACES WITH LARGE SELECTION**



**CONCIERGE SERVICE**



**INFORMATIONAL DISPLAYS**

## STORE INTERIORS

📍 206 S. Main  
Longmont, CO 80501





# **Site Improvement Description**





## **THE GREEN SOLUTION'S PROPOSED LOCATION**

*Per requirement 6.70.110.D: A detailed description, floor plan, and vicinity map of the proposed location, including a full address; and further the application requirements.*

### **Description of Proposed Location**

The Green Solution (TGS) proposes to open its Longmont retail marijuana establishment at 206 South Main Street Longmont, CO 80501, a commercially-zoned area within Longmont city limits. TGS—a marijuana brand with eight years' compliant experience in medical and recreational marijuana—will be the only other building tenant. Green Ride, a local shuttle business, occupies the garden-level space. We have entered a long-term, stable lease with the property's owner, UWG 10 LLC, to lease the entire main level (Suite 100), comprising 5,360 square feet of occupied space. The current owner acquired the property in September 2016 from VFW Post 2601, who sold the building to relocate to a smaller location. Shared goals like co-branding, high tourist volume, and strategic use of the property's existing infrastructure (such as the garden-level for the shuttle parking segment) will greatly benefit not only TGS, but also Green Ride, the landlord, and the city.

### **IMPORTANCE OF OUR NEIGHBORHOOD**

Neighbors are vital to our success *and* the community's, so we are in touch with Green Ride's owners in hopes of a partnership. Their shuttle service reaches various partner locations including Denver International Airport. Green Ride's shared-use parking lot contains over 50 parking spots. Access to their spots in case our 20 spaces are occupied helps us manage lot occupancy and facility access. So, tourists—many of whom know our brand thanks to online marketing—can visit us with a short walk, increasing our volume and reducing traffic. Additional parking lots of retailers nearest to us including NAPA and Dan's Master Auto Care work opposite hours thanks to operational differences. Because their hours are 8:00 am to 5:00 pm Monday through Friday and our highest volume periods are nights and weekends, we can accommodate their overflow parking and vice versa, without disrupting each other's operations. We can also avoid disrupting these businesses due to their light industrial atmosphere. Our odor elimination systems, sleek aesthetic, and low noise create an ambience blending with surrounding storefronts in the wider area to prevent imposing on unrelated business operations.

This property is positioned to positively impact TGS *and* Longmont. Our current relationship with the landlord guarantees we will work in lockstep to optimize the form and function of site improvements. Starting by ensuring easy access points from busy South Main Street, a local traffic artery, we provide easy access in and out for city residents. Exterior upgrades include, among others: landscaping, pedestrian amenities, and parking lot additions to increase safety. The property building's exterior façade had not seen updates in years where we propose detailed upgrades described below. Site parking and new facility designs will benefit both TGS and Green Ride, notably, the site's function and flow.

### **Visual Storefront Branding**

New paint and landscaping only start our beautification process. For leased properties, we always renew a property while respecting landlord renovation limits. Existing building architectures usually follow prior tenants' business branding. The sleek, art deco-style "exoskeleton" in shades of green we plan to add matches our branding without coloring the entire building. The design will be built using fiber-cement cladding by a company called Nichia, who guarantees a 40-year



life cycle on their product. In addition, we complement signage we install on the storefront with a flag pole waving the Colorado and Longmont flags. *Exhibits of this description are available in the External Renderings included in this application.* This is how we renew buildings according development standards that also stylize the area.

### **Community-Oriented Accommodations**

We will enhance the landlord's renovation plans for resident benefit with items like **community benches, dog leash loops, widened parking spaces in a lot with higher vehicle capacity than building occupancy limits, and landscaping as part of Crime Prevention Through Environmental Design (CPTED) methodology.** Further area enhancements include access to a **bus stop** next to our concrete drive for public transit commuters, various types of parking spaces including **accessible spaces and ramps, and motorcycle spaces,** demonstrating our commitment to consumers *and* residents. The Lighting Plan we have attached indicates our well-illuminated sites effectively balancing maximum visibility while avoiding intrusion on neighboring lots. Most importantly, verified ingress and egress sets access points up for traffic control. During grand opening and anytime logistics teams see a need, we dispatch lot attendants to manage traffic. If granted a license, we are happy to welcome city officials to visit and enter the building whenever needed so they can experience our site and area enhancements.

It has always been a priority for our stores – internally and externally – to transcend industry stereotypes by setting design precedents. Our clean, professional storefronts lack typical eyesores like solid green buildings or fluorescent green cross signs. Our understated, sleek logo design dictates our aesthetic principles, so we can exceed and improve area aesthetics. Our store interiors take design cues from luxury retailers such as high-end tech boutiques, furniture galleries, and epicurean grocers. That means routine property renewals for all locations, not just new stores. That is the best way to keep our brand strong, consistent, cutting-edge, and at home in the commercial areas who also invest in maintaining their properties.

### **Planning Approvals**

TGS sets itself apart from competitors with over 35 years' collective experience in real estate and construction which, as a result, has also refined our permitting processes. Anticipating the various permits required informs each step of our current Longmont permitting process. The many site improvements we are adding may require a planning approval but possibly qualifies us for a waiver, but we are nonetheless happy to comply with any processes the city deems necessary. Our building permit process includes a review of all installed architectural, structural, mechanical, electrical, and plumbing systems. Safety systems including wastewater and fire review requests are planned for the submission process. Our project planning team is standing by to submit all architectural and engineering plans to the city planning and building departments, confident the city will be excited about the professionalism of the package.

Before marijuana legalization, the owners' prior real estate expertise supported Longmont's early-2000s real estate boom. The same expertise has allowed us to promptly beautify properties statewide and nationally thanks to our experience and repeated success with efficient permitting and licensing. We enjoy strong reputations with other cities because of our comprehensive, exceeding coverage of all building and property requirements. We are grateful for the opportunity to partake in another successful process with Longmont.



# Odor Management Plan





## Odor Management Plan

*Per Longmont Ordinance Section 6.70.105.H, this plan will prevent any odor from a licensed premises from being perceptible to an ordinary person at the exterior of the building of the licensed premises or at any space adjoining the license premises.*

*More than simply investing in expensive technologies, the best treatment is preventive, therefore associates in our licensed establishments **keep no open containers of raw cannabis, and there is never production/processing of marijuana or marijuana-infused products on our premises.***

Ventilation and odor control are integral to ensuring community impact is *only* positive. That principal motivates us to continue developing our mechanical ventilation system in retail locations, a system that proves its effectiveness in all our other operating jurisdictions. Thus, we are eager to bring it to Longmont to protect the city's residents, providing a comfortable atmosphere for both consumers and neighbors. We acknowledge our responsibility to improve this technology, ensuring we meet or exceed local expectations in addition to Colorado Marijuana Rules. To date, in our **seven** operating jurisdictions, most of which enforce strict compliance standards for odor, we have never received citation for odor policy violations.

### Odor Isolation and Prevention

As often said, prevention is the best medicine. The Green Solution therefore prevents open-air exposure of any actual product in two significant ways: remotely manufactured packaging and innovative in-store air filtration. Production, trimming, extraction, and vacuum packaging of our products occurs in sophisticated remote facilities based in the City of Denver. We vacuum-seal the products in odor-proof containers and grow, harvest, cure, and manufacture them under specific guidelines and procedures. For plants and plant material, once an acceptable cure is achieved, the flower is carefully weighed and packaged in containers in a variety of established weight increments. This way, when consumer packaged products reach our retail stores, their odor-free, sealed packaging has already omitted odors at the source.

We also follow this process at our manufacturing facility, where we produce all of our own products. Controlling 95% of all products in our stores saves us from having to rely on vendor package quality. After the packages leave the production facilities and before any retail associate can handle our product (for stocking or selling), an asset protection associate from our security division accepts the shipment, logs the inventory, and verifies that the packaging and weights are up to our standards. Only at this point can a retail associate begin to handle and distribute the sealed product. This overview of our logistical infrastructure explains why even our shipping and receiving process at our store back entrances lacks any odors or airborne impurities. This is the result of strategic, odor-proof processing and packaging techniques. These techniques, focused on units not weights, also prevent theft because we conduct weekly building cycle counts, instead of raw product weights which naturally decrease over time and would create negative variance. Thus, increased integrity is an added effect of this process.

### Product Display Method

Most of our competitors follow each other's suits without critically re-evaluating their operational methods. For example, the product storage method among most of them involves massive glass jars that can hold *pounds* of product—anywhere from 10 to 20 pounds at any





given time. The customer service philosophy behind this inventory storage technique is to allow consumers to come as close to sampling the product without handling or consuming it, but the process is flawed because it lacks innovation and creates compliance liabilities. Most critical among these flaws are the abundance of odor this method produces and the unsanitary environment it creates for the plant material.

It goes without saying that we anticipated this immediate, obvious liability. Our solution is to maintain the modern aesthetic of our stores with digital display technology. Digital display screens act as image frames for each of our offerings, providing essential information about them, including high-resolution imagery. The process is sanitary and inviting to consumers because it assures them we only sell unopened containers.

At most other dispensaries, the impact of 15 exposed pounds of marijuana, raw concentrates, and edibles immediately mingles with the smells of the rest of that location's "live" offerings, all in immense jars that consumers repeatedly open. The Green Solution packages every product in a clear container so consumers may thoughtfully decide on purchases without having to open the package. This presentation style exceeds customer expectations while respecting our zero-emission techniques.

As industry leaders, we know better than most that strategic inventory product storage is not enough to keep our fellow tenants and community residents content. Therefore, the following section explains the second part of our odor mitigation plan: our science-backed solutions proven effective daily at our 14 existing Colorado area locations.

### **Carbon-Equipped Industrial Exhaust Fans**

Negative pressure is the technology that hospitals and other quarantine areas use to prevent the spread of airborne illnesses. It is achieved by exhausting an area's air at a sufficiently rapid rate. We use this approach to keep our own air filtered, circulate fresh outside air through our facility, and prevent scented air from escaping the building. Negative pressure ensures that the building is only allowing air to exit from the designated locations.

To exhaust air at the necessary speed for negative pressure, we intend to install three separate exhaust fans, each capable of exhausting 440 cubic feet per minute. In all, the fans exhaust 1320 cubic feet—*all* the air in our location—every minute.

To scrub this immense amount of air, we plan to equip these fans with carbon scrubbers. Carbon is a naturally found element with highly absorbent properties. It naturally attracts gases, odors, and liquids, making it the perfect chemical-free choice for odor reduction. To maximize the carbon's effectiveness, our internal maintenance crews service these filters on our routine maintenance plan, which primarily includes replacing filters quarterly, which is far sooner than their lifecycle, for constant carbon activation and performance.

In sum, every square inch of our property's air will be exhausted, then ushered through the highly-absorbent carbon filters to scrub it of any odors. The result is 100% pure, contaminant- and odor-free air. We know this to be true because it has been a part of our operation for years, and our operating communities have benefited from the results.



## **Air Conditioning and Heating**

HVAC equipment naturally cycles the air in the environment, affording us the advantage to be proactive rather than reactive. UV-C light is proven to eliminate odors and mold, even reducing air pollution, which makes them the most commonly used utility in industrial HVAC systems. They save companies and technicians the trouble of having to manually scrub ducts and units. We install these UV-C lamp filters in all our HVAC units and keep them constantly running to ensure constant air circulation in conjunction with UV-C filtration. This additional prevention method is proven not only by us, but for years by industrial HVAC systems.

We also take further advantage of the system by replacing common knit filters with carbon-infused filters. Replacing the original filters with carbon filters offers yet another form of odor protection and filtration after the UV-C lamp. All air must pass through this filter, ensuring that no odor lingers at any time. Additionally, carbon filters work even better when we enhance them by adding HEPA filters to our ventilation systems. *These filters are also replaced quarterly according to our routine maintenance plan to prevent a gradual decrease in performance.*

Strategic prevention through inventory management, medical-grade exhaust and odor scrubbing, and around-the-clock HVAC filtration and sanitation systems ensure the air inside and outside of our retail locations is clean and free of odors.

## **Puradigm® Filtration Units**

Negative ions occur in nature along with clean breathable air; they are proven to provide long-term benefits. That is why we incorporate Puradigm negative ion filtration units for every 1500 cubic feet of the building. Hospitals use these negative ionizers to kill all mold, mildew, and disease. They work by bonding with positive, disease-causing ions in the air to remove them from the atmosphere. Puradigm® has designed and engineered these mold and pathogen management systems with patented odor-reduction technology. It uses high-energy clusters and advanced oxidation to manage mold, mildew, odor, and volatile organic compounds (VOCs) on the surface and throughout an environment's air.

These systems not only work to reduce odors but are also strategically placed in customer service areas and our back-office area to reduce overall pathogens in the air. This sanitation technique keeps our customers and staff healthier than your average retail experience would. These units are proven in hospital rooms, where they are known to effectively reduce pathogens.

## **Installation**

It is top priority for us to ensure all items are installed prior to having any regulated product in our building. Pre-opening installation is crucial to protecting the City of Longmont and its residents. Therefore, all pre-opening processes in place guarantee operations do not kick off without complete ventilation plan execution.

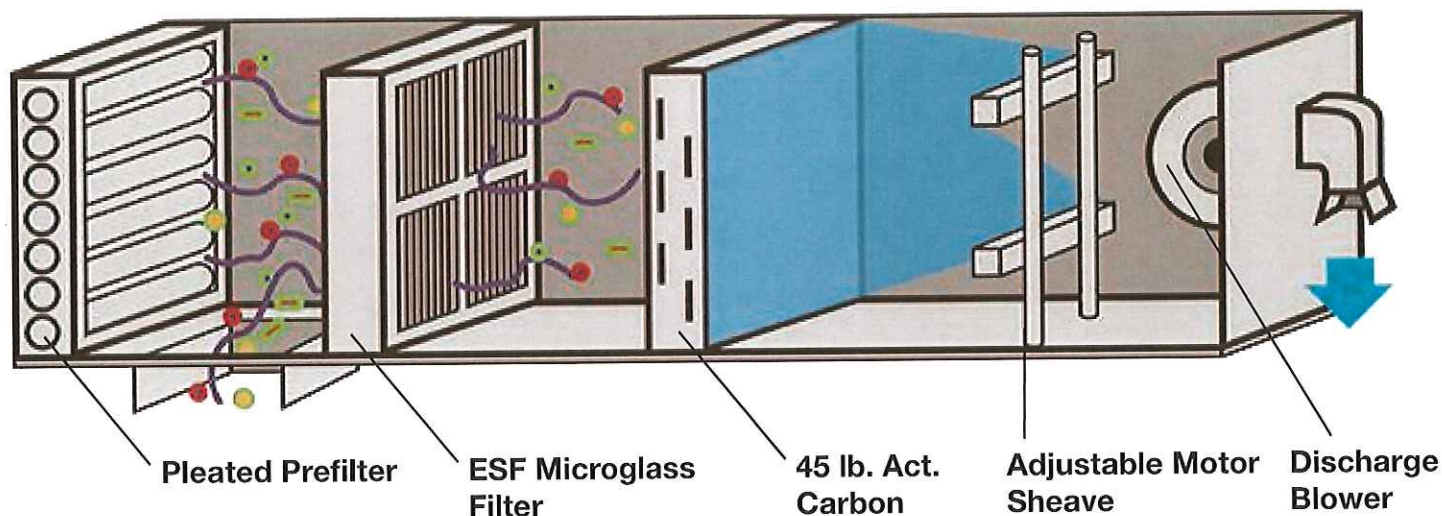
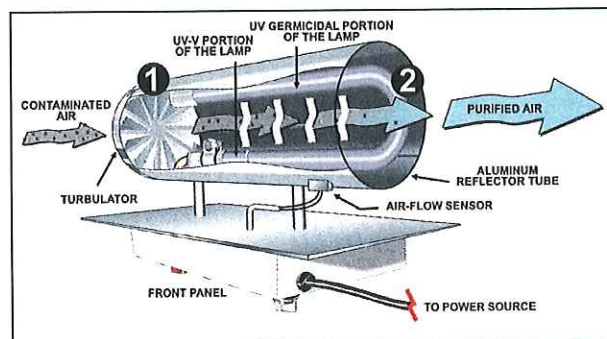
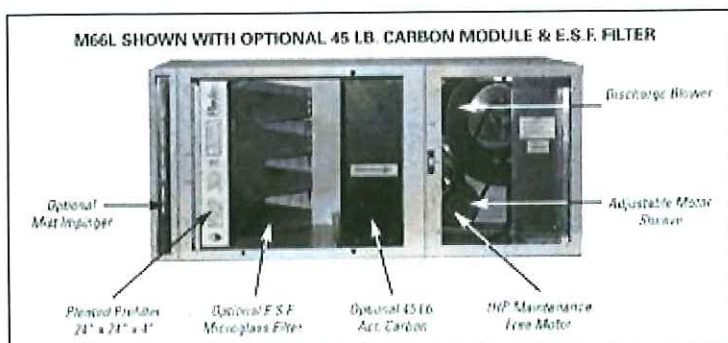
We believe mitigation is not enough. It takes a combination of prevention, mitigation and routine maintenance to ensure an odor-free retail cannabis establishment. This time-tested technique and formula has succeeded free of violation and will remain as such in the city of Longmont. There are many best practices to odor mitigation, but eliminating them requires a combination resulting from years of successful experimentation and experience in zero-



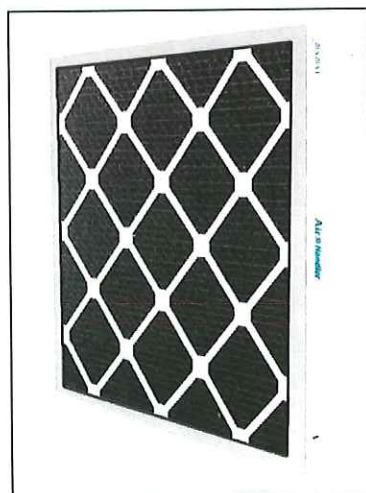
emission odor prevention. Unlike most competitors, we invest to advance our products and install these systems regardless of additional costs to ensure we exceed the cities' expectations.

In conclusion, preventing odor is as important to us as the rest of our customer service philosophies. We constantly improve our techniques to ensure we are a long-term partner and odorless business in the city of Longmont.

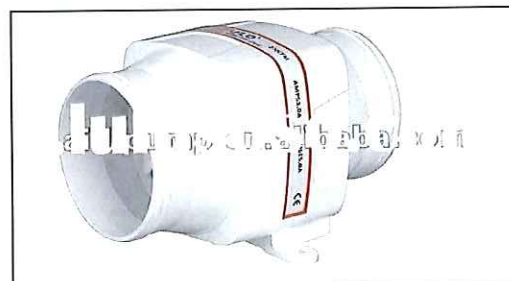
*We have provided diagrams that show how these systems work and where they will be located in the building.*



Pleated Prefilter



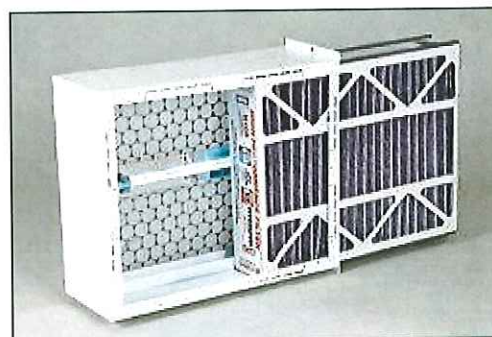
Carbon Filter



Exhaust Fan



Puradigm Unit



UV Filtration



## COMPETITORS



Our competitors use unsanitary methods of displaying flower. Bare hands are used and jars are constantly being opened allowing dust particles and foreign elements to invade the product.

## THE GREEN SOLUTION



THE  
**(GREEN)**  
SOLUTION

SO FRESH AND SO  
**GREEN GREEN**



*New*  
**FRESH PACKS**

NITROGEN NATURALLY CONTROLS THE ATMOSPHERE  
INSIDE THE PACKAGE TO MAINTAIN FRESHNESS



All flower at The Green Solution is provided in individually sealed air-tight packaging to preserve freshness and prevent from exposure to contaminants.

## COMPETITORS VS. TGS



206 S. Main  
Longmont, CO 80501



# **City of Longmont: Vision, Values & Goals**

## City Vision, Values, and Goals

The Green Solution is deeply committed to making communities better than they were prior to our arrival. The company is mindful of the individual values and missions of each community it serves and strives to tailor a community plan to meet those needs. We aim to be the model that other companies aspire to equal. We accomplish that by working hard to understand community needs, visions, and goals. It is too easy to merely claim we will help promote continued growth and diversification of your economy. For TGS, that is only the beginning.

We have thoroughly studied Envision Longmont and other foundational programs, including the goals and visions of the Longmont Community Foundation, Public Safety Department, Workforce Boulder County, Healthy Youth Alliance, and the Downtown Development Authority to understand their priorities and implementation strategies. We are determined to join the ranks of these agencies to help play a significant role in the City's future and quality of life of its residents. Almost 10 years ago, we joined in similarly with the City of Northglenn's efforts to thrive as an intimate municipality. Before launching a campaign to be the first medical dispensary in the city, we had already nurtured strong relationships with the town. Today, as we propose an establishment in Longmont, we are already building relationships and planning ways to address the city's priorities, including promoting the continued growth and diversification of your economy, the needs of your changing population, "inward" focus on efficient expansion, and other aspirations within the Envision Longmont comprehensive plan.



It is only when a company understands that a community's needs become its needs that both can thrive collaboratively. The rest of this document provides overviews on how we stick to this tradition throughout our successes, and how we personalize them to share priorities with the City of Longmont.

We are aware that a significant component of Envision Longmont is beautification, through the Parks, Recreation and Trails Master Plan and the Open Space and Trails Master Plan, among others. The TGS architectural and landscaping standards we hope to bring to Longmont will do more than just beautify the area. Combining natural features with stylish aesthetics and state of the art security technology invigorates not just the premises, but our entire surrounded areas. We have proven this based on the property values we've increased, and the relationships we have built with various-sized locales in Colorado. When the City of Aurora welcomed us to their community as the first legal recreational dispensary in January of 2014, we built or renovated parks in response to their own beautification efforts. We are equally motivated to help keep the St. Vrain Valley public areas well-maintained.

### Alignment with Longmont Vision

The TGS mission intersects Longmont's economic social, and environmental needs, especially as they pertain to the Mission behind the city's Sustainability Plan: "Transforming Longmont into a sustainable community that balances economic, social, and environmental needs while enhancing our legacy." In this fledgling industry, we take full advantage of the chance to create a legacy through positive impact on the public at large. Being a cannabis consumer is not a prerequisite for people to benefit from TGS's aspirations, articulated in our vision statement

below. Attracting young skilled workers is an example of building a legacy; keeping younger populations will mean new families and generations will continue reside in Longmont to keep the City thriving.

### **TGS Vision Statement**

“We are the leader in cannabis acceptance, accessibility, compliance, quality, and market share.”  
Creating a legacy requires more than lucrative figures; our Mission statement voices our understanding that we are in the *people* business as much as we are in the Cannabis business.

### **TGS Mission Statement**

“Through innovation, we increase access to cannabis worldwide, providing consistent quality at a competitive value through a variety of distribution channels, prioritizing consumer safety and understanding the social impact on this and other generations to come.”

### **Community Collaboration Initiatives**

Protecting consumers means more than passing regulatory tests. It means proactively addressing the needs of communities’ changing populations, regardless of whether they are eligible to be our patrons or not. Thus, our alignment with the **Longmont Sustainability Plan** are in solidarity with the city as it makes strides toward continued expansion while staying true to its core values and objectives, like those reflected in leadership mission and vision of the **Longmont Community Foundation**. That is why we maintain awareness of these goals and objectives with every business decision we make, *no matter how granular*.

Every business decision TGS makes helps execute on our mission and vision statements. The following are examples of how TGS has already begun, and will continue to, align our goals with the vision and goals of the Longmont community:

- Economic Growth and Diversification
- Community-Driven Security Standards
- Addressing City Challenges
- Distinguished Non-Invasive Visual Branding
- Tackling Tough Questions
- Strategic, Targeted Marketing

#### ***Economic Growth and Diversification***

Longmont, like many other smaller communities, is challenged by young, skilled workers leaving the town to seek entry-level employment in larger metropolises. The momentum of cannabis in Colorado compels young individuals to begin their careers with us because of our rapid growth and opportunities for advancement. That means we can bring more than tax revenue, property value increases and other economic stimuli – especially by collaborating with **Workforce Boulder County** for job fairs or professional development opportunities. There are still solutions for municipalities with growing “empty nester” challenges, and we aim to be one of them.



#### ***Community-Driven Security Standards***

We are set apart because each innovation under our corporate umbrella originates with communities in mind. For example, we established a security division not only to protect our own assets and associates, but create a proprietary infrastructure that protectively watches over entire communities while building relationships with community residents and leaders.



### *Addressing City Challenges*

What other dispensary could help control city traffic? We developed the first regulated eCommerce solution to include an express window which reduces wait times, keeps parking lots uncongested to respect neighboring businesses, and is a further step in preventing underage use, as our systems recognize return guests. Additionally, we anticipate needs for lot attendants or traffic controllers if we can help smooth the flow of drivers. Lower traffic on the roads encourages more bicycling and pedestrians, which creates community and also helps the city identify what parks, trails and other amenities they can focus resources and attention on.

### *Distinguished Non-Invasive Visual Branding*

TGS intentionally distinguishes itself from stereotypical branding. Rather than using green crosses or painting our entire building green, we use minimal, sleek design elements to fit in with the *retail* industry more than the cannabis industry. This harmonizes with area residents, mitigating resident protests of an eyesore dispensary. On the contrary, our design is sleek and, aesthetically, would be right at home if it were nestled between boutiques in a shopping district.



### *Tackling Tough Questions*

The primary component of our sales model is education that empowers, and we reflect that through our corporate training program. We only hire residents of our operating locales so we can customize training for all associates, including managers, in a way that stimulates community relationships. Managers and employees have a head start because they typically already have a relationship with community members. That is also why we have identified the **Longmont Public Safety Department** and the **Healthy Youth Alliance** to launch a community education program for adults and youth alike. We understand the cannabis conversation for an individual, so we advocate for parents and responsible citizens to properly educate their children and others who are less informed about cannabis.



### *Strategic, Targeted Marketing*

Having internal marketing, design, and technology means we can conceptualize advertising strategies that don't bombard the city's aesthetic with advertisements pinned all over town. Our website, compliance-focused marketing partnerships, and close control over our digital audience via social media means we can target brand messaging to an exclusive, eligible audience. That means there is no risk of advertising to underage or otherwise ineligible audiences. We understand it is our responsibility to eliminate these liabilities, not the city's.

We know these digital marketing efforts are successful because of overwhelmingly positive, high engagement with various platforms like Google and Yelp! We receive higher average reviews than any state competitor. Consistently positive feedback can correlate directly to increased revenue for the city, driving additional local business traffic to areas like the creative and progressive Downtown Longmont, simultaneously supporting the associated **Longmont Downtown Development Authority**, and even encouraging the desire for permanent residency. Cities always benefit from quality businesses who nurture their communities more than just their customers. As one of the first dispensaries in Trinidad, Colorado, the city gained a 10% increase to its general fund, saw a decline in DULs, and a decrease in burglaries. This is because our service and product quality standards have earned us an



international reputation, meaning a diverse mixture of domestic and international tourists are bringing revenue and stimulation to the economy. We could not have reach like this if it were not for the global reach of internet marketing.

Companies do not define brands. Consumers and communities do. Our brand family maintains its strength and continues to build a legacy *primarily* due to relationships. We build those relationships by the ways we “wow” our eligible contingents while protecting our underage or ineligible neighbors. A community cannot just respect a brand. We have learned through watching many of our competitors shut down, that if the people don’t love a brand, then the brand will fail. We must demonstrate loyalty to the people before we expect them to trust and ultimately embrace our community presence.

### **Preserving Local Character and Quality of Life**

Vertical integration allows us to own every step of our development process, meaning we can achieve according to the city’s terms. For Longmont, this means that conversations with overseers of any of our processes, from property acquisition and construction to launching retail teams, are conversations with TGS, not a third-party consultant or vendor. In other words, there is no proxy or filter on conversations between our company and the city. That means we adopt the priorities of the city as part of our own vision, so we can communicate it to our various development teams. Our door remains open to the City, so we can help with your “inward” focus on efficient expansion, supporting your consideration of where and how your growth occurs. We have found that this builds relationships and ensures that the city and company can share a story about collaborative success. *\*Please see our business plan for more details on how this approach benefits the quality of our process as well as our bottom line.*

### ***Property Acquisition & Construction***

This is pivotal to a strong start and continuation of a new establishment because it determines patron convenience, profitability, and compliance, which make up the most powerful components of community relationships. Having an internal real estate and contracting operation prioritizes our purpose, vision, and mission in evaluating a property conditions, city permitting, renovation needs (we have handled projects from ground-up builds to renovations), local traffic patterns, adequate distances from restricted institutions and proximity to highways, thoroughfares, and RTD stations. We gain valuable insights about a city’s priorities when we are the ones studying infrastructures rather than outsourcing that task.

### ***Security Infrastructure***

S-Type Armored, our security division, advises our real estate and construction teams throughout the development process. Because they are in our brand family, they share our determination to protect the community as well as our premises by maintaining local security priorities (e.g. crime prevention, criminal activity trends) in their decision-making process. These strategies are all considered before prior to application submissions.

### ***Corporate Assessment & Development***

Every team at TGS Management gets to work as soon as a property is acquired. The Marketing teams identify local consumer trends; the Human Resources team researches workforce organizations and job fair opportunities; legal and government relations teams nurture their relationships with local regulators and community organizations. The list continues, but each

component involves *real* consideration and collaboration with the city that directly influence our strategies and licensing documentation. While we develop this on location, our corporate office begins developing the human infrastructure with training and other HR support.

### *Training and Launch Preparations*

As mentioned, new hires for forthcoming locations begin training at our corporate office and are then dispatched to train at our most successful stores with our top-performing managers and associates. The existing, successful associates join in the opening phase efforts. Because we communicate each city's local characteristics with our existing teams, they work with new hires who are residents to adapt our customer service model to the community personality. That way, familiar faces can greet the neighborhood during a store launch event.

### *New Store Launch*

This phase is much more than green ribbon cutting. We increase staffing levels to accommodate volume and reduce area congestion. Logistics teams dispatch parking attendants to control flow and protect drivers. Brand representatives introduce themselves to neighboring tenants and residents to humanize our brand. Roving patrols circulate the area 24 hours per day to set a precedent for strict crime prevention and compliance enforcement, *especially* as it pertains to open containers or consumption on our premises, which is strictly forbidden.

Launching successfully is a community's first impression, one which we have learned they do not forget. Launches are social campaigns that provide us new, improved iterations of our process as frameworks for future expansion efforts. This is why we are confident in our success and eager to collaborate with regulators, organizations, fellow business owners, and residents.

## **Conclusion**

It is a *priority* for us to not only maintain our positive reputation, but to continue to improve the reputation of our young industry. Dispensaries come and go, but *brands* create a legacy. The Green Solution envisions a collaborative legacy – one that includes more than our customers, including educated residents, a strong relationship with law enforcement to make the city safer, curb appeal that other business take influence from and adopt to beautify the community, and countless other benefits we will reap together. Truly, the people determine legacies, whether they are brand legacies or city legacies. We are therefore eager to jump in and participate to contribute to all your efforts, including but not limited to the goals of the Envision Longmont plan, the Longmont Downtown Development Authority, the Public Safety Department, the Workforce Boulder County, and many others. We know these programs took incredible time and effort to develop, and we hope to be an integral part of their continued success. We have changed the face of communities like Northglenn, Aurora, Denver, Pueblo, and Trinidad – a wide variety of economies, cultures, and geographies who have all seen overwhelmingly positive effects of our collaborative work. We expect to have the same effect on Longmont if accepted to help you execute on your vision and mission. In five years, we want residents to say, “The city set expectations for the cannabis industry and they exceed those expectations.” We believe we can achieve that goal.



# **Employment Plan: Diverse Workforce Commitment**



## **DIVERSE WORKFORCE COMMITMENT**

### **Introduction**

The Green Solution (TGS) is committed to building a diverse workforce in Longmont through our hiring practices. Evidence of this commitment is obvious when looking at our tradition of diverse hiring techniques throughout our eight-year history. The following plan describes our intentions to prioritize hiring city residents to our stores, and a commitment to hiring diversely for the benefit of the Longmont workforce.

### **Equal Opportunity Employer**

TGS Management provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. This is a policy we enforce in all of our divisions, including our retail operations.

### **Hiring Locally**

The Green Solution plans to hire a minimum of 75% of our Longmont staff from the Longmont area. We believe in investing in the community and hiring individuals close to the retail outlets that are opened for business. There will still be internal company promotions/transfers to ensure uniformity and operational excellence when the store is close to grand opening. We believe in the success of the city and know this will help contribute to that success. Based on our staffing plan, this creates upwards of 50 new local jobs.

### **A History of Local Hires**

The following exemplify our commitment to local hiring best-practices from some of our other locations. Our goal is to extend the same hiring practices to Longmont:

- **Trinidad:** 80% of current staff live within city limits
- **Fort Collins:** 57% of current staff live within city limits
- **Silver Plume:** 83% of current staff live within city limits

### **A Plan for Targeting Local New Hires**

As we begin recruiting in the Longmont location, we intend to utilize both local sources, like newspapers, combined with electronic geo-targeting through social media. This strategy will help us reach a large, diverse audience to select the best qualified candidates.

### **Reducing Unemployment**

#### **Hiring Unemployed vs. Underemployed**

While we always strive to find the best-fit employees for the industry, we make conscious efforts in hiring out-of-work individuals first, helping to reduce unemployment while encouraging a strong, committed, and loyal workforce at TGS.

#### **Employing Veterans**

Two of TGS's owners are veterans, and no other applicant respects more the training, discipline, and work ethic that those who served were instilled with. TGS is committed to extending companywide opportunities to veterans, and particularly its retail operations.

### **In Conclusion**

TGS has always been committed to a strong, diverse, and local workforce community, a hiring practice which we fully intend to implement within our Longmont community as well.