



Limited licences for business because of limited cannabis supply

By: Sandra Dueck, Policy Analyst, Peterborough Chamber of Commerce

More details are emerging from the province about how licences for cannabis will be distributed.

The province says that due to a supply shortage of cannabis by federal providers they will not be issuing an unlimited number of licences now that the application process has opened up.

As a result, the province will be "taking steps to ensure that private cannabis retail stores open in phases. In the initial phase up to 25 licences will be issued so operators can open for business on April 1, 2019 and stay open."

To determine which businesses will get the licences, the Alcohol and Gaming Commission (AGCO) will hold a lottery. The lottery will be a temporary solution until production is sufficient.

Recently, the Peterborough Chamber of Commerce conducted a survey of its members to determine the acceptance level for private cannabis retail stores. We received 100 responses from our membership with 75% in favour of private-sector license-based stores, 24% were not in favour of this model and 1% did not answer.

We also received just over 30 comments from those who answered the survey.

Of those who responded in favour, many felt it was an opportunity to expand the tax base and bring in revenue for the City of Peterborough.

Many also recognized that there was market demand for the product that could still enter our city boundaries even if it was not sold in bricks and mortar stores. They also expressed that allowing for storefronts could better keep the market above ground.

Of those with concerns location and health impacts were mentioned the most.

At the December 10th council meeting, while supportive of having the retail stores, councillors had concerns about the lack of a role for municipalities in decisions about location and response time to a license request.

The Canadian Chamber of Commerce released a 5 Minute for Business article on the cannabis market. "Deloitte has forecasted that Canada's cannabis market will be worth up to \$7.17 billion in sales next year."

The provincial government released its plan in mid-November with the following main regulations:

- A minimum distance of 150 metres (approximately 500 feet) between cannabis retail stores and schools, including private and federally-funded First Nation schools off-reserve.



- Retailers will not be permitted to allow anyone under the age of 19 to enter their stores.
 - Specific instances in which applicants will be denied a licence, including cannabis-related criminal offences. Notably, illegal cannabis retailers who were operating after October 17, 2018 are not eligible for Ontario cannabis sales licenses.
 - A prohibition on the issuance of a licence to any individual or organization who has an association with organized crime.
 - Requirement that individuals or entities applying for an operator licence demonstrate their tax compliance status to show that they are in good standing with the government.
- A requirement for all private recreational cannabis retail storefronts to be stand-alone stores only.
- Individuals with a store authorization, cannabis retail managers and all retail employees will be required to complete the approved training to ensure that any individual who works in the cannabis retail market is trained in the responsible sale of cannabis.

All interested parties will be able to submit an expression of interest form online to the AGCO from January 7 to January 9, 2019. The expressions of interest will be put into a lottery pool for a draw. The draw will be conducted on January 11, 2019, with the results to be posted on the AGCO's website within 24 hours.

Tips from Terry: Attracting local shoppers

Earlier this month, Chamber members at the Chamber AM had the opportunity to hear some tips on how to attract the local shopper from Downtown Business Improvement Area Executive Director Terry Guiel.

He talked about how business can use these tips to earn the trust of their customers.

Tip #1: Remind People to Buy Local

Creating our own business ecosystem of buying local is one way to lead by example. Terry suggested having a policy in place to try and source your purchases locally first.

He also suggested offering a local section in your store. Let's toot our own horn.

Tip #2: Show your uniqueness

Think outside the box and showcase how your business is unique.

Present your products or offerings in ways that differentiate you from like businesses or consider partnering with other local businesses on a project.

Push your limits.



Tip #3: Workshops

Offer seminars for your business or others in your space. This is a way to bring in new customers along with the opportunity to show off your expertise.

Tip #4: Be a personality

Show your personality. You are more likely to build loyalty if your customers know you. Be the face of your business. You can also express yourself through advertising and social media.

Tip #5: Be Nice

It costs nothing. It's also a great way to build trust and get to know your customers. It's an area to involve your staff and ensure a full-some customer experience.

Tip #6: Be Visible

Use signage that easily expresses your business.

You are engaging an audience that is on the move.

Change your window display, if you have one, every three to four weeks. A creative display is a great way to draw in customers.

Tip #7: Have an online storefront

Many customers research products online. Being an online resource for your customers can be helpful. You can tap into online reviews and online is open 24/7.

Thanks, Terry! Happy Holidays!

Shorelines Casino Peterborough
Celebrate 2019
Door Prizes Spin to Win
Join Us
Tuesday, January 8, 2019
4pm - 6pm



Member Milestones

- The Peterborough Humane Society's Fur Ball Gala, The Feline and Fido Frolick is on February 23rd at the Peterborough Golf and Country Club. Prices for early bird tickets are only available until December 31st.
- Congratulations to Crawford Building Consultants on celebrating 30 years in business. They would like to

thank everyone for their support and well wishes.

- The Peterborough Public Library is hiring a temporary Social Media Intern through the DS4Y grant program! For all the details on how to apply and to see all the qualifications, check out the Library website.
- The team from Century 21 United Realty Inc. Brokerage raised over \$14,000 to purchase toys at Costco and then donated them to the Country 105 toy drive in support of the Salvation Army Christmas Appeal.
- Tickets are on sale for the 2019 New Year's Eve Brazilian Carnival at The Venue Peterborough, tickets are \$40 + HST.

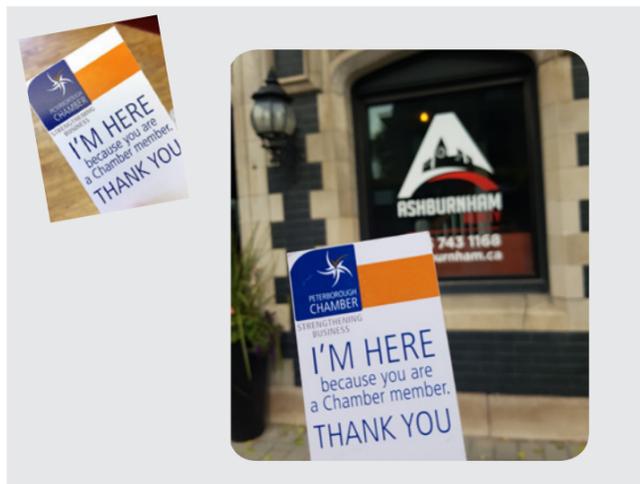
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Chamber members, send your Member Milestones to reception@peterboroughchamber.ca or call 705-748-9771 x 0.



www.peterboroughchamber.ca

Event Calendar

Put these 2019 events in your calendar!



TUESDAY
January 8th, 2019

A New Year of Inspiration

The Carousel
116 Lansdowne Street East

Coffee's on at 7:00am
Speakers from 7:30-8:30am

Cost: Pay for your breakfast

Speaker: Heather Doughty, Inspire: The Women's Portrait Project

Details: The Chamber Breakfast meetings are a great way to fuel up for your busy workday. Network with fellow Chamber members, have a delicious fresh breakfast and enjoy a short presentation from our guest speaker.

Note: Pre-registration encouraged



Special Date

TUESDAY
January 8th, 2019

Welcome 2019!

Shorelines Casino Peterborough
1400 Crawford Drive

4:00pm - 6:00pm

Details: PBX is a great opportunity for the business community, employers, consumers, and community agencies to make valuable connections.

Bring your business cards and get ready to get connected to the Peterborough business community.

Cost: Free, courtesy of Shorelines Casino Peterborough



WEDNESDAY
January 16th, 2019
(Chamber & WBN Members only)

3 Ways Risk Affects Your Business



Chamber Boardroom
175 George Street North

12:00pm - 1:00pm

Speaker: Brendan Quigley, acorn30

Details: This free, noon hour series is open to Chamber members and WBN members interested in professional development and connecting with fellow members. Located in the Chamber boardroom, bring your lunch along, listen to a short presentation, and ask some questions.

Cost: Free (Bring your lunch)

Note: Pre-registration required

FOR FIRMS WITH 1-50 EMPLOYEES

Insurance for small business that's anything but small

contact: Brian Bulger at 741-1400

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STRENGTHENING BUSINESS

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Happy Holidays from the Peterborough Chamber of Commerce

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GREATER Peterborough Chamber of Commerce