

BRONSTEIN DESERT PROPERTIES, LLC



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Robert Rodriguez
Planning Manager
Community Development
City of Cathedral City
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Cathedral City, CA 92234
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RE: WCCC Use Application at 68828 Ramon Road

Mr. Rodriguez,

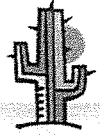
Thank you for taking the time to talk with me last week. As I mentioned, I am the third generation in a family that has lived and operated businesses in the desert - with my grandfather moving here in the 1940's to open the Sunair Drive-in in 1949. We built the commercial property referenced above in 1991, soon after the Sunair property was condemned for the extension of Perez Road at Highway 111 and the creation of the Auto Mall.

It is my pleasure to write this recommendation for our tenant, West Coast Cannabis Club (WCCC.) I have been approached by many interested in opening a medical marijuana dispensary and have been solidly resistant. However, my father and I decided to sign a lease with this group because of their level of professionalism, respect and genuine character, and we've built a strong rapport with them since.

It has come to our attention that one of our tenants on the property (Tom Breitfeller, Farmers Insurance) has submitted a letter of concern to you. It contains some inaccuracies that I would like to clarify as it relates to the WCCC's application. Also, it appears that Tom's primary concerns relate to the interrelation of the WCCC and the Dance Program, and not to any impact upon him or his business directly.

During our negotiation process with WCCC, Tom expressed his objection to having a dispensary adjacent to his location. Initially, I believed this was due to fear for a potential negative impact on his business; I now believe it is of a more personal nature. I do not believe the WCCC's use will negatively impact his business and have offered to let him out of his lease if he would prefer to relocate. This would be our loss but I want Tom to be happy.

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Subsequent to the execution of WCCC's agreement we finalized negotiations to enter into a lease agreement with the Dance Program. The potential conflict between the Dance Program and WCCC was fully disclosed, including a sit-down meeting with Josh and Ken (from WCCC), the supporting brokers, and all of the principals from the Dance Program. In their due diligence, the Dance Program contacted the City of Cathedral City to determine whether there would be any regulation that would prohibit the coexistence of the two businesses. They were advised that they are not considered a school and any distance limitations would not apply. If I understand our conversation together from last week, your conversations with the City Attorney support this interpretation.

To further protect WCCC, language was added in the Dance Program lease to acknowledge the presence of the WCCC on the property and to prohibit the Dance Program from contesting any part of the WCCC's use and application process. They had no issue with the inclusion of such language.

Ken and Josh are the type of entrepreneurs that communities need. I was very impressed to learn about their professional background and skill sets as well - Josh holds a Master's degree from the University of Denver and works as a commercial licensed real estate investment advisor in San Francisco. Kenny holds a Bachelor's degree from the University of Nebraska and has managed various retail establishments including multiple Chipotle locations. I am certain that they will provide safe and professional medical support services, complementing the adjacent dental providers and massage therapists.

Medical marijuana dispensaries are now a permanent part of the City's plan. This location is ideal for such a use, and the WCCC has the skill and business plan to deliver what the City intends.

Please support the application of the WCCC to operate for business in Cathedral City.

Respectfully submitted,

A handwritten signature in black ink that reads "Jon Bronstein". The signature is fluid and stylized, with the first and last names clearly legible.

Jon Bronstein
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