

A photograph of the interior of an Element 7 store. The space features light-colored wood paneling on the walls and ceiling, with green living walls. Shelves are stocked with various products, and a counter area is visible. Several people are present, including a man in a black shirt and cap on the left, and a group of people at the counter on the right. Green and white balloons are hanging from the ceiling. A large planter with succulents is in the foreground.

Explore Your Elements



**ELEMENT 7 LAUREL VILLAGE**

3415 California Street, San Francisco

**QUALIFICATIONS**

**LOCATION & NEIGHBORHOOD**

**COMMUNITY BENEFITS**

**LABOR**

**BUSINESS PLAN**

**OPERATIONS**





# DIVERSE TEAM BASED OUT OF SF



# WE UNDERSTAND RETAIL



**JEN**  
CHIEF RETAIL OFFICER

- 15 Years experience with Anthropologie
- 9 Years with Nordstrom
- 3 Years of cannabis experience



**NICK**  
RETAIL EXPERIENCE

- 10 Years Cannabis Retail
- Diego Pellicer Denver
- 'Dispensary Manager of the Year' 2017



**NEIL**  
RETAIL SYSTEMS

- 11 Years Cannabis Retail
- Diego Pellicer Denver
- 'Cannabis Executive of the Year' 2017



**JOSH**  
RETAIL EXPERIENCE

- 14 Years experience at PepsiCo managing sales & marketing for Tropicana, Gatorade, & Aquafina



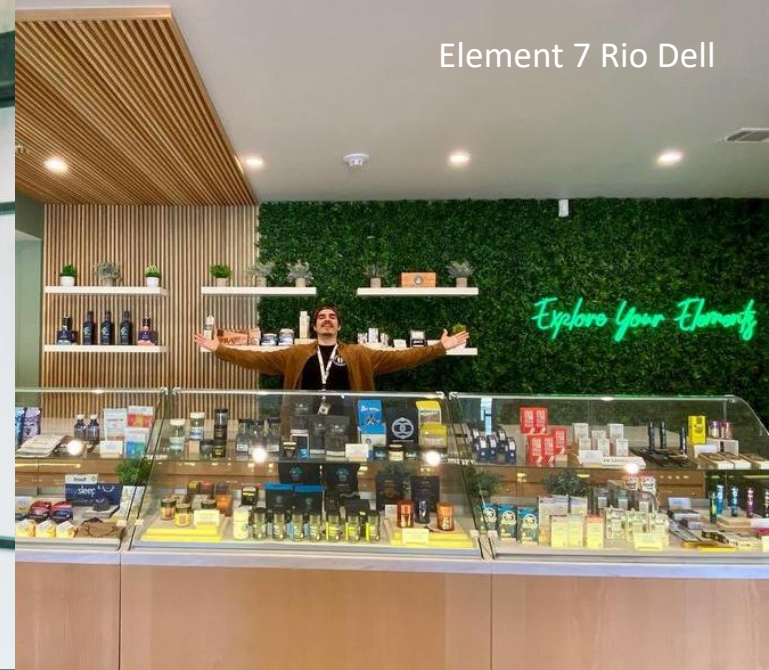
# EXISTING RETAIL OPERATIONS



Element 7 Marina



Element 7 Rio Dell



Element 7 Rio Dell



Element 7 Marina



# UNMATCHED INDUSTRY PARTNERS



Element 7 has negotiated a Labor Peace Agreement with **UFCW** (Labor Union) in California.



Element 7 partnered with **UCLA Anderson Business School** in 2019.



Element 7 is a funding partner for **NDICA** (National Diversity and Inclusion Cannabis Alliance).



Element 7 partnered with **LATINOS 4 CANNABIS** in 2020 to create job programs.



# ONGOING ENGAGEMENT



## VIRTUAL COMMUNITY MEETING A WEBINAR TO INTRODUCE ELEMENT 7 TO THE COMMUNITY

**PROJECT:**  
**ELEMENT 7 LAUREL VILLAGE**  
**3415 CALIFORNIA STREET, SAN FRANCISCO**

TO LEARN MORE ABOUT THIS PROJECT, JOIN THE WEBINAR EITHER LOG-ON TO THE ZOOM CALL OR DIAL-IN WITH YOUR PHONE.

**DATE: DECEMBER 7, 2020**  
**TIME: 6:30 PM (PST)**

ONLINE LOGIN: MEET.GOOGL.COM

MEETING CODE: PYC-JYNR-HZA  
PHONE NUMBER: 414-909-4980  
PIN: 859 446 829#



For more Element 7  
information contact:  
Shanti De Luca  
GM San Francisco  
(415) 317-5153

## Two (2) Public Meetings Held to Address and Discuss Local Neighborhood Concerns



## Ongoing Engagement with the City of San Francisco and SFPD



## Dispensary Tours with Local Business Owners / Residents



## Proposed Minimum Standards Agreement with Laurel Village Merchants Association

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# CANNABIS WELLNESS LAB



# OPTIMAL SITE FOR MINIMIZED IMPACT



## LAUREL VILLAGE LOCATION

**PARKING:** Expecting 15 customers an hour – minimal parking impact

**NOISE:** Minimal Impacts from Retail Business expected – less than restaurant

**TRAFFIC:** Site easily accessed from multiple feeder roads

**SECURITY:** Man-Trap Lobby integrated into the design for security & safety

**VISIBILITY:** No exterior cannabis branding, lobby separates store from pavement

**LOITERING:** Zero tolerance and will be asked to move on

**ODOR:** All products arrive sealed and leave sealed. Zero odor. No consumption

**OTHER BENEFITS:** Unarmed security presence = safer community. Revitalized retail



# COMPLETE ODOR MANAGEMENT



ALOE VERA



BAMBOO PALM



PEACE LILY



SPIDER PLANT



PARLOR PALM



RED EMERALD  
PHILODENDRON



GERBERA DAISY

# HOLISTIC APPROACH



**100 pts**

VENDOR  
PROGRAM



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# WORKING WITH THE COMMUNITY



ELEMENT 7

- Proposed **Minimum Standards Agreement** with Laurel Village Merchants Association holds us accountable to set operational standards.
- **Taxes on Gross Sales Receipts** support Community Benefits program.
- **Annual commitment** to 4 x local non-profits based within the local community.
- **80% of Employees** hired will be locals.
- **40 Hours Community Service** for Employees annually.
- **Community Advisory Board** to be formed to guide the business on local community projects to support for funding and other resources.
- **Educational events** for local elderly patients and customers – bi-monthly events.



# CANNABIS WITH A CONSCIENCE



## NATIONAL EXPUNGEMENT WEEK CHICAGO

CLEAN YOUR RECORD.  
CHANGE YOUR LIFE.

### What we offer:

- Record Sealing & Expungement Processing Assistance
- Cannabis Industry Interviewing & Hiring
- Free legal advice
- Voter Registration
- Public Housing Info

#### DATE

SEPTEMBER 22ND, 2019  
12PM - 5PM

#### LOCATION

THIRD WAVE COFFEE  
1035 W. LAKE ST.  
CHICAGO, IL 60605

#### RSVP

THENDICA.ORG  
206.731.9139  
THENDICA@GMAIL.COM

■ YOU MUST BRING YOUR COURT RECORDS ■

#### SPECIAL GUESTS



ZAIRILLA BACON  
CELEBRITY CANNABIS CHEF



FREEWAY RICK ROSS  
GUEST SPEAKER

#### PRESENTED BY



**NDICA**  
National Diversity and Inclusion  
Cannabis Alliance



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# CAREERS NOT JOBS



**UFCW**  
a **VOICE** for working America

# STAFF BECOME OWNERS



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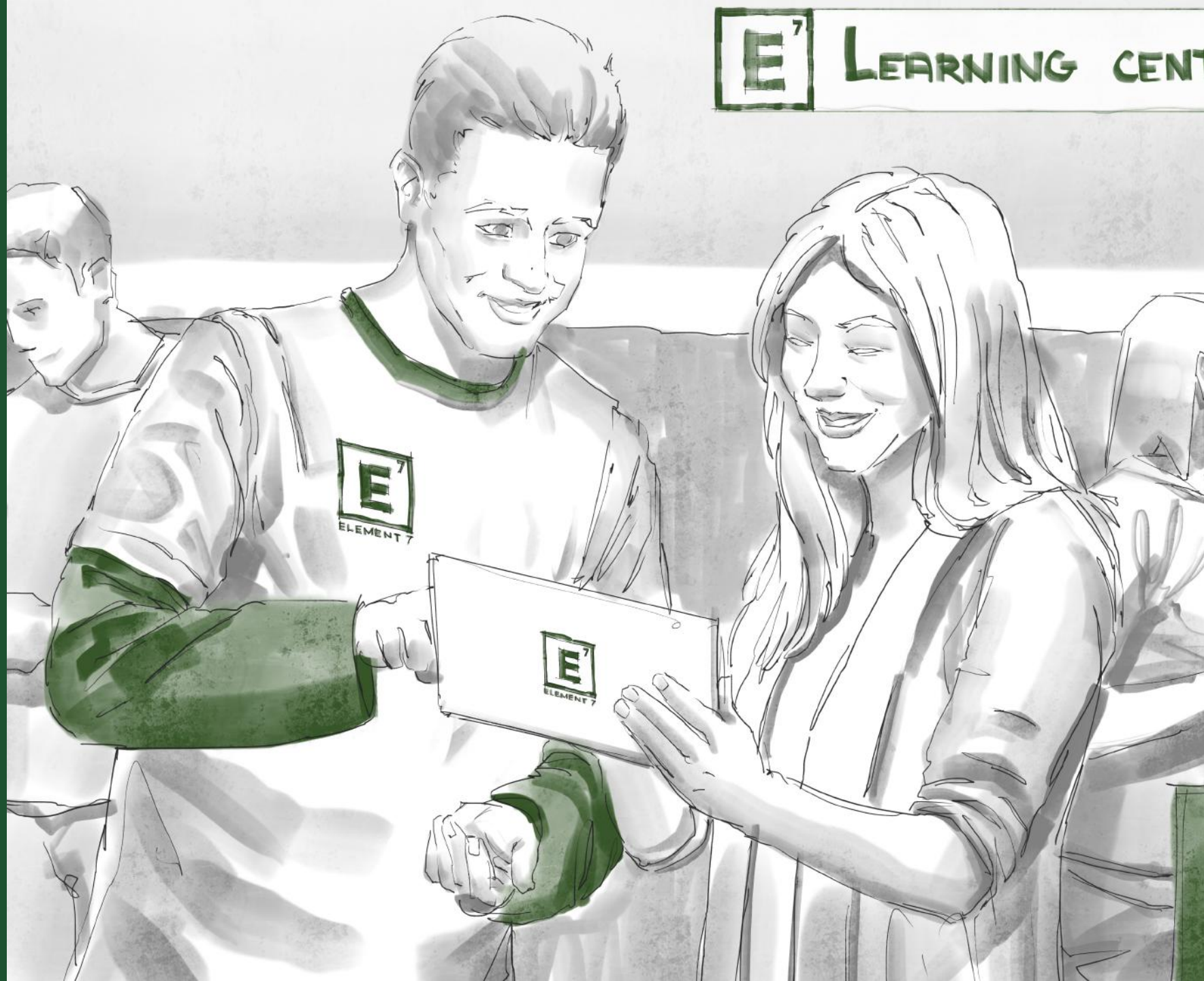
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# EDUCATION- DRIVEN CONCEPT



# EDUCATING OUR PATIENTS



## E<sup>7</sup> CANNABIS EDUCATION FORUM



Examples of Cannabis Educational Materials by Element 7



# EDUCATING OUR PATIENTS





# RESPONSIBLE MARKETING



DID YOU KNOW THAT 9 OUT OF EVERY 10 ILLEGAL CANNABIS GROW SITES IN CALIFORNIA USE LETHAL PESTICIDES LIKE CARBOFURAN, POTENT ENOUGH TO KILL A 300-POUND BEAR?

## WHAT'S IN YOUR CANNABIS?

ONLY BUY CANNABIS YOU CAN TRUST FROM A LEGAL, LICENSED, CONTROLLED AND COMPLIANT OPERATOR.



GET THE INSIDE SCOOP.  
WE HAVE A SPECIAL TREAT FOR YOU!

## 15% OFF

*Valid for your first purchase only  
Not valid with any other discount*

281 Wildwood Avenue, Rio Dell  
Phone: (707) 506 0145  
BCC License: C10-0000754-LIC

Open 10am - 8pm Monday to Saturday  
and 10am - 6pm on Sunday

Referred by:



California's Local Cannabis Dispensary. Founded in 2018, our mission is to educate & enhance our customers well-being through balance, education, discovery & continuous exploration.

**EXPLORE YOUR ELEMENTS**



A CURATED CANNABIS  
EXPERIENCE & LIFESTYLE

At Element 7, our mission is to educate & enhance our customers well-being through balance, education, discovery & continuous exploration.



With a carefully curated range of local craft, premium, and value driven cannabis brands, our *Friends of the Farm* VIP loyalty membership program, friendly and knowledgeable local staff, and a drive-in curb side pick-up lane, Element 7 is now open in Rio Dell.

**15% DISCOUNT WHEN YOU PRESENT THIS POSTCARD\***

Scan this QR Code to unlock our *Friends of the Farm* VIP Loyalty Membership Program and earn 1 point for every dollar spent



281 WILDWOOD AVENUE, RIO DELL  
PHONE: (707) 506 0145

MONDAY TO SATURDAY 10AM - 8PM  
SUNDAY 10AM - 6PM

BCC LICENSE: C10-0000754-LIC

WWW.E7CA.COM  
@ELEMENT7CA



CANNABIS DISPENSARY

# GRAND OPENING

JOIN US AT OUR GRAND OPENING ON  
FRIDAY MAY 21 & SATURDAY MAY 22 FROM  
10AM TO 8PM.

FREE TACOS, PROMOTIONS, DISCOUNTS,  
MERCHANDISE, AND GIVEAWAYS.

**SPEND OVER \$20.00 AT THE GRAND OPENING  
EVENT AND GET A PENNY PRE-ROLL!**

281 WILDWOOD AVENUE, RIO DELL  
PHONE: (707) 506 0145

BCC LICENSE: C10-0000754-LIC

WWW.E7CA.COM  
@ELEMENT7CA

THANKS FOR VISITING  
**EXPLORE YOUR  
ELEMENTS**



NORTHERN CALIFORNIA'S NEWEST CANNABIS DISPENSARY

MISS THE GRAND OPENING? CHECK OUT OUR JUNE DEALS!

**ROADTRIP SUNDAYS**

BUY AN 1/8TH AND GET A 2ND (SAME BRAND) FOR 30% OFF

**MUNCHIE MONDAYS**

BUY TWO EDIBLES AND GET A 3RD FOR 50% OFF

**LOCAL TUESDAYS**

20% OFF HUMBOLDT & MENDOCINO 1/8THS

**HUMPDAY PENNY PRE-ROLLS**

BUY A PENNY PRE-ROLL WHEN YOU SPEND \$30.00

**VIP THURSDAYS**

DOUBLE VIP LOYALTY POINTS ON ALL PURCHASES

**F/ELD FRIDAYS**

20% OFF ALL F/ELD CONCENTRATES

**SATURDAY PRE-GAME**

20% OFF ALL DAY ON PRE-ROLLS

PROMOTION VALID UNTIL JUNE 30, 2021  
PROMOTIONS NOT VALID WITH ANY OTHER DISCOUNT EXCEPT VETERAN AND SENIOR DISCOUNTS

## EXPLORE YOUR ELEMENTS

281 WILDWOOD AVENUE, RIO DELL

PHONE: (707) 506-0145

OPEN DAILY FROM 10AM - 8PM (CLOSES AT 6PM ON SUNDAYS)

BCC LICENSE: C10-0000754-LIC

WWW.E7CA.COM/RIODELL

@ELEMENT7CA

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# EXPERIENCED OPERATOR





# OUR CANNABIS CUSTOMER



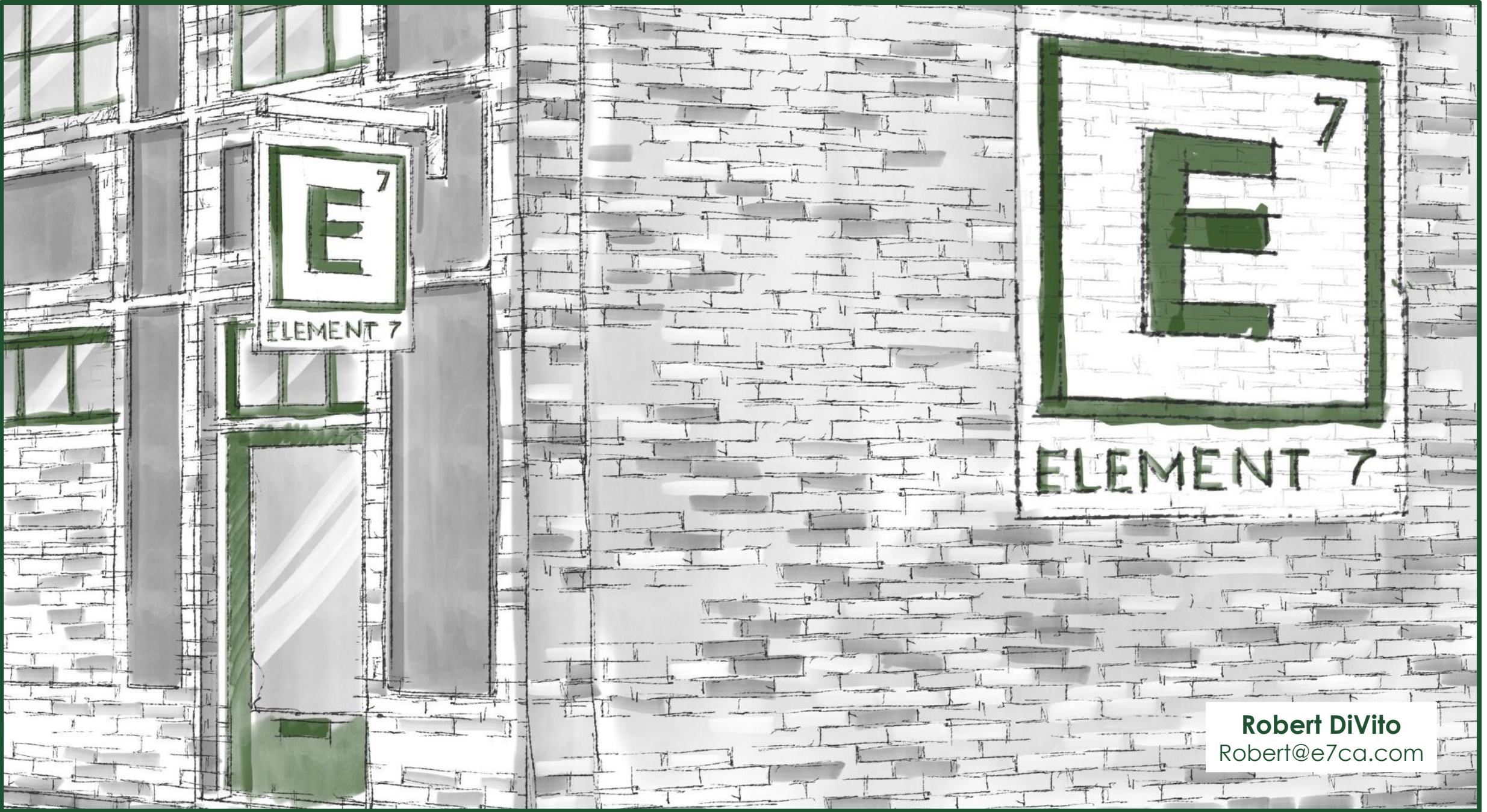
# HOLISTIC WELLNESS FOCUS



## Element 7 Wants to be an Engaged Partner

- Experienced diverse team with local SF ownership
- 50+ years of traditional retail experience
- 35+ years of cannabis retail experience
- Positive local impact
- Careers not 'Jobs'
- Partners with UFCW, NDICA and Latinos 4 Cannabis
- Vertically integrated operator with strong compliance team
- Based in San Francisco
- **Proven track record in California**





**Robert DiVito**  
Robert@e7ca.com