

EXHIBIT “A”

Selection Criteria – Retailers and retail microbusinesses:

The City of Coachella is located at the eastern end of the Coachella Valley and enjoys a rich cultural heritage known for its entrepreneurial families and engaged youth population. It is the City Council’s desire to promote potential cannabis businesses that will further the economic development goals of the community in order to create jobs, provide a stronger tax base, and enhance the public health and wellness of the community. With the adoption of Ordinance Nos. 1114, 1115, and 1120 setting the zoning and regulatory framework for new retailers and retail microbusinesses, the City anticipates that there may be more applications for cannabis business conditional use permits than allowed under the City regulations. Therefore, the City has enacted, through Resolution, the following process for prioritizing applications.

I. Completeness Review

All retailers and retail microbusinesses are required to submit a Conditional Use Permit (CUP) application, with fee, to the City’s Development Services Department. Applications will be reviewed for “completeness” to ensure that applicants have submitted all the required information necessary for review of the application. Only applications received by the first week of May, 2018 (“initial review and prioritization period”) and deemed complete will move on for review under the City’s selection criteria, unless exempted through a Development Agreement. After the initial review and prioritization period, additional applications will be reviewed and processed according to date the application is accepted as complete and will not be subject to the review and prioritization process. Persons and/or entities that are currently involved or have been involved in the past 6 months with an active court proceeding adverse to the City are ineligible to apply for a CUP.

II. Selection Criteria

The following selection criteria will be used by the Development Services Department to evaluate and prioritize CUPs for retailers and retail microbusinesses. Selection criteria are each worth a maximum of 10 to 30 points, with a grand total of 100 points possible. To obtain the point, the applicant must demonstrate compliance with each criterion listed in the section below.

1. Location and Neighborhood Compatibility (Up to 30 Points)
 - a. Has the landowner provided written authorization for a retailer or retail microbusiness, and provided the applicant with a lease agreement?
 - b. Is the proposed retailer or retail microbusiness property not the subject of any outstanding code enforcement activity?
 - c. Is the location more than the minimum 250 feet distance from existing schools, daycare centers, and youth centers?
 - d. Has the applicant provided a detailed description of how the premises and exterior building areas will be managed so as to avoid nuisance, loitering, and other negative impacts on surrounding properties?
 - e. Does the applicant identify adequate odor control measures?
 - f. Does the applicant demonstrate compliance with parking and landscaping regulations?

2. Security Plan (Up to 10 Points)
 - a. Is a detailed security plan provided that includes descriptions for effective fire prevention, suppression, HVAC and alarm systems?
 - b. Does the security plan identify all required elements contained in Chapter 5.69 and adequately address security for the particular site and operation?
3. Qualifications/Experience of Professionals (Up to 25 Points)
 - a. Does the applicant provide a viable business plan in accordance with Chapter 5.69?
 - b. Do the principals demonstrate bona fide business experience?
 - c. Does a principal, director, officer, or applicant of the business have a primary residence in the City of Coachella where he/she has been residing for the past 36 months?
 - d. Does the applicant commit to hiring City of Coachella residents for 50% of all hires?
 - e. Does the applicant commit to sponsoring an established City of Coachella community-based organization and/or youth program?
4. Building Façade and Interior Improvements (Up to 20 Points)
 - a. Does the applicant provide a detailed tenant improvement plan that identifies compliance with California Building and Fire Codes?
 - b. Are the interior improvements attractive and in keeping with City policies and contemporary retail industry standards?
 - c. Is the applicant committing to exterior façade improvements that will enhance the surrounding areas?
 - d. Does the applicant provide a detailed architectural plan for building façade improvements?
5. Community Benefits (Up to 15 Points)
 - a. Does the applicant propose to operate a new business in the RC Overlay zone, in addition to the proposed cannabis retailer or cannabis retail microbusiness, which includes one or more of the following business types:
 - Restaurant
 - Coffee Shop
 - Retail Bookstore
 - Art Studio / Museum
 - Wine Bar or Micro-Brewery Pub
 - Boutique Hotel / Bed and Breakfast
 - b. Does the applicant provide an effective community outreach plan for nearby and adjacent land uses, and does the applicant describe credible benefits to the overall community, local economy, and any community or non-profit contributions or affiliations?
 - c. Does the applicant provide any additional community benefits described in either their business plan or other documentation submitted as part of the CUP?

III. Lottery

Applications for retailer or retail microbusinesses which receive tie scores from the selection criteria will be entered in to a lottery.