

RDK GROUP HOLDINGS LLC

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To Whom It May Concern,

We are thrilled to present our application for a Cannabis Business Permit (CBP) within the City of Costa Mesa. Our team at Green Mart is excited about the opportunity to establish a high-quality, professionally managed retail cannabis store at 1912 Harbor Blvd, Costa Mesa, CA 92627. As residents, we are deeply committed to serving our community by providing safe access to cannabis products and contributing positively to the neighborhood.

Our primary goal is to create a safe and welcoming environment for all Costa Mesa residents, regardless of their knowledge and experience with cannabis. We understand the importance of responsible cannabis consumption and are dedicated to setting a high standard for other operators in the city. By offering a professionally run dispensary, we aim to be a reliable cannabis retailer that prioritizes the safety and well-being of our customers and the broader community.

High-Quality Products

Our dispensary will span approximately 2,300 square feet and feature a wide variety of high-quality cannabis products. We will offer edibles, lotions, creams, extracts, pre-rolls, tinctures, and live plant products, including live resin cartridges, disposable vapes, and flower. Additionally, we will provide ancillary products like vape batteries, chargers, and other glassware. To further active community involvement and engagement, we also plan to offer branded merchandise such as hoodies, hats, and totes.

Experienced Management/Ownership Team

Our management team comprises seasoned professionals with extensive experience in both the cannabis industry and other sectors, ensuring a high level of expertise and commitment to excellence.

Mikael Marczak

Mikael Marczak's entrepreneurial journey spans over 15 years, marked by significant contributions across various industries. Originating from Sweden, Mikael moved to Costa Mesa in 2000 and has called it home ever since. With a deep-seated passion for innovation and excellence, he has

established himself as a versatile business leader. Mikael has co-founded several iconic cannabis businesses and organizations throughout the United States such as Dime Industries, Evergreen Management, Sauce Essential, Paragon LLC, and MKM Management.

In the cannabis sector, Mikael's expertise shines through as owner and founder of Dime Industries, a luxury cannabis vape brand. Since 2016, Dime Industries has received over 30 awards due to Mikael's commitment to quality and reliability that consistently exceed industry standards. His extensive experience in manufacturing cannabis products has made him a respected figure in the industry expanding Dime Industries from California to nine additional US states, including Canada. Mikael's ability to forge successful collaborations with top-performing brands like Wonderbrett and TopShelf Cultivation has elevated consumer favorites. Additionally, Mikael has ownership of the license for SLO Driver, a renowned concentrate and extraction brand.

Beyond cannabis, Mikael has demonstrated his business acumen as a successful real estate agent and owner of a student loan consolidation firm. His diverse entrepreneurial background highlights his adaptability and strategic thinking, essential qualities for navigating the complexities of any industry. Mikael's comprehensive expertise positions him as an invaluable asset for any new business seeking a cannabis license. His proven track record of innovation, quality, and strategic partnerships ensures that he can provide the insight and leadership needed to drive growth and success in this dynamic market.

Keith Scheinberg

Attending The New Mexico Military Institute from High School through Junior College gave Keith the discipline and structure needed to develop into an entrepreneur and innovative pioneer, specializing in the recovery equipment industry. He has a Bachelor of Science in Biology with an emphasis in genetics from San Diego State University. His talents and knowledge were quickly utilized by SDSU, where he taught freshman chemistry, and by Johnson and Johnson in numerous research and development grants. Johnson and Johnson awarded Keith and his team research grants to create a prototype for synthetic blood to be used during surgery. His team was also awarded several US Military contracts to develop a Fluorine-based fire retardant blanket for the Navy.

After graduating from Chapman University School of Law and passing the CA bar, his passion for innovating health recovery grew. Keith quickly advanced in the design and creation of several recovery modality inventions. He founded Cryo Innovations in 2015 and quickly provided the cryotherapy industry with the safest, most technologically advanced, and most profitable full-body cryo sauna on the market. He was involved in navigating complex legal issues with the healthcare industry, it became his specialty.

Retail Layout and Customer Experience

Our site plan and design concept focus on creating a functional, aesthetically pleasing, and efficient retail space. The layout includes ample storage and a welcoming retail area that facilitates quick and easy shopping. Customers will experience fast service with clearly labeled products and knowledgeable staff ready to assist with any questions about cannabis and consumption methods. Our goal is to make the shopping experience as seamless and informative as possible.

Security and Accessibility

We have prioritized security and accessibility in our planning. The property, previously used for retail purposes, benefits from a recorded reciprocal parking agreement with the city and county, ensuring sufficient parking facilities for our patrons. To ease the parking burden on the center, we will hire only Costa Mesa Employees and provide them with e-bikes to get to and from work. Our building plans include advanced security measures and marked parking signage.

Commitment to the Community

We believe that reliable cannabis retailers play a crucial role in the community by providing safe and legal access to high-quality products that consumers can use for various purposes. Our commitment extends beyond retail operations; we aim to be a positive force in Costa Mesa, contributing to the local economy and enhancing the quality of life for our neighbors.

In summary, our proposed dispensary will be a valuable addition to Costa Mesa. We are confident in our ability to meet and exceed the highest standards of safety, professionalism, and community engagement. We look forward to the opportunity to serve our community and are hopeful for your support and approval of our application.

Thank you for considering our application.

Best regards,

A handwritten signature in black ink, appearing to read 'Keith Scheinberg', followed by a long horizontal flourish line extending to the right.

Keith Scheinberg, Manager RDK HOLDINGS LLC