

SCREENING APPLICATION TOTAL POTENTIAL POINTS	200	205	200	200	200
SECTION 1: BUSINESS PLAN (Potential Points)	93	98	93	93	113
<i>Sub-Section 1A: INNOVATIVE BUSINESS MODEL</i> <i>Innovative Boutique Business Models Consistent with the West Hollywood Community</i> <i>(WH Municipal Code 5.70.035(3)(h))</i>	Adult Use Retail	Medical Dispensary	Consumption Lounge (Smoking, Vaping, Edibles)	Consumption Lounge (Edibles Only)	Delivery
<u>Unique Business Model</u> - Uniqueness of the proposed business model; such as, the applicant’s understanding and description of the market the business plans to serve (for example: local residents, tourists, medical patients, or other niche markets), and how the business plans to integrate into the West Hollywood business market.	0-8	0-8	0-8	0-8	0-8
<u>Marketing</u> - Quality and detail of the key aspects of the marketing plan that would be generated and incorporated into the business plan.	0-2	0-2	0-2	0-2	0-2
<i>Sub-Section 1B: CONNECTION TO WEST HOLLYWOOD</i> <i>Connection to West Hollywood; Ability to Serve West Hollywood; and Familiarity with the City</i> <i>(WH Municipal Code 5.70.035(3)(h))</i>	Adult Use Retail	Medical Dispensary	Consumption Lounge (Smoking, Vaping, Edibles)	Consumption Lounge (Edibles Only)	Delivery
<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.	0-4	0-4	0-4	0-4	0-4
<u>Engagement with Local Non-Profits</u> – Community Engagement Plan includes work with local non-profits and other community groups (volunteer efforts, partnerships, etc..). West Hollywood non-profits (or those that serve West Hollywood) are preferred.	0-2	0-2	0-2	0-2	0-2
<u>Community Events</u> – Community Engagement Plan includes participation in West Hollywood community events.	0-2	0-2	0-2	0-2	0-2
<u>Local Business Partnerships</u> – Community Engagement Plan includes partnerships with existing West Hollywood businesses (for example: the procurement of goods and services from local businesses).	0-2	0-2	0-2	0-2	0-2
<u>West Hollywood Core Values</u> – Community Engagement Plan and business plan actively incorporates the City of West Hollywood’s mission statement and core values. (Can be found on City website: weho.org)	0-2	0-2	0-2	0-2	0-2

<p><u>Sub-Section 1C: OPERATIONS</u> <i>Employee Training, Standard Operating Procedures, Online Ordering Systems, and Procedures for Providing Cannabis to Disadvantaged or Disabled Persons</i> <i>(WH Municipal Code 5.70.035(3)(c))</i></p>	<p>Adult Use Retail</p>	<p>Medical Dispensary</p>	<p>Consumption Lounge (Smoking, Vaping, Edibles)</p>	<p>Consumption Lounge (Edibles Only)</p>	<p>Delivery</p>
<p>Standard Operating Procedures (“SOP”) - 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?</p>	<p>0-5</p>	<p>0-5</p>	<p>0-5</p>	<p>0-5</p>	<p>0-5</p>
<p>SOP: Financial Plan (Start-up) - 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.</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>
<p>SOP: Funding (Start-Up) - Demonstration of funding availability to achieve the financial plan detailed in the previous category.</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>
<p>SOP: Financial Plan (Ongoing Operations) - 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).</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>
<p>SOP: Funding (Ongoing Operations) – Demonstration or identification of access to operational capital and/or on-going line of credit once business is operational.</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>
<p>SOP: Environmentally Conscious Business - Quality of proposed environmentally conscious business practices in excess of those required by state and local law.</p>	<p>0-5</p>	<p>0-5</p>	<p>0-5</p>	<p>0-5</p>	<p>0-5</p>
<p>SOP: Customer Education – Detail and quality of plan for educating customers regarding cannabis products, including the potency and effects of products, as well as variety.</p>	<p>0-5</p>	<p>0-5</p>	<p>0-5</p>	<p>0-5</p>	<p>0-5</p>
<p>SOP: (Recalls) – Description of the comprehensive process for 24-hour minimum response time to cannabis product recall notifications.</p>	<p>1</p>	<p>1</p>	<p>1</p>	<p>1</p>	<p>1</p>
<p>SOP: Delivery Plan – 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).</p>	<p>0</p>	<p>0</p>	<p>0</p>	<p>0</p>	<p>0-10</p>

<u>Sub-Section 1C: OPERATIONS, Continued</u>	Adult Use Retail	Medical Dispensary	Consumption Lounge (Smoking, Vaping, Edibles)	Consumption Lounge (Edibles Only)	Delivery
<u>SOP: Records Software</u> – Standard operating procedures include electronic tracking and storage of required records of sales, delivery manifests, and inventory.	1	1	1	1	1
<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	2	2	2	2
<u>SOP: Track and Trace</u> - Standard operating procedures include detailed Track and Trace Procedures as outlined by the State.	1	1	1	1	1
<u>Online Ordering System (Quality)</u> - Detail, quality, visual appeal, and user friendliness of proposed online ordering system. (include conceptual visual examples, if available)	0-1	0-1	0	0	0-5
<u>Online Ordering System (Educational Component)</u> - Incorporation of customer educational component in online ordering, including education on products and potency. (include conceptual visual examples, if available)	0-1	0-1	0	0	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.	0-4	0-4	0-4	0-4	0-4
<u>Impaired Customers</u> – Employee training and guidelines related to intoxicated and/or impaired customers. Including plan for handling intoxicated and/or impaired customers.	0-1	0-1	0-4	0-4	0
<u>Medical Cannabis Discounts</u> - Quality of discount program for low-income medical patients; including income brackets, discount provided, ease of program, and procedure.	0	0-5	0	0	0-5

<u>Sub-Section 1D: SOCIAL EQUITY</u> <i>Social Equity in Terms of Provision of Providing a Living Wage and Employee Benefits and Compliance with Local, State, and Federal Employee Non-Discrimination Policies</i> <i>(WH Municipal Code 5.70.035(3)(d))</i>	Adult Use Retail	Medical Dispensary	Consumption Lounge (Smoking, Vaping, Edibles)	Consumption Lounge (Edibles Only)	Delivery
<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 LBGT community, women, and/or communities disproportionately impacted by prior cannabis laws).	0-4	0-4	0-4	0-4	0-4
<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.	0-8	0-8	0-8	0-8	0-8
<u>Small Cannabis Cultivators</u> – Extent to which products will be purchased from small scale cannabis cultivators (cultivators of less than one-half acre in total (total includes all state licenses the cultivator receives)). Proposed partnerships and selection process should be explained. Partnerships with cultivators of 10,000 sq. ft. or less are especially desirable.	0-3	0-3	0-3	0-3	0-3
<u>Economic Inclusion (Production)</u> – Extent to which products will be purchased from cultivators or manufacturers located in census tracts with income and poverty levels below state averages. Proposed partnerships and selection process should be explained.	0-3	0-3	0-3	0-3	0-3
<u>Significant Social Equity Component</u> – Additional business practices, or characteristics demonstrating a focus on social equity (including by way of example, individuals from minority groups involved in the business or ownership).	0-3	0-3	0-3	0-3	0-3
<u>Non-Discrimination</u> – Plan to promote and ensure local, state, and federal employee non-discrimination policies.	1	1	1	1	1

<u>Sub-Section 1E: PRODUCT OFFERINGS</u> <i>Ability to Demonstrate the Quality of Cannabis Strains and Derivative Product Offerings</i> <i>(WH Municipal Code 5.70.035(3)(b))</i>	Adult Use Retail	Medical Dispensary	Consumption Lounge (Smoking, Vaping, Edibles)	Consumption Lounge (Edibles Only)	Delivery
<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.	0-3	0-3	0-3	0-3	0-3
<u>Natural Product Offerings</u> – Extent to which product offerings will be naturally produced, without the use of pesticides or, harmful or inorganic chemicals.	0-3	0-3	0-3	0-3	0-3
<u>Consumer Reviews</u> – Ability for customers to write and view product reviews in a centralized location (online) for products sold at the business.	0-2	0-2	0-1	0-1	0-2
<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.	0-2	0-2	0-2	0-2	0-2

SECTION 2: DESIGN CONCEPT (Potential Points)	39	39	39	39	19
<p><i>To the extent possible during the screening phase, the design should incorporate the City’s design guidelines and 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). The City’s design guidelines will be added to the cannabis webpage; however, please note that these are only the City’s “design guidelines”, specific regulations related to building and planning also exist (see Municipal Code Title 13 and Title 19).</i></p>					
Ability to Meet City of West Hollywood Urban Design Standards (WH Municipal Code 5.70.035(3)(g))	Adult Use Retail	Medical Dispensary	Consumption Lounge (Smoking, Vaping, Edibles)	Consumption Lounge (Edibles Only)	Delivery
<p><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.</p>	<p>0-8</p>	<p>0-8</p>	<p>0-6</p>	<p>0-6</p>	<p>0-4</p>
<p><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.</p>	<p>0-8</p>	<p>0-8</p>	<p>0-10</p>	<p>0-10</p>	<p>0</p>
<p><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.</p>	<p>0-6</p>	<p>0-6</p>	<p>0-6</p>	<p>0-6</p>	<p>0-3</p>
<p><u>Design Concept Integration</u> - Quality of fit within the City (integration into existing general urban fabric and architectural landscape found throughout the City). If the applicant anticipates locating in a specific neighborhood in the City, a description of how the business fits into that neighborhood is encouraged; however, this is not required.</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-2</p>
<p><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.</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-3</p>	<p>0-1</p>
<p><u>Odor Control</u> – Describe ventilation and air purification system, including demonstrated effectiveness (may include examples of where a similar system has worked effectively before).</p>	<p>0-7</p>	<p>0-7</p>	<p>0-7</p>	<p>0-7</p>	<p>0-7</p>
<p><u>Design Team</u> - Is an accredited architect or design professional committed to work with the application team to create and execute the design concept?</p>	<p>4</p>	<p>4</p>	<p>4</p>	<p>4</p>	<p>2</p>

SECTION 3: SECURITY PLAN	(Potential Points)	40	40	40	40	40
Security Program <i>(WH Municipal Code 5.70.035(3)(e))</i> <i>(At a minimum state guidelines should be followed)</i>		Adult Use Retail	Medical Dispensary	Consumption Lounge (Smoking, Vaping, Edibles)	Consumption Lounge (Edibles Only)	Delivery
<u>Overall Quality</u> - Overall detail and quality of security plan.		0-5	0-5	0-5	0-5	0-5
<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.		0-5	0-5	0-5	0-5	0-5
<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.		0-5	0-5	0-5	0-5	0-5
<u>Security Experience</u> – Security experience of individual/firm designing the security plan. (Individual/firm should be identified & experience described)		0-5	0-5	0-5	0-5	0-5
<u>Product Deliveries</u> - Quality of plan for securing product deliveries to the business (from delivery vehicle to building).		0-4	0-4	0-4	0-4	0-4
<u>Employee Theft Reduction Measures</u> – Quality and extensiveness of employee theft reduction measures including audits and check in/out.		0-2	0-2	0-2	0-2	0-2
<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.		0-5	0-5	0-5	0-5	0-2
<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.		0-3	0-3	0-3	0-3	0-2
<u>Armored Car</u> - Daily armored car pick-up of cash deposits.		3	3	3	3	3
<u>Product Access Protocols</u> – Business plans to include a separate check-in area where identification is checked to ensure that only qualified employees gain access to where cannabis products are stored.		2	2	2	2	1
<u>Background Checks</u> – Applicant plans to use background checks in the initial employee hiring process.		1	1	1	1	1
<u>Driver Security and Safety Procedures</u> – Quality and detail of delivery driver security and safety procedures/plan, including driver education related to potential hazards.		0	0	0	0	5

SECTION 4: EXPERIENCE (Potential Points)	23	23	23	23	23
<p><i>Previous Adult-Use Retail, Medical-Use Dispensing, or Consumption Area Operation Experience that was Subject to State Cannabis Regulation, or Experience in a Similarly State-Regulated Activity (by way of example and not limitation, alcohol sales) (WH Municipal Code 5.70.035(3)(a))</i></p> <p><i>Pre-existing West Hollywood Cannabis Business that has no outstanding code violations with the City and is in compliance with local and state laws (WHMC 5.70.035(3)(f)).</i></p>	Adult Use Retail	Medical Dispensary	Consumption Lounge (Smoking, Vaping, Edibles)	Consumption Lounge (Edibles Only)	Delivery
<p><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). To receive the maximum 10 points at least one individual must have 10 or more years of experience (however, total points awarded (0-10) will be based on quality of experience). Applications with individuals with less than 10 years of experience can receive up to 7 points (however, total points awarded (0-7) will be based on quality of experience).</p>	0-10	0-10	0-10	0-10	0-10
<p><u>Restaurant/Bar Experience</u> – Proposed day-to-day operator has at least 5 years’ experience in restaurant/bar operation.</p>	0	0	5	5	0
<p><u>Cannabis Industry Knowledge</u> – Overall knowledge of the cannabis industry (as demonstrated throughout the screening application), including industry best practices and state regulations.</p>	0-10	0-10	0-5	0-5	0-10
<p><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.</p>	0-3	0-3	0-3	0-3	0-3

SECTION 5: OVERALL QUALITY (Potential Points)	5	5	5	5	5
	Adult Use Retail	Medical Dispensary	Consumption Lounge (Smoking, Vaping, Edibles)	Consumption Lounge (Edibles Only)	Delivery
Quality and Thoroughness of Application Materials (WH Municipal Code Section 5.70.035(3)(h))	0-5	0-5	0-5	0-5	0-5