



# Community Survey

**Proposed to**  
Cannect Hospitality

---

Prepared By:  
Michael Mills  
Vice President, Sales

# PROGRAM SCOPE

## FREMONT STREET SURVEY

- Surveying took place March 17th, 2019
- A surveyor conducted anonymous surveys of **(82)** Stores, Bars, Restaurants, Kiosks and Casinos from Bunkhouse Saloon (11th St.) to The Plaza Hotel & Casino (Main St.) on Fremont Street in Downtown Las Vegas.
- The following questions were asked by the Surveyor:
  1. Are you the Business Owner or Manager?  
Yes, No, Comment
  2. How often do you smell marijuana being consumed around your business?  
Constantly, Often, Sometimes, Never
  3. Have you heard about the proposed ordinance to allow for 21+, indoor, entertainment spaces where people can consume cannabis?  
Yes, No
  4. Would you support the existence of such a venue nearby?  
Yes, No, Comment
  5. Do you have any other comments?  
Yes, No, Comment
- The following will represent the data set splits:
  - Storefront
  - Casino
  - Kiosk



### OUR GOAL

Assuring that we are exceeding our clients' expectations is our goal, and this is achieved through exceptional service, providing high quality evaluations and analysis, and providing actionable data that will help improve your customer's experience.





# HS BRANDS GLOBAL

## PROGRAM RESULTS FREMONT STREET SURVEY

Your Location:

Response	Count	Percentage	
StoreFront (Shop, Bar, Restaurant, Etc..)	53	64	
Casino	10	12	
Kiosk	20	24	
Total	83	100	

Are you the Business Owner or Manager?

Response	Count	Percentage	
Yes	59	71	
No	24	29	
Total	83	100	





# HS BRANDS GLOBAL

How often do you smell marijuana being consumed around your business?

Response	Count	Percentage	
Constantly (Multiple times per day)	59	71	
Often (a few times per week)	22	27	
Sometimes (every few weeks)	2	2	
Never	0	0	
Total	83	100	

Have you heard about the proposed ordinance to allow for 21+, indoor, entertainment spaces where people can consume cannabis?

Response	Count	Percentage	
Yes	36	43	
No	47	57	
Total	83	100	

Would you support the existence of such a venue nearby?

Response	Count	Percentage	
Yes	72	87	
No	11	13	
Total	83	100	





# HS BRANDS GLOBAL

## PROGRAM RESULTS COMMUNITY COMMENT

Comment		
Feedback ID	Date	Response
4367163	03/18/19	n/a
4366885	03/17/19	For casino purposes and business yes !
4366827	03/17/19	I support marijuana in every way
4366765	03/17/19	It will control less violence because people will be too high to fight.
4366758	03/17/19	I do not like the idea that people will be driving under the influence
4366751	03/17/19	It'll be great to our industry!
4366738	03/17/19	It doesn't bother me if they do. It doesn't bother me if they don't!
4366733	03/17/19	Marijuana is a good way for our community to make money
4366723	03/17/19	I don't care if people smoke for recreational purposes
4366707	03/17/19	I do not smoke but I recommend it for my smoking friends !
4366695	03/17/19	It makes sense for the Las Vegas community to open such venue



# OUR COMPANY

## MISSION

Our mission is to be the world's most recognized and respected brand protection company. For us, the mission isn't a finish line but an ever-growing level of excellence that adapts to the industries, brands, and people we serve. It's a journey we share with our customers, vendors, and employees. It's a promise we deliver on every day and in each interaction. It's a goal built on great relationships whose progress we measure through consistent adherence to our core values.



## HISTORY

Starting with no clients and doing zero evaluations at our founding, HS Brands Global now conducts thousands of evaluations and surveys each month and is recognized by our clients, evaluators, and competitors as being a leader in the mystery shopping industry.

## CORE VALUES

Our foundation, the character of our business, and the team members in it are defined by our core values: High standards of honesty, reliability and impeccable service delivery; great relationships built on trust, knowledge, and respect; Preparedness that ensures we exceed expectations; and enjoyment because positivity is contagious and happy people perform with passion. These values are our guiding principles in all we do and the underlying foundation of HS Brands Global.



**180**  
Team Members



**20**  
Years Experience



**175**  
Satisfied Clients



**1M+**  
Shoppers



# OUR PROCESS

*After you've selected HS Brands Global as your partner, the following details are our specific client onboarding process, tailored to your individual needs.*



---

# QUALITY ASSURANCE

We truly excel in this area and have a "high-touch" approach to QA: we use real people for sourcing, scheduling and educating shoppers on your program, we ask shoppers to provide a high degree of detailed comments in every report they submit, and we use real people to proofread every report word-for-word and score-for-score. This process is completed and turned-around for you to view within 72 hours of the mystery shop evaluation being conducted at your location.

## REPORT SUBMISSION

Our evaluators submit their reports online via our secured website within 12 hours of completing their shops. As reports are received, they are reviewed to verify that they meet our requirements for turnaround time, detailed comments, program specifics, etc.

## REPORT CLARIFICATION


An important aspect of our quality assurance process is what happens when we receive a report that needs clarification or doesn't meet our standards. In these cases, the QA Specialist will immediately contact the evaluator for more information. They will discuss the issues, and most often the evaluator provides additional details that, when added to the original report, assure it meets our standards. If, at the end of the conversation, the QA Specialist determines that the report will not meet our standards, the shopper is informed of that and the QA Specialist then communicates with the FSC that a re-shop will be needed (at our expense, of course).

## EXTENSIVE REVIEW

Each report is then assigned to one of your program's dedicated QA Specialists, who will review every word and every score of every report for integrity, accuracy, detail, spelling, grammar, and compliance with your program's specific requirements.

## DETAILED COMMENTS

We would like to emphasize that the comments in the reports we conduct and provide to you are not "scripted" or forced to be selected from pull-down menus in our reporting system by the evaluator. Each evaluator enters their own observations about their experience in their own words, so that the report has a high level of integrity, and so that it conveys the actual situation. Our clients tell us that the comments we provide in the reports is the most valuable piece of information in the mystery shops, it allows them to get a "true feel" of what has happened. We strongly believe that the "canned" comments approach, can result in "stale" and even inaccurate reports.



## QUALITY, INTEGRITY, AND ADVANCED ANALYTICS

Every evaluation is checked with our 28-step integrity validation process. Results are analyzed, summarized, and provided to your team in real time, through a custom Sassie portal that we design to meet your brand, language, and functionality requirements.





---

# EVALUATOR SELECTION, SCREENING & CERTIFICATION

We have **over one million** evaluators throughout the world to ensure all your locations are shopped. Every evaluator is required to disclose specific demographic information to become an eligible evaluator for us; this includes items such as age, race, gender, income, education, etc. Each evaluator is tested for the ability to write clear, concise, and thoughtful reports from an objective viewpoint, and on our client's specific program requirements before they are assigned any evaluations.

Our evaluator education and coaching will consist of at least seven components:



The initial screening as outlined above.



Certification based on your program's requirements.



Digital photos as examples, if appropriate.



Customized, video-education and coaching pieces we develop, often with our clients.



A shop guidelines Word document with materials and samples to print and review.



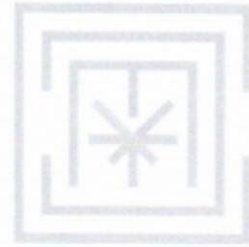
Ongoing evaluation via our quality assurance systems and evaluator grading system.



A conference call with a field staff coordinator to discuss specific requirements and to confirm completion times.







## **Experience**

As the founder & owner of Cannabition Cannabis Museum, and previously having successfully opened and operated multiple cannabis-related businesses in Denver, I have over a decade of experience in Cannabis-centric business operations. Our team has invested heavily resource wise in the City of Las Vegas. We did so because we believe Las Vegas is the ideal, and necessary place, to provide tourists a safe and fun experience to consume cannabis. Tourists are seeking a unique Vegas experience, with convenience while on their vacation. Cannabition checks off all the boxes to become a successful social consumption value that is a part of the solution of removing cannabis use out of dispensaries and off the streets, while simultaneously contributing to the renaissance of Downtown and providing an immediate practical option.

## **JJ Walker's Background**

- Over 10 years in Cannabis
  - 7th Dispensary & Grow In Colorado
  - Produced two cannabis conventions attracting 50,000 people
- 20 Years Event Production
  - Largest Nightlife Promotion Company in Colorado for over 15 Years
- 6 Years Cannabis Experiences
  - Produced 12,000 Cannabis friendly music festival
  - Started first Cannabis Tourism Company now hosting over 5000 people a month

## **Cannabition**

- It took us two years to develop Cannabition and opened on September 20th, 2018 with \$1.7 Million Invested. To date, we have given educational tours to over 20,000 Vegas tourists
- Cannabition has been a Downtown Las Vegas attraction that has produced over 4.9 billion media impressions and currently ranked #11 on 'Top Things To Do' on TripAdvisor - 5 Star, 4.8 Stars on Google Reviews
- Local Impact - out of view from Casinos, tucked back into Neonopolis. First Major attraction in Neonopolis which helped the owner go from 20% leased to now 98% leased
  - Employes 15 people full-time people
  - Contracts with local tourism agencies, advertising, etc

## **Dispensaries**

- Do you believe that dispensaries will risk their multi-million dollar businesses to invest in consumption lounges that will potentially put their main source of income at risk?
- Do you believe that social consumption lounges not close to tourism corridor will truly help alleviate the problem of illegal consumption in the area where they are spending time and money?

## **Considerations**

- Cannabition is the pilot program. We want to the most scrutiny with city licensing on how to do this right. It's going to take 12-24 months for any lounges to get open and provide a quality experience that tourists will drive.
- Cannabition has been an asset to tourists for nearly 6 months.
- We are providing consumer education on consumption, laws, experiences.

