

Economic Development and Technology Committee
Chair Hampton, Vice Mayor Wilson and Hon. City Councilmembers Madison and Rivas
City Council of and for the City of Pasadena
100 North Garfield Avenue
Pasadena, CA 91109

Building a Sustainable and Equitable Cannabis Industry for all Pasadena

Dear Chair Hampton, Vice Mayor Wilson and Hon. City Councilmembers Madison and Rivas:

Sweet Flower Pasadena, LLC ("Sweet Flower") is pleased to submit to the Economic Development and Technology Committee its recommendations for building a sustainable and equitable cannabis industry for all Pasadena.

Again, foremost, we believe the City should act expediently to modify the current ordinance to more fully implement the will of the voters expressed in Measure CC, immediately providing jobs, revenues and community benefits to Pasadena residents.

In addition, we wholeheartedly support the development of a social equity program that would provide opportunity to Pasadena residents; Sweet Flower is already actively engaged with the Pasadena Community Coalition on these issues.

We address each of these recommendations below.

Achieve the spirt and intent of Measure CC

While Pasadena voters overwhelmingly voted in favor of Measure CC, voters also sensibly gave the City Council the ability to change the ordinance as necessary to meet the will, spirit and intent of the voters in adopting Measure CC to allow for up to <u>six retailers</u> in Pasadena.

The current Zoning Code contains a number of well-intended restrictions on where cannabis retailers may be located. Two of these restrictions, however, do not relate to sensitive uses, but restrict retailers to one per council district, and require retailers to be located at least 1000' from any other retailer.

While these two restrictions were well-intended, their effect is primarily to restrict competition, without any particular benefits to the City.

As an original "top six" successful applicant in Pasadena, without change of control or ownership and with a lease in Council District 3 in continued good standing since our June 2019 CUP application, Sweet Flower has, however, been unable to open for business solely due to these two restrictions.

Sweet Flower recommends the Economic Development and Technology Committee achieve the will of the voters in support of Measure CC by approving the City Manager's originally proposed Zoning Code Amendment to permit up to three dispensaries per district and reduce the distance requirement between cannabis dispensaries to 450 feet.

Augment the current ordinance with a social equity program

Successful social equity programs in California build on the notion of "teach a person to fish, you feed them for a lifetime," going beyond merely granting the license, to also create programs that incubate, fund and advise social equity applicants so as to enable them to build successful businesses. These programs also often lessen zoning restrictions and real estate requirements, and reduce or waive upfront application and license fees and certain taxes. Importantly, such programs generally restrict ownership, and changes of ownership, of the licensees, to ensure that they are, and remain, in fact owned and controlled by the social equity licensee.

If the City Council decides to pursue such a program, which we would wholeheartedly support, Sweet Flower would be pleased to work collaboratively with the city staff in whatever manner the City would be comfortable with. Sweet Flower has already been engaged by the LA Department of Cannabis Regulation to teach Los Angeles Social Equity applicants how to establish their social equity businesses in Los Angeles, the only operator to do so.

Sweet Flower is 80% diverse across all levels of the company. Our diverse employees occupy more senior levels of management and responsibility than our non-diverse employees, and on average, earn more per hour. We are exclusively owned and operate in Los Angeles and support <u>local</u> non-profits at all of our locations. In the last three years, we have contributed over \$200,000 to two dozen <u>local</u> non-profits focused on food insecurity, underhousing and racial injustice. We serve on the boards of directors of Cannabis for Black Lives and the Black Cooperative Investment Fund. We host expungement clinics in association with Cage Free Repair, Equity First Alliance and the Hood Incubator. We sell black-and brown-owned cannabis brands at ten times the state industry average, and have incubated a number of black- and brown- owned cannabis companies.

Sweet Flower has executed a Memorandum of Understanding with the Pasadena Community Coalition, the only operator to do so. Sweet Flower is already working with the PCC on job fairs for Pasadena residents (the first to be held on July 9th in Pasadena for jobs at all our current locations), expungement clinics in Pasadena starting in July, and launching a Pasadena African-American brand at all our stores.

We will hire no less than 50% of our store staff in Pasadena (assuming we are able to open) from the African-American and Latinx communities in Pasadena, and no less than 50% of our ancillary companies (e.g. IT, security, janitorial, etc.) will be hired from these communities also.

We look forward to doing more in Pasadena.

We strongly recommend that the City of Pasadena and the Economic Development and Technology Committee move urgently to amend the current ordinance, as above, while developing a thoughtful and robust social equity program in Pasadena.

Sincerely,

1150

Timothy Dodd, CEO and Co-Founder, Sweet Flower

July 15, 2021 Economic Development and Technology Committee - Sweet Flower Submission

Introduction -

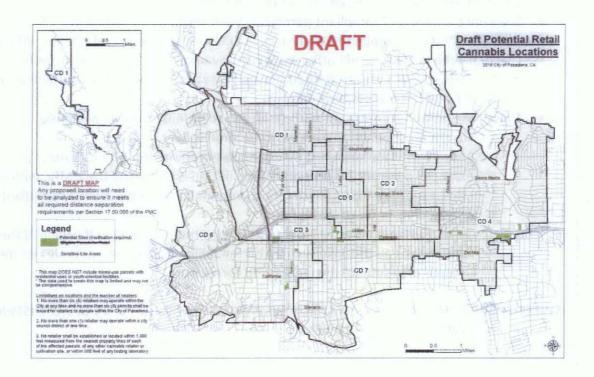
Measure CC was on the local ballot in June 5, 2018, and was passed with support by 60.82% of Pasadena voters. The ballot question to voters on the ballot measure read as follows:

Shall an ordinance be adopted to allow a limited number of commercial cannabis businesses to operate in Pasadena, subject to business, health and land use regulations, and to repeal the City of Pasadena's current ban on commercial cannabis businesses, provided that: (1) the ordinance shall not take effect unless voters approve a Cannabis Business Tax, and (2) the City Council retains authority to amend existing ordinances and adopt future ordinances regarding commercial cannabis business activities?¹

Measure CC repealed the city's ban on marijuana dispensaries and allowed up to six dispensaries, subject to certain regulations.

Implementation

Following the June 2018 vote in favor of Measure CC, the City produced the following map on December 6, 2018 indicating potential compliant parcels.²



Potential **compliant** parcels are indicated in **Green**. **Sensitive use** areas are indicated in **Yellow**. Almost the **entirety of Pasadena is a sensitive use** area. Sweet Flower's location is **Green**.

¹ https://ballotpedia.org/Pasadena, California, Measure CC, Repeal of Marijuana Business Ban (June 2018)

² https://www.cityofpasadena.net/wp-content/uploads/sites/30/DRAFT-Cannabis-Retailer-Map-DEC-6-2018.pdf?v=1622470480874

The above version of the city's map has <u>not</u> been updated to reflect the placement of the three current licenses or any buffer from dispensaries. *Once those are factored in, the green parcels disappear entirely (see analysis below).*

This map therefore reflects ALL available parcels (in Pasadena) before ANY dispensaries are placed.

Key takeaways:

- Almost ALL of Pasadena is a "sensitive use" in YELLOW.
- THREE council districts contain NO potential compliant parcels at all CDs 1, 2 and
 5 are totally unavailable (Sweet Flower has independently verified this with City Staff)
- Potential compliant parcels exist in CD 3, 4, 6 and 7 only.
- Of potential compliant parcels, many become non-compliant upon review for example, the small area in CD3 in the center of the map South of Walnut and West of Union are apartment units (not permitted) or senior living centers (not permitted); the small area in the center of CD6 on Raymond is within 600' of a substance abuse center to the East - High Road Project (also not permitted)
- Even once a potential compliant parcel has been verified, the parcel must be
 "qualified" for example, the small area in CD6 east of Arroyo and North of Marengo
 is actually the Wescom Bank office building (unworkable); the narrow strips indicated
 in CD4 north of Walnut east of Altadena are grass and dirt verges on the side of the
 road and part of other lots (unworkable).
- Even if the potential compliant parcel is qualified, it must then be available.
 - First, it must be vacant or able to become vacant.
 - Second, the landlord must be willing to entertain cannabis as a use. For example, a significant portion of land in CD6 is owned by the HMRI, who have told us they are unwilling to rent to a cannabis tenant, even if a compliant, qualified property could be found.
 - Third, the landlord must be able to rent to cannabis even if willing, if the landlord has a FDIC-insured loan on the building, that loan will rule out the use and may subject the landlord to foreclosure

SWEET FLOWER HAS CONDUCTED AN EXTENSIVE REVIEW OF PROPERTY IN ALL DISTRICTS

OVER THE LAST TWO YEARS – OVER 1800 PARCELS REVIEWED

THERE ARE NO OTHER COMPLIANT PARCELS AVAILABLE

Currently, licensed retailers are situated in CD3, 4 and 7.

Districts 1, 2 and 5 are unavailable, for the reasons stated above.

And while the prior Medmen location in CD6 is not indicated as compliant on the map as it is too close to a substance abuse center (Arroyo Treatment Center), based on our knowledge and belief, it is also not available for rent. (The current tenant, Medmen, signed a long-term lease with a corporate guarantee and has expressed their unwillingness to sub-lease or assign the tenancy as, we understand, they believe they will prevail in their suit against the City.) There are no other available parcels in CD6.

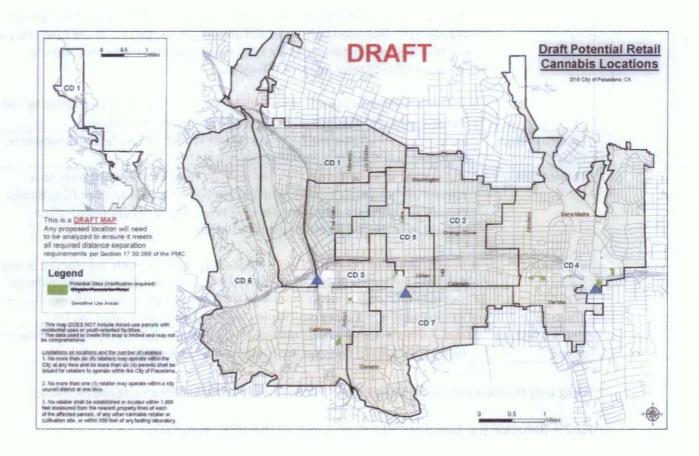
Given the above, it is not a simple matter for an applicant to find a new location.

And despite the amount of retail storefronts currently available in Pasadena, none of those newly available locations are compliantly zoned for cannabis use. See Attachment A analysis.

Indeed, in all of Pasadena, only a handful of blocks are available, and because of the distances between sensitive uses, these compliant parcels are, by definition, grouped together, as the map indicates.

Fix 1 - Remove the One per District rule; maintain the 1000' separation between dispensaries

Removing the one per district rule and applying the 1000' buffer around the 3 current licensed retailers to the map has the following effect.



Reviewing availability on a per district basis, with the 1000' buffer in place, there are still NO locations available.

Council District One	No availability: all commercial zones are within 150' of residential boundaries, churches, parks and schools - not the required 600'
Council District Two	No availability: all commercial zones are within 150' of residential boundaries, churches, parks and schools - not the required 600'
Council District Three	Old Pasadena – no availability: all commercial zones near Harvest are within 1000', and then blocked by 600' buffer to Church of Scientology on Raymond. Given density of churches, day care facilities and schools in CD3, no other locations available.
ento	Lake and Colorado Area – no availability: all commercial zones near Essence are within 1000'; the area to the North near Walnut and Hudson are mixed use residential buildings or a single office building (no retail)
Council District Four	East Pasadena border area on Colorado – no availability: all commercial zones near Varda are within 1000', or not in City of Pasadena
	West CD4 area on Colorado – no availability: narrow strips indicated north of Walnut east of Altadena are grass and dirt verges on the side of the road and part of other lots (not qualified). 1-2 other potential industrial parcels currently occupied by long-term heavy industrial uses
	Foothill near Pasadena border – no availability: land currently occupied by self- storage units and Toyota dealership (unworkable and unavailable)
Council District Five	No availability: all commercial zones are within 150' of residential boundaries, churches, parks and schools - not the required 600'
Council District Six	Old Pasadena area/North CD6 – no availability: all commercial zones near Harvest are within 1000', and then blocked by 600' buffer to Friendship Baptist Church and Central Park. Given density of churches, day care facilities and schools, no other locations available in North CD6.
	Raymond/Pico – no availability: indicated compliant parcels are blocked by High Road Project substance abuse center. As a practical matter, on our knowledge and belief on diligent inquiry, even where these parcels to be available, they are not available for sale or lease as they are owned by the Huntington MRI.
Council District Seven	Not available: the only available parcels in CD7 are well within 1000' of Essence's location at 908 E Colorado, which is itself non-compliant.

Fixing only the One per Council District rule will do nothing to make more locations available.

Fix 2 – Remove the One per District rule; reduce the 1000' separation

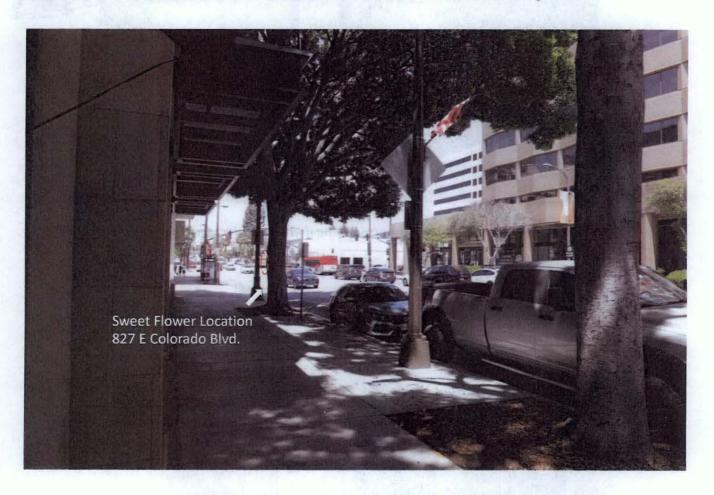
In order to provide more locations for retail applicants, the 1000' buffer between retailers must ALSO be reduced.

The City manager and staff have recommended a distance separation of 450'. We support this recommended 450' distance, as this will allow all successful qualified retailers to be established in compliant locations.

450' is not an arbitrary distance measure, but in fact comports to Pasadena standard block measurements, <u>exceeds separation measurements in comparable programs</u> (Costa Mesa and West Hollywood) <u>and far exceeds state law, which requires NO separation between retailers.</u>

No Visual Congestion

As a guide to the visual impact, below is a photo taken from Essence's front door looking east.



Sweet Flower's location is marked with a red circle, at the back of the Orange Pasadena Transit bus in the far left.

Sweet Flower's entrance is set back from the street, so the front door, signage and customer ingress and egress cannot be seen from Essence.

Below is the reverse shot from the sidewalk at the closest edge of the parcel line at Sweet Flower - 827 E Colorado – looking West towards Essence.



Neither store is visible from the other store. And neither store is identifiable as a cannabis retailer.



Sweet Flower Pasadena (no cannabis signage or product visibility) – rendering consistent with Pasadena regulations and Sweet Flower's existing stores in Westwood, DTLA, Studio City and West Hollywood/Melrose

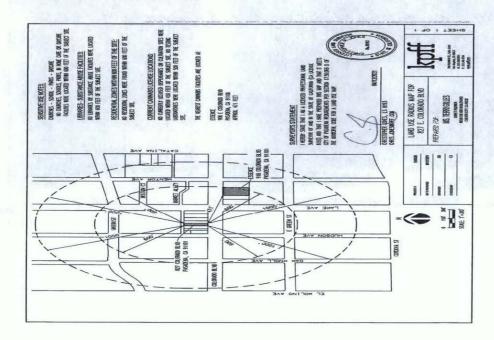


Essence

Further, the two stores are also VERY different in size and dimension.

- Essence's location is 3250 sq. ft., and has a total street frontage of 76 feet.
- By comparison, Sweet Flower's proposed location is only 1414 sq. ft. in size (less than half the size of Essence) and has a total street frontage of only 18.5 feet (less than ½ of Essence)

Sweet Flower is 471' from Essence.



Sweet Flower supports the City staff's recommended 450' separation, which will achieve the will of the voters and allow all successful qualified applicants to be located.

To the contrary however, requiring a distance separation of 500' (instead of 450') will NOT allow all successful qualified applicants to be located, and will cause harm to the City in reducing jobs, community benefits and tax revenues, with no benefit.

We have reviewed ALL currently available properties in Pasadena.

At 500' separation, not only is Sweet Flower now blocked, but there are NO further compliant locations available. Please see Attachment A.

And visually and as a matter of zoning practice - the difference of **29 FEET** - from 471' to 500'- is immaterial and arbitrary.

The arbitrariness of requiring an additional 29 Feet separation is best demonstrated visually.



ATTACHMENT A

*	
SWEET FLOWER	Not Available due to proximity to:
CD 3	
43 E Colorado	Church of Scientology
39 E Colorado	Church of Scientology
53-65 E Colorado	Church of Scientology
385 E Colorado Blvd	All Saints Episcopal Church
525 E Colorado Bivd	Pasadena Presbyterian Church
121 W Colorado Blvd	230 Feet from Harvest's location
127 W Colorado Blvd	180 Feet from Harvest's location
54-90 N Fair Oaks Ave	Pasadena Memorial Park
34 E Holly St	Pasadena Memorial Park
32 N Los Robies Ave	All Saints Episcopal Church
W Mountain St.	Robinson Park Recreation Center
33-35 E Colorado Blvd	Church of Scientology
55-61 E Colorado Bivd	Church of Scientology
29-55 W Colorado Bivd	650 feet from Harvest, 220 feet from Atrium
1-75 W Colorado Blvd	520 feet from Harvest, 200 feet from Atrium
61 W Colorado Bivd	30 feet from Harvest
50 N Raymond Ave	Pasadena Memorial Park
25 N Raymond Ave	Pasadena Memorial Park
CD4	
2670 E Colorado Bivd	Walden School
3124 E Colorado Bivd	Residential
3240 E Colorado Blvd	Options for Youth School
253 N Vinedo Ave.	Residential
	Life in Christ Bible Church
2505-2523 E Washington Blvd. 2675 E Colorado Blvd	Walden School
	yyaiden School
CD5	
85 E Colorado Blvd	Residential
241-1337 N Lake Ave	New Apostolic Church + Residential
15 N Lake Ave	Mentor Lake Pre-School
48-250 N Lake Ave	Residential
45-475 N Lake Ave	Residential
558 N Lake Ave	Residential
339 N Lake Ave	Residential
541 N Lake Ave	Residential
700-708 N Lake Ave	Residential
701-711 N Lake Ave	Residential
383-887 N Lake Ave	Residential
1194-1196 E Walnut St	Residential
38 N Lake Ave	Residential
CD6	
167 S Fair Oaks Ave.	Residential
88-46 E Colorado Blvd	Church of Scientology
103-117 E Colorado Bivo	Church of Scientology
12 W Colorado Blvd	Church of Scientology
18-50 S De Lacey Ave	Friendship Baptist Church
87-49 S Fair Oaks Ave	
1 S Fair Oaks Ave	Church of Scientology Church of Scientology
	Central Park
10 W Green St.	
6-38 S Raymond Ave.	Church of Scientalogy
4 S Raymond Ave.	Church of Scientology
6 E Colorado Blvd	Church of Scientology
6-104 E Colorado Blvd	Church of Scientology
0 W Colorado Blvd	Church of Scientology
12 W Colorado Blvd	296' to Harvest
01 W Green St	Friendship Baptist Church
CD 7	
756-1766 E Colorado Bivd	Residential
50 E Green St	Christian Science Church
51-973 E Green St	Residential
035-1045 E Green St	Residential
055-1057 E Green St	Residential
30 S Lake Ave.	Residential
195-505 S Lake Ave.	Residential
63 S Lake Ave.	Immanuel Lutheran Brethren Church
38-240 S Lake Ave.	Residential
256-260 SLake Ave.	Residential
	Residential
350 S Lake Ave.	
350 S Lake Ave. 160-370 S Lake Ave	Residential
350 S Lake Ave 360-370 S Lake Ave 412-414 S Lake Ave.	Residential
iso S Lake Ave. i60-370 S Lake Ave i12-414 S Lake Ave. 060 E Colorado Blvd	Residential Residential
350 Stake Ave. 360-370 Stake Ave. 412-414 Stake Ave. 1050 E Colorado Bivd 713 E Green St.	Residential



EXHIBITS

Exhibit A Pasadena Community Coalition Memorandum of Understanding

Exhibit B UFCW, Community and BIPOC-Owned Brands Support Letters

Exhibit C Forbes - "How Sweet Flower, A Celeb-Favorite Cannabis Boutique, Is Raising The Retail Bar In California"

Exhibit D Resident Support Letters



Exhibit A Pasadena Community Coalition Memorandum of Understanding





MEMORANDUM OF UNDERSTANDING

between
Sweet Flower Pasadena, LLC
and
Pasadena Community Coalition

This Memorandum of Understanding ("MOU") sets forth the terms and understanding between Sweet Flower Pasadena, LLC ("Sweet Flower") and the Pasadena Community Coalition ("PCC") collectively referred to as the "parties", to develop and operate the following programs as set forth below.

- 1. <u>Programs and Partnerships.</u> Sweet Flower and PCC shall partner to develop the following programs:
 - a. Create and operate a hiring program for individuals in which Sweet Flower will commit to work with PCC and its designees (currently Ujima Advisor LLC) to use best efforts to hire at least 50% of its employees from the Africa American (AA) and Latinx communities in Pasadena; If not available then from the larger San Gabriel Valley communities (i.e. Altadena, Monrovia, Covina, etc.)
 - b. Provide programs for residents in the AA and Latinx communities in Pasadena to obtain the skills, training and experience needed to work in the local legal cannabis industry;
 - c. Create mentoring programs for emerging cannabis business owners and entrepreneurs from the AA and Latinx communities in Pasadena;
 - d. Create business partnerships in Pasadena between Sweet Flower, the PCC, and local and state-wide AA and Latinx -owned Cannabis producers, manufacturers, and distributors;
 - e. Sweet Flower shall use its best efforts to hire 50% of it supply line vendors (i.e. security, janitorial, delivery etc.) in Pasadena from the AA/Latinx community.
 - f. Sweet Flower will work in Pasadena with the PCC to develop a clearly defined plan to give back to the AA/minority community in Pasadena most affected by the drug wars through partnerships, job training and community development funding which will include a minimum threshold for the amount of funds to be donated annually using actual dollar amounts or % of profits.
 - g. Sweet Flower shall also make contributions to the PCC and its programs as PCC and Sweet Flower may mutually agree upon going forward.

The parties shall meet at least monthly to measure progress against the goals and objectives set out herein.

- 2. <u>Enforceability</u>. If any term, covenant, condition, or provision of this MOU is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions hereof shall remain in full force and effect and shall in no way be affected, impaired, or invalidated thereby.
- 3. <u>California Law and Venue.</u> It is agreed this MOU shall be governed by the laws of the State of California. This MOU is made, executed, and performed in the County of Los Angeles.
- 4. **Non-assignability**. This MOU shall not be assignable by either party without the prior written consent of the other party.
- 5. <u>Successors</u>. This MOU and each of its terms and provisions shall be binding upon the parties and their successors
- 6. Effective Date and Duration. The MOU and the obligations hereunder shall be effective upon signatures and dates of all parties. The MOU and the obligations under this MOU may be modified by mutual consent of authorized officials from Sweet Flower and PCC. This MOU shall become effective upon signature by the authorized officials from the parties to this MOU.
- 7. <u>Timing.</u> The parties understand that this MOU reflects a commitment by the parties and the parties further commit to signing a long form MOU specifying the parties' roles and obligations once Sweet Flower is awarded a cannabis retail license from the City of Pasadena.

IN WITNESS WHEREOF, the parties hereto have caused this MOU to be executed by their duly authorized representatives as of the date above written. The representatives agree for itself, its employees, officers, partners, and successors, to be fully bound by all terms and conditions of this MOU.

Sweet Flower Pasadena, LLC

Ву

Timothy Dodd, CEO

Date: March 31, 2021

Pasadena Community Coalit

Martin Gordon, Chief Executive Officer

Date: 3-71-21



Exhibit B UFCW, Community and BIPOC-Owned Brands Support Letters

770

UFCW LOCAL 770
P O BOX 770
Hollywood, CA 90078
(213) 487-7070 or/o
(800) UFCW 770
8 00 a.m. – 5:00 p.m.
Monday – Friday

LOS ANGELES MAIN OFFICE 630 Shatto Place Los Angeles, CA 90005

BRANCH OFFICES
Arroyo Grande
Bakersfield
Camanillo
Harbor City
Huntington Park

RECEIVED

April 12, 2021

2021 APR 12 AM 10: 32

Sent via E-Mail

Mayor Victor M. Gordo and
Pasadena City Council
City Hall
100 N Garfield Ave.
Pasadena, CA 91101

RE: Support for Zoning Code Amendment to Cannabis Business Regulations, 4/12/21

Dear Mayor Gordo and Members of the Pasadena City Council:

On behalf of the 32,000 members of the United Food and Commercial Workers (UFCW) Local 770, we wish to express our union's support for the proposed modification to location requirements within the City's cannabis ordinance and for Sweetflower Pasadena LLC's application to operate a cannabis business in Pasadena.

In coalition with community partners, UFCW has supported and organized for the rights of cannabis consumers and retail workers and was a major sponsor for both medicinal and adult use in the State of California. We believe that both those who consume cannabis for health purposes and recreational activity should be protected. Furthermore, those who work in the industry deserve dignity, respect, and a living wage with benefits.

Sweetflower shares our vision. In compliance with state law, the company has entered into Labor Peace Agreements with us for all of its Southern California cannabis businesses within UFCW Local 770's jurisdiction. Sweetflower employs best practices in its existing compliant operations, and because of our partnership, we expect strong labor standards and a diverse workforce at this potential future business. It is our understanding that as one of the City's top-six business applicants, Sweetflower is prepared to open its retail store in the City's Playhouse District.

UFCW supports the proposed modifications to the ordinance as a practical means towards expanding community access to the legal, regulated cannabis market. Adjusting location requirements to allow for an increased number of dispensaries per city council district will help ensure the City's regulated cannabis market realizes its goals of bringing increased tax revenues, good jobs, and community benefits to the residents of Pasadena.

Thank you for your courtesy in this matter.

Sincerely, UFCW Local 770

John m. Grant, President

RHML

Kathy A. Finn, Secretary-Treasurer

JMG:jc

April 19, 2021

202 15 119 FT 4: 30

Dear Mayor Gordo and Councilmembers:

This correspondence is meant to give more depth to the importance of providing an avenue to local cannabis retailers, who take the notion of "Social Equity" seriously.

Long standing members of the council and city staff will remember the Pasadena Community Coalition's (PCC) open letter to the Mayor, Council and staff in June of 2019, regarding cannabis licensing which opened: Who is looking out for us (the community most affected by the drug wars)!

In response to the question the PCC became by default the quasicompliance officer for the city (and the community). It became clear that the retailers were not concerned with giving back to the communities of color most affected by the drug wars by providing jobs, partnerships or funding for these communities but, only to give lip service to this priority until a CUP was obtained.

A testament to this is a comment by a representative for one of the retailers where he causally states that we can worry about social equity later. One retailer which is hard to actually identify as it started as Integral/Essence and was recently identified to us as owned by Green Thumb Industries (GTI), refused to honor their social equity commitments stating a change in ownership/leadership makes any agreements null & void. Harvest who we understand may also have changed ownership/leadership showed no interest in working out a social equity plan to benefit the community. Without consequences for lack of real social equity compliance it will never happen.

On the other hand, Sweetflower reached out to the Coalition and through a series of meetings put together a MOU (memorandum of understanding), detailing their commitment in writing to social equity!

In reading the the attached documents and independent research it is clear that Sweetflower has followed through on its commitment to social equity. Back to the original question: who is looking out for us? The PCC for one and it appears that at least one cannabis retailer who has also answered the call. If amending the ordinance will finally bring a retailer with a social equity conscience and commitment, how can we say no? Amend the ordinance.

Martin A. Gordon Chair/CEO Pasadena Community Coalition April 16, 2021

Robert Lewis

Melanie Mack

Barbare Bickham

Marvin Boateng

Carron Brown

Damon Haley Joe Huser Michael Raeford

Tiana Sanchez

Rev. Kelvin Sauls

Tim Dodd

2001 No. 19 M 8: 30

BC #F

"No Talk ALL ACTION"

Dear Mayor Gordo and Council Members:

The Black Cooperative Investment Fund (BCIF) is a 501(c)3, community-based organization rooted in self-help economics that provides microloans to the Black community through pooled dollars and raises awareness about the importance of economic empowerment, equity, and wealth building for the Black community.

BCIF urges the Council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1,000 to 450 feet.

We support these proposed changes that will not only allow Sweet Flower to open its dispensary in its preferred location near Lake and Colorado in the Playhouse District, but will also promote a functioning cannabis program in Pasadena that will bring the jobs, tax revenues and community benefits to the City that were long promised but, to date, under-delivered.

At best, under the current location restrictions, only up to four dispensaries could be allowed. "Up to four" is not "Up to six." The voters wisely gave the city council to power to amend the ordinance; it is time now to do so.

Sweet Flower, as a top six applicant, stands ready to establish its store in the Playhouse District near the corner of Lake and Colorado. Sweet Flower is an independently owned, local business, that employs locally and gives back to the communities it serves. It is a best-in-class operator that cares about the communities it serves, and specifically the Black and Brown communities that have been most negatively impacted by the war on drugs.

Sweet Flower's management team members serve on the Boards of Cannabis for Black Lives and the Black Cooperative Investment Fund, among other nonprofits focusing on issues of minority impact and economic empowerment.

I introduced Tim Dodd to BCIF in 2018. We are of like minds and he immediately wanted to get involved with BCIF. Prior to BCIF, Tim was already supporting my work to make change to the systemic racist systems in Culver City. Any time I spoke, participated in a panel, he was there with his family in tow. I've had the pleasure of meeting all staff members in his employ at his Sweet Flower stores. The employees and key management of Sweet Flower are representative of economic inclusion and diversity.

When the tragic murder of George Floyd happened, Tim was one of the first to call me – not to express his sorrow for what's happening to the Black community, but to stand with me, my community, and take action! I'm proud to say he's become a dear friend, and fellow BCIF board member. He's contributed his time, talent, and treasure – and still recognizes that more needs to be done and he's committed to seeing that BCIF maximizes its mission.

Prior to joining our board, Tim used his retail stores, social media, and colleagues from a variety of business sectors to advocate and support the ongoing work of BCIF.

BCIF urges the council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1,000 to 450 feet.

In solidarity,

Melànie Mack

Vice Chair, Black Cooperative Investment Fund

04/19/2021 Item 7



Arbii Mir

27 124 16 FU 3: 67

Dear Mayor Gordo and Council Members:

RE: Zoning Code Amendment to Cannabis Business Regulations on April 12 City Council Agenda

My name is Colin Diaz and I serve as the President & CEO of the Culver City Chamber. Much of my work has been centered on the promotion and protection of economic development in Culver City and throughout the region. I current serve on a multitude of committees, taskforces and boards focused on our recovery from the pandemic, as well as addressing and supporting policies that fosters business growth and sustainability. The latter is why I am writing today.

I applaud you all on the work that has been done in Pasadena, as I have been able to watch the growth and transformation over the past 17 years from when I previously worked in the city at Caltech. The renaissance is like that which we are experiencing in Culver City. We also are in the process of opening the retail Cannabis Industry in our community and have gone through a similar vetting process of applicants, location, and feasibility.

For that reason, I urge the Council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet. This will provide increased tax revenue and a new funding source for the City, which should be welcomed as we all come out of the pandemic.

We support these proposed changes that will not only allow Sweet Flower to open its dispensary in its <u>preferred location</u> <u>near Lake and Colorado in the Playhouse District</u>, but will also promote a functioning cannabis program in Pasadena that will bring the jobs, tax revenues and community benefits to the City that were long promised but, to date, under-delivered.

At best, under the current location restrictions, only up to four dispensaries could be allowed. "Up to four" is not "Up to six." The voters wisely gave the city council the power to amend the ordinance; it is time now to do so.

Sweet Flower, as a top six applicant, stands ready to establish its store in the Playhouse District near the corner of Lake and Colorado. Sweet Flower is an independently owned, local business, that employs locally and gives back to the communities it serves. It is a best-in-class operator that cares about the communities it serves, and specifically the Black- and Brown-communities that have been most negatively impacted by the war on drugs.

In addition to the serving on the Board of the Culver City Chamber of Commerce, Sweet Flower's management team members serve on the Boards of Cannabis for Black Lives and the Black Cooperative Investment Fund, among other non-profits focusing on issues of minority impact and empowerment.

In Culver City, one of the most important elements that was required of our applicants was community engagement & support. It was important to us to not just have a transactional relationship with the operators. Of the over 20 applicants, Sweet Flower has gone above and beyond the rest to connect with the community, give back, address equity and be an amazing partner for the Chamber and City alike. They have underwritten events, sponsored marketing for non-profits, created and implemented equity initiatives and continually engage with the community to see how they can do more.

I strongly urge the council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet. The job creation, tax revenue and ability to impact real change and equity justify this change on its own. Plus, the addition of Sweet Flower is a sound investment, as they will shape the expectation for other operators in your City and yield great benefits.

Appreciatively,

11-75

Colin Diaz, President & CEO | Culver City Chamber





April 12, 2021

Dear Honorable Members of the Council,

On behalf of Ball Family Farms Corporation, the first Black-owned, vertically integrated cultivation company in Los Angeles, I would like to offer our support for Sweet Flower operating in the City of Pasadena. The fight for equity in the cannabis industry has and continues to be a troubling. While Black and Brown people have built and shaped the cannabis culture, been disproportionately impacted by cannabis convections and over policing and still hold the record for imprisonment—we have far too few corporate partners working to change that reality. Sweet Flower, however, has been a retailer partner that has amplified our voice, supported our brand, and contributed to our campaigns around social justice and equity.

As a Black woman in cannabis, I can say with great certainty that the sexism and racism in cannabis is alive and well. It is exceedingly difficult to succeed in this new regulated market without large corporations making social equity a priority. We need good corporate partners, like Sweet Flower, to help build a diverse and equitable supply chain. Sweet Flower creates space for women-owned and POC-owned brands in their shops, which, unfortunately, is not a requirement. They not only talk about equity but practice it. At a Sweet Flower shop, you will find a professional, compassionate, diverse staff reflective the community they serve. This is not by accident. Its by design. Sweet Flower as a brand and business celebrates, encourages and <u>creates</u> diversity and inclusion in every aspect of their business model.

While I understand the impacts of a zoning amendment, being a seasoned land use professional, I think land use policies need to be flexible to support the social equity Black and Brown communities deserve in cannabis. That work begins with allowing operators that truly support social equity to operate. Again, I believe that Sweet Flower will continue to be an exemplary community and industry partner and we encourage you to allow for their business to support the community of Pasadena.

Respectfully,

Ebony J. McGee Andersen

Re: Zoning Code Amendment to Cannabis Business Regulations on April 12 City Council 3: 28

Dear Mayor Gordo and Council Members:

Dose of Saucy LLC urges the Council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet (while leaving distance buffers to all sensitive uses, such as schools, parks, etc., the same). Doing so promotes the functioning cannabis program that Pasadena residents desire and approved, along with the jobs, tax revenues and community benefits that were promised but, to date, under-delivered.

The current location restrictions allow at most four dispensaries. "Up to four" is not "Up to six." The voters wisely gave the city council the power to amend the ordinance to achieve the desired goal; it is time now to do so.

Saucy Condiments LLC is a California company whose current trajectory is partly attributed to the access to resources that my mentor, Kiana Anvaripour, provided on behalf of Sweet Flower. I was matched with Ms. Anvaripour through the Our Academy nonprofit program for BIPOC cannabis businesses, and we have worked closely together for several months to bring my QWOC-owned brand to life. Ms. Anvaripour has gone above and beyond to make herself available for marketing brainstorming sessions and using the influential Sweet Flower platform to help my business have a successful launch in a competitive market. Her valued guidance extended beyond the end date of the mentorship program because of her passion for empowering female entrepreneurs she believes in. The genuine connection and interest that she showed me made her a fast ally and trustworthy advisor. When I was fortunate enough to meet other members of the Sweet Flower team, I quickly learned that this organization comprised itself of strong, diverse women who have been instrumental in making Sweet Flower the industry leader that it is today. As a brand that I have admired for a couple of years now, it is a bit mind blowing to think I will be on their shelves in two short weeks alongside 12+ social equity brands (and that list continues to grow). I am a consistent customer of Sweet Flower because their in-store experience, selection of brands with ethos that I want to support, community engagement, and budtender education is unmatched.

We understand that Sweet Flower, a top six applicant, stands ready to establish its store in the Playhouse District near the corner of Lake and Colorado. From our work together, we know that Sweet flower, an independently owned local business, is a best-in-class operator that employs locally and gives back to the communities it serves, and specifically the Black and Brown communities that have been most negatively impacted by the war on drugs. For example,

Sweet Flower's management serve on the Boards of Cannabis for Black Lives and the Black Cooperative Investment Fund, among other non-profits focusing on issues of minority impact and empowerment.

Saucy urges the council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet.

Sincerely,

Tess M. Taylor

Founder of Saucy Condiments LLC yourfriends@doseofsaucy.com



2021 APR 12 PM 12: 15

Felicity Chen

Co-Founder & CEO of Haute Supply LLC (Potli)

Dear Mayor Gordo and Council Members:

I am writing to express our support and to urge the Council in the approval for the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet (while leaving distance buffers to all sensitive uses, such as schools, parks, etc., the same).

This policy change would ultimately promote a functioning cannabis program that Pasadena residents desired and approved, along with increasing opportunities for jobs, tax revenues and community benefits that were long promised but, to date, were under-delivered. The current location restrictions allow at most four dispensaries. We wish to amend this ordinance to achieve the desired goal to up to six, as the voters wisely gave the city council the power to act on. The time to do so is now.

We at Potli are a minority women-led and operated brand that champions cannabis as a healing modality and a critical means for communities to access functional pathways to achieve holistic wellbeing. Sweetflower has been an essential partner to help drive our mission forward to expand diversity and inclusivity in this growing industry.

Rooted in our Asian American heritage and values, we are committed to cooperating with our local communities and partners to instill smart policies and social initiatives, as we invest incredible efforts to deliver a premium level of craftsmanship and social responsibility in all that we do.

We understand that Sweet Flower, a top six applicant, stands ready to establish its store in the Playhouse District near the corner of Lake and Colorado. Throughout our journey working closely with their team, an independently owned local business, we wholeheartedly affirm that Sweet Flower is a best-in-class operator that employs locally and gives back to the communities it serves – specifically the Black and Brown communities that have been most negatively impacted by the war on drugs. For instance, Sweet Flower's management serves on the Boards of Cannabis for Black Lives and the Black Cooperative Investment Fund, among a host of other non-profits focused on restorative justice.

Potli urges the council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet.

In Solidarity,

Felicity Chen Co-Founder & CEO of Potli Ujin Kim Community Builder (Los Angeles)

Date Signed: 4/9/21

Ng

Dear Mayor Gordo and Council Members:

2921 APR 12 PM 12: 16

Pure Beauty urges the Council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet (while leaving distance buffers to all sensitive uses, such as schools, parks, etc., the same). Doing so promotes the functioning cannabis program that Pasadena residents desired and approved, and the jobs, tax revenues and community benefits that were long promised but, to date, under-delivered.

The current location restrictions allow at most four dispensaries. "Up to four" is not "Up to six." The voters wisely gave the city council the power to amend the ordinance to achieve the desired goal; it is time now to do so.

As a female and minority-owned cannabis brand, Pure Beauty was created because we wanted to do something that expressed our love and feelings for cannabis in a way that reflected our own culture and ideals, particularly through social justice and sustainability. Building constructive and supportive communities is at the heart of what we do and we take great strides to find partners such as Sweet Flower that share our values so that we can work together on making a positive impact on communities we're involved with.

We are very aware of the historical injustices in this industry and we take responsibility in actively use our voice, community, and cannabis products to keep this industry real, diverse, and fair. We donate a portion of our proceeds to fund programming for currently and post incarcerated populations, though we know there is still way more to do and we are committed to being part of the solution. Moreover, put an unprecedented amount of thought into making our products as sustainable as possible. All of the water used in our cultivation is collected from the air so we pull no water from California tap, and most of our packaging is made with recyclable or compostable materials.

We understand that Sweet Flower, a top six applicant, stands ready to establish its store in the Playhouse District near the corner of Lake and Colorado. From our work together, we know that Sweet flower, an independently owned local business, is a best-in-class operator that employs locally and gives back to the communities it serves, and specifically the Black and Brown communities that have been most negatively impacted by the war on drugs. For example, Sweet Flower's management serve on the Boards of Cannabis for Black Lives and the Black Cooperative Investment Fund, among other non-profits focusing on issues of minority impact and empowerment. We are proud to stock our products in their stores due to the alignment of our values. Additionally, we have collaborated with Sweet Flower on numerous occasions including product promotions for International Women's Month as well as product kits that feature queer, BIPOC, and women-led brands.

Pure Beauty urges the council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet.

Sincerely,

Imelda Walavalkar

Imelda Walaralkar

Co-Founder & CEO of Pure Beauty

Dear Mayor Gordo and Council Members:

2021 APR 12 AM 8: 30

KGB Reserve urges the Council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet (while leaving distance buffers to all sensitive uses, such as schools, parks, etc., the same). Doing so promotes the functioning cannabis program that Pasadena residents desired and approved, and the jobs, tax revenues and community benefits that were long promised but, to date, under-delivered.

The current location restrictions allow at most four dispensaries. "Up to four" is not "Up to six." The voters wisely gave the city council the power to amend the ordinance to achieve the desired goal; it is time now to do so.

As a Latinx-owned business, KGB Reserve is a certified equity company based out of Oakland California. Because of Sweet Flower's commitment to elevating equity brands who are known to create top quality cannabis experiences, we were given the opportunity to expand into the Southern California Market. They have been a reliable partner who has included our Oakland Equity brand in an otherwise competitive and exclusive market.

We understand that Sweet Flower, a top six applicant, stands ready to establish its store in the Playhouse District near the corner of Lake and Colorado. From our work together, we know that Sweet flower, an independently owned local business, is a best-in-class operator that employs locally and gives back to the communities it serves, and specifically the Black and Brown communities that have been most negatively impacted by the war on drugs. For example, Sweet Flower's management serve on the Boards of Cannabis for Black Lives and the Black Cooperative Investment Fund, among other non-profits focusing on issues of minority impact and empowerment.

KGB Reserve urges the council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet.

Sincerely,

Derrick Hemming

COO

KGB Reserve

Martinez, Ruben

From:

Ian Colon

Sent: To: Monday, April 12, 2021 10:25 AM PublicComment-AutoResponse

Subject:

RE: Zoning Code Amendment to Cannabis Business Regulations on April 12 City Council

Agenda

CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you **know** the content is safe. Report phish using the Phish Alert Button. <u>Learn more...</u>.

Dear Mayor Gordo and Council Members:

Calexo urges the Council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet (while leaving distance buffers to all sensitive uses, such as schools, parks, etc., the same). Doing so promotes the functioning cannabis program that Pasadena residents desired and approved, and the jobs, tax revenues and community benefits that were long promised but, to date, under-delivered.

The current location restrictions allow at most four dispensaries. "Up to four" is not "Up to six." The voters wisely gave the city council the power to amend the ordinance to achieve the desired goal; it is time now to do so.

Calexo was conceived in 2018 by late-blooming cannabis users, Brandon and Ken.

The alchemy began in Ken's kitchen one evening, while his family was over for dinner.

Some of the guests were sensitive to the smell of cannabis, so the two looked for a way to get high while being polite.

They tinkered with a cannabis-oil tincture and an array of mixers, searching for the perfect mix of bitter and citrus to sip on

They took a sip. Eyebrows went up, and they smiled. Calexo was born.

They spent the rest of the evening sharing laughter and conversation with Ken's family, while everyone enjoyed a beverage. For some folks, wine and beer; for Ken, a Calexo.

With nobody ostracizing them for using cannabis, they looked at each other and knew.

They had stumbled on a new way for people to feel good socializing that wasn't alcohol.

This was especially important to Brandon, a cancer-survivor with an extra-vulnerable liver.

Ken and Brandon knew they had struck on something special and wanted to share Calexo with the world.

Forming like Voltron, they recruited fellow artist and lifelong friend Ian, along with financial sorceress Aiko. It was a mission to reclaim happy hour.

Since then, this troupe of problem-solvers have been driven to share a new type of cannabis experience with the world.

Sweetflower has been our partner from the start and is as committed to changing the options for enjoying your experience as much as we are.

We understand that Sweet Flower, a top six applicant, stands ready to establish its store in the Playhouse District near the corner of Lake and Colorado. From our work together, we know that Sweet flower, an

independently owned local business, is a best-in-class operator that employs locally and gives back to the communities it serves, and specifically the Black and Brown communities that have been most negatively impacted by the war on drugs. For example, Sweet Flower's management serve on the Boards of Cannabis for Black Lives and the Black Cooperative Investment Fund, among other non-profits focusing on issues of minority impact and empowerment.

Calexo urges the council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet. Cheers

Ian Colon CEO Calexo

--

IAN COLON FOUNDER CALEXO

<u>calexo.co</u>

2021 APR 14 AM 10: 26

Dear Mayor Gordo and Council Members:

Product of Los Angeles (POLA) urges the Council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet (while leaving distance buffers to all sensitive uses, such as schools, parks, etc., the same). Doing so promotes the functioning cannabis program that Pasadena residents desired and approved, and the jobs, tax revenues and community benefits that were long promised but, to date, under-delivered.

The current location restrictions allow at most four dispensaries. "Up to four" is not "Up to six." The voters wisely gave the city council the power to amend the ordinance to achieve the desired goal; it is time now to do so.

POLA is a brand that was founded in 2016 that centers on authentic Mexican flavors and culture. The founders grew up in Los Angeles and are driven by the opportunity to offer beautifully crafted edibles to a diverse community they were raised in and love. It is in this spirit that POLA offers its unbridled support to Sweet Flower. We believe that Sweet Flower truly represents and supports the very diversity that creates the unique and beautiful city of Los Angeles. This includes specific actions experienced directly by us:

- Inviting us into their store to represent a portion of their edible assortment.
- Including us all neighborhood / community events that they participate in.
- Allow us to not only share our edibles but our story and the story of our culture within the larger culture of Los Angeles.
- Always being a responsible and professional business that takes care of all their partners in the communities that they serve, without exception or delay.

We understand that Sweet Flower, a top six applicant, stands ready to establish its store in the Playhouse District near the corner of Lake and Colorado. From our work together, we know that Sweet flower, an independently owned local business, is a best-in-class operator that employs locally and gives back to the communities it serves, and specifically the Black and Brown communities that have been most negatively impacted by the war on drugs. For example, Sweet Flower's management serve on the Boards of Cannabis for Black Lives and the Black Cooperative Investment Fund, among other non-profits focusing on issues of minority impact and empowerment.

POLA urges the council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet.

Albert Valdovinos

Founder & CEO



Dear Mayor Gordo and Council Members:

2071 APR 15 AM 11:23

Albert Einstone's urges the Council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet (while leaving distance buffers to all sensitive uses, such as schools, parks, etc., the same). Doing so promotes the functioning cannabis program that Pasadena residents desired and approved, and the jobs, tax revenues and community benefits that were long promised but, to date, under-delivered.

The current location restrictions allow at most four dispensaries. "Up to four" is not "Up to six." The voters wisely gave the city council the power to amend the ordinance to achieve the desired goal; it is time now to do so.

Albert Einstone's is a California-based distribution, cultivation and manufacturing company that produces, develops and distributes products. We deliver a completely controlled, vertically integrated marijuana experience. Product design and development is approached like a true science, ensuring customers get the same, phenomenal experience every single time. Equipped with a state-of-the-art organic, indoor cultivation facility, manufacturing lab and expansive distribution network, our goal is to establish a new standard in the cannabis space. Albert Einstone's is the parent company behind the brands El Biunto and Stoneade, which have been broadly celebrated and are available throughout California. We have worked intimately with Sweet Flower since the early stages of legalization and we hold them as one of our most valued partners. Their professionalism, care for the community, and top-tier product offerings set them apart from the pack. They are truly a model for the industry.

We understand that Sweet Flower, a top six applicant, stands ready to establish its store in the Playhouse District near the corner of Lake and Colorado. From our work together, we know that Sweet flower, an independently owned local business, is a best-in-class operator that employs locally and gives back to the communities it serves, and specifically the Black and Brown communities that have been most negatively impacted by the war on drugs. For example, Sweet Flower's management serve on the Boards of Cannabis for Black Lives and the Black Cooperative Investment Fund, among other non-profits focusing on issues of minority impact and empowerment.

Albert Einstone's urges the council to approve the proposed Zoning Code Amendment permitting up to three dispensaries per district and reducing the distance requirement between cannabis dispensaries from 1000 to 450 feet.

Sincerely.

CEO

Albert Einstone's LLC

(2) Lodran