

FLORA

October 1, 2024

City of Kelowna
Development Services
1435 Water Street
Kelowna BC V1Y 1J4

RE: Letter of Rationale to Rezone Property at 2009 Enterprise Way

FLORA Cannabis seeks to rezone the property located at 2009 Enterprise Way to permit retail cannabis sales from Unit C, a 55-square-meter, street-facing retail space.

As a Kelowna-based organization with deep roots in the community, FLORA operates six licensed cannabis retail locations throughout British Columbia under the regulations of the British Columbia Liquor and Cannabis Regulation Branch (BCLCRB). Our presence in Kelowna is well established, with three existing stores at 401 Glenmore Rd. (Glenmore), 1100 Lawrence Avenue (Bankhead), and 3140 Lakeshore Rd. (Pandosy).

We are proud to note that all of our Kelowna locations maintain a perfect compliance record with the BCLCRB. FLORA Cannabis is one of the largest distributors of retail cannabis in the province and upholds the highest standards of operation.

Over the past four years, FLORA Cannabis has proven itself as a safe, responsible, and valued contributor to the Kelowna community. We employ approximately 25 young adults locally, fostering personal and professional development through structured sales training, mentorship, and competitive compensation. Our employees are not only team members but also representatives of the community, and we are proud to support their growth.

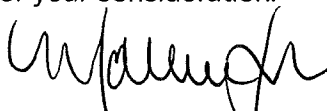
Our stores are known for their clean, modern design, which enhances the aesthetic appeal of the commercial centers in which we operate. The high-end design of signage, storefronts and interior design creates a welcoming, professional, and safe environment for customers. We strive to provide a fun and engaging experience while upholding strict operational standards and regulatory compliance.

The proposed location on Enterprise Way is ideally suited for retail cannabis sales. The site complies with the specific use provisions in Section 9.9 of the City's Zoning Bylaw 12375. Situated along a commercial corridor, the property offers convenient access, ample customer parking with two dedicated parking lots, and is fully compatible with neighboring businesses.

We believe that the addition of FLORA Cannabis to this location will positively contribute to the commercial vitality of the area while ensuring responsible cannabis sales in accordance with local regulations. We kindly request the City's support in approving this rezoning application.

Thank you for your consideration.

Sincerely,



Mathew Dober, President, FLORA Cannabis