



THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION
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March 17, 2021

Mr. Samuel Katzman
Green Town Cannabis
74 Chatham Street West
Windsor, ON, N9A 5M6

TO WHOM IT MAY CONCERN

We are pleased to support Mr. Katzman's perspective in this discussion regarding the addition of a cannabis store in your community.

Ontarians are already legally able to purchase cannabis online, and were provided the option to legally purchase cannabis in retail stores in various Ontario jurisdictions in April 2019.

In 2018, Deloitte estimated that 51% of survey respondents were interested in purchasing from licensed, private retail stores, compared to only a third of respondents who advised that they were interested in purchasing online. This is likely because consumers interested in cannabis are looking for educated, legal retailers with strong product knowledge and a positive, engaging and uplifting shopping experience.

From the vantage point and experience of the Downtown Windsor Business Improvement Association, the benefits of cannabis retail are plenty. We encourage Council to consider the various community benefits of cannabis retail: no increased levels of crime; an opportunity to allow entrepreneurship to different citizens; the reduction of black-market sales of illegal, and potentially dangerous, cannabis; bright, contemporary storefronts; the demystification of ill or erroneous thoughts regarding cannabis; assistance to those dealing with various ailments; and a sustainable contribution to the local economy.

Furthermore, each employee must take a detailed course on how to sell cannabis safely, and every product sold is inspected for safety by Health Canada.

The statistics are positive. Research tells us that while 17% of the population currently uses cannabis, that number is set to reach 75% in the near future. 40% of cannabis customers are over the age of 45.

The AGCO has put policies in place to continue to protect the community, including not permitting cannabis retailers to advertise in any place where youth can see.

The preceding statistics are proof that cannabis retail is here to stay, and brings with it new business development, job creation, increased demand for commercial space, and a positive message that says you are a progressive community.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Yeomans", with a large, stylized flourish extending to the right.

Brian Yeomans
Chair