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CANNABIS IN CALIFORNIA

P E R C E P T I O N S V S . R E A L I T Y



DEVON JULIAN
CHIEF EXECUTIVE
OFFICER

- 10+ YEARS OF CANNABIS EXPERIENCE
- REGULATORY COMPLIANCE OVERSIGHT

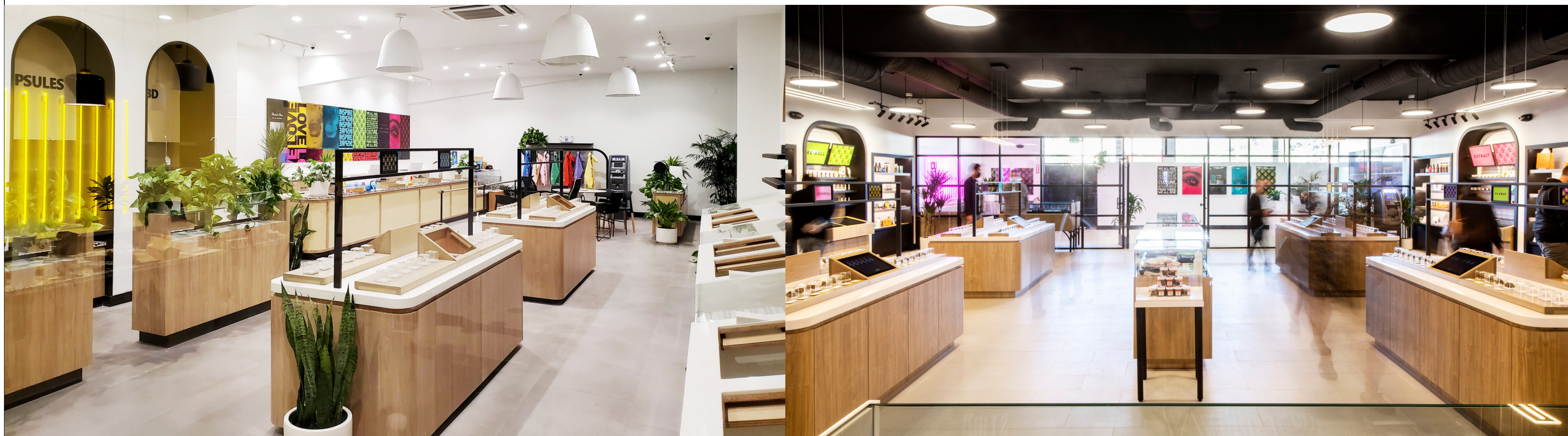


BARIGYE MCCOY
VP OF GOVERNMENT AND
PUBLIC AFFAIRS

- 13+ YEARS IN PUBLIC POLICY
- 5+ YEARS IN COMMERCIAL DEVELOPMENT

CULTURE CANNABIS CLUB

- Vertically integrated cannabis retailer with 19 retail, 2 cultivation, 2 manufacturing, and 3 distribution permits the state of California.
- Focuses on education using a unique, high-tech retail shopping environment
- Expertly trained and Knowledgeable staff with secure and compliant facilities
- Dedicated to Philanthropy, forging partnerships with elected officials, city staff, chambers of commerce, non-profits, beautification projects and the community.



BACKGROUND

PROPOSITION 215: The Medical Cannabis Regulation and Safety Act (MCRSA) was established through a series of bills passed by the California State Legislature in 2015 and 2016. MCRSA established the state's three cannabis licensing authorities, the Bureau of Cannabis Control ("BCC"), CalCannabis Cultivation Licensing ("Cal Cannabis"), and the Manufactured Cannabis Safety Branch. MCRSA also created California's first framework for the licensing, regulation, and enforcement of commercial medicinal cannabis activity.

PROPOSITION 64: California voters approved Proposition 64, the Adult Use of Marijuana Act (AUMA), in November 2016. Under Proposition 64, adults 21 years of age or older can legally grow, possess, and use cannabis for non-medicinal purposes, with certain restrictions. Additionally, AUMA also made it legal to sell and distribute cannabis through a regulated business beginning on January 1, 2018. California is on track for about \$5 billion in cannabis revenue this year. That number is expected to be \$7 billion in revenue by 2025.

LOCAL ADOPTION: Currently about 182 cities out of 482 municipalities and 31 out of 58 counties have cannabis regulations. That is about 40% of local governments in California have adopted cannabis.





LORI ANN FARREL HARRISON

CITY MANAGER - CITY OF COSTA MESA

- LOCAL GOVERNMENT AND FINANCE EXPERT WITH 30 YEARS OF EXPERIENCE IN BOTH THE PUBLIC AND PRIVATE SECTORS.



JUAN GARZA

FORMER MAYOR - CITY OF BELLFLOWER

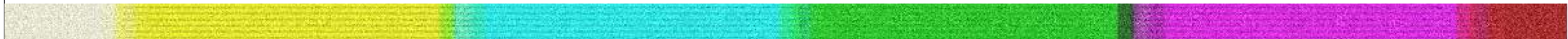
- REGIONAL LEADER AND PAST COUNCILMEMBER & WORKED TO PROTECT GOOD PAYING JOBS, ATTRACT INVESTMENT TO HIS CITY AND REGION, UPHOLD HIS COMMUNITY'S VALUES AND IMPRESS INNOVATION.



TARQUIN PREZIOSI

PARTNER AT JONES & MEYER ASSISTANT CITY ATTORNEY-CITY OF COSTA MESA & FULLERTON

- EXCLUSIVELY DEVOTED TO THE REPRESENTATION OF CITIES AND OTHER PUBLIC ENTITIES. WITH AN EMPHASIS IN LAND USE, CEQA, THE COASTAL ACT, FEDERAL FAIR HOUSING LAWS, CANNABIS REGULATION, THE PUBLIC RECORDS ACT, THE POLITICAL REFORM ACT, ELECTIONS AND RELATED LAWS

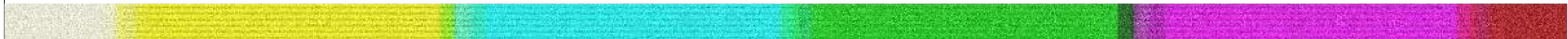


COUNCIL ORDINANCE

- What are the permitted uses?
- Number of permits
- Which comes first; selection process or revenue vehicle?
- Permitting process

BALLOT MEASURE

- How to bring a ballot measure forward
- Value in polling
- Addressing community concerns
- Counter ballot measure

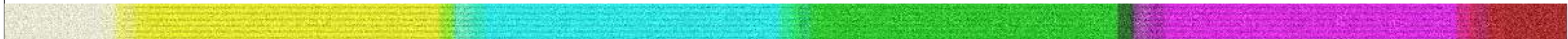


APPLICANT SELECTION PROCESS

- Competitive vs. land use
- Social equity programs
- Selection criteria
- Security and safety requirements

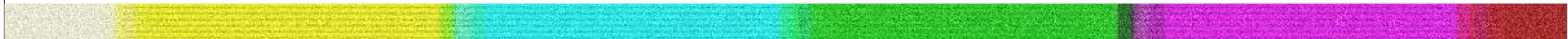
ZONING

- Retail; Industrial areas versus commercial?
- Mapping
- Sensitive use setbacks



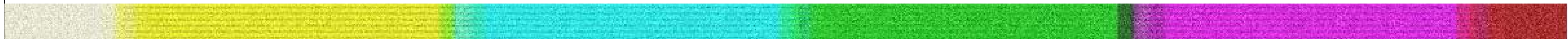
POTENTIAL REVENUE

- Revenue diversification
- Cost recovery fees
- Special tax or general tax
- Economic impacts



ENSURING BEST PRACTICES BY CANNABIS EMPLOYERS

- Wages and benefits
- Labor Peace Agreement with bona fide union
- Diversity inclusion
- Local hiring preferences
- Conditions of approval



IMPACTS OF THE ILLICIT MARKET

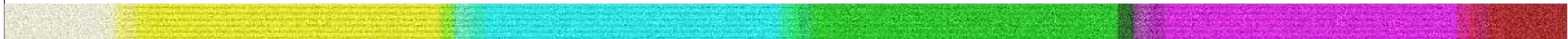
- Revenue loss
- Impacts to public health and safety
- How do you fight it?

MITIGATING LEGAL CHALLENGES

- Applicant appeal process
- Process integrity and transparency
- Transparent and scheduled question and answer process

ADDITIONAL CONSIDERATIONS

- Additional community benefits
- New and emerging industry
- Dynamic and evolving
- Open discussion





Q&A SESSION

CULTURE

THANK YOU

www.culturecannabisclub.com