



LIC-4001-FORM

**Instructions:** Applicants seeking to engage in Retail Commercial Cannabis Activity in a Community Plan Area that has reached Undue Concentration must complete and submit this form to the Department of Cannabis Regulation in order to file a request that the City Council find that approval of the License application would serve a public convenience or necessity (PCN) supported by evidence in the record pursuant to LAMC Section 104.03(a)(4).

To: Office of the City Clerk  
City of Los Angeles  
City Hall, Room 395  
Los Angeles, CA 90012

<i>For City Clerk Use Only:</i>	
Council File No.	_____
Received On:	_____
Expiration Date:	_____

Business Premises Location: 660 South Broadway

Community Plan Area: Central City Community Plan Area CD: 14

Applicant Entity Name: DBO Investments Haas, LLC (From the Earth)

Contact Name: Hector Verdugo Phone No. (323) 229-9333

Applicant's Email: Hverdugo@homeboyindustries.org

Total Floor Area of Business: 8,513.3 square feet

Proposed Hours of Operation: 9am to 10pm Days: Monday - Sunday

\_\_\_\_\_ Days: \_\_\_\_\_

\_\_\_\_\_ Days: \_\_\_\_\_

The Cannabis Procedures Ordinance limits the number of Retail Commercial Cannabis Activity Licenses by Community Plan Area (CPA) based on the definition of Undue Concentration under Los Angeles Municipal Code (LAMC) Section 104.01(a)(48). An area is considered unduly concentrated when DCR issues the maximum number of these license types in that CPA.

Awarding a storefront retail license to DBO Investments Haas, LLC would serve public convenience and necessity. Our proposed retail storefront is located at 660 South Broadway, a multi-level commercial property on the northwest corner of Broadway and 7th Street in the Jewelry District/ Historic Core neighborhood of Downtown Los Angeles. DTLA is one of the fastest-growing urban areas in the nation, hosting over 22 million visitors on an annual basis. It is estimated that DTLA is home to 80,000 people with a weekday population of approximately 500,000 residents, workers, and visitors. As the popularity of DTLA continues to grow and the demand for cannabis continues to steadily rise—especially during the COVID-19 pandemic—it can be concluded that DTLA needs more cannabis retailers.

Cannabis supply is under-saturated in the DTLA market compared to the consumer demand posed by both the residential and visitor population that occupies the Downtown area every day. By allowing more cannabis retailers, competition for consumer market share will increase, which will in turn lower consumer prices, increase consumer purchases, and increase municipal tax revenues for the City of Los Angeles on the basis of volume. Increased cannabis tax revenues can provide for a wide array of benefits to the community from increased consumer spending, urban redevelopment, increased property values, and increased tax revenues, to undercutting illicit market cannabis operations and lessening crime.

Please see the attached Demography Report for further detail regarding how DBO Investments Haas, LLC will serve the public convenience or necessity of DTLA.

## PCN Request Form

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Explain how this request meets one or more of the City Council's public convenience or necessity standards pursuant to City Council's adopted [Resolution](#) (attach and number additional pages if necessary):

This request meets the following public convenience and necessity standards adopted by City Council:

- (1) The proposed business premises serves an area of increased density and consumer traffic
- (2) The proposed business premises is located in an area with a high number of unlicensed cannabis retail establishments

Please see the attached Demography Report for further detail regarding how this PCN request meets the above City Council standards.

AMC Section 104.03(a)(4) requires the Applicant to engage with and seek input from stakeholders in or near the Community Plan Area where the proposed Business Premises is located. Please provide the following information about the stakeholders with whom you will engage and seek to obtain written input.

Neighborhood Council: Downtown LA Neighborhood Council

LAPD Division / Station: Central Community Police Station

Chamber of Commerce: Los Angeles Area Chamber of Commerce

Substance Abuse Intervention, Prevention and Treatment Organization(s):

Name: Los Angeles Centers for Alcohol and Drug Abuse (LA CADA)

Address: 470 E 3rd St A&B, Los Angeles, CA 90013

Distance from Business Premises: .9 miles

Total number of pages attached: 17

I declare under the penalty of perjury under the laws of the State of California that the information presented in this form and its attachments are true and correct to the best of my knowledge.

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Date

Signature of the property owner(s), or the property owner's authorized representative, if a tenant or lessee is filing this form:

Zuri Barnes  
Name of Property Owner and/or Representative

  
Signature of Property Owner and/or Representative

12/17/20  
Date

Owner  
Title (i.e. Owner or Representative)

PCN Request Form

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Applicant's Signature

12/17/20

Date

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Name of Property Owner and/or Representative

\_\_\_\_\_  
Signature of Property Owner and/or Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title (i.e. Owner or Representative)

# FROM THE EARTH, INC. PCN REQUEST: DTLA DEMOGRAPHY REPORT

## PROPOSED BUSINESS PREMISES LOCATION

The proposed business premises location, 660 South Broadway, is a multi-level commercial property that comprises an 8,513.3 sq. ft. parcel on the northwest corner of Broadway and 7<sup>th</sup> Street in the Jewelry District Historic Core. The property represents a singular commercial lot zoned C5-4D-CDO-SN. The property has a frontage of 55 ft with an even depth of 154.89 ft developed in 1915 consisting of retail shops and commercial businesses.

The proposed project involves the closing of the current retail tenant, Ace Jewelry & Loan, to be accompanied by the renovation and replacement with From The Earth, Inc. ("FTE") a commercial cannabis retail chain. FTE has requested a determination of local authorization status to permit the sale of commercial cannabis retail products and approval of plans authorizing the operation of a commercially licensed cannabis retailer at that location. FTE expects to have operating hours between 9am and 10pm, which is comparable to other locally licensed cannabis retailers within the neighborhood.

The adjoining properties to the north, west, and south share the commercial zoning designation of C5-4D-CDO-SN (Figure 1) and are developed by jewelry stores, fast food restaurants, convenience stores, hotels, lofts, bars, and restaurants. The adjacent properties to the east are classified C5-4D (Figure 1) and are developed by restaurants, pharmacies, convenience stores, barbershops, and hair salons.

Figure 1 (Source: ZIMAS)



The current retail tenant on the property is Ace Jewelry & Loan and is adjoined by New York Wholesale Jewelers to the north; Real Taxco Wholesale Jewelers, Ramen Koo Restaurant, Circle K to the east and The Rosemary Hotel, and loftSeven Penthouses on the floors above.

Neighboring properties include Carl’s Jr., Kentucky Fried Chicken, Bonita Jewelry, and Gold Palace to the southeast; Urban Mayan Café to the southwest; Weird Beers Liquor Store to the east and Burlington Coat Factory to the west.

The property lies within the Central City Community Plan Area and the Regional Center General Plan Area. The General Plan map for the Central City Community Plan designates Regional Commercial land uses with the corresponding zones of CR, C1.5, C2, C4, C5, R3, R4, R5, RAS3, and RAS4.

### **BUILDING CASES & PERMITS APPLIED TO THE APPLICANT PROPERTY\***

Case No. DIR-2019-5768-SPP – Approval to erect a 1,330 sq. ft. open panel LED roof sign.

Case No. ENV-2019-5769-CE – Environmental clearance for 1,330 sq. ft. LED roof sign

Case No. ZA-2014-4270-CUB – CUB granted for sale of beer and wine for off-site consumption in conjunction with an existing mini-mart for 229-231 W. 7<sup>th</sup> Street (adjoining property)

Case No. DIR-2010-2424-CDO – Administrative clearance to install a new storefront window and door.

Case No. DIR-2010-2576-CDO – Administrative clearance to legalize wall signs in the Broadway CDO.

Case No. ZA-2010-2511-CUB – Conditional use for on-site full line of alcohol at a proposed restaurant in the C5-4D-CDO zone.

Case No. ZA-2010-2511-CUB-PA1 – Plan approval to add a patio with 16 seats.

\*Note: Cases may apply to an adjoining tenant in the same building and not specifically the tenant addressed at 660 South Broadway.

### **HOW OUR REQUEST SERVES PUBLIC CONVENIENCE AND NECESSITY**

Awarding a retail storefront license to From The Earth, Inc. will serve public convenience and necessity. Our proposed retail storefront premises, 660 South Broadway, is a multi-level commercial property that sits on the northwest corner of Broadway and 7<sup>th</sup> Street in the Jewelry District/ Historic Core neighborhood of Downtown Los Angeles. DTLA is one of the fastest-growing urban areas in the nation, hosting over 22 million visitors on an annual basis. It is estimated that DTLA is home to 80,000 people with a weekday population of approximately 500,000 residents, workers, and visitors on any given day. As the popularity of DTLA continues

to grow and the demand for cannabis continues to steadily rise—especially during the COVID-19 pandemic—it can be concluded that DTLA needs more cannabis retailers.

Cannabis supply is undersaturated in the DTLA market compared to the consumer demand posed by both the residential and visitor population who occupy the Downtown area every day. By allowing more cannabis retailers, competition will increase for consumer market share which will in turn lower consumer prices, increase consumer purchases, and increase municipal tax revenues for the City of Los Angeles on the basis of volume. Increased cannabis tax revenues can provide a wide array of benefits to the community, from increasing consumer spending, spurring urban redevelopment, increasing property values, and generating higher tax revenues, to undercutting illicit market cannabis operations and lessening crime.

Undercutting the illicit market by permitting more licensed retail storefronts also promotes public safety. Illicit operators can offer a far less costly product because they are not subject to state and local taxes or other regulations that impose substantial costs on a business. If regulated businesses were able to offer more competitive prices, consumers would be better incentivized to purchase cannabis from a regulated storefront, where they are assured that the cannabis products they purchase have been scientifically tested and analyzed for quality and safety; thereby reducing consumer exposure to unsafe or adulterated cannabis products.

Increased tax revenue also means increased funding for law enforcement and social services budgets, which will allow the LAPD to combat inner-city crime and give the City an edge in resolving homelessness and urban blight more effectively. Also, more retailers will lead to greater urban redevelopment and shared prosperity. DTLA has been undergoing a major period of development and increasing the number of retail storefronts permitted in the City aligns with the City's revitalization efforts. From The Earth offers an aesthetically pleasing and inviting shopping experience for cannabis tourists, experienced consumers, and novices, alike. The presence of a quality cannabis retailer in this area will also increase the property values of neighboring commercial properties, creating an opportunity for our neighbors to redevelop through refinancing, renovation, and new construction.

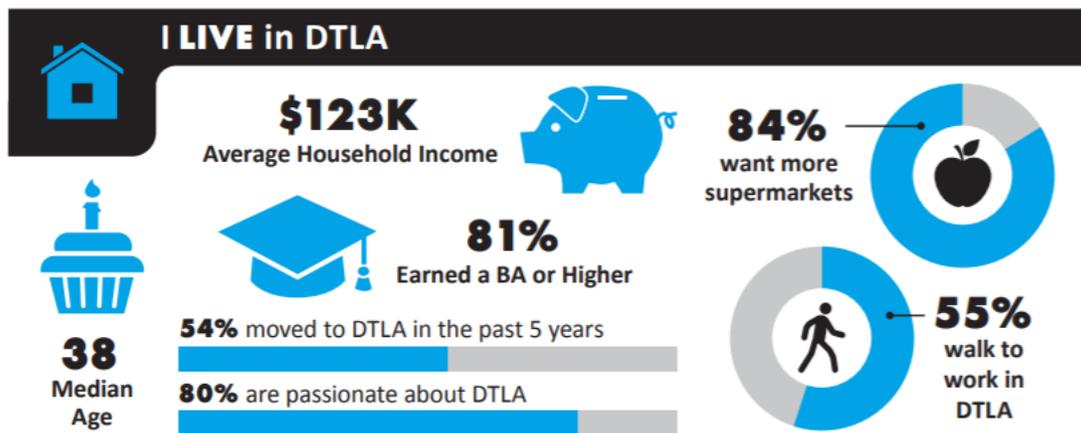
Considering all the above factors, the City of Los Angeles has every incentive to allow highly professional and experienced retail operations like From The Earth, Inc. to operate in Downtown Los Angeles. This company knows cannabis but more importantly, knows cannabis consumers. FTE will be able to effectively compete in the DTLA market, bringing a sophisticated aesthetic, lower-priced, high-quality regulated cannabis, and a responsible cannabis consumer culture to a highly populous market that is educated about its options and seeks the very best.

## **DTLA DEMOGRAPHICS**

Downtown Los Angeles, according to the DTLA 2020 Survey conducted by the Downtown Center Business Improvement District and Renegade Marketing from September through November 2019, has an estimated residential population of 80,000 people with a weekday population estimated around 500,000 residents, workers, and visitors each day. It is estimated that DTLA has over 22 million visitors a year.

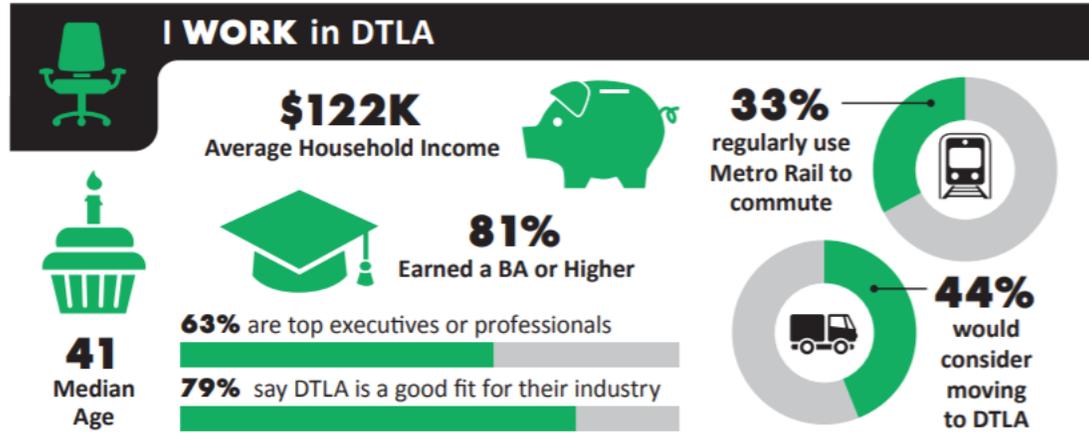
70% of survey respondents reported feeling as though they are part of the Downtown community and 80% of respondents reported feeling passionate about DTLA. Over half of DTLA residents moved here within the past 5 years, and approximately 50% of non-residents stated that they would consider moving to DTLA in the future. The DTLA community is quite mobile. 54% of residents have moved to DTLA within the past 5 years. 57% of the residential and worker population commutes by vehicle, 18% of residents commute by bus, 23% commute by rail, and 19% commute to work by foot.

The median age of DTLA's residential population is 38 years old with an average median household income of \$123,000. 45% of the residential population lies between the age of 18 and 34. 81% of all residents hold an undergraduate degree or graduate degree and work full time. 41% of residents work in the Financial District, 17% work in the Bunker Hill District, 12% work in the South Park district, and 7% work in the Downtown Core. 24% of all residents have lived in the DTLA between 5 and 11 years, 56% of all residents have lived in DTLA for 5 years or less and 20% of all residents have lived in DTLA for 11 years or more. 27% of all residents live in the South Park District, 20% live in the Downtown Core, 9% live in the Financial District and 7% live in the Bunker Hill District.



*\*Source: Downtown Center Business Improvement District 2020 Downtown LA Survey*

Regarding individual demographics, 56% of the residential population is female and 44% of the residential population is male. 44% of all residents are single adults, and 48% of all residents are married or partnered. DTLA is a diverse neighborhood with 48% of residents identifying as Caucasian, 19% identifying as Hispanic & Latino, 20% identifying as Asian or Pacific Islander, 11% identifying as African American, and 5% identifying as another group or of mixed ethnicity.



*\*Source: Downtown Center Business Improvement District 2020 Downtown LA Survey*

Put simply, DTLA wants retail. Respondents ranked shopping as their second top reason for visiting DTLA. Visitors spend \$5.97 billion in total direct spending which is approximately \$142.18 per person, per day.

### DTLA MARKET SATURATION

Downtown Los Angeles currently has 15 operating licensed commercial cannabis retailers to meet consumer demand for medicinal and recreational cannabis. 60% of these businesses lie within the Financial District, the South Park District, and the Central Industrial District, with a ratio of one retailer for every 4,295 residents and one retailer per 33,351 persons that occupy Downtown Los Angeles daily.

Due to the lack of concentration of cannabis businesses, average wait times for service at a commercial cannabis retailer often exceed 15 minutes. According to Google's consumer traffic data (Figure 2), the largest amount of consumer traffic for cannabis retailers in Downtown Los Angeles occurs on Friday, typically with the heaviest volumes occurring in the mornings and in the early evening depending on the location and hours of operation.

Figure 2 (Source: Google)

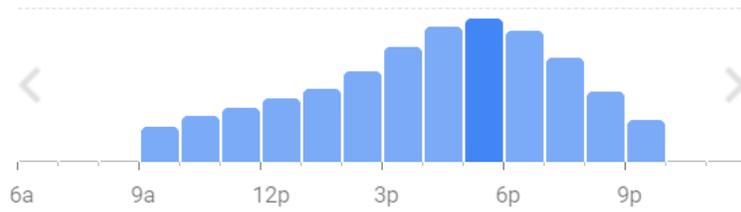
## Los Angeles Farmers

Popular times Fridays ▾



## DTPG

Popular times Fridays ▾



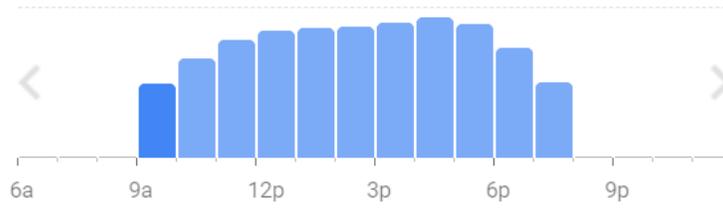
## Cannabal City Collective (3C) – Medical Only

Popular times Fridays ▾



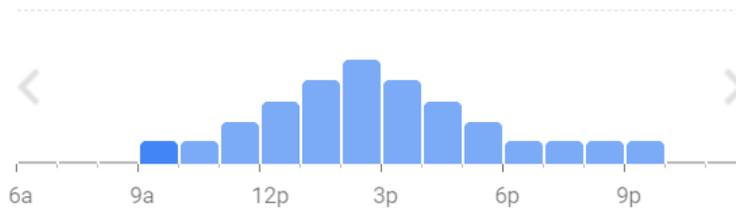
## MedMen DTLA

Popular times Fridays ▾



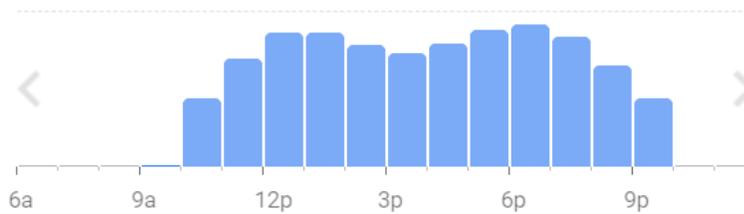
## Shivas DTLA

Popular times Fridays ▾



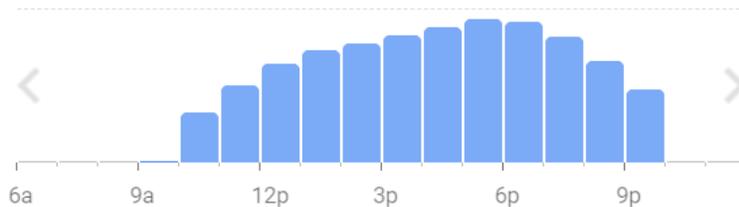
## LA Wonderland DTLA

Popular times Fridays ▾



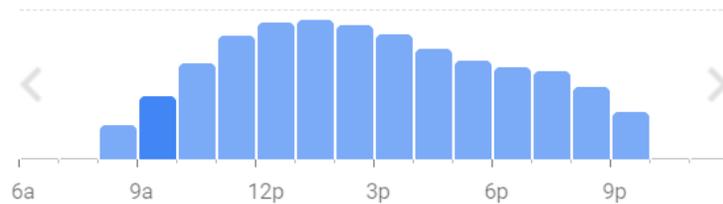
## Lit Co.

Popular times Fridays ▾



## Buddha Company DTLA

Popular times Fridays ▾



Given the excessive wait time to conduct a retail transaction, cannabis retail consumers often have to plan their store visit, anticipate the availability of parking, and ensure that the wait time does not overlap with other pending appointments or obligations. If a consumer were to drive from the Bunker Hill district at 6pm on a Friday to one of the fifteen available retailers to make a purchase, they could anticipate using up to an hour or more of their time, including travel and finding parking, to obtain cannabis from one of the licensed retailers.

Moreover, Google reports that the wait times for cannabis retailers in DTLA are common for other retailers in neighboring, heavily populated areas of Los Angeles including Hollywood, Venice Beach, South Los Angeles, and the San Fernando Valley.

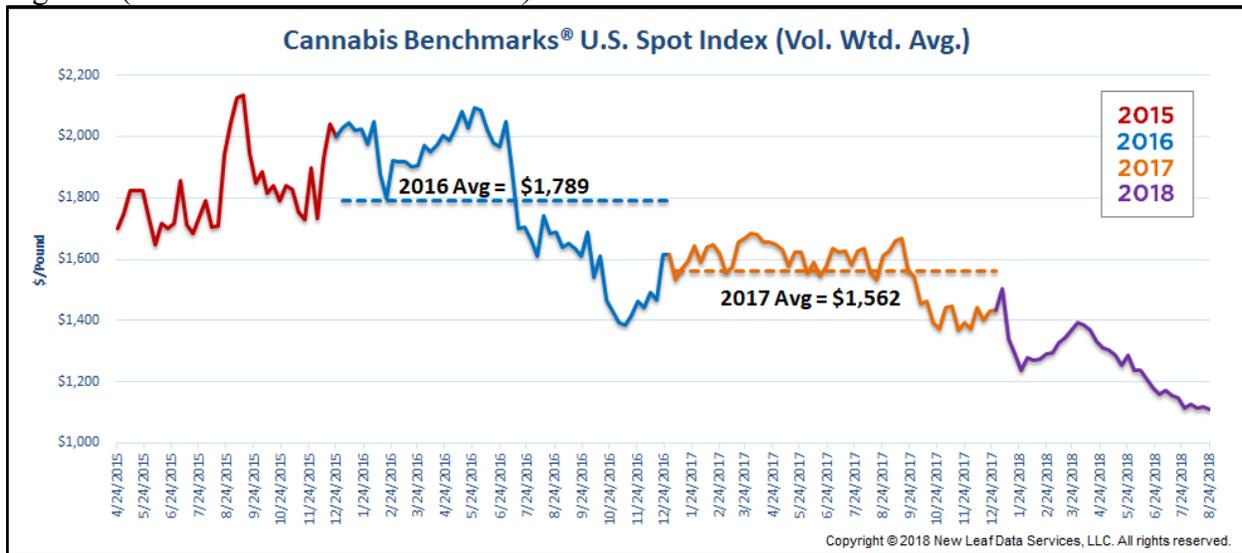
### DTLA MARKET DEMAND

Cannabis demand is currently the highest it has been since hitting an all-time low in August of 2018 due to a market supply contraction spurred by a crackdown in the illicit market by the State of California and the increased preference for laboratory tested product by consumers. The price per pound last year plummeted to \$1,100 due to an oversaturation of greenhouse and outdoor

cannabis from both the illicit market and white market, with outdoor cannabis hitting prices as low as \$600 per pound at volume. (Figure 3)

Fast forward to October of 2019, with the average price per pound steadily approaching \$1,500, with a sharp contraction in the availability of greenhouse cannabis and outdoor cannabis leading to a price floor of \$1,000 per pound, nearly a two-thirds increase from the previous year.

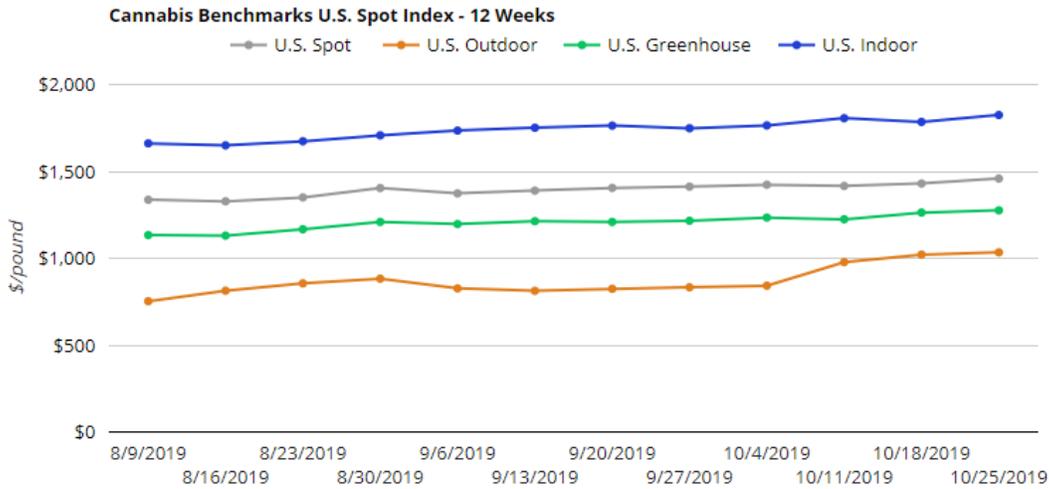
Figure 3 (Source: Cannabis Benchmarks)



Since last year, the price has steadily gone back up along with an increase in demand as the State of California has cracked down on both laboratory testing standards as well as unlicensed businesses. (Figure 4) This regulatory tightening has steadily hampered the availability of cannabis in California since less product is coming to market and is available in fewer storefronts than before. The effect is a net increase in both demand and prices.

Figure 4 (Source: Cannabis Benchmarks)





This increase has had a significant effect on the consumer market as consumers face higher prices along with high taxes. The average California consumer is paying \$50 per 8<sup>th</sup> of an ounce (up from \$35), including an average combined tax rate of 31%, resulting in an average price increase of 87% on legal California cannabis purchases.

The negative effects of higher prices are an increase in illicit market demand. The Los Angeles Times in an August 2019 article titled "*California Now Has The Biggest Legal Market In The World. Its Illicit market Is Even Bigger*" cited that "*Legal sales are up significantly from an approximate \$2.5 billion in 2018, the first year of licensed cannabis sales in California, according to the analysis by sales-tracking firms Arcview Market Research and BDS Analytics. After a rocky start in 2018, retailers that have survived California's tough licensing, testing and packaging regulations are "battle hardened" but that "California's illicit market for marijuana continues to flourish as high taxes and a refusal by most cities to allow licensed shops makes it cheaper and easier for people to buy from illicit dealers, he said. An estimated \$8.7 billion is expected to be spent in the illegal cannabis market in 2019 — more than double the amount of legal sales.*"

Sacramento has shown very little political will to reduce taxes, leaving the market little option but to increase supply to meet consumer demand for cheaper prices. However, due to the limited number of licensed cannabis retailers in California, prices and illicit-market demand will most likely remain high until more legal retailers are permitted and made available to the public.

## DTLA REAL ESTATE

Based on a study conducted by The Western Economic Association International, published in its July 2019 Journal of Contemporary Economic Policy, licensed cannabis retailers had a profound effect on local property values, raising both residential and commercial values by an average of 7.7% on all properties within a half-mile radius. The study found that property values begin to increase shortly after recreational cannabis legislation is approved and tend to peak once commercial sales begin alluding to a speculative relationship between the demand for cannabis retail properties, an increase in surrounding property values, and corresponding gentrification.

The Journal of Real Estate Economics also cited that properties within 0.1 miles of a cannabis retailer increased in value by as much as 8.4%. Also, according to a November 2018 study by the National Association of Realtors, cannabis legislation had a significant impact on real estate demand; commercial warehouse demand increased by an average of 30.5%, retail storefront demand increased by an average of 24%, and commercial land demand increased by 16%. Additionally, a study from the University of Wisconsin on the long-term effects of cannabis on real estate values in Colorado found that “...being located near at least one medical facility that converts to retail in 2014 is associated with an 8.4% increase in [commercial real estate] sales prices after the retail conversion occur”.

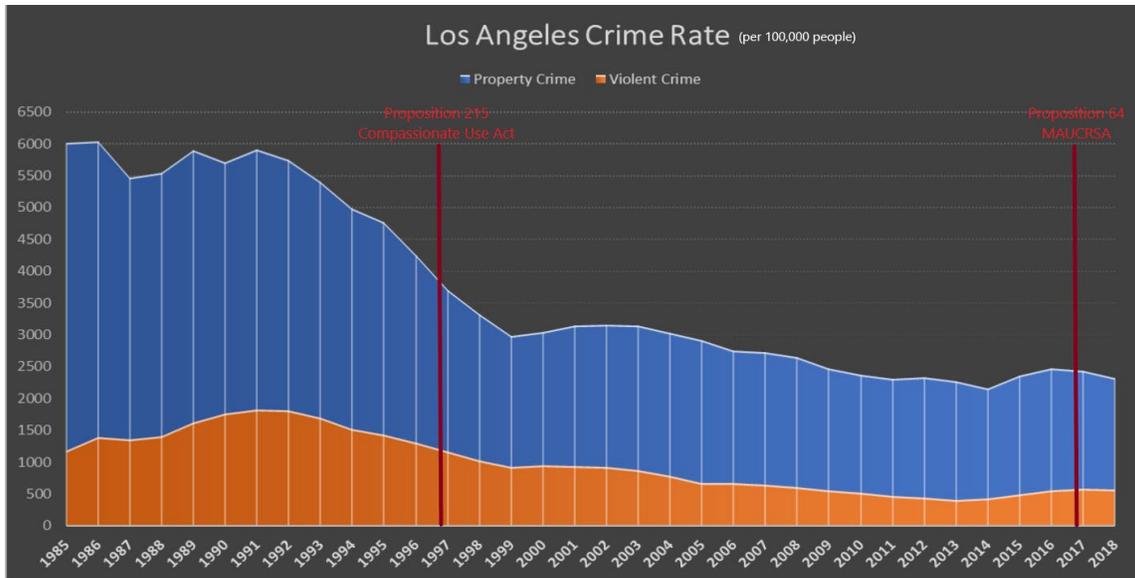
The shift in market price and demand is a trend in all legalization states including California, Oregon, Washington, and Colorado. In California specifically, Emerald Environments LLC., in a real estate study commissioned by the State of New Jersey, tracked the value of cannabis-eligible industrial and commercial properties in Southern California for lease and purchase over two years. Leases for cannabis properties began in a market range of \$1.25 to \$2.50 per square foot in January 2016. By January 2018, the same properties ranged anywhere from \$2.50 to \$4.00 per square foot, depending on their location and local regulatory status.

The same trends were found in the real estate purchasing market, where prices spiked from \$215 per square foot to as high as \$450 per square foot from February 2017 to February 2018. Increases in commercial value were driven by tenant improvements, which included environmental remediation and new building mitigation systems, which increased property values anywhere from \$500,000 to upwards of \$5 million, thus collaterally increasing the overall property values of the neighborhood and increasing tax revenues naturally without an increase in property tax rates.

## DTLA CRIME

Crime in DTLA is comparatively high compared to other boroughs within the City of Los Angeles. Out of a crime ranking of 209 neighborhoods by the Los Angeles Times, DTLA was ranked 28<sup>th</sup> in violent crime and 36<sup>th</sup> in property crime. Year-to-Date DTLA has averaged 185.7 reports of crime per 10,000 people per week with approximately 935 violent crimes and 2,917 property crimes reported. Crime in the City of Los Angeles overall has increased from a record low aggregate crime rate in 2014 by 12% but has decreased by an aggregate 40.7% since the passage of the Compassionate Use Act in 1997 and has decreased by an aggregate 4.6% since the passage of Proposition 64. (Figure 5)

Figure 5 (*Source: LAPD and Los Angeles Almanac*)



Causes of Crime in DTLA

Crime Statistics for the DTLA Neighborhood for September of 2019  
 (provided by LAPD COMPSTAT for the LAPD Central Community Police Station)

Type of Crime/Arrest	3-Month Change	%	YTD % Change	2-Year % Change
<i>Violent Crime</i>	-6.7%		+4.1%	-4.1%
<i>Property Crime</i>	-23%		+4.3%	+20.6%
<b>Total Crime</b>	<b>-29.7%</b>		<b>+4.4%</b>	<b>+16.5%</b>
<i>Violent Crime Arrests</i>	+7.6%		+4.7%	+6.8%
<i>Property Crime Arrests</i>	-8.6%		+5.1%	+14.5%
<b>Total Arrests</b>	<b>-1.0%</b>		<b>+9.8%</b>	<b>+21.3%</b>

Based on LAPD statistics and reports, overall crime is up over a three-year period and arrests are down; with the police department largely attributing the increase in crime to the significant increase of the homeless population in DTLA over the last three years and the prevalence of opioid and methamphetamine abuse among these populations. Most violent crimes during this period occurred in the Skid Row district, the Downtown core, and the South Park district. Most of the property crimes during this period occurred in the Skid Row district, Downtown core, and the South Park district.

The Skid Row district accounts for a significant percentage of crimes committed in the DTLA area due to its high population of people without housing and people who are addicted to drugs. A large concentration of criminal activity occurs around 5<sup>th</sup> and San Pedro.

Cannabis Retailers and Crime Statistics

A study published in August 2019 by the Regional Science and Urban Economics analyzed the direct impact of cannabis retailers on localized crime over three years and concluded that an *"additional dispensary in a neighborhood leads to a reduction of 17 crimes per month per 10,000 residents, which corresponds to roughly a 19% percent decline relative to the average crime rate over the sample period"*.

The journal further detailed that "Reductions in crime are highly localized, with no evidence of spillover benefits to adjacent neighborhoods" and additionally concluded that *"...results are consistent with theories that predict that marijuana legalization will displace illicit criminal organizations and decrease crime through changes in security behaviors or substitution toward more harmful substances"*.

## HOW OUR REQUEST MEETS CITY COUNCIL STANDARDS

Our proposed business premises is located in an area of increased density and traffic and would serve the public convenience and necessity by satisfying a higher demand for retail locations. As detailed above, the proposed business premises is located on the northwest corner of Broadway and 7<sup>th</sup> Street in the Jewelry District Historic Core of Downtown LA. DTLA is among the fastest-growing urban areas in the nation and the cannabis supply is currently undersaturated compared to the consumer demand posed by both the residential and visitor population who occupy the Downtown area every day as further detailed above. From The Earth is eager for the opportunity to increase access to safe, regulated cannabis in DTLA.

Our proposed business will also satisfy the higher demand for cannabis retailers in DTLA, reducing patronage of unlicensed establishments. This past year, the United States experienced an alarming rash of incidents in which people fell ill with respiratory incidents linked to illicit vape products. More than 135 California residents fell ill; three of whom died. This issue is of particular importance to the DTLA community, which has been referred to as "ground zero" for the counterfeit cannabis trade by California Healthline. Reducing financial and geographic barriers to safe, regulated cannabis can prevent future illnesses and deaths related to illicit operations and exposure to dangerous products. From The Earth is eager to curb the illicit market by meeting market demand and consistently providing DTLA consumers with safe, high-quality cannabis products.

## ADDITIONAL DTLA COMMUNITY BENEFITS

In addition to serving the public convenience and necessity in the ways detailed above, From The Earth is committed to making other meaningful, measurable contributions to the DTLA community. This includes our existing partnership with Homeboy Industries, the largest gang rehabilitation and re-entry program in the world. For over thirty years, Homeboy Industries has provided formerly gang-involved and previously incarcerated men and women with free services and programs to assist these individuals with redirecting their lives and reintegrating into their communities.

From The Earth's Social Equity Partner, Mr. Hector Verdugo, is the Associate Executive Director at Homeboy Industries, where he has overseen the training program and trainee population,

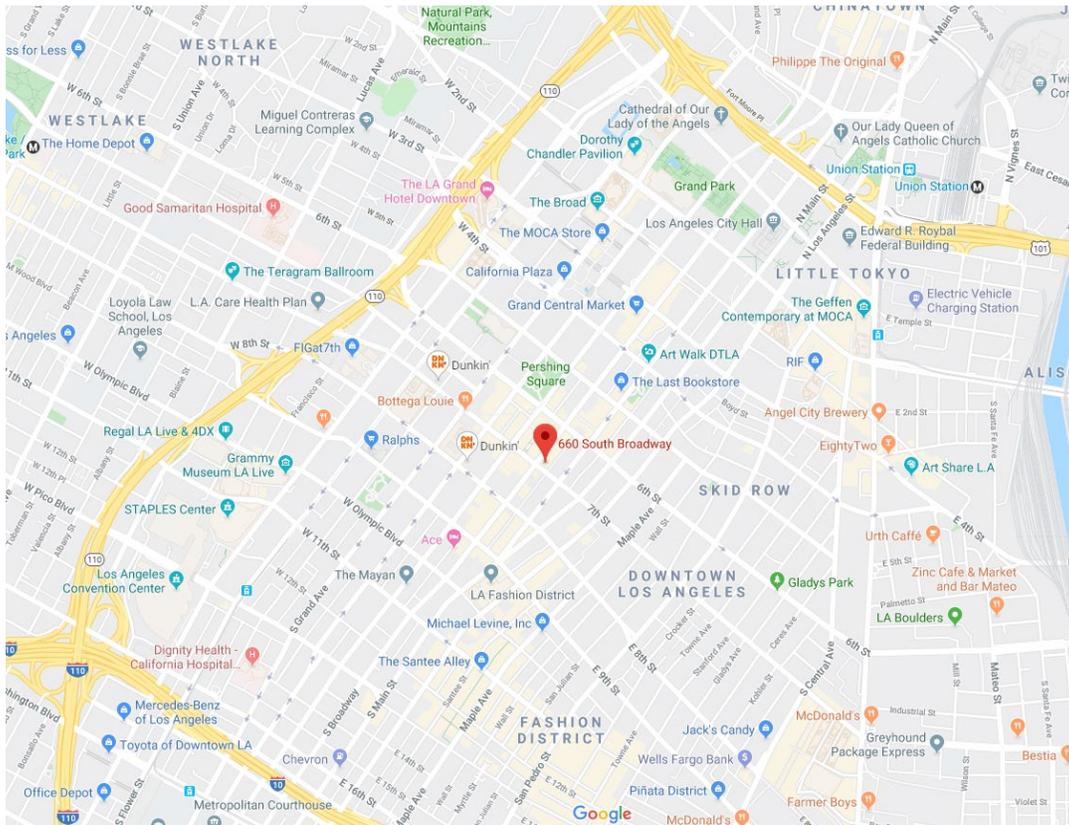
mentoring, and oversight of Homeboy Industries' daily operations since 2009. Hector was born and raised in the Ramona Gardens Housing Project in East Los Angeles where challenging circumstances contributed to his becoming gang-affiliated and crime-involved. By the age of twenty-four, however, Hector completely turned his life around after becoming connected with the Founder of Homeboy Industries, Father Gregory Boyle. Ever since, Hector has been a formidable force in Los Angeles' urban community, helping many individuals transition out of the gang-affiliated lifestyle to become the best they can be.

From The Earth will leverage Hector's intellect, expertise, and deep ties to the East Los Angeles community to identify opportunities to support Homeboy Industries program participants, including by providing employment, education, and training opportunities. As licensed cannabis operators, we understand and acknowledge the legacy of the War on Drugs and its adverse impact on minoritized members of society, especially Black and Hispanic people. Accordingly, we are eager to do our part to support and promote social equity in the cannabis industry and beyond, and we will work continue to work closely with Hector and other DTLA community leaders, to ensure that our efforts are truly impactful.

## **CONCLUSION**

In light of the foregoing, the City of Los Angeles has every incentive to allow highly professional and experienced retail operations like From The Earth, Inc. to operate in DTLA. Our company knows cannabis and, more importantly, knows cannabis consumers. FTE will be able to effectively compete in the DTLA market, bringing their sophisticated style, competitive prices, responsible consumer culture, and superior quality cannabis to the highly populous DTLA market.

# PROPOSED BUSINESS PREMISES – 660 SOUTH BROADWAY



# FROM THE EARTH SANTA ANA – RETAIL STOREFRONT





FROM THE EARTH PORT HUENEME – RETAIL STOREFRONT

