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David and Alicia Wingard
Flora Terra
1825 Empire Industrial Court
Santa Rosa, CA 95403
July 28, 2023



Dear City of Healdsburg,

We are thrilled to introduce Flora Terra Dispensary and our ambitious plan to build a community-centric cannabis destination in Healdsburg.

At Flora Terra, we are passionate about cultivating an environment that goes beyond providing cannabis products; we strive to create a unique and enriching experience for our customers. We believe that the community we serve deserves more than just a traditional dispensary. Our vision is to establish a boutique-like cannabis dispensary that focuses on education, well-being, and engagement within the Healdsburg community.

As you may know, Flora Terra already operates successfully in Sonoma County, and we are eager to expand our presence to Healdsburg. Walkable from the Healdsburg Square, just a 3 minute drive from local authorities, we believe that the proposed site at 498 Moore Lane offers a prime location, nestled within an industrial park that houses a diverse range of businesses.

We have carefully planned the site layout to ensure strict compliance, security, and a welcoming atmosphere for all visitors.

One of our primary objectives is to promote education not only amongst our staff but also within the community. We host community education events at our Santa Rosa location, and we are excited to offer similar opportunities in Healdsburg. These engaging events, led by experts in the field, cover a wide range of cannabis-related topics, from consumption types and minor cannabinoids to even hands-on workshops on growing cannabis. By fostering an informed community, we hope to destigmatize cannabis, promote responsible use, and empower individuals with knowledge.

Our commitment to cost-effectiveness is exemplified through the expertise of our Owner, David Wingard, who serves as the project manager. With over 20 years of experience as a licensed contractor, David's leadership enables us to complete projects at a fraction of the typical cost. This financial efficiency allows us to focus our resources on our staff's betterment, enriching our company, and delivering savings to our customers through competitive sales programs and meaningful community engagement events.

Flora Terra is more than just a dispensary; it is a dedicated partner in Healdsburg's growth and well-being. We envision building lasting relationships within the community and are eager to collaborate with local businesses, organizations, and authorities to ensure a positive impact on the region.

As we progress through this application process, we look forward to receive valuable insights and support from the City of Healdsburg. We would be honored to discuss our project further in the next phase and explore potential partnerships for the benefit of the community.

Thank you for taking the time to read this introduction letter. We look forward to the opportunity to connect and share our vision for Flora Terra with you in more detail.

Warm regards,

David and Alicia Wingard



Section A

Business Plan



Section A: Business Plan

1. Flora Terra Finances

- A. Proof of Capitalization:** Flora Terra plans to utilize resources from its existing bank account and has secured a loan from one of its business investors to finance the construction and startup of the proposed location. As evidence of our capitalization, we have submitted a separate document for your reference titled File #4: Proof of Capitalization.
- B. Pro Forma:** Enclosed is a Pro Forma containing a comprehensive breakdown of 5 years' worth of operating expenses. The document details various aspects, including construction expenses, operational costs, maintenance, wages for employees and contractors, equipment purchases, security installations, anticipated start-up expenses, and a contingency provision.

As highlighted in the Pro Forma, Flora Terra aims to achieve cost-effectiveness by leveraging the expertise of Owner David Wingard, who also serves as the project manager. With over 20 years of experience in the trades, 14 years as a licensed contractor, David's project management skills and industry connections allow the company to complete projects at a fraction of the typical cost compared to other firms. By minimizing build-out expenses, we can allocate our financial resources towards enhancing our staff, improving our company, and passing along the savings to our customers through compelling sales programs and engaging community events.

Commercial Construction Project Budget

Project Name	Flora Terra Healdsburg
Date Prepared	7.1.2023

Expenses

Budget Item	Cost	Notes
Architect Fees	\$ 10,000.00	
Building Permits	\$ 15,000.00	
Health Permit	\$ 5,528.00	

Landscaping/irrigation	\$ 5,000.00	
Demolition	\$5,000.00	
Rough Plumbing	\$2,500.00	
Framing	\$6,000.00	
Electrical	\$20,000.00	
HVAC	\$15,000.00	
Drywall	\$12,350.00	
Doors	\$5,000.00	
Lighting Fixtures	\$1,500.00	
Cabinets	\$42,000.00	
Floor Polish	\$14,000.00	
Interior Paint	\$7,500.00	
Signage	\$4,500.00	
CCTV	\$15,000.00	
Alarm Install	\$6,000.00	
Access Readers	\$3,000.00	
Security Shutters	\$7,000.00	

Professional Fees & Permittin \$ 30,528.00

Construction Subtotal \$ 171,350.00

Construction Contingency \$ 17,135.00

Total \$ 219,013.00

General Assumptions	
Company Name	Flora Terra
Projection Start Month	11/1/23

Investors		Month of Operation
Name	Value	Invested
Flora Terra	\$ 150,000	0
Loan	\$ 500,000	0

Accounts Receivable Terms	
% of sales paid upon delivery	100%
% of sales on net 30 payment	0%

Accounts Payable Terms	
% of operating expenses paid in month incurred	60%
% of operating expenses paid on 1 month delay	40%

Inventory	
Beginning Inventory Balance	\$ 28,000
Average inventory carried as a % of sales	25%

Fixed Assets	Name	Category	Value	Life Expectancy in Years	Salvage Cost	Purchased during which month of operation?
	Leasehold Improvements	Building & Improvements	\$ 220,000	15	\$ 30,000	1
	Furniture and Fixtures	Furniture and Fixtures	\$ 20,000	20	\$ 5,000	3
	Safe	Equipment	\$ 10,000	10	\$ 8,000	3
	Signage	Other Fixed Assets	\$ 2,500	10	\$ -	3
	Computers and tech	Equipment	\$ 5,000	2	\$ 1,000	

Loans	Name	Original Amount (Or Outstanding Amount as of Month 1)	First Payment Month (use 1 for Existing Loans)	Interest Rate	Number of Monthly Payments (Remaining)
	JB Loan	\$ 500,000	13	8.00%	60

How Much Cash Is Required

Working Capital Needed	137,000	Funds to cover operating losses & loan payments until positive cash flow is achieved
Months until Positive Cash Flow	5	Number of months the working capital will cover
Cash needed for Fixed Assets	\$ 252,500	
Recommended Buffer	\$ 40,000	10% buffer to account for unforeseen circumstances and overages
Total Cash Needed	\$ 429,500	Cash needed to start business and reach positive cash flow - can come from investments, loans, or both
Cash from Investments (Above)	\$ 650,000	
Cash from Loans (Above)	\$ -	
Total Starting Cash in Model	\$ 650,000	Check: Starting Cash is Sufficient

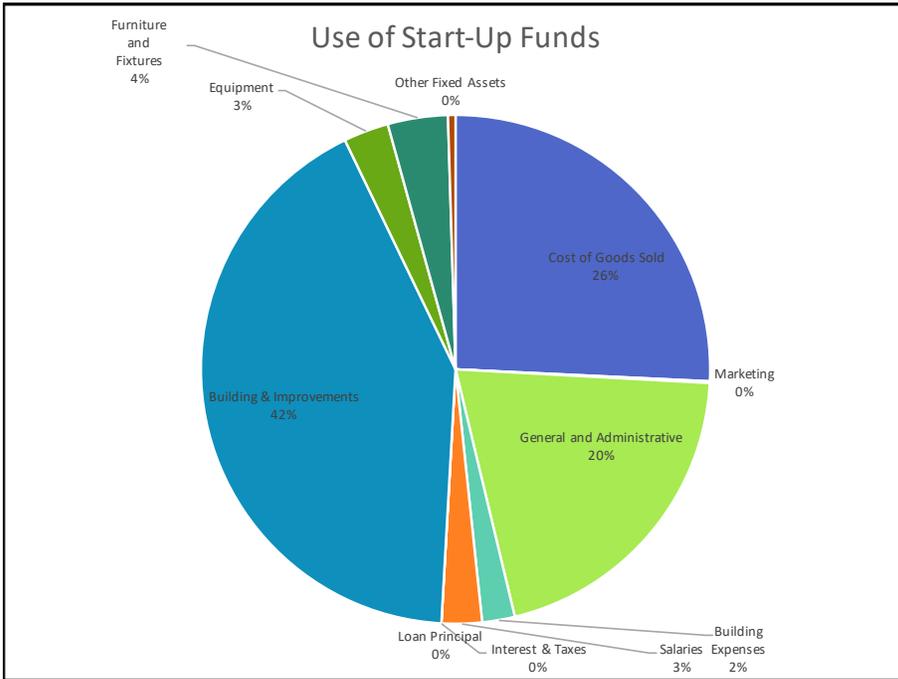
Profit and Loss at a Glance

	2024		2025		2026		2027		2028						
Revenue	\$	3,332,694	100%	\$	8,297,869	100%	\$	9,552,886	100%	\$	11,964,223	100%	\$	16,086,489	100%
Cost of Goods Sold	\$	1,410,653	42%	\$	3,455,728	42%	\$	3,901,609	41%	\$	4,789,278	40%	\$	6,314,645	39%
Gross Profit	\$	1,922,041	58%	\$	4,842,141	58%	\$	5,651,277	59%	\$	7,174,945	60%	\$	9,771,844	61%
Operating Expenses	\$	550,611	17%	\$	914,043	11%	\$	1,077,017	11%	\$	1,151,638	10%	\$	1,193,842	7%
Net Income	\$	987,021	30%	\$	2,959,669	36%	\$	3,444,005	36%	\$	4,588,318	38%	\$	6,623,633	41%
EBITDA	\$	1,387,096	42%	\$	3,980,902	48%	\$	4,618,034	48%	\$	6,059,465	51%	\$	8,605,913	53%

EBITDA is earnings before interest, tax, depreciation, and amortization.

Summary Data

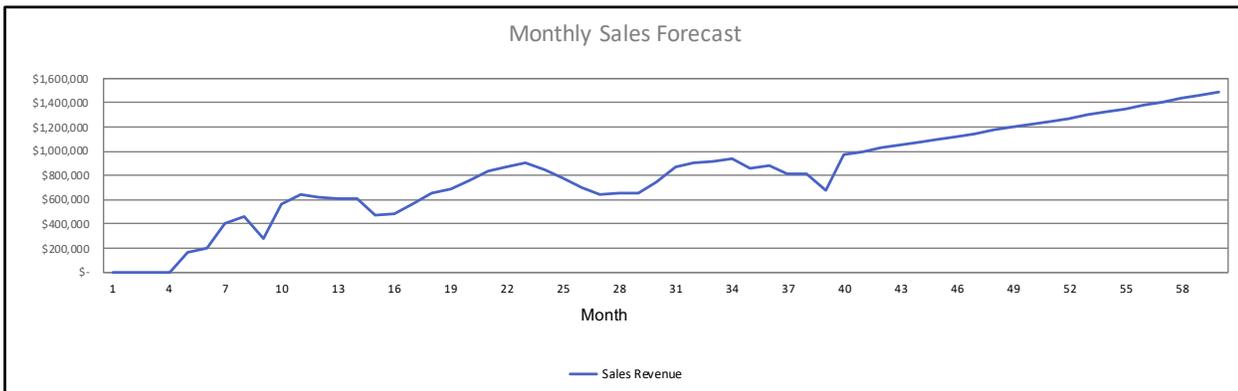
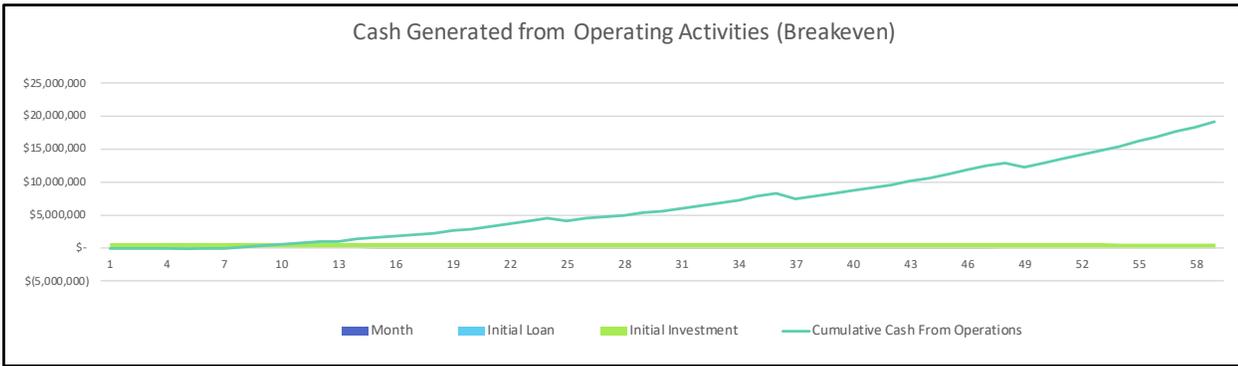
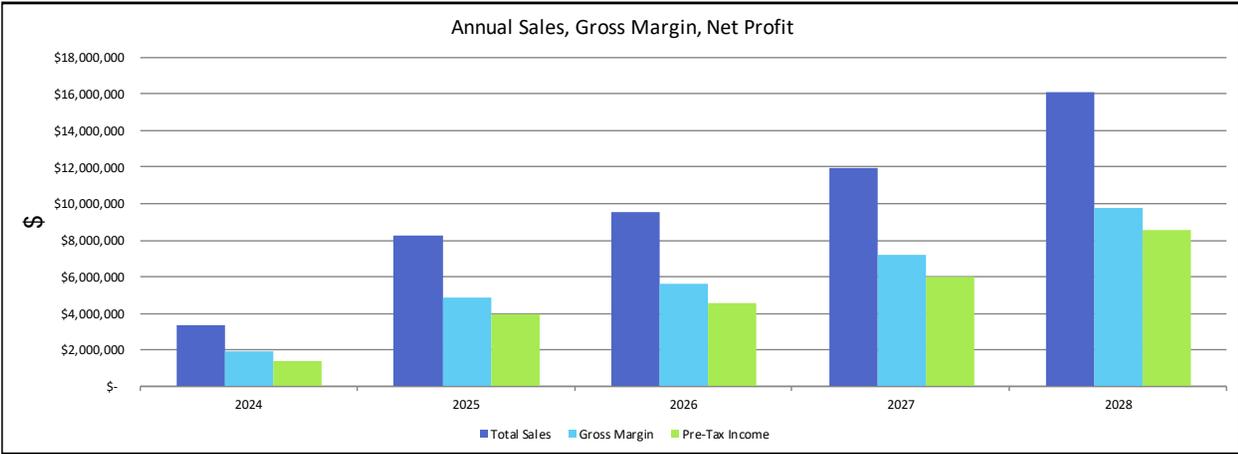
	2024		2025		2026		2027		2028	
New Customers		14,724		17,439		18,605		19,970		21,581
Total Marketing Spend	\$	15,000	\$	26,474	\$	31,652	\$	37,844	\$	45,247
Customer Acquisition Cost	\$	1.02	\$	1.52	\$	1.70	\$	1.90	\$	2.10
Annual Customer Visits		50,402		120,500		132,120		157,355		201,460
Average Spend per Customer Visit	\$	66.12	\$	68.86	\$	72.30	\$	76.03	\$	79.85
Average COGS per Customer Visit	\$	27.99	\$	28.68	\$	29.53	\$	30.44	\$	31.34
Gross Margin %		58%		58%		59%		60%		61%
Total Os Sold		-		-		-		-		-
Total Other Products Sold - Units		131,046		313,300		343,512		409,124		523,795
Average Regular Customers		1,016		3,962		6,364		8,567		10,707
Customer Visits per Day		138		330		362		431		552
Total Employees		10.00		14.00		19.00		19.00		19.00
Annual Revenue per Employee	\$	333,269	\$	592,705	\$	502,783	\$	629,696	\$	846,657



Total Funds Required:	\$	429,500
Total Funds Raised:	\$	650,000
Total Months Until Positive Cash Flow:		5
Use of Initial Funds:		
Cost of Goods Sold	\$	135,000
Marketing	\$	600
General and Administrative	\$	106,934
Building Expenses	\$	10,855
Salaries	\$	13,432
Interest & Taxes	\$	-
Loan Principal	\$	-
Building & Improvements	\$	220,000
Equipment	\$	15,000
Furniture and Fixtures	\$	20,000
Other Fixed Assets	\$	2,500
Total	\$	524,321

Key Ratios						
		2024	2025	2026	2027	2028
Sales Growth	N/A		149%	15%	25%	34%
Gross Profit Margin		58%	58%	59%	60%	61%
Return on Capital		45%	58%	41%	35%	34%
Profit Margin		30%	36%	36%	38%	41%

(Revenue - Cost of Goods Sold - Direct Labor) / Revenue. Shows what % of revenue remains after direct costs are paid.
 Net income / (Debt + Equity). Shows how efficiently your company is using its capital.
 Net Income / Revenue. Shows what % of revenue remains after all expenses are paid.



**Flora Terra
Pro Forma Income Statement
Year 1**

Month For the Month Ended	Year 1												For the Year Ended
	1 11/30/23	2 12/31/23	3 1/31/24	4 2/29/24	5 3/31/24	6 4/30/24	7 5/31/24	8 6/30/24	9 7/31/24	10 8/31/24	11 9/30/24	12 10/31/24	
Sales													
Sales Revenue	-	-	-	-	168,841	195,628	405,983	463,566	274,169	563,576	639,162	621,768	3,332,694
Total Sales	\$ -	\$ -	\$ -	\$ -	\$ 168,841	\$ 195,628	\$ 405,983	\$ 463,566	\$ 274,169	\$ 563,576	\$ 639,162	\$ 621,768	\$ 3,332,694
Cost of Goods Sold													
Cost of Goods Sold	-	-	-	-	71,985	83,267	172,515	196,656	116,116	238,290	269,801	262,023	1,410,653
Operating Expenses													
Advertising	-	-	-	-	1,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	15,000
POS Services Monthly Fee	-	-	-	-	-	-	-	-	-	-	-	-	-
Insurance	1,000	1,000	1,000	3,000	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000
Rent	-	1,000	1,000	1,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	56,000
Supplies	-	-	-	500	500	500	500	500	500	500	500	500	4,500
Misc	-	-	-	100	100	100	100	100	100	100	100	100	900
Utilities	-	-	-	500	500	500	500	500	500	500	500	500	4,500
Internet and Phone	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Dues and Subscriptions	-	-	200	200	200	200	200	200	200	200	200	200	1,800
Repairs and Maintenance	-	-	-	-	175	175	175	175	175	175	175	175	1,400
Legal & Professional Fees	5,000	-	-	6,373	11,765	31,289	31,289	31,289	31,289	31,289	34,647	34,647	5,000
Salaries	-	-	-	-	-	-	-	-	-	-	-	-	243,877
Depreciation and Amortization	1,222	1,222	1,322	1,322	1,322	1,322	1,322	1,322	1,322	1,322	1,322	1,322	15,667
Total Operating Expenses	\$ 67,636	\$ 12,636	\$ 12,736	\$ 23,409	\$ 35,476	\$ 56,000	\$ 59,359	\$ 59,359	\$ 550,611				
Pre-Tax Income	\$ (67,636)	\$ (12,636)	\$ (12,736)	\$ (23,409)	\$ 61,380	\$ 56,362	\$ 177,469	\$ 210,909	\$ 102,052	\$ 269,286	\$ 310,002	\$ 300,386	\$ 1,371,430
Income Tax Expense	-	-	-	-	48,051	48,051	48,051	48,051	48,051	48,051	48,051	48,051	274,286
Net Income	\$ (67,636)	\$ (12,636)	\$ (12,736)	\$ (23,409)	\$ 13,329	\$ 8,311	\$ 129,418	\$ 162,858	\$ 54,001	\$ 221,235	\$ 261,951	\$ 252,335	\$ 987,021

**Flora Terra
Pro Forma Income Statement
Year 2**

Month For the Month Ended	13	14	15	16	17	18	19	20	21	22	23	24	For the Year Ended
	11/30/24	12/31/24	1/31/25	2/28/25	3/31/25	4/30/25	5/31/25	6/30/25	7/31/25	8/31/25	9/30/25	10/31/25	
Sales													
Sales Revenue	604,218	606,736	473,872	489,442	559,743	658,039	688,313	760,299	832,873	871,191	909,814	843,328	8,297,869
Total Sales	\$ 604,218	\$ 606,736	\$ 473,872	\$ 489,442	\$ 559,743	\$ 658,039	\$ 688,313	\$ 760,299	\$ 832,873	\$ 871,191	\$ 909,814	\$ 843,328	\$ 8,297,869
Cost of Goods Sold													
Cost of Goods Sold	254,205	254,840	198,705	204,893	233,933	274,558	286,713	316,173	345,778	361,086	376,468	348,378	3,455,728
Total Cost of Goods Sold	\$ 254,205	\$ 254,840	\$ 198,705	\$ 204,893	\$ 233,933	\$ 274,558	\$ 286,713	\$ 316,173	\$ 345,778	\$ 361,086	\$ 376,468	\$ 348,378	\$ 3,455,728
Gross Margin													
Percent	57.93%	58.00%	58.07%	58.14%	58.21%	58.28%	58.35%	58.41%	58.48%	58.55%	58.62%	58.69%	58.35%
Operating Expenses													
Advertising	2,030	2,060	2,091	2,123	2,155	2,187	2,220	2,253	2,287	2,321	2,356	2,391	26,474
POS Services Monthly Fee	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Insurance	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Rent	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000
Supplies	515	515	515	515	515	515	515	515	515	515	515	515	6,180
Misc	103	103	103	103	103	103	103	103	103	103	103	103	1,236
Utilities	515	515	515	515	515	515	515	515	515	515	515	515	6,180
Internet and Phone	258	258	258	258	258	258	258	258	258	258	258	258	3,090
Dues and Subscriptions	206	206	206	206	206	206	206	206	206	206	206	206	2,472
Repairs and Maintenance	180	180	180	180	180	180	180	180	180	180	180	180	2,163
Salaries	46,830	46,830	47,149	47,149	47,418	48,394	48,394	48,394	48,394	48,394	48,394	48,394	573,817
Loan Interest Expense	3,333	3,288	3,242	3,196	3,150	3,103	3,057	3,009	2,962	2,914	2,866	2,817	36,938
Depreciation and Amortization	1,322	1,322	1,322	1,322	1,322	1,322	1,322	1,322	1,322	1,322	1,322	1,322	15,867
Total Operating Expenses	\$ 75,261	\$ 75,246	\$ 75,231	\$ 75,535	\$ 75,791	\$ 76,753	\$ 76,738	\$ 76,725	\$ 76,711	\$ 76,697	\$ 76,684	\$ 76,671	\$ 914,043
Pre-Tax Income													
Income Tax	80,702	80,702	80,702	80,702	80,702	80,702	80,702	80,702	80,702	80,702	80,702	80,702	878,561
Net Income	\$ 194,050	\$ 195,947	\$ 119,234	\$ 128,311	\$ 169,316	\$ 226,026	\$ 244,160	\$ 286,700	\$ 329,682	\$ 352,706	\$ 375,960	\$ 337,577	\$ 2,959,669

**Flora Terra
Pro Forma Income Statement
Year 3**

Month	25	26	27	28	29	30	31	32	33	34	35	36	For the Year Ended
For the Month Ended	11/30/25	12/31/25	1/31/26	2/28/26	3/31/26	4/30/26	5/31/26	6/30/26	7/31/26	8/31/26	9/30/26	10/31/26	10/31/26
Sales													
Sales Revenue	776,271	694,469	640,435	657,395	660,134	744,551	868,234	908,179	919,259	937,741	859,743	886,474	9,552,886
Total Sales	\$ 776,271	\$ 694,469	\$ 640,435	\$ 657,395	\$ 660,134	\$ 744,551	\$ 868,234	\$ 908,179	\$ 919,259	\$ 937,741	\$ 859,743	\$ 886,474	\$ 9,552,886
Cost of Goods Sold													
Cost of Goods Sold	320,145	285,933	263,248	269,771	270,445	304,523	354,520	370,215	374,110	380,998	348,728	358,974	3,901,609
Total Cost of Goods Sold	\$ 320,145	\$ 285,933	\$ 263,248	\$ 269,771	\$ 270,445	\$ 304,523	\$ 354,520	\$ 370,215	\$ 374,110	\$ 380,998	\$ 348,728	\$ 358,974	\$ 3,901,609
Gross Margin													
Percent	58.76%	58.83%	58.90%	58.96%	59.03%	59.10%	59.17%	59.24%	59.30%	59.37%	59.44%	59.51%	59.16%
Operating Expenses													
Advertising	2,427	2,464	2,500	2,538	2,576	2,615	2,654	2,694	2,734	2,775	2,817	2,859	31,652
POS Services Monthly Fee	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Insurance	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Rent	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000
Supplies	530	530	530	530	530	530	530	530	530	530	530	530	6,365
Misc	106	106	106	106	106	106	106	106	106	106	106	106	1,273
Utilities	530	530	530	530	530	530	530	530	530	530	530	530	6,365
Internet and Phone	265	265	265	265	265	265	265	265	265	265	265	265	3,183
Dues and Subscriptions	212	212	212	212	212	212	212	212	212	212	212	212	2,546
Repairs and Maintenance	186	186	186	186	186	186	186	186	186	186	186	186	2,228
Salaries	59,704	59,704	59,704	60,038	60,321	61,346	61,346	61,346	61,346	61,346	65,017	65,017	736,234
Loan Interest Expense	2,769	2,719	2,670	2,620	2,570	2,520	2,469	2,418	2,366	2,314	2,262	2,210	29,907
Depreciation and Amortization	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	13,867
Total Operating Expenses	\$ 88,168	\$ 88,155	\$ 88,143	\$ 88,465	\$ 88,736	\$ 89,749	\$ 89,737	\$ 89,726	\$ 89,715	\$ 89,704	\$ 93,365	\$ 93,354	\$ 1,077,017
Pre-Tax Income													
Income Tax	94,188	94,188	94,188	94,188	94,188	94,188	94,188	94,188	94,188	94,188	94,188	94,188	914,852
Net Income	\$ 273,771	\$ 226,193	\$ 194,857	\$ 204,971	\$ 206,765	\$ 256,091	\$ 329,789	\$ 354,050	\$ 361,246	\$ 372,851	\$ 323,463	\$ 339,958	\$ 3,444,005

**Flora Terra
Pro Forma Income Statement
Year 4**

	37	38	39	40	41	42	43	44	45	46	47	48	For the Year Ended
Month	11/30/26	12/31/26	1/31/27	2/28/27	3/31/27	4/30/27	5/31/27	6/30/27	7/31/27	8/31/27	9/30/27	10/31/27	10/31/27
Sales													
Sales Revenue	815,987	811,938	673,201	977,064	1,000,873	1,024,817	1,048,905	1,073,143	1,097,542	1,122,110	1,146,855	1,171,787	11,964,223
Total Sales	\$ 815,987	\$ 811,938	\$ 673,201	\$ 977,064	\$ 1,000,873	\$ 1,024,817	\$ 1,048,905	\$ 1,073,143	\$ 1,097,542	\$ 1,122,110	\$ 1,146,855	\$ 1,171,787	\$ 11,964,223
Cost of Goods Sold													
Cost of Goods Sold	329,882	327,700	271,255	393,038	401,947	410,880	419,839	428,828	437,850	446,908	456,005	465,145	4,789,278
Total Cost of Goods Sold	\$ 329,882	\$ 327,700	\$ 271,255	\$ 393,038	\$ 401,947	\$ 410,880	\$ 419,839	\$ 428,828	\$ 437,850	\$ 446,908	\$ 456,005	\$ 465,145	\$ 4,789,278
Gross Margin													
Percent	59.57%	59.64%	59.71%	59.77%	59.84%	59.91%	59.97%	60.04%	60.11%	60.17%	60.24%	60.30%	59.97%
Operating Expenses													
Advertising	2,902	2,945	2,990	3,034	3,080	3,126	3,173	3,221	3,269	3,318	3,368	3,418	37,844
POS Services Monthly Fee	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Insurance	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Rent	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000
Supplies	546	546	546	546	546	546	546	546	546	546	546	546	6,556
Misc	109	109	109	109	109	109	109	109	109	109	109	109	1,311
Utilities	546	546	546	546	546	546	546	546	546	546	546	546	6,556
Internet and Phone	273	273	273	273	273	273	273	273	273	273	273	273	3,278
Dues and Subscriptions	219	219	219	219	219	219	219	219	219	219	219	219	2,623
Repairs and Maintenance	191	191	191	191	191	191	191	191	191	191	191	191	2,295
Salaries	66,192	66,192	66,192	66,543	66,840	67,916	67,916	67,916	67,916	67,916	68,100	68,100	807,739
Loan Interest Expense	2,157	2,104	2,050	1,996	1,942	1,887	1,832	1,777	1,721	1,665	1,609	1,552	22,291
Depreciation and Amortization	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	13,867
Total Operating Expenses	\$ 94,897	\$ 94,888	\$ 94,878	\$ 95,220	\$ 95,509	\$ 96,577	\$ 96,569	\$ 96,561	\$ 96,553	\$ 96,546	\$ 96,723	\$ 96,717	\$ 1,151,638
Pre-Tax Income													
Income Tax	391,208	389,350	307,068	488,806	503,417	517,361	532,497	547,754	563,139	578,656	594,127	609,925	6,023,307
Net Income	\$ 271,625	\$ 269,768	\$ 187,486	\$ 369,223	\$ 383,835	\$ 397,778	\$ 412,914	\$ 428,172	\$ 443,556	\$ 459,073	\$ 474,545	\$ 490,343	\$ 4,588,318

**Flora Terra
Pro Forma Income Statement
Year 5**

	49	50	51	52	53	54	55	56	57	58	59	60	For the Year Ended
Month	11/30/27	12/31/27	1/31/28	2/29/28	3/31/28	4/30/28	5/31/28	6/30/28	7/31/28	8/31/28	9/30/28	10/31/28	10/31/28
Sales													
Sales Revenue	1,196,914	1,222,246	1,247,791	1,273,559	1,299,559	1,325,800	1,352,293	1,379,046	1,406,070	1,433,375	1,460,970	1,488,867	16,086,489
Total Sales	\$ 1,196,914	\$ 1,222,246	\$ 1,247,791	\$ 1,273,559	\$ 1,299,559	\$ 1,325,800	\$ 1,352,293	\$ 1,379,046	\$ 1,406,070	\$ 1,433,375	\$ 1,460,970	\$ 1,488,867	\$ 16,086,489
Cost of Goods Sold													
Cost of Goods Sold	474,331	483,566	492,853	502,196	511,598	521,062	530,592	540,191	549,862	559,610	569,437	579,347	6,314,645
Total Cost of Goods Sold	\$ 474,331	\$ 483,566	\$ 492,853	\$ 502,196	\$ 511,598	\$ 521,062	\$ 530,592	\$ 540,191	\$ 549,862	\$ 559,610	\$ 569,437	\$ 579,347	\$ 6,314,645
Gross Margin	722,583	738,680	754,938	771,363	787,961	804,738	821,701	838,855	856,208	873,765	891,533	909,520	9,771,844
Percent	60.37%	60.44%	60.50%	60.57%	60.63%	60.70%	60.76%	60.83%	60.89%	60.96%	61.02%	61.09%	60.75%
Operating Expenses													
Advertising	3,470	3,522	3,574	3,628	3,682	3,738	3,794	3,851	3,908	3,967	4,027	4,087	45,247
POS Services Monthly Fee	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Insurance	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Rent	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000
Supplies	563	563	563	563	563	563	563	563	563	563	563	563	6,753
Misc	113	113	113	113	113	113	113	113	113	113	113	113	1,351
Utilities	563	563	563	563	563	563	563	563	563	563	563	563	6,753
Internet and Phone	281	281	281	281	281	281	281	281	281	281	281	281	3,377
Dues and Subscriptions	225	225	225	225	225	225	225	225	225	225	225	225	2,701
Repairs and Maintenance	197	197	197	197	197	197	197	197	197	197	197	197	2,364
Salaries	69,333	69,333	69,333	69,702	70,014	71,144	71,144	71,144	71,144	71,144	71,337	71,337	846,110
Loan Interest Expense	1,494	1,437	1,379	1,320	1,262	1,202	1,143	1,083	1,023	962	901	839	14,044
Depreciation and Amortization	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	1,156	13,867
Total Operating Expenses	\$ 98,334	\$ 98,328	\$ 98,323	\$ 98,687	\$ 98,995	\$ 100,121	\$ 100,118	\$ 100,114	\$ 100,112	\$ 100,110	\$ 100,301	\$ 100,300	\$ 1,193,842
Pre-Tax Income	\$ 624,249	\$ 640,352	\$ 656,615	\$ 672,676	\$ 688,966	\$ 704,617	\$ 721,583	\$ 738,741	\$ 756,096	\$ 773,655	\$ 791,233	\$ 809,220	\$ 8,578,002
Income Tax	162,864	162,864	162,864	162,864	162,864	162,864	162,864	162,864	162,864	162,864	162,864	162,864	1,715,600
Net Income	\$ 461,385	\$ 477,488	\$ 493,751	\$ 509,812	\$ 526,102	\$ 541,753	\$ 558,719	\$ 575,877	\$ 593,232	\$ 610,791	\$ 628,368	\$ 646,356	\$ 6,823,633

Flora Terra Statement of Cash Flows

For the Year Ended October 31,	2024	2025	2026	2027	2028
Cash at Beginning of Period	\$ -	\$ 1,903,438	\$ 4,833,830	\$ 8,220,176	\$ 12,749,733
Cash Receipts from Operating Activities					
Cash From Sales	3,332,694	8,297,869	9,552,886	11,964,223	16,086,489
Cash Payments for Operating Activities					
Cash paid for Inventory	(1,473,669)	(3,455,728)	(3,901,609)	(4,789,278)	(6,314,645)
Cash paid for Advertising	(14,200)	(26,317)	(31,465)	(37,620)	(44,980)
0	-	-	-	-	-
Cash paid for POS Services Monthly Fee	(14,400)	(18,000)	(18,000)	(18,000)	(18,000)
Cash paid for Insurance	(11,600)	(12,000)	(12,000)	(12,000)	(12,000)
Cash paid for Rent	(53,200)	(84,000)	(84,000)	(84,000)	(84,000)
Cash paid for Supplies	(4,300)	(6,174)	(6,359)	(6,550)	(6,746)
Cash paid for Misc	(860)	(1,235)	(1,272)	(1,310)	(1,349)
Cash paid for Utilities	(4,300)	(6,174)	(6,359)	(6,550)	(6,746)
Cash paid for Internet and Phone	(2,900)	(3,087)	(3,180)	(3,275)	(3,373)
Cash paid for Dues and Subscriptions	(1,720)	(2,470)	(2,544)	(2,620)	(2,699)
Cash paid for Repairs and Maintenance	(1,330)	(2,161)	(2,226)	(2,292)	(2,361)
Cash paid for Legal & Professional Fees	(5,000)	-	-	-	-
Cash paid for Salaries	(230,018)	(568,318)	(729,585)	(806,506)	(844,816)
Cash paid for Loan Interest Expense	-	(35,811)	(30,150)	(22,554)	(14,329)
Cash paid for Income Tax	(336,357)	(935,777)	(1,116,770)	(1,409,595)	(1,911,087)
Net Cash from Operating Activities	\$ 1,010,938	\$ 3,015,112	\$ 3,478,098	\$ 4,628,924	\$ 6,682,215
Cash from Financing and Investing					
Cash from New Loans	500,000	-	-	-	-
Cash from New Investments	650,000	-	-	-	-
Cash paid on Loan Principal	-	(84,720)	(91,752)	(99,367)	(107,615)
Cash paid for Fixed Assets	(257,500)	-	-	-	-
Net Cash from Financing and Investing	\$ 892,500	\$ (84,720)	\$ (91,752)	\$ (99,367)	\$ (107,615)
Cash Before Owner Draw	1,903,438	4,833,830	8,220,176	12,749,733	19,324,333
Cash paid for Owner Draw	-	-	-	-	-
Net Cash Inflow (Outflow)	\$ 1,903,438	\$ 2,930,392	\$ 3,386,346	\$ 4,529,557	\$ 6,574,600
Cash at End of Period	\$ 1,903,438	\$ 4,833,830	\$ 8,220,176	\$ 12,749,733	\$ 19,324,333

Flora Terra Income Statement

For the Year Ended October 31,	2024	2025	2026	2027	2028
Sales					
Sales Revenue	3,332,694	8,297,869	9,552,886	11,964,223	16,086,489
Total Sales	\$ 3,332,694	\$ 8,297,869	\$ 9,552,886	\$ 11,964,223	\$ 16,086,489
Cost of Goods Sold					
Cost of Goods Sold	1,410,653	3,455,728	3,901,609	4,789,278	6,314,645
Total Cost of Goods Sold	\$ 1,410,653	\$ 3,455,728	\$ 3,901,609	\$ 4,789,278	\$ 6,314,645
Gross Margin	\$ 1,922,041	\$ 4,842,141	\$ 5,651,277	\$ 7,174,945	\$ 9,771,844
Percent	58%	58%	59%	60%	61%
Operating Expenses					
Advertising	15,000	26,474	31,652	37,844	45,247
0	-	-	-	-	-
POS Services Monthly Fee	15,000	18,000	18,000	18,000	18,000
Insurance	12,000	12,000	12,000	12,000	12,000
Rent	56,000	84,000	84,000	84,000	84,000
Supplies	4,500	6,180	6,365	6,556	6,753
Misc	900	1,236	1,273	1,311	1,351
Utilities	4,500	6,180	6,365	6,556	6,753
Internet and Phone	3,000	3,090	3,183	3,278	3,377
Dues and Subscriptions	1,800	2,472	2,546	2,623	2,701
Repairs and Maintenance	1,400	2,163	2,228	2,295	2,364
Legal & Professional Fees	5,000	-	-	-	-
Salaries	243,877	573,817	736,234	807,739	846,110
Loan Interest Expense	-	36,938	29,907	22,291	14,044
Depreciation and Amortization	15,667	15,867	13,867	13,867	13,867
Total Operating Expenses	\$ 550,611	\$ 914,043	\$ 1,077,017	\$ 1,151,638	\$ 1,193,842
Pre-Tax Income	\$ 1,371,430	\$ 3,928,097	\$ 4,574,261	\$ 6,023,307	\$ 8,578,002
Income Tax	384,408	968,428	1,130,255	1,434,989	1,954,369
Net Income	\$ 987,021	\$ 2,959,669	\$ 3,444,005	\$ 4,588,318	\$ 6,623,633
EBITDA	\$ 1,387,096	\$ 3,980,902	\$ 4,618,034	\$ 6,059,465	\$ 8,605,913

(Earnings Before Interest, Taxes, Depreciation, and Amortization)

C. A schedule for beginning operation, including a narrative outlining any proposed construction and improvements and a timeline for completion.

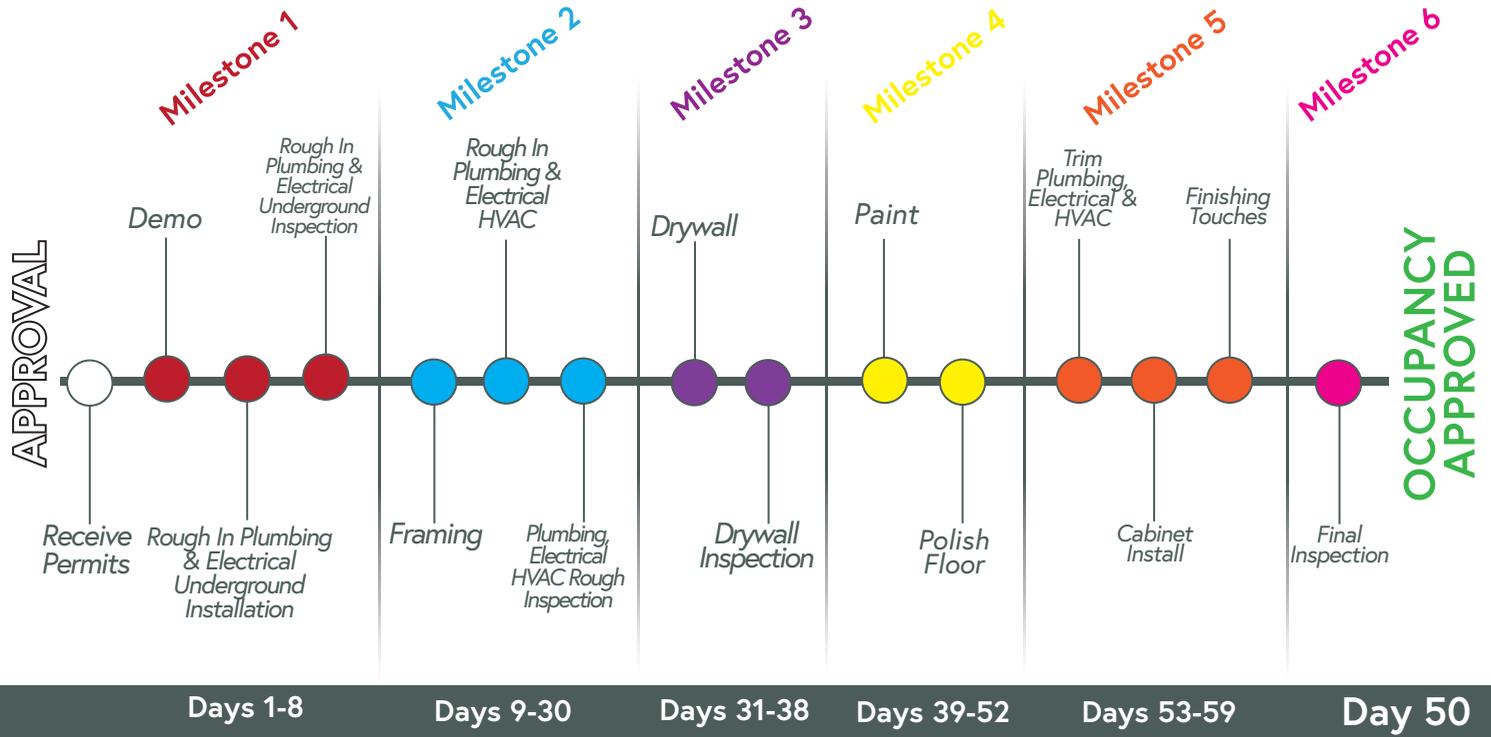
The proposed location at 498 Moore Lane presents an attractive commercial building with a charming stone facade, complemented by lush green trees and a landscape area with much potential. The envisioned project involves exterior modifications that are primarily focused on updated signage, security enhancements, landscape updates, and the installation of 2 DC Level 3 EV Chargers. [REDACTED]

Inside the building, the plan is to undertake a comprehensive transformation through the demolition of existing infrastructure, followed by the implementation of the proposed floor plan. This interior overhaul will encompass framing, electrical work, HVAC installation, drywall, painting, plumbing, lighting, and the setup of cabinetry and retail fixtures, and polishing the existing concrete floors.

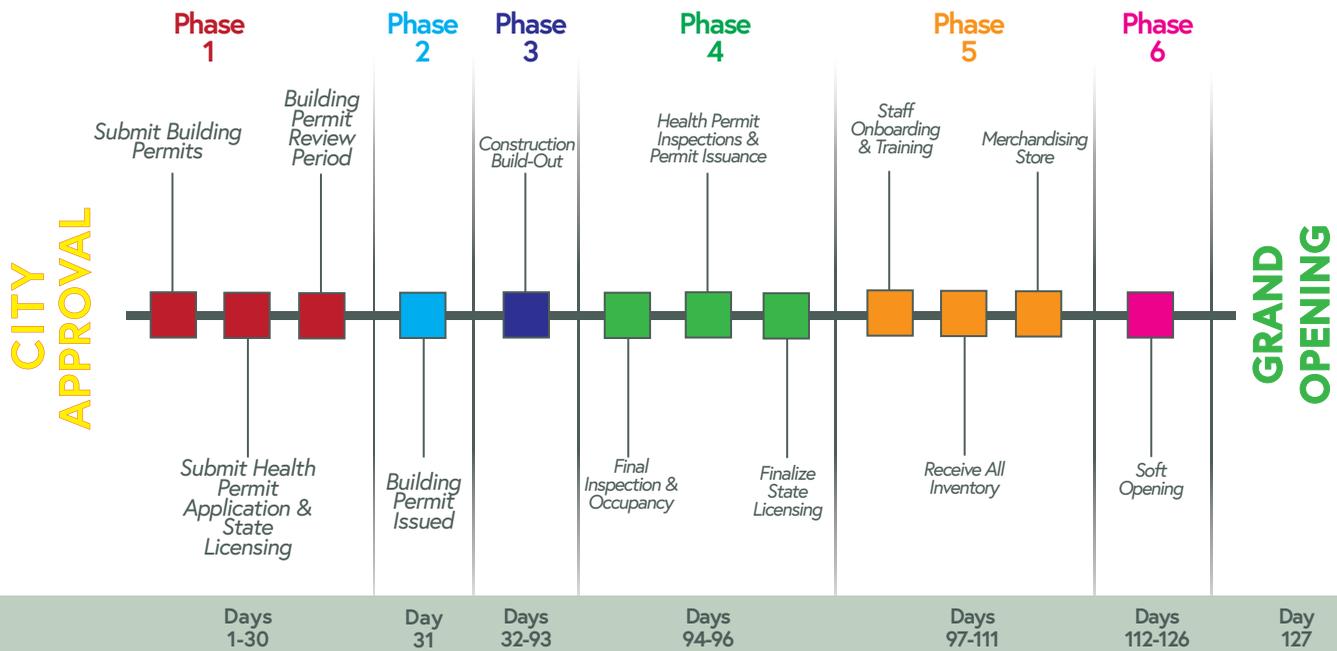
Flora Terra is no stranger to opening new locations, as they have successfully launched their 2nd location in January 2023 and their 3rd location in April 2023. Owner David Wingard takes on the role of project manager during the construction phase, leveraging his expertise and in-depth knowledge of the trades to ensure timely and budget-conscious completion of the projects. With the recent completion of two locations, David is well aware of the associated expenses with the build-out and has assembled a reliable team of licensed contractors for the proposed location.

The experience and track record of Flora Terra, coupled with the competent project management of David Wingard, instill confidence in the success of this endeavor. We are eager to see this project come to fruition and contribute positively to the community.

Construction Timeline

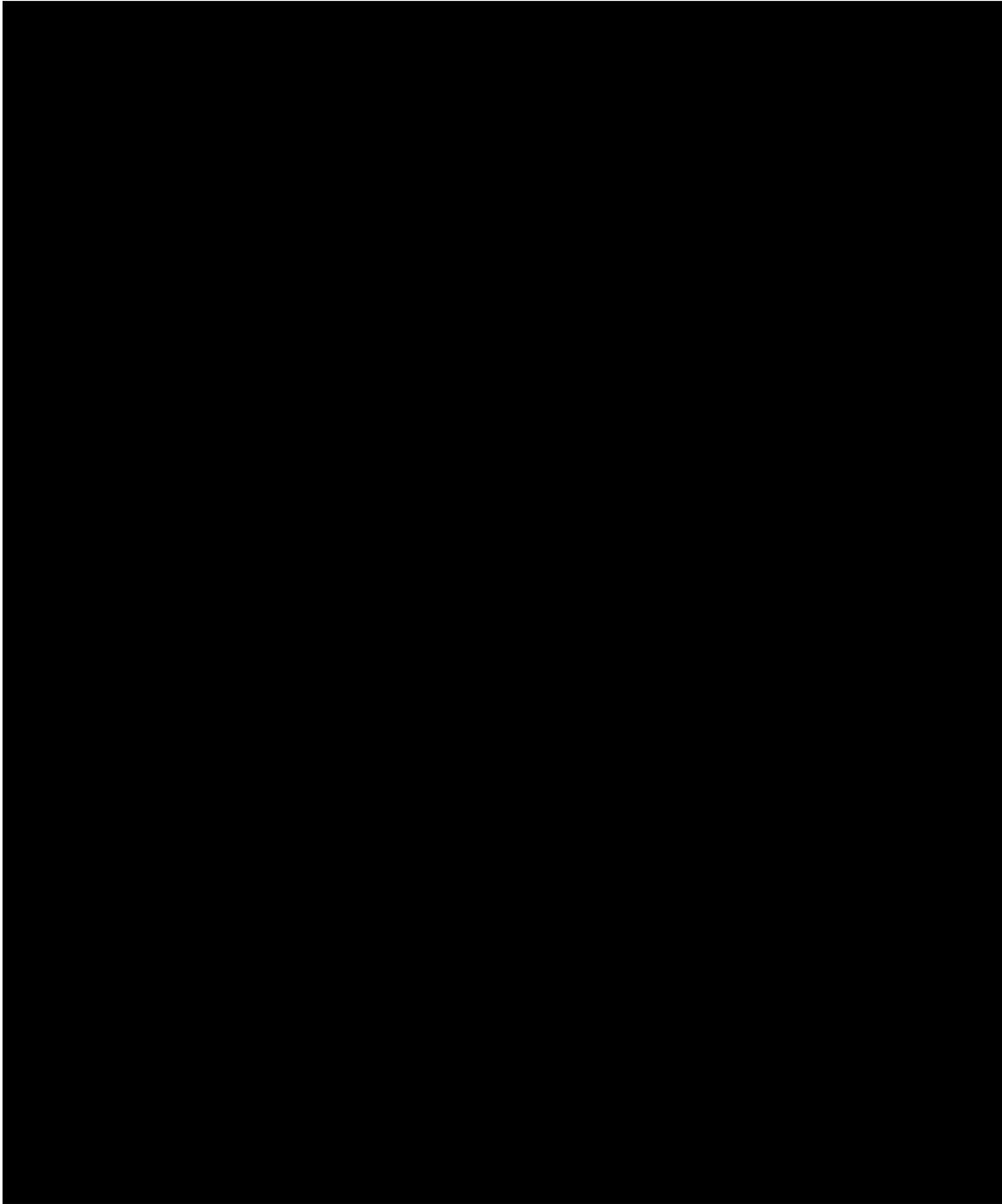


Project Completion Timeline



D. Access to Banking

Flora Terra has an active membership in good standing at Salal Credit Union since 2019 with access banking, bill pay, and cash logistics.



2. Daily Operations

Flora Terra obtained its licensing from the Department of Cannabis Control (DCC) as a Microbusiness with Retail, Distribution, and Cultivation activities in July 2019. As of 2022, the company has also expanded their footprint adding two C10 Retail Licenses. Flora Terra ensures that its retail daily operations strictly adhere to DCC regulations and comply with all relevant local and state laws. The proposed site at 498 Moore Lane in Healdsburg will operate in alignment with the existing practices of the C10 licenses in Santa Rosa operating between the hours of 9am and 9pm as permitted by the City of Healdsburg. The following are key aspects of daily operations:

A. Customer check-in procedures

Flora Terra strictly adheres to age and identification requirements for Adult Use and Medical Cannabis Businesses. Only individuals who are 21 years of age or older, possessing a valid government-issued photo identification card, or individuals who are 18 years of age or older, possessing both a valid government-issued photo identification card and a valid medical recommendation are permitted to make purchases. Age verification takes place prior to being invited onto the sales floor.

To ensure compliance, Flora Terra employs various methods to verify the authenticity of identification cards. Trained personnel visually inspect all government-issued identification cards. Additionally, the company utilizes tools such as scanning into Meadow POS, UV lights, or referring to the 2023 ID Verification Guide to validate identification. Meadow POS can also be used to verify the validity of a medical recommendation, the CDPH website can be used to verify MMIC patients.

Upon successful verification by a trained employee, patrons are granted entry to the retail space for shopping. However, if a patron's identification or medical recommendation cannot be verified, they will be respectfully escorted from the premises to maintain compliance with regulations.

B. Location(s) and procedures for receiving deliveries during business hours.

Flora Terra will utilize their distribution license to deliver all cannabis products to the proposed site at 498 Moore Lane. Deliveries will take place inside the receiving room as outlined on the premise diagram. Through a roll up door adjacent to the front door, the driver will pull in to unload their shipment then vacate the receiving area. Delivery procedures, regardless of if they are internal or external, follow the same standard operating procedure outlined below:

Delivery Schedule and Notification

- Establish a delivery schedule and communicate it to suppliers.
- Incoming deliveries will be scheduled on a shared Google Calendar called "Flora Terra Retail Deliveries"

Receiving Area Preparation

- Ensure the receiving area is clean, organized, and free of any potential contaminants at the start of each day.
- Verify that all necessary tools and equipment are available, such as box cutters, barcode scanners, inventory tracking software/laptop, and appropriate writing tools including a ballpoint pen and sharpie.

Driver Verification

- Meet the driver at the designated receiving area.
- Request the driver's identification and compare it with the delivery manifest.
- Ensure the driver's identification matches the authorized personnel listed on the manifest. Visually inspect the driver's employee identification badge for identity confirmation.
- Have driver sign in on the visitor log including legible name, company, date and time. They must also sign out upon exiting the building.

Packaging Inspection

- Examine the packaging for any signs of tampering, damage, or leaks.
- Note any discrepancies or irregularities on the delivery manifest and report them to the appropriate personnel.
- Deny shipment of any tampered, damaged, or leaking products.

Quantity and Item Verification

- Cross-check the delivered items with the information on the delivery manifest.
- Verify the quantity, strain, product type, and any additional details specified in the manifest.

Compliance Check

- Verify that all cannabis products meet regulatory requirements, including labeling, packaging, and safety standards. See CDPH packaging and labeling guidelines.
- Check for appropriate labeling of THC and CBD content, batch numbers, expiration dates, and warnings.
- Ensure childproof packaging is intact and functional for applicable products.
- Deny shipment of any products that do not meet regulatory requirements or do not meet the labeling requirements.

Metrc Manifest Verification

- Compare the items received with the corresponding Metrc manifest.
- Confirm that each package tag UID matches the manifest.
- Note any discrepancies or missing items and report them to the appropriate personnel.
- Upon completion of product verification sign the manifest accepting or rejecting the the shipment on the final page of the manifest.
- Ensure the driver signs the fist page of the manifest including date and time.

Metrc Tagging and Documentation

- Secure the blue Metrc tags to each corresponding package, ensuring proper attachment and visibility.
- If multiple packages are associated with one Metrc tag:
 - Tear the bottom half of the tag off and attach it to the secondary packaging.
 - Label each corresponding box with the complete Metrc UID if more than two boxes are associated with the tag.

Storage

- Place the entire cannabis inventory order in the designated storage area for incoming shipments.
- Ensure that the storage area is secure, climate-controlled, and compliant with state and local regulations.

Documentation

- Place entire delivery packet including invoice, metrc maifest, and any other documents provided in the hanging file labeled “incoming orders”.
- Once the order is entered into the POS system, file the delivery manifest, invoices, and any related documents in a designated folder in the wall mounted document holder inside the vault.
- Maintain accurate and up-to-date records of all inventory transactions, including receiving dates, quantities, and supplier information.

C. The Point-of-Sale system to be used and how it will interact with the state’s mandated track and trace system. Identify the number of Point-of-Sales terminals to be used when the business is at full capacity.

The company plans to utilize Meadow, an integrated set of tools that offers a comprehensive solution for cannabis dispensary sales, inventory management, and compliance. Meadow has been in operation since 2014 and was among the pioneering systems to establish a complete API connection with Metrc. To ensure uninterrupted access to Metrc and timely reporting of daily sales, Meadow employs a dedicated team of engineers who work around the clock. Over the years, the company has experimented with various point of sale systems, noting operational inefficiencies that may lead to non-compliance. However, with Meadow’s vigilant account monitoring and a team of personnel, operators can be confident that the system will function smoothly and maintain its expected interface with Metrc.

Four point of sale terminals will be used when the business is functioning at full capacity.

D. The number of customers to be served per hour/day.

Flora Terra can expect to serve over 200 customers per day with an average of 18-25 customers per hour during off peak tourism months, and over 300 customers today during peak tourism months averaging a minimum of 25 customers per hour.

E How cannabis and cannabis products will be tracked and monitored to prevent Diversion.

Flora Terra has identified that inventory diversion can happen in a variety of ways that may include, internal theft, external theft, and clerical errors.

Standard operating procedures are followed to ensure the company has received the right amount of product that is indicated on a shipping manifest, if the incoming units are not correct this must be adjusted prior to receiving the shipment. The procedures followed during the intake process eliminates any clerical or packing errors. After a trained staff member intakes a product delivery, products are then securely stored while the management team enters the products into the POS system from the state track and trace system.

Flora Terra uses a variety of methods to track and monitor inventory to prevent diversion which include but are not limited to:



Movement of inventory throughout the facility is tracked from room to room to ensure visibility into where all products are at all times.

F. The proposed waste management plan, including waste disposal locations, security measures, methods of rendering all waste unusable and unrecognizable, and the vendor in charge of disposal.

Cannabis waste comprises expired, damaged, spoiled, or customer-returned cannabis items. To ensure proper disposal in accordance with The Department of Cannabis Control regulation Chapter 9 Section §17223, a waste management program is carried out by management following the waste management standard operating procedure. A designated, clearly labeled cannabis waste bin will be located within the secure vault area. All items that are considered to be cannabis waste will be removed from its packaging and destroyed using 90% inorganic materials to render the product unrecognizable. If applicable, the exterior packaging will be recycled.

Below is an example of a waste management SOP for cannabis flower. This SOP was written for our Microbusiness license in Santa Rosa. Due to the complexity of waste destruction, cannabis waste will be transferred to the company's distribution hub in Santa Rosa where the destruction will occur on a monthly basis. In our experience, cannabis waste in a retail setting is very minimal.

The destruction process for cannabis or cannabis products will be recorded under video surveillance. Additionally, details of the disposal, including the reason for disposal and batch number, will be documented in the Metrc track and trace system. This documentation will include the time, date, employee name, and identification number.

Flora Terra will utilize Recology for all waste management services as they do at all facilities in Sonoma County.

STANDARD OPERATING PROCEDURE

TITLE:	Inventory Destruction	EFFECTIVE DATE:	8.1.2021
DEPARTMENT(S):	Cultivation, Post Harvest, Retail	SOP #:	
AUTHOR(S):	Sondra Gilbert, Willie Melia	REVISION #:	2

PURPOSE:	<p>To establish the process of the destruction of cannabis inventory rendering it unrecognizable and unusable in accordance with all regulations. This process must take place in a secured, designated location such as the Vault and must be worked through methodically to ensure the accuracy and efficacy of the destruction of the cannabis inventory.</p> <p>Cannabis goods intended for disposal shall remain on the licensed premises until rendered into cannabis waste. Access to the cannabis goods is restricted to authorized management and executives. Storage of the cannabis goods allocated for disposal is separate and distinct from other cannabis goods.</p>
RESPONSIBILITY:	Compliance personnel
FREQUENCY:	As needed/required.
MATERIALS & EQUIPMENT:	<ul style="list-style-type: none"> ● Certified scale ● Pen ● Calculator ● Biomass to be destroyed ● Inorganic material (kitty litter, soil) ● Water ● Container(s), appropriately sized for the biomass and additives (soil, water, etc) ● Spray bottle containing Isopropyl Alcohol (70% or 99%)
SAFETY CONSIDERATIONS:	<ul style="list-style-type: none"> ●
PPE REQUIRED:	
PROCEDURE:	<ol style="list-style-type: none"> 1. Obtain a blank Inventory Destruction Record 2. SETUP: On a clean, uncluttered work station, set up the following: <ol style="list-style-type: none"> a. Certified scale (if applicable) b. Additive(s) (i.e. soil) c. Futurola shredder d. Container(s), appropriately sized for the biomass and additives (soil, water, etc) 3. BLENDING COMBINATION RATIO by weight shall be 30:50:20 ratio <ol style="list-style-type: none"> a. FLOWER: Thirty percent (30%) of total weight b. SOIL: Fifty percent (50%) of total weight c. WATER: Twenty percent (20%) of total weight

STANDARD OPERATING PROCEDURE

4. Obtain biomass to be destroyed and place to one side of the scale (right or left)
 5. Estimate quantity of biomass by weight
 - a. PACKAGED FLOWER
 - i. Determine unit of measure (i.e. 3.5g, 7g, etc.)
 - ii. Count the units to be destroyed
 - iii. Calculate total number of units to be destroyed and multiply by unit of measure
 - **EXAMPLE:** 30 jars of 3.5g ($30 \times 3.5 = 105\text{g}$)
 6. Calculate the amount of Soil and Water required based upon the weight of the biomass to be destroyed, rounded to the nearest 10.
 - a. **EXAMPLE:** Biomass (flower) weight to be destroyed is 105 grams.
 - i. **TOTAL WEIGHT CALCULATION**
 - Multiply biomass to be destroyed by 3.33 for total weight
 - a. **EXAMPLE:** $105\text{g} \times 3.33 = 349.65\text{g}$
 - ii. **SOIL REQUIRED:** 50% of total weight. Multiply total weight by 0.5.
 - a. **EXAMPLE:** $349.65\text{g} \times 0.5 = 174.825\text{g}$
 - Round up to the nearest ten (10) is 180g
 - iii. **WATER REQUIRED:** 20% of total weight. Multiply total weight by 0.2.
 - **NOTE:** One (1) mL is the same as one (1) gram.
 - a. **EXAMPLE:** $349.65\text{g} \times 0.2 = 69.93\text{g/mL}$
 - Round up to the nearest ten (10) is 70g/mL
7. Obtain clean soil purchased from a store
 - a. If the soil is in a bag larger than what is required, remove enough soil from the bag to accomplish the destruction of the flower by weight
8. Using a certified scale, place an appropriately sized container for all materials to fit when combining and TARE the scale.
 - a. Using the previous example, the total weight of all materials when combined is approximately 350g, therefore a 1,000mL pitcher would suffice for weighing soil
9. Label container with TARE weight for transparency when video recording is performed.
10. Weigh the soil in the designated container that was just previously tared on the scale.
11. Set container with measured soil aside
12. Obtain water in a measuring pitcher appropriately sized for the quantity required.
 - a. Water weighs 1g to 1mL; measure water in the pitcher to the required amount calculated

STANDARD OPERATING PROCEDURE

- b. Using the previous example in Step 5, the required amount of Water is 70g therefore a 100 mL beaker would suffice for the required amount.

13. Obtain a container appropriately sized for biomass to be destroyed

14. Place the container on a certified scale and TARE.

15. Label container with TARE weight for transparency when video recording is performed. Place behind biomass to be destroyed

16. RECORDING:

- a. Designate one (1) person for recording the process
- b. Designate one (1) or two (2) people to perform the destruction of inventory
- c. The recorder must clearly state
 - i. The current date
 - ii. The current time
 - iii. The location
 - iv. "This is the documentation of the inventory destruction process for [Strain, Batch ID, METRC #] (if applicable)"
- d. Each person must:
 - i. Show their badge close to the camera so it may be clearly visible.
 - ii. Show their face to the camera and state their name clearly

17. Obtain biomass to be destroyed and place into previously tared container.

- a. For PACKAGED material such as jars or tubes,
 - i. Empty each unit into tared container and set the original packaging aside.
 - ii. Spray with Isopropyl Alcohol
 - iii. Place in a container (i.e. a bucket) to be disposed of separately

18. Once all biomass is placed in the previously tared container, weigh the biomass.

19. Place the previously weighed Soil onto the scale for the recording

20. Place the previously measured Water in clear view of the camera for the recording

21. Process the biomass in the Futurola Mini Shredder

- a. *Refer to the Futurola Mini Shredder Use WIP*

22. Place properly shredded biomass into the previously weighed soil.

23. Thoroughly mix the biomass and inorganic material together until the mixture is evenly blended.

24. Slowly add water while mixing the soil/biomass blend until all material is evenly blended.

25. BEFORE ENDING VIDEO RECORDING clearly state:

- a. The current date

STANDARD OPERATING PROCEDURE

	<ul style="list-style-type: none"> b. The current time c. "This concludes the inventory destruction process for [Strain, Batch ID, METRC #]" d. Stop recording <p>26. Place all materials in their designated location(s)</p> <p>27. Clean all equipment with Isopropyl Alcohol and a clean towel</p> <p>28. Wipe down work surface area with Isopropyl Alcohol and clean towel</p>
REPORTING:	
REFERENCE DOCUMENTS:	<ul style="list-style-type: none"> ● Inventory Destruction Record ● Futurola Mini Shredder Use WIP

G. Opening and Closing Procedures

Flora Terra's employees possess a comprehensive understanding of their daily duties and faithfully follow a well-organized checklist. This checklist serves to uphold rigorous compliance, security measures, and a high level of cleanliness during each shift. Employees diligently complete the checklists, and their respective shift supervisor or manager provides sign-offs to ensure task completion. Through meticulous adherence to these checklists, the facility maintains its security, compliance, cleanliness, and readiness to serve the community. Furthermore, the checklists play a vital role in maintaining quality control by monitoring HVAC, refrigeration, and expiration date checks.

Having established and thoroughly tested systems in operation for the past four years, Flora Terra is well-prepared to expand its footprint in Sonoma County. Their goal is to introduce a boutique-like dispensary to the community of Healdsburg, prioritizing education and the overall well-being of the community they aim to proudly serve.

Flora Terra Opening Shift Duties

Please initial the box as you complete the task.

Week of:	M	Tu	W	Th	F	Sat	Sun
Deep clean shelving behind sales counter underneath registers. (Wed. only).							
Clean open-air cooler (remove products from shelves and wipe down all shelving, clean glass, polish stainless steel)							
Record refrigerator and AC unit temperatures on daily log - notify manager if not in expected temperature range.							
Roll up security shutters (5-10 min before open)							
Clean front door and all glass areas with glass cleaner							
Deep clean shelves - see SOP for details M-Flower T-Concentrates/Vapes W-Edibles Th-Wellness							
Restock receipt tape and cc tape (3 per station)							
Update chalkboards and sale signs throughout the store							
Dust and clean garment rack and glass.							
Check product requests							
Make sure Scanners are connected to all POS's							
Restock and rotate products on shelves							
Run expiration date report - products expiring in 30 days are placed on last chance shelf							
Disinfect counter tops and door handles							
Deep Clean under cash wrap							

Manager/Supervisor Initials							
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All Duties are to be completed prior to 11:30am and must be signed off by a shift lead or manager before leaving for the day. Manager assumes responsibility once signing the form as completed.



Section B

Labor & Employment Plan



Section B: Labor & Employment Plan

1. Collective Bargaining – Application describes to what extent the cannabis business will recognize the collective bargaining rights of employees.

According to the Department of Cannabis Control (DCC) California Code of Regulations (CCR) Title 4, Division 19, §15002 section 19, any commercial cannabis operator is mandated to establish a labor peace agreement with a legitimate labor organization within 60 days of reaching 20 employees. Effective July 1, 2024, this requirement will change, applying to businesses with 10 employees instead. Flora Terra recognizes and respects employees' right to be represented by a union should they choose to do so. The company is committed to remaining neutral, engaging in good faith bargaining, providing union access during paid company time, and furnishing updated employee rosters to ensure continued access to information.

Flora Terra has already entered into a labor peace agreement and is well-versed in the process, making us well-prepared to comply with this regulation and the upcoming change in July 2024. Our commitment extends to adhering to all local and state regulations set forth by regulatory agencies. Moreover, we are dedicated to fostering a work environment where employees' working conditions are fair, equitable, and meet their needs effectively.

2. Number of Employees – Application identifies the number of employees at initial opening, and the maximum number of employees when the business is at full capacity.

To avoid overstaffing issues, the company will initially maintain a lean workforce. Initially, the staffing will range from 5 to 8 people, this will include 2-3 dispensary employees and one security guard per shift. As the company reaches its peak capacity, it anticipates employing between 16 to 20 employees, with 3-6 employees per shift, alongside one security guard.

Drawing from our experience operating three dispensaries in Sonoma County over the past four years, we have effectively utilized point-of-sale data to forecast sales trends, ensuring appropriate staffing levels. As we venture into the new territory of Healdsburg, we will rely on historical trends from our busiest Santa Rosa location and make necessary adjustments accordingly.

3. Employee Responsibilities – Application identifies all positions to be employed at the proposed business, and their responsibilities.

Having operated for nearly four years and now 3 retail locations in Sonoma County, Flora Terra has identified the essential roles and responsibilities required for seamless business operations.

Retail Manager: The Retail Manager will oversee the entire dispensary team, ensuring smooth operations, compliance with local and state regulations, and outstanding customer service. Their responsibilities will include managing staffing, inventory levels, and ensuring a clean and welcoming atmosphere for customers. They will collaborate with upper management on employee-related matters and maintain seamless communication to report operational information. Their key responsibilities include but are not limited to the following:

- Lead and supervise the dispensary team, including hiring, firing, onboarding, training, and scheduling.
- Offer recommendations to upper management on employee-related issues, fostering a positive and productive work environment.
- Work closely with upper management to ensure compliance with local and state regulations, adhering to all company policies and procedures.
- Maintain the dispensary's cleanliness and ambience at all times, providing customers with a pleasant and inviting experience.
- Participate in local area business organizations and networking groups, contributing to the dispensary's growth and community engagement.
- Manage inventory levels efficiently, ensuring proper stock levels and organizing cash in drop safe and vault securely.
- Oversee opening and closing duties for each shift, ensuring smooth transitions and adherence to established procedures.
- Address and resolve customer service issues and concerns promptly, maintaining a high level of customer satisfaction.
- Monitor and enforce company policies and procedures, ensuring all staff members are on task and adhering to guidelines.
- Collaborate with upper management, providing regular updates and reports on operational performance and challenges.

Assistant Store Manager: The Assistant Retail Manager will support the Retail Manager in overseeing the dispensary team and ensuring efficient operations. They will assist in managing staffing, inventory levels, and maintaining compliance with local and state regulations. Their role will involve providing exceptional customer service, resolving issues, and fostering a positive work environment. Collaboration with the Retail Manager and team members is vital to achieve overall dispensary success. Their key responsibilities include but are not limited to the following:

- Support the Dispensary Retail Manager in supervising and coordinating the dispensary team, ensuring a cohesive and productive workforce.
- Assist in hiring, onboarding, and training new staff members, promoting a positive and welcoming work culture.
- Collaborate with the Retail Manager to schedule employees effectively, optimizing staffing levels to meet business needs.
- Help maintain compliance with local and state regulations, following all company policies and procedures diligently.
- Ensure the dispensary's premises remain clean, organized, and welcoming to create an excellent customer experience.

- Provide exceptional customer service and promptly address any customer concerns or inquiries.
- Assist in managing inventory levels, ensuring accurate stock counts, and supporting efficient inventory management practices.
- Help oversee the opening and closing duties for each shift, ensuring proper procedures are followed consistently.
- Support the Retail Manager in addressing personnel issues and fostering a positive work environment for the team.
- Work collaboratively with team members to achieve sales targets and uphold the dispensary's reputation for excellence.
- Contribute to the growth and success of the dispensary by actively participating in local area business organizations and networking groups.
- Assist in monitoring and enforcing adherence to company policies and procedures, promoting a culture of compliance.

Shift Lead/Supervisor: Shift Leads will support the Retail Manager and Assistant Retail Manager in overseeing daily operations in their absence, ensuring a seamless customer experience. They will be responsible for supervising the dispensary team during their shift, ensuring tasks are completed efficiently, and maintaining compliance with all company policies and procedures. Their strong leadership and problem-solving skills will be essential in delivering exceptional customer service and fostering a positive work environment. Key Responsibilities include but are not limited to:

- Supervise the dispensary team during their shift, providing guidance and support to ensure smooth operations.
- Assist in training and onboarding new team members, ensuring they are equipped to deliver excellent customer service and compliance.
- Foster a positive and cohesive work environment, encouraging teamwork and employee engagement.
- Maintain compliance with local and state regulations, adhering to all company policies and procedures.
- Ensure the dispensary's premises is clean, organized, and well-maintained to create a welcoming atmosphere for customers.
- Provide exceptional customer service, addressing inquiries, and resolving any issues or concerns promptly and escalating issues to the manager as needed.
- Oversee inventory management during their shift, ensuring accurate stock counts and proper product placement.
- Assist in opening and closing duties, following established procedures for a smooth start and end to each day.
- Monitor employee performance and provide constructive feedback to support their growth and development.
- Assist in addressing any personnel issues that may arise, escalating matters to the Manager or Assistant Manager as needed.
- Collaborate with team members to achieve sales targets and uphold the dispensary's reputation for excellence.
- Continuously seek opportunities for process improvement and efficiency enhancements.

Retail Associate: The Retail Associate is an essential part of the dispensary team, responsible for providing excellent customer service and ensuring a positive shopping experience for the customers. They assist customers in selecting cannabis products, answer their questions, and maintain the dispensary's cleanliness and organization. Their knowledge of cannabis products and dedication to customer satisfaction will contribute to the dispensary's success and growth. Their key responsibilities include but are not limited to the following:

- Greet and welcome customers warmly as they enter the dispensary, creating a friendly and inviting atmosphere.
- Provide exceptional customer service by assisting customers in product selection, offering recommendations, and answering questions about cannabis products.
- Educate customers on the different strains, product types, and consumption methods, ensuring they have the information needed to make informed decisions.
- Accurately process transactions through the point-of-sale (POS) system, handling cash and electronic payments efficiently.
- Maintain the dispensary's appearance by organizing product displays, restocking shelves, and ensuring the premises are clean and well-organized at all times.
- Stay up-to-date with product knowledge, industry trends, and regulations related to cannabis to provide accurate and helpful information to customers.
- Comply with all company policies and procedures, as well as local and state regulations, to ensure a compliant and safe operation.
- Collaborate with team members to achieve sales targets and contribute to a positive and cohesive work environment.
- Handle customer inquiries, concerns, and feedback with professionalism and a commitment to resolution.
- Assist with opening and closing duties, ensuring a smooth start and end to each business day.
- Continuously seek opportunities to improve the customer experience and provide feedback to management for process enhancements.
- Adhere to all security measures and protocols to ensure the safety and integrity of the dispensary and its products.

Security Guard: Security guards will be contracted through a 3rd party company but play a vital role in day to day operations. The Dispensary Security Guard and Asset Protection Specialist will play a vital role in ensuring the safety and security of the dispensary, its employees, customers, and valuable assets. In addition to safeguarding the premises and maintaining a secure environment, they will focus on protecting valuable inventory and assets from theft, loss, and unauthorized access. Their strong attention to detail, vigilance, and commitment to asset protection will contribute to the overall success and reputation of the dispensary. Their key responsibilities include but are not limited to the following:

- Monitor and control access to the dispensary, verifying the identity of employees and customers, with a specific focus on protecting valuable assets and inventory.
- Conduct regular patrols inside and outside the premises to deter potential security threats and unauthorized access to restricted areas.
- Operate surveillance systems, including CCTV cameras, to monitor all areas of the dispensary.
- Promptly respond to alarms or security alerts, focusing on asset protection measures to prevent theft or loss of valuable inventory.

- Collaborate with the Retail Manager and other staff members to implement asset protection protocols and emergency response plans.
- Report any suspicious activities or individuals, with an emphasis on potential asset threats, to the Retail Manager and/or appropriate authorities as required.
- Assist in the enforcement of company policies and procedures, particularly those related to asset protection, security, and safety.
- Conduct bag checks and security screenings with a focus on safeguarding valuable products and assets.
- Provide a visible security presence in the dispensary, specifically in areas where valuable assets are stored or displayed, to deter potential criminal activity.
- Ensure compliance with all security-related regulations imposed by local and state authorities.
- Maintain accurate records of security-related incidents, especially those related to asset protection, including incident reports and asset logs.
- Communicate effectively with the Retail Manager and other staff members to relay important asset protection-related information.
- Collaborate with law enforcement or emergency services when required to address serious security incidents.

4. Employee Benefits – Application identifies the benefits provided to employees, including health care, vacation, and medical leave, to the degree they are offered as part of Employment.

At Flora Terra, we prioritize the well-being and satisfaction of our full-time employees by offering an extensive benefits package. This package includes 5 paid holidays, 40 hours of paid time off, 24 hours of sick leave, 50-90% company sponsored medical, dental, and vision, and 401k benefits, ensuring our team's overall welfare. Full-time and Part-time employees receive 5 paid holidays, 24 hours of sick leave and participate in a company wide incentive program we have designed to further motivate and recognize all of our employees' hard work.

Through our incentive programs, our staff can enjoy regular product samples, enabling them to stay informed about our products and better assist our valued customers. Employees have the opportunity to earn extra compensation for generating positive Google reviews through a third party company, recognizing and rewarding their dedication to exceptional customer service.

Furthermore, we take pride in our exclusive employee discount program, allowing our team to benefit from discounted prices on our premium products. This incentive encourages employees to explore our inventory and become more knowledgeable about our offerings.

Flexibility is a cornerstone of our workplace culture, and we prioritize providing our employees with flexible scheduling options to enhance work-life balance. To foster a positive and appreciative atmosphere, we celebrate Employee Appreciation Days and organize team-building activities that strengthen our team dynamics and boost employee morale.



In recognition of outstanding performance, we offer performance-based rewards, setting targets and milestones for our team to achieve. Meeting and exceeding these goals earns our employees well-deserved recognition and incentives.

At Flora Terra, we also value the importance of nourishment and camaraderie in the workplace. Collaborating with our vendors, we provide our employees with onsite snacks and meals on a regular basis, creating a rewarding and enjoyable work environment.

Overall, our approach to incentivizing our staff focuses on empowering, acknowledging, and valuing their contributions, making Flora Terra an exceptional and fulfilling place to work.



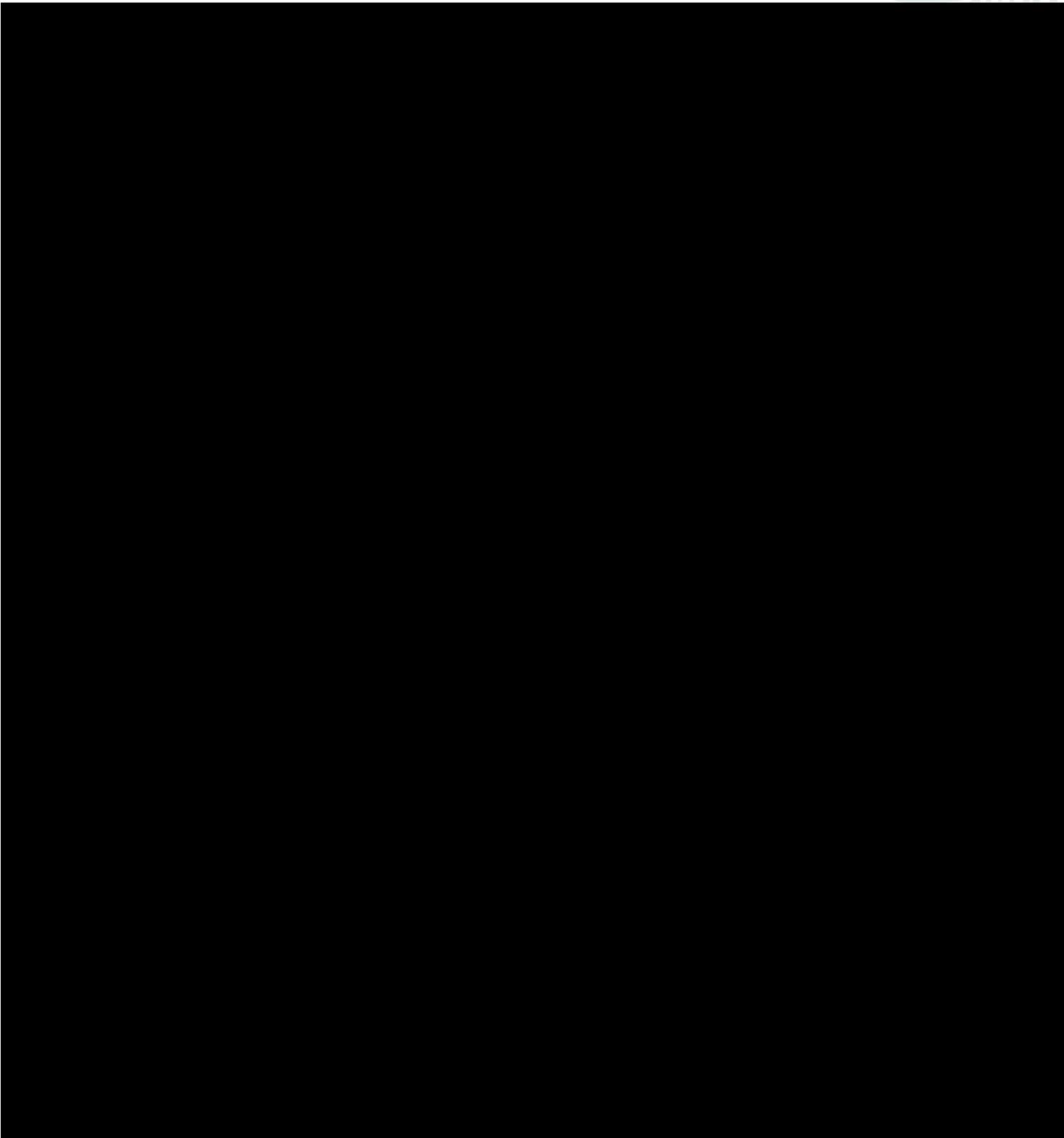


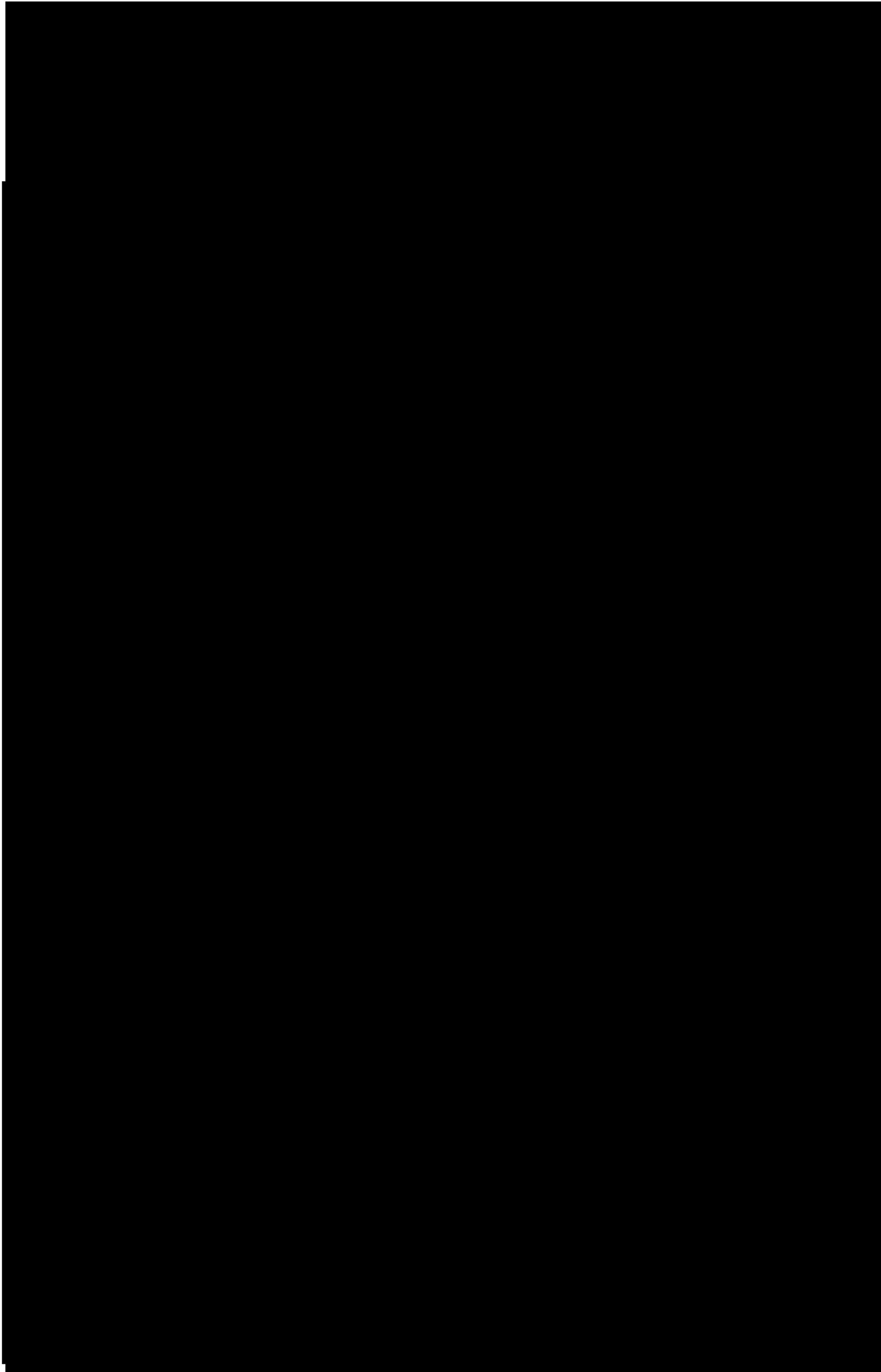
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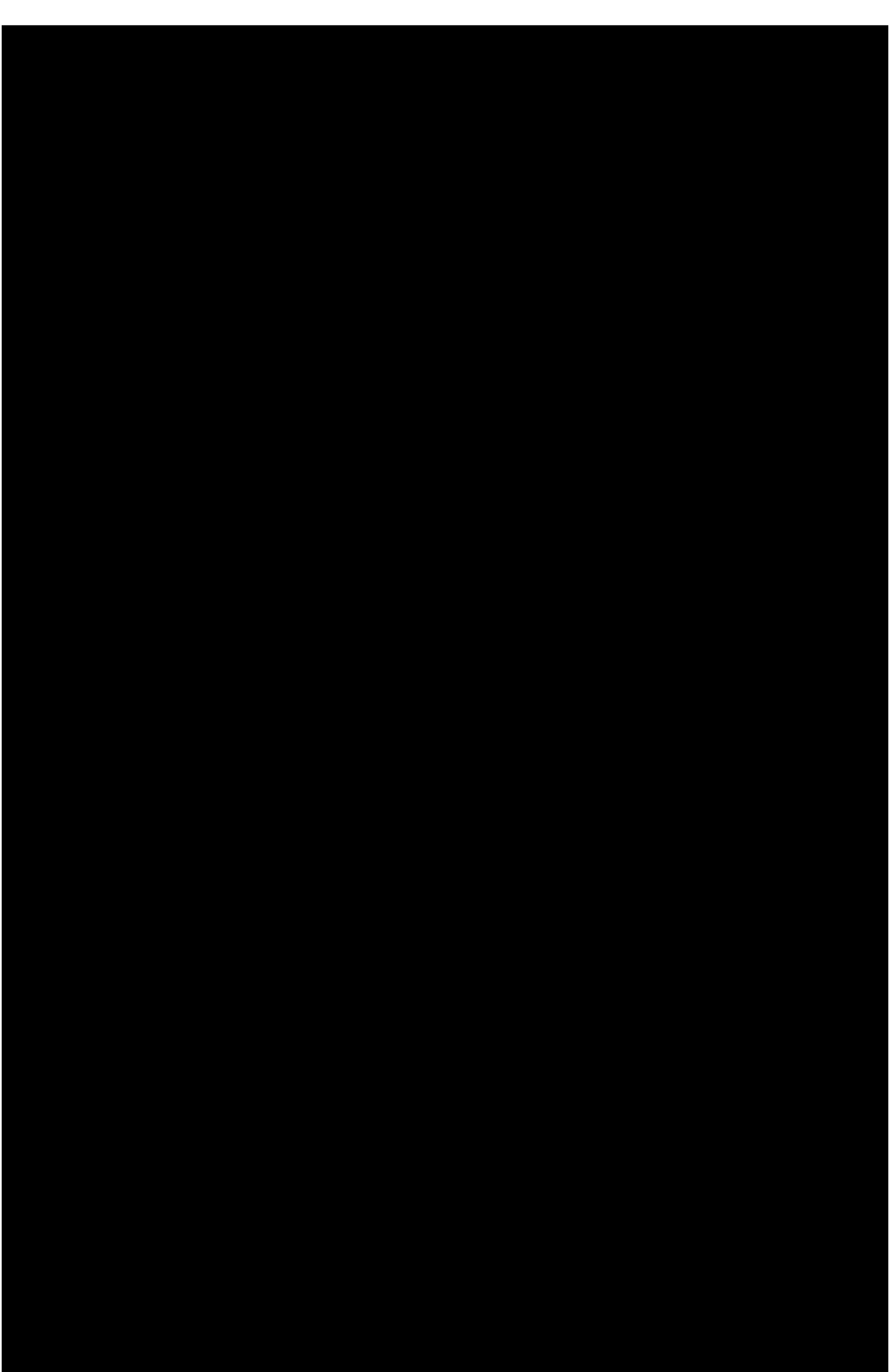
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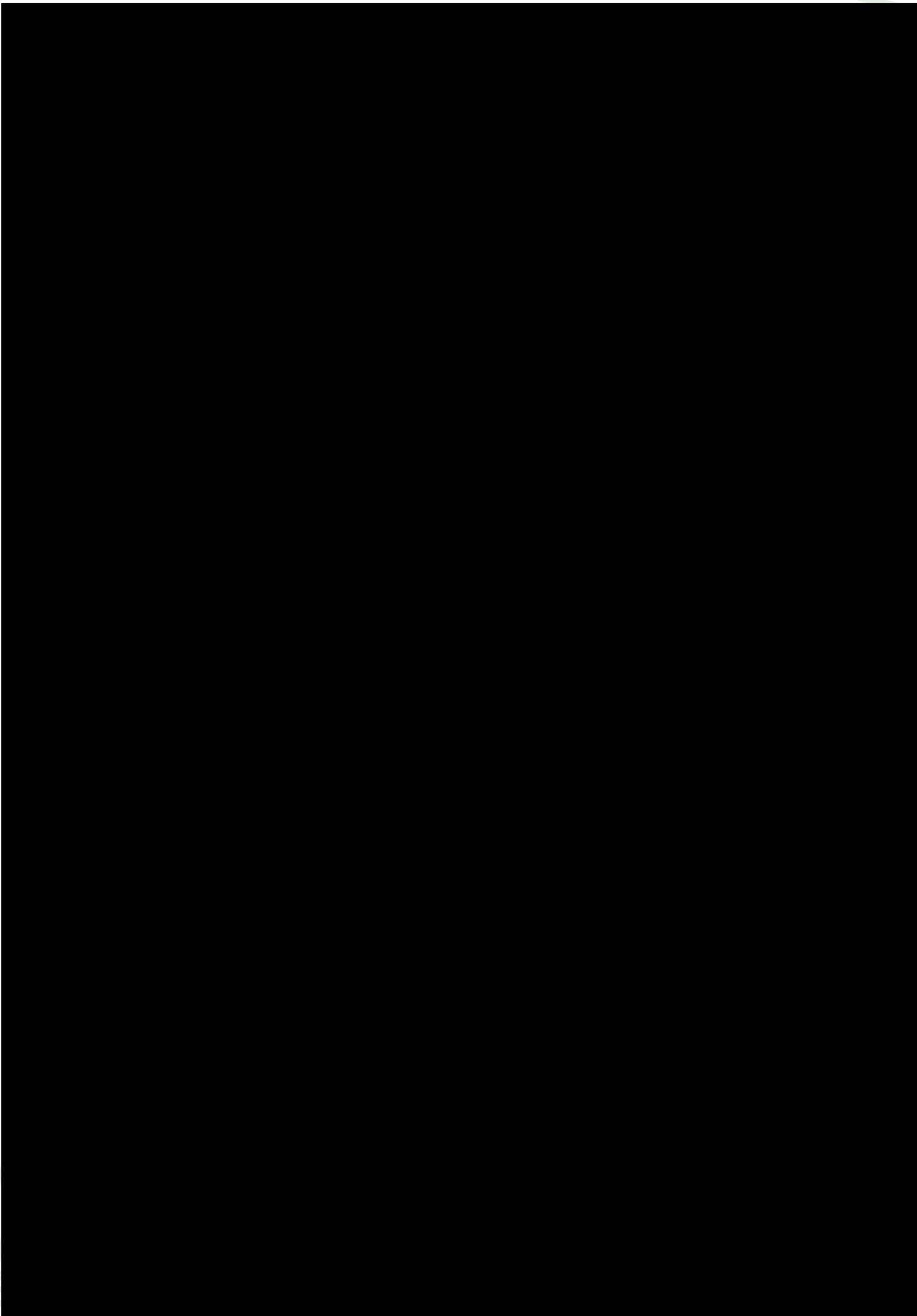


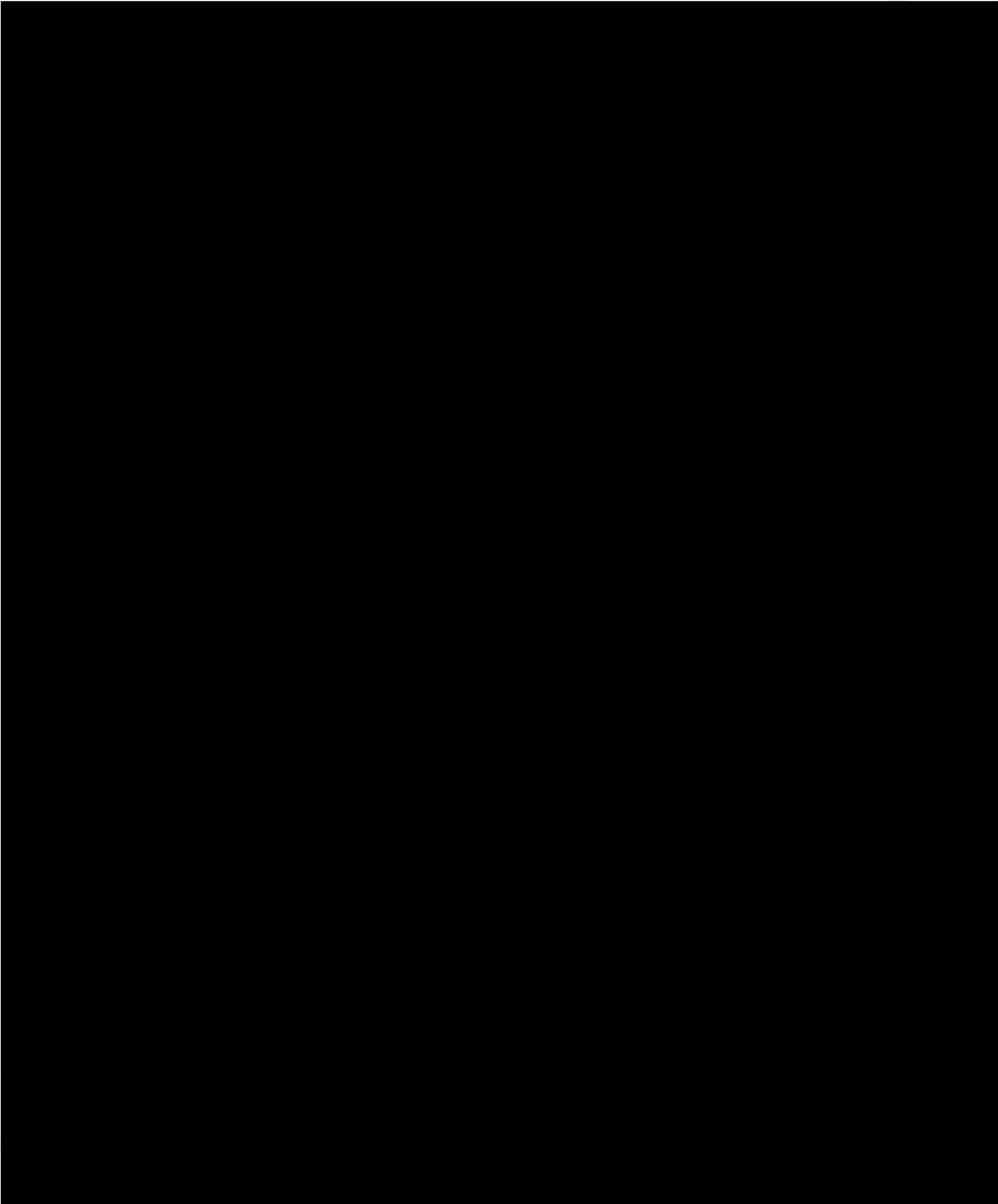
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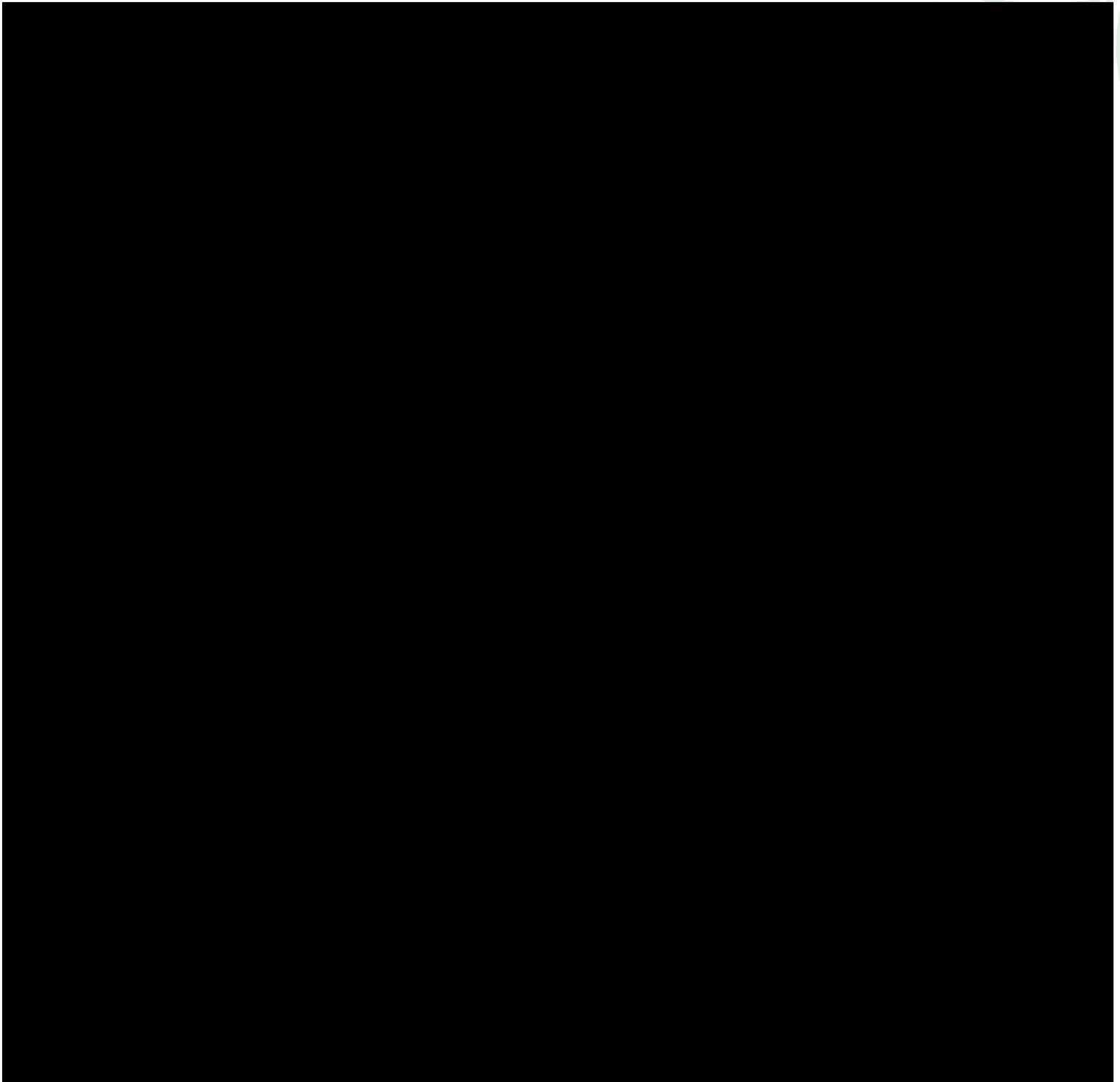


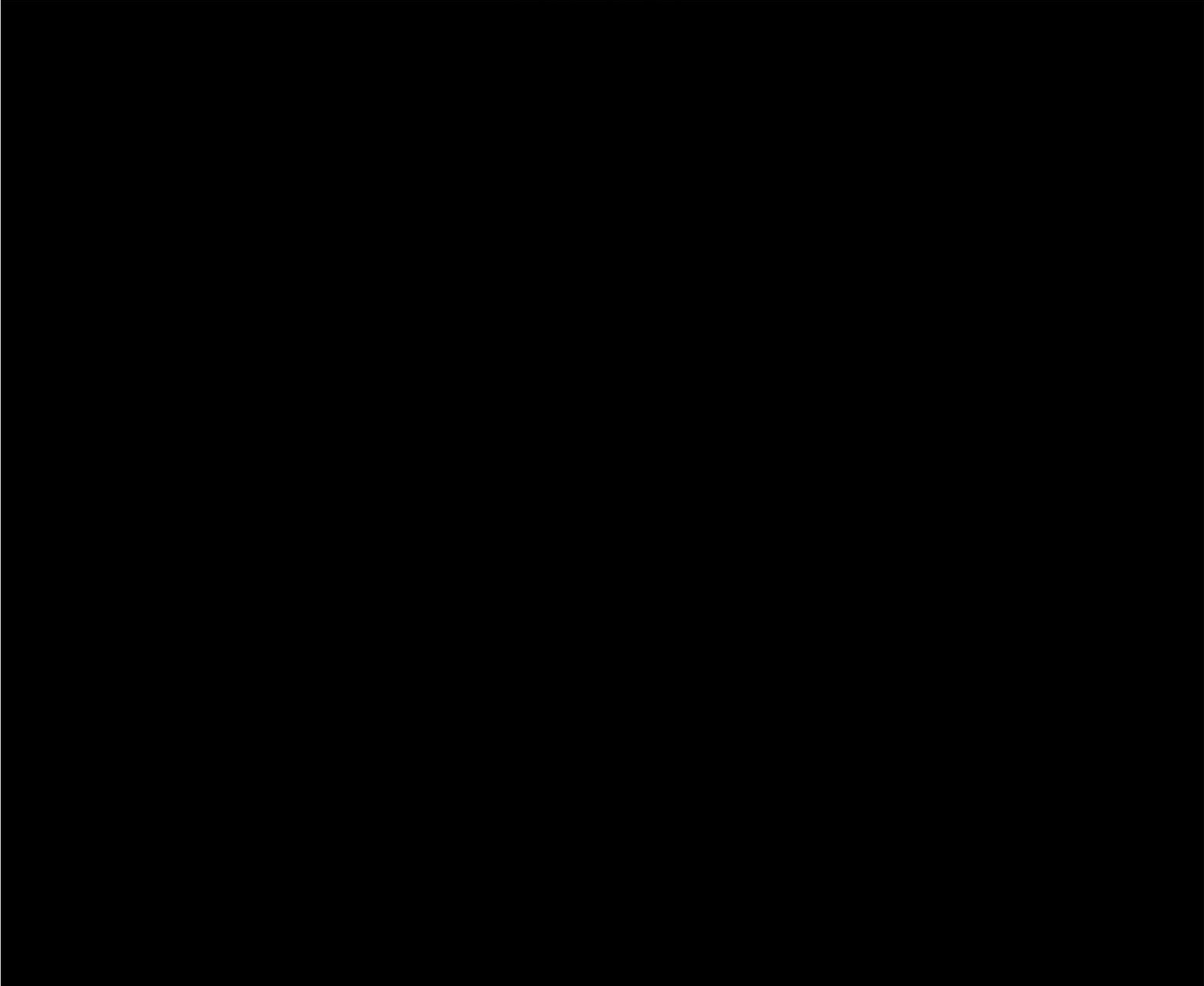


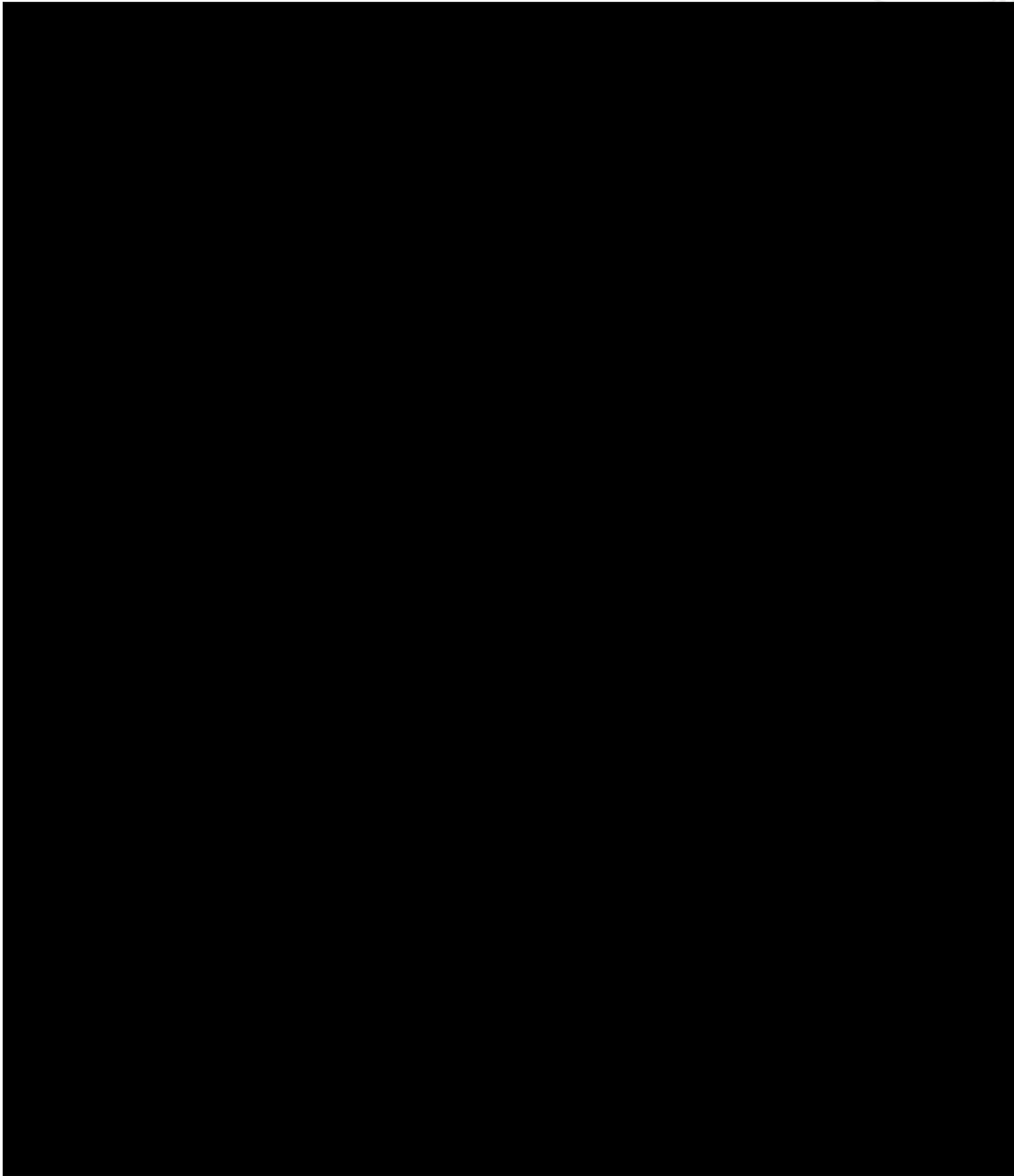


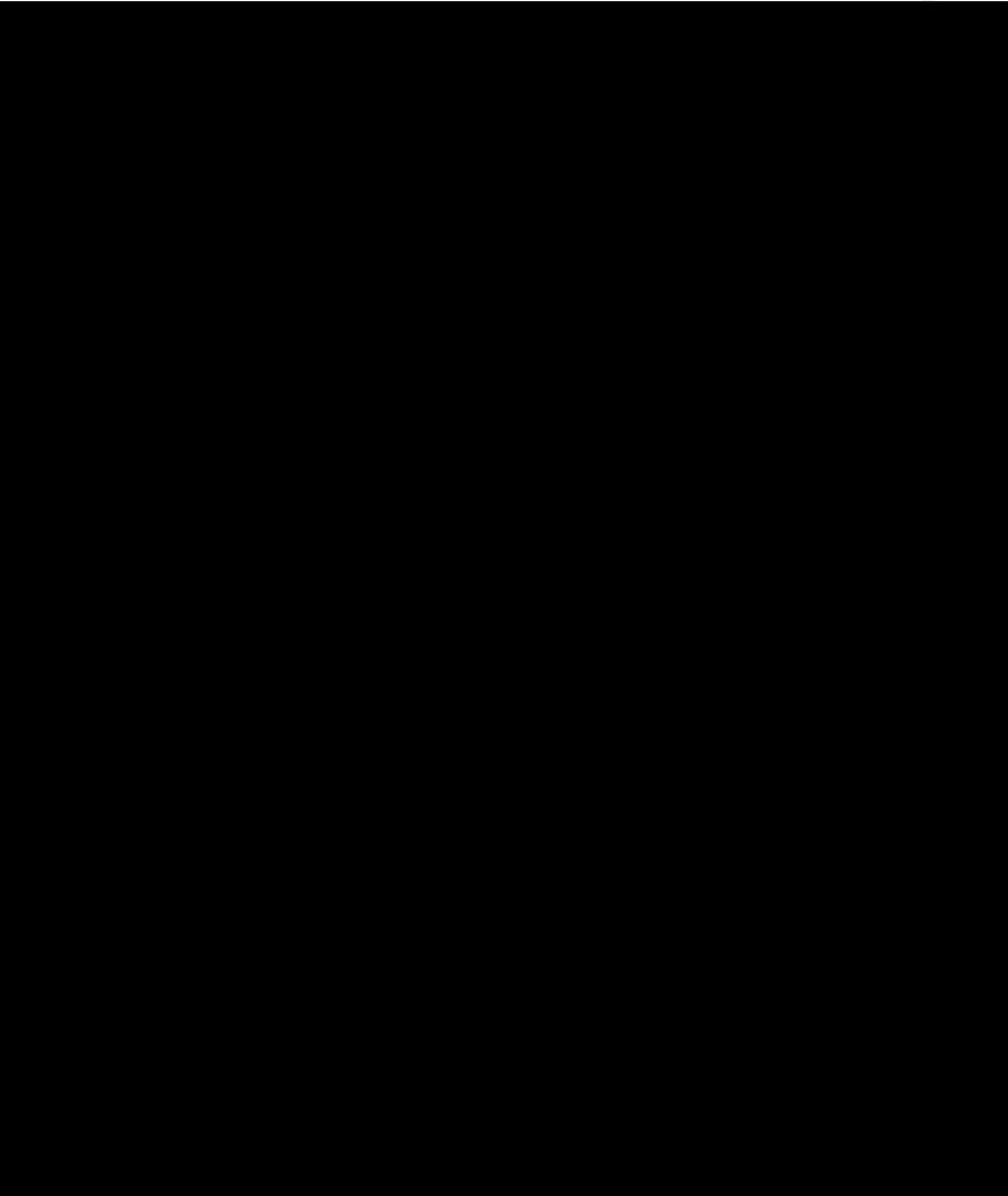


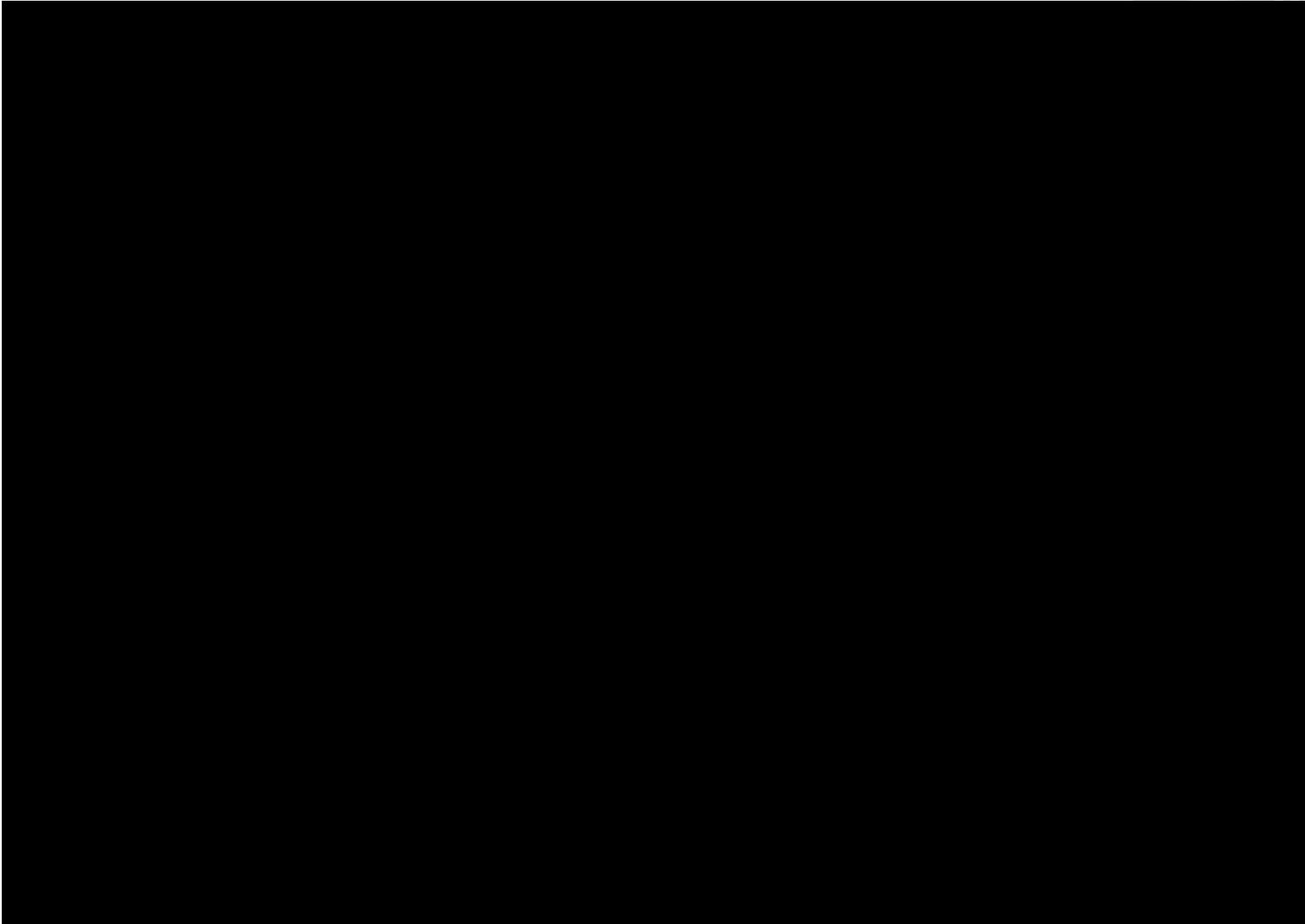














Section D

Qualifications of Owners



Section D: Qualification of Owners

Since 2018, Flora Terra has been successfully operated by the husband and wife team, David and Alicia Wingard, who co-founded the company. The dispensary officially opened its doors to the public in the fall of 2019 at the Empire Industrial Court location. Holding two cannabis licenses at the original location, Flora Terra operates as a Microbusiness and a nursery. The Microbusiness license covers cultivation, distribution, and retail operations, additionally, they possess an additional two C10 Retail Licenses in the City of Santa Rosa.

David Wingard honed his project management skills on a tour bus. Spending a decade on the road, doing stage and concert lighting for a major production company, he learned to juggle the many moving parts of large scale projects; planning, scheduling, supervising, and communicating. Settling in Sonoma County in 2006, he entered the solar field; working his way up from journeyman electrician to a contractor with dual licenses in electric and solar. From managing sizable solar projects for West County Unified School District to spearheading a San Francisco solar initiative that installed hundreds of systems on low income residential homes, the ability to coordinate and be a team leader comes naturally to David. An experienced cultivator under Proposition 215, it was clear that he should apply his skillset and transition into the regulated market. Alongside his wife and Cofounder, Alicia, David has led every aspect of the creation of Flora Terra; from conception, through buildout, to completion and expansion.

For Flora Terra Co-Founder & COO, Alicia Wingard, advancing the cannabis movement is nothing new. Born in Humboldt County and raised in Mendocino, Alicia is a longtime advocate for the powerful plant and its progressive community. Having worked at a headshop in 2001, she has always aspired to connect people to the healing properties of cannabis -- but state laws lagged far behind her. Migrating to Sonoma County in 2002, Alicia spent several years climbing the corporate ladder before going back to school and becoming a Registered Nurse. Once California laws finally caught up with its culture, Alicia and her husband jumped on the opportunity to open a legal cannabis business. For Alicia, the pivot from RN to COO of Flora Terra was an easy one. Marrying her passions of legitimizing the industry while positively impacting the community's health, she is making great strides in bringing the holistic qualities of cannabis to light. Through Flora Terra, Alicia aspires to shift the perception towards cannabis, elevate the dialogue and provide education. She is leading the way in destigmatizing the budding industry by creating an inviting and open space for the community to gather and learn. Alicia has been actively pursuing her goal of educating others, evident in her role as a keynote speaker alongside Annie Doe at the 2021 California Physical Therapy Conference. The topic of their presentation was the medical benefits of topical cannabis. Additionally, she is directly involved with California Community Colleges (CCC), using their Santa Rosa facility to educate college professors and board members about different aspects of the cannabis industry and how to integrate cannabis education into the standard curriculum. Through that program she was connected with Diablo Valley College where she serves as an annual speaker for Diablo Valley College's cannabis education program.

Her vast experience has allowed her to connect with and impact thousands of business professionals, students, and professors since 2019. Her commitment to education and her passion for the cannabis industry shine through in her various roles as a speaker and educator.

Since 2019, the Wingards have led Flora Terra's expansion in Santa Rosa, now boasting three locations. Taking a hands-on approach, they oversee all aspects of the retail operations, working closely with management and staff to prioritize safety, compliance, education, and an exceptional customer experience.

David's primary focus lies in business development, strategic planning, financial management, risk management, industry trends, and innovation. His active involvement is instrumental in steering the dispensary's success, fostering compliance, and nurturing a positive work culture. With outstanding leadership and decision-making skills, he drives the dispensary's growth and overall performance within the ever-changing cannabis industry.

In contrast, Alicia meticulously handles day-to-day operations, encompassing staff management, facilities, vendor and supplier coordination, and implementing standard operating procedures to uphold compliance with local and state regulations. Her role is indispensable in maintaining the dispensary's success and reputation in the cannabis industry. Her proficiency in efficiently managing staff, inventory, compliance, and overall operations ensures the dispensary's consistent performance and customer satisfaction.

Together, David and Alicia possess the background and skills necessary to lead a thriving dispensary in the Healdsburg community.

Describe your overall knowledge of the cannabis industry, including identification of how industry best practices and State regulations have been incorporated in existing/ prior legal businesses outside the City of Healdsburg.

David and Alicia, as seasoned experts in the cannabis industry, possess an extensive reservoir of knowledge and experience. With nursery and microbusiness licenses in their possession, they engage in various facets of the cannabis market, encompassing cultivation, distribution, and managing three retail locations. Their diverse involvement in different areas of the industry showcases a profound understanding of its dynamics and challenges.

A pivotal factor in their success has been the incorporation of industry best practices and strict adherence to State regulations. Through close collaboration with the Sonoma County Agriculture Department, Sonoma County Health Department, Sonoma County Weights and Measures, and Department of Cannabis Control, they have assimilated regulations seamlessly into their Standard Operating Procedures, creating a fully compliant facility. They prioritize educating their managers and staff on compliance measures, acknowledging the constant changes within the industry. To remain up-to-date, they actively participate in industry events, continuously expanding their knowledge base.

Their operations stand as a testament to strict adherence to state guidelines, setting high standards for quality, safety, and customer satisfaction. Their unwavering dedication has contributed significantly to their positive reputation and exceptional success in the competitive cannabis market.

Describe the involvement of the ownership team in the day-to-day operation and management of the proposed business.

CEO David and COO Alicia Wingard are actively involved in overseeing all aspects of the business day to day. While their main office is located at the headquarters in Santa Rosa, they will also have an office and conference room meeting area at the proposed location for easy accessibility. Ensuring the success of the company necessitates conducting regular site visits to all locations. Additionally, they hold weekly meetings with the management team to address any matters, feedback, or inquiries. The Wingards are available round the clock to provide unwavering support to the management team and assist in resolving any challenges that may arise.

For the first month of operations, Alicia will work on-site daily to ensure continuity of training and to assist in working out any operational hiccups. Although they may not be working on the retail floor daily after that month, Alicia regularly works shifts to assess the effectiveness of policies, procedures, and training implemented by the management team. During these shifts, she observes staff interactions, both among themselves and with customers.

Furthermore, Alicia is responsible for carefully selecting the menu offerings at every establishment, collaborating directly with various brands, with many of them being local to Sonoma County. By personally overseeing the brand selection process, Alicia ensures that we have a clear understanding of the businesses we partner with and the ones we endorse. Prioritizing community and staff education, Flora Terra's featured brands offer in-store demonstrations and promotions, empowering us to become well-informed about their products and enabling us to assist customers in making informed choices. This continuous commitment to staff education and involvement plays a pivotal role in driving the overall success of the business.



Section E

Neighborhood Compatibility Plan



Section E: Neighborhood Compatability Plan

1. Describe how the business will take proactive steps to avoid becoming a nuisance or having negative impacts on its neighbors or surrounding community. Additionally, describe how the business will react and respond to complaints specifically related to noise, light, odor, public consumption, loitering, littering, and vehicle and pedestrian Traffic.

At Flora Terra, our commitment to being a responsible and considerate member of our community is paramount. We hold all individuals associated with our business, be it employees, vendors, or customers, to the highest standard of compliance with local and state regulations.

To maintain a positive relationship with our neighbors and the surrounding community, we proactively implement several measures and develop a comprehensive plan to address any potential complaints. At all our retail locations, we prominently display contact information of the founders, David and Alicia Wingard. Their phone numbers and email address is displayed giving everyone the opportunity to reach out and address concerns or issues directly.

By taking the following proactive steps, Flora Terra remains dedicated to fostering a positive relationship with our community and fulfilling our responsibility as a respectful and responsible business within it.

Noise: Our project does not involve equipment that exceeds 75 decibels, thus no additional measures are required to comply with the City's noise ordinance (Healdsburg City Code, 9.32.080) If noise complaints are received, the company will investigate the issue promptly, identify the source, and take appropriate corrective actions.

Lighting: Both interior and exterior lighting will be designed and implemented with best practices to minimize glare, light pollution, and any light spillover onto neighboring properties.

Odor: Following the regulations outlined in the Department of Cannabis Control regulations Chapter 11, Article 4, Section §17411, all cannabis products must be pre-packaged before delivery to retail locations, adhering to specific guidelines based on the product type. To maintain minimal odor emissions, we will implement a professional carbon filtration system, a widely adopted industry-standard solution. This system employs activated carbon to effectively absorb and eliminate contaminants, ensuring robust odor control.

Public Consumption: Per city and state regulations, cannabis consumption on our premises is strictly prohibited, and this policy is strictly enforced by security with anyone present on the premises.

Loitering: For safety reasons, we request customers to complete their purchases and promptly leave the premises. Our on-site security personnel actively monitor and manage any instances of loitering, as we do not permit customers to linger at any of our three locations.

Littering: Littering is not aligned with our company values and environmental stewardship. We have zero tolerance for littering from employees, customers, or vendors. If a someone is found littering on our premises or in the vicinity, a warning will be issued and documented in their profile.

Traffic: Similar to any new business, we expect an influx of pedestrians and vehicles. Our proposed location provides abundant parking choices in a designated lot and on the street. Based on our experience at our other locations, traffic concerns have been minimal. However, if any issues arise, we will actively engage with neighboring businesses and local authorities to find the most suitable resolution. The implementation of traffic management plans, such as designated parking areas or shuttle services, will be considered if necessary.

Within our point of sale system, we maintain records of all individuals entering and exiting our facility with timestamps. In case of any issues, we take appropriate actions, such as issuing warnings depending on the severity. Our security personnel and management team document these warnings within the customer's profile, continued policy violations or misconduct may result in a ban from entering our facility, although we hope such situations do not arise. We treat these matters seriously to ensure a safe and respectful environment for all.

Flora Terra is dedicated to handling complaints promptly, professionally, and empathetically. Each complaint is treated with utmost seriousness and documented using an incident report form. Upon receiving a complaint, the company initiates a comprehensive investigation to verify its details and assess its validity. This may involve consulting relevant employees or witnesses and reviewing security footage.

After completing the investigation, Flora Terra takes appropriate actions to resolve the complaint. Depending on the seriousness and impact on the complainant, the business may offer a refund, a discounted rate, compensation, or extend a sincere apology as part of the resolution process. In cases where the complaint is found to be valid, the company diligently implements corrective measures to address the root cause and prevent recurrence.

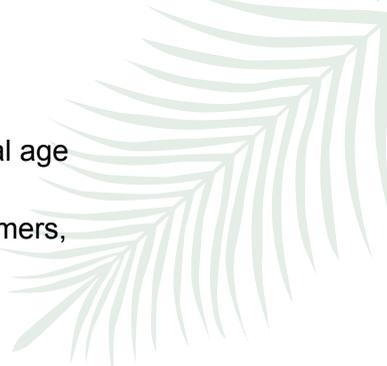
Furthermore, Flora Terra regards complaints as invaluable feedback to identify areas of improvement. By following a step-by-step approach to managing complaints, the company aims to establish trust with its customers and the community, demonstrating its commitment to responsible, respectful, and customer-centric practices.

2. Describe the policies that you would implement, and how you would enforce these policies, to ensure your cannabis products do not end up in the hands of underage youth.

To prevent cannabis products from reaching underage youth, Flora Terra will deploy the same rigorous policies and enforcement measures as its other locations which include the following:

A. Strict Age Verification:

- In compliance with Department of Cannabis Control Chapter 3. Section §15400.
- All customers attempting to purchase cannabis products will be required to present valid government identification prior to shopping.
- Staff will be trained to properly verify identification and detect fraudulent documents.
- Customer who fail to provide valid government identification will be escorted off the premises.



B. Clear Signage and Communication:

- Prominent signage will be displayed on the door, clearly indicating the legal age requirement for purchasing cannabis products.
- Staff will be trained to communicate these policies and guidelines to customers, emphasizing the commitment to preventing underage access.

C. Training and Education:

- All employees will undergo comprehensive training on the importance of preventing underage sales.
- Training will cover identification verification techniques, recognizing signs of potential underage customers, and handling challenging situations.
- Regular refresher training sessions will be conducted to ensure ongoing compliance and awareness.

D. Point of Sale Controls:

- Flora Terra will utilize Meadow, a robust point of sale system that includes age verification features.
- The system will prompt employees to verify the age of customers during the regular check in process, ensuring consistent adherence to the age requirement. People under the age of 21 without a valid medical recommendation will not be permitted to enter the premises.
- Daily purchase limits are tracked to ensure compliance with allowable limits per Department of Cannabis Control Chapter 3 section §15409.

E. Strict Enforcement Measures:

- Any employee found to be in violation of the policies regarding underage sales will be terminated immediately.
- Any customer found to violate this policy will be banned from the store and reported to local authorities.

3. Describe the steps you have taken to get to know the Healdsburg community. Provide a detailed description of the neighborhood in which you are seeking to open a cannabis retail business, and how your business will contribute positively to the surrounding area.

Flora Terra is owned and operated by David and Alicia Wingard, a married couple deeply rooted in Sonoma County. Being long-term residents for over 20 years, they are very familiar with the Healdsburg community. The Wingards appreciate the abundance of unique mom-and-pop businesses in the area, much like their own, and believe that their business will enhance the community. While familiarizing themselves with the City of Healdsburg 2030 General Plan, they are confident that Flora Terra is perfectly suited to “preserve, protect and enhance Healdsburg’s small-town character and unique quality of life” as stated in the guiding principles of the general plan.

The Wingards embrace the community's charm and actively support local establishments. Whether it's grabbing lunch and groceries from Big John's Market, a bottle of bubbly at the proposed locations neighboring winery, Breathless, or savoring meals at the fantastic restaurants in the vicinity, they relish the vibrant local scene.

The prospective Flora Terra location at 498 Moore Lane boasts a convenient location, in close proximity to Healdsburg Square and only one block away from Grove Street. Close proximity to Grove Street provides alternative access for easy vehicle entry without navigating the potentially congested Healdsburg Avenue. We appreciate the close proximity to the City of Healdsburg Police Department, being just a 3 minute drive from the site, should any issues arise we will receive a very prompt response. The walkable distance from the lively Healdsburg Square means increased foot traffic for neighboring businesses. By providing a nearby option for both locals and tourists to purchase legal cannabis, Flora Terra will enrich the Moore Lane Neighborhood and contribute to its vibrancy.

At Flora Terra, David and Alicia have reimaged the traditional dispensary model to create an environment that fosters education, connection, and style. They have steered away from the secretive and stigmatized past, transforming Flora Terra into an inviting, open, and educational space. It's a place where community can gather, and their curated selection showcases premium edibles, topicals, extracts, and flowers from California's finest craft cannabis brands. Contrary to misconceptions, Flora Terra is not adorned with tie-dye and peace signs. The premises will be meticulously maintained, reflecting an aesthetically pleasing environment that adds to the overall visual appeal of the area. With its green boutique concept, Flora Terra exudes an aesthetic similar to that of clothing or wine boutiques. Their simplistic yet sophisticated design aligns with The City of Healdsburg 2030 General Plan section 9 under community design.

Providing knowledgeable customer service is a top priority at Flora Terra. The retail team will be dedicated to educating customers about the wide range of products available, ensuring they feel confident and well-informed in their purchases. Hiring like minded individuals who aspire to carry out these objectives will be detrimental to the success of the company. The creation of

jobs in the proposed location situated in an industrial zone also aligns 2030 General Plan under Section 4, Economic Development.

Environmental responsibility is another core value for Flora Terra. The business will implement energy-efficient technologies and responsible waste management practices. By reducing their carbon footprint and actively contributing to local environmental initiatives, Flora Terra strives to create a cleaner and healthier community. Through reading the initiatives of the City of Healdsburg in their 2030 General Plan, we have discovered that our values align with that of the City.

Through their personal ties to the community, dedication to education, commitment to the environment, and tasteful presentation, Flora Terra aims to contribute positively to the Healdsburg area. The Wingards' vision for Flora Terra aligns with the unique charm and values of the community they aspire to serve.

4. Describe steps that the business will take to minimize any negative environmental impacts of the retail operation, including greenhouse gas emissions, vehicle miles travelled, excessive product packaging, energy and water utilization, and other impacts.

As part of our dedication to social responsibility and sustainability in all retail operations, Flora Terra is firmly committed to minimizing its environmental impact. To achieve this objective, the company has implemented a range of strategies:

Greenhouse gas emissions: Flora Terra places a strong emphasis on energy efficiency initiatives, which include the adoption of LED lighting, energy-efficient appliances, the optimization of HVAC systems and an existing photovoltaic solar system to lower greenhouse gas emissions. Furthermore, our proposal entails the installation of two DC Level 3 EV Chargers to facilitate the charging needs of customers, employees, and vendors with electric vehicles. It is our goal to transition all company vehicles to electric models by the year 2027.

Vehicle Miles Traveled: To minimize transportation-related emissions, Flora Terra will leverage its distribution license for cannabis retail deliveries. By consolidating deliveries from various brands and distributors into 2-4 trips per month from their warehouse in Santa Rosa, the company aims to reduce the number of miles traveled. Additionally, the installation of bike racks on the premises encourages customers and employees to choose biking to work as opposed to driving. The company will encourage walking, use public transportation, or carpooling as alternative transportation options.

Excessive product packaging: With a requirement to comply with Business Professions Code section 26120 a, Flora Terra actively seeks suppliers that utilize minimalistic and recyclable or biodegradable packaging. The company also promotes recycling practices among employees and customers, emphasizing the recycling of packaging, paper, and plastic to reduce waste.



In addition, Flora Terra reduces waste through the utilization of digital communication platforms for employees and customers, cloud storage for document management, and minimizing unnecessary printing within the facility. The company has a commitment to limit the amount of single use plastics within the facility utilizing paper shopping bags that we encourage customers to reuse.

Flora Terra places a high priority on energy and water efficiency during the construction phase, adhering strictly to the California Building Energy Efficiency Standards Energy Code Title 24. The building will feature energy-efficient equipment, such as HVAC systems, refrigeration units, and lighting. Smart technology and sensors will be integrated to optimize lighting and temperature based on occupancy and natural light availability. To minimize water waste, low-flow toilets and water-efficient fixtures will be installed. Additionally, the exterior will be adorned with drought-tolerant plants, enhancing visual aesthetics while conserving water.

Education lies at the heart of our organization, encompassing not just product knowledge but also social responsibility. Our primary goal is to heighten awareness among employees about environmental issues and provide training on sustainable practices. Similarly, we are dedicated to educating our customers about our company's initiatives and encouraging them to adopt eco-friendly choices.

Flora Terra is committed to monitoring and measuring the effectiveness of these sustainability measures. The company will continuously seek new technologies and practices to improve its environmental performance and embrace sustainable advancements. By implementing these strategies and continuously striving for improvement, Flora Terra aims to minimize its negative environmental impact and contribute to a more sustainable future.



Section F

Community Benefits & Equity Plan



F. Community Benefits & Equity Plan

1 Describe the benefits that the business will provide to the local community.

Since its establishment in the fall of 2019, Flora Terra has been committed to supporting the local community. Twice a year, the company organizes fundraising initiatives and collects donations for a specific organization based in Sonoma County. This organization plays a crucial role in assisting an average of 117,273 residents from the county on a monthly basis, including 33,441 at-risk children and 13,606 low-income seniors. Both customers and employees actively participate in these efforts, demonstrating their enthusiasm and support.

As part of our dedication to community engagement, Flora Terra will initiate team-building activities through in-person volunteering. This will provide our employees with the opportunity to make a direct impact and strengthen their bond as a team. Additionally, we actively participate in programs aimed at offering cannabis products at discounted rates or as gifts to veterans and medical patients in need within Sonoma County.

Furthermore, the company is dedicated to educating not only its staff but also the community. The proposed site features a spacious office suitable for hosting community education events, similar to the ones organized at our Santa Rosa East location. These engagement events are offered free of charge and serve as valuable opportunities for the community to learn about a wide range of cannabis-related topics. Topics covered in these events have included: a mom's guide to cannabis consumption, minor cannabinoids and their effects, and even workshops on how to grow cannabis. Recently, Flora Terra's Director of Cultivation led a workshop on this very subject.

Fostering a sense of community, Flora Terra has a robust program for local residents offering weekly special pricing and incentives to the local community.

2. Identify the minimum wage that will be offered to employees of the proposed business, excluding tips and gratuities.

Upon conducting research on entry-level retail and grocery jobs available in the Healdsburg community through different job boards, we observed that compensation for such positions ranges between \$15.50 and \$19.00 per hour, depending on experience. To ensure that our employees receive fair and competitive compensation, Flora Terra will provide entry-level positions with a starting wage of \$18 per hour, significantly surpassing the minimum wage requirements. This wage rate surpasses the Sonoma County livable wage of \$17.65, enabling our employees to fulfill their basic needs and maintain a reasonable standard of living.

Employee Benefits

3. Identify the benefits that will be provided to employees, including but not limited to health care, vacation, and medical leave, to the degree they are offered as part of Employment.

At Flora Terra, we prioritize the well-being and satisfaction of our full-time employees by offering an extensive benefits package. This package includes 5 paid holidays, 40 hours of paid time off for years 1-2 of employment, 80 hours for years 3+, 24 hours of sick leave, 50-90% company sponsored medical, dental, and vision, and 401k benefits, ensuring our team's overall welfare. Part-time employees receive 5 paid holidays, 24 hours of sick leave and participate in a company wide incentive program we have designed to further motivate and recognize all of our employees' hard work.

Through our incentive programs, our staff can enjoy regular product samples, enabling them to stay informed about our products and better assist our valued customers. Employees have the opportunity to earn extra compensation for generating positive Google reviews through a third party company, recognizing and rewarding their dedication to exceptional customer service.

Furthermore, we take pride in our exclusive employee discount program, allowing our team to benefit from discounted prices on our premium products. This incentive encourages employees to explore our inventory and become more knowledgeable about our offerings.

Flexibility is a cornerstone of our workplace culture, and we prioritize providing our employees with flexible scheduling options to enhance work-life balance. To foster a positive and appreciative atmosphere, we celebrate Employee Appreciation Days and organize team-building activities that strengthen our team dynamics and boost employee morale.

In recognition of outstanding performance, we offer performance-based rewards, setting targets and milestones for our team to achieve. Meeting and exceeding these goals earns our employees well-deserved recognition and incentives.

At Flora Terra, we also value the importance of nourishment and camaraderie in the workplace. Collaborating with our vendors, we provide our employees with onsite snacks and meals on a regular basis, creating a rewarding and enjoyable work environment.

Overall, our approach to incentivizing our staff focuses on empowering, acknowledging, and valuing their contributions, making Flora Terra an exceptional and fulfilling place to work.



4. Describe the Applicant's plans for local outreach to City of Healdsburg residents for open positions, and any other actions proposed by the Applicant that are intended to benefit the local workforce and/or Applicant's local employees.

At Flora Terra, we place a strong emphasis on sourcing job applicants from the local community. To achieve this, we utilize various platforms such as LinkedIn, Indeed, Zip Recruiter, Craigslist, and the Healdsburg Chamber of Commerce job board to recruit and hire individuals, with a particular focus on residents of Healdsburg.

In addition, whenever there are local job fairs, our company will actively participate to engage with potential candidates. We believe in fostering a sense of community by offering employment opportunities to local residents.

Hiring locally offers several benefits to both the community and the business. Local employees are more likely to be invested in the community's well-being, actively participating in local events, supporting initiatives, and contributing to the area's social climate.

Additionally, hiring a local candidate means that the salary and benefits paid by the business stay within the community, positively contributing to the local economy and supporting other small businesses in the area.

Above that, local employees enjoy shorter commute times, which result in less traffic congestion, reduced carbon emissions, and improved air quality—a priority for both Flora Terra and the City of Healdsburg, as outlined in the General Plan.

Furthermore, local employees can build stronger connections with customers, thanks to their shared experiences and local knowledge, leading to enhanced customer service. Their stronger ties to the community also contribute to increased employee retention and a more stable workforce.

Overall, hiring a local applicant has a positive impact on the community, fostering a stronger connection between the business and its customers, and contributing to the economic and social well-being of the area



5. Identify the total number of paid community service volunteer hours that will be provided, if any, to each employee per year.

As part of our commitment to community engagement, Flora Terra will organize team-building activities through in-person volunteering. To further support our employees' involvement in the community, we will offer each employee up to 10 hours of paid community service time annually. This community benefit is extended to all full and part-time staff and is overseen by the management team. In total, Flora Terra Healdsburg aims to contribute 180 hours of community service through this initiative.

Moreover, this benefit is not limited to Healdsburg but extends to all employees across all Flora Terra locations. During the first year of operation, our volunteer efforts will be focused on the Healdsburg community, adding an additional 400 hours of service. Together, these efforts showcase our dedication to making a positive impact in the communities we serve.

6. Describe how the business will secure supplies and equipment from local sources.

Since its establishment in 2019, Flora Terra has been actively dedicated to sourcing not only local cannabis products but also essential business supplies from nearby sources. The selection process for suitable suppliers involves a multi-step evaluation process conducted by the leadership team.

Potential suppliers are carefully assessed based on their capabilities, product quality, pricing, reliability, and their proximity to our other locations. Opting for local suppliers enables us to reduce the distance traveled to obtain supplies, thereby minimizing our carbon footprint.

Prior to engaging with any supplier, a comprehensive evaluation is conducted, which includes a thorough assessment of their service record, customer reviews, references, financial stability, and their ability to consistently meet our company's high standards for quality.

By giving priority to these crucial considerations, Flora Terra ensures that its suppliers are not only reliable and capable but also aligned with the company's steadfast commitment to supporting local businesses.



Section G

Proposed Site Plan



Section G. Proposed Site Plan

1. Current Site Information:

Flora Terra intends to establish their fourth retail location in Sonoma County at 498 Moore Lane in Healdsburg. The site is part of an industrial park and is located at the end of Moore Lane within a building comprising four suites. Currently, this property serves as administrative offices, and wine and barrel storage for Selby Winery. The other three suites in the building serve as the production facility for Selby Winery. Notably, there are a total of 24 parking spaces available on the property, which exceeds the parking requirements of 1 per 300 square feet set forth by the City of Healdsburg code 20.16.150. Sidewalks along Moore Lane provide a safe pathway for pedestrians traveling to and from the facility.

The surrounding area boasts a diverse array of businesses on adjacent parcels, including a crossfit gym, a distillery, a theater company, an art studio, and several other professional services businesses. The walkable distance from downtown Healdsburg will bring additional pedestrian traffic to the area.

The photos below depict the property as it is now.

Suite and building exterior:



2. Proposed Site: The site plan below accurately depicts the proposed perimeter, including perimeter fencing, driveways, streets, property lines, buildings, parking areas, and outdoor spaces. The building itself is constructed using a cement tilt-up, its facade boasts an attractive brick appearance. Thankfully, only minor exterior modifications are needed for the purpose of security and environmental enhancements.

Aiming

to support the use of electric vehicles, Flora Terra will provide access to electrical vehicle charging. The company proposes to install two DC Level 3 EV Chargers in the parking lot, plans will be submitted with construction permits. Installation of the Flora Terra sign will enhance the building's exterior, serving as a clear indicator of our presence in the community. It's important to note that our sign and logo intentionally do not depict any cannabis symbolism.

As part of our plans, we will also address the landscaping. Overgrown vegetation will be expertly manicured, and we will introduce native drought-tolerant plants and grasses to update and enhance the landscaping.

The photo below is a proposed image to show our proposed signage, landscaping will be updated.

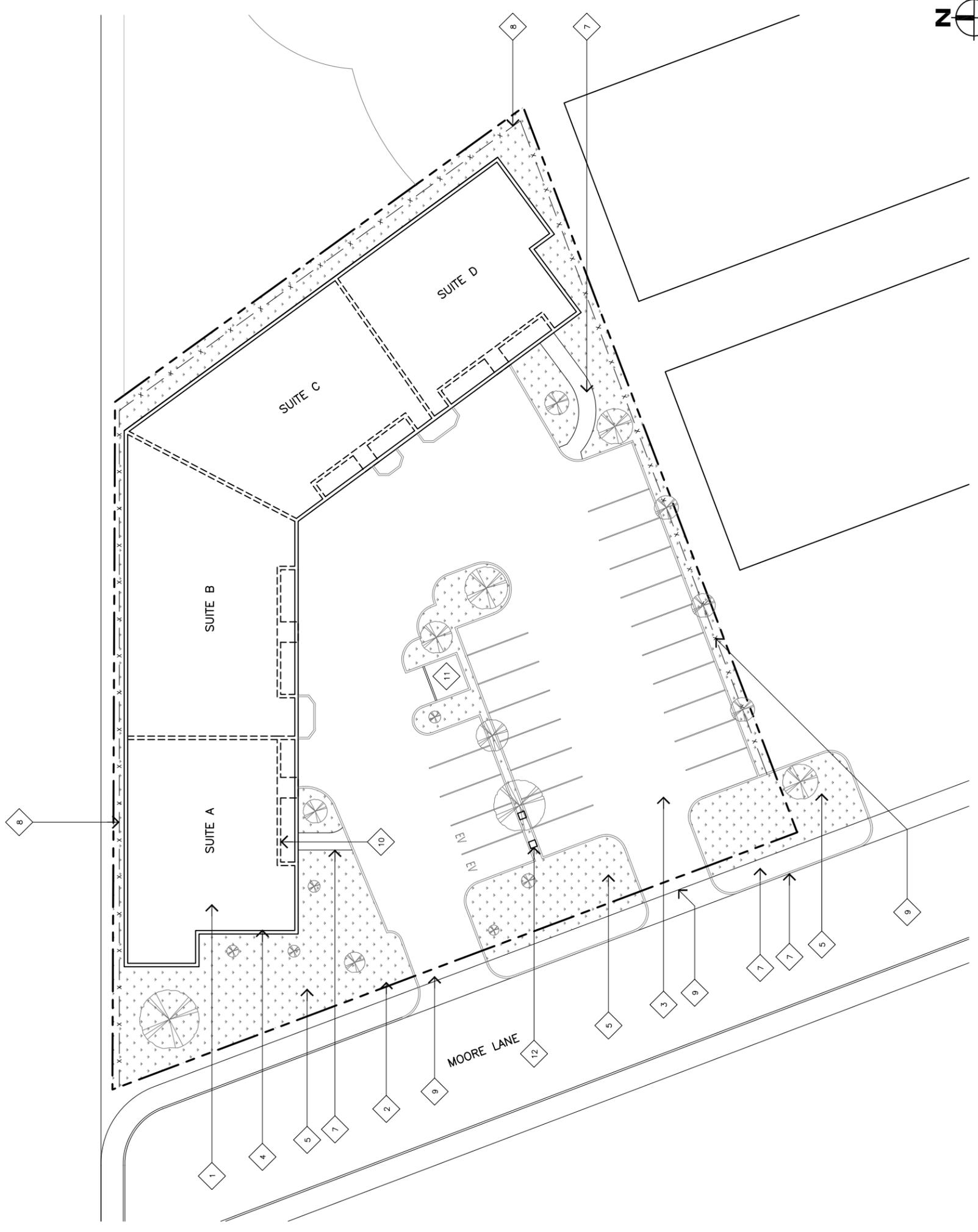


SITE PLAN KEYNOTES

- 1 (N) LEASE AREA FOR FLORA TERRA DISPENSARY, 3,354 SQ. FT. SEE SHEETS SK-2 AND SK-3.
- 2 (E) PROPERTY LINE.
- 3 (E) PARKING AREA.
- 4 (E) BUILDING.
- 5 (E) LANDSCAPING.
- 6 (E) CURB.
- 7 (E) CONCRETE PAVED SIDEWALK.
- 8 (E) FENCE WITH WOOD SLATS CYCLONE..
- 9 (E) DRIVEWAY.
- 10 (E) BUILDING ENTRANCE.
- 11 (E) TRASH ENCLOSURE.
- 12 (N) (2) EV LEVEL 3 DC FAST CHARGERS.

SITE PLAN LEGEND

-  (E) TREE OR SHRUB.
-  (E) GRASS OR EARTH.



**FLORA TERRA
DISPENSARY**

PROPRIETARY INFORMATION
THE INFORMATION CONTAINED IN THIS SET OF CONSTRUCTION DOCUMENTS IS PROPRIETARY BY NATURE AND ANY USE OR DISCLOSURE OTHER THAN THAT WHICH RELATES TO FLORA TERRA IS STRICTLY PROHIBITED.

APPROVALS

TENANT

LANDLORD

PROJECT NAME

**FLORA TERRA
DISPENSARY**

498 MOORE LANE, SUITE A
HEADSBURG, CALIFORNIA 95448

DRAWING DATES
07/25/23 PRELIMINARY DESIGN

SHEET TITLE

SITE PLAN

SK-1

11x17 SCALE: 1/32"=1'-0"
24x36 SCALE: 1/16"=1'-0"

SITE PLAN

3. Modifications and Utilization Impacts

The proposed site's improvements will benefit the surrounding community in several ways. Access to legal cannabis ensures that purchases are made from licensed sources that undergo rigorous compliance testing. This guarantees availability of regulated, quality-assured cannabis, enhancing overall safety. Moreover, the sales and tax revenue generated from cannabis sales will remain in the community, contributing to the local economy rather than being spent in neighboring cities.

As outlined in Section E: Neighborhood Compatibility Plan, Flora Terra is committed to minimizing its carbon footprint through various measures. These include reducing travel distances, optimizing HVAC systems to lower greenhouse gas emissions, implementing energy-efficient practices, and promoting recycling programs, other businesses may not be as well versed in contributing to the environmental quality of the city.

Flora Terra prioritizes safety and security and maintains a demonstrated track record of adhering to a rigorous and compliant safety program, as outlined in their security plan. Their property's surveillance cameras have also proven beneficial in assisting local authorities with enforcement efforts related to property crimes at neighboring facilities.

Legal dispensaries, like Flora Terra, bring a host of positive attributes to the community, significantly improving community members' quality of life. Access to legal cannabis is just the beginning; the dispensary serves as a place where people can learn about cannabis, discuss its benefits, and receive support from our knowledgeable staff.