



# WHISTLER

## TEMPORARY USE PERMIT -

## CANNABIS RETAIL

Climate Action, Planning and Development Services - Planning Department  
 Tel 604-935-8170 (direct)  
 Email: [planning@whistler.ca](mailto:planning@whistler.ca)

### RESORT MUNICIPALITY OF WHISTLER

4325 Blackcomb Way TEL 604 932 5535  
 Whistler, BC Canada V8E 0X5 TF 1 866 932 5535  
[whistler.ca](http://whistler.ca) FAX 604 935 8109

Application Number

TUP \_\_\_\_\_

Work Order: \_\_\_\_\_

### Application Type: (check applicable boxes)

☒ Temporary Use Permit – (Cannabis Retail) ☐ Temporary Use Permit – amendment or renewal

Please review the [RMOW Cannabis Retail Policy No. G-27](#) and ensure this application complies with requirements and stipulations of the policy.

### Subject Property:

Street Address: Unit 103 - 2011 Innsbruck Drive, Whistler, B.C., V0N 1B2

Legal Description P.I.D. 003-021-262

(On Land Title Certificate)

Please check the TUP Area the proposed business is located in:

☒ Creekside ☐ Function Junction ☐ Nesters Plaza  
☐ The Village ☐ Village North

Property Zoning: CL3

### Business Information:

Legal Name: 1218848 BC LTD

Doing Business As: Spiritleaf Whistler

Mailing Address: 1275 Bedford Court, North Vancouver, B.C., V7R1L1

Provincial Application Reference Number: CRS001 - Spiritleaf Whistler - 073123

Name of Applicant/Agent: Jeff Sweetnam

[Redacted Signature Block]

Name of Registered Property Owner: CREEKSIDE PLAZA LANDS LTD., INC. NO. 0877330

Mailing Address: 2479 WEST 47TH AVENUE

City: Vancouver Province: BC Postal Code: V6M 2N3

Phone: 604-218-0603 Cell: Email: [djekubik@telus.net](mailto:djekubik@telus.net)

## Temporary Use Permit Cannabis Retail

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**AUTHORIZATIONS**

I Dan Jekubik authorize Jeff Sweetnam  
 (PRINT NAME of registered property owner) (PRINT NAME of agent/person authorized to sign the application)

to act as agent and sign the application form to the Resort Municipality of Whistler on my/our behalf for the property known as

Unit 103 - 2011 Innsbruck Drive, Whistler, B.C., V0N 1B2

(Civic address of property)

3/7/2023

Signature(s) of registered property owner(s)

Date

Signature(s) of Signing Officer(s) of Corporation

Corporate Seal(s), if applicable

Date

**PROPERTY OWNER'S AGREEMENT**

As of the date of this application, I am the registered owner of the lands described in the application. I have examined the contents of the application, certify that the information submitted with it is correct insofar as I have knowledge of these facts, and concur with the submission of the application. I acknowledge that the lands described in the application may be subject to applicable laws, regulations, and guidelines including, but not limited to, the Resort Municipality of Whistler Zoning and Parking Bylaw No. 303, 2015 and the *Local Government Act*. I agree to comply with all provisions of the Resort Municipality of Whistler Zoning and Parking Bylaw No. 303, 2015 and any other applicable legislation, if this application is approved. I understand that approval does not constitute a building permit and that drawings submitted for a building permit must match approved Temporary Use Permit drawings.

3/7/2023

Date

**DECLARATION**

I Jeff Sweetnam, solemnly declare that the statements made  
 (PRINT NAME)

by me upon this application are to the best of my belief and knowledge a true and complete representation of the purpose and intent of this application.

Mar 10, 2023

Signature of applicant or agent

Date

**FEE SCHEDULE**

TEMPORARY USE PERMITS	Fees	Select
Temporary Use Permit – requiring Council consideration of issuance	\$4,700.00	<input checked="" type="checkbox"/>
Temporary Use Permit – amendments or renewals	\$3,525.00	<input type="checkbox"/>
<b>Other Services By Request</b>		
Land Title Search by Request	\$35.00	<input checked="" type="checkbox"/>
<b>CANNABIS RETAIL LICENCE APPLICATION PROCESSING FEE</b>		
New Cannabis Retail Store Licence	\$2,000.00	<input type="checkbox"/>

**SUBMITTAL REQUIREMENTS – DOCUMENT CHECKLIST**

**Subject Property Civic Address:** Unit 103 - 2011 Innsbruck Drive, Whistler, B.C., V0N 1B2

**Incomplete applications will not be accepted.**

The items on the list are the minimum requirement for your application. Depending on the nature of your project, **you may be requested to submit additional information/documents** with, or following submission of, your application. Check and sign and include this document with your application.

**For ALL applications:**

**Electronic PDF copies** of all submissions; including application, drawings, and reports. Electronic files may be emailed to [planning@whistler.ca](mailto:planning@whistler.ca).

**Every report and document submitted in support of an application must contain an express grant of permission to the Resort Municipality of Whistler to use, reproduce and publish the information contained in the report or document for non-commercial purposes.**

REQ	N/A	SUBMISSION ITEMS CHECKLIST
<input checked="" type="checkbox"/>	<input type="checkbox"/>	1. Complete and signed <b>Application Form, Document Checklist</b> and <b>application fee</b> .
<input checked="" type="checkbox"/>	<input type="checkbox"/>	2. <b>Title Search</b> (issued not more than 30 days from the date application is received) OR a \$35.00 Title Search Fee in lieu (per PID).
<input type="checkbox"/>	<input checked="" type="checkbox"/>	3. <b>Strata authorization</b> on form attached for all proposals affecting common property on a strata plan.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	4. <b>Provincial Referral</b> or Proof of Provincial Application. Application submitted to LCRB for municipal review and comment
<b>PDF of the following submission items and plans as may be relevant to illustrate the proposal. All drawings must include a bar scale and a north arrow.</b>		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	5. <b>Community Impact Statement</b> <ul style="list-style-type: none"> <li>Must address the guiding principles, location guidelines and evaluation criteria in Cannabis Retail Policy G-27</li> <li>Must outline how the business will address the relevant RMOW policies and contribute to Whistler's priorities, goals and vision as outlined in Whistler's Official Community Plan, including economic, social and environmental impacts the business may have on the surrounding neighbourhood and wider community, and strategies for mitigating potential negative impacts.</li> </ul>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	6. <b>Commitment to signing and adhering to a Good Neighbour Agreement</b> <ul style="list-style-type: none"> <li>Application should indicate the business' commitment to addressing nuisance issues and working collaboratively</li> </ul>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	7. <b>Business Plan</b> – Full description of the proposed business operation, including the following information: <ul style="list-style-type: none"> <li>Past business experience</li> <li>Corporate structure</li> <li>Number of staff, products sold, target market, and hours of operation</li> <li>Any proposed educational initiatives and strategies regarding nuisance, consumption and cannabis-related issues</li> <li>Insurance coverage information</li> </ul>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	8. <b>Context Plan</b> - Scale of 1:500 (minimum) or imperial equivalent. If imperial equivalent all dimensions must be labelled in both imperial and metric. Include: <ul style="list-style-type: none"> <li>Location of property including adjacent streets.</li> <li>Distance to nearest property line of any parcel containing a school or the Meadow Park Recreation Centre.</li> <li>Photographs showing the subject property and all adjacent development.</li> </ul> <p>Note: (a) A cannabis retail store shall not be permitted within 300 metres of the nearest property line of any parcel containing a school or the Meadow Park Recreation Centre. (b) A cannabis retail store shall not be permitted to have frontage on the Village Stroll</p>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	9. <b>Design Proposal</b> <ul style="list-style-type: none"> <li>Site Plan</li> <li>Dimensioned floor plans showing all doors, exits/entrances, cash registers, location of fixed shelving or displays, and location of all areas open to the public, space designated for staff and storage areas.</li> <li>Exterior elevations/sections clearly illustrating and labelling exterior building materials, finishes and colors; signage location and size; and lighting</li> <li>Demonstrate security measures in compliance with or exceed LCRB requirements</li> <li>Parking plan, if applicable</li> </ul>

## Temporary Use Permit Cannabis Retail

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	Odour control and store ventilation details
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**Additional Information**

During the review process addition information requirements may be required if the proposed activity is reasonably expected to have an impact on any matters contained in the applicable RMOW policies and bylaws.

# Jeff Sweetnam

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Full name of applicant or agent (Print)

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Signature of applicant or agent

## Mar 10, 2023

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Date

Personal information is being collected under the authority of the *Local Government Act* for the purpose of processing this Development Permit application. This information is protected under the privacy provisions of the *Freedom of Information and Protection of Privacy Act*. If you have any questions about the collection of this information, contact the Director of Planning at 604-935-8170, Resort Municipality of Whistler, 4325 Blackcomb Way, Whistler, BC V8E 0X5.



## RESORT MUNICIPALITY OF WHISTLER

4325 Blackcomb Way  
Whistler, BC Canada V8E 0X5  
whistler.ca

TEL 604 932 5535  
TF 1 866 932 5535  
FAX 604 935 8109

## STRATA COMMON PROPERTY REPRESENTATION OF AUTHORITY

Unit 103 - 2011 Innsbruck Drive, Whistler, B.C., V0N 1B2

PROPERTY CIVIC ADDRESS

STRATA CORPORATION NO.

The undersigned, on behalf of Strata Corporation No. \_\_\_\_\_ (the "**Strata Corporation**"), in consenting to the application (the "**Application**") of Unit 103 - 2011 Innsbruck Drive Whistler B.C. V0N 1B2, the owner of Strata Lot No. \_\_\_\_\_ for an application to which the Resort Municipality of Whistler "Land Use Procedures and Fees Bylaw No. 2205, 2022" applies to alter the Common Property of Strata Plan No. \_\_\_\_\_, being a Strata Manager (holding a valid license) licensed under the *Real Estate Services Act*, represents to the Resort Municipality of Whistler (the "**RMOW**") that we are authorized to consent to the Application on behalf of the Strata Corporation and that all appropriate resolutions of the Strata Corporation have been duly passed to authorize the proposed changes or alterations to the Common Property.

In the case where the Strata Corporation is not represented by a licensed Strata Manager the undersigned hereby represent to the RMOW that we are members of the Strata Council duly elected in accordance with the *Strata Property Act*, that we are legally authorized to consent to the Application on behalf of the Strata Corporation and that all appropriate resolutions of the Strata Corporation have been duly passed to authorize the proposed changes or alterations to the Common Property.

In making the above representation, the Strata Corporation acknowledges that the RMOW is relying on our representation in accepting the Application and issuing the Permit and the Strata Corporation releases the RMOW from any and all liabilities if the representation is untrue or inaccurate.

**PLEASE COMPLETE THE FOLLOWING IF STRATA MANAGEMENT COMPANY IS PROVIDING REPRESENTATION OF AUTHORITY:**

STRATA MANAGEMENT COMPANY NAME\* (PLEASE PRINT)

STRATA MANAGER NAME\* (PLEASE PRINT)

STRATA MANAGER SIGNATURE

SIGNED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 20\_\_\_\_

**PLEASE COMPLETE THE TABLE ON PAGE OVER IF STRATA COUNCIL MEMBERS ARE PROVIDING REPRESENTATION OF AUTHORITY.**



## STRATA COMMON PROPERTY REPRESENTATION OF AUTHORITY

Page 2

**PLEASE COMPLETE THE FOLLOWING IF STRATA COUNCIL MEMBERS ARE PROVIDING REPRESENTATION OF AUTHORITY:**

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COUNCIL MEMBER NAME\* (PLEASE PRINT)

STRATA LOT NO: \_\_\_\_\_

COUNCIL MEMBER SIGNATURE

SIGNED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 20\_\_\_\_

COUNCIL MEMBER NAME\* (PLEASE PRINT)

STRATA LOT NO: \_\_\_\_\_

COUNCIL MEMBER SIGNATURE

SIGNED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 20\_\_\_\_

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**The Strata Title Act requires that permission from a Strata Corporation be obtained whenever construction affects Common Property. Written approval from the Strata Corporation is required whenever the proposed work involves Common Property or Limited Common Property.**

**"common property"** means

- (a) that part of the land and buildings shown on a strata plan that is not part of a strata lot, and
- (b) pipes, wires, cables, chutes, ducts and other facilities for the passage or provision of water, sewage, drainage, gas, oil, electricity, telephone, radio, television, garbage, heating and cooling systems, or other similar services, if they are located
  - (i) within a floor, wall or ceiling that forms a boundary
    - (A) between a strata lot and another strata lot,
    - (B) between a strata lot and the common property, or
    - (C) between a strata lot or common property and another parcel of land, or
  - (ii) wholly or partially within a strata lot, if they are capable of being and intended to be used in connection with the enjoyment of another strata lot or the common property;

**"limited common property"** means common property designated for the exclusive use of the owners of one or more strata lots;



## RESORT MUNICIPALITY OF WHISTLER

4325 Blackcomb Way TEL 604 932 5535  
 Whistler, BC Canada V8E 0X5 TF 1 866 932 5535  
 whistler.ca FAX 604 935 8109

## INFORMATION SIGN REQUIREMENTS

Applications are subject to the Resort Municipality of Whistler "Land Use Procedures and Fees Bylaw No. 2205, 2022" information sign requirements.

1. An information sign is required to be posted for all applications for:
  - development permit,
  - development permit under a land use contract,
  - approval of a Development Plan or Development Approval under the *Blackcomb Land Use Contract*,
  - development variance permit,
  - temporary use permit,
  - modification or discharge of a section 219 covenant,
  - exemption from a bylaw establishing a flood construction level or floodplain setback,
  - amendment to the Official Community Plan,
  - amendment to the Zoning Bylaw, and
  - amendment to a land use contract.
2. The applicant must prepare and **post an information sign on the land that is the subject of the application within 14 days of making the application** and notify [planning@whistler.ca](mailto:planning@whistler.ca) that the sign has been posted via an email containing a photo of the installed sign. (Please download and fill in the [Development Application Sign Template](#) using Adobe Acrobat or similar pdf viewer/editor)
3. The information sign must conform generally to the written specifications contained on the following page of this handout and must also include the following:
  - A map of the site containing a North Arrow, with all the roads adjoining the development site labelled (insert as top image on the fillable [Development Application Sign Template](#));
  - A rendering of the proposed development for development permit applications requiring Council consideration and for zoning amendments with a design component (insert as bottom image on the fillable [Development Application Sign Template](#)). For all other application types, leave the bottom image blank;
  - The abovementioned images can be inserted using Adobe Acrobat or another similar pdf viewer/editor. **The ideal aspect ratio for the image(s) is 947:591.**
4. The information sign must be 4' (1220 mm) x 6' (1829mm) in size.
5. Notification signs must be placed in a conspicuous location, be clearly legible from adjoining streets, and not be obstructed by vegetation or structures on the land, and is required to be placed every 100 metres of highway/road frontage of the subject parcel, except that no more than 3 signs are required for any one parcel.
6. The applicant must keep the notification sign posted and in good repair until the application has been approved or refused by Council or its delegate, or has been withdrawn by the applicant.
7. The applicant must remove the notification sign within 14 days of the application being approved or refused by Council or its delegate, or being withdrawn by the applicant. The municipality may remove the notification sign at the expense of the applicant subject to the municipality first giving notice of the non-compliance of the 14 day removal requirements.



# DEVELOPMENT APPLICATION

Application No: eg. DP001800

Address:

Applicant Name:

Type of Application: eg. Development Permit

Insert brief description of the proposal including proposed uses, number and type of units, proposed gross floor area and proposed building heights (in metric units).

List all proposed variances.

Include the following text: "The details of the proposed development may be revised during the application process."



Location



Proposed Development

**FOR  
MORE  
INFO:**



604 935 8170



[whistler.ca/ourcity](http://whistler.ca/ourcity)



[planning@whistler.ca](mailto:planning@whistler.ca)



Resort Municipality of  
**WHISTLER**


# temporary\_use\_permit\_cannabis\_applicationpackage\_2023 (1)

Final Audit Report


2023-03-10

Created:	2023-03-10
By:	jeff sweetnam (jeff@raintreeservices.ca)
Status:	Signed
Transaction ID:	CBJCHBCAABAAItOMg7z1JYGNxOz8ALQsd9fTaiJwjqis

## "temporary\_use\_permit\_cannabis\_applicationpackage\_2023 (1)" History

 Document digitally presigned by DocuSign\, Inc. (enterprisesupport@docusign.com)


2023-03-08 - 0:21:26 AM GMT- IP address: 50.64.40.25

 Document created by jeff sweetnam (jeff@raintreeservices.ca)


2023-03-10 - 4:32:56 PM GMT- IP address: 50.64.40.25

 Document emailed to jeff.sweetnam@spiritleaf.ca for signature


2023-03-10 - 4:33:29 PM GMT

 Email viewed by jeff.sweetnam@spiritleaf.ca


2023-03-10 - 4:34:11 PM GMT- IP address: 50.64.40.25

 Signer jeff.sweetnam@spiritleaf.ca entered name at signing as Jeff Sweetnam

2023-03-10 - 4:34:35 PM GMT- IP address: 50.64.40.25

 Document e-signed by Jeff Sweetnam (jeff.sweetnam@spiritleaf.ca)

Signature Date: 2023-03-10 - 4:34:37 PM GMT - Time Source: server- IP address: 50.64.40.25

 Agreement completed.

2023-03-10 - 4:34:37 PM GMT

### Community Impact Statement

Dear Mayor, Staff and Council,

Thank you for the opportunity to apply for a Cannabis store in Whistler, owning a business in Whistler is a lifelong dream of mine. I have been skiing in Whistler for 37 years now, we had a home in Whistler until I was 25. I grew up in the ski scamps program, through J4 and the Free-ski programs and I eventually became a Level 2 Instructor for Whistler, working out of the leaky Creekside office and later in the brand new ski school in the gondola in the village.

Our current Spiritleaf store in Maple Ridge has consistently been in the top 5-10 stores in the province for the past 3 years so we understand how to run a high-volume store while still providing our clients with the care and attention they deserve. We want them to walk out of our store happy with safe, legal, high-quality cannabis products.

If we are successful with our proposal My wife April and myself will own and run the Whistler store and plan on owning a home in Whistler and splitting our residence between North Van and Whistler 50/50. Spiritleaf is a Nationally recognized franchise and brand that has won National Store Brand of the year 2 years in a row, giving the balance of local ownership with world class brand/experience.

Spiritleaf Whistler would be committed to the community of Whistler and happy to sign a good neighbour agreement. All products are packed in airtight, smell proof packaging and we will be installing the best performing air filtration system in the store to ensure no smell emanates to our neighbours or outside. We have proposed 2% of our gross sales to be donated to the Squamish Lil'wat Cultural Center in Whistler to help promote opportunity within those communities for employment and to help educate tourists and locals on Squamish and Lil'wat cultures and reconciliation and are awaiting approval by the Nations. I've had great conversations with Heather at the Cultural Center, and we will be putting all our staff through sensitivity and educational training at the SLCC. Instore we will feature an Indigenous product display that focuses on BC Craft Indigenous product along with land recognition. We also have worked closely with the Downie Wenjack foundation to help educate on the history of residential schools in our Country and the stories of those effected.

We will also be donating monthly in cash and through volunteer hours to Aware Whistler who do great work to promote environmental awareness and conservation. I am a LEED Green Associate and understand the need to adjust our habits to combat climate change. In Maple Ridge we partner with Eco-Action to take back and recycle our plastic waste. We will be partnering with Re-Waste in Whistler to ensure we have a program instore to reclaim empties from customers, so they do not go into the waste stream. Our deliveries will be handled by bike or EV and I am open to pursuing the long term sustainability goals of the community at large and be a proactive member of the business community towards those goals.



We are committed to responsible consumption and ensuring that our products are not sold to minors. We will also take measures to prevent impaired driving and other negative impacts of cannabis use, by providing educational resources and promoting responsible use. This includes signage, proper ID checks, monitoring cameras for minors attempting to purchase product, and patrolling our parking lot for waste/people smoking on location. We will also be donating monthly to ZeroCeiling: <https://zeroceiling.org/> who do great work combating homelessness amongst youth in our communities and specifically in the Whistler area. Being a good member of the Whistler community means a holistic approach to the issues we face and not leaving our youth behind.

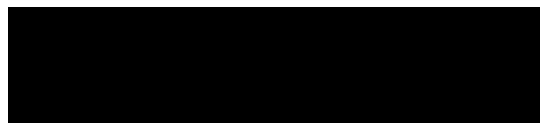
We understand that cannabis use is a personal choice and that some individuals may have concerns or misconceptions about the effects of cannabis. Our knowledgeable staff will be available to provide accurate and objective information about the potential benefits and risks of cannabis use, and help customers find products that are best suited to their needs and preferences.

Our store is committed to contributing to the economic growth of Whistler, creating jobs for local residents and supporting the local economy. We are certified Living Wage employers through the Living Wage for Families BC program and have been for the past 3 years: <https://www.livingwageforfamilies.ca/>

In summary, Spiritleaf Whistler is committed to operating in a responsible and ethical manner and being a positive member of the Whistler community. We will work to ensure that our products are sold and consumed responsibly, and that our business practices support the local community and the environment.

We hope that our application reflects our vision of a store that provides a local and warm feeling, great customer service, social responsibility, all while still providing a world class experience.

Regards,



Jeff and April Sweetnam  
Owners – Spiritleaf Whistler

**TITLE SEARCH PRINT**

File Reference: TUP00109

Declared Value \$6480000

2023-03-10, 11:52:13

Requestor: Monica Urbani

**\*\*CURRENT INFORMATION ONLY - NO CANCELLED INFORMATION SHOWN\*\*****Land Title District**

Land Title Office

VANCOUVER

VANCOUVER

**Title Number**

From Title Number

BB1461614

BX302513

**Application Received**

2010-04-29

**Application Entered**

2010-05-07

**Registered Owner in Fee Simple**

Registered Owner/Mailing Address:

CREEKSIDE PLAZA LANDS LTD., INC.NO. 0877330  
2479 WEST 47TH AVENUE  
VANCOUVER, BC  
V6M 2N3**Taxation Authority**

Whistler, Resort Municipality of

**Description of Land**

Parcel Identifier:

003-021-262

Legal Description:

LOT 30, EXCEPT PART IN PLAN 21390, BLOCK F DISTRICT LOT 4749 PLAN  
20204**Legal Notations**NOTICE OF INTEREST, BUILDERS LIEN ACT (S.3(2)), SEE BB1461617  
FILED 2010-04-29THIS TITLE MAY BE AFFECTED BY A PERMIT UNDER PART 14 OF THE LOCAL  
GOVERNMENT ACT, SEE CA6933771THIS TITLE MAY BE AFFECTED BY A PERMIT UNDER PART 14 OF THE LOCAL  
GOVERNMENT ACT, SEE CA7000830THIS LAND MAY BE SUBJECT TO SECTIONS 14 TO 22 OF THE RESORT  
MUNICIPALITY OF WHISTLER ACT AND THE BYLAWS OF THE WHISTLER  
RESORT ASSOCIATION FILED UNDER THE SOCIETIES ACT, SEE DF J76987  
AND DF J78727

**TITLE SEARCH PRINT**

File Reference: TUP00109

Declared Value \$6480000

2023-03-10, 11:52:13

Requestor: Monica Urbani

HERETO IS ANNEXED EASEMENT M67889 OVER PORTIONS OF LOTS 31 AND 32  
IN EXPLANATORY PLAN 17339

HERETO IS ANNEXED EASEMENT M67891 OVER PART OF LOT 31 IN  
EXPLANATORY PLAN 17340

THIS TITLE MAY BE AFFECTED BY A PERMIT UNDER PART 29 OF THE  
MUNICIPALITY ACT (SEE DF GC45820)

THIS TITLE MAY BE AFFECTED BY A PERMIT UNDER PART 29 OF THE MUNICIPAL  
ACT, SEE GC45856

THIS TITLE MAY BE AFFECTED BY A PERMIT UNDER PART 29 OF THE  
MUNICIPAL ACT SEE DF BH270099

**Charges, Liens and Interests**

Nature:	STATUTORY RIGHT OF WAY
Registration Number:	J82788
Registration Date and Time:	1981-11-17 15:05
Registered Owner:	RESORT MUNICIPALITY OF WHISTLER
Remarks:	INTER ALIA PART IN EXPLANATORY PLAN 15870

Nature:	COVENANT
Registration Number:	K242
Registration Date and Time:	1982-01-05 12:27
Registered Owner:	RESORT MUNICIPALITY OF WHISTLER
Remarks:	INTER ALIA S. 215, L.T.A.

Nature:	STATUTORY RIGHT OF WAY
Registration Number:	K1598
Registration Date and Time:	1982-01-12 12:18
Registered Owner:	RESORT MUNICIPALITY OF WHISTLER
Remarks:	INTER ALIA PART IN EXPLANATORY PLAN 15960

Nature:	EASEMENT
Registration Number:	M67892
Registration Date and Time:	1984-08-22 13:28
Registered Owner:	R.C. BAXTER LTD.
Remarks:	INTER ALIA PART IN EXPLANATORY PLAN 17340 APPURTENANT TO LOT 31

**TITLE SEARCH PRINT**

File Reference: TUP00109

Declared Value \$6480000

2023-03-10, 11:52:13

Requestor: Monica Urbani

Nature: EASEMENT  
Registration Number: R93015  
Registration Date and Time: 1987-09-04 10:17  
Remarks: INTER ALIA  
PART IN EXPLANATORY PLAN 18717 APPURTENANT TO  
THE COMMON PROPERTY OF STRATA PLAN VR. 1469

Nature: STATUTORY RIGHT OF WAY  
Registration Number: R134875  
Registration Date and Time: 1987-12-30 11:30  
Registered Owner: BRITISH COLUMBIA HYDRO AND POWER AUTHORITY

Nature: MORTGAGE  
Registration Number: BB1461615  
Registration Date and Time: 2010-04-29 15:31  
Registered Owner: PROSPERA CREDIT UNION

Nature: ASSIGNMENT OF RENTS  
Registration Number: BB1461616  
Registration Date and Time: 2010-04-29 15:31  
Registered Owner: PROSPERA CREDIT UNION

Nature: PRIORITY AGREEMENT  
Registration Number: CA1549111  
Registration Date and Time: 2010-05-04 13:03  
Remarks: GRANTING BB1461615 PRIORITY OVER BV490551

Nature: PRIORITY AGREEMENT  
Registration Number: CA1549112  
Registration Date and Time: 2010-05-04 13:03  
Remarks: GRANTING BB1461616 PRIORITY OVER BV490551

Nature: COVENANT  
Registration Number: CA6916802  
Registration Date and Time: 2018-07-09 09:29  
Registered Owner: RESORT MUNICIPALITY OF WHISTLER

Nature: PRIORITY AGREEMENT  
Registration Number: CA6916803  
Registration Date and Time: 2018-07-09 09:29  
Remarks: GRANTING CA6916802 PRIORITY OVER BB1461615 AND  
BB1461616

**TITLE SEARCH PRINT**

File Reference: TUP00109

Declared Value \$6480000

2023-03-10, 11:52:13

Requestor: Monica Urbani

Nature:	COVENANT
Registration Number:	CA6916804
Registration Date and Time:	2018-07-09 09:29
Registered Owner:	RESORT MUNICIPALITY OF WHISTLER

Nature:	PRIORITY AGREEMENT
Registration Number:	CA6916805
Registration Date and Time:	2018-07-09 09:29
Remarks:	GRANTING CA6916804 PRIORITY OVER BB1461615 AND BB1461616

<b>Duplicate Indefeasible Title</b>	NONE OUTSTANDING
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<b>Transfers</b>	NONE
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<b>Pending Applications</b>	NONE
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PARCEL INFORMATION & MISCELLANEOUS NOTES PRINT

2023-03-10, 11:52:13

File Reference: TUP00109

Requestor: Monica Urbani

PARCEL IDENTIFIER (PID): 003-021-262

SHORT LEGAL DESCRIPTION:S/20204/////30  
MARG:REM

TAXATION AUTHORITY:  
1 Whistler, Resort Municipality of

FULL LEGAL DESCRIPTION: CURRENT  
LOT 30, EXCEPT PART IN PLAN 21390, BLOCK F DISTRICT LOT 4749 PLAN  
20204

MISCELLANEOUS NOTES:  
PP LMP29145

ASSOCIATED PLAN NUMBERS:  
PLAN LMP27278  
POSTING PLAN LMP29145  
REFERENCE PLAN VAP15870RX  
REFERENCE PLAN VAP15960RX  
REFERENCE PLAN VAP17340RX  
REFERENCE PLAN VAP18717RX  
REFERENCE PLAN VAP19193RX  
SUBDIVISION PLAN VAP20204  
STRATA PLAN VAS1469

AFB/IFB: MN: Y PE: 0 SL: 1 TI: 1

## In Progress Applications

---

### Please note:

Due to the high volume of applications, we ask that you limit questions about the status of your application as much as possible. Answering fewer questions provides us more capacity to process applications.

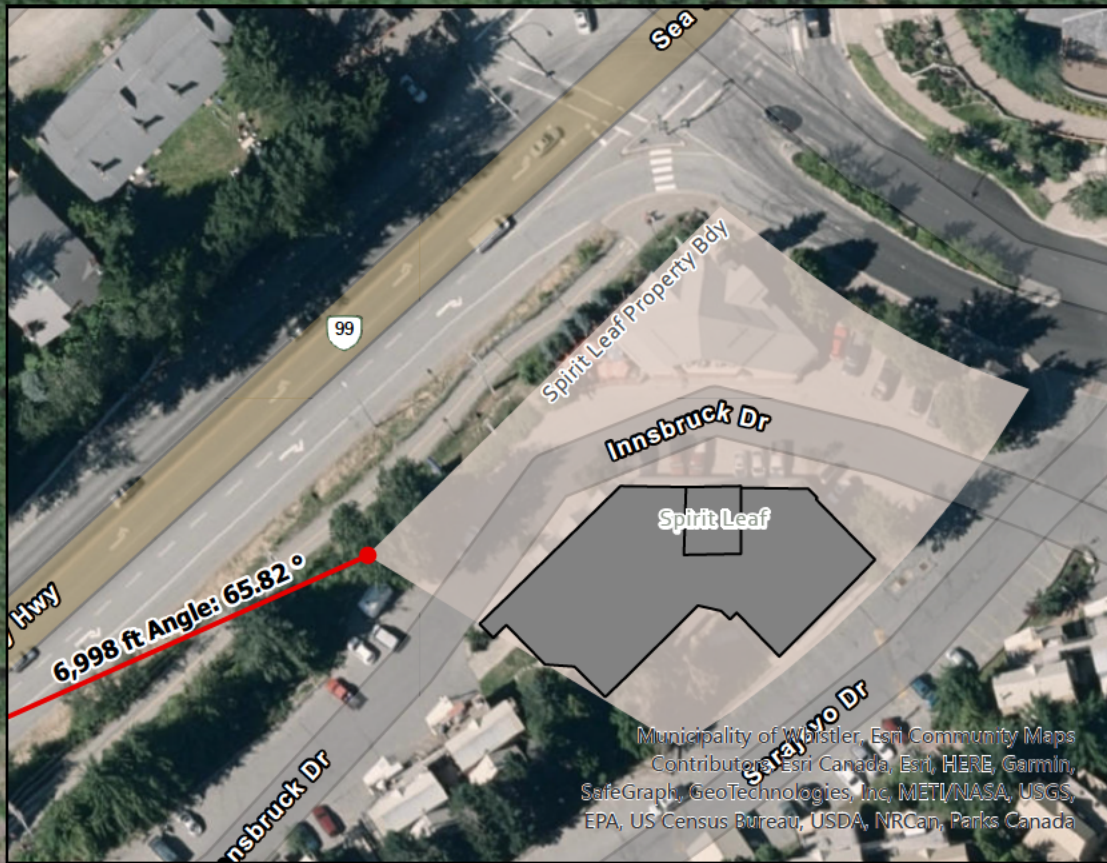
We will contact you regarding your application as soon as we have an update to communicate, have information that you will need to know, or are requesting additional information from you.

Thank you for your patience.

	Application	Status	Actions	Apply for Endorsements
1	<b>Spiritleaf Whistler</b> Cannabis Retail Store Job No: 073123 Reference #: CRS001 - Spiritleaf Whistler - 073123	<b>UNDER REVIEW</b> This application has been received and is being reviewed by the LCRB.	<a href="#">+ Add Supporting Documents</a>	

---

All retail store licence holders must follow the [terms and conditions of their licence](#) as set out in the [relevant handbook](#).



Municipality of Whistler, Esri Community Maps Contributors, Esri Canada, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, US Census Bureau, USDA, NRCan, Parks Canada

## Legend

- Buildings
- 300m Buffer
- Spirit Leaf Property Bdy
- Spring Creek Com. School

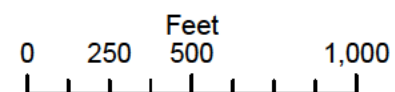


Description

## Spirit Leaf Cadastral Measurement

Unit 103 – 2011 Innsbruck Drive,  
Whistler, B.C., V0N 1B2

ALL DATA FROM MAP IS DERIVED FROM EXTERNAL THIRD-PARTY SOURCES INCLUDING BUT NOT LIMITED TO GOVERNMENT REGULATORS AND PRIVATE DATA SERVICES. THE INFORMATION IS INTENDED TO BE CROSS-REFERENCED WITH ADDITIONAL SOURCES AND NEVER TO BE ASSUMED AS ACCURATE OR COMPLETE. AANWI INC. TAKES NO RESPONSIBILITY FOR ACCURACY AND IS NOT COMPLETE INFORMATION OR INTENDED TO BE THE SOLE INFORMATION REFERENCED FOR GROUND DISTURBANCE ACTIVITIES.



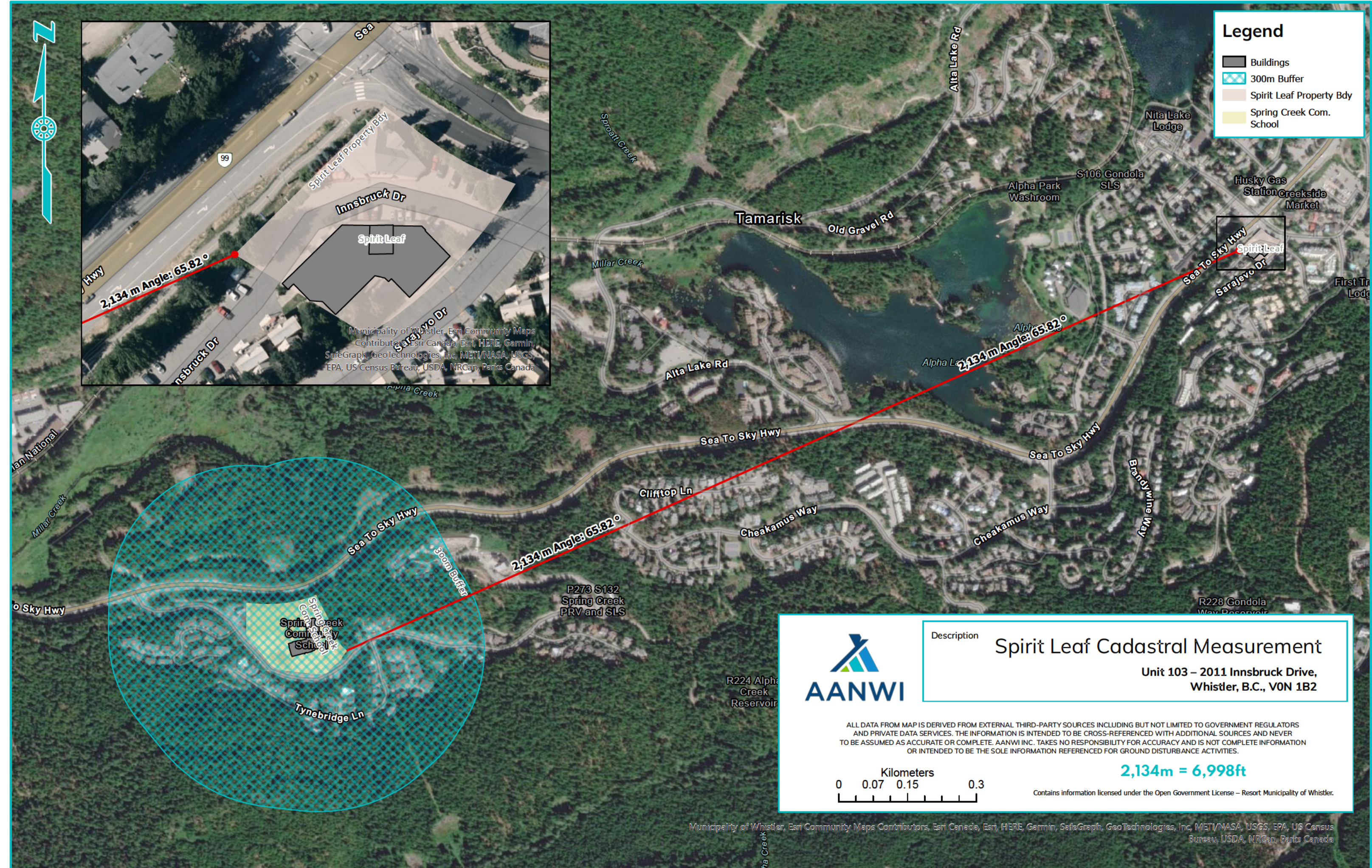
2,134m = 6,998ft

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Municipality of Whistler, Esri Community Maps Contributors, Esri Canada, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, US Census Bureau, USDA, NRCan, Parks Canada



- Legend**
- Buildings
  - 300m Buffer
  - Spirit Leaf Property Bdy
  - Spring Creek Com. School

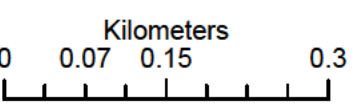


Description

**Spirit Leaf Cadastral Measurement**

Unit 103 – 2011 Innsbruck Drive,  
Whistler, B.C., V0N 1B2

ALL DATA FROM MAP IS DERIVED FROM EXTERNAL THIRD-PARTY SOURCES INCLUDING BUT NOT LIMITED TO GOVERNMENT REGULATORS AND PRIVATE DATA SERVICES. THE INFORMATION IS INTENDED TO BE CROSS-REFERENCED WITH ADDITIONAL SOURCES AND NEVER TO BE ASSUMED AS ACCURATE OR COMPLETE. AANWI INC. TAKES NO RESPONSIBILITY FOR ACCURACY AND IS NOT COMPLETE INFORMATION OR INTENDED TO BE THE SOLE INFORMATION REFERENCED FOR GROUND DISTURBANCE ACTIVITIES.



**2,134m = 6,998ft**

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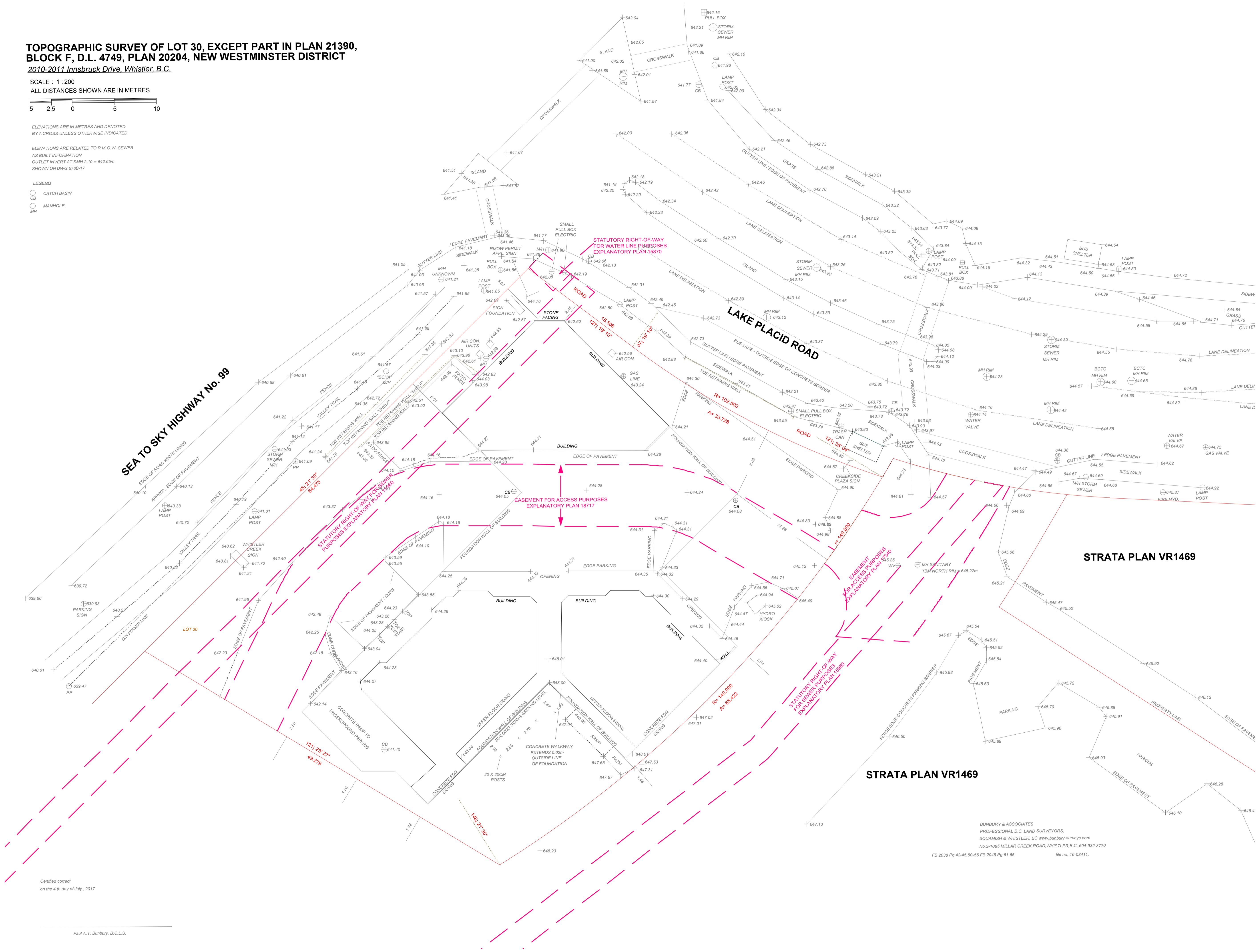
TOPOGRAPHIC SURVEY OF LOT 30, EXCEPT PART IN PLAN 21390,  
BLOCK F, D.L. 4749, PLAN 20204, NEW WESTMINSTER DISTRICT  
2010-2011 Innsbruck Drive, Whistler, B.C.

SCALE : 1 : 200  
ALL DISTANCES SHOWN ARE IN METRES

ELEVATIONS ARE IN METRES AND DEVOTED  
BY A CROSS UNLESS OTHERWISE INDICATED

ELEVATIONS ARE RELATED TO R.M.O.W. SEWER  
AS BUILT INFORMATION  
OUTLET INVERT AT SMH 2-10 = 642.65m  
SHOWN ON DWG 576B-17

LEGEND  
CATCH BASIN  
MANHOLE  
MH

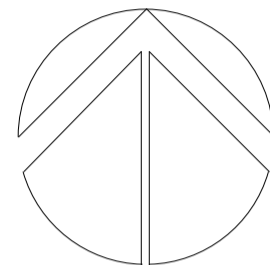


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Issued For: Date:  
REZONING/DP APPL CAT ON FEB 09/17

REVISED AS PER RMOW COMMENTS MAY 18/17  
ADP PRESENTAT ON JULY 19/17  
REVISED ADP COMMENTS AUG 09/17  
REV SED RMOW COMMENTS DEC. 05/17

No: Revision: Date:



Title  
**SITE SURVEY**

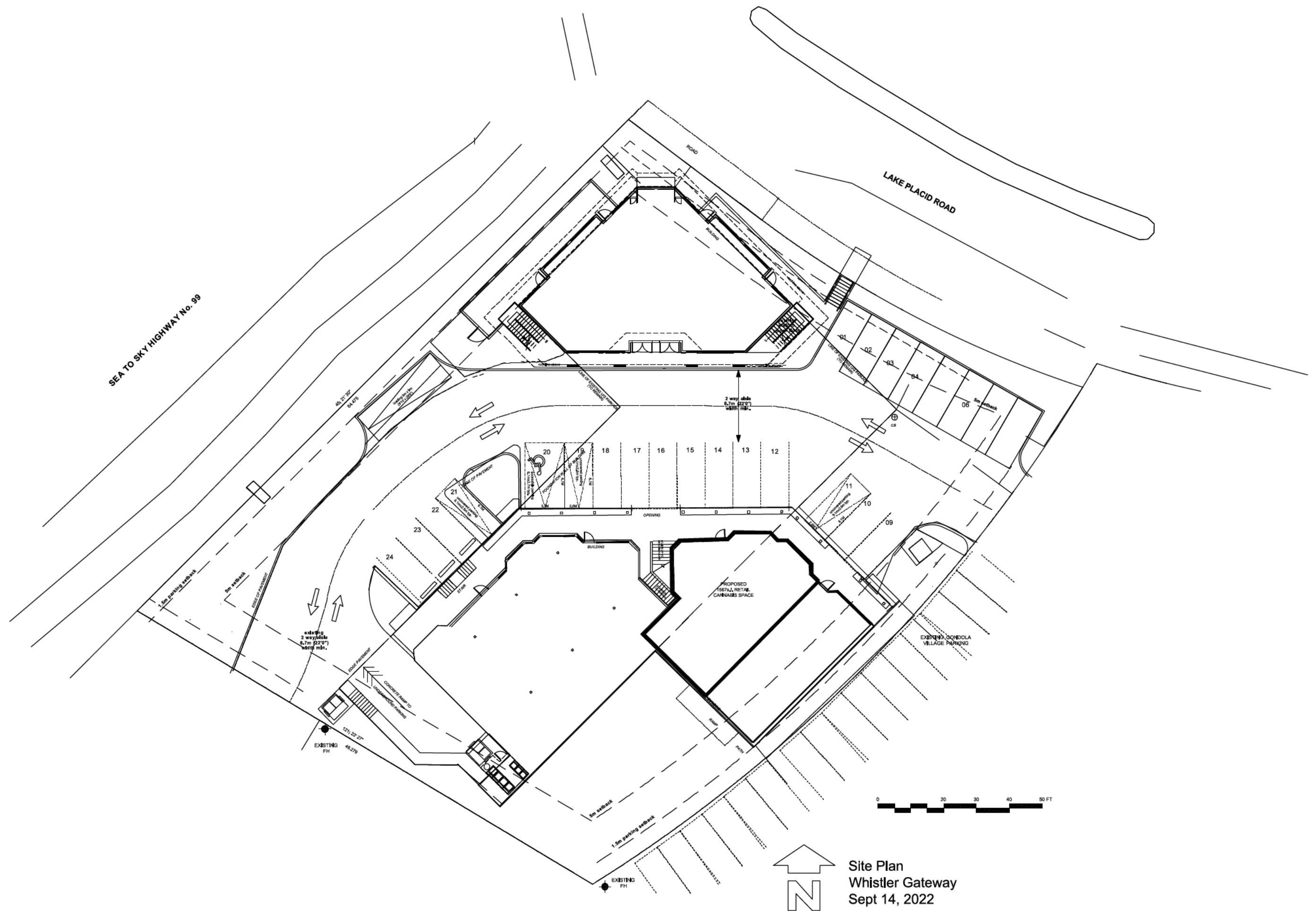
Project

**2010 INNSBRUCK DRIVE**  
**WHISTLER, B.C.**

**MURDOCH + COMPANY**  
**ARCHITECTURE + PLANNING LTD.**  
#106-4319 Main Street  
P.O. Box 1394  
Whistler, B.C. V0N 1B0  
Ph. 905-6992 Fax 905-6993  
e-mail murdoch@telus.net

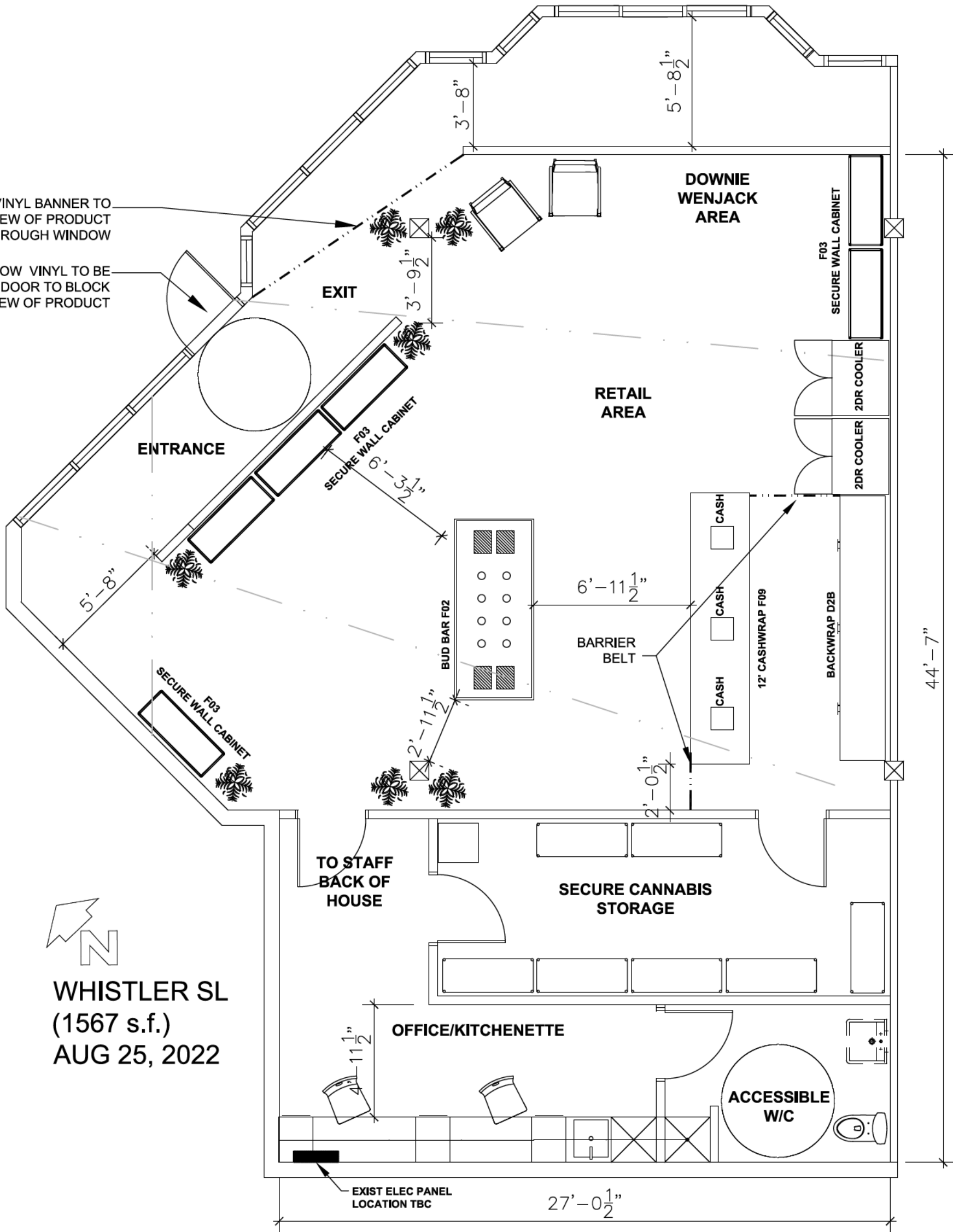
Sealed By:

Drawn By: Scale:  
BM/DS AS SHOWN  
Project No: Sheet No:  
15.19 **A-0.2**



HANGING VINYL BANNER TO  
BLOCK VIEW OF PRODUCT  
THROUGH WINDOW

WINDOW VINYL TO BE  
APPLIED TO DOOR TO BLOCK  
VIEW OF PRODUCT





Intrusion Detection		
	Door Position Switch	3
	Glass Break Detector	3
	Motion Detector	8
	DS Keypad	1
	Alarm Sounder	1
	Panic Button	4
	Enclosure	1
	Smoke Detector	2
	Carbon Monoxide Detector	1
	Vibration sensor	1
	Cellular Communicator	1
	Battery	1
Video Surveillance		
	Fixed Camera	15
	UPS Power Unit	1
	User Workstation	1
	Video Monitor	1
	Equipment Rack	1
	NVR-DVR	1



# SPIRITLEAF



Spiritleaf is about enjoying life with those who make us happy, and viewing every day as an opportunity to try something new. Breaking from norms, embracing the unexpected and sharing meaningful moments that shape who we are.



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## The Innovation & Opportunity

Recreational cannabis has been illegal in Canada since 1923. Now all that is about to change. Spiritleaf was founded in 2017 to bring together a collective of entrepreneurs to participate in and capitalize on the impending recreational cannabis market in Canada which is estimated to be between 4.9 billion to 8.7 billion per year<sup>1</sup>. Spirit Leaf Inc. is the Franchisor and has developed a dispensary model to help customers navigate the world of cannabis and provide a safe & comfortable environment with the vision of becoming the #1 retail cannabis chain in Canada.

# The vision is to be the #1 retail cannabis chain in Canada.

Spiritleaf values an inclusionary approach to the recreational cannabis retail experience: its stores will offer an impressive selection of products, knowledgeable staff and an atmosphere that is true to the cannabis community yet resonates with the everyday consumer. Customers will receive exemplary customer service and be offered curated, lab-tested, quality products that are sourced from licensed producers. The company wants to let creativity flourish, share experiences and perspectives, enjoy life, and have fun.

Spirit Leaf Inc. is the first and only Canadian cannabis company to be granted membership into the Canadian Franchise Association (“CFA”). The CFA is the recognized authority on franchising in Canada as the association encourages and promotes excellence in Canadian franchises, ensuring that each member abides by the CFA’s Code of Ethics relating to policies, standards, practices, and general course of conduct.

The Spiritleaf concept is not offered anywhere else in the country. No other specialized cannabis dispensary offers its diversity, product range and corporate culture. Spiritleaf is embarked on a journey to change the way Canadians look at cannabis and introduce new attitudes through education, culture, experience, integrity, creativity, integrity, and fun.

The support of the Franchisor and its experience in retail, real-estate, marketing, financing & franchising along with its partnerships within the cannabis industry has created a terrific opportunity for local entrepreneurs to participate in the journey. Jeff Sweetnam will apply his qualifications, business acumen and passion to get in on the ground floor of this “budding” industry and be part of a company that has created a modern retail model that offers legitimacy, reputability, professionalism and an environment that exudes a feeling of confidence.

<sup>1</sup> Deloitte Recreational Marijuana Insights and Opportunities

## The Revolutionary Dispensary Concept

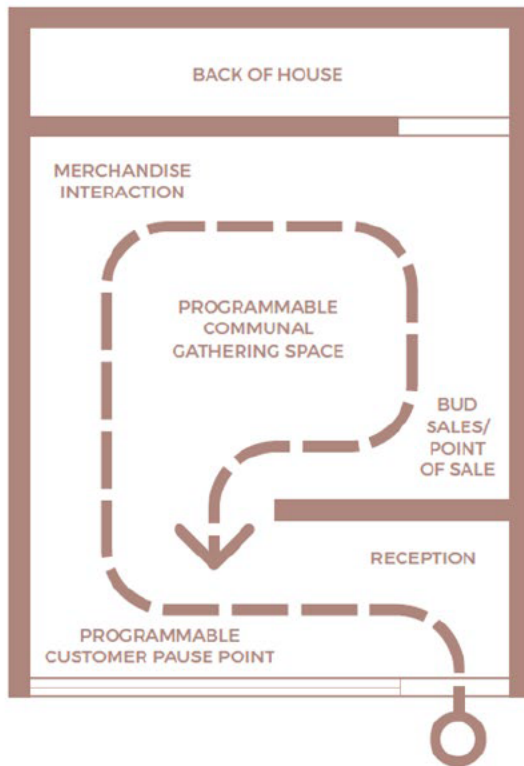


An open space to reimagine the typical retail environment of a dispensary. This concept uses more contemporary motifs, but balances the inherent starkness with personable illustration as well as accenting greenery. A retail experience that leverages the consumers existing assumptions of what a dispensary should feel like. This lends itself to a more linear and direct customer journey. The concept's mood is natural and consuming, while still feeling light, accessible, and tactile.



LOOK & FEEL  
CONCEPT





## FLOOR PLAN

## Retail Journey

## EXPLORE

An open spaced opportunity to reimagine the typical retail environment of a dispensary. This concept uses more contemporary motifs, but balances the inherent starkness with personable illustration as well as accenting greenery.

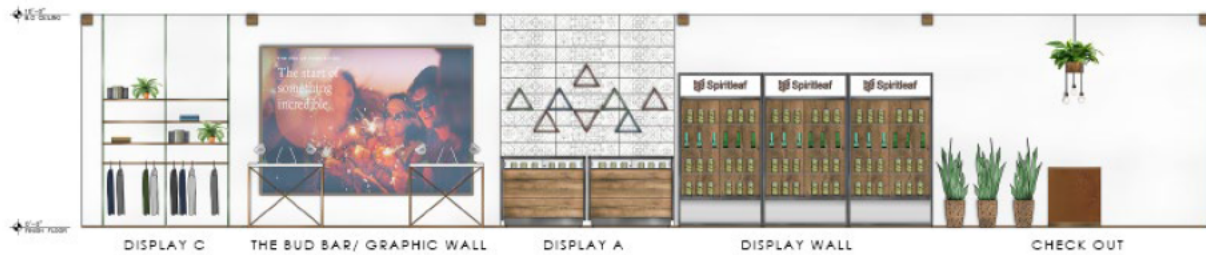
## JOURNEY

A retail experience that leverages the consumers existing assumptions of what a dispensary should feel like. This lends itself to a more linear and direct customer journey. The concept's mood is natural and consuming, while still feeling light, accessible and tactile.

Upon entering a Spiritleaf, every customer is greeted by friendly and knowledgeable budtender who is trained and knowledgeable in all elements of cannabis. Each store is enhanced with unique lighting, digital menu boards, superior merchandizing that changes with every season, and harmonious tunes from select musical legends.

## Enter with no preconceived notions about what you will find.

Enter with no preconceived notions about what you will find—there are dozens of strains and types of cannabis to satisfy every customers desire. Customers can find cannabis they won't find anywhere else or cannabis with familiar brand-names recognized for their quality and reputability. Spiritleaf product buyers constantly look for new and unique strains that push the edge and lead the worldwide cannabis industry.

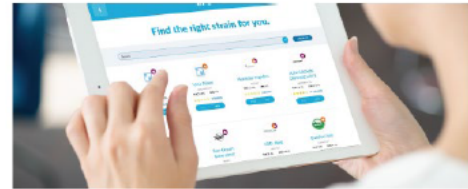


When a customer finds a strain that interests them, they are personally served by their budtender who is a product specialist. The products are visible in our customized cannabis displays, where customers can inspect the quality of the plant using a magnifying glass, smell the product, and read detailed information on every strain's properties, effects, and customer reviews through standalone digital discovery kiosks.



#### STANDALONE DISCOVERY KIOSK IN STORE

- Enables consumers to research products and "101 – 301" style education prior to the point of sale
- Alleviates staff bottlenecks and leads to smoother instore experiences
- Enables showcasing ecommerce capabilities, including instore online sales, and can lead to better informed questions



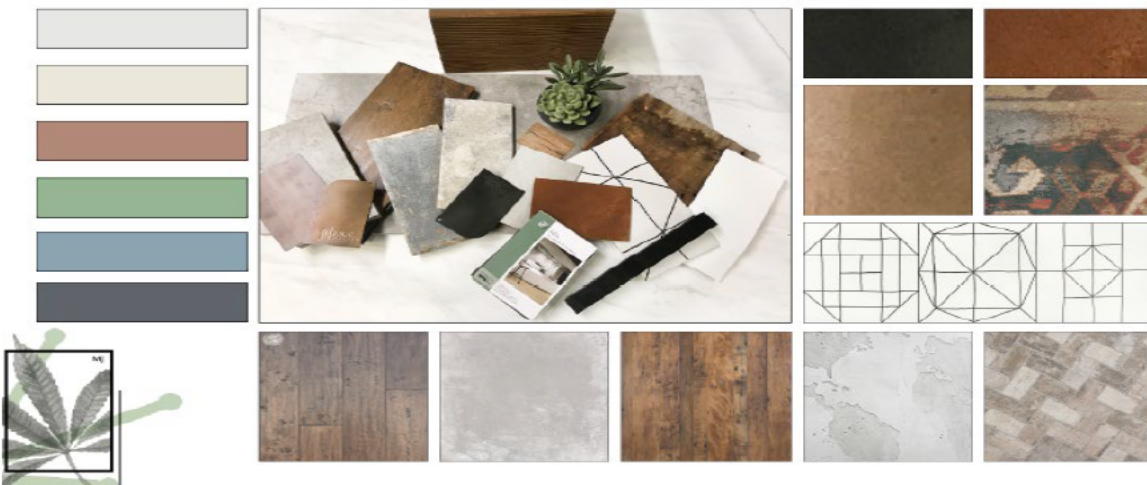
#### STAFF IPAD (OR OTHER HANDHELD TABLET DEVICE)

- Enables staff to provide standardized and accurate service to consumers in real time
- Alleviates knowledge and human resource bottlenecks
- Product data updates in real time and the device can double as a data collection tool for the retailer's customer experiences

Spiritleaf representatives have extensive product knowledge to help customers make informed purchases that suit their specific needs. Post-selection, the customer is invited to relax at one of the custom-designed sales bars where every product is carefully inspected. Every purchaser goes away with their cannabis in unique, child safe packaging and their information is kept on file. Customers know they need simply return to the same store should they ever have additional questions, would like a repeat purchase, or if they want to try something new.



AWAKEN YOUR INNER SPIRIT  
FRESH, AIRY, MODERN, TRAVELED, NOSTALGIC



## Location

With a strong foundation, Spiritleaf plans to open corporate and franchise dispensaries across Canada in jurisdictions where it is legal to do so. As a result, a unique opportunity has presented itself for Jeff Sweetnam to open a Spiritleaf dispensary in Whistler, BC. It is located on the main level in a prime spot with 20 feet of frontage to maximize exposure and under Jeff Sweetnam's leadership the location and opportunity will be met with great success.



**SPIRIT LEAF INC.** is a sophisticated and well-run organization with extensive cannabis, retail and franchise experience. Through the leadership of Darren Bondar who has an undergraduate degree from the University of Western Ontario, a Masters in Business Administration from the University of Alberta and 20 years of extensive management, retail and franchise experience, Darren is committed to ensuring the success of each Spirit Leaf franchise that is opened.

The Spiritleaf franchise system is supported by a staff which includes a CFO, Financial Controller, Legal Counsel, Director of Marketing, National Sales Manager, Operations Manager and other dedicated support staff.

Coupled with Jeff Sweetnam and April Bursey's previous experience, drive and pride of ownership, the Whistler dispensary will flourish under their collective leadership.

## Products and Service

Spiritleaf dispensaries will stock a wide variety of cannabis flower strains and oils which will make up 90% of the sales. Related accessories such as rolling papers, vaporizers, branded materials will complement the brand and provide a convenient service for our customers.

We have relationships with producers and will sell a variety of strains and products exclusive to our stores.

### CARPE DIEM

Perfect for seizing the day! This strain produces an uplifting, energetic experience. A clearheaded high makes this sativa ideal for creativity and socializing.

### UPLIFT

Hybrid "best of both worlds" combo of both sativa and indica. It's a strain with the perfect balance of relaxed energy for an enhanced mood any time of day. Great for socializing or just unwinding at home.

### ZEN

Known for its deep calming properties, this indica strain is the perfect nightcap. Great for ease of mind and body stress, pain relief and insomnia

### RENEW

Ideal for headaches and pain relief. CBD dominant which makes it the best therapeutic strain to relax the body with minimal side effects or high. Works great if you want the healing benefits of cannabis without any feeling of inebriety.

We have also developed a custom branded and unique disposable vaporizer for those customers that don't like to smoke.

## OUR VAPORIZER

# The Spirit Joint Disposable Vaporizer



Our marquee product. One of the most discreet, disposable vaporizers on the market. 150 puffs of pure C02 cannabis oil. No smell, no lighter, no charging, no prep, no hassle.



No paper

No lighter

No butane

No propane

No smell

No matches

No charging

No roaches

No grinding

No smoke

No filters

No hassles

We will supply the masses with the popular brands they've heard about and are excited to try.


**KIVA™**

**MARLEY  
NATURAL™**
**WILLIE'S  
RESERVE**

while Supporting local growers, their brands and values by telling their stories (from farm to token).



  
**Wheaton**

We have developed our own house brands that are exclusive to our stores and specific for local markets.

OUR HOUSE BRANDS  
(IN DEVELOPMENT)



SPIRITLEAF



SPIRIT  
JOINTS



STONE  
SELECTS



ISH

We source,  
create and  
curate quality  
cannabis  
brands.

Our stores will sell well-designed, high quality merchandise and accessories made by artisans.



Ball Hat  
\$35.00



Blazin' Coffee Mug  
\$20.00



Canvas Stash Bag  
\$20.00



H2GO Bottle  
\$20.00



Hologram Sticker  
\$4.00



Knit Beanie  
\$35.00



Matte Logo Sticker  
\$2.50



Men's Short Sleeve Tee  
\$25.00



Rider Beanie  
\$35.00



Transparent Logo Sticker  
\$3.00



Unisex Sweater  
\$75.00



Unisex Zip Hoodie  
\$75.00



Women's Short Sleeve Fitted Tee  
\$30.00



Women's Short Sleeve Fitted Tee  
\$30.00



Women's Short Sleeve Tee  
\$30.00

## Supply Chain

Spiritleaf has formed relationships with several of the biggest licensed producers in Canada. The supply chain is further strengthened by the company's relationship and formal agreements with Cannabis Wheaton which will provide each franchise owner with the cannabis products required to ensure that their shelves are stocked. As a result of this agreement and others, franchise owners are in a strong position knowing that they will have available inventory and can focus on sales and growing their businesses.

## The Target Audience

Spiritleaf values an inclusionary approach to the recreational cannabis retail experience: its stores will offer an impressive selection of products, knowledgeable staff and a welcoming and comfortable environment. Spiritleaf is focused on attracting customers in the 25 to 65-year-old demographic who may have experience with cannabis as medical patients or previously as recreational users.



We have created a modern retail model that offers legitimacy, reputability, professionalism and a feeling of confidence so that everyone from the senior citizen to the executive to the cannabis connoisseur can have an enjoyable experience.

## Technology & Compliance

Spiritleaf has chosen Cova as its system-wide POS provider. Cova is the world's most advanced cannabis retail software. Some highlights of Cova include: ID scanner, offline mode feature ensuring it never goes down, budtender mobility within the store, quick and detailed reports (i.e., top products, best customers), employee permissions to prevent fraud, track cash and detect discrepancies. But perhaps most important and impressive is Cova's mistake-proof design that helps ensure compliance with regulations.

In addition to POS technology, the franchisor has chosen vendors for accounting, payroll and payment processing and will work with franchisees to onboard them onto these systems. This will ensure that the store owners are spending their time planning and building their businesses rather than spending valuable time and bandwidth researching and testing the many options that exist.

## The Competitors

There will be many different competitors in the marketplace. From medical clinics who have positioned themselves as medical experts, head shops, vertically integrated cannabis companies and other independents and chains, it is expected that the recreational cannabis space will be very competitive. Spiritleaf must maintain its focus on being an elevated and differentiated dispensary to ensure it is the industry leader and its most recognized brand.

## Marketing and Promotions

*Spiritleaf* will attract its customers through highly focused marketing campaigns that are educational, lifestyle and content oriented.



The company's many advertising media — digital, social media, event sponsorship, print advertising and charitable affiliations — all help to promote the company, raise awareness, increase sales and reach its target customer. Most importantly, Spiritleaf is focused on building a loyal cult-like following to ensure maximum potency when delivering our unique brand personality and offering. We are committed to following the common traits of some of the most admired brands out there<sup>1</sup>.

### Be Remarkable.

#### Deliver the extraordinary.

Cult brands don't buy impressions, they make them. We help brands become truly remarkable, diverting mass media budgets toward more engaging activities that drive affinity and word-of-mouth advocacy.

### Be Inspirational.

#### Inspire from the inside out.

Cult brands invest in indoctrinating employees with their beliefs and values. We work with CMOs to improve their brand culture, and to harness human resources as their most powerful branding tool.

### Be Involved.

#### Shut up and listen for a change.

Mediocre brands scream via mass media; Cult brands shut up and listen. We help clients learn how to collect and value customer input and systematizes processes of co-creation.

### Have Purpose.

#### Be driven by a powerful ethos.

Cult brands get customers to not just buy, but to buy into their noble cause. We help brands find and convey their "why", so they can stop bribing customers with points and discounts, and start winning their hearts.

### Be Relatable.

#### Brands are not real people.

Cult brands behave like people, and represent aspirational human characteristics. We assess all brand/customer touchpoints and look for ways to insert more personality and humanity.

### Be Pervasive.

#### Cult brands are everywhere.

Cult brands extend their reach into non-traditional channels (i.e. Lego movie, Marvel Comics mobile app). We help brands come to life in complementary ways beyond their core offering.

With the opening of new locations, all corporate owned and franchised owned stores contribute 1% of their annual sales to a marketing fund that will continue to work towards targeting existing and potential Spiritleaf customers. It is anticipated that the Franchisor will spend \$1m to 2.5m/year promoting the Spiritleaf brand. Further, it is expected that each location will also spend additional dollars towards attracting and retaining local customers in their communities.

<sup>1</sup> <http://cultideas.com/philosophy>

**SPIRITLEAF BUILDOUT COSTS**

Below is the breakdown of build-out Costs

Description of Costs	AMOUNT
<b>FRANCHISE FEE</b>	\$ 25,000
<b>DESIGN &amp; PERMIT FEES</b>	\$ 10,000
<b>LEASEHOLD IMPROVEMENTS</b>	\$ 80,000
Mechanical & HVAC	
Electrical	
Drywall - Interior & bulkheads	
Plumbing	
Flooring	
Paint	
Glazing (Glass)	
Grill/Sliding Door	
Lighting	
Ceiling Treatments	
<b>SIGNAGE</b>	\$ 5,000
<b>STORE FIXTURES</b>	\$ 25,000
Custom Millwork Towers and Fixtures	
<b>Technology &amp; Security Package</b>	\$15,000
1 x stereo amp	
1 x 5CD player and/or Music player	
1 x 42" Screen TV	
1 x Video Camera Solutions	
3 X Digital Menu Boards	
1 x Discovery Kiosk	
POS SYSTEM & 3 Computers, Monitors, Scanners,	\$5,000
Receipt Printers, Label Printers	
<b>OTHER</b>	
<b>WORKING CAPITAL</b>	\$30,000
<b>INVENTORY</b>	\$70,000
<b>TOTAL</b>	<b>\$265,000</b>

**Financing Requirement**

The total investment for 1151761 BC LTD to open this dispensary location and provide the company with sufficient working capital is \$365,000. The Shareholders will invest \$365,000 in cash and equity and will use it to pay for items like franchise fees, design fees, permit applications, professional fees, inventory and working capital.

## **Our Competitive Advantage**

For Spiritleaf to succeed, numerous key success factors must be considered including location, differentiation; overhead, franchise strength, name and brand recognition and the capitalization of its unique concept.

### **REALESTATE**

We work with a team of commercial leasing professionals to obtain the optimal settings and exposure possible to help ensure each store's success while simultaneously building the national brand. Spiritleaf Whistler is located on the Creekside of Whistler.

### **INFRASTRUCTURE**

Having the infrastructure of a franchise system in place that includes a CEO, CFO, financial controller, operations manager, marketing and customer service team provides a significant competitive advantage that independent operators are unable to compete with.

### **SECURITY**

Spiritleaf has engaged a firm of security professionals to choose and implement the crime prevention through environmental design strategy (CPTED) as well as other security requirements that will mitigate the risks inherent in retail and a product such as cannabis.

### **PRODUCTS**

One of the benefits of owning a Spiritleaf store is the competitive advantage that comes along with full access to the premium, lab tested cannabis and house brands. Spiritleaf differentiates itself from the competition through distinct, high-quality, and brand-recognized products. With higher margin custom product lines that are not carried anywhere else, but that sit alongside familiar brand names which provide confidence and familiarity, Spiritleaf's merchandising strategy will be effective and resonate with customers.

### **MARKETING & BRANDING**

Spiritleaf Inc. will provide all stores in its franchise system with extraordinary marketing materials and strategies to help them become profitable and increase market share. Spiritleaf ensures its retail concept stays viable through continual market research, technical and marketing improvements, competitive analyses and well-defined strategies for growth. Finally, for long-term growth and stability, Spiritleaf must attract and retain customers, and become "the dispensary" where people should go to purchase their cannabis. This will continue to be accomplished through word-of-mouth referrals, advertising, the maintenance of a customer database for loyalty recognition, and through specialized, personal service.



### **TRAINING & SUPPORT**

All franchise partners attend a comprehensive five-day training program at Spiritleaf's head office. They receive an up-to-date operating manual to prepare for all aspects of the business. In addition, Spiritleaf is pleased to partner with Lift to offer extensive training to our retail staff. This includes:

- A mandatory minimum certification for employees within Spiritleaf's cannabis retail stores
- An engagement whereby Lift develops a custom certification program for the retailer by leveraging Lift's extensive industry network (MADD Canada, researchers, doctors, retail experts) and unique datasets, which will be a turnkey solution to:
  - i) create standardized communications around cannabis sales, safety, and uses and
  - ii) comply with the province's eventual advertising and service framework.

Annual meetings are held across Canada and we pride ourselves on providing regular announcements and corporate support which are essential to keep our franchisees ahead of the industry curve and ensure Spiritleaf maintains its position as a leading brand.

### **SOFT OPENING AND GRAND OPENING**

Individual stores will soft-open a few days in advance of the grand opening to allow for trained staff to perform a preliminary run of operating the store and serving customers using the technologies and best practices adopted.

## **SOCIAL RESPONSIBILITY**

Spiritleaf will comply with all regulatory requirements related to responsible cannabis consumption and is developing consumer education and programs related but not limited to:

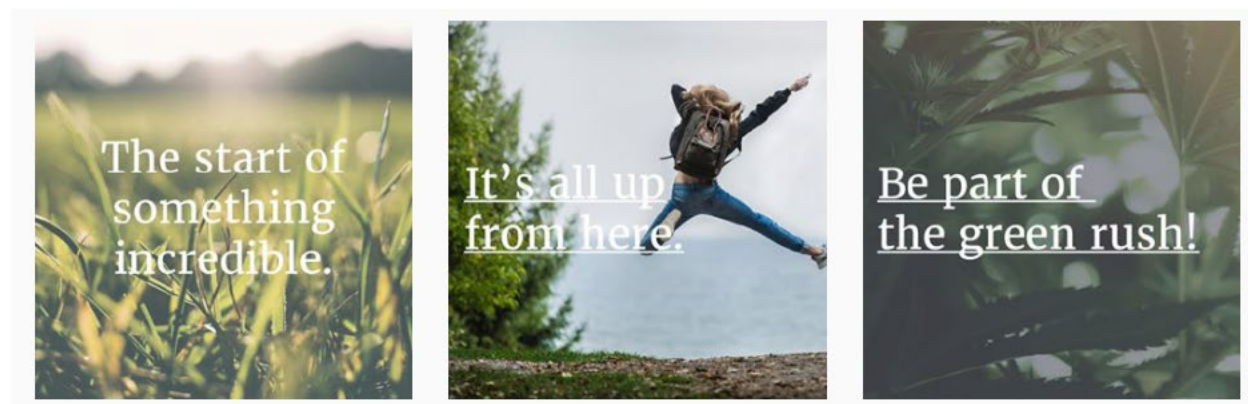
- The dangers of driving after consuming cannabis
- Education and awareness strategies
- Youth deterrence to cannabis
- Corporate social responsibility
- Harm-mitigation initiatives

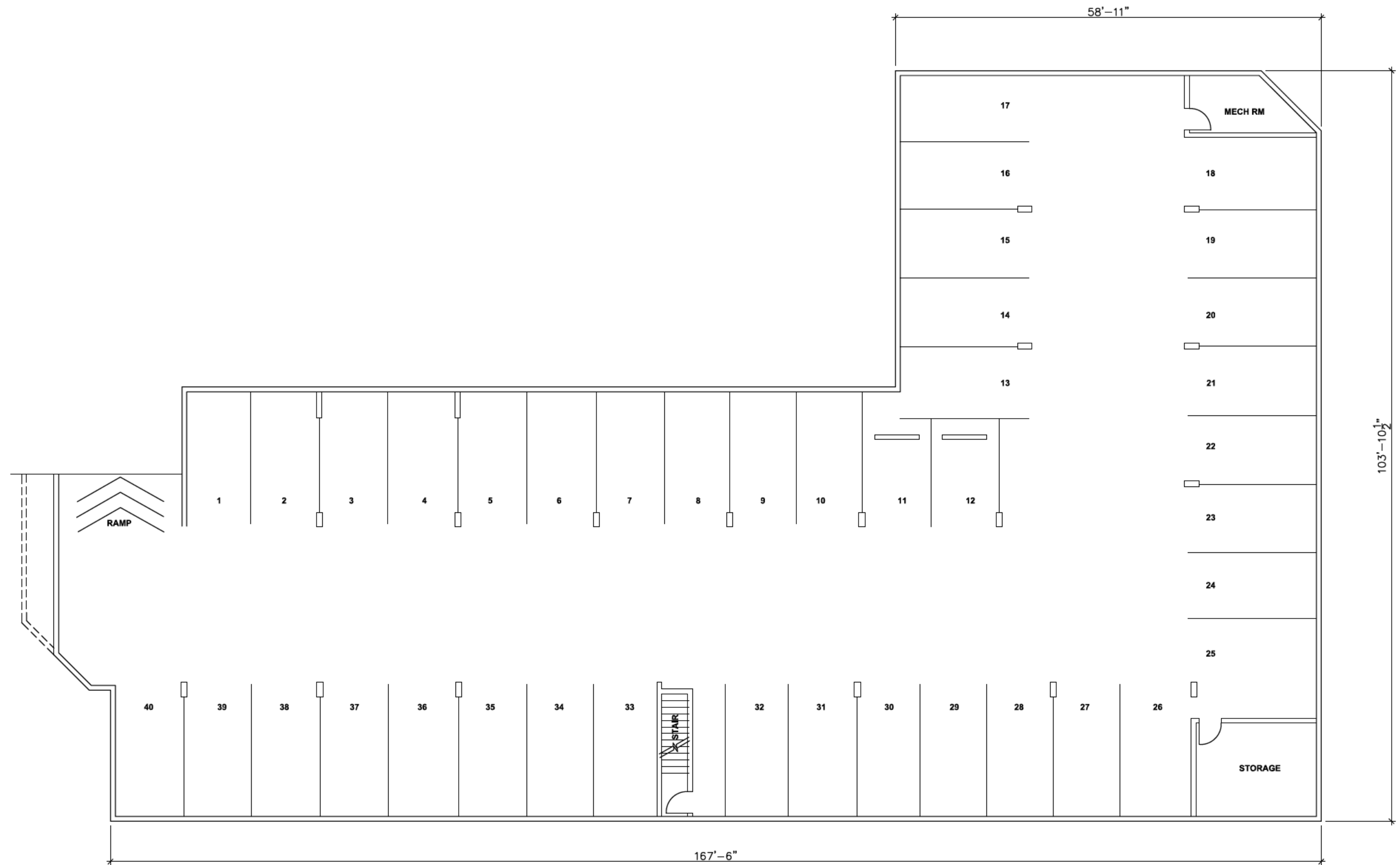
The company takes the social responsibility role very seriously.

## **Conclusion**

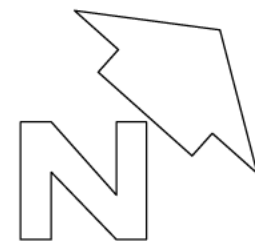
The legalization of recreational cannabis in Canada is a once in a generation opportunity. By being part of the founding members group of Spiritleaf franchise owners and applying our own personal skills, hard work and dedication to Spiritleaf -Whistler is well positioned for success. Dispensaries in some of the original legalized states in Seattle & Colorado have illustrated sales in excess of \$7,000/square foot. By being a first mover, partnering with a collective of franchise owners to create an iconic and nationally recognized brand that customers will seek out for their personal preferences offers a significant competitive advantage.

The business fundamentals, revenue potential, strength and experience of all partners involved will ensure that the hurdles and challenges that are sure to present themselves are overcome and we will be proud owners of Spiritleaf for many years to come.





Underground Parking  
Whistler Gateway  
Sept 14, 2022



Before



After



OPTION 1

After



OPTION 2

Artwork Date

February 28, 2023



Conceptual

Information Required:

- Existing voltage to be determined



Electrical



120V



347V



Other

to be determined

Customer Approval

Signature

MM/DD/YYYY

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask Sign Monster Signs and Graphics to provide further details if required.

All rights are reserved. The artwork depicted herein are copyright and are the exclusive property of Sign Monster Signs and Graphics. Any such reproduction of the artwork in whole or in part without the written permission of Sign Monster Signs and Graphics is prohibited.

Please note: Photo mock-up is for location and visualization purposes only and may not accurately represent the actual scale of the proposed signage to the building.





Artwork Date

February 28, 2023



Conceptual

Information Required:

- Existing voltage to be determined



Electrical

- ☐ 120V    ☐ 347V
- ☒ Other    to be determined

Customer Approval

Signature

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Specs/Details

**Supply & install:**  
2 Lexan sheet replacements with new graphics for existing light boxes

**Qty - 2 on front of the building**

**Substrate:** Lexan with vinyl graphics

**Illumination:** White LED

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OPTION 1



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Artwork Date

February 28, 2023



Conceptual

Information Required:

- Existing voltage to be determined



Electrical



120V



347V



Other

to be determined

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OPTION 2



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Artwork Date

February 28, 2023



Conceptual

Information Required:

- Existing voltage to be determined



Electrical

☐ 120V

☐ 347V

☒ Other

to be determined

Customer Approval

Signature

MM/DD/YYYY

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OPTION 1



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Artwork Date

February 28, 2023



Conceptual

Information Required:

- Existing voltage to be determined



Electrical

- ☐ 120V
- ☐ 347V
- ☒ Other to be determined

Customer Approval

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OPTION 2



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Artwork Date

February 28, 2023



Conceptual

Information Required:

- Existing voltage to be determined



Electrical



120V



347V



Other



to be determined

Customer Approval

Signature

MM/DD/YYYY

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