



PC 09/08/2022  
#4

Planning Department <planning@edcgov.us>  
5 PAGES

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## CCUP19-0008 - Agenda Item #22-1543 ---- #4 - Eldo Lake Investment

1 message

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Chris Hester <hest916@gmail.com>

Tue, Sep 6, 2022 at 1:24 PM

To: "jvegna@edcgov.us" <jvegna@edcgov.us>, "kpayne@edcgov.us" <kpayne@edcgov.us>, john.clerici@edcgov.us, andy.nevis@edcgov.us, daniel.harkin@edcgov.us, planning@edcgov.us




Greetings,

My name is Christopher Hester. Please see the attached reference letters and background page on myself and my businesses. I have additional materials if anyone wants further background information, please let me know.

Thanks,  
Chris Hester

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### 3 attachments

-  **EDC Introduction Letter.docx**  
17K
-  **city of merced letter of support.pdf**  
131K
-  **simple equazion support letter (1).pdf**  
326K

El Dorado County Planning Commission  
2850 Fairlane Ct  
Placerville, CA 95667  
Tel: (530) 621-5351

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Tel: (916) 529-0028  
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**RE: CCUP19-0008 ELDO LAKE INVESTMENT LLC**

I am writing to offer a summary of my expertise in the cannabis industry.

For more than 14 years, I have operated numerous model cannabis enterprises and bring a deep knowledge and understanding of business operations, regulatory compliance, facility setup and customer care necessary to succeed. Through my various partnerships in the cannabis industry, I provide strategic planning and brand expansion consultation for cannabis retail storefronts in the state, including land use execution and competitive licensure application submittals. Through my demonstrable expertise in cannabis industry management, operations, real estate, and brand development I have successfully helped open and maintain the following cannabis businesses: I have secured licenses and opened California cannabis retail operations in Antioch, Atwater, Castroville, Contra Costa County, Goleta, Lompoc, Long Beach, Merced, Monterey County, Pacifica, Palm Springs, Redding, Sacramento, Santa Cruz, and Stockton with new licenses opening soon in Concord, Costa Mesa, Fresno, Goleta, Isla Vista, Napa, and Salinas.

Throughout my experience in the California cannabis market, I have embraced the need for strong community acceptance that extends beyond the mere patronage of customers. I consistently build community outreach programs to support the neighborhoods and local communities where we operate. I promote equitable cannabis industry access through diverse recruitment and hiring practices, drawing on my background as a U.S. Marine Corps veteran and my work with Native American tribal organizations who seek licensure. For example, I built community outreach programs with veterans and organizations such as VFW and local American Legion posts, and in my role as Forward Planning Director of Emerald Tribal Consulting, I collaborated with

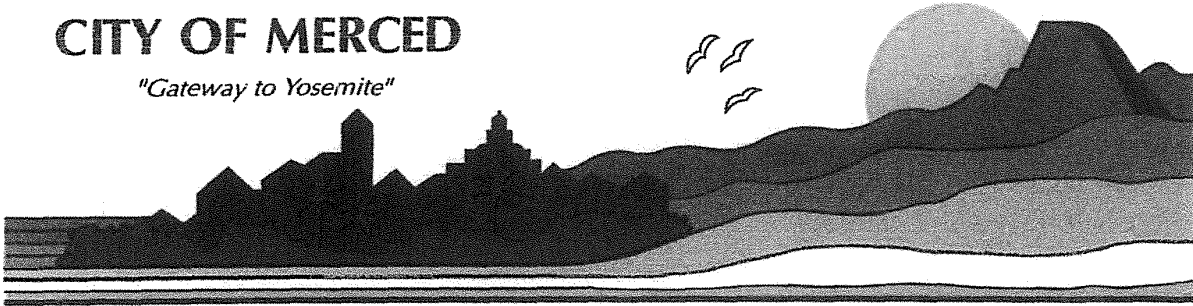
Native American tribal organizations in business development, consulting, and cannabis cultivation planning. I have attached letters from the City of Merced and Symple Equazion, an organization I worked with as part of a community outreach program in Merced.

From my military service and comprehensive skill set in cannabis businesses and community outreach, my varied and in-depth experiences motivate me to constantly improve upon my successful, compliant model for operations and local partnerships. I know firsthand the economic and job market impact of successful, safe cannabis enterprises, and I am eager to benefit the greater El Dorado County community through a meaningful, conscientious, and thorough partnership with the County and local community.

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# CITY OF MERCED

*"Gateway to Yosemite"*



Merced Planning Division, 678 West 18<sup>th</sup> Street, Merced, CA 95340, (209) 385-6858

August 5, 2020

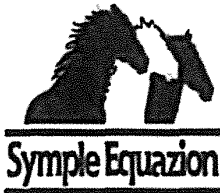
To whom it may concern:

The City of Merced has worked with Infinity Assets, LLC. ("Infinity") since selecting them as the second highest-ranked candidate for a commercial cannabis business permit to operate a cannabis dispensary in 2018. At the time, the business was named "Green Door". Since the beginning of the process, the management staff of Infinity have been receptive to feedback and collaborative with the City. Infinity has repeatedly opened its doors for City staff, members of City Council, and others to tour their facility and gain a better understanding of the inner workings of a retail cannabis business. The management team has been professional and engaged in transforming an underused, dilapidated building into an attractive and vibrant space near Merced's downtown. At the time of this writing, Infinity is current on all tax payments, permit renewals, and other regulatory fees. The City of Merced looks forward to continuing to work with Infinity to realize their goals of contributing to the community and providing needed jobs, products, and expertise to Merced residents.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott McBride". The signature is fluid and cursive, written in a professional style.

Scott McBride,  
Director of Development Services



August 18, 2020

Kelly Turner, President  
Symple Equazion, Inc.  
1840 T Street  
Merced, CA 95340  
209-349-8169  
[www.sympleequazion88.com](http://www.sympleequazion88.com)

Dear Sir,

Symple Equazion is a 501(c)(3), and has been since its inception on June 2011. Our work is focused on assisting at-risk youth through utilization of an interactive learning curriculum focusing on the root cause(s) of behaviors, not simply the symptoms, and the subsequent negative outcomes and consequences of poor decision-making. We also provide no cost housing for homeless young ladies, 18-24 years of age.

Symple Equazion remains committed to providing essential services in our community. To continue providing these services, it has become vital to create financial sustainability. To ensure we remain grounded in the community, Symple Equazion has developed an economic development program to include work readiness training and employment opportunities for our participants. Approximately three years ago, Infinity Assets, LLC approached Symple Equazion with an offer to donate funds for the purpose of ensuring Symple Equazion's economic development program would have the tools and resources necessary to sustain operations and support a work readiness program. Infinity pledged to donate funds to purchase a food concession truck for the work readiness program after discussions with SE regarding expansion of its mission to provide additional essential services to the Merced community and surrounding areas.

In July 2020, Infinity donated funds to pay for construction of a custom built food concession trailer for Symple Equazion. Moreover, Infinity Assets LLC has gone the extra mile by offering an additional donation to cover all start-up costs associated with the new work readiness program. Providing work readiness training and employment opportunities to our participants will change countless lives and affect positive change within our community for many years to come. Infinity's commitment and integrity to donate to SE and our community is a gift that will truly continue to give. We proudly partner with Infinity Assets, LLC. Their name truly reflects their actions, as they are an "Asset" to our community.

Should you have any questions, please feel free to contact me using the information provided above.

Sincerely,



Kelly Turner