



Horizon Fairfield, City Council Presentation

April 29, 2021





HORIZON FAIRFIELD

Your Retail Dispensary
Opportunity

BUSINESS OVERVIEW

Business Overview, Building & Land Improvements, Roadmaps & Timelines, Labor Plan, Community Benefits & Investment



HORIZON FAIRFIELD'S STORY

- Horizon Collective was started by John Swanston and Sean Eaddy in 2008. John and Sean have successfully owned and operated cultivation, distribution and dispensary businesses throughout California, accumulating over 25 years experience in the industry. They own one dispensary in Sacramento, 1841 Dispensary, which is one of the best reviewed and top producing dispensaries in Northern California. Additionally, Horizon has been cultivating cannabis for the past twelve years.
- Horizon was looking to expand their retail storefront footprint to Fairfield by joining with Fairfield's own Karma Brands owner, Adam Pain, and industry expert Chris Hester, who, along with the city itself, fit their mold and coincides with their values and community focused business model. With a back to basic approach, we are NOT your average every day retailer looking for a quick buck, NOR are we the corporate big dog.
- Our goal isn't to sell out in a few years. Our goal is sustainability and grow within the community. We have real results based on real numbers and years of experience in the industry.



*"Best Cannabis
Dispensaries in America"*
– August 28, 2017



1841 El Camino

★★★★★ 4.6 (5,043)

Sacramento, California

Storefront

Medical & recreational

Order online (pickup)

Open until 9:00pm

License information

Best of Weedmaps

HORIZON COLLECTIVE: VERTICALLY INTEGRATED

We are California's solution to streamlining the cannabis process. By controlling our product from seed to sale we can ensure we are providing a quality, consistent, and reliable product by the time it reaches our customer's hands. Our goal is to cater to each consumer and community. We believe there is something for everyone.

Cultivation

A newly renovated premier indoor grow facility providing top shelf flower under our current brands Hud's Buds & White Rabbit.



Distribution

Longstanding relationships are our backbone and the reason we can provide fast and timely orders.



Retail

Horizon's very own, 1841 Dispensary in Sacramento is THE top producing retailer in the area. We have real numbers based off real results to back it up. Averaging 900 customers per day.



WHY HORIZON?

“The best customer service around

This place is fantastic. Always have a really good transaction. Everybody has a reasonably good attitude...and some of the staff are EXTRAORDINARY.

Unfortunately, I haven't noted their names, but I will pay attention in the future because these folks deserve recognition.”

- mamasankiley, January 2021

Real results that speak for themselves...



Dispensary gross sales of \$20MM + yearly. Demonstrated Self-Funded Capitalization



Part of the first 10 dispensaries to receive CA state license.



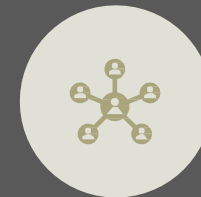
Access to over 150 brands and products



Up to 6% net sales go to local community organizations and programs



25 + years experience.



Vertically integrated Cultivation, Distribution & Retail controlling all segments of the market.

“Awesome Service

1841 El Camino Dispensary has THE most convenient service in the Valley. There is always little to no wait! Their Express/Pre-Order system will always keep the traffic flowing at that location.”

- LuciousJackson, February 2021

“We moved 3 hours south to Gilroy....

And still plan a trip back to Sac every 2 weeks so we can go to 1841. The staff is always friendly and helpful. Great recommendations. Tenders really know their stuff”

- miholbert, April 2021

WHY HORIZON?

Real results that speak for themselves...

“Courtesy

Everyone at 1841 is always courteous and polite. I’ve always had good experiences every time I shop at the establishment. It’s nice to have a good experience while fulfilling my needs. Some good deals are always appreciated. Thanks :)”

- Brezbuzz, February 2021

City of
SACRAMENTO

Horizon Collective

From 01/01/2020 To 12/31/2020

Acct	Class	Business Name	Business Address	Payment	Total Paid
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	12/21/2020	\$(49,316.00)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	11/30/2020	\$(58,349.00)
1038940	Cultivation	HORIZON COLLECTIVE INC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	11/03/2020	\$(26,067.12)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	10/20/2020	\$(59,872.00)
1038940	Cultivation	HORIZON COLLECTIVE INC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	10/15/2020	\$(45,393.60)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	10/02/2020	\$(61,196.00)
1038940	Cultivation	HORIZON COLLECTIVE INC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	09/03/2020	\$(87,647.65)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	08/28/2020	\$(62,778.00)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	07/29/2020	\$(25,580.00)
1038940	Cultivation	HORIZON COLLECTIVE INC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	07/29/2020	\$(58,871.48)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	07/29/2020	\$(60,092.00)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	06/24/2020	\$(58,744.00)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	05/12/2020	\$(49,034.00)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	05/12/2020	\$(52,219.00)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	04/28/2020	\$(41,425.00)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	04/28/2020	\$(42,482.00)
1008841	Dispensary	HORIZON COLLECTIVE INC	1841 EL CAMINO SACRAMENTO, CA 95815	01/31/2020	\$(40,732.00)
1037104	Distribution	POUNDTOWN SHM LLC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	12/14/2020	\$(43,162.31)
1037104	Distribution	POUNDTOWN SHM LLC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	11/03/2020	\$(13,960.50)
1037104	Distribution	POUNDTOWN SHM LLC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	10/15/2020	\$(23,394.02)
1037104	Distribution	POUNDTOWN SHM LLC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	07/29/2020	\$(15,460.56)
1037104	Distribution	POUNDTOWN SHM LLC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	05/14/2020	\$(1,788.00)
1037104	Distribution	POUNDTOWN SHM LLC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	05/14/2020	\$(3,468.00)
1037104	Distribution	POUNDTOWN SHM LLC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	04/22/2020	\$(6,558.00)
1037104	Distribution	POUNDTOWN SHM LLC	1 LIGHT SKY CT SACRAMENTO, CA 95828-1016	02/07/2020	\$(617.28)

1841 Dispensary
City of Sacramento

City Tax Rate:

4% Gross Receipts

\$877,599 Paid

(2020)

Horizon Fairfield
City of Fairfield

City Tax Rate:

6% Gross Receipts

\$1.2M Projected

(2024)

“Claims analyst

I love the staff at 1841. Everyone is so helpful and ready to help you choose something you want. The facility itself has nice vibe to it and actually looks like your going into a spa. Even though it’s a drive to them I will continue to take my business there. That’s how good it is.”

- annhiles1, August 2020

WHY HORIZON?

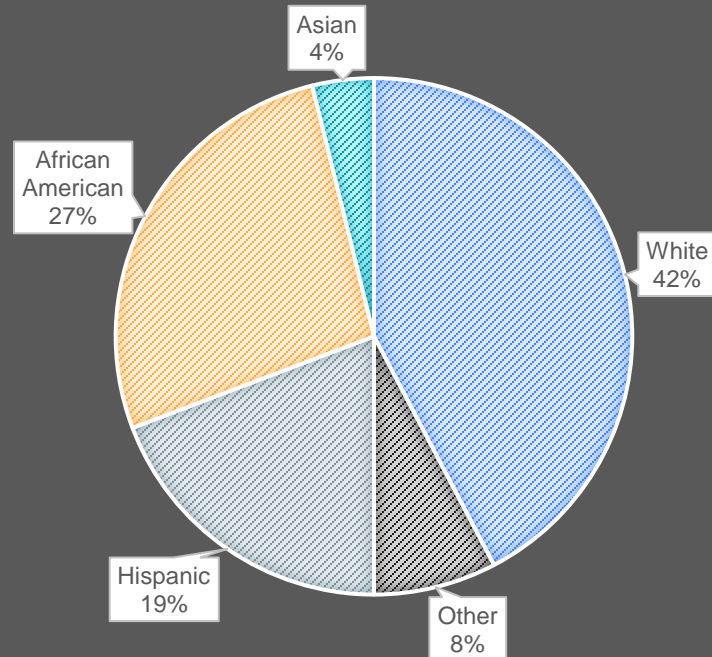
"love that we can order online. it saves us seniors from having to go inside. everybody has been so kind. we see them every week."
- papaburger, October 2020

Real results that speak for themselves...

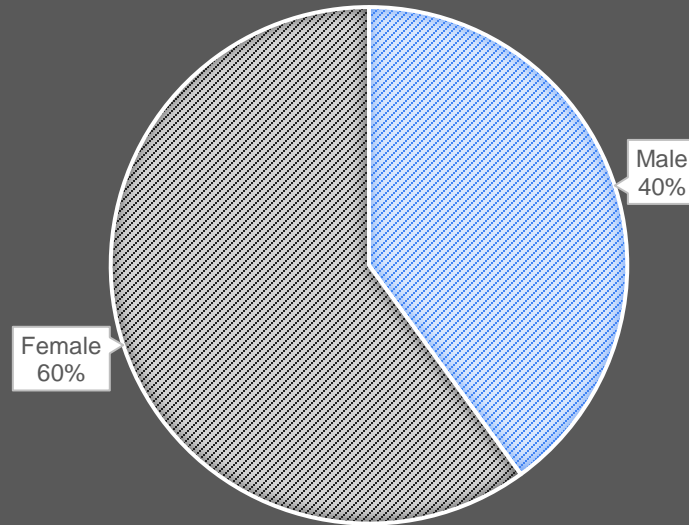
1841 Dispensary

(27 Employees)

ETHNIC DIVERSITY



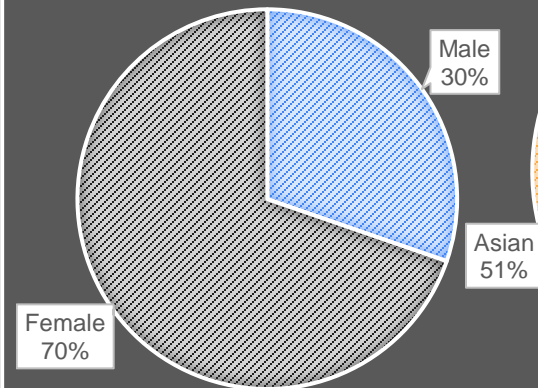
MANAGEMENT GENDER DIVERSITY



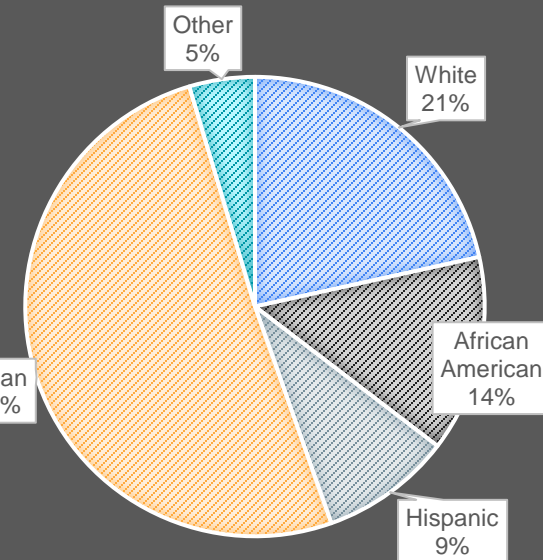
Horizon Collective

(66 Employees)

GENDER DIVERSITY



ETHNIC DIVERSITY





HORIZON FAIRFIELD

Your Retail Dispensary
Opportunity

BUILDING & LAND IMPROVEMENTS

Business Overview, Building & Land Improvements, Roadmaps & Timelines, Labor Plan, Community Benefits & Investment

Retail Storefront Dispensary

PROPOSED LOCATION

2349 N Texas St, Fairfield, CA 94533
Fully Executed 30-Year Lease



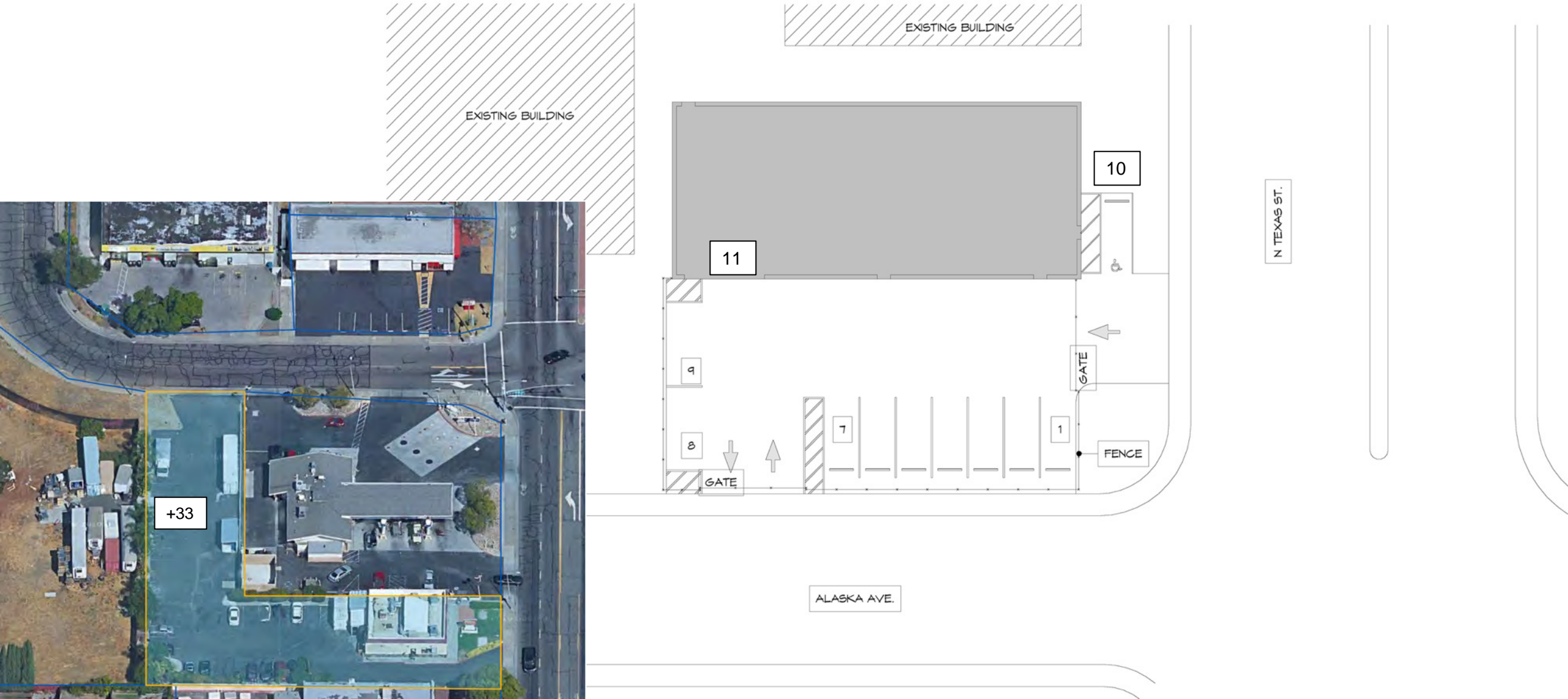
Retail Storefront Dispensary

PROPOSED LOCATION



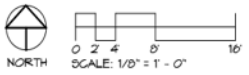
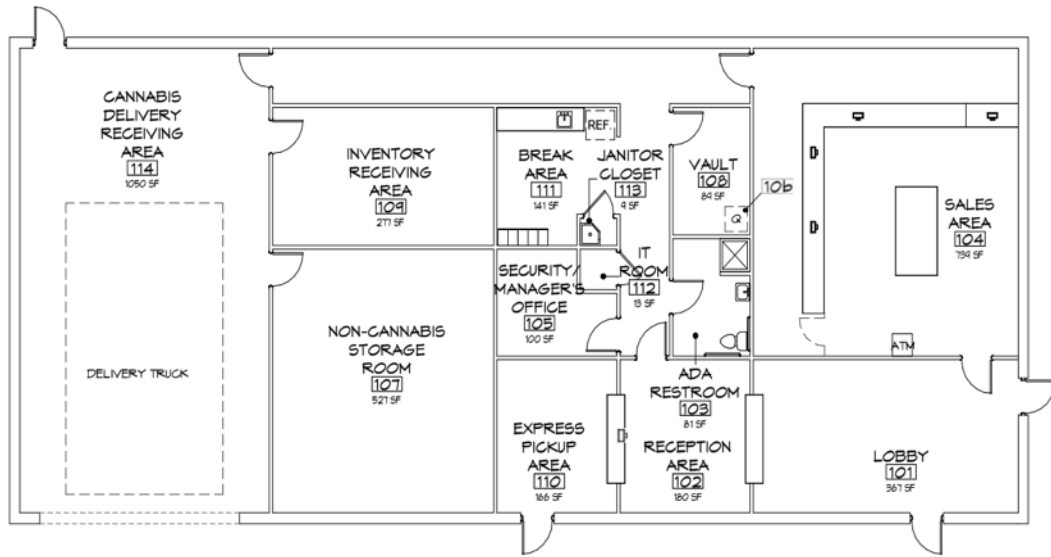
Retail Storefront Dispensary

PROPOSED LOCATION Parking









GROSS: 4,091 SF
 NET: 1,714 SF
 Q: Quarantine Area





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ROADMAPS & TIMELINES

Business Overview, Building & Land Improvements, Roadmaps & Timelines, Labor Plan, Community Benefits & Investment

7 MONTH TIMELINE

Notification of top applicants expected May 2021, then HZN will immediately start the process of applying for construction and business permits, after successfully completing the City Cannabis License application.

Launch of construction and renovations on the proposed location.

Completion of dispensary construction, start building out interior design elements and exterior landscaping.

Start dispensary recruitment and hiring efforts, submission of state license, and schedule commencement inspection.

Complete interior and exterior remodeling prior to the final inspection, obtain official City Cannabis License, obtain health and fire permits

Complete recruitment and hiring process, start employee training, and initiate marketing campaign initiatives to garner initial interest and awareness in the community.

Launch of dispensary and home delivery operations estimated to be around December 2021.

Weeks
1-3

Weeks
4-5

Weeks
6-19

Weeks
6-19

Weeks
20-25

Weeks
20-25

Weeks
30-32





HORIZON FAIRFIELD

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LABOR PLAN

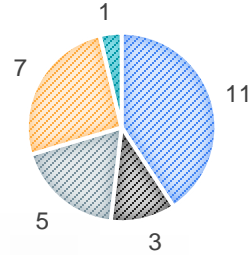
Business Overview, Building & Land Improvements, Roadmaps & Timelines, [Labor Plan](#), Community Benefits & Investment

LABOR PLAN

COMMUNITY INCLUSION

1841 ETHNIC DIVERSITY (27 EMPLOYEES)

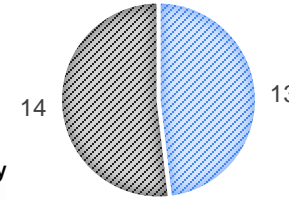
■ White ■ Other ■ Hispanic ■ African American ■ Asian



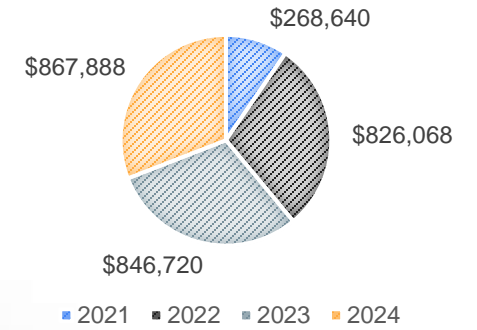
Fill employment positions with 100% Fairfield residents, prioritizing diversity, equity and inclusion and adopt socially conscious business practices to help impoverished community members.

1841 GENDER DIVERSITY (27 EMPLOYEES)

■ Male ■ Female



HORIZON GUARANTEED PAYROLL 2021-2024: \$2.8M



How HZN will benefit those underrepresented within the Fairfield Community through local business and community partnerships.



Engage Fairfield's local nonprofit and community groups to identify how HZN can best support them, whether through direct or indirect financial donations, organized employee volunteer days, in-kind donations, or other creative contributions.



Support employee growth through training and continued education.

HZN is committed to paying above the living wage in Solano County for all entry level employees, from \$16-\$18 per hour. Guaranteed \$4 over minimum wage & 33% more than local living wage. HZN is prepared to offer comprehensive health, vision, and dental benefits among other standard offerings for paid time off, paid sick leave, and holidays to all employees.

LABOR PLAN

ORGANIZATION & PAYROLL

Employee Benefits Package

Paid Volunteer Opportunities.

Two paid volunteer hours every month to participate in volunteer activities in the Fairfield Community.

1

Healthcare, Vision & Dental Insurance.

After completing one year of employment, HZN will offer full-time employees Blue Cross Blue Shield coverage.

3

High-Value Job Training.

HZN will offer supplementary training programs to ensure all employees receive the support necessary to thrive in their individual roles at the Company.

5

2

Paid Time Off & Paid Holidays.

Two hours of PTO and Two hours of Sick Leave every 80 hours worked.

4

Disability, Unemployment, Social Security, Medicare and Workers' Compensation.

HZN will contribute to Disability Insurance, State Unemployment Insurance, Social Security and Medicare, as well as Workers' Compensation.

6

Equal Opportunity Employer.

Prospective employees will be welcomed and valued—regardless of race, ethnicity, sexual orientation, gender identity, age, language, abilities/disabilities, socioeconomic status, geographic region or other characteristics.



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COMMUNITY BENEFITS & INVESTMENT

Business Overview, Building & Land Improvements, Roadmaps & Timelines, Labor Plan, Community Benefits & Investment

COMMUNITY OUTREACH

- We're not the "Apple Store of Cannabis" – corporate machines that only care about their bottom line
- We are part of the local fabric, genuinely concerned for our customers and the well being of the larger community.
- Give up to 6% net profit to local community programs and organizations in need, projected to be over \$500,000 by 2024.



Local Outreach
& Benefits



Neighborhoods
Concerns



Parking
Awareness



Safe & Secure
Measures



Odor Control



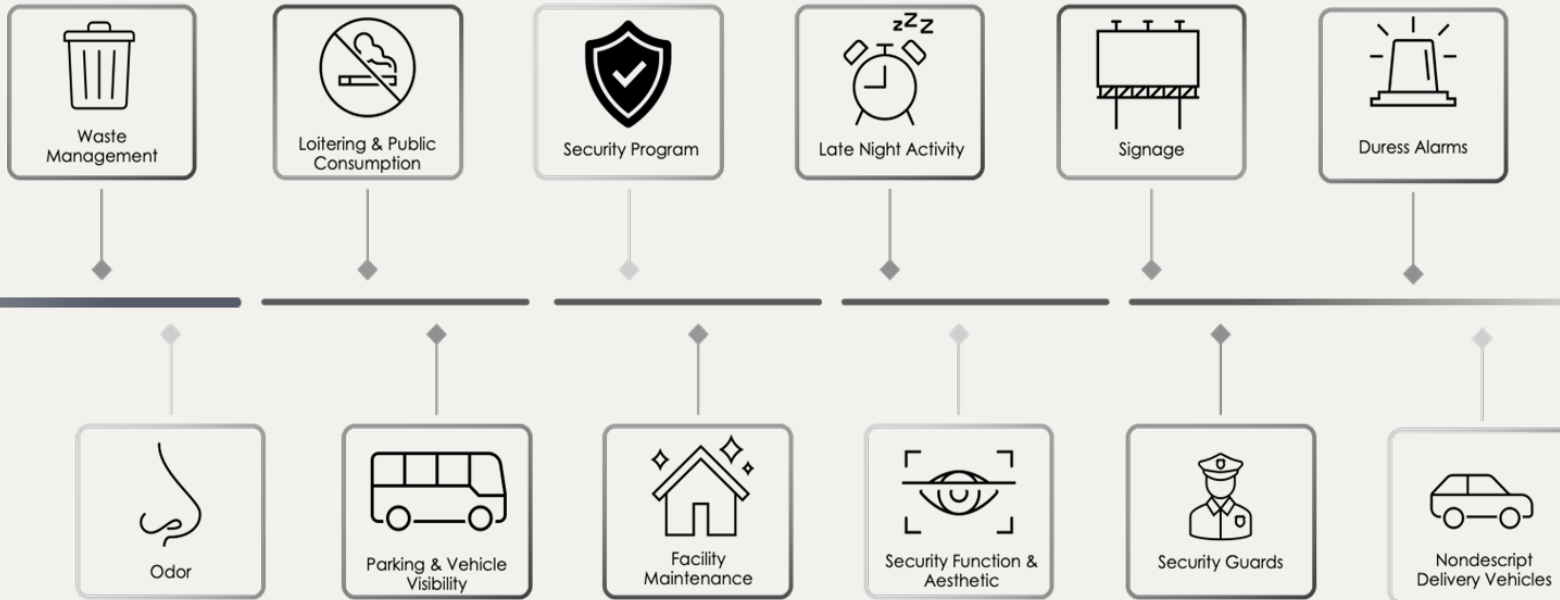
Friendly &
Educated Staff

COMMUNITY INTEGRATION

ADDRESSING NEIGHBORHOOD CONCERNS

Community Relations Director

Horizon Fairfield is committed to proactively addressing all potential issues related to operations at the site, including noise, light, and odor pollution, litter, and vehicle or pedestrian traffic. HZN has appointed the Community Relations Director, Adam Pain, to serve as HZN's primary point of contact for all matters related to community engagement, including preventative and proactive complaint response.



Manage Complaint Response Plan

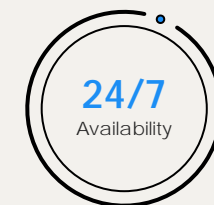
Proactive Community Engagement

Host Neighbors' Panel & Public Meetings

Quarterly Community Assessment Reports

Government Liaison

Ensure Adherence to Neighborhood Compatibility Plan



COMMUNITY INTEGRATION

COMMITTED VOLUNTEER TIME & COMMUNITY INVOLVEMENT

Volunteer Hours



Youth Educational Benefits



Committed to Fairfield

Nonprofit and Community Institutions

Monetary Contributions

Chamber of Commerce

Business Practices to Promote a Positive Economic Impact

"I like 1841 !

I get a discount because I work in healthcare and that's a major help for me ! They get me in and out I love it and the weed is always fire 🌿"

- Kimimom14, January 2021

Underserved Needs of the Community



TOTAL MONETARY CONTRIBUTIONS 2021- 2024

DOLLAR AMOUNT OF CITY TAX & COMMUNITY BENEFITS EXPECTED

According to our conservative financial projection, **adjusted for 4 licenses in Fairfield**, our revenue as well as net profit will steadily increase over the next six years.

\$1.5M

Community Benefits

5% Net
Income

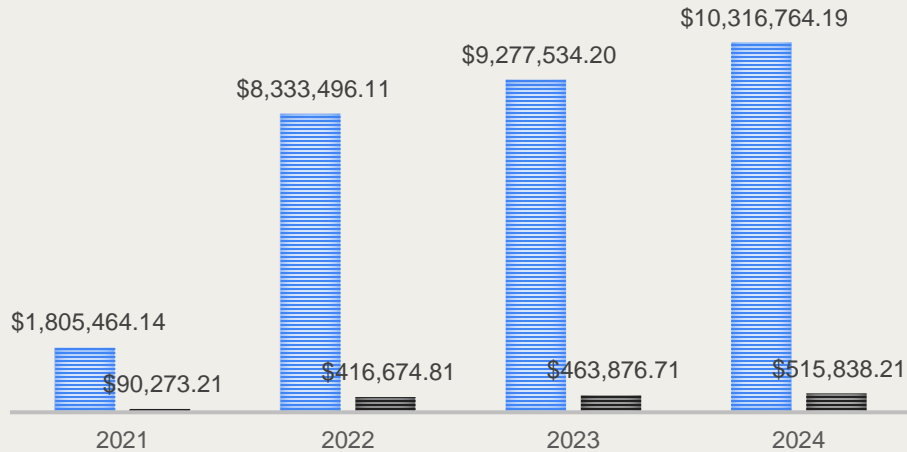
\$3.6M

City Tax

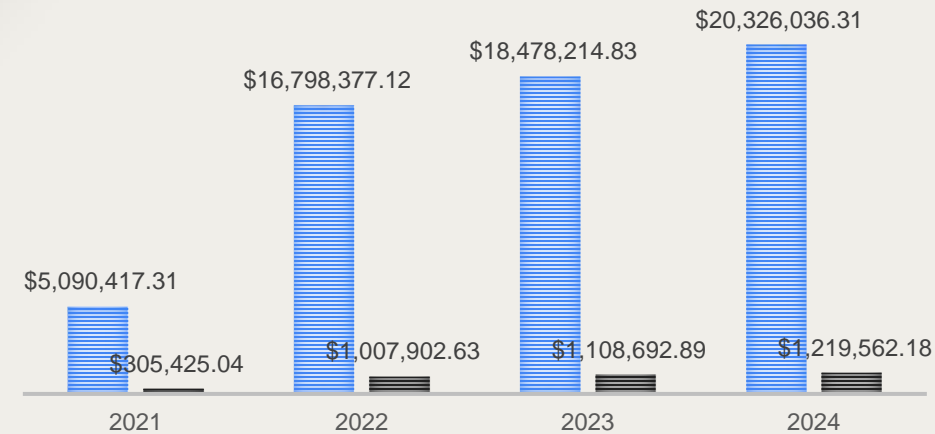
6% Gross
Receipts

\$4.1M
Combined

■ Net Operating Income ■ Community Benefits



■ Gross Receipts ■ City Tax



COMMUNITY INVESTMENTS

UNIQUE PAST COMMUNITY INITIATIVES



Symple Equations, At-Risk Youth

World Class Public Art Installations

Food Drives



THANK YOU

"Perhaps one of Sacramento's most gorgeous cannabis retail operations, 1841 El Camino is a place you'll never want to leave. The atmosphere is akin to being inside the living room of an elegant home, and when you combine that with friendly staff members, there's no wondering why it's a popular destination. Best of all, 1841 El Camino proudly supports veterans, disabled, and seniors with a 15 percent discount any day of the week."

- Anne Forkutza, VP, "4 Must-See Cannabis Dispensaries in California – Sacramento", Cova, July 2019



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