Alcohol and Marijuana Control Office
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Alaska Marijuana Control Board

Form MJ-01: Marijuana Establishment Operating Plan

Why is this form needed?

An operating plan is required for all marijuana establishment license applications. Applicants should review **Title 17.38** of **Alaska Statutes** and **Chapter 306** of the **Alaska Administrative Code.** This form will be used to document how an applicant intends to meet the requirements of those statutes and regulations. If your business has a formal operating plan, you may include a copy of that operating plan with your application, but all fields of this form must still be completed per 3 AAC 306.020(c).

What must be covered in an operating plan?

Applicants must identify how the proposed premises will comply with applicable statutes and regulations regarding the following:

- Control plan for persons under the age of 21
- Security
- Business records
- Inventory tracking of all marijuana and marijuana product on the premises
- Employee qualification and training
- Health and safety standards
- Transportation and delivery of marijuana and marijuana products
- Signage and advertising

Applicants must also complete the corresponding operating plan supplemental forms (**Form MJ-03, Form MJ-04, Form MJ-05,** or **Form MJ-06)** to meet the additional operating plan requirements for each license type.

Section 1 – Establishment & Contact Information

Enter information for the business seeking to be licensed, as identified on the license application.

Licensee:	DBD HOLDINGS LLC	**MJ License #:**	40425		
License Type:	Retail Marijuana Store				
Doing Business As:	Delta Blazers Dispensary				
Premises Address:	Mile 284 Richardson Hwy.				
City:	Delta Junction	**State:**	Alaska	**ZIP:**	99737

Mailing Address:	PO Box 217				
City:	Delta Junction	**State:**	Alaska	**ZIP:**	99737

Designated Licensee:	Tim Clark		
Main Phone:	(907) 750-1164	**Cell Phone:**	(907) 750-1164
Email:	deltablazersbuds@gmail.com		

Section 2 – Control Plan for Persons Under the Age of 21

2.1. Describe how the marijuana establishment will prevent persons under the age of 21 from gaining access to any portion of the licensed premises and marijuana items:

The marijuana establishment will implement a strict age verification and access control system to ensure that no person under the age of 21 is allowed entry or access to marijuana products, in full compliance with 3 AAC 305 Regulations (Effective 12/27/2024) and Statutes (Updated 1/1/2024). Upon arrival, all customers will be required to enter through a single, designated access point monitored by trained personnel. At this checkpoint, individuals must present a valid, government-issued photo identification for age verification. Staff will carefully inspect each ID to confirm authenticity and compliance with legal age requirements. To further enhance security, the establishment will use an electronic age verification system that cross-references IDs against a database to detect expired, fake, or altered documents. No individual will be granted entry without proper verification. A digital log of all scanned IDs will be maintained for compliance purposes. Inside the premises, access to marijuana products will be strictly limited to authorized areas, with physical barriers preventing entry into restricted sections. Employees will be trained to remain vigilant, ensuring that only verified customers interact with marijuana products. Signage stating that entry is restricted to persons 21 and older will be posted prominently at all entrances and points of sale. Additionally, the establishment will enforce a policy of refusing service to individuals who are unable to provide valid identification, appear to be using fraudulent documents, or attempt to gain entry on behalf of a minor. Any suspected violations will be reported to the appropriate authorities. (****See attached)

Section 3 – Security

Restricted Access Areas (3 AAC 306.710):

3.1. Describe how you will prevent unescorted members of the public from entering restricted access areas:

The marijuana establishment will implement strict access controls to prevent unescorted members of the public from entering restricted access areas, ensuring full compliance with 3 AAC 305 Regulations (Effective 12/27/2024) and Statutes (Updated 1/1/2024). Restricted access areas will be clearly designated and separated from public areas through physical barriers such as locked doors, access-controlled entry points, and signage indicating that entry is prohibited to unauthorized individuals. Only licensed employees, escorted visitors, and authorized personnel will be permitted in these areas. Employees will be required to wear visible identification badges at all times while on the premises. Visitors or vendors requiring access to restricted areas will be escorted by a designated employee and must sign in and out of a visitor log, which will be maintained for compliance and security purposes. Surveillance cameras will monitor all restricted access points, ensuring that only authorized personnel enter these areas. Employees will be trained on protocols for maintaining restricted access, and any breach or security concern will be immediately addressed. (****See attached)

3.2. Describe your recordkeeping and processes for admitting visitors into and escorting them through restricted access areas:

The marijuana establishment will maintain a strict recordkeeping system and structured procedures for admitting and escorting visitors into restricted access areas to ensure compliance with 3 AAC 305 Regulations (Effective 12/27/2024) and Statutes (Updated 1/1/2024). All visitors, including vendors, contractors, and regulatory officials, will be required to check in upon arrival and provide valid identification. A visitor log will be maintained and will include the visitor's name, date and time of entry, reason for the visit, and the name of the escorting employee. Visitors will be issued a temporary identification badge, which must be worn at all times while on the premises. Visitors will only be granted access to restricted areas when escorted by an authorized employee. Employees will ensure that visitors do not handle marijuana products or interfere with operations. At the conclusion of the visit, the escorting employee will accompany the visitor back to the designated exit, retrieve the temporary badge, and record the visitor's departure time in the log. Surveillance cameras will monitor visitor movement within restricted areas to ensure compliance with security protocols. Any unauthorized access attempt, deviation from the escorting process, or security concern will be documented and addressed immediately. (****See attached)

3.3. Provide samples of licensee-produced identification badges that will be displayed by each licensee, employee, or agent while on the premises, and of visitor identification badges that will be worn by all visitors while in restricted access areas:

See Page 11and (****See attached)

Security Alarm Systems and Lock Standards (3 AAC 306.715):

3.4. Exterior lighting is required to facilitate surveillance. Describe how the exterior lighting will meet this requirement:

The marijuana establishment will implement a comprehensive exterior lighting system designed to facilitate surveillance and comply with 3 AAC 306.715. Properly placed and maintained lighting will enhance security, deter unauthorized access, and ensure clear visibility for monitoring and law enforcement purposes. Exterior lighting will be strategically installed around all entry points, parking areas, perimeter fencing, and any areas where marijuana products are stored or transported. High-intensity, weather-resistant LED fixtures will be used to provide consistent illumination, reducing shadows and eliminating potential blind spots. These lights will be positioned to avoid glare that could obstruct security cameras while ensuring adequate brightness for clear footage capture. Motion-activated lighting will be installed in low-traffic areas to enhance security while conserving energy. Additionally, dusk-to-dawn lighting will be used around primary access points and building perimeters to ensure continuous visibility throughout nighttime hours. All lighting fixtures will be regularly inspected and maintained to ensure functionality and compliance with regulatory requirements. The lighting system will be integrated with the establishment's surveillance cameras, ensuring that all exterior areas remain well-lit for optimal video quality. This setup will allow security personnel to effectively monitor the premises in real time and review recorded footage if necessary. By implementing these measures, the establishment will maintain a secure environment that supports surveillance operations and regulatory compliance. (****See attached)

3.5. An alarm system is required for all license types that must be activated on all exterior doors and windows when the licensed premises is closed for business. Describe the security alarm system for the proposed premises, explain how it will meet all regulatory requirements, and outline your policies and procedures regarding the actions to be taken by a licensee, employee, or agent when the alarm system alerts of an unauthorized breach:

The marijuana establishment will implement a comprehensive security alarm system designed to comply with 3 AAC 306.715, ensuring that all exterior doors and windows are secured and monitored when the premises is closed for business. The system will serve as a deterrent to unauthorized access, provide real-time alerts in the event of a breach, and support law enforcement and security personnel in responding effectively to incidents. The alarm system will include a combination of door and window sensors, motion detectors, and glass break sensors strategically placed throughout the facility. When activated, any unauthorized entry attempt will trigger the system, sending an immediate alert to a 24/7 monitoring center, on-site security personnel (if applicable), and designated management staff. The system will also be programmed to notify local law enforcement if an intrusion is detected. To ensure reliability, the alarm system will feature backup power sources to maintain functionality in the event of a power outage. It will also be connected to the facility's surveillance cameras, allowing security personnel to verify the nature of the alarm event through live video feeds. The system will undergo routine testing and maintenance to confirm operational integrity and compliance with state regulations. Policies and procedures will outline the required actions in response to an alarm activation. Upon receiving an alert, the designated licensee, employee, or agent will immediately assess the situation by checking live surveillance footage or physically inspecting the premises, if safe to do so. If an unauthorized breach is confirmed, law enforcement will be contacted, and employees will follow established emergency protocols, which may include evacuating the premises or securing specific areas as needed. A log of all alarm activations, including false alarms and confirmed security breaches, will be maintained for compliance and security auditing purposes. Employees will receive training on how to properly arm and disarm the system, respond to alerts, and document incidents. By implementing these security measures and response protocols, the establishment will ensure full compliance with regulatory requirements while maintaining a secure environment for employees, customers, and assets. (****See attached)

3.6. Describe your policies and procedures for preventing diversion of marijuana or marijuana product, including by employees:

The marijuana establishment will implement strict policies and procedures to prevent the diversion of marijuana and marijuana products, ensuring compliance with 3 AAC 306.715. These measures will include inventory control, employee accountability, surveillance monitoring, and strict access restrictions to minimize any risk of internal or external diversion. Inventory control and tracking will be maintained through a state-approved inventory tracking system, which will log all transactions, movement of products, and adjustments to inventory. Employees will be required to record all product transfers, sales, and disposals accurately and in real-time to prevent discrepancies. Regular inventory audits will be conducted to compare physical stock against digital records. Any discrepancies will be immediately investigated, documented, and reported as required by state regulations. Employee accountability and access restrictions will be strictly enforced. All employees handling marijuana products will be subject to background checks before hiring and must undergo comprehensive training on regulatory compliance, security measures, and anti-diversion policies. Employees will only have access to marijuana products necessary for their specific job duties, and access to storage and processing areas will be strictly limited to authorized personnel. A dual-access system may be used in high-security areas to ensure that no single employee can access large quantities of marijuana without oversight. Surveillance and monitoring will be continuously conducted in all areas where marijuana products are stored, handled, or sold. Security cameras will record footage in real-time and retain recordings in compliance with state regulations. Surveillance coverage will include inventory storage rooms, sales counters, loading docks, and employee-only areas to deter theft and unauthorized handling of products. Transportation and disposal of marijuana products will follow strict logging procedures. Any marijuana product being transported to another facility or disposed of will be documented with state-required manifests. Waste marijuana products will be rendered unusable before disposal following state-approved methods. Employees involved in transportation or disposal will follow a chain-of-custody process to ensure accountability. A zero-tolerance employee policy will be enforced for theft or diversion. Any employee found to be diverting marijuana or failing to follow security protocols will face immediate termination and possible legal action. Employees will be encouraged to report suspicious activity anonymously through an internal reporting system, and management will investigate any reported concerns promptly. (****See attached)

3.7. Describe your policies and procedures for preventing loitering:

The marijuana establishment will implement strict policies and procedures to prevent loitering on or around the premises, ensuring compliance with 3 AAC 306.715 and maintaining a secure, professional environment for employees, customers, and the surrounding community. Signage will be posted at all entrances and throughout the exterior of the premises stating that loitering is prohibited. These signs will inform individuals that they must exit the premises immediately after completing their transactions and that unauthorized gatherings will not be permitted. Trained security personnel and staff members will actively monitor the premises to discourage and prevent loitering. Security staff will routinely patrol the parking lot, entrances, and surrounding areas to ensure that individuals do not linger after their purchases. Employees will also be trained to identify potential loitering behavior and to professionally and courteously ask individuals to leave if they are not conducting business. The establishment will implement efficient customer service procedures to minimize wait times and ensure a steady flow of patrons. Customers will be required to leave the premises once their transaction is complete. Any individual attempting to loiter, congregate, or remain on the premises without a legitimate reason will be asked to leave. If an individual refuses to comply, security personnel will take appropriate action, which may include contacting law enforcement if necessary. Access to restricted areas of the premises will be strictly controlled to prevent unauthorized individuals from lingering. Only employees, escorted visitors, and verified customers will be allowed in designated areas. Unauthorized individuals will be denied entry and directed to leave the premises. The establishment will maintain a cooperative relationship with local law enforcement and community organizations to prevent loitering and related issues. If necessary, security personnel will coordinate with law enforcement to address persistent loitering concerns. A strict zero-tolerance policy for loitering will be enforced at all times. Employees will be trained to handle loitering situations professionally and consistently, ensuring that the establishment remains compliant with state regulations while maintaining a safe and welcoming environment. (****See attached)

You must be able to certify the statement below. Read the following and then sign your initials in the box to the right: Initials

3.8. I certify that if any additional security devices are used, such as a motion detector, pressure switch, and duress, panic, or hold-up alarm, to enhance security of the licensed premises, I will have written policies and procedures describing their use. TC

Video Surveillance (3 AAC 306.720):

You must be able to certify each statement below. Read the following and then sign your initials in the corresponding box: Initials

3.9. The video surveillance and camera recording system for the licensed premises covers each restricted access area, and both the interior and exterior of each entrance to the facility. TC

3.10. Each video surveillance recording: is preserved for a minimum of 40 days, in a format that can be easily accessed for viewing (consistent with the Alcohol & Marijuana Control Office's approved format list); clearly and accurately displays the time and date; and is archived in a format that does not permit alteration of the recorded image. TC

3.11. The surveillance room or area is clearly defined on the Form MJ-02: Premises Diagram that is submitted with this application. TC

3.12. Surveillance recording equipment and video surveillance records are housed in a designated, locked, and secure area or in a lock box, cabinet, closet or other secure area where access is limited to the licensee(s), an authorized employee, and law enforcement personnel (including an agent of the Marijuana Control Board). TC

3.13. Describe how the video cameras will be placed to produce a clear view adequate to identify any individual inside the licensed premises, or within 20 feet of each entrance to the licensed premises:

The marijuana establishment will install a comprehensive video surveillance system to ensure clear and continuous monitoring of all areas within the licensed premises and the surrounding exterior, in compliance with 3 AAC 306.715. Cameras will be strategically positioned to capture high-resolution footage that provides a clear view of all individuals inside the premises and within 20 feet of each entrance. Cameras will be installed at all entry and exit points to record every individual entering and leaving the facility. These cameras will be positioned at eye level and angled to capture full facial recognition, preventing obstructions caused by hats, hoods, or other coverings. Inside the facility, cameras will be placed to provide unobstructed views of all areas where marijuana products are stored, handled, or sold. The surveillance system will include coverage of sales counters, transaction areas, inventory storage, processing rooms, and restricted access areas to ensure that all activities are properly recorded. Wide-angle cameras will be used to capture larger spaces, while additional cameras will be positioned at key locations to prevent blind spots. In compliance with state regulations, exterior cameras will be mounted at every entrance to monitor activity within a 20-foot radius. These cameras will have infrared or low-light capabilities to ensure visibility during nighttime hours. Parking areas, loading docks, and perimeter access points will also be covered to prevent unauthorized access or security breaches. All cameras will record in high definition with real-time monitoring capabilities. Footage will be stored securely and retained in accordance with regulatory requirements, ensuring that it can be reviewed in case of an incident. The system will be regularly inspected and maintained to ensure functionality and compliance with state regulations. By strategically placing surveillance cameras throughout the premises, the establishment will maintain a secure environment while ensuring clear identification of all individuals inside the facility and within 20 feet of each entrance. (****See attached)

3.14. Describe the locked and secure area where video surveillance recording equipment and original copies of surveillance records will be housed and stored, and how you will ensure the area is accessible only to authorized personnel, law enforcement, or an agent of the Marijuana Control Board. If you will be using an offsite monitoring service and offsite storage of video surveillance records, your response must include how the offsite facility will meet these security requirements:

The marijuana establishment will house all video surveillance recording equipment and original copies of surveillance records in a locked and secure area within the licensed premises, ensuring compliance with 3 AAC 306.715. This area will be designated solely for surveillance storage and monitoring, with controlled access limited to authorized personnel, law enforcement, or agents of the Marijuana Control Board. The surveillance storage room will be constructed with reinforced walls, a locked steel door, and an access control system that requires keycard authentication. The room will be under continuous video surveillance to monitor any attempts at unauthorized entry. Only designated employees with security clearance will be allowed access, and a log will be maintained to track all entries into the room. The surveillance recording system will include secure digital storage with redundant backups to prevent data loss. All video footage will be stored on-site for the period required by state regulations, ensuring that original recordings are available for review when needed. If an offsite monitoring service is utilized, the offsite storage facility will be secured with encryption, firewalls, and restricted access protocols. The facility will comply with all state-mandated security measures, ensuring that video records are protected from tampering or unauthorized access. To prevent data loss or tampering, the surveillance system will have automatic backup protocols, including cloud-based storage options with encrypted access. Any attempt to disable or interfere with the recording system will trigger an alert to security personnel and management. Regular system audits and maintenance will be conducted to ensure compliance with state regulations and operational integrity. (****See attached)

Section 4 – Business Records

Review the requirements under 3 AAC 306.755. All licensed marijuana establishments must maintain, in a format that is readily understood by a reasonably prudent business person, certain business records.

4.1. I certify that the following business records will be maintained and kept on the licensed premises: Initials

a. **all books and records necessary to fully account for each business transaction conducted under my license for the current year and three preceding calendar years** *(records for the last six months must be maintained on the licensed premises; older records may be archived on or off-premises)***;** TC

b. **a current employee list setting out the full name and marijuana handler permit number of each licensee, employee, and agent who works at the marijuana establishment;** TC

c. **the business contact information for vendors that maintain video surveillance systems and security alarm systems for the licensed premises;** TC

d. **records related to advertising and marketing;** TC

e. **a current diagram of the licensed premises, including each restricted access area;** TC

f. **a log recording the name, and date and time of entry of each visitor permitted into a restricted access area;** TC

g. **all records normally retained for tax purposes;** TC

h. **accurate and comprehensive inventory tracking records that account for all marijuana inventory activity from seed or immature plant stage until the retail marijuana or retail marijuana product is sold to a consumer, to another marijuana establishment, or destroyed;** TC

i. **transportation records for marijuana and marijuana product, as required by 3 AAC 306.750(f); and** TC

j. **registration and inspection reports of scales registered under the Weights and Measures Act, as required by 3 AAC 306.745.** TC

4.2. A marijuana establishment is required to exercise due diligence in preserving and maintaining all required records. Describe how you will prevent records and data, including electronically maintained records, from being lost or destroyed:

The marijuana establishment will implement strict protocols to ensure the preservation and security of all required records, including both physical and electronic records, in compliance with 3 AAC 306.715. These measures will prevent records from being lost, destroyed, or accessed by unauthorized individuals.

Physical records will be stored in a locked, fireproof filing cabinet or safe located in a restricted access area of the premises. Only authorized personnel will have access, and an entry log will be maintained to document any retrieval or modification of records. Regular backups of paper documents will be scanned and converted into electronic format to ensure redundancy.

Electronic records will be maintained on a secure, encrypted server with restricted access. A cloud-based backup system will be used to create automatic, real-time copies of all essential records. These backups will be stored at a secure offsite location to ensure data recovery in the event of equipment failure, fire, or other unforeseen circumstances.

To prevent data corruption or accidental deletion, all employees handling electronic records will be required to use unique login credentials, and access will be restricted based on role and necessity. Audit logs will track any changes or deletions to ensure data integrity. Additionally, cybersecurity measures such as firewalls, antivirus software, and intrusion detection systems will be implemented to protect against data breaches.

Regular system audits and scheduled backups will be performed to verify that all records are intact and accessible. Any attempt to tamper with, delete, or alter required records will be immediately investigated and documented. Employees will receive ongoing training on proper recordkeeping procedures and compliance requirements to maintain regulatory standards.

By implementing these measures, the establishment will ensure that all records, whether physical or electronic, are securely maintained, backed up, and protected against loss or destruction. (****See attached)

Section 5 – Inventory Tracking of All Marijuana and Marijuana Product

Review the requirements under 3 AAC 306.730. All licensed marijuana establishments must use a marijuana inventory tracking system capable of sharing information with Metrc to ensure all marijuana cultivated and sold in the state, and each marijuana product processed and sold in the state, is identified and tracked from the time the marijuana is propagated from seed or cutting, through transfer to another licensed marijuana establishment, or use in manufacturing a marijuana product, to a completed sale of marijuana or marijuana product, or disposal of the harvest batch of marijuana or production lot of marijuana product.

You must be able to certify each statement below. Read the following and then sign your initials in the corresponding box: Initials

5.1. My marijuana establishment will be using Metrc, and if any other tracking software is used, it will be capable of sharing information with Metrc. TC

5.2. All marijuana delivered to a marijuana establishment will be weighed on a scale registered in compliance with 3 AAC 306.745. TC

5.3. My marijuana establishment will use registered scales in compliance with AS 45.75.080 (Weights and Measures Act), as required by 3 AAC 306.745. TC

Section 6 – Employee Qualification and Training

Review the requirements under 3 AAC 306.700. All licensees, and every employee or agent of the marijuana establishment who sells, cultivates, manufactures, tests, or transports marijuana or a marijuana product, or who checks the identification of a consumer or visitor, must obtain a marijuana handler permit from the board before being licensed or beginning employment at a marijuana establishment.

You must be able to certify each statement below. Read the following and then sign your initials in the corresponding box: Initials

6.1. All licensees, and each employee or agent of the marijuana establishment who sells, cultivates, manufactures, tests, or transports marijuana or marijuana product, or who checks the identification of a consumer or visitor, shall obtain a marijuana handler permit from the board before being licensed or beginning employment at the marijuana establishment. TC

6.2. Each licensee, employee, or agent who is required to have a marijuana handler permit shall keep that person's marijuana handler permit card in that person's immediate possession (or a valid copy on file on the licensed premises) when on the licensed premises. TC

6.3. Each licensee, employee, or agent who is required to have a marijuana handler permit shall ensure that that person's marijuana handler permit card is valid and has not expired. TC

6.4. Describe any in-house training that will be provided to employees and agents (apart from a marijuana handler course):

The marijuana establishment will provide comprehensive in-house training to employees and agents to ensure compliance with all state regulations, operational procedures, and security protocols. This training will be separate from the required marijuana handler course and will focus on specific job responsibilities, safety measures, and customer service standards.

New employees will undergo an initial onboarding program that includes company policies, workplace safety, regulatory compliance, and security awareness. Employees will be trained on inventory control procedures, including the proper handling, storage, and documentation of marijuana products to prevent loss, theft, or diversion. Staff will also receive instruction on point-of-sale system operations to ensure accurate sales tracking and compliance with purchasing limits.

Security training will be provided to all employees, covering identification verification, recognizing suspicious behavior, and proper procedures for handling incidents such as attempted underage purchases, theft, or loitering. Employees will be taught how to interact with law enforcement and regulatory inspectors and will be briefed on emergency response procedures, including fire safety, medical emergencies, and evacuation protocols.

Customer service training will emphasize professionalism, product knowledge, and responsible sales practices. Employees will learn how to educate customers on product effects, dosing recommendations, and legal purchasing limits while maintaining compliance with advertising and marketing restrictions.

Ongoing training sessions will be held periodically to reinforce compliance with changing regulations, improve operational efficiency, and address any observed issues. Training materials will be regularly updated, and all employees will be required to complete refresher courses to stay informed of best practices and legal requirements.

By implementing this in-house training program, the establishment will ensure that employees are well-equipped to perform their duties while maintaining a safe, compliant, and professional working environment. (****See attached)

Section 7 – Health and Safety Standards

Review the requirements under 3 AAC 306.735.

You must be able to certify each statement below. Read the following and then sign your initials in the corresponding box: Initials

7.1. I understand that a marijuana establishment is subject to inspection by the local fire department, building inspector, or code enforcement officer to confirm that health or safety concerns are not present. TC

7.2. I have policies regarding health and safety standards (including: ensuring a person with an illness or infection does not come into contact with marijuana or marijuana product; good hygienic practices; cleaning and maintenance of equipment and the premises; pest deterrence; chemical storage; sanitation principles; and proper handling of marijuana and marijuana product) and will take all reasonable measures and precautions to ensure that they are met or exceeded. TC

7.3. I have policies to ensure that any marijuana or marijuana product that has been stored beyond its usable life, or was stored improperly, is not salvaged and returned to the marketplace. TC

7.4. I have policies to ensure that in the event information about the age or storage conditions of marijuana or marijuana product is unreliable, the marijuana or marijuana product will be handled in accordance with 3 AAC 306.735(d). TC

Answer "Yes" or "No" to each of the following questions:	Yes	No
7.5. Adequate and readily accessible toilet facilities that are maintained and in good repair and sanitary condition are clearly indicated on my Form MJ-02: Premises Diagram.	✔	
7.6. Convenient handwashing facilities with running water at a suitable temperature are clearly indicated on my Form MJ-02: Premises Diagram.	✔	

7.7. If you answered "No" to either 7.5 or 7.6 above, describe how toilet and/or handwashing facilities are made accessible, as required by 3 AAC 306.735(b)(2):

Section 8 – Transportation and Delivery of Marijuana and Marijuana Products

Review the requirements under 3 AAC 306.750.

8.1. Describe how marijuana or marijuana product will be prepared, packaged, and secured for shipment. Include a description of the type of locked, safe, and secure storage compartments to be used in vehicles transporting marijuana or marijuana product:

The marijuana establishment will implement strict procedures for preparing, packaging, and securing marijuana and marijuana products for shipment to ensure compliance with all state regulations and prevent unauthorized access or diversion.

All marijuana and marijuana products will be prepared and packaged in a secure, restricted-access area within the facility. Products will be individually sealed in tamper-evident, child-resistant, and opaque packaging that meets all labeling and compliance requirements. Each package will be properly labeled with tracking information, including the product name, batch number, testing information, and transportation manifest details.

Before transport, all shipments will be documented in the state-approved inventory tracking system. The transportation manifest will include details such as the sender and recipient's licensed establishment, the quantity and type of product being transported, the vehicle information, and the names of authorized transport personnel.

During transportation, all marijuana and marijuana products will be stored in a locked, safe, and secure compartment within the designated transport vehicle. The storage compartment will be a heavy-duty, reinforced lockbox or safe that is permanently affixed to the vehicle, preventing unauthorized access. The vehicle will also have an alarm system and GPS tracking to monitor transport activity and ensure security throughout transit.

Only authorized personnel with valid identification and proper documentation will handle and transport marijuana products. At no point will the vehicle be left unattended while carrying marijuana. In the event of an emergency, diversion attempt, or security threat, transport personnel will be trained to follow established protocols, including notifying law enforcement and facility management immediately.

By implementing these security measures, the establishment will ensure that all marijuana and marijuana products are securely packaged, tracked, and transported in compliance with regulatory requirements, minimizing the risk of loss, theft, or diversion. (****See attached)

You must be able to certify each statement below. Read the following and then sign your initials in the corresponding box: Initials

8.2. The marijuana establishment from which a shipment of marijuana or marijuana product originates will ensure that any individual transporting marijuana shall have a marijuana handler permit required under 3 AAC 306.700. TC

8.3. The marijuana establishment that originates the transport of any marijuana or marijuana product will use the marijuana inventory tracking system to record the type, amount, and weight of marijuana or marijuana product being transported, the name of the transporter, the time of departure and expected delivery, and the make, model, and license plate number of the transporting vehicle. TC

8.4. The marijuana establishment that originates the transport of any marijuana or marijuana product will ensure that a complete printed transport manifest on a form prescribed by the board must be kept with the marijuana or marijuana product at all times during transport. TC

8.5. During transport, any marijuana or marijuana product will be in a sealed package or container in a locked, safe, and secure storage compartment in the vehicle transporting the marijuana or marijuana product, and the sealed package will not be opened during transport. TC

8.6. Any vehicle transporting marijuana or marijuana product will travel directly from the shipping marijuana establishment to the receiving marijuana establishment, and will not make any unnecessary stops in between except to deliver or pick up marijuana or marijuana product at any other licensed marijuana establishment. TC

8.7. When the marijuana establishment receives marijuana or marijuana product from another licensed marijuana establishment, the recipient of the shipment will use the marijuana inventory tracking system to report the type, amount, and weight of marijuana or marijuana product received. TC

8.8. The marijuana establishment will refuse to accept any shipment of marijuana or marijuana product that is not accompanied by the transport manifest. TC

Section 9 – Signage and Advertising

Review the requirements under 3 AAC 306.770.

9.1. Describe any signs that you intend to post on your establishment, including quantity, dimensions, graphics, and location on your establishment (photos or drawings may be attached):

In compliance with 3 AAC 306.770, the marijuana establishment will install signage that adheres to state regulations and local ordinances. The proposed signage will be designed to ensure clarity, compliance, and visibility while avoiding any content that could be misleading or appealing to individuals under 21 years of age.

The primary business sign will be mounted above the main entrance and will display the establishment's name and logo. This sign will measure approximately four feet in height and ten feet in width, totaling forty square feet. It will feature professional lettering and the company logo to ensure visibility without being intrusive.

To assist customers in locating parking and entrances, two smaller directional signs will be placed at key points on the property. Each directional sign will measure two feet by three feet, totaling six square feet. These signs will provide clear guidance with simple arrows and text such as "Customer Parking" or "Main Entrance" to help direct traffic efficiently.

Compliance and warning signs will be posted near all entrances and points of sale to meet state regulations. These signs will indicate age restrictions, such as "No one under 21 allowed," and provide health warnings as required by law. Each compliance sign will measure one foot by two feet, ensuring legibility and visibility for all patrons.

All signage will comply with local laws regarding size, number, and placement. The establishment will ensure that all signs meet state and local government requirements, maintaining a professional and compliant appearance while serving their intended purpose effectively. (****See attached)

Form MJ-01: Marijuana Establishment Operating Plan

9.2. Describe any advertising you intend to distribute for your establishment. Include medium types and business logos (photos or drawings may be attached):

See page 11 and (****See attached)

I hereby certify that I am the person herein named and subscribing to this application and that I have read the complete application, and I know the full content thereof. I declare that all of the information contained herein, and evidence or other documents submitted are true and correct. I understand that any falsification or misrepresentation of any item or response in this application, or any attachment, or documents to support this application, is sufficient grounds for denying or revoking a license/permit. I further understand that it is a Class A misdemeanor under Alaska Statute 11.56.210 to falsify an application and commit the crime of unsworn falsification.

TC

Tim Clark

Printed name of licensee

Signature of licensee

Notary Public
ROSEMARIE BRENNAN
State of Alaska
My Commission Expires 04/19/2028

(Additional Space as Needed):

3.3. The marijuana establishment will implement a structured identification badge system to ensure that all employees, agents, and visitors are clearly identifiable while on the premises. This system will enhance security, maintain compliance with regulations, and prevent unauthorized access to restricted areas. Each employee will be issued a licensee-produced identification badge that must be worn at all times while on the premises. The badge will include the business name and logo, the employee's full name, job title, a high-resolution color photograph, an employee identification number, and the badge's issue and expiration dates. To further enhance security, the badge may also include a QR code or barcode for digital verification. The back of the badge will display company contact information, an emergency contact number, and a regulatory disclaimer stating that the employee is authorized to access restricted areas in accordance with 3 AAC 305 regulations. To prevent counterfeiting, the badge may incorporate a tamper-proof holographic overlay. Visitors will also be issued identification badges upon arrival. These badges will clearly display the word "Visitor" in bold lettering, along with the visitor's name, the name of the escorting employee, and the date and time of entry. Each badge will also contain a label indicating that restricted access is only permitted under escort. The back of the visitor badge will include a security notice stating that the badge must be returned upon exiting the premises, a visitor log reference number, and company contact information. To facilitate quick identification, badges will be color-coded, with blue assigned to employees, red to managers, and yellow to visitors. Visitor badges will be issued at the check-in point and collected upon exit to maintain strict access control. Employees will be required to wear their identification badges at all times while on-site. These measures will ensure that all individuals present within the establishment are properly identified and authorized in accordance with regulatory requirements. (See Attached)

9.2. The marijuana establishment will implement a responsible advertising strategy in compliance with 3 AAC 306.770, ensuring that all promotional materials adhere to state regulations and do not appeal to individuals under 21 years of age. Advertising will primarily focus on digital and print media to promote brand awareness while maintaining compliance with all restrictions. The business will utilize an official website and social media accounts to provide educational content, product information, and promotions for customers. All digital advertising will include age-gated access controls to prevent underage individuals from viewing content. Print advertising will be limited to industry-related publications and local newspapers where at least 75 percent of the audience is reasonably expected to be 21 years of age or older. Flyers or brochures may be distributed at cannabis-related events or within the licensed premises to provide information on products, responsible use, and state regulations. Outdoor advertising, including billboards or posters, will comply with state and local restrictions by avoiding any misleading statements, cartoon imagery, or content that could appeal to minors. Signage will strictly follow approved branding guidelines, ensuring that the business name and logo are clearly displayed without any promotional language that violates state regulations. The business logo will be professionally designed and will not include any imagery or symbols that could be interpreted as appealing to minors. The logo will be used consistently across all advertising mediums, including the establishment's signage, website, and approved print materials. All advertising materials will undergo internal review before distribution to ensure compliance with state laws and to maintain the establishment's professional and responsible public image. (See Attached)

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HIGHLY CONFIDENTIAL

Form MJ-01

Marijuana Establishment Operating Plan

Retail Marijuana Store

Applicant Name | **DBD HOLDINGS, LLC**
Full Address | **Mile 284 Richardson Hwy. Delta Junction, AK 99737**
Phone | **(907) 750-1164**
Designated Contact | **Tim Clark | Principal**
E-mail | **deltablazersbuds@gmail.com**

Form MJ-01 | Marijuana Establishment Operating Plan

Contains proprietary information, including trade secrets, under 3 AAC 306.905. Public Records

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Marijuana Establishment Operating Plan

Section 1 – Establishment & Contact Information

Provided

Section 2 – Control Plan for Persons Under the Age of 21

2.1. Describe how the marijuana establishment will prevent persons under the age of 21 from gaining access to any portion of the licensed premises and marijuana items:

The marijuana establishment will further strengthen its age verification and access control measures by incorporating a multi-layered security approach designed to deter unauthorized entry. Beyond the initial ID checkpoint, staff will be stationed throughout the premises to monitor customer activity and enforce compliance with age restrictions. Surveillance cameras equipped with facial recognition capabilities will be strategically placed at entry points, transaction areas, and restricted zones to ensure comprehensive oversight. These cameras will operate 24/7, with footage stored securely for regulatory review in accordance with **3 AAC 305** requirements. Staff will receive ongoing training on detecting fraudulent identification methods and recognizing suspicious behavior to prevent unauthorized access effectively.

Pursuant to **3 AAC 305.325,** except as provided under 3 AAC 306.712, a person under 21 years of age may not enter a retail marijuana store. Each entry to a retail marijuana store must be posted with a sign that says, "**No one under 21 years of age allowed.**" The sign must be not less than 12 inches long and 12 inches wide, with letters at least one-half inch in height in high contrast to the background of the sign. An area of a retail marijuana store's licensed premises where marijuana or any marijuana product is stocked for sale or dispensed for sale is a restricted

access area. The retail marijuana store must post signs, require identification, and escort visitors in compliance with **3 AAC 306.710**. If the retail marijuana store displays marijuana to a consumer for the purpose of smelling the marijuana before purchase, the retail marijuana store shall package the marijuana in a sample jar that is protected by a plastic, metal, or other protective mesh screen, and the jar must remain in the monitored custody of the retail marijuana store during consumer inspection

To reinforce compliance, the establishment will implement a tiered access system that differentiates between public areas, retail sections, and restricted zones. Customers who successfully pass the age verification process will be permitted entry into the main retail space but will be restricted from accessing storage and employee-only areas. These restricted sections will be secured using keycard access, biometric verification, or other advanced security measures to ensure that only authorized personnel can enter. Employees will be required to wear visible identification badges at all times, distinguishing them from customers and further limiting unauthorized access. Any attempt by an unauthorized individual to enter a restricted area will result in immediate intervention by security staff and potential removal from the premises.

Additionally, the electronic age verification system will be integrated with a statewide compliance database, allowing real-time validation of customer information against state-issued ID records. This system will flag any discrepancies, such as duplicated or mismatched credentials, preventing individuals from using stolen or forged identification. The database will also assist in monitoring purchase limits imposed by Alaska's adult-use marijuana regulations, ensuring that no customer exceeds the legally permitted quantity within a specified timeframe. This measure will mitigate potential risks associated with straw purchases, where individuals may attempt to buy products on behalf of underage persons.

Pursuant to **3 AAC 306.350**, the retail marijuana store will refuse to sell marijuana or a marijuana product or complete a walk-up or drive-through exterior window order of marijuana or

marijuana product to a person who does not produce a form of valid photographic identification showing that person is 21 years of age or older.

- For the purpose of this section, a valid form of photographic identification is
  - (1) an unexpired, unaltered passport;
  - (2) an unexpired, unaltered driver's license, instruction permit, or identification card of a state or territory of the United States, the District of Columbia, or a province or territory of Canada;
  - (3) an identification card issued by a federal or state agency authorized to issue a driver's license or identification card; or
  - (4) a tribal identification card, issued by a federally recognized tribe, that meets the following criteria; 1. the identification card has a photograph, a signature, and a date of birth; and the identification card has security features as identified by AS

To promote public awareness and discourage fraudulent attempts, the establishment will conduct community outreach and staff education programs focused on responsible sales practices. Employees will undergo quarterly training sessions covering the latest regulatory updates, security protocols, and identification verification techniques. The establishment will also collaborate with local law enforcement agencies to stay informed on emerging threats, counterfeit ID trends, and compliance best practices. By proactively engaging in these efforts, the business will reinforce its commitment to maintaining a safe and legally compliant operation.

Lastly, the marijuana establishment will implement a zero-tolerance policy for any violations related to age verification and access control. Customers found attempting to use fraudulent identification or circumvent security measures will be immediately denied service and reported to the appropriate authorities. Employees who fail to uphold these standards will be subject to disciplinary action, up to and including termination. By enforcing strict compliance policies and leveraging cutting-edge security technologies, the business will ensure that its operations align with Alaska's legal framework, preventing unauthorized access and upholding public safety.

Section 3 – Security

3.1. Describe how you will prevent unescorted members of the public from entering restricted access areas:

The marijuana establishment will enhance its access control measures by implementing a comprehensive security protocol that strictly regulates entry to restricted areas. These areas will be clearly delineated from public spaces through the use of physical barriers, including reinforced locked doors, electronic access control systems, and prominently displayed signage warning that unauthorized entry is prohibited. The facility will utilize keycard authentication to ensure that only licensed employees and authorized personnel can access these areas, further reducing the risk of unauthorized entry.

To maintain regulatory compliance with **3 AAC 305 Regulations (Effective 12/27/2024)** and **Statutes (Updated 1/1/2024)**, all employees will be required to wear visible identification badges at all times while on the premises. These badges will include the employee's name, job title, and access level, ensuring that security personnel can quickly verify identities and detect unauthorized individuals. Any attempt to tamper with or misuse an identification badge will result in immediate disciplinary action.

Visitors, including vendors and contractors who require access to restricted areas, must undergo a thorough screening process before entry. They will be required to sign in and out using a visitor log pursuant to **3 AAC 306.755 (a)(6)**, which will document their name, company affiliation, purpose of visit, time of entry, and time of exit. A designated employee will escort visitors at all times to ensure compliance with security protocols. Visitor logs will be maintained for regulatory audits and internal security reviews to verify adherence to state regulations.

In compliance with **3 AAC 306.700**, each agent who checks the identification of a consumer or visitor and each licensee and employee must obtain a marijuana handler permit from the board before being licensed or beginning employment at a marijuana establishment.

Following **3 AAC 306.710(b)**, except as provided in **3 AAC 306.325** for a retail marijuana store, each entrance to a restricted access area must be marked by a sign that says "**Restricted access area. Visitors must be escorted.**" A marijuana establishment shall limit the number of visitors to not more than five visitors for each licensee, employee, or agent of the licensee who is actively engaged in supervising those visitors.

Pursuant to **3 AAC 306.710(c)**, any visitor to the restricted access area must:

(1) show identification as required in **3 AAC 306.350** to prove that person is 21 years of age or older;

(2) obtain a visitor identification badge before entering the restricted access area; and

(3) be escorted at all times by a licensee, employee, or agent of the marijuana establishment.

The establishment will further secure restricted access areas through a robust surveillance system that continuously monitors all entry points and high-risk locations. Security cameras will record 24/7, with footage stored for a minimum of 40 days in accordance with state compliance requirements. These surveillance feeds will be regularly reviewed by security personnel to identify any anomalies or suspicious activities. If unauthorized access is detected, immediate corrective action will be taken, including reporting the incident to the appropriate regulatory authorities.

All employees will undergo mandatory training on access control procedures, including how to recognize and respond to potential security threats. Training sessions will cover best practices for preventing unauthorized access, handling visitor escorts, and responding to breaches. Employees will also be trained on how to properly secure restricted areas during shift changes, deliveries, and after-hours operations. Regular refresher courses will be conducted to ensure that all staff remain up to date on the latest security protocols.

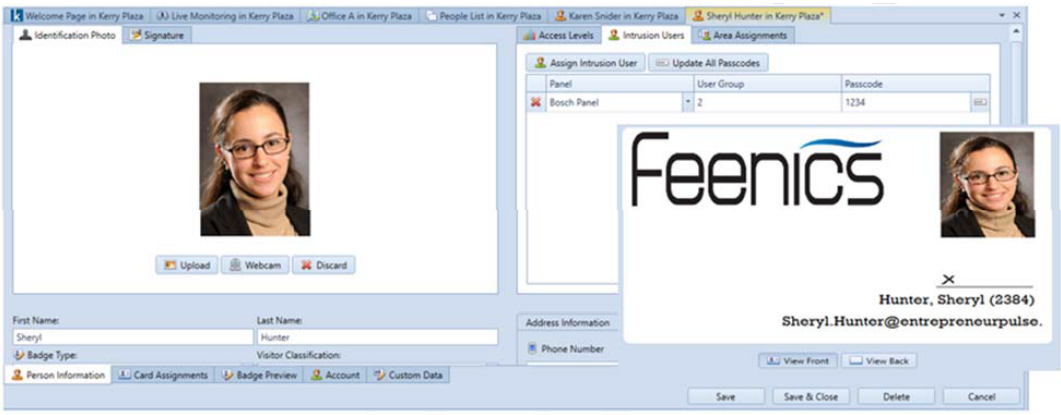
To further enhance security, the facility will conduct periodic audits and inspections of access control procedures to identify any vulnerabilities and implement necessary improvements. These audits will include reviewing visitor logs, testing access control systems, and conducting surprise security drills to assess employee adherence to protocols. Any deficiencies found will be addressed promptly to maintain a secure and compliant environment.

Additionally, the facility will enforce a strict policy that prohibits employees from granting unauthorized individuals access to restricted areas under any circumstances. Any violation of this policy, including an employee's failure to follow escort procedures or attempts to bypass security measures, will result in disciplinary action up to and including termination.

3.2. Describe your recordkeeping and processes for admitting visitors into and escorting them through restricted access areas:

The marijuana establishment will implement a comprehensive visitor management system designed to maintain security and compliance with **3 AAC 305 Regulations (Effective 12/27/2024)** and **Statutes (Updated 1/1/2024)**. This system will ensure that all visitors, including vendors, contractors, and regulatory officials, are properly identified, logged, and supervised while on the premises, particularly in restricted access areas.

Upon arrival, visitors will be required to check in at a designated security checkpoint or reception area, where they must present a valid government-issued identification. The identification will be verified by a staff member, ensuring that only authorized individuals are permitted entry. The establishment will maintain an up-to-date visitor log, recording key details such as the visitor's full name, company affiliation (if applicable), the date and time of entry, the purpose of the visit, and the name of the employee responsible for escorting them. This log will be retained for compliance and security auditing purposes.



Once checked in, visitors will be issued a temporary identification badge that clearly distinguishes them from employees and must be worn in a visible location at all times while on the premises. These badges will be color-coded or marked to indicate visitor status and level of access, preventing any unauthorized movement within the facility. Visitors will not be permitted to enter restricted access areas unless accompanied by an authorized employee at all times.

The escorting employee will provide oversight to ensure visitors do not handle marijuana products, access sensitive operational areas, or interfere with daily activities. Any necessary interactions with marijuana inventory, equipment, or confidential business records will be strictly monitored and conducted only by authorized personnel. Visitors will be informed of security protocols before entry, including prohibitions on photography, recording devices, or any form of documentation unless explicitly approved by management or regulatory authorities.

Throughout the visit, surveillance cameras will monitor all visitor movement within restricted areas, ensuring adherence to established security protocols. The video feed will be reviewed regularly to confirm compliance and detect any anomalies. If a visitor is observed deviating from designated pathways, attempting unauthorized access, or engaging in any suspicious behavior, security personnel will be alerted immediately. All security incidents, including unauthorized access attempts or breaches in protocol, will be documented in an incident report and reviewed for corrective action.

At the conclusion of the visit, the escorting employee will accompany the visitor back to the designated exit, retrieve the temporary identification badge, and record the exact departure time in the visitor log. The log entry will be cross-checked with video surveillance footage to verify that the visitor followed all security procedures. Any failure to comply with escorting protocols, including failure to return the temporary badge or an unapproved deviation from the designated visitor path, will be reported to security management for investigation.

To enhance security and accountability, the establishment will conduct periodic audits of its visitor management system, reviewing visitor logs, video footage, and employee adherence to escorting procedures. Any discrepancies will be promptly addressed, and necessary adjustments will be made to further strengthen access controls.

3.3. Provide samples of licensee-produced identification badges that will be displayed by each licensee, employee, or agent while on the premises, and of visitor identification badges that will be worn by all visitors while in restricted access areas:

The marijuana establishment will implement a comprehensive identification badge system to ensure that all employees, agents, and visitors are clearly identifiable while on the premises. This system will enhance security, streamline access control, and maintain compliance with regulatory requirements by preventing unauthorized entry into restricted areas. The badge system will provide immediate visual verification of an individual's role and level of authorization within the facility.

Pursuant to **3 AAC 306.710(c)** and **3 AAC 306.715(a)**, in a restricted access area, a licensee, employee, or agent of the marijuana establishment will have on display, either on the person or

in a readily accessible location on the licensed premises, a current identification badge bearing the person's photograph at all times when on the marijuana establishment's licensed premises.

Each employee will receive a licensee-issued identification badge that must be worn at all times. The badge will display the business name and logo, the employee's full name, job title, and a high-resolution color photograph. To enhance security, each badge will be assigned a unique identification number linked to the facility's personnel database for tracking purposes. The badge will also include an issue date and expiration date to ensure that only active employees have valid credentials.

To further prevent unauthorized access, the badge may include a QR code or barcode for digital verification. Security personnel will be able to scan the badge to confirm credentials in real time. To protect against counterfeiting, the badge may incorporate a tamper-proof holographic overlay. The back of the badge will display company contact information, an emergency contact number, and a regulatory disclaimer indicating the employee's authorization to access restricted areas in accordance with **3 AAC 305 regulations**.

Visitors will also be issued temporary identification badges upon arrival. These badges will prominently display the word "**Visitor**" in bold lettering, along with the visitor's name, the name of the escorting employee, and the date and time of entry. To reinforce security measures, visitor badges will include a notice stating that access to restricted areas is only permitted under escort. A visitor log reference number will be printed on each badge, allowing security personnel to cross-reference badge issuance records with visitor logs. The back of the badge will include a security notice requiring the visitor to return the badge upon exit, as well as company contact information for inquiries or security concerns.

To facilitate efficient identification, all badges will be color-coded according to access level. Employees will wear blue badges, managers and supervisory personnel will wear red badges, and visitors will be assigned yellow badges to signify restricted access. This system will allow security personnel to quickly identify individuals and ensure compliance with access control policies.

Visitor badges will be issued at check-in and must be returned before exiting the premises. Employees will be required to wear their identification badges at all times, with regular checks conducted to ensure compliance. Security personnel will be responsible for monitoring badge adherence, addressing any misuse, and enforcing the requirement that badges be worn in a clearly visible manner.

To maintain the effectiveness of the identification badge system, the establishment will conduct regular audits of badge issuance, visitor logs, and access records. Any discrepancies, such as lost badges, unauthorized use, or expired credentials, will be investigated and resolved promptly. Security enhancements will be reviewed periodically to ensure the system remains effective in preventing unauthorized access.

3.4. Exterior lighting is required to facilitate surveillance. Describe how the exterior lighting will meet this requirement:

The marijuana establishment will implement a comprehensive exterior lighting system to enhance security, facilitate surveillance, and ensure compliance with **3 AAC 306.715**. This system will be designed to deter unauthorized access, improve visibility for security personnel and law enforcement, and provide clear surveillance footage by eliminating dark or shadowed areas around the premises.

To maximize coverage, exterior lighting will be strategically installed around all critical areas, including entry points, parking lots, perimeter fencing, loading and storage zones, and high-risk

locations where marijuana products are handled or transported. Lighting will be positioned to cover all pathways, driveways, and approach points to discourage unauthorized activity and provide employees with safe navigation.

The establishment will use high-intensity, weather-resistant LED fixtures that deliver consistent illumination while minimizing energy consumption. These lights will be designed to operate effectively in all weather conditions, including rain, snow, and extreme temperatures, ensuring year-round functionality. The placement of these fixtures will be carefully planned to reduce shadows and eliminate potential blind spots where unauthorized individuals could hide.

To ensure that lighting does not interfere with surveillance operations, all fixtures will be angled and shielded to prevent glare that could obstruct security cameras. The lighting system will be fully integrated with the establishment's high-resolution surveillance cameras, allowing for clear footage capture with minimal distortion. This integration will enhance real-time monitoring and provide security personnel with high-quality video evidence in the event of an incident.

For enhanced security and energy efficiency, the establishment will install motion-activated lighting in low-traffic areas such as service entrances, alleyways, and secondary access points. These lights will activate only when movement is detected, providing an immediate security response while reducing unnecessary energy consumption. Additionally, dusk-to-dawn lighting will be used at primary access points and around the building perimeter to ensure continuous visibility during nighttime hours.

Regular inspections and preventive maintenance will be conducted to ensure that all lighting fixtures remain in optimal working condition. Security personnel will perform routine checks to identify and replace any malfunctioning bulbs, adjust positioning if necessary, and ensure that all lights are functioning at the required intensity. The establishment will maintain a lighting log documenting maintenance schedules, inspections, and any necessary repairs to demonstrate regulatory compliance.

To further enhance security, the establishment may implement smart lighting technology, allowing security personnel to remotely adjust brightness levels, activate specific lighting zones, and receive alerts if a fixture malfunctions. This capability will provide additional control over the facility's exterior illumination and improve security response times.

3.5. An alarm system is required for all license types that must be activated on all exterior doors and windows when the licensed premises is closed for business. Describe the security alarm system for the proposed premises, explain how it will meet all regulatory requirements, and outline your policies and procedures regarding the actions to be taken by a licensee, employee, or agent when the alarm system alerts of an unauthorized breach:

The proposed marijuana establishment will implement a comprehensive security alarm system designed to safeguard the premises, ensure regulatory compliance, and provide immediate alerts in the event of an unauthorized breach. This system will serve as a critical component of the facility's overall security infrastructure, protecting inventory, personnel, and business operations.

The alarm system will include motion detectors, door and window sensors, and glass break sensors that will be strategically placed at all entry points and vulnerable areas. These sensors will be programmed to detect unauthorized access attempts and will immediately trigger an alarm response. The system will be connected to a professional monitoring service that will provide continuous, 24/7 surveillance of the premises, ensuring that any security event is addressed in real time.

All exterior doors and windows will be equipped with contact sensors that will activate the alarm if forcibly opened or tampered with outside of business hours. Motion sensors will be installed in critical interior areas, including storage rooms, restricted access zones, and points where marijuana products are handled. These sensors will be calibrated to differentiate between human movement and environmental factors such as air circulation or minor vibrations to minimize false alarms. The marijuana establishment will use commercial-grade, non-residential door locks on all exterior entry points to the licensed premises pursuant to **3 AAC 306.715(d)**.

The alarm system will be fully integrated with the facility's video surveillance system, allowing security personnel and law enforcement to access real-time footage in the event of an alarm activation. All alarm triggers and system activity will be logged electronically for review and compliance documentation. In accordance with state regulations, alarm records will be maintained for a specified period to ensure transparency and accountability.

To ensure compliance with security requirements, the alarm system will be tested and inspected regularly by a licensed security professional. Routine maintenance checks will be performed to verify that all components are functioning correctly and that backup power sources are

operational in the event of a power outage. Any system malfunction or maintenance issue will be documented and addressed immediately to maintain continuous protection.

In the event that the alarm system is triggered due to an unauthorized breach, specific response protocols will be followed. The monitoring service will immediately notify designated facility personnel, including the on-site security team and the business owner or manager. If necessary, local law enforcement will be contacted for immediate dispatch. Employees who are present on-site during an alarm activation will be instructed to follow emergency lockdown procedures, including securing all interior doors, remaining in designated safe zones, and awaiting further instructions from law enforcement or security personnel.
If the alarm activation occurs outside of business hours, an authorized manager or security team member will be required to respond to the premises to assess the situation. Upon arrival, they will inspect the facility for signs of forced entry or tampering. If evidence of a security breach is discovered, law enforcement will be provided with access to surveillance footage and alarm system logs to aid in their investigation. A detailed incident report will be generated, outlining the nature of the breach, any damages or losses incurred, and the corrective actions taken to prevent future occurrences.

Employees will receive training on the proper procedures for handling alarm activations, including how to verify alarm notifications, communicate with security personnel, and respond appropriately to emergency situations. Refresher training sessions will be conducted periodically to ensure all staff members remain familiar with security protocols.

3.6. Describe your policies and procedures for preventing diversion of marijuana or marijuana product, including by employees:

The marijuana establishment will implement a comprehensive diversion prevention program to ensure strict compliance with **3 AAC 306.715** and prevent the unauthorized distribution of marijuana and marijuana products. This program will incorporate rigorous inventory control, employee accountability, continuous surveillance, and restricted access to minimize risks of both

internal and external diversion. These measures will create a secure and highly regulated environment that supports operational integrity and regulatory compliance.

A state-approved inventory tracking system will be used to meticulously record and monitor all marijuana product transactions, movement, and adjustments in real time. Employees will be required to log product transfers, sales, and disposals immediately to maintain accurate records. This system will integrate with regulatory databases to ensure transparency and allow for real-time monitoring by authorized personnel. Regular audits will be conducted to reconcile physical stock with digital records, ensuring that no discrepancies go undetected. Any inconsistencies in inventory will be thoroughly investigated, documented, and reported to the appropriate state authorities as required by regulations. Audit reports will be retained for compliance verification and operational reviews.

Strict access restrictions and employee accountability measures will be in place to limit product handling to authorized personnel only. All employees with access to marijuana products will be required to undergo comprehensive background checks prior to hiring. Once hired, employees will receive extensive training on compliance, security procedures, inventory handling, and anti-diversion policies. This training will be regularly updated to reflect any regulatory changes or new security protocols.

Employee access to storage, processing, and distribution areas will be tightly controlled. Only those whose job duties require direct handling of marijuana products will be granted access to these areas. Access points will be secured using keycard or biometric entry systems to ensure that only authorized personnel can enter. High-security areas, such as bulk inventory storage and processing locations, may implement a dual-access system, requiring two authorized employees to be present at all times to prevent unauthorized handling or removal of products.

Surveillance and monitoring will play a critical role in diversion prevention. Security cameras will continuously record in real time and retain footage in accordance with state regulations. Cameras will be strategically placed in all areas where marijuana products are stored, handled, transported, or sold, including inventory rooms, sales counters, processing zones, and restricted employee-only areas. These measures will serve as both a deterrent against theft and a tool for investigations in the event of suspicious activity. Management will conduct routine reviews of security footage to ensure adherence to all security protocols and to identify any potential irregularities.

The transportation and disposal of marijuana products will follow strict procedures to maintain full accountability. All marijuana products being transferred to another licensed facility or designated for disposal will be documented through state-required manifests. Transportation logs will include detailed records of product types, quantities, and the names of employees responsible for handling the transfer. All waste marijuana products will be rendered unusable before disposal, following state-approved methods to prevent any possibility of recovery or resale. Employees responsible for transportation or disposal will adhere to a strict chain-of-custody process to ensure accountability at every stage.

A zero-tolerance policy will be enforced for any incidents of theft, diversion, or failure to follow security protocols. Any employee found to be involved in unauthorized product handling or diversion will face immediate termination and potential legal action. Employees will be encouraged to report suspicious activity through an internal anonymous reporting system. Management will be responsible for investigating any concerns promptly, ensuring that all reports are taken seriously and acted upon in a timely manner.

Pursuant to **3 AAC 306.715(e)**, the marijuana establishment will notify the Department of Commerce, Community, and Economic Development, Alcohol, and Marijuana Control Office as soon as reasonably practical and in any case not more than 24 hours after any unauthorized

access to the premises or the establishment's knowledge of evidence or circumstances that reasonably indicate theft, diversion, or unexplained disappearance of marijuana, marijuana products, or money from the licensed premises.

3.7. Describe your policies and procedures for preventing loitering:

The marijuana establishment will implement comprehensive policies and procedures to prevent loitering on and around the premises, ensuring compliance with **3 AAC 306.715** and fostering a secure, professional environment for employees, customers, and the surrounding community. By proactively addressing loitering concerns, the establishment will enhance public safety, maintain regulatory compliance, and prevent potential disruptions to business operations and the local area.

To clearly communicate the establishment's zero-tolerance policy on loitering, signage will be prominently posted at all entrances, exits, and throughout the exterior of the premises. These signs will explicitly state that loitering is prohibited and that individuals must leave the property immediately after completing their transactions. The signage will also include language reinforcing that unauthorized gatherings, solicitation, or the use of cannabis products on-site are strictly forbidden. Additionally, all promotional and educational materials provided to customers will include reminders about the loitering policy and the requirement to vacate the premises upon completion of business.

A dedicated security team and trained staff members will actively monitor the facility's interior and exterior to discourage and prevent loitering. Security personnel will regularly patrol the parking lot, building perimeter, and nearby public areas to ensure compliance with loitering policies. Staff will be trained to recognize signs of loitering, including individuals lingering near the entrance, repeatedly returning without making a purchase, or gathering in unauthorized areas. Employees will be instructed to professionally and courteously remind individuals that loitering is not permitted and to request that they leave the premises if they are not conducting business.

To reduce the likelihood of loitering, the establishment will implement efficient customer service procedures to minimize wait times and maintain a steady flow of patrons through the facility. Streamlined check-in, transaction, and exit processes will ensure that customers can complete their purchases quickly and efficiently. Customers will be required to leave the premises immediately following their transaction, with no exceptions. Lounge areas or seating will not be provided in customer service areas to discourage unnecessary lingering.

If an individual refuses to comply with a request to leave, security personnel will take appropriate action based on the severity of the situation. For non-compliant individuals, security staff will issue verbal warnings and, if necessary, escort them off the property. If an individual continues to loiter, disrupts operations, or refuses to vacate the premises, law enforcement may be contacted to resolve the situation. Any such incidents will be documented in a security log, including the details of the event, the individual involved, the actions taken, and any follow-up measures implemented to prevent recurrence.

Access to restricted areas of the premises will be strictly controlled to prevent unauthorized individuals from loitering. Only employees, escorted visitors, and verified customers with legitimate business will be granted entry into designated areas. Unauthorized individuals attempting to enter restricted zones will be immediately denied access and directed to leave. Keycard access systems, surveillance cameras, and security personnel will be used to monitor and enforce these restrictions, ensuring that only authorized personnel remain on the property.

The establishment will actively maintain a cooperative relationship with local law enforcement agencies and community organizations to address any ongoing loitering concerns. Security personnel will coordinate with law enforcement if repeated loitering incidents occur, ensuring that any potential threats or disturbances are addressed swiftly. The establishment may also engage in community outreach programs to educate customers and the public on responsible behavior and compliance with cannabis regulations.

Employees will receive comprehensive training on how to handle loitering situations in a professional, consistent, and non-confrontational manner. This training will include conflict resolution techniques, de-escalation strategies, and guidelines for when to involve security personnel or law enforcement. Regular refresher courses will be provided to ensure all employees remain informed about loitering policies and best practices for enforcement.

3.13. Describe how the video cameras will be placed to produce a clear view adequate to identify any individual inside the licensed premises, or within 20 feet of each entrance to the licensed premises:

The marijuana establishment will implement a state-of-the-art video surveillance system to provide continuous monitoring of all areas within the licensed premises and the surrounding exterior, ensuring full compliance with **3 AAC 306.715**. This system will be designed to deter criminal activity, enhance operational security, and provide clear visual evidence of all individuals who enter, exit, or move within the facility.

Pursuant to **3 AAC 306.720(a)**, the marijuana establishment will install and maintain a video surveillance and camera recording system as provided in this section. The video system must cover:

(1) each restricted access area and each entrance to a restricted access area within the licensed premises;
(2) each entrance to the exterior of the licensed premises; and
(3) each point-of-sale area.

At the marijuana establishment, a video camera will be placed in a way that produces a clear view adequate to identify any individual inside the licensed premises, or within 20 feet of each entrance to the licensed premises pursuant to **3 AAC 306.720(b)**. Both the interior and the exterior of each entrance to the facility must be recorded by a video camera. Surveillance cameras will be installed at all entry and exit points, capturing every person entering and leaving the facility. These cameras will be mounted at eye level and angled appropriately to capture full facial recognition, reducing the possibility of obstructions caused by hats, hoods, or other

coverings. Facial recognition optimization will be a priority to ensure that recorded footage provides detailed and identifiable images of all visitors, employees, and vendors.

Inside the facility, surveillance cameras will be placed to provide unobstructed coverage of all areas where marijuana products are handled, stored, processed, or sold. High-resolution cameras will monitor sales counters, transaction areas, restricted access zones, processing rooms, and inventory storage locations. To eliminate blind spots, wide-angle cameras will be used in open areas, while additional cameras will be placed in corridors, doorways, and near safes to ensure complete visibility of all high-risk zones. Any area where cash transactions occur will have enhanced surveillance to monitor financial exchanges and ensure accountability. Any area where marijuana waste is destroyed, will have a camera placement in the room facing the primary entry door, and in adequate fixed positions, at a height that will provide a clear, unobstructed view of the regular activity without a sight blockage from lighting hoods, fixtures, or other equipment, in order to allow for the clear and certain identification of any person and activity in the area at all times pursuant to **3 AAC 306.720(c)**.

Exterior cameras will be installed at all entrances to monitor activity within a 20-foot radius, in compliance with state regulations. These cameras will include infrared or low-light technology to provide visibility in nighttime or low-light conditions, ensuring continuous security coverage regardless of lighting conditions. Additional cameras will be positioned to monitor parking areas, loading docks, perimeter fencing, and any exterior access points where unauthorized entry may be attempted. Motion-detection technology may be integrated to trigger alerts when unexpected movement is detected in restricted areas during non-operational hours.

All cameras will record in high-definition and provide real-time monitoring capabilities. The surveillance system will be accessible to designated security personnel, allowing them to monitor live feeds from a centralized security station. In the event of an incident, security staff will be able to quickly review footage to assess potential threats, identify individuals involved, and take appropriate action. Footage will be stored securely on-site and retained for the period required by

state regulations to ensure it remains available for compliance inspections, investigations, or law enforcement requests. Backup storage solutions, such as cloud-based or off-site digital archiving, may be utilized to prevent data loss due to system failures or tampering.

To ensure ongoing compliance and functionality, the surveillance system will undergo regular inspections, maintenance, and performance testing. Staff will conduct routine checks to verify camera positioning, image clarity, and recording reliability. Any issues, such as camera malfunctions, obstructions, or technical failures, will be promptly addressed by licensed security technicians. System logs will be reviewed to confirm that all footage is being recorded as required, and employees responsible for monitoring security feeds will receive training on identifying suspicious activity and responding to security threats appropriately.

In addition to monitoring for potential security breaches, the surveillance system will serve as a tool for internal compliance enforcement. Management will be able to review footage to ensure that employees are adhering to operational procedures, handling inventory correctly, and following all state-mandated security protocols. In the case of any reported theft, diversion, or misconduct, video evidence will be used to investigate incidents and take corrective action as needed.

3.14. Describe the locked and secure area where video surveillance recording equipment and original copies of surveillance records will be housed and stored, and how you will ensure the area is accessible only to authorized personnel, law enforcement, or an agent of the Marijuana Control Board. If you will be using an offsite monitoring service and offsite storage of video surveillance records, your response must include how the offsite facility will meet these security requirements:

The marijuana establishment will implement strict security measures for the storage and management of video surveillance recordings, ensuring compliance with **3 AAC 306.715**. All surveillance recording equipment, along with original copies of surveillance footage, will be housed in a locked and secure area within the licensed premises. This designated area will be

used exclusively for surveillance storage and monitoring, with restricted access granted only to authorized personnel, law enforcement, or agents of the Marijuana Control Board.

Surveillance recording equipment and video surveillance records will be housed in a locked and secure area or in a lock box, cabinet, closet or other secure area that is accessible only to a marijuana establishment licensee or authorized employee, and to law enforcement personnel including a peace officer or an agent of the board. The marijuana establishment will house surveillance recording equipment and video surveillance records in an area approved by the board under 3 AAC 306.705(d) and 3 AAC 306.710(d) if the area meets the security requirements, pursuant to **3 AAC 306.720(d)**.

The marijuana establishment may use an offsite monitoring service and offsite storage of video surveillance records if security requirements at the offsite facility are at least as strict as onsite security requirements as described in **3 AAC 306.720(d)**. Each surveillance recording will be preserved for a minimum of 40 days, in a format that can be easily accessed for viewing. All recorded images will clearly and accurately display the time and date, and must be archived in a format that does not permit alteration of the recorded image, so that the images can readily be authenticated. After 40 days, a marijuana establishment may erase video recordings, unless the licensee knows or should know of any pending criminal, civil, or administrative investigation for which the video recording may contain relevant information pursuant to **3 AAC 306.720(e)-(f)**. The surveillance storage room will be constructed with reinforced walls, designed to withstand unauthorized access attempts and environmental hazards. A heavy-duty, steel security door will be installed, equipped with an access control system that requires keycard, biometric authentication, or a unique security code for entry. This room will be continuously monitored by its own dedicated surveillance camera, ensuring that any attempts at unauthorized access are recorded and addressed immediately. To maintain accountability, an entry log will be maintained, documenting the name, date, and purpose of each authorized individual who accesses the surveillance room.

The video surveillance system will be equipped with secure digital storage solutions, ensuring redundancy and data integrity. All footage will be recorded and stored in high definition with time and date stamps, allowing for accurate and reliable retrieval. Video recordings will be stored on-site for the duration required by state regulations, ensuring that original footage remains accessible for compliance reviews, investigations, or audits. To further secure data, redundant storage solutions will be implemented, including mirrored hard drives, backup servers, and cloud-based storage with encrypted access. These safeguards will prevent data loss due to hardware failures, accidental deletions, or security breaches.

In the event that an offsite monitoring service is utilized, the external storage facility will be secured using industry-standard encryption, multi-factor authentication, and firewall protections. Remote access will be strictly controlled, with only designated security personnel permitted to retrieve or review footage. The facility will comply with all state-mandated security protocols, ensuring that recorded data is protected from tampering, hacking, or unauthorized viewing.

To prevent data loss or system failures, the surveillance system will feature automatic backup protocols. These will include both physical storage redundancy and cloud-based solutions, with encrypted access and real-time synchronization to maintain continuous data integrity. Any attempt to disable, alter, or interfere with the recording system will trigger an automated security alert, notifying designated personnel and management immediately. If an incident occurs that affects system functionality, a detailed incident report will be generated, outlining the cause, response actions, and any necessary corrective measures.

Routine system audits and maintenance will be conducted to ensure compliance with state regulations and operational integrity. Scheduled inspections will include verifying camera functionality, checking data retention settings, and testing backup systems to confirm they are functioning properly. Employees responsible for security oversight will receive training on best practices for surveillance storage, data protection, and compliance with regulatory requirements.

Section 4 – Business Records

4.2. A marijuana establishment is required to exercise due diligence in preserving and maintaining all required records. Describe how you will prevent records and data, including electronically maintained records, from being lost or destroyed:

All licensed marijuana establishments must maintain business records in a format that is readily understood by a reasonably prudent businessperson, as required by **3 AAC 306.755**. To ensure full compliance with these requirements, the marijuana establishment will implement a robust recordkeeping system that protects the security, integrity, and accessibility of all required records, both physical and electronic. These protocols will safeguard records against loss, destruction, unauthorized access, or tampering while ensuring that all documentation is maintained in accordance with state regulations.

Pursuant to **3 AAC 306.755,** the marijuana establishment will maintain a format that is readily understood by a reasonably prudent business person:

(1) all books and records necessary to fully account for each business transaction conducted under its license for the current year and three preceding calendar years; records for the last six months must be maintained on the marijuana establishment's licensed premises or in overlapping premises approved by the board under 3 AAC 306.705(d); older records may be archived on or off premises;

(2) a current employee list setting out the full name and marijuana handler permit number of each licensee, employee, and agent who works at the marijuana establishment;

(3) the business contact information for vendors that maintain video surveillance systems and security alarm systems for the licensed premises;

(4) records related to advertising and marketing;

(5) a current diagram of the licensed premises including each restricted access area and all overlapping premises approved by the board under **3 AAC 306.705(d)** and **3 AAC 306.710(d)**;

(6) a log recording the name, and date and time of entry of each visitor permitted in a restricted access area;

(7) all records normally retained for tax purposes;

(8) accurate and comprehensive inventory tracking records that account for all marijuana inventory activity from seed or immature plant stage until the retail marijuana or retail marijuana product is sold to a consumer, to another marijuana establishment, or destroyed; and

(9) transportation records for marijuana and marijuana products as required under **3 AAC 306.750(f)**; and

(10) transportation records for marijuana or marijuana products being relocated in the case of a transfer of a marijuana establishment license to another location approved by the board.

The marijuana establishment will provide any record required to be kept on the licensed premises to an employee of the board upon request. Any record kept off premises must be provided to the board's employees not later than three business days after a request for the record. The marijuana establishment will exercise due diligence in preserving and maintaining all required records. Loss of records and data, including electronically maintained records, does not excuse a violation of this section. The board may determine a failure to retain records required under this section to be a license violation affecting public safety pursuant to **3 AAC 306.755(b)** and **3 AAC 306.755(c)**.

Physical records, including transaction logs, employee files, compliance documentation, and security reports, will be stored in a fireproof, locked filing cabinet or high-security safe within a designated restricted-access area of the facility. This area will be continuously monitored by the facility's surveillance system, and only authorized personnel will be granted access. Any employee retrieving or modifying physical records will be required to log their entry, including the date, time, and purpose of access. To further protect paper-based records from damage or loss, regular backups will be conducted by scanning documents into a secure electronic system, ensuring redundancy and long-term preservation.

Electronic records will be stored on a secure, encrypted server with controlled access to prevent unauthorized retrieval, modification, or deletion. Multi-layered security measures will be implemented, requiring employees to use unique login credentials and multi-factor authentication. Access permissions will be assigned based on job roles and responsibilities, ensuring that only authorized personnel can access specific records. To ensure data integrity and prevent unauthorized changes, audit logs will track any modifications, deletions, or additions, providing a verifiable history of all recordkeeping activities.

To prevent data loss due to equipment failures, cyber threats, or environmental disasters, the marijuana establishment will implement a cloud-based backup system that automatically creates real-time copies of all essential records. These backups will be securely stored at an offsite location and protected using encryption, firewalls, and restricted access protocols. This redundancy will ensure that records remain intact and can be quickly restored in the event of system malfunctions, fire, theft, or other unforeseen incidents. Backup systems will undergo routine testing to verify their functionality and confirm that data recovery procedures can be executed without disruption.

Comprehensive cybersecurity measures will be implemented to protect electronic records from external threats. The establishment's network security infrastructure will include enterprise-grade firewalls, intrusion detection and prevention systems, and regularly updated antivirus software. To safeguard against unauthorized access or hacking attempts, network security protocols will include periodic vulnerability assessments, penetration testing, and encrypted data transmission. Employees who handle sensitive data will receive cybersecurity awareness training to prevent phishing attacks, malware infections, and other security risks.

Regular audits of both physical and electronic recordkeeping systems will be conducted to verify compliance with **3 AAC 306.755** and ensure that all records remain accurate, secure, and readily accessible. These audits will include cross-checking paper and digital records, reviewing access logs, and confirming adherence to record retention policies. Scheduled backups will also be

examined to confirm that all data is properly archived and remains available for retrieval when needed.

Strict policies will be enforced regarding the unauthorized tampering, deletion, or alteration of records. Any attempt to modify or remove required records without authorization will be immediately flagged, investigated, and documented. Employees found in violation of recordkeeping protocols will face disciplinary action, which may include termination and potential legal consequences. Any incidents involving record security breaches will be promptly reported to the appropriate regulatory authorities, in full compliance with state law.

Employees will receive ongoing training on proper record management procedures, security best practices, and regulatory compliance requirements. Training sessions will include instruction on handling sensitive information, recognizing potential security threats, and ensuring adherence to all state laws governing marijuana recordkeeping. Employees with access to recordkeeping systems will be required to complete periodic refresher courses to reinforce best practices and maintain compliance with all security protocols.

Section 5 – Inventory Tracking of All Marijuana and Marijuana Product

Pursuant to **3 AAC 306.330(a)**, the retail marijuana store will use a marijuana inventory tracking system as provided in 3 AAC 306.730 to ensure all marijuana and marijuana products in the retail marijuana store's possession are identified and tracked from the time the retail marijuana store receives, rejects, or revokes acceptance of any batch of marijuana or lot of marijuana product through the sale, transfer to another licensed marijuana establishment, including the relocation of marijuana or marijuana product to the new licensed premises in the case of a transfer of a marijuana establishment license to another location approved by the board, or disposal of the batch of marijuana or lot of marijuana product.

When marijuana from a marijuana cultivation facility or marijuana product from a marijuana product manufacturing facility is delivered or transported to the licensed premises of a retail

marijuana store, the retail marijuana store will immediately enter identification information for that batch of marijuana or lot of marijuana product into the retail marijuana store's marijuana inventory tracking system. A retail marijuana store will reject marijuana or a marijuana product that does not have a valid transport manifest generated from the marijuana inventory tracking system of the marijuana establishment that originated the delivery, following **3 AAC 306.330(b)**.

The retail marijuana store will reconcile each transaction from the retail marijuana store's point-of-sale system and current inventory to its marijuana inventory tracking system at the close of business each day in accordance with **3 AAC 306.330(c)**.

The retail marijuana store will account for any variance in the quantity of marijuana or marijuana product the retail marijuana store received and the quantity it sold, transferred, or disposed of following **3 AAC 306.330(d)**.

Section 6 – Employee Qualification and Training

6.4. Describe any in-house training that will be provided to employees and agents (apart from a marijuana handler course):

All licensees, employees, and agents of the marijuana establishment who sell, cultivate, manufacture, test, transport marijuana or marijuana products, or verify consumer and visitor identification must obtain a marijuana handler permit from the board before being licensed or beginning employment, as required by **3 AAC 306.700**. In addition to this requirement, the marijuana establishment will implement a structured and ongoing in-house training program to ensure that all employees and agents are well-versed in state regulations, operational procedures, and security protocols. This comprehensive training will be separate from the required marijuana handler course and will focus on specific job responsibilities, safety measures, compliance requirements, and customer service standards. The program will emphasize regulatory adherence, loss prevention, workplace safety, and professional conduct to maintain a secure and efficient operation. The retail marijuana store will comply with each applicable health and safety requirement set out in 3 AAC 306.735, pursuant to **3 AAC 306.335**.

6.4.1. New Employee Training

New employees will complete an initial onboarding program designed to familiarize them with company policies, workplace safety regulations, and state-mandated compliance requirements. This program will provide detailed instruction on security awareness, employee responsibilities, and ethical considerations when working in a regulated cannabis business. Employees will be trained on the legal framework surrounding marijuana sales to ensure they fully understand purchasing limits, prohibited sales practices, and documentation requirements for all transactions.

A critical component of the training program will focus on inventory control procedures to prevent loss, theft, or diversion of marijuana products. Employees will be educated on the proper handling, storage, and documentation of cannabis products to maintain compliance with seed-to-sale tracking requirements. Training will include real-world scenarios in which employees practice logging inventory adjustments, tracking product movements, and identifying discrepancies in inventory reports. Staff will also be trained on best practices for conducting inventory counts, reporting errors, and following strict recordkeeping protocols to ensure full regulatory compliance.

6.4.2. Point-of-sale System Training

Point-of-sale system training will be provided to all retail employees to ensure accurate and compliant transaction processing. Employees will be instructed on the use of tracking software to verify customer purchase history, apply correct pricing and taxes, and enforce legal purchasing limits. Training will also cover how to identify fraudulent IDs, recognize unusual purchasing patterns that may indicate illegal resale, and properly document voided or refunded transactions to maintain compliance with financial reporting laws.

6.4.3. Security Training

Security training will be a fundamental part of employee education, equipping all staff members with the knowledge and skills necessary to maintain a safe and controlled environment. Employees will receive training on verifying customer identification, detecting fake or altered IDs, and recognizing suspicious behavior that may indicate an attempt at unauthorized access or illegal purchase. Staff will be instructed on handling incidents such as attempted underage purchases, loitering, and theft, including the appropriate steps for de-escalating situations and involving security personnel when necessary. Employees will also be trained on facility access protocols, ensuring that only authorized personnel enter restricted areas. In addition to security training, employees will learn proper interaction procedures with law enforcement and regulatory inspectors. They will be educated on their legal responsibilities when dealing with government officials, including how to present compliance documentation, answer regulatory inquiries, and facilitate inspections while maintaining professionalism and transparency.

6.4.4. Emergency Response Training

Emergency response training will be incorporated into the program to prepare employees for a range of potential incidents, including fire safety, medical emergencies, and evacuation procedures. Employees will participate in emergency drills to ensure they are familiar with facility response protocols and can act quickly in crisis situations. Staff will be trained to follow pre-established emergency action plans, communicate effectively with emergency responders, and assist customers in safely exiting the premises during an emergency. Designated personnel will receive additional training in administering first aid and using emergency response equipment such as fire extinguishers and automated external defibrillators (AEDs).

6.4.5. Customer Service Training

Customer service training will emphasize professionalism, product knowledge, and responsible sales practices to enhance the customer experience while maintaining full compliance with legal restrictions. Employees will receive education on the various cannabis product types, including their effects, dosing recommendations, and proper use. Staff will be trained to guide customers in

making informed purchasing decisions without making medical claims or providing unverified health advice. The training will also include instruction on handling difficult customer interactions, using de-escalation techniques, and maintaining a respectful and professional demeanor at all times.

6.4.6. Ongoing Training

To ensure employees remain informed and up to date, ongoing training sessions will be conducted periodically to reinforce compliance with evolving state regulations, improve operational efficiency, and address any observed concerns. Employees will be required to participate in refresher courses, ensuring that all staff remain proficient in security protocols, inventory management, and responsible sales practices. Training materials will be continuously updated to reflect changes in state laws, technological advancements, and industry best practices. The establishment will document all training sessions, maintaining records of employee participation and completion of required courses. Employees will be evaluated on their knowledge and application of training concepts through written assessments and practical demonstrations. Any employee who fails to meet the required training standards will be provided with additional instruction and supervision until they demonstrate proficiency in their assigned responsibilities.

Section 7 – Health and Safety Standards

Provided

Section 8 – Transportation and Delivery of Marijuana and Marijuana Products

8.1. Describe how marijuana or marijuana product will be prepared, packaged, and secured for shipment. Include a description of the type of locked, safe, and secure storage compartments to be used in vehicles transporting marijuana or marijuana product:

The marijuana establishment will implement a rigorous set of procedures for the preparation, packaging, and transportation of marijuana and marijuana products in full compliance with **3 AAC 306.750**. These measures will ensure that all products are securely handled, tracked, and transported to licensed recipients while preventing unauthorized access, loss, or diversion. Strict adherence to these protocols will maintain product integrity, regulatory compliance, and public safety.

8.1.1. Packaging and Labeling Compliance

Under **3 AAC 306.345**, the retail marijuana store will ensure that:

(1) marijuana sold on its licensed premises is packaged and labeled in compliance with **3 AAC 306.470** and **3 AAC 306.475**;

(2) any marijuana product sold on its licensed premises is packaged and labeled in compliance with **3 AAC 306.565** and **3 AAC 306.570**; and

(3) at the point of sale, marijuana or a marijuana product sold is packaged in resealable, child-resistant packaging designed or constructed to be significantly difficult for children under five years of age to open, but not normally difficult for adults to use properly; and

(4) unless already packaged by the cultivation facility or the manufacturing facility in an opaque package for final retail sale, any marijuana or marijuana product purchased by the consumer is placed in an opaque package by the retail marijuana store or the consumer before the consumer exits the retail marijuana store.

In addition to labeling requirements, the retail marijuana store will affix a label to each package of marijuana or marijuana product that:

(1) identifies the retail marijuana store selling the marijuana product by name or distinctive logo and marijuana establishment license number;

(2) states the estimated amount of total THC in the labeled product; and

(3) contains each of the following statements:

(A) "**Marijuana has intoxicating effects and may be habit forming and addictive.**";

(B) "**Marijuana impairs concentration, coordination, and judgment. Do not operate a vehicle or machinery under its influence.**";

(C) "**There are health risks associated with consumption of marijuana.**";

(D) "**For use only by adults twenty-one and older. Keep out of the reach of children.**";

(E) "**Marijuana should not be used by women who are pregnant or breast feeding.**".

Opaque, meaning a packaging material that does not allow the contents.

8.1.2. Transportation Compliance

In accordance with **3 AAC 306.750**,

(a) Marijuana or a marijuana product will only be transported to a licensed marijuana establishment by a licensee or an agent or employee of a licensee.

(b) A marijuana establishment from which a shipment of marijuana or marijuana product originates is responsible for preparing, packaging, and securing the marijuana or marijuana product during shipment, for recording the transfer in the marijuana inventory tracking system, and for preparing the transport manifest. An individual transporting marijuana in compliance with this section shall have a marijuana handler permit required under **3 AAC 306.700**.

(c) When marijuana or a marijuana product is transported, the marijuana establishment that originates the transport will use the marijuana inventory tracking system to record the type, amount, and weight of marijuana or marijuana product being transported, the name of the transporter, the time of departure and expected delivery, and the make, model, and license plate number of the transporting vehicle. A complete printed transport manifest on a form prescribed by the board must be kept with the marijuana or marijuana product at all times.

(d) During transport, the marijuana or marijuana product will be in a sealed package or container and in a locked, safe, and secure storage compartment in the vehicle transporting the marijuana or marijuana product. While the secure storage compartment may be opened to access or rearrange its contents, the sealed package containing the marijuana or marijuana product may not be opened during transport. A vehicle transporting marijuana or a marijuana product must travel directly from the shipping marijuana establishment to the receiving marijuana establishment, and may not make unnecessary stops in between except to deliver or pick up marijuana or a marijuana product at another licensed marijuana establishment. For the purposes of this subsection, “unnecessary stops” do not include stops for the safe delivery of marijuana or marijuana products, including:

(1) transport vehicle refueling;

(2) basic transport vehicle maintenance;

(3) necessary rest and food breaks for a person transporting marijuana or marijuana product;

(4) delivery or deposit of monetary receipts at a financial institution or payment of state excise taxes if the delivery, deposit, or payment location is not significantly off the transport route.

(e) When a marijuana establishment receives marijuana or a marijuana product transported, the recipient of the shipment will use the marijuana inventory tracking system to report the type, amount, and weight of marijuana or marijuana product received. The recipient will refuse to accept any shipment of marijuana or marijuana product that is not accompanied by the transport manifest.

(f) A marijuana establishment will keep records of all marijuana or marijuana products shipped from or received at that marijuana establishment as required under **3 AAC 306.755**.

(g) A marijuana establishment may transport marijuana or a marijuana product to and from a trade show or similar industry event in accordance with **3 AAC 306.760**.

(h) A marijuana establishment will keep records of all marijuana or marijuana products relocated to the new licensed premises in the case of transfer of a marijuana establishment license to another location approved by the board.

Section 9 – Signage and Advertising

9.1. Describe any signs that you intend to post on your establishment, including quantity, dimensions, graphics, and location on your establishment (photos or drawings may be attached):

The marijuana establishment will implement a professional and compliant signage system that adheres to the requirements outlined in **3 AAC 306.770**, ensuring clear communication of essential information while maintaining compliance with all state and local regulations. This signage plan will prioritize visibility, legal disclosures, security instructions, and facility branding while remaining professional and appropriate for the regulated cannabis industry. Signs

will be strategically placed throughout the facility, both inside and outside, to provide necessary guidance to customers, employees, and the general public.

9.1.1. Exterior Signage

The main business identification sign will be prominently displayed near the primary entrance of the facility. This sign will include only the establishment's business name and logo, without any imagery or symbols that depict the consumption of marijuana, marijuana products, or paraphernalia. The sign will be made of durable, weather-resistant materials, measuring approximately three feet in height by six feet in width. If local regulations allow, the sign may incorporate subtle backlighting for improved visibility at night while maintaining a professional appearance. Pursuant to **3 AAC 306.770(b)**, in areas without a local government, the licensed marijuana establishment sign will not violate **AS 19.25.075 – 19.25.160**. A sign meeting these requirements is not advertising or promotions.

In compliance with **19.25.075 – 19.25.160,**

(a) **AS 19.25.075. Findings and Intent of the People of the State of Alaska.** - The people of the State of Alaska find that the presence of billboards visible from Alaska's highways endangers Alaska's uniqueness and its scenic beauty.

   i. It is the intent of the people of the State of Alaska that Alaska shall forever remain free of billboards.

(b) **AS 19.25.080. Purpose**. - The purposes of AS 19.25.080 - 19.25.180 are

(1) to protect the public safety and the welfare of persons using the highways of the state by having outdoor advertising signs, displays, and devices along the highways controlled;

(2) to prevent unreasonable distraction of operators of motor vehicles; to prevent confusion with regard to traffic lights, signs, or signals, or other interference with the effectiveness of traffic regulations, and to promote the safety, convenience, and enjoyment of travel on, and protection of the public investment in, highways in this state; to preserve and enhance the natural scenic beauty or aesthetic features of the

highways and adjacent areas; and to attract tourists;

(3) to regulate outdoor advertising signs, displays, and devices in areas adjacent to the rights-of-way of the interstate, primary, and secondary systems within this state in accordance with this chapter and the regulations adopted under this chapter;

(4) to provide that outdoor advertising signs, displays, and devices that are not in conformity with the requirements of this chapter are a public nuisance;

(5) to provide a statutory basis for regulation of outdoor advertising signs, displays, and devices consistent with the public policy declared by the Congress relating to areas within and adjacent to the right-of-way of a highway of the interstate, primary, or secondary systems.

(c) **AS 19.25.090. Outdoor Advertising Prohibited**. - Except as provided in AS 19.25.105, all outdoor advertising is prohibited.

(d) **AS 19.25.105. Limitations of Outdoor Advertising Signs, Displays, and Devices.** - Outdoor advertising may not be erected or maintained within 660 feet of the nearest edge of the right-of-way and visible from the main-traveled way of the interstate, primary, or secondary highways in this state except the following:

(1) directional and other official signs and notices which include, but are not limited to, signs and notices pertaining to natural wonders, scenic and historic attractions, which are required or authorized by law, and which shall conform to federal standards for interstate and primary systems;

(2) signs, displays, and devices advertising the sale or lease of property upon which they are located or advertising activities conducted on the property;

(3) signs determined by the state, subject to concurrence of the United States Department of Transportation, to be landmark signs, including signs on farm structures, or natural surfaces, of historic or artistic significance, the preservation of which would be consistent with the provisions of this chapter;

(4) directional signs and notices pertaining to schools;

(5) advertising on bus benches or bus shelters, and adjacent trash receptacles, if the state determines that the advertising conforms to local, state, and federal standards for interstate and primary highways.

(c) Outdoor advertising may not be erected or maintained beyond 660 feet of the nearest edge of the right-of-way of the main traveled way of the interstate, primary, or secondary highways in this state with the purpose of their message being read from that travel way except those outdoor advertising signs, displays, or devices allowed under (a) of this section.

(d) Outdoor advertising may not be erected or maintained within the right-of-way of an interstate, primary, or secondary highway except that outdoor advertising

(1) on bus benches and bus shelters, and adjacent trash receptacles, located within the right-of-way under the authority of a permit issued under AS 19.25.200 is allowed if the bus benches or bus shelters are located within a borough or unified municipality and the buses that stop at that location operate during the entire year; or

(2) present in the right-of-way on January 1, 2005, may remain, subject only to removals required by federal highway funding requirements imposed on the state by federal law, until or unless an encroachment permit for the outdoor advertising is denied under AS 19.25.200(c).

(e) **AS 19.25.105. Limitations of Outdoor Advertising Signs, Displays, and Devices.** - A person who violates AS 19.25.080 - 19.25.180, or a regulation adopted under AS 19.25.080 - 19.25.180, is guilty of a misdemeanor and upon conviction is punishable by a fine of not less than $50 nor more than $5,000.

(f) **AS 19.25.140. Compensation For Removal of Advertising.** - The department is authorized to acquire by purchase, gift, or condemnation all advertising devices and any property rights pertaining to them when the advertising devices are required to be removed under AS 19.25.150.

(g) Damages resulting from a taking in eminent domain shall be ascertained in the manner provided by law.

(h) **AS 19.25.150. Unlawful Advertising. -** An advertising sign, display, or device that violates the provisions of AS 19.25.080 - 19.25.180 is a public nuisance. The department shall give 30 days' notice, by certified mail, to the owner of the land on which the advertising sign, display, or device is located, ordering its removal if it is prohibited by AS 19.25.080 - 19.25.180 or ordering the owner to cause it to conform to regulations if it is authorized by AS 19.25.080 - 19.25.180. If the owner of the property fails to comply within 30 days as required in the notice, the department shall remove the outdoor advertising sign, display, or device at the expense of the owner of the land or the person who erected it.

(i) **AS 19.25.160. Definitions.** - In AS 19.25.080 - 19.25.180

i. "**billboards**" means any signboards, signs, displays, notices or forms of outdoor advertising that do not strictly comply with the provisions of AS 19.25.075 - 19.25.180, or with any permit or permits issued pursuant to AS 19.25.075 - 19.25.180;

ii. "**interstate system**" means that portion of the National System of Interstate and Defense Highways located in this state, as officially designated, or as may hereafter be so designated, by the commissioner, and approved by the secretary of transportation (or by the secretary of commerce before the effective date of the transfer of functions under Public Law 89-670 (80 Stat. 931)), under the provisions of 23 U.S.C.;

iii. "**outdoor advertising**" includes any outdoor sign, display, or device used to advertise, attract attention or inform and which is visible to a person on the main-traveled way of a highway of the interstate, primary, or secondary systems in this state, whether by printing, writing, painting, picture, light, drawing, or whether by the use of figures or objects, or a combination of these, or any other thing designed, intended, or used to advertise, inform, or attract attention;

iv. "**primary system**" or "**secondary system**" means that portion of connected main highways, as officially designated, or as may hereafter be so designated, by the commissioner, and approved by the secretary of transportation (or by the secretary of commerce before the effective date of the transfer of functions under Public Law 89-670 (80 Stat. 931)), under the provisions of 23 U.S.C.

Following **3 AAC 306.770(f)**, an advertisement for a licensed marijuana establishment and for marijuana or a marijuana product may not be placed:

(1) within 1,000 feet of the perimeter of any child-centered facility, including a school, a child care facility or other facility providing services to children, a playground or recreation center, a public park, a library, or a game arcade that is open to persons under 21 years of age, except when included in an established publication intended for general readership;

(2) on or in a publicly owned or operated property; or

(3) within 1,000 feet of a substance abuse or treatment facility.

At each public entrance, a regulatory sign will be posted, clearly stating that the establishment prohibits the entry of individuals under 21 years of age. These signs will be no smaller than 12 inches by 18 inches and will be placed at eye level to ensure readability upon approach. They will also include a requirement that all customers must present valid government-issued identification for entry.

Additionally, a warning sign will be posted at all entrances and exits stating that marijuana consumption is strictly prohibited on the premises. This sign will measure approximately 12 inches by 12 inches and will display a clear message in bold, high-contrast lettering to ensure visibility. It will explicitly remind customers that public consumption is illegal and that products must not be opened or consumed until they reach a private residence.

Security and operational signs will be strategically placed around the exterior perimeter of the facility, including the parking lot and delivery areas. These signs will include notices such as "No Loitering," "24-Hour Video Surveillance in Use," and "Restricted Access – Employees and Authorized Personnel Only." Each of these signs will measure approximately 10 inches by 14 inches and will be mounted at appropriate heights to be clearly visible to employees, customers, and law enforcement officials. Surveillance warning signs will be placed near security cameras and exterior lighting fixtures to reinforce the presence of security measures.

9.1.2. Interior Signage

Inside the facility, additional signage will provide guidance for customers and employees. At the check-in counter, a sign will be posted reiterating the legal purchasing limits, payment policies, and any additional state-mandated disclosures. This sign will be at least 16 inches by 20 inches and will be positioned in a high-traffic area for maximum visibility.

Informational signage will be placed in all product display areas, reminding customers that marijuana products must remain in their original packaging until they reach a private residence. These signs will measure approximately 8 inches by 12 inches and will be placed on display cases and near the point of sale.

Employee-only areas, including storage and processing rooms, will feature clear signage indicating restricted access. These signs will measure at least 10 inches by 14 inches and will include bold lettering stating, "Restricted Area – Authorized Personnel Only." Doors leading to storage and inventory rooms will also have signage specifying the security requirements for handling cannabis products, ensuring that only credentialed employees are permitted entry.

Directional signage will be installed throughout the facility to ensure smooth traffic flow. These signs will include indicators for restrooms, exit pathways, and designated waiting areas.

Directional signs will be approximately 6 inches by 12 inches and will be placed at appropriate eye levels to guide customers efficiently through the space.

9.1.3. Emergency and Safety Signage

The establishment will comply with all local and state requirements regarding emergency and safety signage. Exit signs will be installed in compliance with fire code regulations, featuring illuminated or high-contrast lettering to clearly mark emergency exits. These signs will be permanently mounted above all exit doors and will be visible from all public areas within the facility.

Additional fire safety signage will be placed near fire extinguishers and emergency response equipment, providing clear instructions on how to use safety devices in case of an emergency. Employees will receive training on identifying emergency signage and following evacuation protocols.

9.1.4. Signage Maintenance and Compliance

All signage will be regularly inspected to ensure visibility, legibility, and compliance with **3 AAC 306.770** and other applicable regulations. Any faded, damaged, or missing signs will be promptly replaced. The establishment will also ensure that all signage remains compliant with future regulatory updates, making necessary adjustments as required.

9.2. Describe any advertising you intend to distribute for your establishment. Include medium types and business logos (photos or drawings may be attached):

The marijuana establishment will implement a carefully controlled and compliant advertising strategy that adheres to all state and local regulations, including **3 AAC 306.770**. The advertising plan will focus on responsible marketing practices while ensuring that all promotional materials comply with restrictions on content, placement, and audience targeting. The establishment will

prioritize education, brand awareness, and consumer safety while avoiding any marketing tactics that could appeal to minors or misrepresent marijuana products.

9.2.1. Advertising Mediums

The establishment will utilize a combination of print, digital, and in-store marketing efforts, ensuring that all advertisements meet the strict regulatory guidelines outlined in **3 AAC 306.770**.

The primary advertising mediums will include:

Business Website and Social Media: The establishment will maintain a professionally designed website providing information about store hours, product availability, safety guidelines, and compliance-related content. The website will include age-gating technology requiring users to verify that they are 21 years or older before accessing content. Social media accounts, such as those on Instagram, Facebook, and LinkedIn, will be used strictly for informational and educational purposes and will not include any direct promotions, product discounts, or imagery that could appeal to minors. All social media platforms will have age restrictions enabled to prevent underage individuals from viewing the content.

Print Advertising: The establishment may utilize limited print advertising in publications and will not be placed where more than 30 percent of the audience is reasonably expected to be under the age of 21. Print advertisements will focus on educational content about safe and responsible marijuana use, company values, and compliance with state laws. Flyers, brochures, or informational pamphlets will be distributed exclusively in adult-oriented spaces, such as licensed cannabis dispensaries, trade shows, and industry conferences.

Radio and Broadcast Advertising: The establishment will only pursue radio or broadcast advertisements if reliable audience data confirms that at least 70 percent of the listeners or viewers are over the age of 21. Any audio or visual advertising will not contain statements that promote excessive consumption, make medical claims, or depict individuals under the influence

of marijuana. Advertisements will primarily focus on regulatory compliance, business operations, and consumer education.

Billboards and Outdoor Advertising: the establishment will not place marijuana-related advertisements on billboards, public transit, or other outdoor spaces where the content could be visible to minors. Any signage used for directional purposes outside the establishment will be limited to the business name and logo only, without imagery of marijuana products, consumption, or promotional language and comply with **AS 19.25.075 – 19.25.160.**

Sponsorships and Community Engagement: The establishment may participate in adult-oriented events, such as cannabis industry expos and business networking gatherings, where educational booths and informational materials can be provided. However, the business will not sponsor or advertise at events where the audience is predominantly under 21 years old. Promotional giveaways, branded merchandise, and event sponsorships will be carefully vetted to ensure compliance with all state advertising restrictions.

9.1.2. Business Logo and Branding

The business logo will be designed to reflect professionalism and compliance while avoiding any imagery that could appeal to minors, in accordance with **3 AAC 306.770(e)**. The logo will feature clean typography and neutral, industry-relevant design elements that align with the company's brand identity. It will not include depictions of marijuana leaves, cartoon characters, or any visual elements that could suggest recreational drug use. The color scheme and graphics will be selected to maintain a modern and responsible corporate image. The logo will be featured on permitted advertising materials, including the company website, social media pages, business cards, employee uniforms, and compliant in-store promotional displays. It may also be included in informational brochures, event banners, and other non-promotional materials intended for education and regulatory compliance.

Following **3 AAC 306.770(e)**, a logo or an advertisement for a licensed marijuana establishment and for marijuana or a marijuana product may not contain a statement or illustration that:

(1) is false or misleading;

(2) promotes excessive consumption;

(3) represents that the use of marijuana has curative or therapeutic effects;

(4) depicts a person under 21 years of age consuming marijuana; or

(5) includes any object or character, including a toy, a cartoon character, or any other depiction that appeals to a person under 21 years of age.

9.2.3. Compliance Measures

To ensure full compliance with **3 AAC 306.770**, the establishment will implement internal review procedures for all advertising materials before publication or distribution. A compliance officer or designated employee will review all proposed marketing content to verify adherence to state regulations. No advertisements will contain misleading claims, health benefits, testimonials, or endorsements that could be interpreted as medical advice. All digital advertising will be monitored for compliance, and any customer inquiries received through online platforms will be managed by trained employees to prevent discussions that could violate state advertising restrictions. Employees will receive ongoing training on compliant marketing practices, ensuring that all communications remain within the legal framework established by regulatory agencies.

In cases where third-party advertising services or external marketing agencies are utilized, the establishment will conduct thorough vetting to ensure that all partners understand and adhere to Alaska's marijuana advertising laws. Any violations will result in immediate corrective action, and non-compliant advertising content will be removed promptly.

9.2.4. Advertising Compliance

Business cards and merchandise, including t-shirts, hats, and stickers, that are distributed by a licensed marijuana establishment and contain only the business name and logo, license name,

and location and contact information, are not advertising or promotions following **3 AAC 306.770(a)**.

An advertisement for a licensed marijuana establishment and for marijuana or a marijuana product must include the business name and license number in compliance with **3 AAC 306.770(c)**.

Following **3 AAC 306.770(d)**, an advertisement for a licensed marijuana establishment is exempt from providing the warning statement in 3 AAC 306.770(g) if (1) the advertisement contains only the business name, logo, business type, contact information, location, and hours of operation; and (2) the advertisement does not contain any written information about marijuana or a marijuana product or any photographic or illustrative depictions of marijuana or a marijuana product, other than depictions contained within the established business name font and logo.

Following **3 AAC 306.770(g)**, each of the following warnings must appear in an advertisement for marijuana or any marijuana product with visual contrast for print advertisements and intelligible audio for audio advertisements:

(1) "Marijuana has intoxicating effects and may be habit forming and addictive.";
(2) "Marijuana impairs concentration, coordination, and judgment. Do not operate a vehicle or machinery under its influence.";
(3) "There are health risks associated with consumption of marijuana."';
(4) "For use only by adults twenty-one and older. Keep out of the reach of children.";
(5) "Marijuana should not be used by women who are pregnant or breastfeeding."

Following **3 AAC 306.770(h)-(j)**, the licensed marijuana establishment that advertises by means of a web page must utilize appropriate measures to ensure that individuals visiting the web page are 21 years of age or older. The licensed marijuana establishment will not engage in advertising by means of marketing directed towards location-based devices, including cellular phones, unless the marketing is a mobile device application installed on the device by the owner of the

device who is 21 years of age or older and the application includes a permanent and easy opt-out feature. As long as no more than 30 percent of the event's participants and audience is reasonably expected to be under 21 years of age, the licensed marijuana establishment may sponsor

(1) an industry trade show;

(2) a charitable event;

(3) a sports event or competition;

(4) a concert; or

(5) any other even approved in advance by the board.

The licensed marijuana establishment will not encourage the sale of marijuana or a marijuana product (1) by conducting games or competitions related to the consumption of marijuana or a marijuana product; or (2) by providing promotional materials or activities of a manner or type that would be especially appealing to children, following **3 AAC 306.770(k)**.

9.2.5. Advertising Recordkeeping and Audits

The establishment will maintain records of all advertisements for regulatory review, including copies of digital campaigns, printed materials, and broadcast scripts. These records will be retained for the period required under state law and will be made available to regulatory agencies upon request. Periodic audits of advertising practices will be conducted to ensure continued compliance with **3 AAC 306.770** and any future amendments to state advertising laws. Any necessary updates to marketing strategies will be implemented as regulations evolve.