

## **Brief Background and Introduction**

Shryne Harbor LLC is part of a larger organization known as Shryne Group, Inc., a vertically integrated cannabis business. The Applicant has the backing and experience of a strong team members to make STIIIZY a reality within the community of Costa Mesa. "STIIIZY" is As the #1 Cannabis brand in California and currently operating over twenty stores in California with and generates a huge customer base following at each of its locations.

## **Shryne's Previous and Current Experience with Cannabis**

As mentioned, the Shryne Group, Inc., parent entity of Stiizy Costa Mesa, has 20 operational retail stores throughout California. In addition to the storefronts, Shryne has 3 cultivation, 3 manufacturing, and 3 distribution operations throughout the state as well making up its vertical integration. The first store has been in operation since June 2018.

## **Detailed Project Description**

Shryne Harbor LLC dba "STIIIZY Costa Mesa" plans to occupy and renovate an existing single story 11,274 sqft property on a 0.67 acre parcel located at 2710 Harbor Ave in the community of Costa Mesa. The space will be an Adult-Use Commercial Cannabis Retail Dispensary (Type 10). The property is zoned C-1 with a General Commercial General Plan Designation. The applicant's renovation proposal includes a check-in area, retail floor, break room, secured storage and managers office. Business operating hours will be 9am to 10pm and we anticipate hiring 30-40 employees that will be provided living wages.

The retail dispensary will be fully compliant with all regulatory requirements and a more detailed operations plan can be found in the provided Business Plan.

The redevelopment will comply with Title 24 and American Disabilities Act Requirements and parking will conform to city zoning standards.

## **Justification for Approval**

The proposed retail location is consistent with the voter approved Measure Q "The city of Costa Mesa Retail Cannabis Tax and Regulation Measure" which passed in Costa Mesa in 2020. Stiizy Costa Mesa's optimal location and retail floor size on Harbor Blvd is poised to generate significant tax revenue and generate good paying jobs to the locals all while providing secure, safe and compliant access to legal cannabis to the community of Costa Mesa.

2710 Harbor Blvd is optimally located along a major artery of Costa Mesa which caters to both residents and tourists and nestled between Highways 405 and 55. Harbor Blvd and Adams Ave are surrounded by active retail uses which are consistent with Costa Mesa's General Plan for General Commercial areas to "have exposure and access to major transportation routes". The project site is walking distance to public transit at the Harbor-Adams and Adams-Harbor bus stop which provides frequent bus service through the Orange County Transportation Authority Buses 43 and 178.

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# STIIIZY COSTA MESA

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## Mehran Moghaddam, Co-Owner



Mehran Moghaddam, Founder & CEO of Kurvana, a cannabis manufacturer, has more than twenty-five years of combined experience in biotech, life sciences, and nutraceuticals, focusing on his longstanding passion for health and wellness. Mehran holds a B.S. in Biochemistry and Exercise Physiology, as well as an MBA from the University of California, Davis. Mehran founded Kurvana in 2014 to address the urgent need for professional operators to bring higher quality and safety standards to the research, development, and manufacturing of cannabis and hemp products. His companies maintain multiple state and local cannabis licenses, and was the very first Measure X applicant in Costa Mesa, with active Manufacturing and Distribution licenses in Costa Mesa. He maintains memberships with the National Cannabis Industry

Association, the California Cannabis Industry Association, the American Chemical Society, the American Society for Testing and Materials, and member on the Advisory Board for the University of California, Irvine's Center for the Study of Cannabis.

## About Kurvana

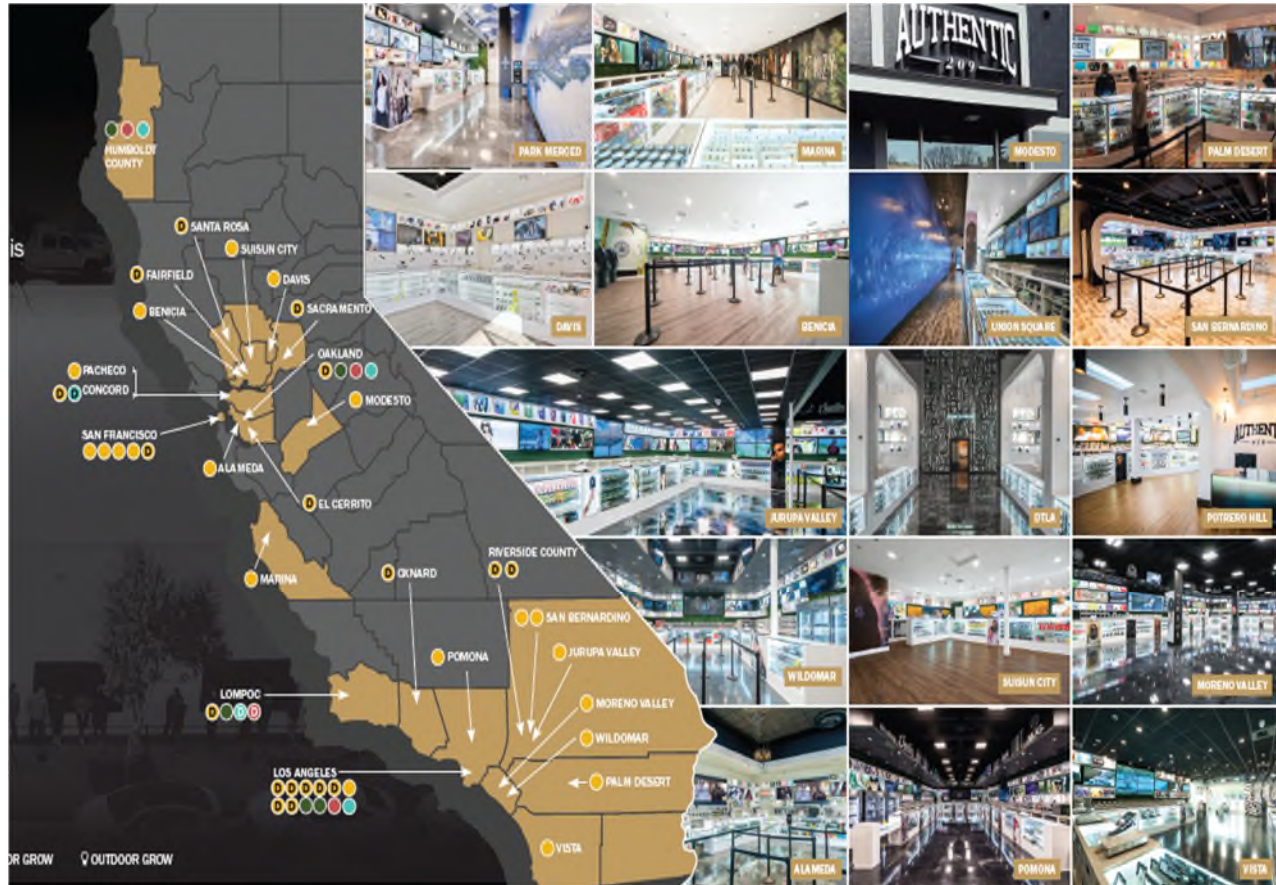
As a brand leader in premium cannabis, Kurvana continues to transform the industry offering innovative products of uncompromising quality, sitting at the intersection of nature and science. With focus on the development of the most innovative oils and extracts, Kurvana delivers multiple options for connoisseurs and beginners alike. Since 2014, Kurvana has surpassed the industry's standard of quality, formulating natural botanical ingredients to create some of the world's best full-spectrum products. Today, Kurvana is widely recognized by its commitment to enhancing the everyday life of consumers with the most natural, pure, and safe products in the cannabis and hemp space.

## About Shryne Group

Shryne Group Inc. is a Los Angeles-based cannabis holding company with a vertically integrated asset and license portfolio covering the breadth of California. It has 21 operating retail locations across California with five more locations actively under construction and 40+ locations in the permitting process to be opened by the end of 2022. It has Cultivation, Manufacturing, and Distribution facilities in Humboldt County, Oakland, Lompoc, and Los Angeles. Shryne is composed of 2,500 employees across business lines. While based in California, it also sells products in Arizona, Nevada, and Michigan.

Its flagship brand STIIIZY has a passionate following and is inspired by authentic cannabis culture, with the goal of providing the highest quality cannabis products at affordable prices. The STIIIZY product line is the #1 overall cannabis brand in California, and the #3 best-selling cannabis brand overall nationally according to BDSM Analytics.

# STIIIZY COSTA MESA



Above is a map that shows Shryne Group's footprint across the state of California.

## James Kim, Managing Director and Co-Owner



At the heart of Shryne and STIIIZY is disabled army veteran James Kim, who discovered the benefits of cannabis 10 years ago after serving a 13-month tour in Iraq with the 101st Airborne Division. Having witnessed fellow veterans becoming addicted to alcohol and opioids while battling PTSD from their deployment, James was determined to overcome his PTSD without becoming addicted to drugs or alcohol and to introduce others suffering from physical or mental trauma to the healing effects of marijuana. James devoted 6 months of his life to researching the benefits of cannabis after his tour ended and cannabis helped him safely overcome his PTSD.

James went on to found STIIIZY – a cannabis vape pen, Liit – flower and pre-rolls, Biiit – cannabis-infused gummies, and other cannabis brands in 2016. Since then, these brands have developed an avid following in California and are sold in 90% of cannabis retail stores across the state. At Shryne Group, James continues to build brand recognition and a loyal customer base with fans lining up at its dispensary grand openings. No other cannabis retail store has its own product line which comes close to driving product loyalists to their retail stores quite like STIIIZY. James started out managing numerous dispensaries including Ironworks

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# STIIIZY COSTA MESA

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Collective, 1212 Broadway Medical Center Inc., and 10 Spot Collective in Santa Ana and learned every aspect of the cannabis retail business. James's unique knowledge of retail operations and product development puts him in a prime situation to understand how to maximize sales through curating products geared towards each store and its community.

## **Unionized: First-of its-kind Global Agreement with the UFCW**



As the largest cannabis employer in the state of California, Shryne Group Inc., and the United Food and Commercial Workers International Union (UFCW) have entered into an historic collective bargaining agreement (CBA) for more than 1,200 cannabis retail workers at Shryne Group's STIIIZY, Authentic and Flight retail locations, creating a first of its kind global agreement to benefit retail workers immediately throughout California.

"UFCW is committed to establishing and maintaining high standards for cannabis workers," said Joe Duffle, President of UFCW Local 1167. "This agreement is historic for the number of workers it covers at one of the most well-known companies in the industry, and it has the potential to be a model contract for all employers who put the respect and dignity of workers as a top priority. Together, we can continue to raise standards for everyone in this rapidly developing industry."

"We applaud the Shryne Group for its commitment to its workers and our communities by having a universal CBA in place," said Mark Ramos, President of UFCW Local 1428. "Their commitment to retail workers' rights and putting employees' health and safety first set an encouraging example for the rest of the emerging cannabis industry."

## **Community Engagement**

Community matters to Stiiizy Costa Mesa. Giving back is just as important as growth. Stiiizy continues to be one of the most engaged cannabis brands in the industry.

Below are organizations Stiiizy supports in the Costa Mesa and Orange County area:

- Through its One OC Shryne Fund, Stiiizy Costa Mesa will reach out to key stake holders to tailor donations to not-for-profits making a difference in the Costa Mesa Community.
- Donation to Power of One Foundation, a great organization providing support to the Costa Mesa and Orange County community, ranging from food drives to homelessness.
- Donation to support Illumination Foundation's effort to disrupt the cycle of homelessness.
- Donation to Community Action Partnership of OC (OC Food Bank)
- Shryne Group was proud a sponsor for the Costa Mesa Chamber's 2021 State of the City Luncheon.
- Shryne Group was a proud Bronze Sponsor for *the 2021 Concert in the Park* event which was held at Fairview Park.
- Stiiizy hopes to continue its partnership with Weed for Warriors Project to supply Veterans in Costa Mesa with access to donated medical cannabis.

From Hosting food drives to making targeted cash donations, below is a glimpse of Stiiizy's involvement in other communities where it operates.



