

Evolv Herbal, LLC
1858 Newport Blvd.
Costa Mesa, CA 92627

Application Letter

City of Costa Mesa Development Services Department
77 Fair Dr.
Costa Mesa, CA 92626

Dear Honorable Planning Commissioners and Staff,

Our Commitment to the City of Costa Mesa and our neighbors is to lead by example. We know that as one of the first licensed Cannabis operators in the city we need to set the bar high and show everyone by actions not words how we can provide safe access to Cannabis while keeping the safety and wellbeing of ALL Costa Mesa residents as our core goal and focus.

We are honored to present our application for a retail cannabis Conditional Use Permit (CUP) so that we may continue our company's mission to create and provide a safe and responsible environment that caters to a mature customer base and focuses on overall health and well-being in Costa Mesa.

Leadership

I'm Mark Adams, the Manager and CEO of Evolv Herbal. My journey with cannabis began in 2006 when my grandfather was diagnosed with cancer, and his doctor prescribed cannabis to alleviate his pain. Back then, the only legal way to obtain cannabis was through a dispensary with a medical recommendation. However, these places were dimly lit and filled with smoke, creating discomfort for both my grandfather and me. It was not the medical setting I had anticipated. Nevertheless, witnessing the positive impact on my grandfather amazed me. Soon, I recognized the overlooked potential of Cannabis for overall wellness. I was also disheartened by the challenges and stigma preventing many elderly patients from benefiting.

I felt an obligation to the people and especially the elderly to provide safe and legal access to cannabis. I started a Non-profit organization that established a Cannabis collective and went right to work. The first location opened in late 2006. Over the last 17 years, I have successfully operated in every facet of the Cannabis industry, including over 10 retail locations, indoor and outdoor cultivation, delivery, product manufacturing, and distribution to over 200 stores.

I dedicated hundreds of hours to work with several advocacy groups such as Americans for Safe Access, Project CBD, and The Medical Cannabis Association. After reading about a CHP officer that was killed due by an elderly lady overconsuming Cannabis that wasn't labeled, I spent the next 2 years as Chapter Director of the Medical Cannabis Association and successfully worked with the cities of Long Beach, Los Angeles, Oakland, Berkeley, and the states of California, Colorado, and Washington to mandate laboratory testing and labeling on all Cannabis flower and products to ensure that no one unknowingly would overmedicate using Cannabis again. I worked with Project CBD that led to the discovery of strains that were high in CBD and low in THC. You will see the direct results of Project CBD's influence in CNN's 2013 documentary "Weed" where Dr. Gupta changed his stance on Marijuana.

I went on to work with Belgian governmental scientists that were studying and analyzing the plant and recruited them back to the U.S. to open analytical laboratories for safety and potency. While building a product development company with a Princeton PhD Chemist, I worked on isolating the non-psychoactive components of the cannabis plant and made the processes public. I am currently on the Board of Advisors to the California Department of Tax and Fee Administration's Cannabis division. Our dedication to our customers is evident in the loyal following it has created by always putting the people first.

1,200 sq ft Retail Facility (2,000 sq ft overall)

As you first walk through the door, you will feel the Evolv Herbal difference. We are an open and airy, safe facility that has a clean and welcoming feel. Our use of sustainable materials is evident as well as the quality of workmanship and our dedication to the customer experience. We provide ADA accessible counters along with being fully ADA compliant. Our building plans provide an extremely secure and safe facility as we have extensive experience in cannabis building security. Our beautifully landscaped parking lot is secure and offers safe, easy, and discreet off-street access.

Green Zone chemicals

The property is located in C-2 zoning - General Business, and will not be storing or utilizing any chemicals.

How we operate

We are customer-centric, which means we are dedicated without compromise to our customer's needs. Because of our deep caring rooted in the medicinal values of the plant, we attract a more mature customer base. Our current average customer age at our sister location is 40+ years old. We understand that no two people are alike, and everyone has their own uses. That's where we start. Having a deep understanding of individuals' needs allows us to personalize their experience and explain products that may suit their individual needs. All the products we carry go through rigorous testing, and all product company's must dedicate time to train our staff on each individual variety as well. We offer several programs for discounted products to Veterans, Seniors, disabled customers. We also offer the compassion program which offers deeply discounted products for end-of-life customers. It was created back in 2006 in memory of our CEO's late grandfather and continues to this day.

Products

At Evolv Herbal, we will offer over 100 THC products and over 40 products that have low THC (psychoactive effect). Everything from THC-A, CBD, CBN, CBG in many ratios to be able to customize to the customer's needs. Our product lineup includes carefully curated selections of Flower, Edibles, Tinctures, Concentrates, Topicals, and Pre-rolls. All products must be sourced from state-licensed distributors and undergo a rigorous vetting process. Independent third-party state-licensed laboratory testing ensures the purity, potency, and effects of each product.

Safety and Security

In line with our commitment to safety and compliance, Evolv Herbal has established a comprehensive Security Plan in collaboration with Dan Perez of GI Security, leveraging his 20 years of law enforcement experience and expertise in security systems. Our security protocols encompass advanced measures to ensure the well-being of our customers, employees, and the broader community. Evolv Herbal's Security Plan ensures a robust and comprehensive approach to safeguarding our premises. The plan includes a sophisticated alarm system with motion and glass break sensors, guaranteeing a swift response to any incidents. Controlled access is facilitated through commercial-grade locks and FOB-activated systems, limiting entry to authorized personnel. A network of 28 high-definition cameras, exceeding minimum requirements, continuously monitors critical areas, provides real-

time error alerts and ensuring compliance. To reinforce security, a licensed security guard presence is maintained during all operating hours, overseeing controlled access, logging vendor visits, and upholding standards of patron conduct.

Why we are different

Although there are several Cannabis stores in the local area to choose from, I have yet to see one that operates with a more mature customer focus. As we age, our priorities and goals change. Evolv is dedicated to being a lifelong partner that's dedicated to the overall health and well-being of our customers. Our product offerings are much different than a typical cannabis retailer as we focus a lot of energy on low-psychoactive products that elderly customers enjoy.

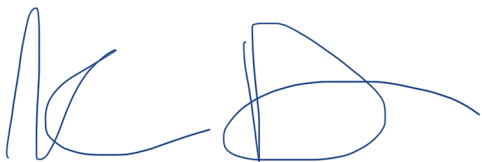
Our commitment

We are very conscious of our duty to provide Costa Mesa with safe and healthy products for years to come while prioritizing public health and safety. We are here for the long term and are responsible and reliable neighbors with our door open to all for comments and advice on how we can serve our community with the best possible experience.

In an effort to encourage a synergistic relationship with our neighbors and the City, we have sent out an introduction letter to all neighbors within 500 feet of our location with my personal name and phone number, to ensure that any concerns or issues may be addressed and discussed with me as the owner, not just a company representative (a copy is attached).

In conclusion, Evolv Herbal is excited about actively contributing to the vibrant community of Costa Mesa, championing responsible Cannabis consumption, and cultivating a positive and inviting atmosphere. Our confidence in upholding safety, compliance, and engaging with the community underscores our readiness to responsibly operate a cannabis business in this community. We appreciate your time and look forward to meeting all of you soon.

Thank you.

A handwritten signature in blue ink, appearing to read 'Mark Adams', with a stylized, flowing script.

Sincerely,
Mark Adams, CEO/Manager
Evolv Herbal, LLC