

October 13th, 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.

Epik's "Education Centre" sets us apart from the shops that have come before us in Prince George. We have committed 900sq feet, almost half of our upstairs space, to providing and creating the educational materials our clients need. When a new user enters Epik Products, they will be given the opportunity to learn what they need for safe experimentation to find the product and dosage that works best for them. New concentrated products and edibles are hitting the cannabis market regularly with new research and information coming out every day. A new user, and even experienced users, can become overwhelmed with too much information and no guidance. With literature and videos produced in-house, we can tailor education to each individual's needs and some of the unique situations we deal with in Northern British Columbia.

One of the very first things new users will learn about at Epik Products is safety. They will learn about what side effects they may experience and how to adjust strains and dosage. They will learn how not to overdo it with edibles and concentrates and how to help their friend who has had too much. They will learn about impaired driving and other activities that they cannot or should not do while under the influence of marijuana. They will learn about fire safety, storage, childproofing, travel, and, most importantly, how to enjoy marijuana safely.

Epik's target market is women and professionals, aged 40+, from inexperienced to avid users who are looking for education and quality products. This 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 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. We are committed to being the best store in Western Canada and will draw tourism dollars to downtown Prince George.

The building owner has installed 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.

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 other businesses' work 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.

I have had the opportunity over the past few months to speak with many of our neighbours 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 have been vital.

Thank you,

Larissa Lebel

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