

# RD X CATALYST - COSTA MESA LLC 6700 Pacific Coast Hwy, Ste. 201, Long Beach, CA 90803 Phone: (757) 652-0460 | Email: <u>DAMIAN.MARTIN.ESQ@GMAIL.COM</u>

#### June 22, 2022

City of Costa Mesa ATTN: Development Services Department 77 Fair Drive Costa Mesa, CA 92626 Phone: (714) 754-4902 Email: <u>cannabis@costamesaca.gov</u>

#### RE: Resubmittal #3 Applicant Letter (the "<u>Letter</u>") for the Cannabis Storefront Business Pre-Application by RD x Catalyst - Costa Mesa LLC at 170 E. 17th Street, Suite 115 & 116, Costa Mesa, CA 92627 ("<u>170 E. 17th Street</u>")

To the City of Costa Mesa and its Development Services Department and to whom it may concern:

This purpose of this Letter submitted by RD x Catalyst - Costa Mesa LLC (our "<u>Company</u>" or "<u>Catalyst - Costa Mesa</u>") is respond to Section 2 of Step 5 of the City of Costa Mesa's (the "<u>City</u>" or "<u>Costa Mesa</u>") "Submittal Guide and Application Forms" and the City's "Planning Application" and provide the following information: (1) Describe the business / project description, (2) square footage of the premises, (3) how the space will be used, (4) types of products to be sold, and (5) justification for approval.

#### 1. Describe the Business / Project Description

Catalyst - Costa Mesa through its owners and officers has an unmatched track record of successful and timely development, establishment, and operation of cannabis businesses-in particular cannabis storefront businesses-throughout the State of California (the "State"), and starting into the rest of the United States ("U.S."). Our Company's Owners / Members and officers are a team of experienced professionals and stalwarts of the cannabis industry, to include: Two highly successful entrepreneurial brothers that are fourth generation pioneers in the waste industry with a successful waste management business and that developed the first cannabis vape pen recycling program along with a vertically integrated cannabis supply chain stretching across Southern California, the owner and operator of one of the largest and most successful cannabis business portfolios in California and the U.S., and a U.S. navy veteran and one of the most experienced cannabis compliance and regulatory attorneys in the entire cannabis industry. Catalyst - Costa Mesa is on a mission to bring its Weed for the People mantra to Costa Mesa. Weed for the People is an all-encompassing way of life for our business that reflects how our Company treats its patrons, employees, and the local community. Our Company will bring the best menu at a better price than any other cannabis storefront business in the City, along with the most knowledgeable team of employees to Costa Mesa to serve the local community. Beyond the business, Catalyst - Costa Mesa will actively seek partnerships with local organizations to engage in community events to contribute back to the community for social good. Catalyst - Costa Mesa seeks to provide world class service to the customers and the community as a whole. On that note, through its owners and officers, our Company will operate an all-inclusive, elevated cannabis storefront business that is custom-tailored and completely integrative and symbiotic with the local neighborhood at 170 E. 17th Street.

#### A. Who We Are



### Elliot Lewis – Owner & Manager of RD x Catalyst - Costa Mesa LLC

Mr. Lewis, initially a successful real estate developer that has bought and sold upwards of 800 homes in excess of \$250 million in value, has applied his investment and business acumen in the emerging cannabis industry. In 2016, Elliot set high sights on retail dispensaries in Long Beach, CA, successfully capturing 6 out of 32 of the City's retail dispensary licenses. He then founded and developed Catalyst Cannabis Co. Elliot Lewis has successfully led a team, which has won more commercial retail cannabis licenses in California than anyone in the State. Elliot currently manages five licensed retail cannabis dispensaries, with 18 under development. Mr. Lewis estimates that thirteen Catalyst stores will be open by the end of 2021, and approaching 20 locations by Summer 2022.

Beyond running a successful retail cannabis business, Elliot is committed to contributing positive changes and developments in the community. Elliot believes that being good corporate citizens is key to having long-lasting success. On a micro scale, Elliot created a community outreach program within Catalyst called Catalyst Cares. Catalyst Cares coordinates and hosts various volunteer events, ranging from beach clean ups to record expungements. Through Catalyst Cares, Elliot has had the opportunity to meet with community leaders to learn from the community leaders directly on their needs and how he could help create a positive impact. On a macro scale, Elliot has championed the disparity of social equity owners in the industry and continues to meet with local officials to help change legislation to allow for more opportunities for individuals negatively impacted by the War on Drugs.

Catalyst Cannabis Co.'s mantra is "Weed for the People." Every company decision made is a step towards ensuring "Weed for the People" becomes a reality so that everyone can have access to quality cannabis products at affordable prices. With over 18 Catalyst stores set to be open in the next 18 months, each passing day is one step closer to "Weed for the People."

# Damian A. Martin, Esq., M.B.A. – Owner of RD x Catalyst - Costa Mesa LLC

Damian A. Martin, Esq. (CA State Bar #309684), M.B.A., is an attorney that provides legal and consulting services to clients in the regulated commercial cannabis industry that has been serving cannabis clients since the very beginning of the State of California's licensing of cannabis businesses. In his tenure in the industry, Mr. Martin has personally drafted over ten local regulatory ordinances for various cities in California, has successfully obtained local approval for over 20 commercial cannabis license applications, and has legal, project management, and/or ownership responsibilities in over 20 applications that are currently pending approval or appeal / litigation—making him one of the most prolific and successful cannabis industry, Mr. Martin served as a Strategic Management Analyst for the D.C. Courts and a Senior Operations Analyst for Capital One Financial Corp. Mr. Martin also served in the U.S. Navy in a series of high-level operational leadership positions as an intelligence analyst conducting deployments to Chad, Iraq, and Yemen in support of U.S. Navy SEAL operations. Mr. Martin's extensive experience providing ongoing operational and compliance consulting and legal advice to cannabis operators throughout the State.

#### **SCHOLARSHIP**

- California's Water Regulations for Cannabis: Life-Altering Substance for Cannabis Cultivators (2015)
- Environmental Regulation of Marijuana Cultivation in California: Got the Munchies for

*Some New Regulation but Only Boring Old Sticks are on the Menu* (3<sup>rd</sup> place winner in the Texas A&M Journal of Property Law 2015 Writing Contest)

• California Medical Marijuana Law: The Voters and Legislature Have Made Their Decision; Now Let Them Interpret It!, 11 Journal of Law, Economics & Policy 105 (2015)

## Awards & Honors

Capital One Process Excellence; Capital One Excellence in Action; Analyst Development Program Business Case Winner; Joint Service Commendation Medal; Navy Achievement Medal (2x); NSW Group Two "Sailor of the Quarter"; SEAL Team Eight "Sailor of the Quarter"; Joint Meritorious Unit; Navy Unit Commendation; Captain Anthony D. Sesow Scholarship; OPINTEL "C" School Honor Graduate; IS "A" School Honor Graduate; Navy Recruit Academic Excellence

# Gregory A. Smith, M.D., QME – Owner of RD x Catalyst - Costa Mesa LLC

Gregory A. Smith, M.D. (Physician's and Surgeon's Certificate No. A 50680), QME, is on the cutting-edge of numerous proven therapeutic uses of cannabis, particularly opioid replacement and addiction management. From 1992 to 1995, Dr. Smith was the Director of Pain Management at Harbor UCLA and Assistant Clinical Professor at UCLA. He then formed the Comprehensive Pain Relief Group, Inc. in 2001 and GS Medical Center Inc. in 2004, for which he served as both President and Medical Director. In 2005, Smith created the Nutritional, Emotional, Social, and Physical Program to combat addiction and chronic pain. Currently, he is the President and CEO of Red Pill Medical, Inc., a health and wellness company developing medical-grade cannabinoid over the counter supplements. Beyond his medical practice, in 2012, Dr. Smith formed Pain MD Productions, Inc., through which he executive produced and co-wrote the feature films <u>American Addict</u> (2012) and <u>The Big Lie: American Addict 2</u> (2016). <u>American Addict</u> examines how the U.S. comprises 5% of the world's population but consumes 75% of its pharmaceutical narcotics. A new film, <u>American Weed</u>, is in production with Dr. Smith as a producer.

#### MEMBERSHIPS AND SOCIETIES

- American Society of Anesthesiologists
- California Society of Anesthesiologists
- American Medical Association
- American Pain Society
- American Society of Regional
- Anesthesia National Medical Association
- Research and Education Institute

# SELECTED AWARDS & HONORS

- **2015 –** CCHR Humanitarian Award
- **2005 –** Consumer's Research Council of America Top Pain Medicine Physician
- **2003 –** National Leadership Award Physician's Advisory Board
- **1993-94 –** Outstanding Attending Teacher of the Year Award (Golden Blade Award)
- **1991 –** Chief Resident in Anesthesiology Award
- **1989 –** Intern of the Year Award
- **1985-86 –** National Medical Fellowship

# ADMINISTRATIVE ACTIVITIES

- Chairman, Interdisciplinary Pain Committee – Harbor-UCLA
- Resident Education Committee
- Morbidity and Mortality Committee
- Treatment of the Dying Patient Task Force
- Physician Competency Committee

### Ryan Oganesian – Owner & Manager of RD x Catalyst - Costa Mesa LLC

Mr. Oganesian is a successful entrepreneur that started his career as a fundamental contributing member of his family-owned business, OK Associates. Mr. Oganesian is a fourthgeneration pioneer in the waste industry, who has worked with and managed relationships with recognized firms and agencies such as Disney Studios, Paramount Pictures, Glendale Unified School District. Duarte Unified School District. Department of General Services, Sodexo, Aramark, Kaiser, and Prime HealthCare. With a commitment to service, integrity, and partnership with businesses as well as individuals, Mr. Oganesian has been successful with building a top-quality enterprise with a strong foundation that is committed to its clients, employees, and the communities it serves. Over the past 20 years, Mr. Oganesian oversaw the development of MediWaste Disposal, LLC, which is now one of California's largest privately-owned medical and cannabis waste management businesses and based in the City of Corona. Mr. Oganesian's responsibilities with MediWaste include the vetting and hiring of team members, developing a cooperative company culture, developing clear lines of reporting and communication, and holding himself and the company accountable for meeting their internal goals and responsibilities. Amongst other contracts / customers, MediWaste Disposal, LLC, has the exclusive city contract with the City of San Jacinto for residential, commercial, and multi-family From inception, Mr. Oganesian led a campaign of waste and recycling services. regulatory permitting through local, regional, State. and Federal requirements. Mr. Oganesian has led his organization creating an atmosphere of achievement by turning his medical waste company from an idea into a successful thriving business which is now one of California's largest privately-owned medical waste management businesses.

With over 25 years of entrepreneurial and executive experience, Mr. Oganesian has a proven track record of growing and scaling businesses with a focus on supporting the local community and has become a regional leader in the emerging cannabis industry. Further, Mr. Oganesian established MediWaste in 2017 as the first compliant cannabis waste service provider in California to include the development of "Canna-cycle", the first vape pen recycling program in California. Mr. Oganesian serves as the Co-Founder and Chairman of the Board for the Montebello Cannabis Association, the Commerce Cannabis Association, the Baldwin Park Cannabis Association, and the Lynwood Cannabis Association.

# Darrin Oganesian – Owner of RD x Catalyst - Costa Mesa LLC

With over fifteen years' experience in the cannabis industry, Mr. Oganesian has a track record of running successful, compliant, cannabis operations throughout the State of California. Mr. Oganesian has owned, operated, and managed storefront retailers, delivery services, cultivation operations, extraction manufacturing operations, and distribution operations under Proposition 215. Overseeing over 40 employees and over 250,000 square feet of cannabis grow space, Mr. Oganesian also has experience with start-ups, retail management, acquisition, and consulting experience. Over the past 15 years, Mr. Oganesian has worked with and managed relationships recognized cannabis firms including but not limited to ProCanna. with Alpine Extractions, Aresnal Extracts, Pickled Monkey Extractions, Potters, Orchid, Couch Lock, Flurish, Ish Vapors, Lifts, Doobsy, DNA Genetics, Live Extracts, Guild Extracts, Moxie, Green Wolf, Hand and Hand, Hill Valley Healers, King Concepts, West Coast Cure, Doc Greens, Harborside, The Grove, City Compassionate Caregivers, Kish Valley Collective, over 250 various Mr. Oganesian has been successful with building top quality dispensaries in California. enterprises with a strong operational foundation and a commitment to its clients, employees, and local communities.

Mr. Oganesian's experience in medical and cannabis waste hauling with MediWaste Disposal, LLC, provides him with direct knowledge of the complex regulatory environment of the California cannabis industry and environmentally friendly solutions to waste disposal. Mr. Oganesian's role in MediWaste provides him with comprehensive knowledge of various sales and operations leadership strategies while working directly to achieve internal deadlines and goals. His work as the company's project leader led to the development of detailed actions plans that have been instrumental in the growth and expansion of the business. Ryan and Darrin Oganesian are the owners of nineteen California cannabis licenses, including manufacturing, cultivation, distribution, and retail in locations including Lynwood, Montebello, the City of Commerce, Baldwin Park, Moreno Valley, and a potential license in San Bernardino.

# B. Existing Catalyst Locations

# CATALYST - SANTA ANA

- Address: 2400 Pullman Street, Santa Ana, CA 92705
- Open since: April 2017
- State License #: C10-0000230-LIC
- 2021 annual revenue: \$12.64M
- Projected 2022 revenue: \$12.0M



### **CATALYST - BELMONT SHORE**

- Address: 5227 E. 2nd Street, Long Beach, CA 90803
- Open since: October 2017
- State License #: C10-0000227-LIC
- 2021 annual revenue: \$6.87M
- Projected 2022 revenue: \$7.0M

# CATALYST - CHERRY

- Address: 3170 Cherry Avenue, Long Beach, CA 90807
- Open since: October 2018
- State License #: C10-0000525-LIC
- 2021 annual revenue: \$9.22M
- Projected 2022 revenue: \$9.0M





# CATALYST - BELLFLOWER

- Address: 9032 Artesia Boulevard, Bldg. B, Bellflower, CA 90706
- Open since: May 2019
- State License #: C10-0000376-LIC
- 2021 annual revenue: \$13.45M
- Projected 2022 revenue: \$13.5M



### CATALYST - DOWNTOWN LONG BEACH

- Address: 433 Pine Avenue, Ste. 500, Long Beach, CA 90802
- Open since: August 2021
- State License #: C10-0000801-LIC
- Projected 2022 revenue: \$9.0M



# **CATALYST - EASTSIDE**

- Address: 2115 E. 10th Street, Long Beach, CA 90804
- Open since: June 2020
- State License #: C10-0000364-LIC
- 2021 annual revenue: \$6.16M
- Projected 2022 revenue: \$6.0M



#### CATALYST - FLORENCE

- Address: 316 W. Florence Avenue, Los Angeles, CA 90003
- Open since: August 2021
- State License #: C10-0000865-LIC
- Projected 2022 revenue: \$4.8M

# CATALYST - EL MONTE

- Address: 12154 Valley Boulevard, El Monte, CA 91732
- Open since: October 2021
- State License #: C10-0000885-LIC
- Projected 2022 revenue: \$8.0M



#### CATALYST - MARINA

- Address: 3100 Del Monte Boulevard, Marina, CA 93933
- Open since: January 2022
- State License #: C10-0000915-LIC
- Projected 2022 revenue: \$3.0M



#### CATALYST - POMONA

- Address: 456 E. Holt Avenue, Pomona, CA 91767
- Open since: November 2021
- State License #: C10-0000903-LIC
- Projected 2022 revenue: \$8.1M





#### 2. Square Footage of the Premises

### **CATALYST - PALM DESERT**

- Address: 39420 Berkey Drive, Palm Desert, CA 92211
- Open since: March 2022
- State License #: C10-0000937-LIC
- Projected 2022 revenue: \$3.0M

The square footage of Catalyst - Costa Mesa's cannabis storefront business premises located at 170 E. 17th Street will be 2,559 square feet.

### 3. How the Space Will be Used

At a high-level, the Company will conduct the following activities as part of its cannabis storefront business operation: (i) Our Company will purchase, from licensed distributors, finished cannabis and cannabis products ("cannabis products") that have undergone the quality assurance, inspection, and testing procedures contained in Section 26110 of the California Business and Professions Code (the "<u>B&P Code</u>") and (ii) our Company will offer cannabis products for retail sale to customers and patients ("<u>patrons</u>") at 170 E. 17th Street (*i.e.*, our Company is not initially planning to offer cannabis products for retail sale to patrons via delivery vehicles from 170 E. 17th Street). Accordingly, Catalyst - Costa Mesa's premises is designed to provide a positive shopping experience while also ensuring the space is secure and safe. The premises will be split into three main sections—the lobby, the retail-buy room, and back-of-house. Each space serves a specific function.

The lobby will ensure that only patrons that are of the legal age and with valid identification will be allowed to purchase cannabis products in our retail-buy room. The lobby is also designed to ensure that there is a physical separation between the retail-buy room and the general public to prevent access to unauthorized and unverified persons. The lobby will provide a comfortable space for patrons to get checked-in and verified prior to entering the retail-buy room. Patrons will be greeted by our receptionist. The receptionist will request identification and will verify that the identification is valid prior to allowing the patron to enter the retail-buy room. Once patrons are verified, security will allow them to enter the retail-buy room.

Upon entering the retail-buy room, patrons will be greeted and assisted by one of our sales representatives. The sales representative will ensure that the patron receives the best customer service while ensuring that all Company policies are followed, such as allowing patrons to only purchase cannabis products up to the established legal limits. The retail-buy room will hold ten different displays for merchandise so patrons will be able to see all the great products in stock while they wait to be helped. The retail-buy room will consist of seven point-of-sale systems to ensure patrons can be assisted quickly and efficiently. The layout of the retail-buy room is designed to force patrons to move about the retail-buy room in a specific manner to discourage patrons from roaming the space and accessing employee-only areas. The layout is also intuitive and makes it easy for customers to know where they should be walking to be helped. Upon exiting the retail-buy room, patrons will exit the premises through the lobby. Security will be present and will ensure that patrons are not consuming products in the premises or in the parking lot. Signage will also be displayed at the entrance of the building and throughout the premises to ensure patrons are aware that cannabis consumption on the premises, including the parking lot, is strictly forbidden.

The back-of-house areas will be only accessible to employees and other authorized personnel, such as id-verified vendors, law enforcement, or emergency medical professionals. The back-of-house area includes an employee break room where employees will be able to take breaks. There will also be a vendor entry to allow vendors to enter the premises separate from patrons. Specific employees will be allowed to access the order processing area to verify products received are in compliance with State regulations. The back-of-house areas will also have specific limited-access areas to ensure that entry-level employees are not accessing areas like the secured storage area or office as these areas typically house sensitive information that is not pertinent for all staff to have access to. The office will house employee records and other documents to be retained for seven years, as required by State regulations.



#### A. Cannabis Storefront Business Premises Floor Plan

### 4. Types of Products to be Sold

Catalyst - Costa Mesa will carry a multitude of products that are pre-packaged and in compliant packaging as required by the State. These products will be ordered exclusively from State-licensed vendors and delivered through State-licensed distributors with all items being tracked through METRC, the State track-and-trace system. The products to be carried will include but are not limited to: pre-packaged cannabis flower; prerolls; infused prerolls; cannabis concentrates in various forms like shatter, budder, wax, sauce, rosin, and live resin; cannabis-infused beverages; cannabis-infused edibles in various forms like gummies, chocolates, and fruit chews; topicals such as lotions, balms, salves, and bath bombs; and tinctures. The expected volume of sales of flower versus manufactured products is about a 50-50 ratio based on our Company's owners previous experience operating cannabis storefront Businesses. Catalyst - Costa Mesa will also carry limited quantities of State-approved cannabis accessories and branded merchandise or promotional materials like clothing and hats to be sold to patrons. Catalyst - Mesa will ensure that all non-cannabis products are approved and in compliance with State regulations, specifically that all non-cannabis merchandise will have license numbers prior to sale.

A critical element of operating successful cannabis storefront businesses is maintaining an attractive menu of products and managing relationships with cannabis product suppliers. Accordingly, all of our owners' currently operating cannabis storefront businesses presently maintain relationships with the suppliers of the most successful and notable cannabis product brands in the State. To illustrate, below is an excerpt of Catalyst - Bellflower's menu:

MENU					
Home Categories 🗸	Brands Specials Q Search				OPEN ① MENU Pickup ① Recreational ~ 많 이
BRANDS ~ 19forty	Cannabioti	x			Sort By V Card:
710 Labs					
Alien Labs	CREX	CBX			
Almora Farm	Parameter in				
Artisan			Characteria (Characteria) Anto Antonio (Characteria) El Printe ente		
Balanced Los Angeles	\$67.00	\$37.00	\$37.00	\$12.00	\$62.00
Bear Labs	Kush Mountains Cannabiotix	Milk & Cookies Terp Sugar	Strawberry Lemonade Live Resin	Strawberry Lemonade Pre-Roll   0.75g	Super Silver Haze Cannabiotix
Beezle	HYBRID • THC: 28.83%	Cannabiotix	Cannabiotix	Cannabiotix	SATIVA - THC: 26.37%

However over and above the simple buying and selling of cannabis products, Catalyst -Costa Mesa will maintain a formal retailer marketing program, whereby our Company promotes the most prominent brands through in-store displays, "takeover" days, text messages, and other methods, which has the effect of significantly strengthening our Company's relationships with suppliers, particularly because such marketing program relationships involve more formal and long-term relationships with cannabis product vendors.

#### 5. Justification for Approval

As demonstrated above and further in the Plans, Security Plan, and Business Plan accompanying Catalyst - Costa Mesa's CUP Application for its proposed cannabis storefront at 170 E. 17th Street, our Company is comprised of team of owners and officers constituting cannabis industry experts with a well-established track record of opening economically successful and community-integrated cannabis storefronts in numerous municipalities in Southern California. On that note, our Company has developed a proven, thoughtful, and comprehensive plan for developing and operating an economically successful and community-integrated cannabis storefront at 170 E. 17th Street. To illustrate:

- 170 E. 17th Street is zoned C2 General Business and is within the prohibited distances of any cannabis storefront sensitive uses under Section 13-200.93(e) of the Costa Mesa Municipal Code.
- Catalyst Costa Mesa's development of a cannabis storefront at 170 E. 17th Street is consistent with 170 E. 17th Street's General Plan Land Use designation of General Commercial.
- 170 E. 17th Street is located within the City's Redevelopment Plan for the Costa Mesa Downtown Redevelopment Project, and Catalyst - Costa Mesa's development of a cannabis storefront at 170 E. 17th Street achieves the Project's objective of "eliminat[ing] the present blighting conditions, and, at the same time, provide modifications to parcel patterns, the street network and public facilities needed to insure development that is compatible with, and will result in the implementation of the Costa Mesa General Plan."
- 170 E. 17th Street is surrounded by other commercially zoned properties and complimentary commercial uses—the nearest residentially zoned property to 170 E. 17th Street is over 350 feet away measured in a straight line (and even further if actual path of travel is taken into consideration).
- 170 E. 17th Street has 70 parking spaces to accommodate customers of Catalyst Costa Mesa's proposed cannabis storefront.
- 170 E. 17th Street is an existing commercial combination retail-office building with existing retail uses—Catalyst Costa Mesa will serve as a retail anchor to bring in customers and compliment the existing retail uses.
- Because of its existing use as a commercial combination retail-office building, 170 E. 17th Street will require only require tenant improvements for Catalyst Costa to establish its proposed cannabis storefront resulting in fast opening and proof of concept for the success of Costa Mesa's cannabis storefront business permit program.
- Catalyst Costa Mesa has proposed a comprehensive Business Plan demonstrating its ability to comply with the stringent City and State regulations for operating a cannabis storefront and protecting the health, safety, and welfare of the citizens of the City of Costa Mesa.
- As demonstrated in its Business Plan and by its proven track record of successfully establishing numerous cannabis storefronts in Southern California, Catalyst Costa Mesa is properly financially capitalized to follow through and complete the development of its proposed cannabis storefront at 170 E. 17th Street.
- As demonstrated in the pro formas in its Business Plan, Catalyst Costa Mesa projects its cannabis storefront at 170 E. 17th Street will generate over \$1,500,000 in Measure Q taxes over its first four years of operation.
- Catalyst Costa Mesa has already signed a Labor Peace Agreement with The United Food and Commercial Workers International Union ("<u>UFCW</u>") as part of a collective bargaining agreement with UFCW that automatically applies / accretes to Catalyst Costa

Mesa's cannabis storefront at 170 E. 17th Street.

- As a result of and demonstrated by the collective bargaining agreement with UFCW that automatically applies / accretes to Catalyst Costa Mesa's cannabis storefront at 170 E. 17th Street, Catalyst Costa Mesa pays living wages and follows the highest labor standards in the cannabis industry.
- As demonstrated in its Business Plan and combined with the collective bargaining agreement with UFCW that automatically applies / accretes to Catalyst Costa Mesa's cannabis storefront at 170 E. 17th Street, Catalyst Costa Mesa's cannabis storefront at 170 E. 17th Street will result in at least 12 new high quality, well-paying, middle-class jobs in the City.
- Catalyst Costa Mesa has proposed a comprehensive Security Plan demonstrating its ability to comply with the stringent City and State security requirements for operating a cannabis storefront and protecting the health, safety, and welfare of the citizens of the City of Costa Mesa.

For the foregoing reasons and others articulated in this Letter and the Plans, Security Plan, and Business Plan accompanying Catalyst - Costa Mesa's CUP Application, the City of Costa Mesa should approve Catalyst - Costa Mesa for a cannabis business permit and conditional use permit to operate a cannabis storefront at 170 E. 17th Street.

Not only will Catalyst - Costa Mesa develop and operate an economically successful and community-integrated cannabis storefront as its owners and officers have done now multiple times in Southern California, Catalyst - Costa Mesa will serve as a shining beacon and exemplar for the success of Costa Mesa's cannabis storefront business permit program.

Respectfully submitted,

Elliot Lewis, Manager RD x Catalyst - Costa Mesa LLC