

# Purp City Cannabis & CBD

## Company Overview:

Stellava Ventures Inc. is a locally owned and operated prospective cannabis retailer located at 2506 Saint Johns Street, Port Moody. We will do business as Purp City Cannabis & CBD and our expected hours of operation will be 9am to 11pm; Monday to Sunday. We will provide cannabis, cannabis accessories and complimentary in-store workshops. We are a stand-alone business who will acquire additional space in Port Moody once an external head office becomes necessary. The timeline for establishing our proposed business will depend on building permit processing; however, we anticipate interior construction and initial hiring to be completed within 6-8 weeks.

## Business Experience and Transition into Cannabis Retail:

Created in 2018, Purp City Cannabis & CBD comes from over 30 years of senior management and executive experience; a history in harm reduction; a team of professional service providers and advisors who specialize in private liquor; and a full-time LCRB security-verified cannabis specialist with over a decade in the industry. Additionally, with the help of the Tri-Cities Chamber of Commerce and the rest of our network, we will pair with an existing nearby business for supplementary retail coaching.

## Staffing Roles, Responsibilities and Number of Jobs Created:

Purp City Cannabis & CBD ownership will take a hands-on approach to operations. Both directors have LCRB cannabis worker security-verifications and will hire an additional store manager, assistant store manager and 9-12 sales staff. Directors and the management team will have rotating opening and closing responsibilities and access to an office and secured storage area. All staff will be trained in the Cannabis Act, the Cannabis Worker Qualification Guidebook, the Cannabis Retail Store Terms and Conditions Handbook, and until the provincial government unveils its self study cannabis course, Serving It Right (SIR); the British Columbia mandatory responsible beverage serving training program.

## Accessibility:

Purp City Cannabis & CBD is designed to have a push-button handicap-assist front door, wheelchair-friendly smell jar islands, a recessed area on our sales counter and an accessible washroom with grab bars for staff with special needs.

## Branding, Promotions and Marketing:

Purp City Cannabis & CBD will have subtle exterior signage and frosted opaque windows. Our look is modern, stylish and clean. Online marketing will adhere to guidelines outlined in the Cannabis Act and Cannabis Regulations Promotion Prohibitions. Our website ([www.purpcitycannabis.com](http://www.purpcitycannabis.com)) uses an age-verification plugin to deter underage viewing and we will encourage feedback to make sure that branding meets community standards. To embrace the arts, we have initiated plans to engage a local artist for an original piece of Port Moody themed artwork.

## Security and Mitigating Nuisance Behaviour:

Physical security measures include 8 hardwired security cameras; intruder and fire alarms with 24hr monitoring; motion and glass break detectors; panic buttons; integrated electronic door controllers; and a secured storage area with reinforced walls and an independent alarm. Additionally, similar to what you see in malls, we will have a

retractable interior security grille engaged after-hours. 19+ lettering will be placed at eye level on both front doors and 2 pieces of ID will be required from anyone entering the store. Problematic and or intoxicated patrons will be removed and the Port Moody Police Department notified whenever necessary. Store policies and City smoking signage will be displayed throughout the showroom and we will enforce a zero tolerance policy for any noncompliant customers. No cannabis or cannabis derived products will be unpackaged, smoked or otherwise consumed on our property and we will work with neighbouring businesses to keep the surrounding area smoke-free. Standard operating procedures will be developed in conjunction with retail, private liquor and security consultants and we will have a Threat Risk Assessment (TRA) conducted to address any foreseeable security breaches. Additionally, we will utilize the Crime Prevention Through Environmental Design (CPTED) report that was provided to the City with our rezoning application package.

### **Sustainability Practices:**

To cut waste, bags will be optional and we will encourage paperless receipts. We will use LED lighting throughout the store and exterior signage will be controlled by a photocell to make sure that usage is kept to a minimum. We will install an outdoor bike rack and dog post to encourage active transportation and initiate a recycling program for discarded packaging from returning customers.

### **Community Benefit and Engagement with Neighbouring Businesses:**

Purp City Cannabis & CBD works closely with SHARE Family & Community Services who among other things, operates the food bank in Port Moody. Once licensed, we will provide SHARE with 4% of our gross profits to be used however they see fit so long as the funding stays within the food bank. We are members of the Tri-Cities Chamber of Commerce and proud supporters of Shop Local Port Moody (SLPM); as seen on their websites. Additionally, we have commitments in place to work with 6 other Port Moody businesses on the project. Leading up to our open house, we introduced ourselves to the neighbourhood by hand delivering over 150 personalized invitations; the response was overwhelmingly strong.

### **Proximity to the Port Moody Arts Centre:**

Although we are understanding of Port Moody's Cannabis Retail Use Corporate Policy stating "preference will be given" to rezoning applications that meet a 75 metre buffer between sensitive uses, it should be noted, that as the crow flies, 2506 Saint Johns Street is 61 metres from the nearest property line of the Port Moody Arts Centre. Keeping that in mind, we are over 90 metres, as the crow flies, to the main entrance, on the other side of the building where we cannot actually be seen. It should also be noted that there is a liquor store, a pub, two hookah lounges and a seasonal fireworks store all operating within 75 meters of the arts centre.

### **Why Purp City Cannabis & CBD:**

Purp City Cannabis & CBD provides the City of Port Moody a unique opportunity to work with a passionate family owned and operated small business committed to keeping their money local. In fact, since April, we have channelled thousands of dollars into the local economy and carried out hundreds of hours of volunteer service. We boast an impressive independent business history with a proven track record of longterm success in the cities that we purchase land in, set up our head office and operate. We are a versatile, hardworking group looking to become outstanding corporate citizens and pillars of excellence in the community.

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**Purp City** Cannabis & CBD  
2506 Saint Johns Street,  
Port Moody