

**From:** [Karlee Gendreau](#)  
**To:** [City Council](#)  
**Subject:** Email - Communication - Karlee Gendreau - Jimmy and Jane Retail Corp - Support for City Proposed Changes - Cannabis Retail - CK 4350-68  
**Date:** Friday, June 12, 2020 9:51:08 AM  
**Attachments:** [letter to the city of saskatoon.pdf](#)

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Submitted on Friday, June 12, 2020 - 09:51

Submitted values are:

Date Friday, June 12, 2020

To His Worship the Mayor and Members of City Council

First Name Karlee

Last Name Gendreau

Phone Number [REDACTED]

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City Regina

Province Saskatchewan

Postal Code [REDACTED]

Name of the organization or agency you are representing (if applicable) Jimmy & Jane Retail Corp.

Subject Support for City Proposed Changes - Cannabis Retail

Meeting (if known) SPC on Business License Fee for Cannabis Related Business in Saskatoon and the Removal of Provincial Limits on Stores

Comments

Good Morning, I've attached a letter here voicing our support for the city proposed changes to Cannabis retail in Saskatoon (reduced business license fee, maintaining 160m distancing and removing the cap). As a hopeful new entrant to the licensed cannabis retail space in Saskatoon, we see these potential changes from a different perspective than the existing cannabis retailers currently operating there but genuinely believe there is a wider spread advantage, further reaching benefits and greater opportunity provided by proceeding in the manner in which the city has suggested. Thank you for your time.

Attachments

[letter to the city of saskatoon.pdf](#)



June 11, 2020

To: His Worship, the Mayor Charlie Clark and Councilors of the Planning, Development and Community Services Committee

Jimmy & Jane Retail Corp. is a management company headquartered in Regina, SK that currently owns and operates a total of 5 licensed retail cannabis locations throughout Saskatchewan and British Columbia. Our group is excited for the opportunity to expand our footprint and apply for retail cannabis licenses in Saskatoon, SK. in the near future. We are writing to you today in regards section 7.2.5 of the upcoming public agenda on June 15, 2020 to voice our support for the current recommendations set forth by council in the 'Admin Report – Fee Review for the Cannabis Business License Bylaw' to reduce the business license fee, maintain existing separation distances between retail stores and to remove the cap on retail cannabis licenses within the city.

One of the fundamental purposes for federal legalization of cannabis was to provide access to safe and regulated products in hopes of eliminating the illicit market. Allowing additional licensed cannabis retail locations in Saskatoon fully supports this federal goal and broadens the participant pool of retailers obligated to provide education and awareness around cannabis and increased levels of corporate social responsibility.

Although we do not yet operate in Saskatoon, insights into the Saskatoon cannabis environment lead us to believe that some of the existing single stores may reach upwards of \$10MM in revenue in 2020. Additional research we have conducted shows current legal cannabis sales in Saskatoon is trending towards \$25MM in aggregate sales with material growth expected year over year for the foreseeable future. This expectation of growth is based on the organic increase of revenues experienced since legalization, consistent product supply from licensed producers, innovative legal cannabis products emerging to the market and the enforcement in the illicit market shifting existing cannabis consumers to the legal market. The lucrative revenue figures and growth potential of the cannabis sector provide an opportunity for additional cannabis retailers within Saskatoon to acquire adequate market share resulting in long term viability and sustainability while allowing the same opportunity to existing cannabis retailers that have had the opportunity to operate in a monopolized environment for 2 years.

Removing the cap and allowing for additional licensed cannabis retail locations does not only foster economic growth for the cannabis industry but also for other various sectors including realtors, landlords, trades and will help to curb the influx of unemployment rates by providing gainful employment for many Saskatoon residents. The related benefits will also be experienced by the City of Saskatoon by way of long term and increased added tax revenues.

We'd be happy to discuss our position further should you have any questions or concerns.

Thank you for your time and attention.

Jimmy & Jane Retail Corp.

Jimmy & Jane Retail Corp