

Dear Town Board,

I am writing you on behalf of Empire Development, Inc, of which I am an owner. In the months since opening our Rocky Mountain Cannabis Fraser location, we have become quite fond of the town and surrounding area. We look forward to continuing to serve the Town in the years to come, which is why I would like to speak with you at the upcoming Town Board meeting. We have two requests that we feel would enhance the quality of service our Rocky Mountain Cannabis store can bring to the town of Fraser.

In the Town of Fraser's Municipal Code, §6-7-40(h)(1) indicates that a Retail Marijuana Business can have hours extended past 7:00PM with special approval by the Board of Trustees. That part of the code indicates that hours could go all the way until Midnight, however we are only requesting that we be allowed to stay open until 9:00PM. On multiple occasions we have had customers express frustration that they are unable to stop by the store on the way home for the weekend because their commute back to Fraser causes them to miss closing time. By staying open until 9:00PM these individuals could still make it to the store before it closes, without significantly increasing the traffic flow to the area as people are settling in for the night. In an effort to demonstrate that these hours would be appropriate for the neighborhood, I have gathered signatures from various community members in our neighborhood who support the decision to allow the Rocky Mountain Cannabis store to remain open until 9:00PM.

Our second request involves §6-7-40(e) of the Municipal Code. The section is on advertising and reads as follows:

"Advertisements. Advertisements, signs, displays or other promotional material depicting marijuana uses or symbols shall not be shown or exhibited off the premises. No signage associated with a retail marijuana establishment shall use the word "marijuana," "cannabis" or any other word or phrase commonly understood to refer to marijuana. No signage may display photographs or other representations of marijuana plants."

I do not believe that your intent in writing this section was to prevent a store from using its registered Trade Name. Unfortunately, that is the situation we find ourselves in. We are not interested in displaying any imagery of plants, uses, etc. We are not interested in displaying "cannabis" or another word to refer to it in any general promotional sense either (i.e. window signs). However, my fellow owners and myself are concerned that the use of "RMC" instead of our Trade Name runs the risk of diluting the value of our Brand over time. This is especially true as other Rocky Mountain Cannabis locations open around the state. We would like to change our current signage of RMC to a simple sign displaying the Trade Name in the company's standard font. I am including a copy of the logo that the sign would be.

Thank you for your consideration of our requests. I look forward to seeing you all at the upcoming meeting and answering any questions you might have regarding our requests.



Natalie Ricks
Empire Development, Inc

Owner
D/B/A/ Rocky Mountain Cannabis