

September 11th, 2020

City of Prince George
1100 Patricia Blvd
Prince George, BC V2L 3V9

Re – Epik Products Inc’s Cannabis Retail Store Application

Dear Mayor and City Council,

Please accept my application for a temporary use permit for a non-medical cannabis retail store at 356 George Street, Prince George. I have attached letters of support from excited businesses and employees in the immediate neighborhood. I have also attached a floorplan of our location with security highlighted.

Thank you for the opportunity to address a concern raised by impacted businesses and the Staff Report to Council by Mr. Ian Wells.

I was born and raised here in Prince George and have worked in the downtown core with various careers over the last 20 years. I have been an entrepreneur before myself and understand the concerns brought forth by Grasshopper Retail.

I have had the opportunity over the past few weeks to speak with many of our neighbors on George Street and the surrounding area. The downtown businesses and their employees have fostered a wonderfully supportive community that we are looking forward to joining. Their excitement and support during this process has been vital.

When we looked at possible locations for Epik Products we were guided by the MY PG Goals and our strong desire to contribute to the revitalization of downtown Prince George. We wanted to support the work already completed to improve the city core, so our building design was created to match the work of other businesses in the area. These include Crossroads Brewing, The Birch and Boar, Ritual Coffee Bar, and Betulla Burning, who have all spent thousands of dollars improving their locations, leading the improvement of the look and feel of the downtown.

Epik Products is committed to being a destination place for people all over Prince George and the North. Our beautiful “flag-ship” store is a place we want to show off and our community can be proud of. Our commitment to our neighbors and the growth of Prince George will allow us to represent Prince George as a flourishing market as we expand and promote our business across Canada. We are committed to being the best store in Western Canada and will draw tourism dollars to downtown Prince George.

Epik Products target market is yet un-tapped in Prince George and because of this I believe we will bring new customers to the core and not shift customers from one store to another. Epik’s target market is 40 plus women and professionals, from inexperienced to avid users who are generally more comfortable in a higher-end professional atmosphere and who are looking for education and quality product. I strongly believe that these clients would be a great boon to the downtown core.

Epik Products will not appeal to street users and will not add to the proliferation of drugs and undesirable activity in the downtown core. Our look, feel, and security will drive those customers away as we are targeting a much more affluent clientele. Our prices and product will not appeal to them.

The commitment we have to our clients extends to our downtown neighbors as well. Knowing that we will be around for the long haul and that we want to develop long term relationships with our neighbors, I asked my landlord to install extra security over and above that required for Licensing. Lighting has been installed in the alley and the front façade of our location and the interior have been renovated to match the look of downtown Prince George. The entrance to our store will be manned full time by security.

All of us at Epik also strongly believe in community service and we are all excited to have a team and corporate culture that will continue to foster those ideas. Our commitment to our neighborhood includes those less fortunate, even though they will not be welcome in our location. We are committed to volunteering our time and resources to support those services that provide services for our more vulnerable population.

I believe competition is healthy in any industry and will only drive us all to do better for our clients. My clients are priority number one for myself and my staff and this is what guides our promise to educate our customers on responsible usage. Pushing ourselves to always do better and healthy competition is going to elevate the entire industry.

I thank you again for taking the time to allow me to address the concern of distance and competition and that you allow us, as you have with other locations within Prince George, to operate within the minimum distance of separation. I believe we are targeting a different demographic than Grasshopper Retail Inc and that we will also add to diversity of clients and business downtown. We are also generating a dozen jobs at opening, with half of our staff coming off EI due to other business closures.

Thank you.

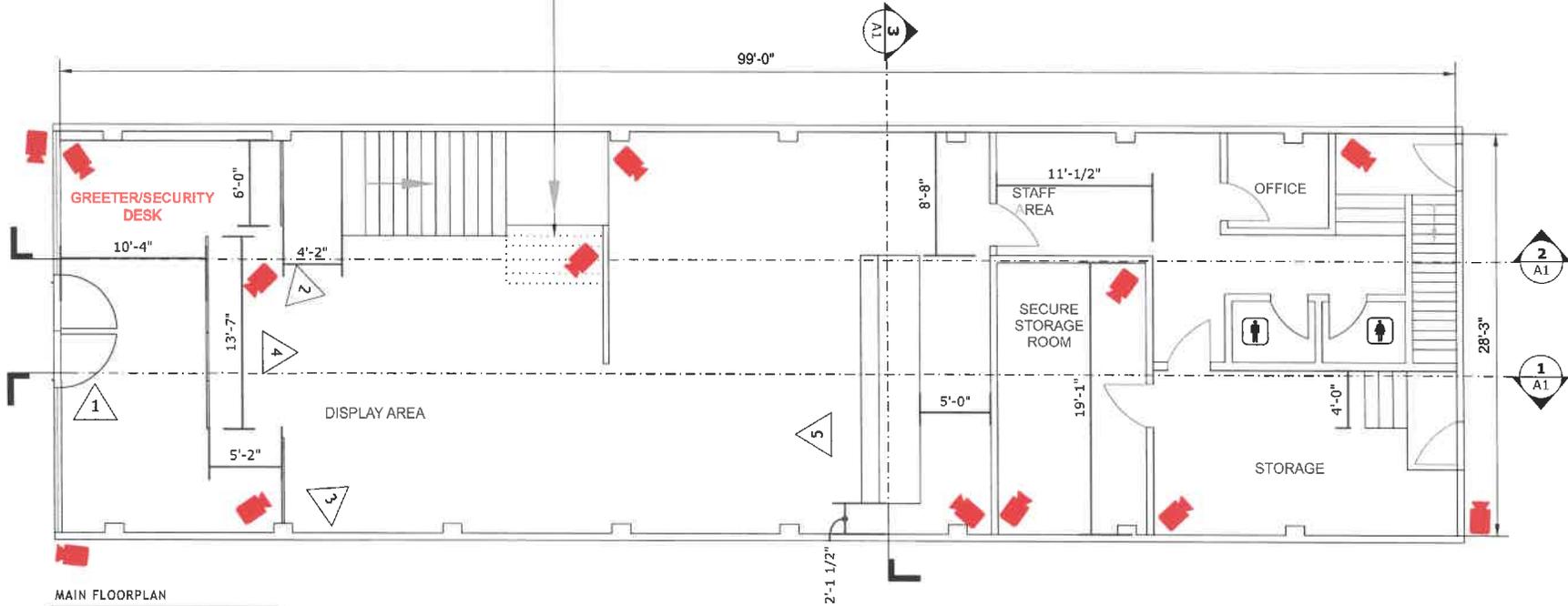
Redacted Signature

Larissa Dawn Lebel
Prince George Resident
CEO of Epik Products Inc.

If Council needs more information to make an informed decision, I am willing to put together a video presentation for them. This is not JUST WORDS.



STAIR CONSTRUCTION TO BE
CONFIRMED BASED ON EXISTING
STRUCTURE BEHIND DRYWALL.

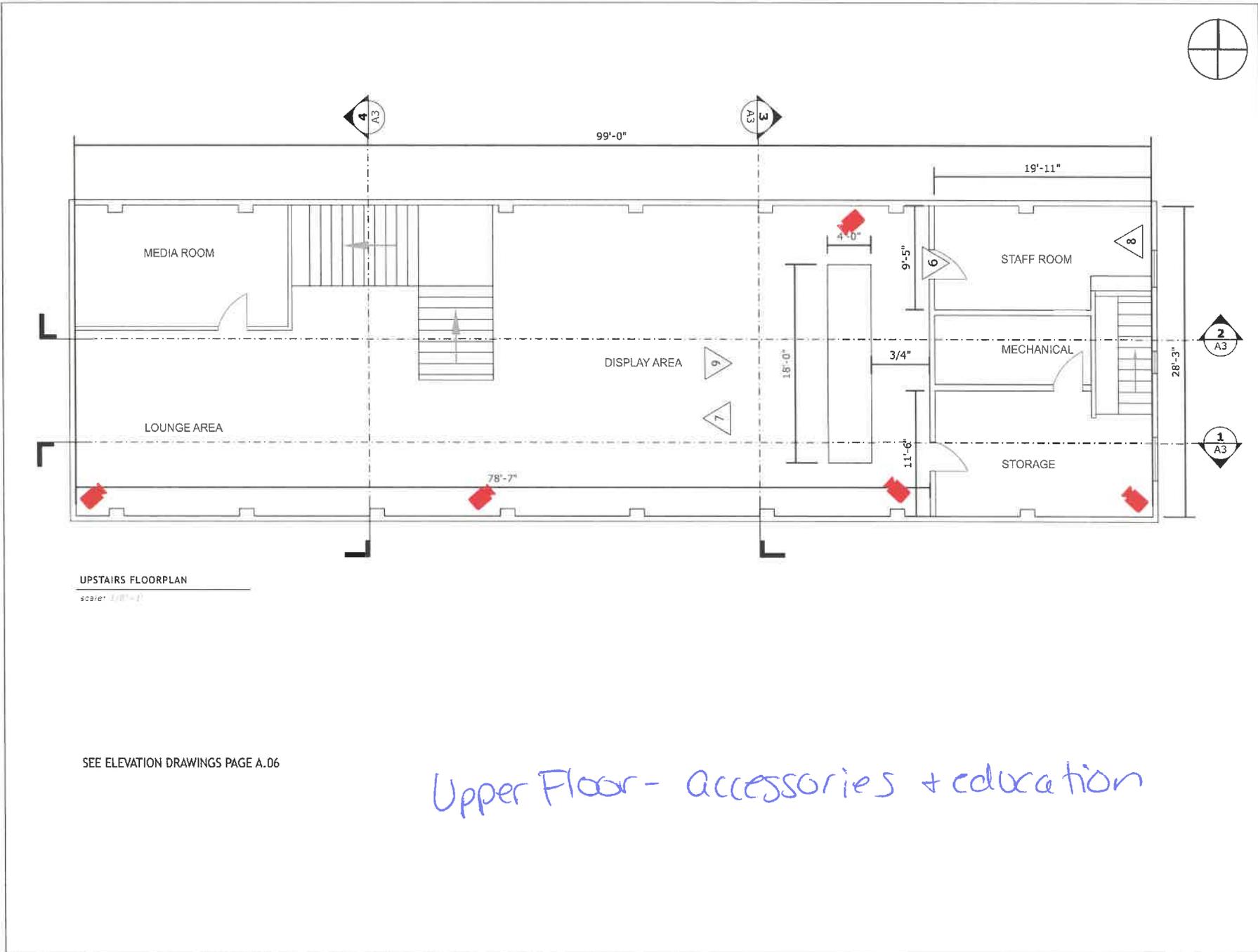


MAIN FLOORPLAN

Scale: 1/8"=1'

SEE ELEVATION DRAWINGS PAGE A.05

Main Floor - Cannabis products



UPSTAIRS FLOORPLAN
scale: 1/8"=1'

SEE ELEVATION DRAWINGS PAGE A.06

Upper Floor - accessories + education

ALL DIMENSIONS TO BE CONFIRMED BY THE GENERAL CONTRACTOR. TRADES DRAWINGS ARE NOT TO BE USED FOR ARCHITECTURAL OR ENGINEERING PURPOSES.