

TOKEN FARMS



CITY OF FRESNO PROPOSAL





# ABOUT US

## TOKEN FARMS

Jennifer Mendonca and Ashley Mendonca, Founders of Token Farms, two Females born and raised in the Central Valley. We are focused on innovating and leading the way in the retail space of recreational and medicinal cannabis. Together we have over 30 years of retail management experience combined. Human Resources, Operations and Sales are areas of the business we thrive in. Matched with our knowledge of cannabis we are creating a shopping experience that differentiates ourselves from your typical cannabis dispensary. We currently average over 700 customers a day and growing at our Farmersville location. Token Farms is committed to providing a reputable brand in the cannabis industry, but more importantly within the communities we serve.





# QUALIFICATIONS

## TOKEN FARMS

Jennifer Mendonca has successfully owned and operated Token Farms dispensary in the city of Farmersville since October of 2019. Our first full fiscal year of gross sales Token Farms generated 4x our projected annual sales. This year 2021 Token Farms is poised to generate an increase of 20% in gross revenue. Token Farms currently transacts with 700 customers a day on average without incident. Prior to gaining a cannabis retail store front license, Jennifer was an Operations Manager for Home Depot responsible for daily operations, store profit and loss, sales, merchandising, inventory, control and over 100 employees including leaders.

Ashley Mendonca Communications & Community Director, brings with her Big Box Retail management experience. As the General Manager of Best Buy Electronic Store in Visalia. Ashley was responsible for a store that generated \$36 million annually while managing over 85 employees . Ashley brings the following skills to Token Farms: an extensive background in retail leadership, human resources, sales, operations and community giveback.





# DAILY OPERATIONS

## TOKEN FARMS

Token Farms plans to operate between the hours of 9:00am and 9:00pm 7 days a week. We will have an armed guard on site during hours of operation along with a 24-7 surveillance and an alarm system that can be viewed by local PD and the State remotely. Our surveillance system meets and exceeds local and state regulations for security. Our cameras will monitor the entire interior and exterior of the building.

We also plan to operate deliveries between the hours of 9:00am - 8:00pm 7 days a week. Token Farms started a delivery service in 2016 and are currently operating deliveries from our Farmersville location. We are well versed with local and state regulations and ensure we are operating within them at all times.





# CASH MANAGEMENT SECURITY

TOKEN FARMS

Token Farms uses a third party cash security service to transport and store cash multiple times a week via an armed guard and armored vehicle. Dama Financial provides armed guards to transport cash in a secured and monitored vehicle during all cash pick ups. Dama Financial allows for us to not have to operate in cash, reducing the risk of a security breach.





# MITIGATING NEGATIVE IMPACTS

## TOKEN FARMS

Token Farms will provide a community Liaison (Ashley Mendonca) who will have an open line of communication with the community via phone, email or in person. Ashley will be on call to respond to any concerns that may arise with immediate urgency to find a resolution.

Ashley will be in attendance at community meetings each month to ensure Token Farms stays aware of how we can best impact and support the community of Pinedale and District 2.





# FRESNO

## MITIGATING NEGATIVE IMPACTS

Token Farms will provide a liaison , Jennifer Mendonca whom will stay in active communication with the Fresno Police Department and provide updates on theft, or any other breach of security.

Token Farms will direct all advertising efforts towards adults age 21 and over only. The company logo and all produced marketing materials will be non-offensive and designed to be informative.



AESTHETIC  
COMPATIBILITY

There will be no signage that will contain any logos or information that identifies, advertises, or lists the services or the products offered. Windows will have opaque film to ensure passer by cannot see the inside of the store.

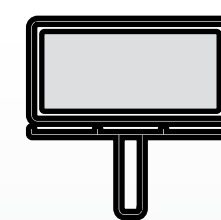


CRIME  
REDUCTION

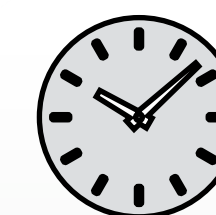


SECURITY  
GUARD

An Armed Security guard will be on premise while the store is open for operation. They will monitor the exterior and interior of the store ensuring safety and that Token Farms and its patrons do not become a public nuisance.



ETHICAL  
ADVERTISING



STORE  
HOURS

We will operate between the hours of 9:00am - 9:00pm. Keeping these hours will ensure that noise and traffic associated with retail operations are minimized and will blend in with noise and traffic associated with neighboring businesses.



# PROPOSED LOCATION



Token Farms plans to purchase approximately 5700 sq. ft. of vacant retail space at 49-55 W Alluvial Ave. This space is an ideal location for a local cannabis retail dispensary as it is conveniently located near Highway 41 and provides ample parking with 21 parking spaces, including 1 handicap space with accessibility, and good lighting.





# PROPOSED LOCATION

Additionally Token Farms is proposing to install a well lit cross walk on the corner of West Alluvial Ave and North Sugar Pine Ave.



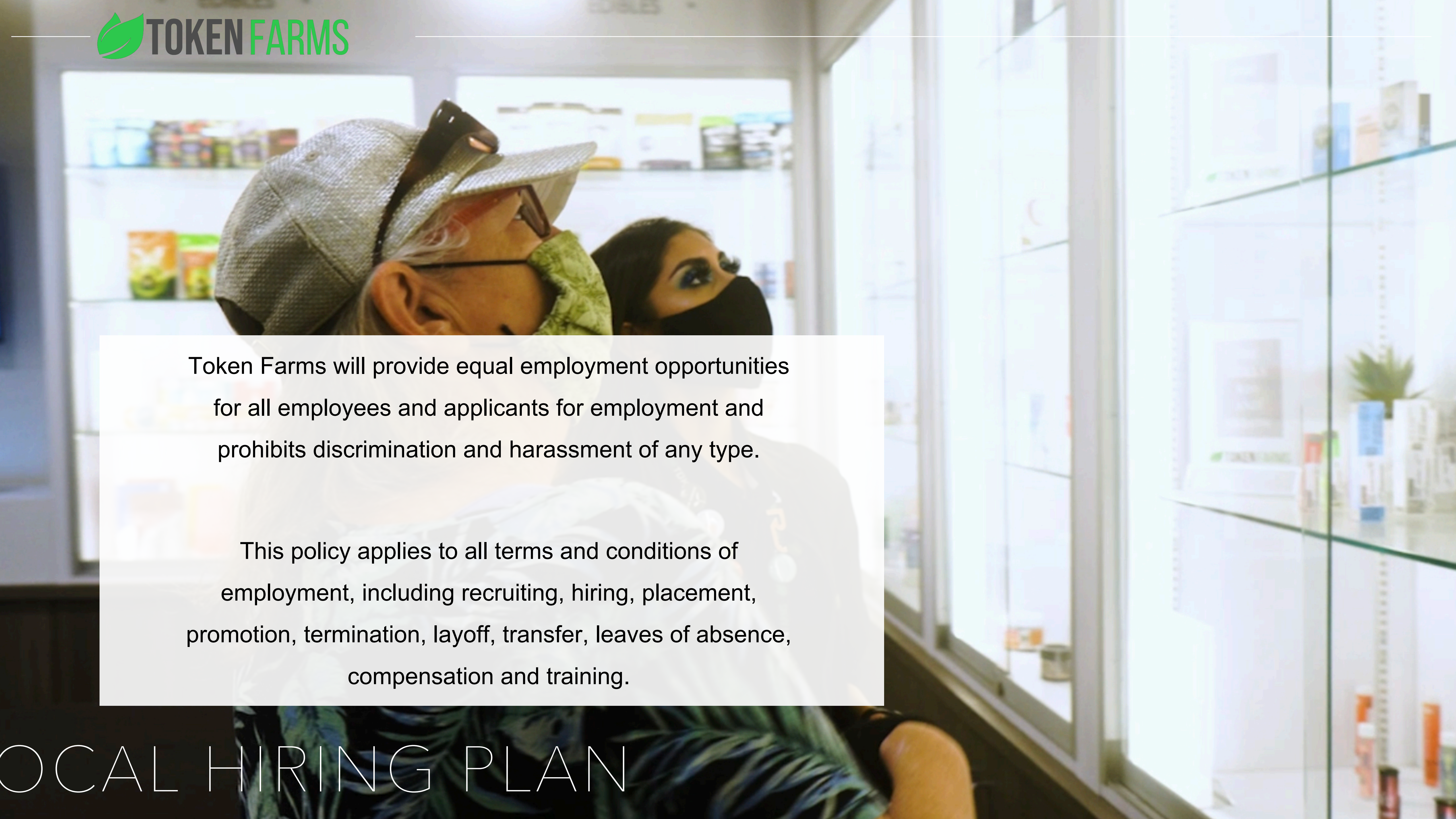


# SALES FLOOR



Token Farms differentiates from most competitors by creating a shopping environment that is inviting to everyone. From cannabis guru's to cannabis newbies, Token Farms is trained and able to cater to all customer needs.



The background of the slide is a photograph of a grocery store aisle. In the foreground, a person wearing a grey baseball cap, sunglasses on their forehead, and a green face mask is looking towards the right. Behind them, another person with dark hair and a black face mask is also looking in the same direction. The aisle is lined with shelves stocked with various products, and the lighting is bright and even.

Token Farms will provide equal employment opportunities for all employees and applicants for employment and prohibits discrimination and harassment of any type.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, transfer, leaves of absence, compensation and training.





# EMPLOYEE BENEFITS



Commitment to maintain a staff of 70% local residents of the City of Fresno.

Token Farms starting pay will begin \$2 above California minimum wage . Full Time Employees qualify for paid time-off, health, dental and vision coverage with Token Farms covering 85% of this expense. All employees qualify for an employee discount on all purchases. With the opening of a second location, we are committed to adding 401k for all employees.







# COMMUNITY BENEFIT

OUR COMMITMENT





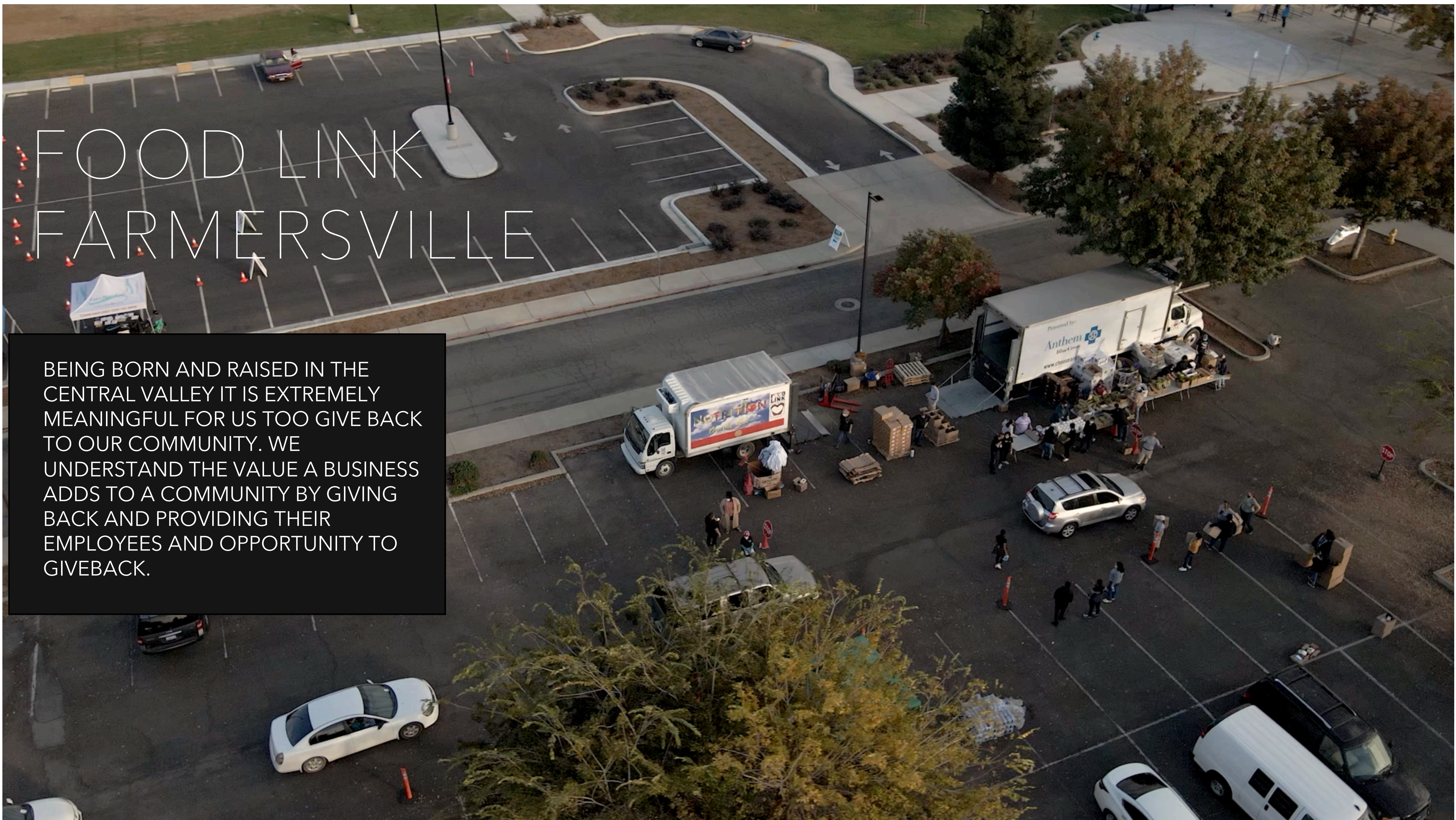


# 2% COMMUNITY DONATIONS

TOKEN FARMS

- ▶ In Addition to the Local Tax Revenues collected by the City, Token Farms is committed to contributing 2% of our annual net profits back to the community of Pinedale. Estimated to be about \$90k annually.
- ▶ With Priority to give back to Pinedale Community Center, The Boys & Girls Club, Local Fundraisers, Local Scholarships for Pinedale Students.
- ▶ Commitment to report to the Community & City in detail where the 2% is donated.





# FOOD LINK FARMERSVILLE

BEING BORN AND RAISED IN THE CENTRAL VALLEY IT IS EXTREMELY MEANINGFUL FOR US TOO GIVE BACK TO OUR COMMUNITY. WE UNDERSTAND THE VALUE A BUSINESS ADDS TO A COMMUNITY BY GIVING BACK AND PROVIDING THEIR EMPLOYEES AND OPPORTUNITY TO GIVEBACK.





AS CANNABIS RETAILERS WE  
WILL BE GOOD COMMUNITY  
PARTNERS AND A RESOURCE  
FOR YOUTH AWARENESS  
AND DRUG PREVENTION  
PROGRAMS

# YOUTH AWARENESS

DRUG PREVENTION





# ADDITIONAL COMMITMENTS

(BASED ON THE PINEDALE COMMUNITY MEETING FEEDBACK)

**Token Farms is aware of the concerns local-residents have about youth access to cannabis, below is how we plan to be proactive in addressing this concern.**

- Provide Security to oversee safety of children near the Sugar Pine St. Bus Stop during school pick up/drop off hours.
- Token Farms will permanently ban and report to local PD any customer(s) making any attempt to purchase on behalf of a minor.
- We will be active and available for partnerships with youth awareness programs and any education we can provide.

\*\*\*With the presence of a State Licensed Cannabis Dispensary, it is proven that “Underground”, “Black Market” sales of drugs decreases significantly for many underlying reasons.