

1 DRAFT
2 MERIT CRITERIA FOR CITY COUNCIL CONSIDERATION
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5 A selection process with “pass/fail” criteria and other criteria by which the relative
6 merit of the application would be assessed. Those criteria are:
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8 a. Experience in the cannabis industry (Pass/Fail) - Ability to demonstrate, through a
9 business plan and management experience, the applicant’s ability to operate and develop
10 a business in a highly regulated industry with a cumulative demonstrated experience of
11 at least three (3) years.
12

13 b. Tax Compliance (Pass/Fail) – The Applicant is in full compliance with the taxation
14 rules and regulations of State and City.
15

16 c. Violations and Eligibility (Pass/Fail) – City records and applicant statements
17 demonstrate that no ownership interest greater than 10 percent has a record of prior
18 notices of violations, stop work orders, cease and desist orders or repetitive contact by
19 the City’s Code Enforcement officers or agencies. Applicant is not prohibited from
20 becoming a licensee for any reason identified by State law or regulation.
21

22 d. Financial Viability (Pass/Fail) – Applicant provides a feasible financial plan and
23 demonstrates control of at least \$500,000 in cash and cash equivalents available for
24 deployment to fund business development and operations.
25

26 e. Cannabis Industry Knowledge (Pass/Fail) – Applicant’s business plan demonstrates
27 excellent familiarity with the relevant rules, regulations, and financial structure of the
28 regulated cannabis industry in Colorado.
29

30 f. Complaint Resolution (1 point) – Applicant demonstrates a viable process for conflict
31 and nuisance avoidance and resolution that will provide a high likelihood that complaints
32 regarding the direct impacts from the business operations (e.g. odor, traffic, noise, etc.)
33 will be avoided and/or resolved sufficiently and expediently.
34

35 g. Diversity of Ownership (1 point) - Diversity of ownership (51% ownership by racial
36 minority, women, veterans, or social equity licensee per the State of Colorado Marijuana
37 Enforcement Division).
38

39 h. Local Hiring and Sourcing (3 points) – Applicant demonstrates through the business
40 plan that it will engage in local hiring and procurement practices, including but not limited
41 to plans to higher residents of Mesa County for at least 75% of positions, source a
42 substantial proportion of non-marijuana materials goods and materials from Mesa County
43 businesses, or source a substantial proportion of marijuana products from within Mesa
44 County should such production of marijuana products in Mesa County or the City of Grand
45 Junction be approved in the future.
46

47 i. Business Plan (6 points) – Applicant provides a business plan of overall quality
48 and detail to indicate that the business will achieve operational stability and comply with
49 best practices and regulations concerning employment and prevention of crime and
50 nuisance.

51
52 j. Community Benefit (7 points) – Applicant submits a plan that demonstrates
53 meaningful and substantial commitment through financial donation, service or similar, to
54 programs, services and organizations that address Social Determinants of Health as
55 defined by the CDC, including economic stability, education access and quality, health
56 care access and quality, neighborhood and built environment, and social and community
57 context. Substantial commitment may, for example, mean i. a minimum of 10% of
58 business profits dedicated to local public causes, and/or, ii. a minimum of 1,000 public
59 service hours, and/or, iii. dedicated assistance to the community, as defined and
60 described by City Council, to support/advance City policy goals.

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