

1740 TRAVIS BOULEVARD, FAIRFIELD, CA



EAST OF EDEN



a  
**Grupo  
Flor**  
company



# BUSINESS PLAN

We have a track record of operating highly successful retail cannabis stores in communities across California.



EAST OF EDEN, MOSS LANDING



EAST OF EDEN, SALINAS



WHITE FIRE, SAN JOSE



WHITE FIRE, PRUNEDALE

## BUSINESS PLAN

In Salinas, our **East of Eden store generates 5-8x tax revenue** as other retail cannabis stores, and almost as much as all the other cannabis businesses in the city combined.

### Salinas Cannabis Industry Tax Revenue by Permittee: 2017 - 2020

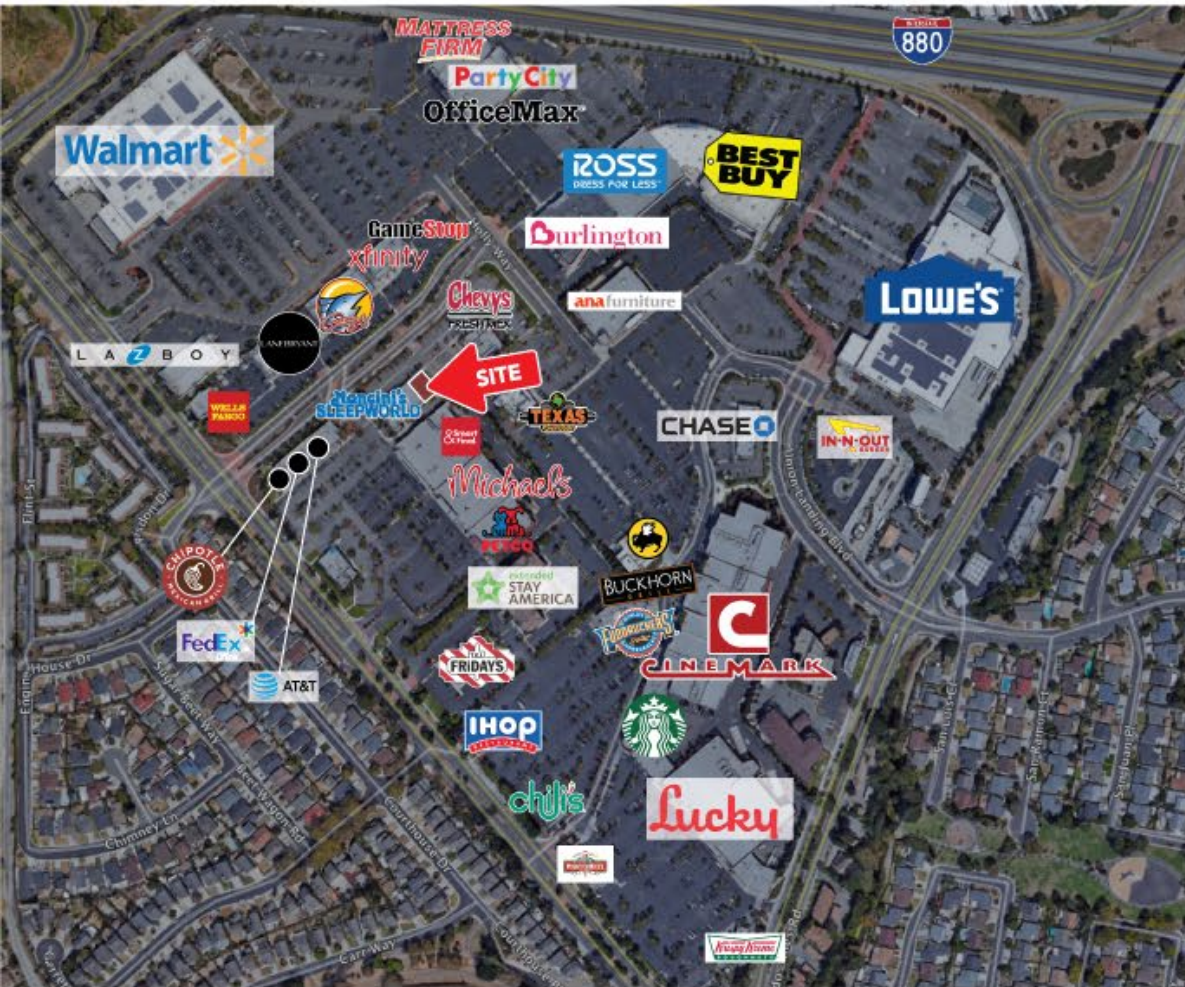
Business Name	Business Type	2017 Total	2018 Total	2019 Total	2020 Total
Cypress Manufacturing	Manufacturing	\$335,379	\$482,057	\$561,166	\$491,149
710 Combinator	Manufacturing	\$4,937	IA	\$247	\$20,135
Emerald Skyway	Dispensary	IA	\$226,967	\$247,140	\$107,333
<b>EAST OF EDEN</b>	<b>DISPENSARY</b>	IA	\$58,508	\$671,348	\$841,909
CannaCruz	Dispensary	IA	IA	\$31,003	\$169,425
Compassionate Bay	Delivery	\$14,955	\$43,067	\$42,314	\$89,507
Golden Essentials	Delivery	\$24,034	\$46,029	\$46,658	\$26,360*
Purple Trilogy	Delivery	IA	\$13,819	\$28,165	\$67,367
ProForma Labs	Testing Laboratory	E	E	E	E
American Biotech Testing	Testing Laboratory	E	E	E	E
<b>Industry-wide Total:</b>		<b>\$347,368</b>	<b>\$870,448</b>	<b>\$1,628,314</b>	<b>\$1,813,197</b>

**5-8x**  
TAX REVENUE  
THAN OTHER  
DISPENSARIES



## BUSINESS PLAN

Due to our track record of strong financial performance, in March we were awarded a license to operate in the Union Landing Shopping Center, the largest shopping center in Union City. We will be the first retail cannabis store in California to operate in a major regional mall.



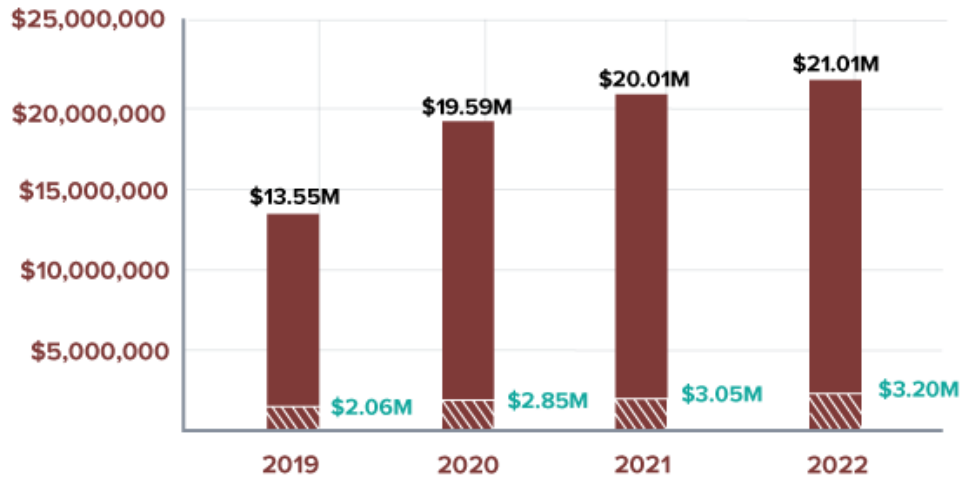
OPENING  
JULY 2021!





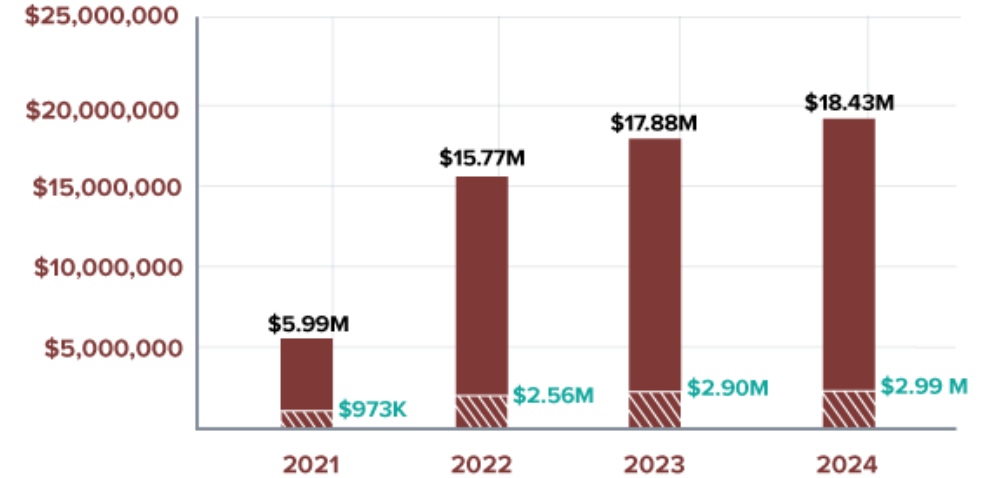
Our financial projections in **Fairfield** are not speculative, but are based on **objective data** and **prior performance**.

### EAST OF EDEN – SALINAS



	2019	2020	2021	2022
<b>SALINAS REVENUE</b>	\$13,556,931	\$19,596,202	\$20,012,409	\$21,013,029
<b>SALINAS TOTAL TAXES</b>	\$2,060,933	\$2,850,520	\$3,051,892	\$3,204,487
Details	2019	2020	2021	2022
Salinas State Sales & Use Tax	\$1,389,585	\$2,008,611	\$2,051,272	\$2,153,835
Salinas City Tax	\$671,348	\$841,909	\$1,000,620	\$1,050,651

### EAST OF EDEN – FAIRFIELD



	2021	2022	2023	2024
<b>FAIRFIELD REVENUE</b>	\$5,992,289	\$15,775,995	\$17,885,953	\$18,430,036
<b>FAIRFIELD TOTAL TAXES</b>	\$973,747	\$2,563,599	\$2,906,467	\$2,994,881
Details	2021	2022	2023	2024
Fairfield State Sales & Use Tax	\$614,210	\$1,617,039	\$1,833,310	\$1,889,079
Fairfield City Tax	\$359,537	\$946,560	\$1,073,157	\$1,105,802

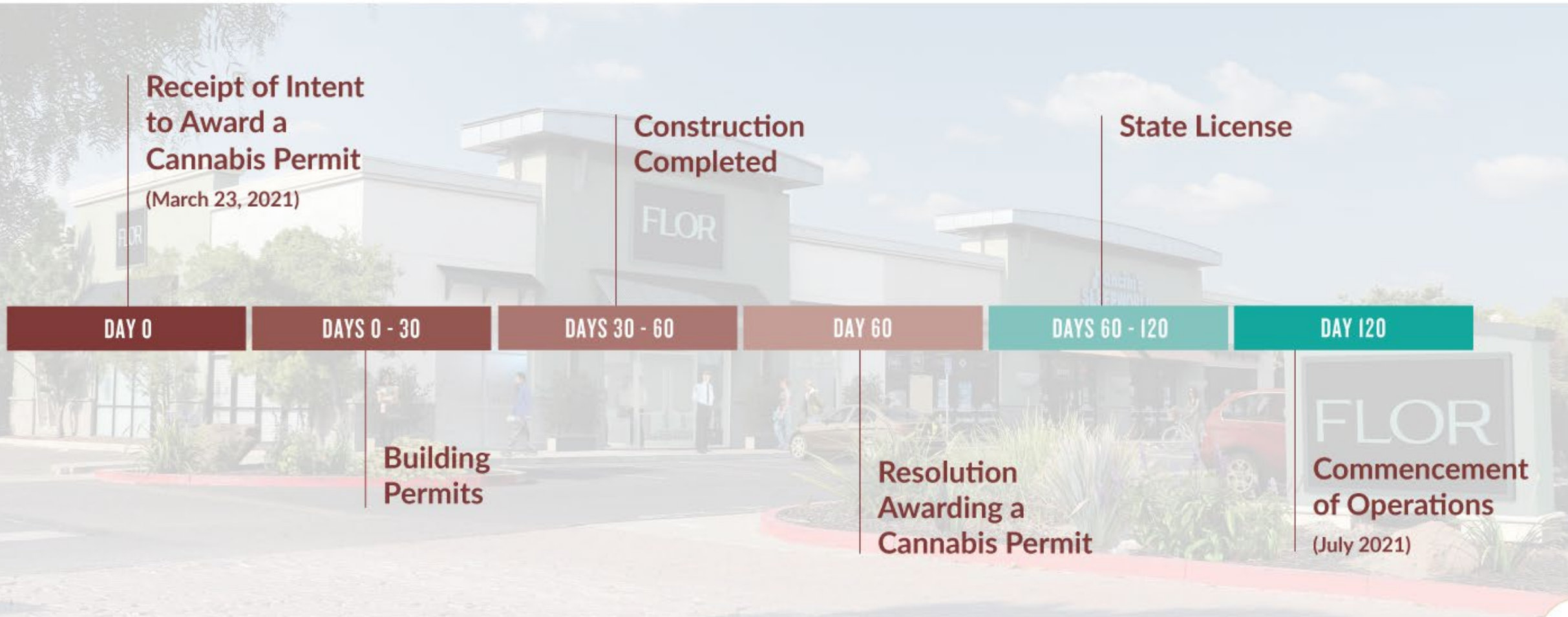
# BUSINESS PLAN

Fairfield Operational Timeline | We plan to be open by September!

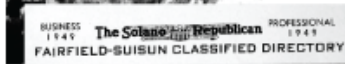


## BUSINESS PLAN

In **Union City**, we will open for business within 4 months of being awarded a license, just as we plan to do in Fairfield.

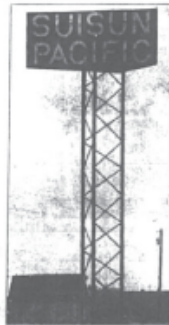






**REX CLIFT NEW CHIEF OF POLICE**

Chief Howard Yatsie Goes to Vallejo Police Force After 12 Years



Mondays & Thurs. FREE DELIVERY in Fairfield and Suisun **HORSE MEAT** (for pets only)

Lowest Human Robs Cripples

Less Than 2-Weeks Left In Subscription Contest



## MIKE ZUMPARNO'S FAIRFIELD ROOTS

Michael has been a Fairfield resident since 1957 and has owned a home in the City since 1988. He and his wife, Beverly, raised their three children in Fairfield and were very active in the community. His daughter, Danielle Zumpano, won the 2007 Miss Solano County Pageant. In 1983, Michael founded **Champion Nutrition** in Fairfield, which employed 30 people.



**OWNER; DIRECTOR OF COMMUNITY OUTREACH**

Michael's maternal grandfather, **Rex Clift**, was Fairfield's first **Chief of Police**, serving from 1942 until 1958.

Fairfield Police Department's state-of-the-art training facility is located on 1717 Rex Clift Lane, named after Michael's grandfather.

Michael's paternal grandfather, Filbert Zumpano, opened up a tailor shop in 1946 that would become Phil Men's Shop. Located at 832 Texas Street beneath the "Seat of Solano County" sign, for decades it was one of the most well-known small businesses in the City.



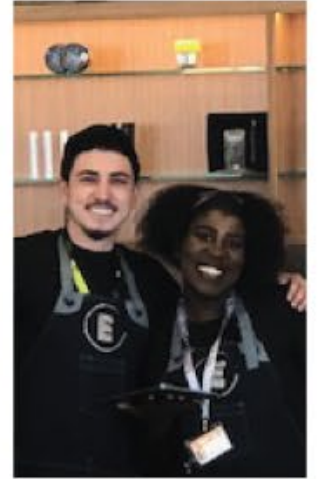
## LABOR & LOCAL ENTERPRISE PLAN

Our store is projected to create 25+ new jobs in Fairfield. Grupo Flor has created 200 jobs since the company started. Grupo Flor has paid \$20m in total wages since the company started.

**50%**  
OF OUR  
EMPLOYEES  
ARE LATINO

**60%**  
OF OUR  
EMPLOYEES  
ARE WOMEN

- \$17 starting hourly rate + employees receive additional compensation for working on holidays
- Seven (7) paid holidays
- Medical, Dental, and Vision for employees and their dependents
- Life Insurance
- Family Medical Leave
- Employee Assistance Program



## LABOR & LOCAL ENTERPRISE PLAN

We are very intentional about promoting employees from within the organization and ensuring the leadership in our stores is very diverse.



**JOANNA MARTINEZ**

GRUPO FLOR  
CHIEF OF STAFF

"What I appreciate about East of Eden is how intentional it is about promoting women. In one year in the cannabis industry, you learn as much as people do in five or ten years in other industries. The fact that this company is enabling women to quickly climb the ladder and develop skills that can be applied in any field is something I am very proud of."



**MAGGIE VARGAS**

EAST OF EDEN, MOSS LANDING  
GENERAL MANAGER

"Being able to see the growth, innovation and diversity that Grupo offers enlightened a passion in me to strive for more within. Coming from an agricultural background and stepping in new to the industry, I was never considered any less. I started off with an entry position, my hard work and dedication was always acknowledged. I appreciate the opportunity that was given to me for my own growth as I'm proud to see the rest of the team grow."



**DARIAN NUNEZ**

EAST OF EDEN, SALINAS  
GENERAL MANAGER

"I've only been at East of Eden for 2 years, and I just bought my first house. This was a major milestone in my life. When my parents and I moved here from Mexico, we really struggled ... This is why I feel so lucky to be working here. I'm thrilled with all of the progress I've made since joining the company."



**STEPHANI HAMILTON**

WHITE FIRE, SAN JOSE  
GENERAL MANAGER

"The California cannabis industry started out very male-dominated. I am proud of what White Fire has done over the past few years to create space for women to participate and hold leadership roles in the cannabis industry. All of White Fire's managers and most of our employees are women. The environment we have created is a reflection of Grupo Flor's values."



## LABOR & LOCAL ENTERPRISE PLAN

We respect the right of our employees to organize and have signed an LPA in every city where we hope to operate, including an LPA with the **National Agricultural Workers Union** in Fairfield. We are also working with UFCW to establish a positive working relationship.

**National  
Agricultural  
Workers Union  
(NAWU)**



John Nunes  
President

Jack Landes  
Secretary - Treasurer

Main Office:  
United Food & Commercial  
Workers Union, Local 5  
28870 Mission Blvd.  
Hayward, CA 94544  
(510) 889-0870  
Fax: (510) 889-6415  
Toll Free: (877) 655-FIVE  
www.ufcw5.org

240 South Market Street  
San Jose, CA 95113-2382  
(408) 988-0428  
Fax: (408) 971-8355

208 Miller Avenue  
So. San Francisco, CA 94060  
(650) 871-5730  
Fax: (650) 871-3590

4121 Alhambra Ave.  
Martinez, CA 94553  
(925) 728-8800  
Fax: (925) 228-8355

1145 North Main St.  
Salinas, CA 93906  
(831) 757-3094  
Fax: (831) 757-9115

323 Geary Street, Room 709  
San Francisco, CA 94102  
(415) 693-0143  
Fax: (415) 693-9352

85 Galli Drive, Suite H  
Novato, CA 94949  
(415) 883-6833  
Fax: (415) 883-1043

840 E Street, Suite 8  
Eureka, CA 95501  
(707) 442-1751  
Fax: (707) 442-9572

April 21, 2021

To: Fairfield City Council  
Re: Fairfield Cannabis Ordinance

Dear Council,

We wanted to notify you that UFCW Local 5 is currently in discussions with Grupo Flor to try and resolve the current dispute between our respective organizations. There has been agreement between the parties as of now.

Thank you,

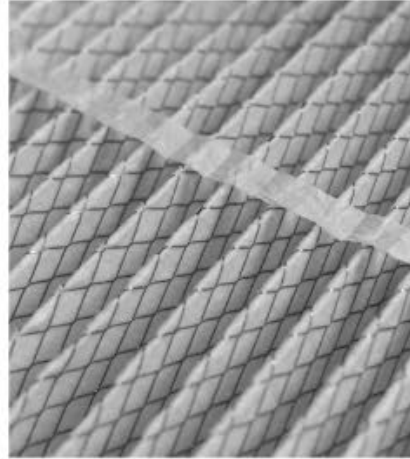
Jim Araby  
Director of Strategic Campaigns  
UFCW Local 5  
(510) 599-0488

## NEIGHBORHOOD COMPATIBILITY PLAN

Due to our extensive community outreach to **40 of our closest neighbors**, Grupo Flor is the only applicant that **did not receive neighbor complaints** during the Public Comment Period.

On-site personnel walk the premises 24/7 in addition to 24/7 monitoring of cameras.

### 24/7 SECURITY



Our retail environment is fully compliant with state and local laws. There is zero tolerance for any nuisance type behavior.

### NO-NUISANCE PROMISE

### ODOR PREVENTION

Our facilities are equipped with carbon filtration systems to eliminate any potential odor.



### CURBSIDE PICK-UP

Curbside transactions are completed within 3-minutes to promote Covid-19 Safety, protect our employees, and promote retail efficiency.



## SAFETY PLAN

Our Safety Plan is based on **industry best practices** honed through years of experience, and always prioritizes the well-being of our customers and employees.



## SECURITY PLAN

We have a **proven track record on security**, having conducted more than one million transactions with **zero security incidents**.



- Proven Inventory Control procedures / Limited Access to Product Storage Room



- Strict Controls for Cash Handling (e.g. \$500 POS limit, Tidel Safe)



- Facility has twice the number of cameras required by the state



- Guards walking the premises 24/7



- Between locations, more than 7 years of experience successfully managing security issues



- Vendor deliveries scheduled once per week to minimize security issues



## LOCATION

Our **Fairfield** store will be located in a highly sought after retail corridor, adjacent to the Gateway Courtyard and Solano Town Center, and has more than ample parking.



### 1740 TRAVIS BOULEVARD, FAIRFIELD, CA



**230 Parking stalls +7 handicap**  
(shared via REA with Chevy's Fresh Mex)



**Retail Makeup of Center is similar to Union Landing Shopping Center**

(Big box retailers such as Best Buy, Old Navy, H&M, etc.)



# COMMUNITY RELATIONS PLAN

Grupo Flor has an extensive track record of **community engagement** and **supporting local community organizations**.



**“Grupo Flor is one of the most engaged local businesses in all of Salinas.** The company’s support of Downtown Street Teams Salinas has helped the organization combat the growing homelessness epidemic locally. I am incredibly grateful for the work the organization continues to do to help support some of the most vulnerable members of the Salinas community.”

- Salinas City Council member Gloria De La Rosa



EAST OF EDEN SALINAS



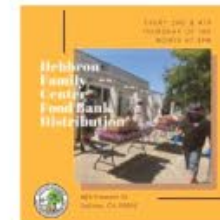
DOWNTOWN STREETS  
TEAMS SALINAS



RANCHO CIELO  
YOUTH CAMPUS



MONTEREY COUNTY  
VETERAN'S PARADE



HEBRON FAMILY  
CENTER FOOD BANK



SALINAS NATIONAL  
NIGHT OUT



## COMMUNITY RELATIONS PLAN

Grupo Flor is proud to have partnered with the **Weed for Warriors Project**, a veterans group that advocates for holistic rehabilitation for veterans through community-based projects, proactive care advocacy, cannabis education, and compassion.



HOLISTIC REHABILITATION



COMPASSION



CANNABIS EDUCATION

PROACTIVE CARE ADVOCACY

Grupo Flor hosts monthly events with Weed for Warriors at its retail stores across California. Since the partnership began, Grupo Flor has donated kits containing medical cannabis products and supplies to hundreds of veterans with verified medical cannabis recommendations.

## COMMUNITY RELATIONS PLAN

Grupo Flor has pledged to **support** leading community organizations in **Fairfield** with a contribution of at least \$70,000 per year.

**\$70,000**  
contribution  
per year

**+250**  
employee volunteer  
hours per year



**\$20k**

ANNUALLY



Fairfield Community  
Services Foundation

**\$30k**

ANNUALLY



Solano Community  
Foundation

**\$20k**

ANNUALLY



Fairfield Main  
Street Association



# COMMUNITY RELATIONS PLAN

Grupo Flor has a demonstrated commitment to preventing youth cannabis use, and educating parents and youth about the risks of youth cannabis use.

**Facts About Teens and Cannabis Use**  
Source: California Department of Public Health

- 1.** You must be 18 or older with either current doctor's recommendation, county-issued medical marijuana ID, or be a registered Medical Marijuana Patient to purchase medicinal marijuana.
- 2.** You must be 21 or older to use, care for, or grow recreational cannabis in California.
- 3.** If you are under 21 and are caught with possession of cannabis, you can get a Minor in Possession (MIP) and be required to complete drug counseling and community service.
- 4.** You can get an MIP even if a friend or relative over 21 years old buys cannabis legally and gives it to you.
- 5.** You can get a DUI for driving while under the influence of cannabis.

PRODUCED IN PARTNERSHIP BY:

**Health Effects of Cannabis Use on Teens**  
Talk openly with your children and set rules regarding cannabis use.

**1. Risk of Addiction**  
Cannabis can be addictive. Those who start using cannabis before age 18 are four to seven times more likely than adults to develop a drug problem.  
Source: National Institutes of Health

**2. Brain Development**  
The brain is still developing until age 25. Early use of cannabis may have an impact on teen brain development.  
Source: California Department of Public Health

**3. Unsafe Driving**  
Research shows that cannabis affects safe driving skills, like judgment, coordination, and reaction time. Cannabis makes it hard to judge distances and react to signals and sounds on the road.  
Source: National Institutes of Health

**4. Pregnancy and Breastfeeding Risks**  
Doctors advise pregnant and breastfeeding women to avoid cannabis use. Studies suggest cannabis use during pregnancy and breastfeeding can impact the baby's developing brain.  
Source: National Institutes of Health

PRODUCED IN PARTNERSHIP BY:

**AWARE**  
Advocating for  
Wellness  
Adolescent  
Recovery &  
Education

## Friday Night Live

Builds partnerships for positive and healthy youth development

CALIFORNIA  
**Friday  
Night  
Live**  
PARTNERSHIP

## Vacaville AWARE Coalition

Advocating for Wellness,  
Adolescent Recovery & Education

EDUCATIONAL FLYERS DISPLAYED IN OUR RETAIL STORES.