

# City of Fullerton - Cannabis Application Review Criteria

APPLICATION TOTAL POTENTIAL POINTS	369	-	351	-	339	-	338	-	332	-	384	-
SECTION 1: BUSINESS PLAN (Potential Points)	189	51.2%	171	48.7%	174	51.3%	173	51.2%	152	45.8%	194	50.5%
<b><i>Sub-Section 1A: INNOVATIVE BUSINESS MODEL</i></b> <b><i>Innovative Business Models Consistent with the Fullerton Community</i></b>	Retail (Storefront & Non-storefront)	% of Total Points available	Cultivation	% of Total Points available	Manufacturing	% of Total Points available	Distribution / Transportation	% of Total Points available	Testing	% of Total Points available	Microbusiness	% of Total Points available
<u>Business Model</u> - Innovative or uniqueness of the proposed business model; such as, the applicant's understanding and description of the segment(s) of cannabis market the business plans to serve (e.g. local residents, seniors, tourists, medical patients, or other niche markets), and how the business plans to integrate with existing Fullerton businesses.	15	4.1%	10	2.8%	10	2.9%	10	3.0%	5	1.5%	15	3.9%
<u>Marketing</u> - Quality and detail of the key aspects of the marketing plan that would be generated and incorporated into the business plan.	2	0.5%	1	0.3%	1	0.3%	1	0.3%	0	0.0%	2	0.5%
<b><i>Sub-Section 1B: CONNECTION TO FULLERTON</i></b> <b><i>Connection to: Ability to Serve; and Familiarity with the City of Fullerton</i></b>	Retail (Storefront & Non-storefront)	% of Total Points available	Cultivation	% of Total Points available	Manufacturing	% of Total Points available	Distribution / Transportation	% of Total Points available	Testing	% of Total Points available	Microbusiness	% of Total Points available
<u>Community Engagement</u> – Overall quality and detail of the proposed Community Engagement Plan; including, understanding of the community, its values, the City's unique aspects, and how the business plans to integrate into the community.	20	5.4%	20	5.7%	20	5.9%	20	5.9%	20	6.0%	20	5.2%
<u>Engagement with Local Non-Profits</u> – Community Engagement Plan includes plans or proposals to work with local non-profits and other community groups (volunteer efforts, partnerships, etc.) in an ongoing basis after commencing operation. Fullerton non-profits (or those that serve Fullerton) are preferred.	15	4.1%	15	4.3%	15	4.4%	15	4.4%	15	4.5%	15	3.9%
<u>Community Events</u> – Community Engagement Plan includes participation in Fullerton community events (Love Fullerton, First Night, 4th of July, Farmer's Markets, etc.).	10	2.7%	10	2.8%	10	2.9%	10	3.0%	10	3.0%	10	2.6%
<u>Local Business Partnerships</u> – Community Engagement Plan includes partnerships with existing Fullerton businesses (e.g. the procurement of non-cannabis goods and services from local businesses as part of the initial start-up and ongoing operations of the business). Application should include specific references to the goods or services that will be sourced from Fullerton.	15	4.1%	15	4.3%	15	4.4%	15	4.4%	15	4.5%	15	3.9%
<u>Community Relations</u> - Quality and detail of the proposed cannabis businesses community relations plan as required in FMC 3.88.420.	15	4.1%	15	4.3%	15	4.4%	15	4.4%	5	1.5%	15	3.9%
<u>Local Educational Partnerships</u> – Community Engagement Plan and business plan incorporates outreach and participation with local schools and colleges pertaining to scholarship funds/opportunities, program support and volunteerism in furtherance of Fullerton's commitment to education. Application should include specific references to contributions or support efforts that will be undertaken by the cannabis business.	10	2.7%	10	2.8%	10	2.9%	10	3.0%	10	3.0%	10	2.6%
<b><i>Sub-Section 1C: OPERATIONS</i></b> <b><i>Employee Training, Standard Operating Procedures, Online Ordering Systems, and Procedures for Providing Cannabis to Disadvantaged or Disabled Persons</i></b>	Retail (Storefront & Non-storefront)	% of Total Points available	Cultivation	% of Total Points available	Manufacturing	% of Total Points available	Distribution / Transportation	% of Total Points available	Testing	% of Total Points available	Microbusiness	% of Total Points available
<u>Standard Operating Procedures ("SOP")</u> - Overall quality and detail of the proposed operating procedures; including, the extent to which the applicant noted examples of industry best practices and incorporated them into operating procedures. Additionally, did the applicant show specific examples of where the practices they included in their SOPs have worked before?	5	1.4%	5	1.4%	5	1.5%	5	1.5%	5	1.5%	5	1.3%

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<u>SOP: Financial Plan (Start-up)</u> - Financial plan and/or budget to start the business (based on the business plan and design concept included in the application), including items such as tenant improvements, employee costs, legal costs, consultant costs, initial inventory.	3	0.8%	3	0.9%	3	0.9%	3	0.9%	3	0.9%	3	0.8%
<u>SOP: Funding (Start-Up)</u> - Demonstration of funding availability to achieve the financial plan detailed in the previous category.	3	0.8%	3	0.9%	3	0.9%	3	0.9%	3	0.9%	3	0.8%
<u>SOP: Financial Plan (Ongoing Operations)</u> - Financial plan and/or budget to operate the business as described in the application (for example: business pro forma, cash flow, accounting procedures, employees dedicated to financial matters).	3	0.8%	3	0.9%	3	0.9%	3	0.9%	3	0.9%	3	0.8%
<u>SOP: Funding (Ongoing Operations)</u> – Demonstration or identification of access to operational capital and/or on-going line of credit once business is operational.	3	0.8%	3	0.9%	3	0.9%	3	0.9%	3	0.9%	3	0.8%
<u>SOP: Environmentally Conscious Business</u> - Quality of proposed environmentally conscious business practices beyond those required by state and local law.	3	0.8%	3	0.9%	3	0.9%	3	0.9%	3	0.9%	3	0.8%
<u>SOP: Customer Education</u> – Detail and quality of plan for educating customers regarding cannabis products, including the potency and effects of products, as well as variety. Application should include specific examples of educational materials and how they will be provided to customers.	10	2.7%	1	0.3%	1	0.3%	1	0.3%	1	0.3%	10	2.6%
<u>SOP: (Recalls)</u> – Description of the comprehensive process for 24-hour minimum response time to cannabis product recall notifications.	1	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.3%
<u>SOP: Delivery Plan (if proposed)</u> – Quality and detail of product delivery protocol, including items such as (but not limited to) security and safety procedures, customer verification methods, cash and product storage (when on deliveries), vehicle type to be used, and community sensitivity (for example: parking).	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b><u>Sub-Section 1C: OPERATIONS, Continued</u></b>	<b>Retail (Storefront &amp; Non-storefront)</b>	<b>% of Total Points available</b>	<b>Cultivation</b>	<b>% of Total Points available</b>	<b>Manufacturing</b>	<b>% of Total Points available</b>	<b>Distribution / Transportation</b>	<b>% of Total Points available</b>	<b>Testing</b>	<b>% of Total Points available</b>	<b>Microbusiness</b>	<b>% of Total Points available</b>
<u>SOP: Records Software</u> – Standard operating procedures include electronic tracking and storage of required records of sales, delivery manifests, and inventory.	1	0%	1	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.3%
<u>SOP: State Testing Requirements</u> – Standard operating procedures include plans and procedures for how all cannabis products on the premises or held by the applicant have met the testing requirements as defined by the State.	2	1%	2	0.6%	2	0.6%	2	0.6%	2	0.6%	2	0.5%
<u>SOP: Track and Trace</u> - Standard operating procedures include detailed Track and Trace Procedures as outlined by the State.	1	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.3%
<u>Employee Training</u> – Quality of proposed employee training; for example training about, differences in products, potency of products, customer service, laws governing personal use. Application should include proposed training materials, guides or lesson plans that will be used.	5	1%	5	1.4%	5	1.5%	5	1.5%	5	1.5%	5	1.3%
<u>Impaired Customers</u> – Employee training and guidelines related to intoxicated and/or impaired customers. Including plan for handling intoxicated and/or impaired customers.	1	0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%
<u>Medical Cannabis (low-income)</u> - Description of plan or program for participating or contributing to a medical cannabis program for low-income medical patients, specifically seniors and veterans. Acceptable responses to this criteria include participation in a 3rd party program the offers these services, provided there are specific commitments provided regarding that participation.	5	1%	0	0.0%	0	0	0	0.0%	0	0.0%	5	1.3%

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<b>Sub-Section 1D: SOCIAL EQUITY</b> <b>Provision of Providing a Living Wage and Employee Benefits and Compliance with Local, State, and Federal Employee Non-Discrimination Policies</b>												
	Retail (Storefront & Non-storefront)	% of Total Points available	Cultivation	% of Total Points available	Manufacturing	% of Total Points available	Distribution / Transportation	% of Total Points available	Testing	% of Total Points available	Microbusiness	% of Total Points available
<u>Hiring Practices</u> – Quality and detail of plan to promote social equity in hiring (for example: seeking employees from, and advertising positions to, veterans, the LGBT community, women, and/or communities disproportionately impacted by prior cannabis laws). Application should specify a percentage of employees that the business will commit to hiring from these categories.	10	2.7%	10	2.8%	10	2.9%	10	3.0%	10	3.0%	10	2.6%
<u>Compensation Package</u> - Quality of compensation package to be offered to employees; including, salary (above State minimum and City living wage), health insurance, other insurance, retirement plan, and paid leave. Application should provide specific figures for salaries and benefits.	5	1.4%	10	2.8%	10	2.9%	10	3.0%	10	3.0%	10	2.6%
<u>Small Cannabis Cultivators</u> – Extent to which products will be purchased from small scale cannabis cultivators. Proposed partnerships and selection process should be explained. Partnerships with cultivators of 10,000 sq. ft. or less are especially desirable.	1	0.3%	0	0.0%	1	0.3%	0	0.0%	0	0.0%	1	0.3%
<u>Economic Inclusion (Production)</u> – Extent to which products (cannabis or non-cannabis related) and services will be purchased from either Fullerton businesses, women-owned or minority-owned businesses. Specify any proposed business partnerships and percentage of goods or services that your business will commit to purchasing from these sources.	5	1.4%	5	1.4%	5	1.5%	5	1.5%	5	1.5%	5	1.3%
<u>Local Hiring</u> - Description of business practices regarding how the business will prioritize local hiring at all levels of the business operation to ensure the highest percentage of employment opportunities are given to City of Fullerton residents. -10% local hire = 2pts. 35% local hire = 8pts. 15% local hire = 4pts.                      50% local hire = 10pts. 25% local hire = 6pts.	15	4.1%	15	4.3%	15	4.4%	15	4.4%	15	4.5%	15	3.9%
<u>Non-Discrimination</u> – Plan to promote and ensure local, state, and federal employee non-discrimination policies.	1	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.3%
<b>Sub-Section 1E: PRODUCT OFFERINGS</b>												
<b>Ability to Demonstrate the Quality of Cannabis Strains and Derivative Product Offerings</b>	Retail (Storefront & Non-storefront)	% of Total Points available	Cultivation	% of Total Points available	Manufacturing	% of Total Points available	Distribution / Transportation	% of Total Points available	Testing	% of Total Points available	Microbusiness	% of Total Points available
<u>Product Procurement</u> – Quality and detail of procurement plan; such as, due diligence performed prior to executing purchase contracts, and quality control of incoming products.	3	0.8%	3	0.9%	5	1.5%	5	1%	0	0.0%	3	0.8%
<u>Environmentally Conscious Producers</u> – Describe the plan to purchase cannabis from cultivators and manufacturers with environmentally conscious practices (those that adhere to, or exceed, local and state regulations and permitting requirements (and abstain from practices such as, chemical use, stream diversion, unpermitted grading/clear cutting, illegal dumping)). Applicant should highlight and provide a description of the producers; also, provide evidence of planned partnerships.	1	0.3%	0	0.0%	0	0.0%	0	0%	0	0.0%	1	0.3%
<b>SECTION 2: DESIGN CONCEPT</b> (Potential Points)	75	20.3%	55	15.7%	55	16.2%	55	16.3%	55	16.6%	75	19.5%
To the extent possible during the screening phase, the design should incorporate the City's regulations (for example: signage regulations will apply to any business regardless of ultimate location), as well as State regulations (for example: cannabis product consumption must not be seen by the public).												
Ability to Meet City of Fullerton's Design Standards	Retail (Storefront & Non-storefront)	% of Total Points available	Cultivation	% of Total Points available	Manufacturing	% of Total Points available	Distribution / Transportation	% of Total Points available	Testing	% of Total Points available	Microbusiness	% of Total Points available

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<u>Exterior Design Concept</u> - Quality of proposed exterior presence of the physical location, including the applicant's concept for the architecture, landscaping, signage, lighting, entry experience, relationship to the street and sidewalk, parking, and the overall sense of welcome and security. If located within a multi-tenant building, this portion should include any proposed improvements to the property as a whole, including comprehensive facade improvements, landscaping, etc.	20	5.4%	15	4.3%	15	4.4%	15	4.4%	15	4.5%	20	5.2%
<u>Interior Design Concept</u> - Quality of proposed interior presence of the physical location, including the applicant's concept for the interior experience, and how the architecture, layout, fixtures, displays, and lighting would help accomplish the concept.	15	4.1%	5	1.4%	5	1.5%	5	1.5%	5	1.5%	15	3.9%
<u>Design Concept Creativity</u> - Creativity of the physical design concept, how visually and experientially unique is the concept, including innovation and originality in aesthetics, atmosphere, imagery, signage, and branding.	5	1.4%	3	0.9%	3	0.9%	3	0.9%	3	0.9%	5	1.3%
<u>Design Concept Integration</u> - Quality of fit within the City and integration into existing general urban fabric, architectural landscape found in the neighborhood where the business will be located.	8	2.2%	5	1.4%	5	1.5%	5	1.5%	5	1.5%	8	2.1%
<u>Integration of Security Measures</u> – Quality and detail of applicant's plan to integrate security enhancements into the physical design/concept, so as not to be overly noticed by customers or the public.	5	1.4%	5	1.4%	5	1.5%	5	1.5%	5	1.5%	5	1.3%
<u>Air Quality / Odor Control</u> – Describe ventilation and air purification system and any operational processes that will be used to ensure cannabis odors are not detectable outside of the building. Include examples of where a similar system has worked effectively before.	20	5.4%	20	5.7%	20	5.9%	20	5.9%	20	6.0%	20	5.2%
<u>Design Team</u> - Does the application include a listing of an accredited architect, engineer or other design professionals committed to work with the application team to create and execute the design concept referenced in the application? If applicable, specific examples should be provided about at other locations where this design team has been utilized.	2	0.5%	2	0.6%	2	0.6%	2	0.6%	2	0.6%	2	0.5%
<b>SECTION 3: SECURITY PLAN</b> (Potential Points)	42	11.4%	42	12.0%	47	13.9%	47	13.9%	42	12.7%	42	10.9%
<b><i>Security Program</i></b> <b><i>(At a minimum state guidelines should be followed)</i></b>	Retail (Storefront & Non-storefront)	% of Total Points available	Cultivation	% of Total Points available	Manufacturing	% of Total Points available	Distribution / Transportation	% of Total Points available	Testing	% of Total Points available	Microbusiness	% of Total Points available
<u>Overall Quality</u> - Overall detail and quality of security plan.	10	2.7%	10	2.8%	10	2.9%	10	3.0%	10	3.0%	10	2.6%
<u>Cash Management Plan</u> – Quality and detail of cash management plan, including cash counting/reconciliation procedures, cash storage, cash transport, deposit into a banking institution (if any), and employee training.	5	1.4%	5	1.4%	5	1.5%	5	1.5%	5	1.5%	5	1.3%
<u>Employee Safety Education</u> - Quality of employee safety education plan; including training regarding, product handling, burglary protocols, robbery protocols, and other potential hazards of the cannabis business.	5	1.4%	5	1.4%	5	1.5%	5	1.5%	5	1.5%	5	1.3%
<u>Security Experience</u> – Security experience of individual/firm designing the security plan. (Individual/firm should be identified & experience described)	5	1.4%	5	1.4%	5	1.5%	5	1.5%	5	1.5%	5	1.3%
<u>Product Deliveries</u> - Quality of plan for securing product deliveries to the business (from delivery vehicle to building).	5	1.4%	5	1.4%	10	2.9%	10	3.0%	5	1.5%	5	1.3%
<u>Employee Theft Reduction Measures</u> – Quality and extensiveness of employee theft reduction measures including audits and check in/out.	2	0.5%	2	0.6%	2	0.6%	2	0.6%	2	0.6%	2	0.5%
<u>Security Guards</u> – Quality of the anticipated security guard plan for the business; including, number of guards, hours, protocols, and day-to-day procedures/operations.	5	1.4%	5	1.4%	5	1.5%	5	1.5%	5	1.5%	5	1.3%

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<u>Video Camera Surveillance</u> - Security Plan includes video camera surveillance at, or greater, than State minimum requirements. Additionally, overall quality of the applicant’s plan to use cameras; including number of cameras, locations, resolution, and how long images are saved.	1	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.3%
<u>Product Access Protocols</u> – Business operation plans/procedures to ensure that only qualified employees gain access to where cannabis products are stored.	2	0.5%	2	0.6%	2	0.6%	2	0.6%	2	0.6%	2	0.5%
<u>Background Checks</u> – Applicant plans to use background checks in the initial employee hiring process.	2	0.5%	2	0.6%	2	0.6%	2	0.6%	2	0.6%	2	0.5%
<u>Driver Security and Safety Procedures (if applicable)</u> – Quality and detail of delivery driver security and safety procedures/plan, including driver education related to potential hazards.	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>SECTION 4: EXPERIENCE</b> (Potential Points)	48	13.0%	68	19.4%	48	14.2%	48	14.2%	68	20.5%	58	15.1%
<i>Previous Adult-Use Retail, Medical-Use Dispensing that was Subject to State Cannabis Regulation, or Experience in a Similarly State-Regulated Activity</i>	Retail (Storefront & Non-storefront)	% of Total Points available	Cultivation	% of Total Points available	Manufacturing	% of Total Points available	Distribution / Transportation	% of Total Points available	Testing	% of Total Points available	Microbusiness	% of Total Points available
<u>Experience</u> - Quality and Quantity (number of years) of experience in the cannabis industry (or a similarly state regulated industry) of the individual (or individuals) that will be directing, controlling, and/or managing the day- to-day operations of the business. Individual (or individuals) must also be considered an owner (based on the State definition of owner; see State Business and Professions Code 26001). At least one individual must have 4 or more years of experience (however, total points awarded will be based on quality of experience). Applications with individuals with less than 4 years of experience can receive a portion of the points (however, total points awarded will be based on quality of experience).	20	5.4%	20	5.7%	20	5.9%	20	5.9%	20	6.0%	20	5.2%
<u>Medical or research laboratory experience</u> - Proposed day-to-day operator's level of experience in cannabis testing operation.	0	0%	0	0.0%	0	0.0%	0	0.0%	20	6.0%	0	0.0%
<u>Cultivation Experience</u> - Proposed day-to-day operator's level of experience in a cultivation operation or similar agricultural operation.	0	0%	20	5.7%	0	0.0%	0	0.0%	0	0.0%	10	2.6%
<u>Cannabis Industry Knowledge</u> – Overall knowledge of the cannabis industry (as demonstrated throughout the screening application), including industry best practices and state regulations. Application should include specific team member experience and in what capacity.	15	4.1%	15	4.3%	15	4.4%	15	4.4%	15	4.5%	15	3.9%
<u>Local Ownership Member</u> - Inclusion of a City of Fullerton community member as part of the ownership team. Ownership may include investment partners, members of board of directors or listed business owners. 1-point for every 1% local ownership 10% local ownership = 10pts.	10	2.7%	10	2.8%	10	2.9%	10	3.0%	10	3.0%	10	2.6%
<u>Ownership Team</u> – Describe the involvement of the ownership team in day-to-day operation of the business. “Owner” is defined based on the State definition of owner; see State Business and Professions Code 26001.	3	0.8%	3	0.9%	3	0.9%	3	0.9%	3	0.9%	3	0.8%
<b>SECTION 5: OVERALL QUALITY</b> (Potential Points)	15	4.1%	15	4.3%	15	4.4%	15	4.4%	15	4.5%	15	3.9%
	Retail (Storefront & Non-storefront)	% of Total Points available	Cultivation	% of Total Points available	Manufacturing	% of Total Points available	Distribution / Transportation	% of Total Points available	Testing	% of Total Points available	Microbusiness	% of Total Points available
Overall quality and thoroughness of application materials.	15	4.1%	15	4.3%	15	4.4%	15	4.4%	15	4.5%	15	3.9%