



1921 HARBOR BLVD LLC.

dba *HIGH SEAS*

CANNABIS RETAIL STORE WITH DELIVERY

PROJECT DESCRIPTION LETTER

CONDITIONAL USE PERMIT APPLICATION

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Overview

General Project Description

Applicant Name: Michael Moussalli

Business Entity: 1921 Harbor Blvd LLC dba High Seas

Operators Business Name: High Seas Cannabis

Business and Operations Address: 1921 Harbor Blvd, Costa Mesa, CA 92627

APN: 422-103-10

Zone: C2

Building Size: 7215 sq feet

Year Built: 1948

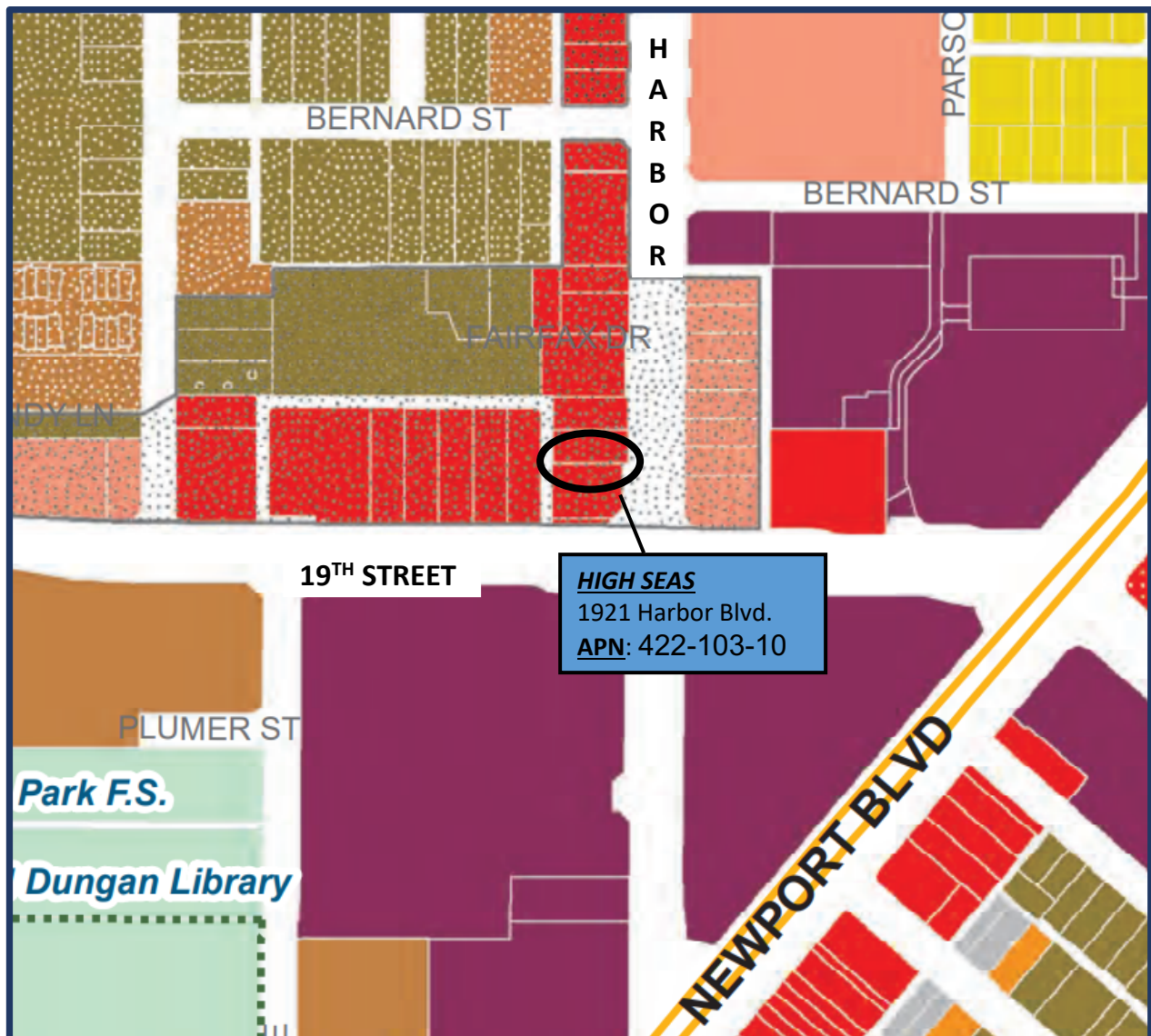
Occupancy: M (Retail)

Business Description: Adult-Use and Medical Cannabis Retail Storefront with Delivery.

California State License designation: Type 10: Storefront Retail w/ Delivery

Zoning

The High Seas facility complies with the City and State's approved cannabis zoning ordinance/regulations. The property has over 1,000 feet of separation from Sensitive Use locations identified by the City, including K-12 schools, child daycares, playgrounds, homeless shelters and youth centers.



Proposed Retail Location – 1921 Harbor Blvd, Costa Mesa, CA 92627



Sidewalk view of building



View from Harbor Blvd.



Rear view of building



Interior view of building



Aerial view - East



Aerial view - South

Ownership Experience

The High Seas' Ownership Team and their group of consultants/experts have tenured involvement in the California cannabis industry. This involvement has provided the company with the necessary tools required to own and operate a successful cannabis retail business in Costa Mesa. With expertise in fields ranging from international commodities, real estate, medical manufacturing and even film production (besides their extensive licensed California cannabis industry experience), the Ownership Team possesses a unique set of skills which positions their proposed business to be one of the most formidable cannabis retail operations in the industry.

Michael Moussalli, Matteo Tabib & Se7enleaf

Owners Michael Moussalli and Matteo Tabib have owned and operated Costa Mesa's own *Se7enleaf Manufacturing & Distribution* for over four years with overwhelming success. Se7enLeaf was one of the first licensed operators to open in Costa Mesa and Michael and Matteo have run their two Costa Mesa facilities on a day to day basis since inception. Over the last four years, Michael and Matteo have diligently serviced the City by presenting their company as a shining example of compliance, tax generation and operational excellence for the California cannabis industry.

Michael Moussalli, Owner



Se7enLeaf has been a leading California contract manufacturer for the last 4 years and Michael and Matteo have developed invaluable relationships with a large number of the top-selling brands and suppliers in the cannabis space. Their collective knowledge of Vertical Supply Chain Management has set them apart as a team which understands what it takes to survive and thrive in the Southern California cannabis market.

Rachel Xin & Empeen Group

Rachel Xin is the owner of a green-house cultivation business located in Northern California. Her farm has produced over 3,700 pounds per year of premium mixed-light flower for California consumers for the past 4 years. Mrs. Xin's successful experience with the California cultivation market represents the third aspect of the trifecta that is the High Seas Ownership Team and a crucial key to the success of the store.

Rachel Xin, Owner



Business Plan

Executive Summary

High Seas has designed its retail store to capture the essence and feel of the Beach Cities by providing a unique retail experience which prioritizes customer satisfaction and education above all else. The High Seas brand encompasses the eclectic culture of South Orange County which rides a defined line between quality and affordability. The company has combined staggering levels of resources, industry experience and gratitude for the City of Costa Mesa to present a cannabis retail experience that will quickly become a Costa Mesa landmark.

Target Consumer

Primary Target Market

- Age 30-70
- Career focused
- Disposable income
- Individuals looking for premium products
- Targeting both new and experienced users

High Seas primary target consumer is represented by the standard Costa Mesa/Newport resident: middle aged to elderly, career focused and successful with disposable income. Potential customers will include a healthy blend of both experienced and new cannabis users. While the dispensary will provide brands and products suited for all socio-economic groups, High Seas' primary focus will be to service Costa Mesa individuals that are seeking an elevated cannabis product experience. Our carefully curated product lines will always satisfy the needs of our customers that prioritize quality over quantity and who value thoughtful product offerings.

Secondary Target Market

- 21-30
- Establishing themselves in a career
- Looking for more value-based products
- May or may not be experience with cannabis

While the company will be primarily focused on drawing potential customers which are more financially established, High Seas cannot and will not make the mistake of disregarding consumers which are constantly searching for cost-effective cannabis products that don't sacrifice quality for cost. With the Millennial demographic representing a massive segment of the cannabis market, careful consideration must be taken by a cannabis retailer to provide a suitable variety of brands/products that will satisfy the industry's most prevalent consumers. Through the company's massive distribution channels (see *Day-to-Day Operations: Supply Chain*) and its internal product/brand development capabilities (see *Supply Chain*), High Seas will quickly establish itself as a Costa Mesa cannabis storefront which champions an elevated cannabis experience while providing cost-effective options regardless of the customer's financial status.

Retail Experience

High Seas benefits from a strong, longstanding partnership with *High Standard Consulting*, a leading California cannabis industry consulting group, who acts as the company's trusted licensing and compliance partner. Over the past four years, *HSC* has contributed to the launch and ongoing success of over 10 Southern California cannabis retail businesses ranging from Los Angeles to San Diego. The consultants specialize in local and State permitting, operational compliance and overall Best Industry Practices. The hard-earned knowledge/experience accumulated through *HSC's* client's (who make up some of the most successful companies/brands in the world) represent a solid addition to what is already a severely competent Ownership Team (see *Owner Experience*).

Supply Chain

The High Seas' ownership team benefits from over 4 years of operational experience within the California cannabis market. With this experience has come priceless industry relationships and network capabilities. Primarily, the business will utilize the extensive distribution network and capabilities of **Se7enleaf** (a Costa Mesa licensed manufacturing and distribution company) which has been owned and operated by High Seas' owners Michael Moussalli and Matteo Tabib since 2018. High Seas will benefit from an *extensive* product Supply Chain network which will flow from and through Se7enleaf Distribution.



Projected Customers Per Day

Through a traffic analysis of the immediate area and extensive research into local demographics and demand, High Seas anticipates significant customer traffic immediately upon launch. Conservatively, the company anticipates an average of 240 customers per day. However, due to the store's proximity to Triangle Square, ease of access to the 55 Freeway and the fact that High Seas will be one of the few licensed cannabis dispensaries in the immediate area, we believe all of these factors combined will contribute to an average daily customer base of over 300 customers per day.

Based on these factors, a projection of \$675,000 in tax revenue is conservatively estimated to be generated by the company during its first year of operation.

Employee Count and Local Hiring

The company will employ an estimated 17 individuals for the launch of its Costa Mesa Store for the first 6 months of operations. This number is expected to grow to 25 staff members before the close of the first year of operations.

High Seas has prioritized the hiring of Costa Mesa residents and locals which will contribute to the company's overall goals of uplifting the community with in which we operate, as well as to help mitigate any potential traffic issues (see *Parking*).

Operational Flow

A combination of a high volume of customers, frequent inbound cannabis product deliveries from our distribution partners and outbound product deliveries to customer's homes make it crucial that the company have a thorough and diligent response to any potential security risks associated with the presence of a cannabis retailer. High Seas has developed safe/secure strategies for managing high-volume inbound and outbound cannabis product to/from the facility and has provided City Staff with detailed diagrams and elaborate process flow notes on how the operational flow will transpire

Security

Overview

The City of Costa Mesa has developed a stringent set of security requirements for cannabis businesses and High Seas will not only meet but exceed those requirements. The company has retained Armaplex Security, a leading cannabis industry Security consultant, to develop the Security Plan so as exceed the expectations of the City and for High Seas to act as an example to the industry for a safe and secure dispensary.

Site Assessment

Armaplex Security assessed High Seas' proposed site and surrounding areas to determine what would be needed to properly secure the facility. The site is located at 1921 Harbor Blvd, Costa Mesa, CA. It is positioned on the west side of Harbor Blvd between Fairfax Dr and W 19th Street.

The overall construction and design of this building lends itself extremely well to being secured with industry standard security measures, which will be implemented during buildout. Armaplex did not find any challenges to securing the site that would create a major issue for retrofitting or that would disqualify this site for the proposed use.

No Loitering

High Seas will prohibit loitering both on and within 50 feet of the premises in compliance with City of Costa Mesa requirements. In order to deter loitering and vandalism, a High Seas Security Guard will be on-site 24 hours a day and will regularly monitor the premises for loitering.

No Onsite Consumption

High Seas will strictly prohibit the consumption of cannabis, alcohol, or tobacco onsite per City of Costa Mesa requirements. To inform patrons of our no consumption policy, High Seas will post signage at all entrances, which will provide clear and legible notice that smoking, ingesting, or otherwise consuming cannabis on the premises or adjacent areas is prohibited.

Operational Security

Operational security focuses on Employee Specific Policies, processes, training, written and unwritten procedures, and personnel. Most security failures occur due to vulnerabilities in operational security, thus specific protocols and accountability standards must be in place to diminish the likelihood of a gap in this area.

High Seas management understands the importance of creating a security culture to assist in the overall success of the security program and will train all employees on the importance of

security. Not only is security important to the safekeeping of company employees and assets, but it is also essential for the maintenance of public safety for the Costa Mesa community. Managers will follow all security policies and procedures in order to set an example and promote this compliance culture. A manager will be on duty during all business hours and will be responsible for monitoring behavior of employees per City of Costa Mesa requirements. In a broad sense, every employee should be considered part of the security program. Through a security awareness program, employees will be taught to understand the relationship between security and the organization's success, learn their obligations under the security program, understand how various security measures support security program objectives, and become familiar with available resources to help with security concerns.

Training procedures will be incorporated in the on-boarding process of all employees and security staff. Positive customer relations will help minimize any threatening activity to employees or other customers.

Some of the training will include:

- Loss Prevention
- Assault / Burglary Prevention and Safety Protocols
- Customer Cash Transaction Procedures for Theft Prevention

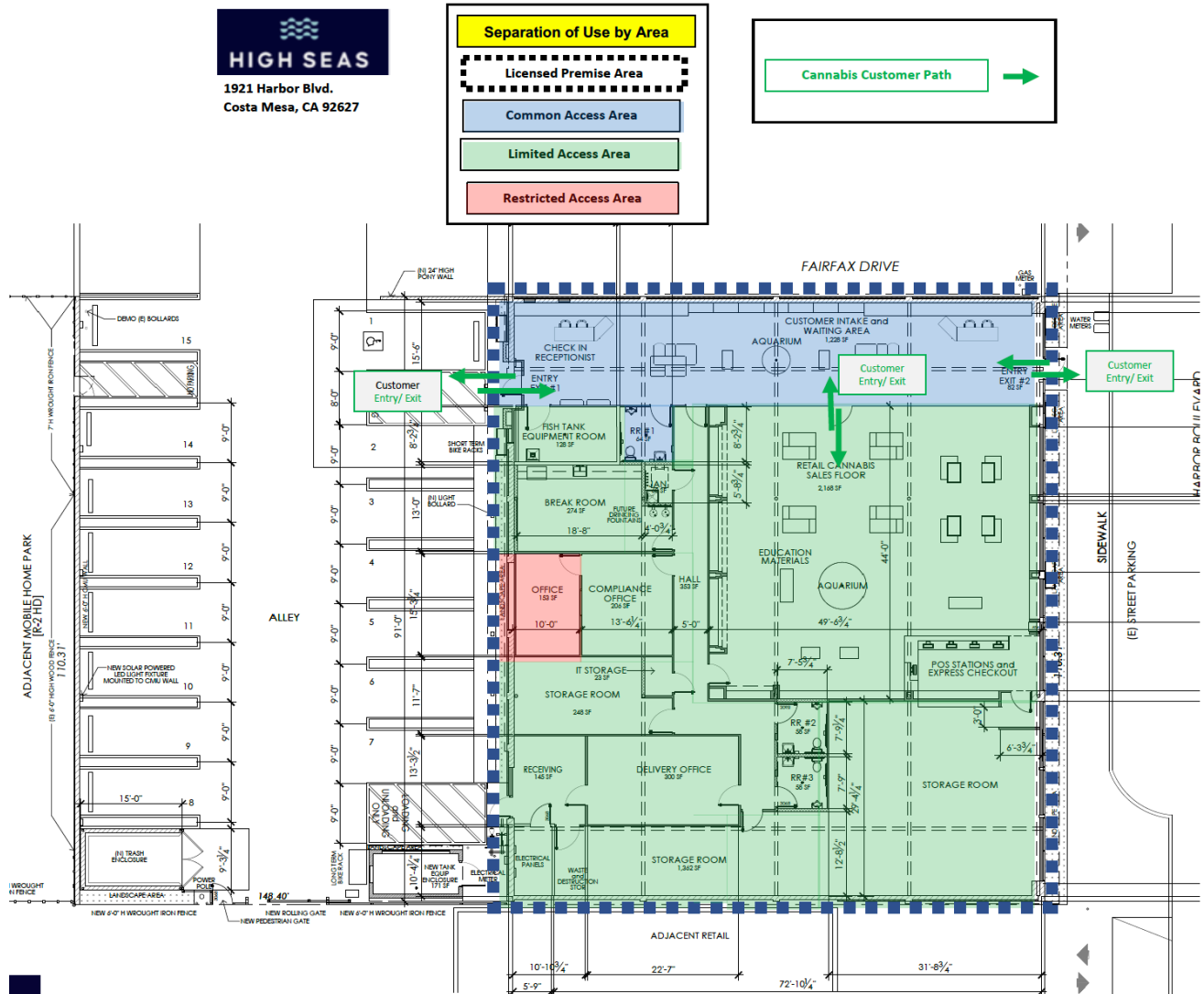
Customer, Patient, and Visitor Identification and Check-in Protocols

The Retail Cannabis Sales Floor will be locked at all times and under the control of a High Seas employee or a Security Guard. Upon arriving at the premises, customers will approach the receptionist and be vetted in the Customer Intake and Waiting Area prior to being allowed to enter the Retail Cannabis Sales Floor. The customer will be asked to provide a valid government issued ID, which will be verified by High Seas staff, before the customer enters the Retail Cannabis Sales Floor.

Once a customer's identification has been verified at the entrance to the facility, they will be permitted to enter the Customer Intake and Waiting Area. The Retail Cannabis Sales Floor is equipped with a "buzz-in" entry system. This adds a second layer of security on-site, ensuring that no youth or underaged individuals ever have access to cannabis products. As a customer enters the Customer Intake and Waiting Area, staff will immediately request their ID so that they may be checked-in to the customer database and verified to ensure they are either A) at least 21 years of age or b) at least 18 years of age with a valid medical cannabis card. Only after being properly checked-in, will a customer be granted access to the Retail Cannabis Sales Floor.

Prior to admittance, a member of the security team will confirm that the customer is not carrying any weapons or acting in a threatening or suspicious manner per City of Costa Mesa requirements. Security will ask entrants to remove helmets, headgear or oversized glasses that restrict the capture of their face on security cameras. Highly intoxicated individuals will not be allowed to enter the facility.

Customer Access Areas and Limited Access Areas



Customers will not be allowed beyond the Retail Cannabis Sales Floor into limited access areas. Access beyond the retail area, and entry to all limited-access areas will have electronic access control requiring unique identity verification that records the movements of employees and contractors. High Seas will only permit authorized individuals to enter the limited-access areas of the premises per City of Costa Mesa requirements. When employees are terminated, all issued keys/fobs/cards will be accounted for. If a fob/card is missing, it will be immediately deleted from the access control system. Non-managerial employees will not be permitted to take electronic access cards off premises.

Inventory Control

All product storage rooms will be constructed using cannabis security industry standards. Access to these rooms will be controlled and restricted to vetted personnel.

Product Access Protocols

Product security will be maintained as a priority and all employees and contractors will strictly adhere to High Seas policies and procedures or disciplinary/removal measures will be taken. In compliance with the Costa Mesa and State Security Requirements, High Seas will implement the below policies and procedures to secure all cannabis product and ensure that none is lost or diverted to individuals who are not authorized to possess it.

- High Seas employees will be physically present in the retail area at all times when there are individuals who are not employees in the retail area.
- During business hours, a minimum quantity of cannabis products, no more than necessary to meet daily demand, will be maintained in the retail showroom area in locked cabinets and containers and only removed for short periods of time by sales personnel in order to show customers and to complete a sales.
- High Seas sales personnel will take orders from customers and then fulfill those orders in the Storage area where the product is stored. This will prevent excess product from being stored where patrons are allowed.
- Excess cannabis products not needed for display will be stored inside of the locked Storage Room which will be inside of the secure limited access area. Only managers and select employees will have access to this room. After hours, all cannabis products will be stored in accordance with the requirements of the State of California and the City.
- All product display cases will be intrusion resistant, locked, accessible only by a manager, and only opened outside of the facility business hours.
- Employees who handle cannabis product, in order to transfer that product to customers, will be required to check-in and take responsibility for the product they are handling.
- Checks and Balances Security requires that no single employee be allowed unrestricted access to secure cannabis product storage areas or high value assets. Managers will monitor and approve the access that employees have to areas where cannabis is stored.

Receiving Product Deliveries

High Seas' product receiving process fully complies with all track and trace regulations and ensures the security of assets and the safety of all personnel. High Seas suppliers will transport products to High Seas only through compliant, licensed, insured and state authorized distributors per City of Costa Mesa requirements.

The movement of large amounts of high value product, at one time, can create an excessive risk of loss during transfer. Therefore, High Seas will receive product deliveries on a regular basis to minimize the total amount of product being delivered at any one time. Deliveries will be scheduled at random times and on random days in order to avoid predictability that can elevate the risk of theft. The timing of deliveries will only be provided to specific employees with appropriate security clearance to minimize the risk of theft. All product deliveries will be recorded on video such that all individuals involved in each delivery are clearly visible on the video footage.

Distribution vehicles will notify High Seas management 15 minutes in advance of their arrival. A High Seas Security Staff member will visually verify that there are no imminent threats and notify transport personnel it is safe to approach the receiving door of the business (located at the rear of High Seas' facility in the loading and unloading area). Transport vehicles will park in the designated Loading Zone at the rear of High Seas' facility within view of High Seas security cameras.

Event Logging

High Seas' access control system will have event logging capabilities that record successful entries as well as unsuccessful attempts to access an area. This is important in the event a person is attempting to gain access to an area that is restricted without proper clearance. These electronic logs will be maintained for at least 90 days and made available to the police chief or development services director upon request.

Cannabis Product Tracking

All cannabis material will be tracked via "chain of custody" protocols during transport, arrival at the site and through to final sale to customer or patient. Information to be tracked will include cannabis, inventory data, gross sales by weight and by sale, and any other information deemed necessary by the City, recorded in a format compatible with the City's record keeping systems. High Seas' responsibility for tracking, securing and releasing product according to regulation only ends when the customer or patient has left the site with the product.

Cash Handling

High Seas will minimize the number of cash transactions that take place on site by accepting electronic payment options whenever possible. All customer transactions will be recorded in High Seas' POS system, and the cash drawers will be reconciled at the end of every evening utilizing audit trails provided by High Seas.

Armored Car Transportation

All cash will be removed from the site as often as is necessary to avoid an excessive accumulation that would present a risk. These removals will be conducted by licensed secure transport personnel using armored vehicles to perform the transport. Armored truck personnel will coordinate with High Seas security staff and managers when securing cash on the premise for transport. Cash pickups will be irregularly scheduled by management with the number of staff members made aware of said schedule kept down to an absolute minimum.

Surveillance Camera System

High Seas' digital security camera and monitoring system will be an important part of maintaining security at the site as well as compliance with the City of Costa Mesa, and State of California security requirements. The system will exceed California State minimum requirements and those set out by the City of Costa Mesa.

The installation of security technology will be done by a licensed California company according to best practices and standards. High Seas will install and maintain a fully operational digital video surveillance and camera recording system. The surveillance-system storage device or the cameras will be capable of being accessed through the internet by authorized City of Costa Mesa designees.

Cameras will be low-light capable, but High Seas will ensure that all areas recorded by the video surveillance system will have adequate lighting to allow the surveillance cameras to effectively record images. Cameras will be immobile and in a permanent location, within weatherproof enclosures. The camera recording software will maintain a minimum of 90 consecutive days of archival footage. High Seas will have over 30 cameras onsite.

Intrusion Detection/Alarm System

The entire building will be equipped with a professionally installed, maintained, and centrally monitored real-time fire and intrusion alarm system. The intrusion detection system will be used in conjunction with barriers, video surveillance systems (video alarm system), and alarm communications systems to provide a comprehensive alarm assessment.

Security Guards

High Seas will maintain 24-hour on-site security guard at this location, in compliance with the current Costa Mesa regulations. Security guards will be trained, certified, and licensed by the State of California Bureau of Security and Investigative Services. Security guards will carry firearms if authorized by the Chief of Police. While we will always have at least one security guard on site, the exact number of guards we will utilize at any given time during operational hours will depend on our customer traffic and other staff that is on-duty.

Security Liaison

High Seas will also identify an on-site designated security liaison, available to meet with the City Manager or designee regarding any security-related or operational issues. The security liaison will provide the City Manager or designee with the names and contact phone numbers of all Managers.

Delivery Security

High Seas' delivery drivers will be at least 21 years old. Vehicles will be non-conspicuous and will not display signs, logos, pictures or any other form of advertisement to indicate the vehicle belongs to High Seas or contains cannabis. High Seas' delivery drivers will be trained to be aware of potential security threats and to exercise caution while conducting deliveries. During deliveries, High Seas drivers practice the following safety measures:

- Never carry more than \$5,000 worth of cannabis products at any time, the value of which is determined using the current retail price at the delivery service;
- Survey the area for any suspicious persons prior to exiting vehicle;
- Lock the delivery vehicle and activate the vehicle alarm system at all times when not in the vehicle. Driver will never leave cannabis in an unattended vehicle unless it is equipped with an active vehicle alarm system.
- Keep cannabis inventory and cash secured and affixed to the vehicle's interior at all times.
- Confirm consumer's ID and match it to the name on order before releasing a delivery order to customer;

Proof of Age for Delivery

Every person receiving a delivery will be verified with an electronic age verification device, prior to delivery to that person. This device will sync with the POS database and network data storage in order to retain a log of all scans for a minimum of 180 days that includes date and time of each transaction and the customer's age.

Vehicle GPS

In accordance with City of Costa Mesa requirements, High Seas' vehicles will be outfitted with a dedicated Global Positioning System (GPS) device owned by High Seas. The GPS will be affixed to the delivery vehicle and will remain active at all times. High Seas will be able to identify the geographic location of all delivery vehicles and to provide this information to the DCC (Department of Cannabis Control) or City of Costa Mesa upon request.

Neighborhood Compatibility

Improved Neighborhood Security

As demonstrated throughout the security overview section of this document, High Seas has planned and aims to improve the overall security of the area surrounding the retail facility. Through a combination of a licensed security guard, alarm systems, anti-theft infrastructure enhancements and 24/7 video surveillance of surrounding the building, members of the immediate community will benefit from advanced levels of security/protection that did not exist in the immediate area before High Seas arrival.

Traffic Mitigation

High Seas has carefully considered the potential impact of the business's presence on the state of traffic in the surrounding area. The primary advantage the company has identified as a major mitigator of traffic due to inbound customers is the position of the building's parking lot. Customers arriving by car will be able to park in the back of the store, in a designated parking lot that is owned by High Seas. Additionally, High Seas will dedicate a staff member helping to assist with traffic and parking in the parking lot during high traffic hours of the store, to ensure that no back-ups occur and that traffic keeps flowing without incident.

Odor Mitigation

In the interests of being a good neighbor, High Seas will implement odor control measures such that cannabis odor generated inside the facility is not detected anywhere outside or surrounding the property. The company's goal is to present a facility which a passerby would not be able to identify as a cannabis retail store based on the odor emanating from it.

High Seas will utilize a properly permitted and approved HVAC system in conjunction with Activated Carbon Filtration (ACF). ACF involves forcing the air circulating within the HVAC system through strategically placed carbon filters throughout the facility in order to eliminate odors and pathogens that may pose a public nuisance or health risk. This method is highly effective for eliminating odor and can be used in conjunction with other technologies if needed.

Replacement of filters and regeneration of activated carbon as well as other routine maintenance will be performed in conformity with manufacturer's recommendation. In addition, the particulate collector "sock" associated with the carbon filter will be changed out every three (3) months for proper air flow. ACF is the most efficient odor mitigation method available of the existing technologies that provides an added environmental benefit: generally, the energy required to run the filtration system is already accounted for in the HVAC air handling and exchange system. In our experience, ACF is abundantly effective at mitigating odor, even in a large-scale cultivation setting.

The HVAC/Odor mitigation system is designed to create "negative air pressure" between the building's interior and exterior to contain internal odors. Any/all ventilation equipment is directed to top story exhaust vents that face away from adjacent properties. Fresh air is brought into the building's system via fresh air ducts; fresh air quantities are calculated using the American Society of Heating and Refrigeration Engineers (ASHRAE) Standard 62.1. Ventilation will be sufficient to safeguard the company policy to never leave the windows or doors open.

Consumption of cannabis products are strictly prohibited by staff and customers anywhere near the premises. Staff and security will ensure that cannabis products are not removed from their child protective packaging while on or near the premises.

Staff and security will additionally ensure that the smoking of tobacco never takes place on or near the premises.

A daily perimeter patrol of the of the site will be performed to detect odor. If odor is detected, there will be an established protocol for determining corrective action; including but not limited to, fan operation, carbon-filtration exhaust system integrity, and filter media effectiveness. In the unlikely event that a neighborhood complaint were to occur, it will be addressed within 24 hours by the General Manager.

Parking

Location

High Seas is located right behind Triangle Square on the corner of 19th and Harbor Blvd. It is in a prime location for customers who are dining or shopping at Triangle Square to be able to walk over to shop at the store, or for customers shopping in the 1835 Newport shopping plaza to do the same. High Seas anticipates a good portion of its customers to arrive to the store on foot or through rideshare/ alternative transportation, which will help reduce the overall parking needs of the business.



Existing MCUP

There is an existing MCUP (Case Number ZA-19-67) that allows for legal non-conforming parking as the current uses for the building are retail and our proposed use is also retail. This MCUP and the current parking conditions have previously been vetted by the Planning Department during our Pre-Application phase. As it currently stands, the existing legal non-conforming parking on our lot has 12 parking stalls, however High Seas proposes to increase the number of on-site parking from 12 stalls to 16 stalls (which includes Bike Racks) plus 1 additional Loading/Unloading stall with our new site plan. Furthermore, we want to ensure we have ample parking for both our customers and our employees, so we have also implemented some additional parking solutions.



Express Check-out

High Seas has incorporated a highly efficient Express Check-out system which the company will make accessible to its customers through its Online Ordering system on the High Seas website. The system has been designed and proven to reduce the amount of time a customer spends in the store without sacrificing the customer's overall experience. In turn, this will translate to the reduction of potential parking overflow and improved operational efficiency.

Offsite Parking

To maximize available parking for our customers, High Seas secured a couple offsite parking locations for employees who choose to drive to work, as well as for vendors and other visitors of the store. High Seas has executed two parking rental contracts to secure up to 45 additional parking spots for use as needed.

One off-site parking location is owned by High Sea's owner Rachel Xin, who has a commercial property less than 15 minutes away that can provide High Seas with up to 25 parking spots on a daily basis. This off-site parking location will primarily be used for High Seas employees and High Seas will provide a shuttle service three times a day to accommodate shift changes, once in the morning for the early shift of employees, once in the afternoon and once in the evening. At the off-site parking location, Employees will be able to wait in a secured lobby for the shuttle service to arrive as to minimize any potential security risks.

A second off-site parking location with an additional 20 parking spots has also been secured directly across the street from High Seas and this parking structure is located at 1901 Newport Blvd. This off-site parking will be available for some employees, as well as vendors and visitors of High Seas, to park at daily. This location can also be used for overflow customer parking, should the need ever arise.

Delivery Vehicle Parking

High Seas intends to deploy an active delivery service upon launch, however our delivery fleet will never compromise our customers' access to readily available parking at our store. All High Seas delivery vehicles will be owned individually by High Seas' delivery driver employees and will be properly outfitted with all required security measures (GPS, locked cases for product, etc.). Additionally, High Seas will fully insure each delivery driver employee's vehicle, in accordance with all State and local laws. At the end of each shift, High Seas' delivery driver employees will ensure there is no more product is left in their vehicles and take their vehicles back home. Product will never be stored in a delivery vehicle when it is not in service during normal business hours. High Seas will not need additional parking spaces to store delivery vehicles for delivery operations

Customer/Employee Alternative Transportation Incentives

To avoid contributing to the stressed traffic/parking situation that already exists in many parts of Costa Mesa, High Seas will offer employee and customer incentives for those who chose to travel to the dispensary utilizing an eco-friendly means of transportation. Qualifying transportation methods include carpool, bicycle, skateboard, Ride Share and/or any method of transportation which reduces the average carbon footprint associated with a trip to the High

Seas store. High Seas will help off-set ride share costs for tenured employees that live within 3 miles of the store, as well as offer customers and employees who choose to use alternative transportation methods discounts on products purchased at the store.

Community Integration and Education

High Seas believes that it can and should play a critical role in the well-being of the community. As part of our mission, we believe that we have an obligation to be a “good neighbor” that provides ongoing benefits and support to our community. We believe in the concepts of personal accountability and “paying it forward, so therefore have developed our Community Integration and Education Plan as a vehicle for accomplishing this objective.

High Seas will mobilize its Community Integration and Education Plan (CIEP) at the highest level of our organization. Senior Management will be responsible for overseeing the implementation of the plan, which includes the designation of our Community Liaison, allocation of resources, and the regular evaluation of the viability of the plan. In addition, the owners, managers and community relations representative will attend meetings with the City Manager or his/her designee(s) and other interested parties as deemed appropriate by the City Manager or his/her designee(s) to discuss costs, benefits, and other community issues that may arise as a result of our business’s operation.

Event Sponsorship

The High Seas Team aims to ensure that more family fun activities will be a part of the city’s budget for years to come and recognize that sponsoring events will invite both locals and tourists to participate in the community. High Seas intends to help sponsor and coordinate Community Events and Education Seminars to give back to the community from which it will rise. This will ultimately create economic and cultural capital for all members of our community. Not only will High Seas donate to the community, but we will also appoint an individual to contribute to the City Council to drive community engagement.

In addition to event sponsorship, High Seas will host an annual food drive specifically aimed at benefiting the local community. We will obtain sponsorships from our vendor partners as well as collect food and monetary donations on behalf of the community. All items collected will be distributed in partnership with local charities.

ADDITIONAL QUESTIONS?

If you have any additional questions about our project, the High Seas team, or anything pertaining to our retail store, please reach out and let us know! We would be happy to get into greater detail and share additional information with you.