



November 25, 2019

Your Worship and Honorable Councillors,

**Re: Application: Z 19-11, Site Specific Text Amendment (PH), 2475 Dobbin Road Legal: Lot A
District Lot 486 ODYD Plan 36181
Owner: Anterra Westbank Towne Centre LTD.
Agent: BC Liquor Distribution Branch (LDB)**

I am the president of FLORA Cannabis, one of the five approved operators of a retail cannabis store in the City of West Kelowna. I am writing to you to express our company's concerns over the application brought forth by the BC Liquor Distribution Branch to operate a retail cannabis store within a unit located at 2475 Dobbin Road, just 50 meters from our approved location at 3710 Hoskins Rd.

As you are aware, Council adopted a comprehensive Non-Medical Cannabis Retail Store Rezoning Policy on October 2, 2018, which limited the number of stores in West Kelowna to 5. The Policy also established a comprehensive evaluation matrix under which all applications were compared to determine the suitable locations and operators for the City of West Kelowna. As you will recall, this was a highly competitive process, wherein all applicants contributed significant time and resources.

We acknowledge that Council has the discretion to exempt applications from the Policy, but we submit that doing so now would be premature and unfair to prior applicants.

To date, there are no cannabis stores operating in the City and there is no further information available to Council to base its decision to exempt the applicant from the Policy. This City of West Kelowna has not yet had the opportunity to evaluate the impact of this new industry on the community. The Policy was designed to select the very best initial applicants and locations to assist in future decision making and Policy, but there has not yet been enough time or experience to do so.

Furthermore, we submit that exempting the Province from the Policy puts the Province in an unfair competitive position to other business owners in the City. Unlike the initial applicants, the Province is not subject to the competitive initial intake process, which restricted the applications by number and geographic area. It is very likely that some of the initial applicants that were rejected based on geographic area would have scored higher than the Province in the competitive process.

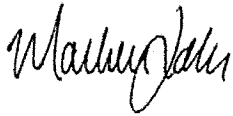
Finally, we submit that that exempting the Province from the Policy prejudices successful applicants like ourselves, who made business and investment decisions based on the Policy adopted by Council. We are businesspeople and we appreciate the reality of competition in the market. That being the case, we

should be afforded a reasonable opportunity to carry on business under the Policy framework, at least until the City has had the opportunity to consider Policy changes based on objective and measurable criteria.

My short-lived experience in the legal cannabis industry has opened my eyes to the dichotomy of public policy pressures faced by policy makers, and I don't envy your position as decision makers. That being the case, Council has adopted a Policy based on well-founded principles and I encourage you not to abandon that Policy at the very first opportunity. Only time and experience should shape Policy changes at this critical juncture in this new industry.

Please do not hesitate to contact me directly if you have any further comments or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "Marlynn J. Allen". The signature is fluid and cursive, with the first name "Marlynn" being more prominent than the last name "Allen".

FLORA CANNABIS