

MERCY WELLNESS HEALDSBURG

COMMERCIAL CANNABIS PERMIT APPLICATION

PDF File #2

City of Healdsburg

20 Dry Creek Road
Healdsburg, Ca 95448

APN # 003-020-019

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Section A: Business Plan

This application is being made to the City of Healdsburg with the intention to surpass the quality of services that you seek to fulfill one of the two open Retail Store-front Commercial Cannabis Business Permits. Since 2010, Mercy Wellness is known for consistency and excellence. We have a strong understanding of the local market, commitment to responsible cannabis retail practices, and a vision for contributing to the community's well-being. Mercy is a pioneer and industry leader; we're consistently "Setting Higher Standards."

At Mercy Wellness, our mission is to foster a community-oriented environment that provides safe and responsible access to both adult use and medical use cannabis. We are dedicated to supporting the well-being of our customers by offering high-quality products, knowledgeable guidance, and a welcoming space that promotes education, inclusivity, and transparency. Our commitment to the community extends beyond our doors as we strive to enhance awareness, promote responsible consumption, and actively engage in initiatives that positively impact the lives of our neighbors. With compassion as our guiding principle, we aim to create an empowering experience that celebrates the healing potential of cannabis while prioritizing the safety, health, and happiness of our valued customers and community members.

We are grateful for the opportunity to introduce Mercy Wellness to the community of Healdsburg. We have secured the premises located at 20 Dry Creek Road. Our proposed Microbusiness with retail dispensary and delivery project falls within the allowance of the new Healdsburg Municipal Code 20.20.095 Cannabis Uses and Requirements. Mercy Wellness Healdsburg will service the Adult-Use and Medicinal markets and abide by all Department of Cannabis Control's (DCC) Medicinal & Adult-Use Cannabis Regulation and Safety Act (MAUCRSA). The building is approximately 4,482 sf. The size of the retail dispensary will be approximately 3,284, of which 1,900 SF will be dedicated to the public dispensary area. In addition to retail, we plan to have 202 SF Distribution and 458 SF Non-Volatile (light) manufacturing. The operating hours will be 9 am to 9pm daily, Monday through Sunday.

Co-Applicants/Owners Brandon Levine and Felicia Accomazzo are hands-on local operators. We look forward to bringing our 33+ years combined experience in the California cannabis industry. Brandon is an active, local commercial cannabis use-permit license holder in Sonoma County. Together, we operate three (3) commercial cannabis retail locations, two (2) in Santa Rosa; and one (1) in Cotati which is a licensed 32,976 sf Microbusiness that also contains an indoor commercial cannabis cultivation and nursery facility; one (1) commercial cannabis non-volatile manufacturing lab, one (1) commercial cannabis distribution warehouse and one (1) on-site consumption lounge. We also operate a stand-alone cultivation and nursery facility in Santa Rosa.

Mercy Wellness understands the paramount importance of establishing strong connections with our Healdsburg neighbors and community. By actively engaging with and getting to know the people who reside in this vibrant City, we foster a sense of unity, trust, and shared purpose. This interaction allows us to better understand the specific needs, concerns, and aspirations of our community members, enabling us to tailor our services and offerings accordingly. By forging these meaningful relationships, we create a support network built on compassion, empathy, and collaboration. This dedication to knowing our neighbors ensures that Mercy can effectively contribute to the overall well-being and growth of Healdsburg, as we work hand-in-hand towards a healthier, happier community for all.



Timeline of Mercy's 13 Years of Experience

Experience MATTERS

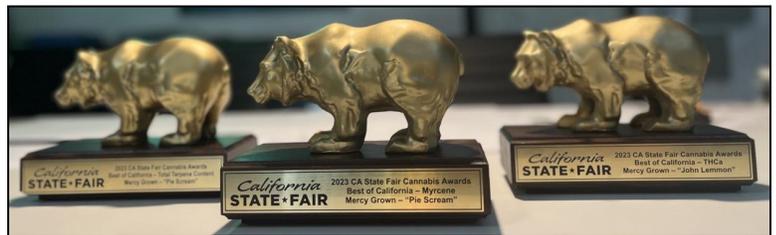
- 2010** ▶ **JUNE 30, 2010**
Mercy Wellness of Cotati opens its flagship location under Prop 215
- 2016** ▶ **APRIL 15 & 16, 2016**
Brandon Levine, Felicia Accomazzo and Mercy Wellness produce Elevated Cannabis Compliance Conference to educate industry operators, Jim Wood author of AB 243 is a keynote speaker
- 2016** ▶ **NOVEMBER 8, 2016**
Proposition 64 passes and California voters choose to legalize cannabis
- 2017** ▶ **DECEMBER 12, 2017**
City of Cotati approves Adult-Use Sales under an Interim Urgency Ordinance
- 2018** ▶ **JANUARY 1, 2018**
Mercy Wellness of Cotati is the first dispensary in Sonoma County to open for Adult-Use Retail Sales under Prop 64
- 2018** ▶ **JUNE 12, 2018**
City of Cotati approves Mercy Wellness with a Microbusiness Use which will add Distribution, Manufacturing and Cultivation.
- 2020** ▶ **FEBRUARY 8, 2020**
Mercy Wellness launches Mercy Grown, an indoor cultivation and nursery facility in Santa Rosa
- 2021** ▶ **JUNE 30, 2020**
Mercy Wellness celebrates it's 10-year anniversary
- 2021** ▶ **MAY 17, 2021**
Mercy Wellness opens 2nd retail location in Santa Rosa
- 2022** ▶ **MAY 12, 2022**
Mercy Wellness of Cotati receives Annual Licensing for a Microbusiness License from the Department of Cannabis Control (DCC)
- 2023** ▶ **APRIL 20, 2023**
Mercy Wellness of Cotati hosts Sonoma County's first on-site consumption event.



Award Winning Family of Brands

Mercy Wellness won Emerald Cup's 2022 Best Dispensary for Northern California; The Press Democrat's BEST in 2019; North Bay Bohemian 2018 and 2020 Best Medical Dispensary as well as the 2017's "Best HIGH TIME", being called the Cirque du Soleil of Sonoma County dispensaries. Also taking top honors at the recent 2023 California State Fair was Mercy Grown, where Mercy won seven awards including three Golden Bear trophies for their strains John Lemmon, GMO Sherbcraasher, & Pie Scream. Mercy Grown also won 3rd place at the 2023 Emerald Cup for Best Pre Roll.

Mercy Grown is the cultivation arm of legacy operator Mercy Wellness, an award winning, vertically integrated powerhouse located in the heart of Sonoma County. With an unwavering commitment to honoring the plant, their passionate team meticulously cultivates high-quality cannabis that is readily available through Mercy Wellness shops. This creates a harmonious connection between cultivation and retail that ensures customers can experience the freshest small batch cannabis in the state. Local inhouse production also reduced climate change with innovative LED lighting and elimination of most vehicle miles traveled for product transport.



Mercy Wellness Healdsburg Retail Experience

First and foremost, Mercy boasts an extensive and diverse range of high-quality products, carefully curated to cater to various preferences and needs. Whether customers are searching for top-notch cannabis strains, innovative wellness solutions, or expert advice, Mercy delivers unparalleled excellence. Furthermore, the welcoming and knowledgeable staff at Mercy ensures that each customer receives personalized attention, creating an environment of trust and comfort. Additionally, the dispensary's commitment to upholding rigorous standards in terms of safety, authenticity, and local sourcing further amplifies its appeal.

Like our Cotati Microbusiness location, there will be a viewing window from the consulting area to the Manufacturing portion of the premise where employees will be making pre-rolls sourced from locally grown farms. Mercy is vertically integrated and we have full control of our own supply chain. This means our customers get the freshest product, highest quality at the best prices. It's also important for our customers to see first-hand how these types of products are made. One of those farms is Dry Creek Flower Co. that is located on W. Dry Creek Road outside the city limits of Healdsburg. Dry Creek Flower Co. obtained their outdoor cultivation license by the County of Sonoma in June 2022.

We are very excited to work with Dry Creek Flower Co. to offer tours to their facility. When embarking on a farm-to-table experience with Mercy Wellness Healdsburg, customers are in for a treat as they tour Dry Creek Farms, a captivating local outdoor cultivation farm. From the moment they step foot on the farm, the knowledgeable staff provides insightful explanations about sustainable farming practices, showcasing the deep respect and harmony maintained between the land and its bounty. Building these types of local business collaborations is what Mercy does.

Finances

Budget

A budget for construction, operations, maintenance, compensation of employees, equipment, property lease, security equipment and staff, City fees, state fees, utility costs, product purchases and other anticipated contingency costs are included in [Appendix A](#). This budget was formed using our years of experience of building out commercial cannabis retail projects in Sonoma County and demonstrates sufficient capital in place to pay startup costs and at least three months of operating costs, as well as a description of the sources and uses of funds.

Proof Of Capitalization

Evidence of sufficient capital to pay for all processing costs, site acquisition costs, improvement costs, other expenses mentioned above and at least three months of operational expenses in the form of a letter of credit is included (PDF File #4.) Bank statements are available upon request.

Pro Forma

Three years of pro forma estimates for operations and business assumptions are included in [Appendix B](#).



Schedule For Beginning Operation

A performance timeline that outlines our schedule to begin operations has been provided below. We are also providing a detailed construction timeline. If chosen by the City Council as one of the two retail operators, Mercy Wellness Healdsburg could open as soon as April 20, 2024. The major milestones are: application, permitting, community outreach, construction build-out, operations, compliance, licensing and hiring.

Mercy Wellness Healdsburg Performance Timeline

The timeline below and as shown in [Appendix C](#) shows Mercy Wellness Healdsburg's involvement to date, as well as our intentions moving forward for this application. Brandon Levine, Felicia Accomazzo and other Mercy Wellness Healdsburg team members have been actively involved in person or by Zoom during the Planning Commission and City Council meetings where the Healdsburg Commercial Cannabis Regulations, Business Permit and Tax Rate were items of discussion. As local operators, we've been hands-on in the development of the City's new regulations and some of the City Council Members have even toured our facilities in Cotati and Santa Rosa.

We anticipate that the next phase of application, scoring, interviews, and rankings will take place during the next 60-90 days. Mercy Wellness Healdsburg is looking forward to being one of the applicants who get the opportunity to go before the City Council and the community of Healdsburg in a public forum, hopefully before the end of the 2023 calendar year.

Mercy Wellness Healdsburg Retail Operating Timeline

If Mercy Wellness Healdsburg is chosen as one of the two retail operators by the City Council, we intend to start our Operating Timeline on January 2, 2024. We feel that the City of Healdsburg will be able to select the two license holders by the end of this year. By the beginning of 2024, we anticipate being fully licensed and operational so that we can open our doors to the public as soon as April 20, 2024. For a detailed closer look, please view [Appendix D](#).

Mercy Wellness Healdsburg Construction Timeline

If Mercy Wellness Healdsburg is chosen as one of the two retail operators by the City Council, we will also start our Construction Timeline on January 2, 2024. Mercy is seasoned in the build-out of cannabis businesses and we have developed and perfected our schedule. We feel confident that we will be completed with build out by April 2024. This also takes into consideration obtaining building permits so that we can update the HVAC system, remodel the front entry and ADA grading for compliant accessibility. For a detailed closer look, please view [Appendix E](#).

Access To Banking

A letter from local bank Community First Credit Union (PDF File #4) confirms that we have access to banking, and the account is in good standing. Mercy Wellness worked with their now retired CEO Todd Sheffield to help create, form and regulate their cannabis banking system. We were the first to be granted a Cannabis Business Account through Community First and have been banking locally ever since.

Daily Operations

Description Of Proposed Operations

This application is being made to the City of Healdsburg for a proposed use to establish a Commercial Cannabis Permit for Microbusiness that includes Storefront Retail Dispensary with Delivery services, open to the public



seven days a week. The building location is 20 Dry Creek Road and is located near the intersection of Healdsburg Avenue and Dry Creek Road adjacent to Tip Top liquors and across the street from Big John's Market and Garrett's Ace Hardware. If approved by the City Council, Mercy Wellness Healdsburg will be a Microbusiness that operates under strict compliance. Mercy will abide by the City of Healdsburg's Municipal Code Chapter 20.20.095 Commercial Cannabis Uses and Requirements, in addition to following the Department of Cannabis Control's (DCC) Medicinal & Adult-Use Cannabis Regulation and Safety Act (MAUCRSA).

Mercy Wellness has been successfully operating in Cotati for over thirteen years and started under the State's pre-existing Proposition 215 and Chapter 8.24 of the Cotati Municipal Code. Mercy has repeatedly been recognized with multiple awards and accolades. One of many reasons is the robust Corporate Social Responsibility program; the cities and the surrounding areas that we operate in benefit from Mercy's ongoing and industry leading commitment to giving back to the community. Mercy Wellness Healdsburg will continue to provide the type of service known and expected by our community and customers.

The products for retail sale will include dried cannabis flowers, edibles, concentrates including vape cartridges, gel caps, tinctures, topicals and during certain time of year live immature plants. In addition, Mercy Wellness Healdsburg will sell merchandise and promotional items such as clothing and hats, lighters, rolling trays, papers, grinders, cannabis accouterments, bags and lanyards in not more than five percent of the retail dispensary area, up to a maximum of 200 square feet. Mercy Wellness Healdsburg will not conduct or engage in the commercial sale of any product, good or service unless otherwise approved by the Commercial Cannabis Business Permit.

Mercy Wellness Healdsburg will purchase products through licensed and qualified distributors. The majority of the products are sourced from local farmers and vendors. We pride ourselves on creating a supply chain that creates a thriving local economy. As stated by one of the top-selling cannabis wellness companies in California, and local operator Proof's CEO Julie Mercer-Ingram: "I must emphasize the applicant's outstanding financial integrity. In an industry where timely vendor payments are unfortunately rare, Mercy Wellness stands out as a shining example of responsible business practices. Their commitment to paying vendors on time not only helps to stabilize local supply chains but also sets a positive precedent for other retailers in the industry. This stability and reliability has been a cornerstone for many of us, local vendors, whom they support." This [letter](#) is included with this application.

All products are sent to qualified 3rd party state licensed testing labs before they enter the retail dispensary. Certificates of Analysis ensuring compliance with all State-mandated safety and testing standards follow the life of the products in Marijuana Enforcement Tracking Reporting Compliance known as Metrc, the State's track-and-trace program. Each batch has a unique identification number which test results can be traced to every single product.

As national testing lab SC Labs Co-Founder and Chief Compliance Officer Josh Wurzer says: "Mercy Wellness has demonstrated a proactive commitment to their customers' safety and product knowledge. Mercy Wellness was committed to both cannabinoid and contaminant testing long before legalization and regulations required testing. They were early adopters of PhytoFacts, our chemometric classification system. By utilizing PhytoFacts, they've not only underscored their dedication to the provision of safe, well-characterized cannabis products, but also emphasized the importance of consumer education about cannabinoids and terpenes, an often overlooked yet crucial component of cannabis." To read more about what SC Labs says about Mercy, please see the enclosed [letter](#).



The customer-facing portion of the retail business will occupy 42% of the building. The remaining percentage will be used for the reception area, storage, offices, meeting space, employee bathrooms and break room. The delivery service will operate an unmarked nondescript eco-friendly transport vehicle. Deliveries will be made by a Mercy Wellness Healdsburg employee who will carry, at all times, a physical copy of the City's Commercial Cannabis Permit, the City Business and State Licenses. The vehicle(s) will be registered with the DMV and will at all times carry a Motor Carrier Permit. Mercy Wellness will acquire and maintain motor vehicle insurance with the policy limits required by the City of Healdsburg and will, if necessary, name the City as an additional insured.

The hours of operation for the retail dispensary will be 9:00 am to 9:00 pm daily, seven days a week. Dispensary employees will arrive and leave daily for a work shift from 8:30 am to 9:30 pm. There will be a total of fifteen (13) employees, eight (8) full-time employees and five (5) part-time, with shifts scheduled to ensure that each employee receives required lunches and breaks. A manager will be on-site seven days per week during work shifts and will be on-call for any after hour emergencies. No employees will be on the premises after close of business for security purposes.

As stated in our membership agreement in [Appendix F](#), no cannabis will be consumed on the premises, in any parking areas, sidewalks, driveways or other immediate surroundings. Mercy Wellness will not adversely affect the health, peace, or safety of persons living or working in the surrounding area, burden our neighborhood with significant impacts, or create a public nuisance. Our focus will be to ensure the grounds and surrounding areas are clean and vibrant, reflecting both the City's and Mercy's standard of excellence.

All areas used for commercial cannabis activities will have commercial steel locking doors, with commercial-grade non-residential locks, to prevent unauthorized access. Only staff and persons 21+ with bona fide business are permitted in the restricted access areas. Only qualified customers, patients and caregivers are permitted in the designated dispensary area. All other unauthorized visitors wait in the consulting area until qualified.

All persons entering the site, including those representing a regulatory agency, shall present photo identification and shall establish proof of doctor's recommendation if the customer is a medicinal patient. A doctor's recommendation is not required for customers 21+ of nonmedical cannabis. No person shall be allowed onto the premises unless they are an employee, customer, vendor or contractor of the retail facility, a primary caregiver, and/or a qualified patient, an invited visitor, or an employee of an agency having jurisdiction monitoring or investigating the terms of regulatory compliance.

Customer Check-In Procedures

Upon entry into the retail dispensary lobby, a customer will enter the building into a reception area and be greeted by a concierge. The entrance is clearly posted that no person under the age of 21 shall be allowed in the dispensary unless they are a Medical Patient with valid recommendation and are over the age of 18. The dispensary provides a consulting area at the entrance to receive members. This is the only public entrance and [REDACTED]

All customers must present proper identification: If *Adult-Use*: Valid government issued photo ID whose date of birth is at least 21 years prior to the date of entry. If *Medicinal*: Valid California photo ID whose date of birth is at



least 18 years prior to the date of entry and a valid doctor’s recommendation which must be a formal letter, written on a doctor’s letterhead, listing the doctor’s medical license information as well as the date the recommendation expires. A verified recommendation containing these elements written by a doctor in the State of California will allow a patient to gain access to the dispensary after they have been approved and buzzed in through the security system. State of California Medicinal Cannabis ID Cards are valid for one year from the date of issuance. Because a physician’s recommendation may expire during that time, it is part of our best practices to require both to ensure validity.

The Front Desk Intake Receptionist contacts every Medicinal customer’s doctor to verify their recommendation is valid by way of online verifications or by contacting the doctor’s office by telephone. Depending upon the doctor, verifications can happen instantly or may take up to a week. The dispensary, prior to dispensing medical cannabis, will always verify the provided recommendation with the physician. Records are maintained on site digitally and physically secured, and are allowed to be verified by authorized agencies. Mercy Wellness Healdsburg will not have a Physician on site.

Age Verification

Mercy Wellness Healdsburg will verify all necessary documentation of each customer to ensure the customer is the appropriate age. If the potential customer is 18 to 20 years old, Mercy Wellness Healdsburg will confirm the customer is in possession of a valid doctor’s recommendation or Medicinal Cannabis Card for purchasing medical cannabis products only. No one under the age of eighteen (18) years will be allowed in the dispensary for any reason. For adult-use purchases, Mercy Wellness Healdsburg will verify that all customers are 21 years of age or older for the purchase of cannabis or cannabis products.

In addition, Mercy Wellness Healdsburg will use AgeVisor Touch ID Scanner, as shown below, to verify the government issued identification is valid. This prevents customers entering our dispensary that may be under age, or using expired or fake identification.



Membership Agreement

Mercy Wellness customers must sign a contractual Membership Agreement listing rules and regulations governing cannabis use and consumption within the City and also recommends sensible cannabis etiquette. The Membership Agreement stipulates that no consumption will take place within 1,000-feet of the dispensary entrance or they will lose their right to membership. All customers agree (via their signed contract) not to redistribute cannabis obtained from the dispensary or use in a manner that violates local and state laws. Additionally, all members agree to not openly medicate in public places. Again, our existing Membership Agreement can be found in [Appendix E](#).



Mercy Wellness Healdsburg will work with the City of Healdsburg to add any additional verbiage or requirements to the Member Agreement that the City may deem necessary.

Right to Revoke Service

One of the main reasons we use our Membership Agreement is that it can be revoked. We have a zero tolerance policy for breaking any rules that are in place, and we have the ability to give warnings and ban customers from shopping with Mercy Wellness if they violate any regulations.

Concierge Experience

Once the successful verification of a new or returning customer happens, the customer is allowed to enter the retail store area. This is a secure designated area for dispensing cannabis. If this is the customer's first visit they may elect to have a concierge navigate them through the dispensary. There will be clearly marked display cases for the different types of products. Our budtenders and concierge are educated on the various methods of consumption and will match products to suit the customer's needs. We let the customers know that the budtenders are not doctors and will never give medical advice, and refer medical questions to their doctor.

The concierge will have a tablet that the customer could then choose to place their order at that time. Or they can freely walk about the secure designated cannabis dispensary retail store floor to find other products and when ready, step into the check-out line. We will have a fast-track line designated for Mercy Express, for customers who placed their order online for a quick pick up. Once the customer is at the front of the line, they walk up to the corresponding cash register and are greeted by the next available budtender.

The budtender then brings the ordered items from our secured area and completes the transaction. They place the product in an approved opaque recyclable exit bag with a flier about responsible consumption, to remind customers that it's never okay to drive and consume cannabis, as shown in [Appendix G](#). We have the flier available in Spanish and is also viewable in [Appendix G](#). Since all cannabis and cannabis products must be packaged in child resistant packaging prior to being transferred to the dispensary for retail sales, no additional child resistant packaging is required. Mercy Wellness will record and retain each transaction upon an individual receipt whether or not funds were exchanged during, or were involved in the transaction. Mercy Wellness will never give away cannabis for free except for [SB-34 Compassion Product](#) to a Medicinal customer. Receipts will show the ID number of the person obtaining the cannabis, the date, time, and amount of cannabis dispensed. Receipts will also show the amount paid for the cannabis as well as the amount of taxes applicable to the sales.

Mercy Wellness will record in Metrc, the State of California's required track-and-trace system, each individual receipt and retain each transaction. Additionally, Mercy Wellness will comply with any track-and-trace program established by the City or State agencies. The dispensary will maintain records tracking all cannabis sales and products and will make all records related to commercial cannabis activity available to the City upon request.

Location(s) and Procedures for Receiving Deliveries During Business Hours

During business hours and for product-delivery security purposes, products will be brought to the dispensary by randomized deliveries, and in unmarked secure transport vehicles. All deliveries will be from licensed distributors and occur in a secured transfer vestibule behind locked gates. This non-public delivery loading and unloading area



is a significant safety feature of our proposed facility. This area is also hidden from public view. To complement our transfer-vestibule and [REDACTED]

Mercy Wellness Healdsburg contracted with local E.S.P. Pros to analyze the site and advise regarding the best loading zone areas based upon the following priorities: public safety and the ability of security personnel to observe and protect the movement of cannabis into the dispensary. The product will be brought into the building through a door that is inaccessible to the public nor is it public facing [REDACTED]

[REDACTED] We retain all video surveillance for a minimum of 90 days, per state law.

Then, products for retail sales will then be moved into the Retail Receiving office for processing. Bulk product for manufacturing or distribution will be brought into their respective receiving offices. Additional detailed security procedures for product transports are outlined in [Section C: Security Plan](#).

Point-of-Sale System and Metrc, California's Track & Trace System

Mercy Wellness Healdsburg will use [Treez](#) as the Point-of-Sale system. Treez is integrated with Metrc, California's Track & Trace system via an API. All cannabis products are tracked, traced, and monitored through Metrc. The Treez API integration interacts with Metrc in real time. In the event of an issue, such as slowed performance, the Treez software will store the sales and product movement data and automatically retry to upload the data every couple of minutes until Metrc accepts them, ensuring we are always in compliance. Mercy has used Treez consistently since 2018 and has established a great rapport with their software team. Mercy has been instrumental in helping Treez develop new features and fixed bugs so that their Point-of-Sale system runs optimally without interruption.

Mercy Wellness Healdsburg will record in Metrc, the State's required track-and-trace system via the Treez integration upon an individual's receipt and retain a record of each transaction. Additionally, Mercy will comply with any future track-and-trace program established by the City or State. Mercy will maintain records tracking all cannabis sales and products, and conduct frequent inventory counts for reconciliation and make all records related to commercial cannabis activity available to the City or State upon request.

Mercy Wellness Healdsburg also uses Treez for inventory. Inventory cannot be created or destroyed without leaving a permanent trail that can be audited, both internally by a compliance officer and externally by a government entity. Treez also tracks daily and monthly monitoring checks and balances which include physical inventory counts, defective product returns; as well cleaning, restocking and organizing the product vault in order to address any outliers or issues that may arise.

Number of Point of Sale (POS) Terminals

Mercy Wellness Healdsburg will be equipped with four (4) point of sale (POS) terminals so that when the business is at full capacity we can ensure the best customer experience. On a typical day, two (2) POS terminals will be sufficient as we plan to utilize a concierge as well to assist with transactions. In addition, Mercy will also have two (2) in-store kiosks (iPads) where customers can view the full eCommerce menu and place their orders.



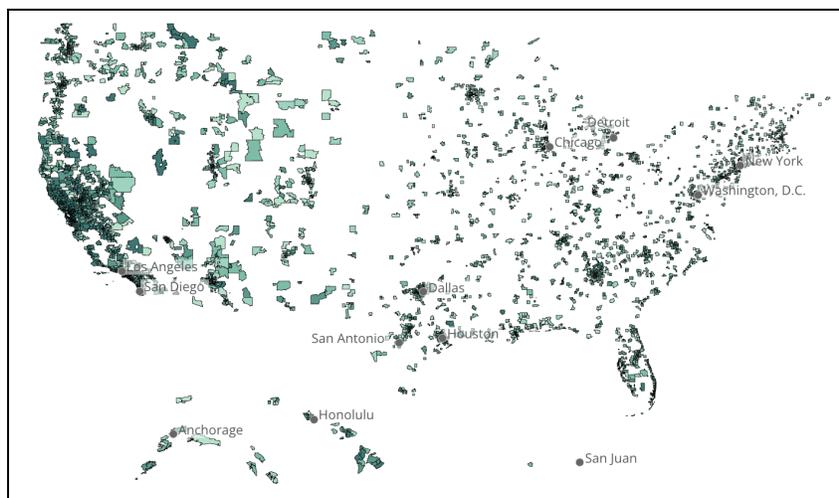
Mercy Wellness uses Tymber, a fully integrated eCommerce platform with Treez, our point of sale and Metrc. Customers can create a verified account and order products online for pick up in store, curbside or for delivery. Mercy was an early adopter of this concept and started our eCommerce business with Baker back in 2017. Since the COVID-19 pandemic, we receive roughly 40% of our daily orders through this method. Our customers prefer the convenience of this service, especially for those that have health or mobility issues, are immunocompromised - or just for convenience and having a quicker transaction.

Number of Customers

Mercy Wellness has over 3,800 existing customers that are located in the Healdsburg vicinity and surrounding areas. We conservatively estimate serving 8.33 customers per hour, or 100 per day, when we begin operations. We used this estimate to calculate our 3-year ProForma. As experienced local retail operators, we have seen our conservative estimates increase monthly for Year 1, as well as Years 2-3. If chosen, we are certain we will have a strong following starting day one. Please see [Appendix B: ProForma](#) for more details.

Mercy Wellness Healdsburg will only serve customers who are within the licensed premises, or at a delivery address that meets the requirements of the Healdsburg Cannabis Ordinance and DCC Regulations. Customers from all over the world are drawn to award winning Mercy Wellness for a multitude of reasons, making it a global destination for those seeking exceptional shopping experiences. Through the unique blend of exceptional products, exceptional service, and unwavering dedication to customer satisfaction, Mercy has solidified its reputation as a premier destination, attracting visitors from all corners of the globe.

Healdsburg is known for its vibrant community and tourism industry. We are a perfect match as Mercy Wellness is a tourist destination, and we're looking forward to bringing more exposure from cannabis consumers and partners to the City of Healdsburg and its businesses. As shown below, in the last 18 months we have had customers from 5,454 zip codes just from the United States and Puerto Rico. These visitors were during the last year of the pandemic and the recent recovery months. It's our goal to see even more visitors from all over the world now that travel and tourism is increasing for Sonoma County.



Existing Mercy Customers from across the nation and its territories



Tracking of Cannabis Products to Prevent Diversion

Mercy Wellness Healdsburg will comply with the established State's inventory track-and-trace program Metrc in order to prevent diversion of Cannabis. All cannabis and cannabis products are stored in a secured and locked vault that will meet Underwriter Laboratories also known as UL standards for burglary and fire resistance. To the fullest extent possible, all cannabis and cannabis products are kept in this area to prevent theft and loss, except for limited amounts used for the purposes of display or immediate sales.

All employees will be trained to report loss or theft of product to the manager for proper documentation and to be reported to local police by phone and the DCC as required. The manager will conduct an investigation to identify the particulars. All actions taken in the course of the investigation will be thoroughly documented and provided to local law enforcement for review and to assist their investigations.

Mercy Wellness Healdsburg's Inventory Team will record the identity and source of all cannabis products received and sold with sufficient specificity to ensure that it can be traced to its source. These details will be recorded in Metrc via Treez API. Mercy will maintain records that include at a minimum: Form of cannabis received (e.g. clone, processed and packaged dried flower, concentrate, tincture, topical, edible, etc.); dates of the receiving of the product as well as the sale that took place; testing and analysis conducted; name of lab conducting the testing and the types of tests; analysis or examination used to determine the particular strain or cultivar of each batch of cannabis provided; any test to determine the quantitative levels of contained constituents; any tests to determine the absence or presence of specific classes of potential contaminants, yeasts and molds, and other microbiological contaminants, which, if found, reconcile and evidence all activity related to the generation or disposition of cannabis waste like any other return or display product.

Inventory Stored on Premise

The average amount of cannabis stored on site will be roughly 7-10 days of inventory. With weekly or bi-weekly replenishing combined with an unreliable supply chain this is the minimum amount of cannabis that can be reasonably held on site. This limits the amount of product on hand to reduce risk while maintaining the highest quality control and availability of products.

Quality and Inventory Control

By design, the method that the State has established by MAUCRSA ensures that the quality of products are superior. All edible products are non-perishable with a best-by date if applicable. Returns are accepted only on defective products. Returns are authorized by management only and upon inspection are placed in a locked container where they are securely stored in our cannabis green waste in an unrecognizable form. All returns are documented and recorded per State regulations.

Mercy Wellness Healdsburg will have strict quality control standards regarding the day-to-day operations. All areas used for commercial cannabis activities have locking doors, with commercial-grade non-residential locks, to prevent free access. Only staff and persons with bona fide business are permitted in the restricted access areas. Only qualified customers, patients and caregivers are permitted in the designated dispensary unrestricted access area. All other unauthorized visitors remain in the designated waiting area until qualified or turned away.



Mercy Wellness Healdsburg will install a variety of security devices to ensure that only authorized personnel have access to any location where cannabis is stored, so that employees are safe and secure inside. All doors will also be equipped with locks and alarms that will sound if they are opened without code and key or if they are damaged. The security system will be operated by an outside agency.

Mercy Wellness Healdsburg will install a state-of-the-art surveillance system that electronically monitors and records all interior and exterior areas twenty-four hours a day, seven days a week. These recordings are maintained for a minimum of ninety (90) days and can be made available to State and local representatives upon request. These security cameras will record [REDACTED]

The premise will be monitored after normal business hours using a state-of-the-art system that detects unauthorized entry onto the exterior property or the interior of the facility and activates an alarm. In the event of a door, window or roof activation, alarm monitoring personnel will observe real-time video feeds of the facility to determine if an actual threat exists. A comprehensive Security Plan is included with this application. Again, we request that it be redacted from Public Records requests.

Outdoor lighting is one of the most efficient ways to prevent crime in or around a business. There will be sufficient exterior lighting surrounding the entire building and property that will be monitored by Mercy Wellness Healdsburg in order to ensure that all lighting is functioning properly. The lighting provided will be sufficient to provide illumination and clear visibility to all outdoor areas of the premises, including all points of ingress and egress. Exterior lighting will be on 24/7, are energy-efficient fixtures/lamps, fully shielded, directed away from adjacent properties and public rights of way, and of intensity compatible with the neighborhood to meet the current building codes. The interior of the building will have dedicated security lights sufficient for emergency personnel to monitor our facility after hours.

Mercy Wellness Healdsburg will have a strict zero tolerance policy for any nuisance activities including disturbances of the peace, illegal drug activity, ingesting cannabis in public, harassment of passersby, littering, excessive loitering, illegal parking, lewd conduct, or excessive loud noises; especially late at night or early in the morning hours.

Reporting

Mercy Wellness Healdsburg will use Treez, a point-of-sale and inventory management tracking system to track and report on all aspects of the commercial cannabis business including, but not limited to, such matters as cannabis tracking, inventory data, gross sales by weight and by sale and other information which may be deemed necessary by the City of Healdsburg. Treez communicates directly in live time with the Metrc state track and trace program.

Waste Management Plan

Mercy Wellness Healdsburg will implement and maintain a Waste Management Plan, as shown in [Appendix H](#). All waste including cannabis waste, is disposed of in accordance with applicable laws. All cannabis products disposed of will be in the state's track-and-trace compliance software, Metrc. Mercy will dispose of cannabis waste in a secured waste receptacle in a secured area on the licensed premises. "Secured waste receptacle" or "secured area"



means that physical access to the receptacle or area is restricted to the licensee, employees of the licensee, the local agency, waste hauler franchised or contracted by the local agency, or private waste hauler permitted by the local agency only.

Public access to the designated receptacle and area are prohibited. Cannabis waste is stored in the secured and locked vestibule area outside of the facility and out of public view. This area is also under 24/7 video surveillance and is picked up by our contracted waste hauler or we self-haul. No cannabis product is disposed of in its packaging. Cannabis products in packaging designated for disposal will be removed from the package prior to disposal. All flower/flower waste and vape cartridges will be rendered unrecognizable and unusable as cannabis or a cannabis product by removing the packaging prior to disposal by the contracted disposal company. Rendering of the cannabis or cannabis products shall be done under video surveillance. Green waste will be stored inside the premises at the designated area shown under the Security Plan until we self-haul to Recology located at the nearby transfer station at 166 Alexander Valley Rd in Healdsburg, or have 3rd party, GAIACA Waste Management pick up.

Again, cannabis products will be entered into the track and trace system. Mercy will maintain records of the business name, address, contact person, and contact phone number of the entity hauling the cannabis green waste. We will also obtain and maintain documentation from the entity hauling the waste that evidences subscription to the waste collection service.

Facility Maintenance, Trash and Secured Waste Removal

The facility's cleanliness is a high priority. The general office trash and recycling for the dispensary will be stored inside the building in residential style containers and brought out for weekly trash hauler pick up. Recycling will be removed from the premises by Recology. We will clear trash and litter that is found on the sidewalks adjoining the premises, our parking areas, plus 10-feet beyond property lines along the street as needed.

Each employee is assigned daily tasks. A mandatory check-list is signed off every shift by management to ensure that the dispensary, bathrooms, product intake, breakroom, security and reception areas are cleaned and maintained to the highest quality and that parking lot areas are free of debris and litter. Graffiti will be removed from the premise and parking lots within 72 hours of its found application. In addition, a Compliance Manager checks weekly that these tasks are signed off daily.

All required Sonoma County Health Department signage regarding hand washing will be posted. All employees will be trained on the appropriate use of personal protective equipment as necessary.

Building Requirements, Permits and Other Approvals

Mercy Wellness Healdsburg will comply with any and all requirements prior to commencing operations. This includes all applicable planning, zoning, building, and other necessary permits from any relevant governmental agency. We will secure permits for any interior improvements prior to construction. In addition, we will adhere to the appropriate occupancy classification to maintain compliance.

No hazardous materials or generation of hazardous waste will result from the Microbusiness which includes retail with delivery, manufacturing and distribution operations. Mercy Wellness Healdsburg will also comply with all applicable Health & Safety Code and California Fire Code requirements. All annual operating fire permits, along



with inspections prior to operation, shall be obtained. The requirement for a Fire Department Knox box for keys to gates and doors shall be adhered to.

Emissions Control

Mercy Wellness Healdsburg will utilize appropriate measures in operation, and where applicable, construction, to prevent the emission of dust, smoke, noxious gasses or other substances that have the potential to impact local or regional air quality. We will install bicycle racks to support employees and customers reducing vehicle miles traveled.

Hours of Operation

The hours of operation for the retail dispensary and delivery will be 9:00 am to 9:00 pm daily. Management, employees, manufacturing and distribution will be accessing the property anywhere from 8:00 am to 9:30 pm daily, seven days a week Monday through Sunday. There are a few occasions where staff will arrive earlier than 8:00 am such as to perform inventory counts, meet production deadlines or in case of an emergency.

Odor Control

Odor control measures are an integral part of the cannabis business. The proposed measures and systems outlined in the below Odor Control Plan will prevent odor from being detectable from adjacent properties or businesses. Engineering controls include carbon filtration via a dedicated environmental exhaust fan. Carbon filtration is the best engineering control technology for mitigating odors in cannabis facilities. We take things a step further and negatively pressurize the air in the facility forcing exhaust to go through the filters versus seeping out the building unfiltered.

Our engineering control strategy will effectively mitigate odors for all cannabis odor sources within the facility. Neither Mercy Wellness of Cotati or Santa Rosa, nor Doobie Nights has ever had an odor complaint. Besides our pre-rolls made onsite, all cannabis and cannabis products will enter the Mercy Wellness Healdsburg retail dispensary premises in their final form and in child resistant packaging ready for sale. Cannabis that is processed or packaged at the microbusiness facility will conform with all state and local laws for odor control.

Further, we have a policy that our staff not wear strong perfumes or colognes. We utilize benign smelling industrial cleaners for our sanitation. We understand that many people are sensitive to smell. Mercy Wellness Healdsburg does not expect to have any problems with odor at the retail facility.

Mercy Wellness has also worked with Jeff Warner of Warner Mechanical Engineering, Inc. to implement the below Odor Mitigation Plan:

Odor Mitigation Plan

Introduction

The following plan has been developed to comply with the Healdsburg Municipal Code 20.20.095 Commercial cannabis uses and requirements, Section 6. Development Standards, paragraph (E) Odor Control.



This plan has been developed based on the owner's proposed operational criteria for this application and will be outlined in the conditional use permit application. Administrative, operational and engineering controls noted are consistent with the commonly accepted best available cannabis-industry-specific technologies designed to mitigate cannabis odors.

Successful application of this plan will effectively mitigate cannabis odor detection outside the structure in which the proposed business is to operate.

Project Details

The owner intends to operate a microbusiness with a retail cannabis dispensary. Processes include: retail sales, manufacturing, packaging and secure storage. Public on-site consumption through incineration (smoking and vaping) will not be permitted. Therefore, this plan does not address incineration related odors.

Operational Processes and Maintenance Plan

Detailed operational and maintenance plans will be developed by the Mercy Wellness Healdsburg. The following items should be included for odor mitigation purposes:

1. Routine verification of odor mitigation effectiveness through inspection of odors in the general vicinity of the building.
2. Filter replacement is required any time verification yields unacceptable results.

Staff Training

Standard Operating Procedures, including staff training, will be developed by Mercy Wellness Healdsburg. The following items will be included for odor mitigation purposes:

1. Routine verification of odor mitigation effectiveness monitoring: It will be clear who is responsible for this activity, where and how data is collected and cataloged. A map with clearly indicated data collection test points will be available for reference.
2. Reporting of cannabis odors outside the building: It will be clear what an employee is to do in the event cannabis odors are detected outside the building. The General Manager or other supervisor will be notified immediately upon detection. The person responsible for receiving notifications will take immediate steps to remedy the problem including, but not limited to, notifying service personnel for repairs or routine maintenance. If odors persist, odor producing operations will be stopped until an effective solution can be implemented.
3. Odor mitigation effectiveness monitoring training: All employees will be trained to conduct odor mitigation effectiveness tests. Training procedures will be included in readily available employee handbooks for reference.
4. Replacing carbon filters. Filters will be replaced immediately if verification results are unacceptable in the case that odors are noticed outside the building. The maintenance team will be trained to perform this task. Training procedures will be included in readily available employee handbooks. Filter replacement dates will be recorded in a service log including operator name and date. Replacement filters will be kept on-site at all times.



Engineering Controls

Mechanical plans will include the following features and capabilities:

1. Environmental exhaust and/or recirculation filtration systems with in-line carbon filtration will be utilized to mitigate odors.
2. Carbon filter(s) will be specified to maintain an acceptable contact time for cannabis odor exhaust and recirculation air stream(s).
3. Exhaust air inlets will be located in areas of the facility where cannabis odors are likely.
4. Odors will be contained within the building through system air balancing techniques to eliminate odor to the outdoor environment.
5. Environmental exhaust fans in non-cannabis odor intensive areas (break room, rest room, etc.) will not be filtered.
6. System testing and balancing will be required of the installing contractor to demonstrate air balancing effectiveness.
7. Filters, fans and other components integral to the odor mitigation plan shall be clearly labeled in accordance with the plans.
8. Contractor shall provide a test and balance report to the owner including: outdoor air rates at space conditioning and make-up air equipment; and environmental exhaust rates.
9. Construction administration services provided by a licensed mechanical engineer will be required to verify the installation is consistent with this plan, including review of test and balance reports.

Design Considerations

The design of odor control systems is dependent upon odor concentrations associated with the specific cannabis application. A general list of odor concentrations by cannabis processes has been included.

Carbon filtration is commonly accepted throughout the cannabis industry as the current best engineering control technology for mitigating odors. Odors are generally captured by locating exhaust air/filter intake points in areas of the facility where odor generating activities or product handling is expected; in conjunction with the implementation of common air balancing techniques. Air balancing effectively eliminates uncontrolled exfiltration of cannabis odors to the exterior of the building.

Carbon filtration odor removal effectiveness depends on three criteria:

- (1) Exhaust air contact time.
- (2) Filter cleanliness.
- (3) Negative room pressurization.



Contact time is a function of air velocity through the filter and filter surface area. The contact time should be designed to meet or exceed the filter manufacturer’s specified minimum. Filter effectiveness decreases with decreased contact time and odors are passed through the filter to the environment.

Filter cleanliness can be quantified by monitoring system pressure drop across the filter and should not exceed a manufacturer’s published performance rating for a given filter. This measurement quantifies the degree to which the filter media has been occluded (becomes dirty). As a filter becomes occluded the pressure drop increases and the fan exhaust rate is reduced. Reductions in the exhaust rate change the air balance and can lead to escapement of odor.

Negatively pressurizing a room (removing more air than is mechanically supplied) allows for the containment of odor by eliminating the uncontrolled exfiltration to the environment or to adjacent rooms. Common air balancing techniques are utilized to achieve negative pressurization. These techniques are commonly and successfully implemented in many non-cannabis applications to eliminate the migration of odors to other parts of the building, including commercial kitchen and restroom applications.

Engineering controls will vary depending on the severity of the odor source (negligible, minor, moderate, significant):

1. Negligible odor sources will be controlled via transfer to an odor mitigating exhaust system within the facility through permanent openings (I.E. air will be allowed to flow to areas of greater odor concentration for filtration).
2. Minor odor sources will be controlled via filtered demand control ventilation systems: Fans will be activated when odor sources are present.

Air Quality

Mercy Wellness Healdsburg does not anticipate any emissions of air pollutants. If that changes for any reason in the future, Mercy will provide the calculation of the business’s anticipated emissions of air pollutants. Mercy Wellness Healdsburg will also comply with all best management practices established by the Northern Sonoma County Air Pollution Control District (NSCAPCD). If chosen, after receiving a commercial cannabis permit from the City of Healdsburg, Mercy will not exceed the thresholds of significance established by the NSCAPCD for evaluating air quality impacts under the California Environmental Quality Act for either operation or construction.

Hazardous Materials

Mercy Wellness Healdsburg will not use any hazardous materials in its operations. “Hazardous materials” includes any hazardous substance regulated by any federal, state, or local laws or regulations intended to protect human health or the environment from exposure to such substances.

Water Supply

Mercy Wellness Healdsburg will occupy an existing building, and will demonstrate to the satisfaction of the City Engineer and building official that water usage will not exceed that of the building’s intended occupancy class without additional review and prior approval by the City Manager or their designee. After receiving a commercial



cannabis permit, Mercy will ensure that its water usage will not exceed that of the building's intended occupancy class without additional review and prior approval by the City Manager or their designee.

Wastewater

Mercy Wellness Healdsburg will demonstrate to the satisfaction of the City engineer that sufficient wastewater capacity exists for the proposed use. To the extent the proposed commercial cannabis use will result in any industrial discharges to the City's wastewater system, Mercy will provide a plan for meeting all federal, state, and local requirements for such discharges. After receiving a commercial cannabis permit, Mercy will ensure that its wastewater discharge does not exceed that of the approved occupancy class without additional review and prior approval by the City Manager or their designee.

Permit Requirements

In addition to state permitting requirements and the requirements of this section, including the requirement of a commercial cannabis permit, Mercy Wellness Healdsburg will abide by the cannabis permit requirements as shown in Table 10 of HMC 20.08.145, Table 12 of HMC 20.08.155, and Table 15 of HMC 20.08.195. Mercy has obtained a Zoning Clearance Letter (PDF File #5) and paid applicable fees and taxes.

Any violations of the Healdsburg Municipal Code or any other local, state, or federal law pertaining to the structure or property to be used for Mercy Wellness Healdsburg will be cured prior to issuance of a commercial cannabis permit. The City Manager or their designee may design application forms specific to each permitted category and require inspections of proposed facilities before issuing a permit under this section. Mercy acknowledges and is aware that we shall also be subject to permit requirements and regulations established by the Healdsburg Municipal Code and any additional requirements established by other subsections of this section, resolutions or ordinances of the City Council or a vote of the citizens of Healdsburg. Mercy will also obtain a City of Healdsburg business license which is required for commercial cannabis uses, pursuant to Chapter 5.04 HMC.

Issuance and Term of Permit

Issuance and Term of Permit. Mercy Wellness Healdsburg understands that the commercial cannabis permit(s) that are issued by the City Manager or their designee if the applicant has paid all applicable fees and the commercial cannabis permit application is complete, demonstrates compliance with all applicable federal, state, and local requirements, and includes the information required to the satisfaction of the City Manager, City engineer, building official, or their designee as applicable. If selected, Mercy's commercial cannabis permit is valid for a period not to exceed three years from the date of permit approval and is subject to permit renewals, in accordance with Healdsburg Municipal Code 20.20.095 (7)(A)(8). No property interest, vested right, or entitlement to receive a future permit to operate a commercial cannabis use will ever inure to the benefit of Mercy Wellness Healdsburg and is not transferable without prior City approval. Mercy understands that Commercial cannabis permits may be issued with conditions. The City of Healdsburg has no duty or obligation to issue commercial cannabis permits. The City may elect at any time to cease issuing commercial cannabis permits, including upon receiving credible information that the federal government will commence enforcement measures against such businesses and/or local governments that permit them.



Operator/Permit Holder Qualifications

At the time of this application, Mercy Wellness Healdsburg owners Brandon Levine is 43 and Felicia Accomazzo is 41 and are above the age threshold of 21+.

Renewal of Licenses

Mercy Wellness Healdsburg, if chosen by the City of Healdsburg, will renew its Commercial Cannabis Business Permit every three (3) years no less than 60 days prior to the expiration of our current permit. Approval of permit renewals may be issued by the City Manager or their designee following demonstration by the operator/permittee of compliance with all requirements in effect.

Business Sign Permits

Business signage will be only the name of the dispensary and will comply with the City of Healdsburg's Sign Ordinance according to Land Use Code Chapter 20.16, Article IX and the Design Review Manual. A sign permit will be obtained for any business signage, and all signage posted will comply with state and local requirements. Mercy Wellness Healdsburg additionally will obtain a valid Health Permit issued by the County of Sonoma Health Services Department at all times. This will also be displayed in a visible location inside the lobby reception area.

Sign Placement

Signs on the premises will not obstruct any entrance, exit or windows. No exterior signage or symbols are displayed which advertises the availability of cannabis using drug-related symbols which may attract minors or which is carried out in a manner intended to encourage persons under twenty-one (21) years of age to consume cannabis or cannabis products. In addition, no such signage or symbols are displayed in the interior of the facility in such a way as to be visible from the exterior. Mercy Wellness Healdsburg will utilize a frosted-tint in windows that are public facing so that you are unable to see the inside from the exterior of the building.

Health and Safety

Mercy Wellness Healdsburg will not create a public nuisance of any kind or adversely affect the health or safety of the nearby residents or businesses by creating dust, light, glare, heat, noise, noxious gasses, odor, smoke, traffic, vibration, unsafe conditions or other impacts, or be hazardous due to the use or storage of materials, processes, products, runoff or wastes. More information is detailed under [Section E: Neighborhood Compatibility Plan](#).

Taxes

Mercy Wellness is one of the top revenue and tax generating Cannabis businesses in Northern California. We have always paid our taxes and have an excellent reputation among the cities that we do business in. As stated by Damien O'Bid, City of Cotati's City Manager, "Brandon has consistently operated the dispensary to standards which exceed requirements and has been a benefit to our business community and the City in general." We have included the [Letter of Support from The City of Cotati](#) with this application.

Mercy Wellness Healdsburg will timely remit payment of all applicable taxes that were enacted by the voters, including Chapter 3.32 HMC, or any additional regulations that may be promulgated in addition to all current applicable state and local taxes. We have also provided a Tax Benefit Analysis showing estimates of tax revenue within our ProForma.



It is important for Mercy Wellness, like any other business, to pay their city, state, and federal taxes for several reasons. Firstly, taxes fund essential public services and infrastructure that benefit the community in which Mercy Wellness operates. These services include public safety, education, healthcare, transportation, and social welfare programs.

By paying their taxes, Mercy Wellness contributes to the development and maintenance of these crucial services, which ultimately benefit both the business and the local community. Additionally, tax revenue helps support the overall economic stability and growth of the city, state, and country.

Compliance with tax obligations also ensures that Mercy Wellness operates within the legal framework established by government authorities. This fosters a sense of trust and legitimacy, both among the customers and regulatory bodies. Moreover, paying taxes demonstrates social responsibility and contributes to the overall ethical standing of the business.

Lastly, failing to pay taxes can lead to serious consequences, such as penalties, fines, legal actions, and potential damage to the reputation of Mercy Wellness. By fulfilling their tax obligations, Mercy Wellness maintains a positive relationship with the government and operates as a responsible and respected member of the business community.

Security Personnel

Mercy Wellness Healdsburg has contracted with E.S.P. Pros, a private security company licensed by the Bureau of Security and Investigative Services (BSIS). During business hours, there will be a uniformed, unarmed security team protecting the Mercy Healdsburg facility. After several years of operating secure cannabis facilities, we have found that a security presence serves as a visual deterrent to unlawful activities. The security personnel will dress in attire that distinctly identifies them as being a security guard by wearing apparel with the word security on a shirt, jacket or uniform. All security personnel hired and contracted for by Mercy Wellness Healdsburg will be licensed by the Bureau of Security and Investigative Services and shall comply with Chapters 11.4 and 11.5 of Division 3 of the Business and Professions Code. A detailed Security Plan has been provided as part of this application and can be found in [Appendix J](#).

Video Surveillance Recording

In compliance with CCR § 5044, Mercy Wellness Healdsburg has provided a security diagram in the detailed security plan identifying the video cameras which will all be permanently mounted in fixed locations to record

[REDACTED]

[REDACTED] Video surveillance will meet the required minimum camera resolution defined in DCC regulations, kept for a minimum of 90 days and available for review by local law enforcement or regulatory authorities when requested or required by law.

There will be posted signage on the exterior of the entry as shown below:



Limited Access Areas

Mercy Wellness Healdsburg will establish limited-access areas and permit only authorized individuals 21+ to enter the limited-access areas. As required by CCR Title 16 § 5043, all employees, not just customer facing staff will visibly wear an employee badge that includes their name, photograph, employee number, and the DCC issued business license number. Authorized individuals include individuals employed by the Mercy Wellness Healdsburg as well as any outside vendors, contractors, or other individuals conducting business who require access to the limited access areas.

Those who are not employees will be required to sign/log into the time and date stamped security log and will be escorted by a Mercy Wellness Healdsburg employee while visiting licensed premise limited access areas. Again, Mercy uses [Insta-Checkin](#), an electronic visitor registration system that time and date stamps the visit, captures the visitor's name and email as well as a photograph which are all then printed on a temporary ID sticker. The visitor is required to display the name tag for the duration of the visit and will check out of the system when exiting.

Employees

All employees of Mercy Wellness Healdsburg will be at least 21 years of age or older. Mercy will also maintain on site a current register of all the employees currently employed. Mercy will produce such register to the chief of police, designee, or any other City official authorized to enforce the Healdsburg Municipal Code for purposes of determining compliance with this section.

Training

Mercy Wellness Healdsburg prides itself on maintaining an educated workforce. When hired, our staff goes through a rigorous training program that includes classroom and hands-on training. All newly hired employees will receive training on our detailed operations procedures as well as education on cannabis. Weekly employee and staff training will be held, covering all security and emergency procedures, compliance with state and local regulations, and also to address any training deficiencies.

All employees will be thoroughly trained in procedures to ensure a consistent, quality experience for the customers. It is important to both the medicinal and adult-use cannabis retail customers and the industry in California that employees are highly educated in the therapeutic and medicinal benefits of cannabis. Employees will not be allowed to work without completing the necessary company-mandated training. We will strongly encourage all employees to maintain studies in developing retail practices and to conduct background research on cannabis in order to fully immerse themselves in this industry.

Policies will be implemented to protect personnel in all operations and provide them with adequate harassment training, safety training, accident reporting and investigation policies, as well as fire prevention and response plans. An emergency contact list will be visibly posted and maintained which includes operation manager, emergency responders, poison control and fire department contacts.

Mercy Wellness Healdsburg will also maintain records of any training provided to personnel for the performance of all assigned functions. Personnel training includes instructions regarding regulatory inspection preparedness and law-enforcement interaction as well as state and local laws, regulations and policies. These records will be made



available to the City Manager, designee, or any other City official authorized to enforce the City of Healdsburg Municipal Code for purposes of determining compliance.

Prior to commencement of the operations, the City Manager will receive a copy of this training program. In addition, Mercy Wellness Healdsburg will have ongoing continuing education from local law enforcement such as the California Highway Patrol as well as producers talking about their brand and product lines and how they are cultivated, crafted or manufactured. At any point the City Manager feels there are deficiencies or non-compliance in our training program, Mercy Wellness Healdsburg will immediately seek resolution to comply with City or state requirements.

Weights and Measures

All scales used for commercial transactions will be registered for commercial use and sealed by the Department of Agriculture/Weights and Measures.

Tracking

Mercy Wellness Healdsburg will comply with any track and trace program established by the City or by county or state agencies. Mercy will maintain records tracking all cannabis production and products and shall make all records related to the commercial cannabis use available to the City upon request. The City Manager or their designee may require commercial cannabis uses to comply with a county track and trace system if appropriate.

Law Enforcement

Mercy Wellness has a long-time relationship with the Chief Parish of the Cotati Police Department who shares: “I have established a professional relationship with Brandon and have found him to be responsible and professional when it comes to the safety and security of his dispensary. Brandon is very knowledgeable in the cannabis industry, and he understands its associated risks... is available when I have questions and concerns and he is willing to fund safety measures... and I have found his business to be very professional and not a burden to the City of Cotati in any way.” We have included this Letter of [Support from Chief Parish](#) in this application.

Police Notification

Mercy Wellness Healdsburg will notify the Healdsburg police department within 24 hours of discovering any of the following:

- a. Significant discrepancies identified during inventory. The level of significance shall be two percent of inventory or per state regulations, whichever is stricter.
- b. Diversion, theft, or loss, or any criminal activity involving the commercial cannabis use or any agent or employee of the commercial cannabis use.
- c. Any other breach of security.

Additional security details surrounding this topic are outlined in [Section C: Security Plan](#).



Inspections

Mercy Wellness Healdsburg will comply with any and all inspections by appropriate local and state agencies, including but not limited to the Departments of Health Services, Agriculture/Weights and Measures, and the City of Healdsburg. Mercy understands that these inspections are at random times for conformance with the Healdsburg Municipal Code and permit requirements. Unless otherwise allowed under the law, the inspection shall be conducted during regular business hours. If interference in the performance of the duty of the agency having jurisdiction occurs, the agency may request that the City temporarily suspend Mercy's permit and order the cannabis operation to immediately cease operations.

Restriction of Alcohol Sales

No alcoholic beverages will ever be sold, dispensed, or consumed on or about the Mercy Wellness Healdsburg premises including any after-hours consumption.

Liability and Indemnification

Mercy Wellness Healdsburgs agrees to indemnify and hold harmless the City of Healdsburg, the Healdsburg City Council, and its respective officials, officers, employees, representatives, agents and volunteers (hereafter collectively called "City") from any liability, damages, actions, claims, demands, litigation, loss (direct or indirect), causes of action, proceedings, or judgments (including legal costs, attorneys' fees, expert witness or consultant fees, City attorney or staff time, expenses or costs) (collectively called "action") against the City to attack, set aside, void or annul any cannabis related approvals and actions, and strictly comply with the conditions under which such permit is granted, if any. The City of Healdsburg may elect, in its sole discretion, to participate in the defense of said action and the Mercy will reimburse the City for its reasonable legal costs and attorneys' fees.

Legal & Licensed Facilities

All cannabis and cannabis products sold at Mercy Wellness Healdsburg are cultivated, manufactured, and transported by licensed facilities that maintain operations in full conformance with the State and local regulations. Mercy Wellness Healdsburg will comply with all applicable federal, state, and local laws and regulations governing California Agricultural Employers, which may include: federal and state wage and hour laws, CAL/OSHA, the National Institute for Occupational Safety & Health (NIOSH) as well as the California Agricultural Labor Relations Act.

Number of Licenses

Mercy Wellness Healdsburg understands that no more than two (2) retail licenses will be approved and may operate under the Commercial Cannabis Business Permit for store-front retail in the City of Healdsburg as specified in the Healdsburg Municipal Code 20.20.095 Commercial cannabis business and requirements.

Proof of State License Compliance

Upon the City of Healdsburg's approval for the Commercial Cannabis Business Permit, Mercy Wellness Healdsburg will pursue submittal of an application to the State of California's Department of Cannabis Control in order to obtain a State Cannabis License Type 12 for a Microbusiness with Retail Medicinal and an Adult-Use Dispensary with Delivery Service. This license will be adhered to regarding State licensing requirements and conditions. The dispensary will display the State License issued to Mercy Wellness Healdsburg in a conspicuous place at all times so



that it may be readily seen by all persons entering the dispensary. A copy of the State License will be provided to the City of Healdsburg upon receipt showing diligence in pursuit of the license.

The Mercy Wellness team has procured several DCC licenses and has maintained them in good standing since. The compliance team has excellent working relations with DCC licensing agents and code inspection staff alike. The dispensaries of the Mercy Wellness family have not been found in violation of any regulation and have not been asked to make any changes to daily protocols in pursuit of compliant operations. We have been through this process before and have been approved for Temporary, Provisional and Annual licenses without incident or delay. We have been continually licensed by the DCC since licensing became available on January 1, 2018.

Display of City Permit & Business License, State License

Mercy Wellness Healdsburg will display the original copy of the City-issued commercial cannabis business permit and business license at all times. In addition, we will post the QR Code issued by California’s Department of Cannabis Control on the front facing entry window . This QR code (refer to code below) will link to the DCC’s website where the consumer can check on our license status in real time.



Conforming to Local and State Laws

Mercy Wellness Healdsburg will operate in strict compliance with the State of California Medicinal and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA). Mercy Wellness Healdsburg’s business location is located beyond 500 feet of a school providing instruction in kindergarten or any grades 1 through 12, a day care center or youth oriented property at the time of this submission. In addition, any public park, public playground, or public library is beyond 250 feet. Upon approval from the City of Healdsburg, Mercy Wellness Healdsburg will obtain and display the permanent State Retail License in public view.

Exterior Signage or Symbols: Business Identity

No exterior signage or symbols will be displayed which advertise the availability of cannabis using drug-related symbols which are attractive to minors or which are carried out in a manner intended to encourage persons under



21 years of age to consume cannabis or cannabis products, nor shall any such signage or symbols be displayed on the interior of the facility in such a way as to be visible from the exterior.

Access to Premises

No person will be allowed into the premises of Mercy Wellness Healdsburg unless they are an employee, customer, vendor or contractor of the retail dispensary, primary caregiver, qualified patient, or employee of an agency having jurisdiction to monitor or investigate the terms of regulatory compliance by the retail dispensary. If Mercy denies entry for monitoring and inspection to any employee of an agency having such jurisdiction, the facility may be closed and the commercial cannabis permit may be revoked, modified, or suspended. All persons entering the site, except those representing a regulatory agency, shall present a photo identification.

Minors - Restriction of Entry

In strict accordance with California Health and Safety Code Section 11362.5 et seq., no person under the age of eighteen (18) shall be allowed on a medical cannabis retail site unless allowed under state law, and no person under the age of twenty-one (21) shall be allowed on a nonmedical cannabis retail site pursuant to California Business and Professions Code section 26140. A doctor's recommendation shall not be required for customers of a nonmedical cannabis retail dispensary.

State Department of Alcoholic Beverage Control (ABC)

Neither Brandon Levine nor Felicia Accomazzo holds or maintains a license from the State Department of Alcoholic Beverage Control to sell alcoholic beverages or operate a business that sells alcoholic beverages. No alcoholic beverages are allowed at Mercy Wellnesses' other locations; no alcoholic beverages will be consumed on the premises of Mercy Wellness Healdsburg. Weapons and firearms are also prohibited on the property.

Commercial Cannabis Sales

Mercy Wellness Healdsburg will not conduct or engage in the commercial sale of any product, good or service unless otherwise approved by the commercial cannabis permit. Mercy will sell live starter (immature) plants, clones, and seeds from qualified nurseries, but will not cultivate or clone cannabis. Mercy will sell manufactured cannabis, including edible products, and vaporizing devices and will obtain a permit issued by the Department of Health Services. Not more than five percent of the retail dispensary area, up to a maximum of 200 square feet, will be devoted to the sale of incidental goods for personal cannabis cultivation and use or promotional items such as clothing, hats, or posters.

No Consumption

No cannabis will be consumed on the premises of Mercy Wellness Healdsburg. "Premises" includes the physical building and leasehold space, as well as any accessory structures, parking areas, sidewalks, driveways, or other immediate surroundings.

Public Consumption Outreach

Mercy Wellness Healdsburg regards the health and wellbeing of both customers and the community at large as the utmost important aspect when educating on the consumption of cannabis and impairment. At Mercy Wellness of Cotati and Santa Rosa, we work closely with the California Highway Patrol (CHP) to inform our patrons the



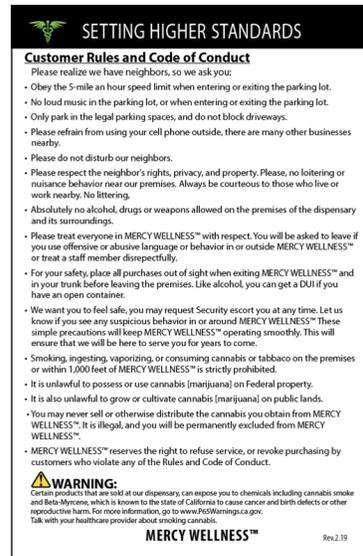
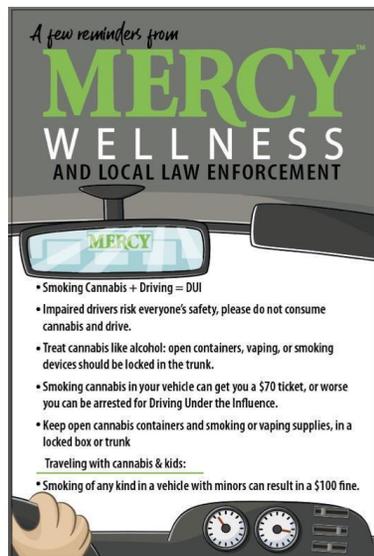
legalities surrounding public consumption and driving with cannabis in a motor vehicle. We will continue doing so at Mercy Wellness Healdsburg.

Our security staff, budtenders and management will all be certified in UC San Diego's School of Public Health and Medicine for the California's Office of Traffic Safety Higher Education: Driving High is DUI and receive a certificate like Co-Applicant Felicia Accomazzo in [Appendix I](#). Felicia and our Health & Safety Officer Claire Andrus (also a resident of Healdsburg) are both certified trainers for this program and conduct the Mercy employee training.

We also will post the required bulletins to educate our customers that consumption of cannabis is not allowed in the City of Healdsburg, specifically smoking or vaping in public places such as sidewalks, parks, the Plaza, as well as in the immediate vicinity and parking areas associated with the dispensary.

Our members/patrons all sign member agreements that include a code of conduct that states it is unlawful to possess or use cannabis on Federal property or to grow or cultivate cannabis on public lands. Mercy Wellness Healdsburg will work with the City of Healdsburg to create a custom leaflet or flier, informing our patrons of important local regulations. We can place the flier in every exit bag to inform the customer of these notices. We can also print this notice directly on the opaque exit bags that are required for State compliance themselves.

Below, please see images of conduct flyers we have used in the past:



Premise Size

Mercy Wellness Healdsburg will not increase in size without amending its commercial cannabis permit and receiving approval from the City of Healdsburg.

No Physician On-Site

Mercy Wellness Healdsburg will not have a physician on site to evaluate patients for medical cannabis.

Parking

Parking required by Chapter 20.16 of the Healdsburg Municipal Code, Article VIII, is provided on-site. There are 28 parking spaces in total, which includes 2 ADA spaces. This exceeds the minimum parking requirements. In addition,



Mercy Wellness Healdsburg will install a bike rack to offer bicycle parking for patrons. More details on parking can be found in [Section G: Proposed Site Plan](#).

Delivery

Mercy Wellness Healdsburg is also applying to deliver cannabis in a discrete fashion. Deliveries associated with the Mercy Wellness Healdsburg will include delivery of Cannabis and Cannabis products to customers located outside the Cannabis Retail Facility. The delivery business will comply with all of the requirements set forth by the City of Healdsburg and all State regulations pertaining to cannabis delivery businesses. Delivery hours by Mercy Wellness Delivery Service will occur during business hours of 9:00 am to 9:00 pm.

We have an existing customer base in Healdsburg and the surrounding communities however currently we do not deliver north of Windsor. With a new location in Healdsburg we anticipate expanding our territory from Windsor, throughout Healdsburg, Jim Town, Alexander and Dry Creek Valleys to Geyserville which is approximately 12-mile square radius.

While making deliveries, Mercy Wellness' delivery employee will not carry cannabis goods worth more than \$10,000, the current maximum per DCC Regulations at any time. All deliveries will be performed by a Mercy Wellness employee (over the age of 21) who will carry at all times a physical copy of the City's Retail Commercial Cannabis Use Permit, the City Business Licenses, the State License and the employee's government issued identification.

Delivery will only be offered to a physical address, not to an address located on publicly owned land or any address on land or in a building leased by a public agency. All deliveries will be documented. The delivery service will have a menu available on the business website so customers can place orders over the phone or online. The customer will be required to submit all necessary information and will create a profile within the point-of-sale system. The order will go into the system and be fulfilled by an employee at the retail facility.

Once the order is ready it will be placed in an exit bag with a receipt affixed to the bag. The receipt will include, the name of the customer, their assigned ID number, delivery address, description of the cannabis items, total amount paid by the customer including all taxes, name and address of our facility as the delivering party, the name and ID number of the employee making the delivery, and the name and ID number of the employee who prepared the delivery. The driver will retain an additional copy of the receipt that was signed by the customer upon receipt of the delivery. There will be space provided to have the date and time written in as to when the delivery was made.

While making deliveries of cannabis goods, our employees will only travel from the licensed premises to the delivery address; from one delivery address to another delivery address; or from a delivery address back to the our licensed premises. We will not deviate from the delivery paths described except for necessary rest, fuel, vehicle repair stops, or road conditions.

Delivery Drivers

Legally, Mercy Wellness Healdsburg cannot hire anyone under the age of twenty-one (21). Therefore no employee under the age of twenty-one (21) years will be allowed to serve as a driver for a mobile delivery service. Our



Delivery Manager Colin “CJ” Topor is a Healdsburg resident. Upon opening CJ will assist along with our HR Manager to hire two (2) delivery drivers with clean Department of Motor Vehicles (DMV) driving records.

Delivery Vehicles

Mercy Wellness Healdsburg plans to purchase two (2) eco-friendly delivery vehicles. Deliveries will operate out of these eco-friendly unmarked secure transport vehicles that are outfitted with dedicated GPS devices. Mercy will provide the City of Healdsburg with the information required by this section in writing for any new vehicle that will be used to deliver cannabis goods prior to using the vehicle to deliver cannabis goods. The vehicle will meet the requirements delineated by DCC regulations Title 16, § 5417. Mercy will also obtain the necessary insurance for any delivery vehicle.

Record Keeping

Mercy Wellness Healdsburg will maintain financial records identifying information for all savings accounts, checking accounts, investment accounts and trusts associated with the operation of the dispensary. Mercy will maintain ledgers documenting all credits and debits affecting said accounts and records documenting all parties involved in, amounts of and purposes, for any and all transactions including cash.

Mercy Wellness Healdsburg will also maintain records of all transactions related to the operation of the Dispensary, including but not limited to rent, utilities, inventory, insurance and payroll. Monthly payroll records not available on-site shall be made available within 24 hours of request. All required records shall be subject to inspection of the Chief of Police, or their designee without warrant and without notice, during the time the Dispensary is open for business and with reasonable notice at all other times. The City of Healdsburg, at its sole discretion, may audit receipts and financial records.

In addition, Mercy Wellness Healdsburg will maintain records using only the State of California Medical Marijuana Identification Card numbers issued by the County or the County’s designee, pursuant to California Health and Safety Code Section 11362.7 et seq., or a copy of a written doctor’s prescription or recommendation, as a protection for the confidentiality of the cardholders. Mercy will track when members’ medical cannabis recommendations and/or identification cards expire and enforce conditions of membership by excluding those whose identification cards or recommendations are invalid or expired.

Mercy Wellness Healdsburg will store its medicinal member records in a manner to protect confidential information in the records if the records contain information protected by applicable law, including but not limited to the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”) and Public Law 104-191. The dispensary will exclude members who are caught diverting cannabis for nonmedical use. All membership records will be maintained onsite.

In addition to the records mentioned above, Mercy Wellness Healdsburg vows to:

- Keep an accurate account of the number of members that visit the dispensary each month, and also for the entire permit year.
- Follow accepted cash handling practices and maintain a general ledger of cash transactions.



- Allow the City to access the books, records, accounts and all data relevant to its operations for purposes of conducting an audit or examination to determine compliance with the Municipal Code, Administrative Regulations, conditions of approval, and applicable laws.
- Books, records, accounts and all relevant data shall be produced no later than twenty-four (24) hours after receipt of the City’s request.

Mercy Wellness Healdsburg will record, retain each transaction upon an individual receipt whether or not funds were exchanged during, or were involved in the transaction.

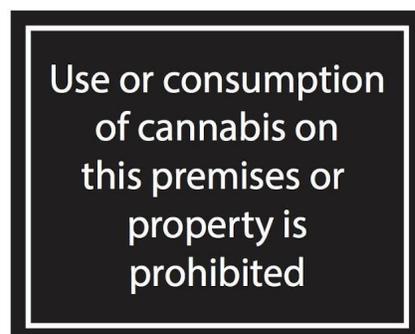
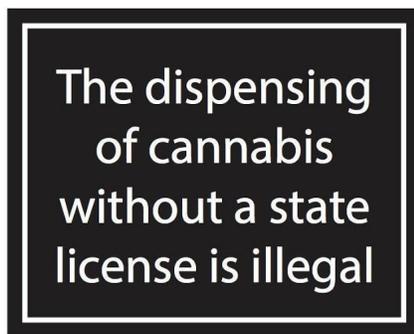
- Receipts will show the ID number of the person obtaining the cannabis.
- Receipts will show the date, time and amount of cannabis dispensed.
- Receipts will show the amount paid for the cannabis, if any.

All records will be kept at minimum for seven years.

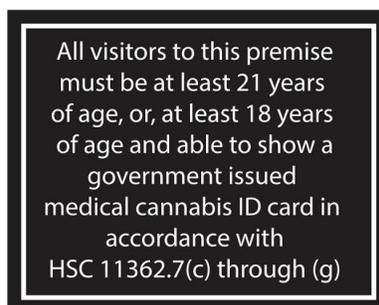
Required Signage

Per State regulations, 8x10” clear and legible signs will be displayed in a conspicuous location inside the dispensary where they will be visible to customers in the normal course of a transaction, stating:

“The dispensing of cannabis without a state license is illegal.” and “Use or consumption of cannabis on this premises or property is prohibited.”

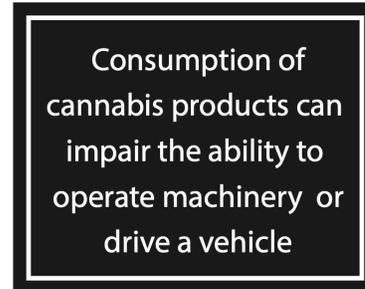


“All visitors to this premise must be at least 21 years of age, or, at least 18 years of age and able to show a government issued medical cannabis ID card in accordance with HSC 11362.7(c) through (g).”



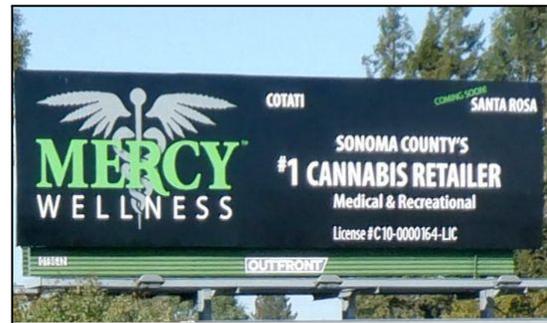
Additional Signage

A notice will be posted upon entry indicating that: smoking, ingesting, vaporizing or consuming cannabis on the premises or within 1,000 feet of the dispensary is prohibited. Mercy Wellness Healdsburg will also comply with any California Prop 65 standardized warning that states, with the required symbol: "WARNING: Cannabis products can expose you to chemicals including cannabis smoke, which is known to the State of California to cause cancer. For more information, go to www.prop65warnings.gov." In addition, Mercy will also have posted signage warning that consumption of cannabis can impair the ability to operate machinery or drive a vehicle.



Advertising

Mercy Wellness Healdsburg will advertise on billboards located in jurisdictions in and surrounding Sonoma County in accordance with state law and regulations. Our billboards are likely to be seen by tourists who are visiting the City; we expect the City of Healdsburg to benefit from the increased economic activity. We will also advertise on the internet, in magazines and other various media channels as allowed and will abide by rules established by the DCC.



SB-34 Compassion Program

Mercy Wellness has a robust SB-34 Compassion Program. It is crucial to offer SB-34 compassion products to medical cannabis customers in California due to the significant benefits they provide. These products, authorized under Senate Bill 34, aim to ensure that low-income patients and those facing financial hardship can access affordable and high-quality medical cannabis.

Mercy Wellness works with 'Dear Cannabis' and Weed For Warriors as well as working with all of our brand partners to create and develop our SB-34 Compassion Program. When Mercy began over thirteen years ago, the driving force of our business was compassion and wellness is our name. We're proud to once-again donate cannabis products to patients with severe illness or disease that have limited to no income.

By offering compassion products, Mercy and our providers demonstrate empathy and inclusivity, promoting equitable access to essential medicine. This approach not only fosters compassion within the cannabis industry but



also supports patients who rely on medical cannabis for managing chronic pain, alleviating symptoms, and improving their overall well-being. By prioritizing compassion products, California can reinforce its commitment to patient care, social justice, and equitable healthcare access.

Permit Requirements and Restrictions

Mercy Wellness Healdsburg is aware that the following limits on permits for commercial cannabis uses who engage in manufacturing, storage, and distribution activities of commercial cannabis apply:

- a. Permits will be issued among the allowable types identified in Table 15 of HMC 20.08.195. Mercy Wellness Healdsburg will obtain state licenses for both adult (recreational) and medical uses for the same premises and will require one commercial cannabis permit from the City.
- b. No facility permitted is located on any parcel containing a dwelling unit, nor within 500 feet of any youth-oriented property, or immediately abutting (sharing a common property line with) a residential zoning district.
- c. The distances listed above shall be measured between the nearest entrance (ingress/egress to commercial cannabis establishment, e.g., front door/public entry or service door) of the commercial cannabis use and the nearest property line of the parcel(s) on which the youth-oriented property is located, along the shortest route intended and available for public passage (any public road, street, or highway, including footpaths and bicycle paths, or other route provided for the passage of people).
4. Mercy Wellness Healdsburg Manufacturing activities under the Microbusiness license are subject to any additional permitting and inspection requirements of the Sonoma County health official, per subsection (A)(5) of the Healdsburg Municipal Code 20.20.095.

Emergency Contact

After the approval of a Commercial Cannabis Business Permit by the City of Healdsburg, and prior to commencing operations, the emergency contact information for the Owner and the on-site General Manager will be provided to city officials for emergency communications.

Changes

Mercy Wellness will provide the City of Healdsburg with any changes to the information required by this section in writing as soon as reasonably possible. Any and all efforts will be made so that any change would be approved by the City in advance of taking effect.

Safety Plan

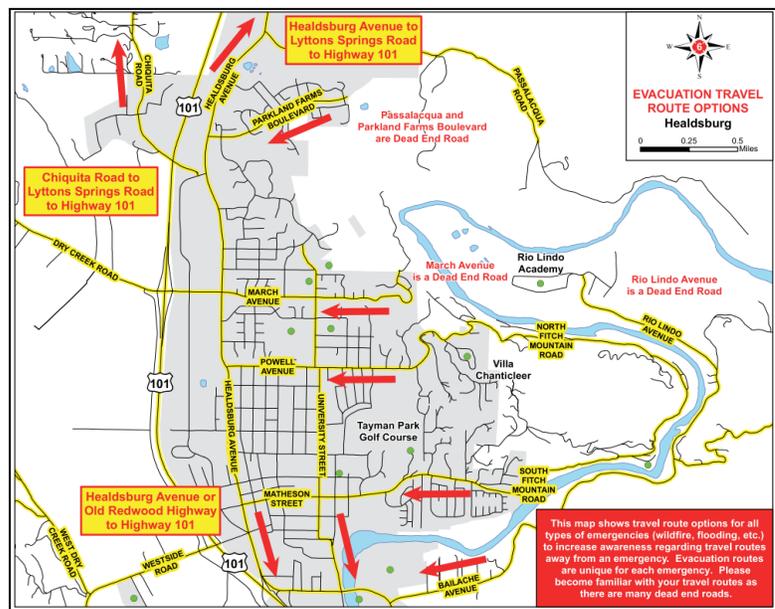
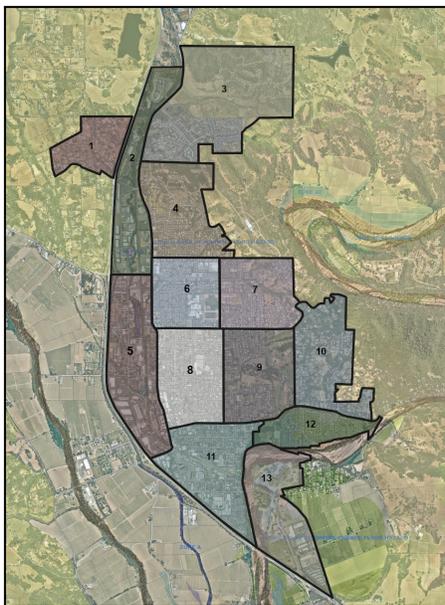
While a Safety Plan was not a requirement for this application, Mercy Wellness has a detailed Fire Safety and Injury & Illness Prevention Program/Emergency Action Plan. The "IIPP/EAP" is a combination of hands-on training and written plans used to educate management and staff on a wide range of safety topics and how to respond responsibly and safely. Training includes but not limited to: Fire Safety, Fire Extinguisher Training, Hazard



Assessment, First Aid & CPR Training, Ladder Safety, Emergency Responses (Evacuation Procedures, Injuries, Active Shooters, Earthquakes, Fires), Accident/Incident Reporting, Electrical Safety, and CAL-OSHA Compliance. There will always be an on-duty employee that has First Aid & CPR certification.

Each individual “IIPP/EAP” program is tailored to each Mercy Wellness location, addressing various differences in building layouts and potential hazards within. A dedicated Health & Safety Officer semi-annually audits each location for potential updates to the program, additional training required, and if any new hazards have arisen that need to be mitigated. The safety and security of everyone who enters a Mercy Wellness building is our top priority. To request a copy of Mercy Healdsburg’s IIPP/EAP Binder, please let us know.

Mercy employees will also be knowledgeable on the City of Healdsburg’s evacuation procedures in case of an emergency. If notified to evacuate for Zone 5, we will use the route outlined by the City of Healdsburg as shown below:



Drive-Thru

Mercy Wellness Healdsburg will not operate as or with a drive-in or drive-through window at which cannabis goods are sold to persons.

Curbside Pickups Orders

Mercy Wellness Healdsburg, in some cases, may deliver cannabis to a customer via curbside pickup. As required by law, all cannabis (except for immature plants or clones) must leave the premises in an opaque exit bag so that it is not visible to the public. We provide this service especially for those customers who are not as mobile, are sick, or are immune compromised.

Child-Resistant Packaging

As mentioned above all cannabis goods sold by Mercy Wellness Healdsburg will be placed in an opaque exit bag so that the contents inside are not visible from the outside. In compliance with CCR, Title 16, § 5413, all cannabis products procured from a distributor and sold by Mercy are contained in compliant child-resistant packaging are



tamper evident and resealable, if they contain more than one serving. Below, please see examples of opaque exit bags used in the past.



Certificate of Insurance / Insurance Coverage

Prior to opening, Mercy Wellness will obtain insurance policies that meet or exceed the coverage amounts required by local regulations, submit Certificates of Insurance for commercial general liability and comprehensive automobile liability, and will name the City of Healdsburg, its officers, and employees as additional insured. Mercy Wellness Healdsburg plans to purchase delivery vehicles at which time they will have insurance that meets the requirements for the DCC. The limits of this policy will also conform with any local requirements.

Background Checks

Cannabis Business Owner/Employee Background Check application information for both co-applicants/co-owners Brandon Levine and Felicia Accomazzo, along with HR & Regional Director of Retail Beth-Anne Jacobson, and Delivery Operations Manager Colin “CJ” Topor have been submitted using the following pre-provided [link](#) per the Request For Proposal (RFP). Confirmations of these background checks have been submitted (PDF File #3).

Mercy Wellness will comply with any request for background check information for all managers and other employees as they are hired. Even though it is not a requirement by the City of Healdsburg, we feel it’s imperative that Mercy Wellness Healdsburg performs background checks on all potential employees prior to hiring.

Disclosure of Litigation and Legal Proceedings

Neither Mercy Wellness nor Mercy Wellness Healdsburg nor its Owners are involved in any litigation now or during the past ten years. A license issued to Mercy Wellness nor the Applicant and Owner Brandon Levine and/or Felicia Accomazzo has never been revoked.

Section B: Labor & Employment Plan

Mercy Wellness Healdsburg anticipates hiring individuals from the surrounding community and will market its hiring campaigns in order to accomplish this. Both applicants are lifelong residents of Sonoma County and have experienced that trust in the business is best served by patrons seeing their neighbors working and being paid a living wage with opportunities for training and advancement. We’re also proud that our hardworking staff will be able to live, shop and raise families here, growing our local economy by keeping our tax dollars in the community.



No person under the age of twenty-one (21) will be employed by Mercy Wellness Healdsburg. The dispensary will maintain a current register of the names of all dispensary employees and shall disclose such a register for inspection by any City officer and official for purposes of determining compliance with the code requirements. ***Even though it is not a requirement, Mercy will conduct background checks on every associate/employee.*** These background searches will be conducted by the California Department of Justice and local law enforcement. This is a condition of employment, and mandatory that all employees must submit fingerprints to an approved Live Scan vendor and pass an electronic background check completed by the DOJ and FBI before they can be hired, which will surface any prior felony or misdemeanor convictions.

Collective Bargaining

Pursuant to California Business & Professions Code Section 26051.5: Mercy Wellness Healdsburg, has not yet entered into a labor peace agreement. The applicant hereby states it will enter into and abide by the terms of a labor peace agreement as soon as reasonably possible and no later than 60 days after the hire of the 20th employee and/or licensure as required by the Department of Cannabis Control (DCC) California Code of Regulations (CCR) Title 4, Division 19, §15002 (N)(14). The collective bargaining rights of employees will be respected by Mercy Wellness Healdsburg to recognize a card-check program in which employees will be free to submit cards indicating if they'd like union representation in collective bargaining to state that they wish to organize into a labor union.

Number of Employees

Upon initial opening, Mercy Wellness Healdsburg expects to have 15 staff members. This includes a General Manager, an Assistant Manager, Receiving/Inventory Coordinator, Vault Coordinator and Budtenders plus Security provided by E.S.P. Pros.

Employee Responsibilities

General Manager

Number of Employees: 1

Responsibilities:

- Uphold and promote the Mercy culture both at work and while out in public
- Hire, train, manage, motivate and empower retail teams to maximize their skills through daily operational excellence, leading by example. Placing the right people in the right positions
- Monitor and manage labor through thoughtful scheduling, maintaining appropriate staffing levels to ensure a superior guest experience
- Partner with and support delivery teams on logistics, customer experience and growth
- Continually monitor employee productivity, attitudes and performance, providing regular feedback and coaching; conduct annual performance reviews
- Inventory management
- Ensure daily operating procedures and policies are being followed to DCC and Company regulations
- Partner with marketing team on community outreach and in-store events
- Provide retail staff with tools they need to confidently move through customer interactions
- Collaborates with leadership teams on creating centralized program to facilitate returns, credits, exchanges and promos
- Continuously measure customer experience by using appropriate tools such as online reviews, satisfaction surveys, and KPI's
- Regularly communicates with department leads and staff to discuss strengths, opportunities and trends in the business to maximize potential growth areas
- Support and maintain visual merchandising standards including cleanliness, pricing, signage and displays
- Demonstrate sales leadership by playing an active role on the sales floor through customer engagement, setting the example, ensuring the highest level of customer service is provided



- Collaborate with HR to assist in employee onboarding, training and staff development

Assistant Manager

Number of Employees: 1

Responsibilities:

- Uphold and promote the Mercy culture both at work and while out in public
- Follow all company safety guidelines when opening and closing the store
- Become knowledgeable in all Retail Departments in order to have the ability to cover any shift as needed
- Manage staff time and attendance daily, ensuring timely breaks and meal periods
- Support General Manager in monitoring employee productivity, attitudes and performance, helping to build a culture of teamwork and encouragement
- Ensure daily operating procedures and policies are being followed to DCC and Company regulations
- Regularly communicates with department leads and staff to discuss strengths, opportunities and trends in the business to maximize potential growth areas
- Support and help maintain visual merchandising standards including cleanliness, pricing, signage and displays
- Play an active role on the sales floor through customer engagement, setting the example, ensuring the highest level of customer service is provided
- Fill in for General Manager or Assistant Manager in their absence
- Assist with new hire onboarding and training
- Assist with technical issues that customers or employees may experience with POS/Online ordering system
- Exercise discretion: Understand conversations, discussions and decisions made within the organization may be confidential in nature. Refrain from discussing or disclosing sensitive matters to unauthorized individuals
- Work with a sense of urgency to complete assigned tasks in a timely manner
- Other duties as assigned by the General Manager

Delivery Manager

Number of Employees: 1

Responsibilities:

- Uphold and promote the Mercy culture both at work and while out in public
- Oversee daily activities of the delivery teams for multiple locations, providing direction and guidance as needed
- Analyze customer orders, set delivery priorities and make schedule adjustments to meet delivery goals
- Receive customer inquiries via phone and online regarding delivery issues
- Evaluate the performance of team members and determine training needs
- Manage staff time and attendance daily, ensuring timely punches, break and meal periods
- Ensures daily operating procedures and policies are being followed to DCC, Company, and Industry standards
- Makes vehicle and personal safety a part of the culture in delivery
- Thorough knowledge of cannabis delivery rules and regulations
- Maintain metrics and analyze data to assess performance and implement changes
- Create long and short term plans, including setting targets for milestones and adhering to deadlines
- Serve as point of contact for drivers, CSR, management and delivery customers
- Works closely with inventory and vault staff on setting up car kits for 'Ice Cream Truck Model'
- Be available to make deliveries as needed, maintaining a clean driving record
- Become familiar with all delivery and communication platforms
- Model and uphold Mercy Standards of Service
- Responsible for cleaning, maintenance and repair of all vehicles in fleet
- Assist with technical issues that customers or employees may experience with POS/Online ordering system and delivery platforms
- Meet cost, productivity, accuracy and timeliness targets
- Strong project management skills
- Attend weekly management meetings



Budtender / Concierge

Number of Employees: 6

Responsibilities:

- Uphold and promote the Mercy culture both at work and while out in public
- Warmly and kindly interact with a wide variety of clientele
- Absolutely must have patience, understanding and a willingness to teach and be taught
- Attend in person and virtual demonstrations from vendors to learn about our ever changing product catalog
- Clean and maintain Sales Floor and other communal areas throughout your shift
- Consult inquisitively with customers to determine which products will best suit their needs
- Keep a high attention to any customer issues and report as necessary to managers
- Help customers and take orders as necessary on a tablet
- Cashier and keep aware of changing till totals and assess when to get change
- Maintain professional interpersonal relationships with both staff and customers
- Have a willingness to adapt to changing laws, regulations and workplace

Delivery Drivers

Number of Employees: 2

Responsibilities:

- Uphold and promote the Mercy culture both at work and while out in public
- Warmly and kindly interact with a wide variety of clientele
- Absolutely must have patience, understanding and a willingness to teach and be taught
- Attend in person and virtual demonstrations from vendors to learn about our ever changing product catalog
- Clean and maintain Delivery Vehicles and other communal areas throughout your shift
- Consult inquisitively with fellow drivers to accurately and efficiently plan routes
- Keep acute attention to any customer issues and report as necessary to managers
- Cashier and keep aware of changing till totals and assess necessary till total for each route
- Maintain professional interpersonal relationships with both staff and customers
- Have a willingness to adapt to changing laws, regulations and workplace
- Deliver anywhere from 20-50 orders on a daily basis

Receiving/ Inventory Coordinator

Number of Employees: 1

Responsibilities:

- Uphold and promote the Mercy culture both at work and while out in public
- Work with General Manager to create systems and institute SOP's to support inventory tracking and movement
- Work closely with Receiving Lead on getting product into the menus and on the floor in a timely manner
- Assist Receiving Lead on printing sku's and stickering product, building invoices and monitoring Schedulista
- Ability to step into Receiving role and take the lead when needed
- Ensure daily operating procedures and policies are being followed to DCC and Company regulations
- Manages daily promotions and discounts, working with and training vault staff
- Regularly communicates with Procurement on price changes, promotions and loyalty programs
- Support and maintain visual merchandising standards including cleanliness, pricing, signage and displays
- Product management; adding photos and pertinent information to the product descriptions on E-Commerce
- Spearhead and organize bi-weekly inventory count, investigating discrepancies and maintaining a record of results
- Maintain clean and organized storage of BOH and FOH inventory
- Prepare reports on Inventory Operations, waste, returns, counts, etc
- Other duties as assigned by General Manager

Vault Coordinator

Number of Employees: 1

Responsibilities:

- Uphold and promote the Mercy culture both at work and while out in public



- Work with General Manager to create systems and institute SOP's to support inventory tracking and movement
- Work with the receiving team to get products into the system and out for sale in a timely manner, communicating what you need to complete the process. (product stickered/barcoded, Metrc tags, SKU stickers on boxes, appropriate signage)
- Ensure daily operating procedures and policies are being followed to DCC and Company regulations
- Understand promo calendar, ensuring all products are available, educating the team on details of the promo
- Support and maintain visual merchandising standards including cleanliness, pricing, signage and displays
- Primary product intake person. Delegate and train vault staff to execute this job function at the same level or better than current standard
- Maintain a clean, organized functional vault. Supporting the fulfillment process as needed
- Prepare bi-weekly count sheets, leading and participating in bi-weekly count, works with receiving team to investigate any major discrepancies
- Communicating with and training vault staff on opening and closing procedures
- Works with receiving coordinator on spearheading and organizing bi-weekly inventory count, investigating any discrepancies and maintaining a record of results
- Maintains a respectful communication and relationships with staff, communicating the needs of the vault to Retail Management
- Other duties as assigned by General Manager or Receiving Coordinator

Manufacturing/Production

Number of Employees: 2

Responsibilities:

- Uphold and promote the Mercy culture both at work and while out in public
- Fill, label, seal, cap, and case pack cannabis material into various containers and packaging as defined by the brands we manufacture
- Assist in creating Metrc Items and UID tags of finished, packaged goods using our Inventory Control System (Flourish)
- Intake packaging components and/or bulk flower into control systems as needed
- Assist in routine inventory audits of bulk inventory and finished goods
- Assist as needed in the reconciliation of finished goods in order to help maintain state compliance standards and regulations
- Conduct quality assurance audits and control procedures as directed
- Execute daily equipment maintenance and daily/weekly sanitation & cleanup of all production areas
- Intake packaging components and help to inform reorders when needed
- Track label supply inventory and help to inform reorders when needed
- Be accountable for helping to maintain state compliance around any and all product movements
- Meet and/or exceed productivity goals set by the supervisor using time management skills
- Occasionally work in Distribution or Retail spaces as required by the business' needs
- Additional duties as assigned

Distribution

Number of Employees: 1

Responsibilities:

- Uphold and promote the Mercy culture both at work and while out in public
- Fill, label, seal, cap, and case pack cannabis material into various containers and packaging as defined by the brands we produce
- Assist in creating Metrc Items and UID tags of finished, packaged goods with Inventory Control System (Flourish)
- Intake packaging components and/or bulk flower into control systems as needed
- Assist in routine inventory audits of bulk inventory and finished goods
- Assist as needed in reconciliation of finished goods to help maintain state compliance standards and regulations
- Conduct quality assurance audits and control procedures as directed
- Execute daily equipment maintenance and daily/weekly sanitation & cleanup of all production areas
- Intake packaging components and help to inform reorders when needed
- Track label supply inventory and help to inform reorders when needed
- Be accountable for helping to maintain state compliance around any and all product movements



- Meet and/or exceed productivity goals set by the supervisor using time management skills
- Occasionally work in Manufacturing Production or Retail spaces as required by the business' needs
- Additional duties as assigned

Security Guards (via E.S.P. Pros 3rd Party Security Firm)

Number of Security Guards: 4

Responsibilities:

- Please refer to the detailed Security Plan that was included with this application for Security Guard responsibilities

Employee Benefits

Employees in the Mercy Wellness family of businesses enjoy health, vision, dental benefits, and a 401(k) savings and retirement plan. Employees can contribute a percentage of their pay up to the annual maximum set by the Internal Revenue Service. Mercy genuinely believes that investing in our employees financial future is important, and this program is a testament to that commitment. Our 401(k) offers a fantastic opportunity to save for retirement and with a wide arrangement of investment options to choose from, employees can tailor their portfolio to align with their personal financial goals. We are proud to match a percentage of contributions to grow our employees' savings even faster.

All hourly non-exempt employees also acquire vacation/paid time off (PTO) which begins on the first day of work. PTO becomes available exactly 6 months from hire date at a base rate of using the table below. Mercy rewards employees who remain with the company. Accrual rates are indexed to length of employment and increase per the schedule below. We offer these benefits in addition to sick pay and family or medical leave.

Accrual Plan				
Continuous Years of Employment	Annual Accrual Potential (Hrs)	Annual Accrual Potential (Days)	PTO Hours Accrued Per Hour Worked	Annual Accrual Cap (1.5x)
Year 1	40	5	0.0192	60
Year 2	48	6	0.0231	72
Year 3	56	7	0.0269	84
Year 4	64	8	0.0308	96
Year 5	80	10	0.0385	120
Year 6	88	11	0.0423	132
Year 7	96	12	0.0462	144
Year 8	104	13	0.0500	156
Year 9	112	14	0.0538	168
Year 10	120	15	0.0577	180

Additional perks include an employee discount which is 50% off any Mercy branded products, and 30% off everything else. Mercy gives annual bonuses and hosts many team building events for employees and their families throughout the year. We give out Mercy Merch often, and also provide free healthy meals and snacks in our break rooms at all locations.

Continuing Education and Training

Mercy Wellness Healdsburg will ensure that each person engaged in the operations has the education, training and experience or any combination thereof, to enable that person to perform all assigned functions. Mercy Wellness is committed to ongoing training and professional development for employees and will be contracting with Americans for Safe Access for their Patient Focused Certification program. Ongoing Metrc training is also provided for those employees who have responsibilities with the State-mandated Track-and-Trace program.



Section C: Security Plan Overview

The Mercy Wellness Healdsburg Security Plan was prepared by Clayton Taylor, Chief Executive Officer with E.S.P. Pros. Clayton, a certified private security expert with more than 10 years of experience, brings the passion and expertise needed to ensure the safety of every client. Possessing an extensive breadth of security knowledge through personal experience and training, Mr. Taylor provides trusted expertise to a variety of both public and private sector clients. James English is E.S.P. Pros Senior Security Specialist. James will perform ongoing security analysis of the site to ensure the security plan stays current. The detailed security plan is included in this application and for security purposes we request that [Appendix J: Security Plan](#) be redacted from the public record.

As an overview Mercy Wellness Healdsburg will adhere to the following set of security principles:

In order to minimize environmental impacts and preserve the safety of the surrounding community, safeguards will be implemented as an integral part of this project. The security of our location, the employees, and the surrounding community will be our number one priority. All reasonable measures have been incorporated into the security plan that will assure employee and property safety, regarding creating of a public or private nuisance, or interference of the operation of another business space.

Mercy Wellness Healdsburg will install a variety of security devices to ensure that only authorized personnel have access to any location where cannabis and cannabis products are stored, so that employees are safe and secure inside. [REDACTED]

Security lighting is one of the most effective ways to prevent crime in or around a retail business. There will be sufficient exterior lighting surrounding the entire building/property that will be monitored by Mercy Wellness Healdsburg in order to ensure that all lighting is functioning property. The interior of the building will have dedicated security lights that are on 24/7.

The security cameras which will be installed will be useful for reducing crime in the neighborhood. Mercy Wellness Healdsburg will take all reasonable steps to discourage and correct objectionable conditions that constitute a nuisance in the parking lot areas, adjacent sidewalks and areas surrounding the premises and adjacent properties during business hours. These steps include to call the City of Healdsburg Police Department in a timely manner should the need arise; requesting those engaging in nuisance activities to cease those activities, unless the personal safety is threatened in making the request.

Section D: Qualification of Owners

Mercy Wellness has deep roots in Healdsburg. Brandon Levine spent his youth at the Healdsburg Boys & Girls club before graduating from Healdsburg High in 1998. Brandon was a 4-year Class Foreman for Wood Shop, Metal Shop, Ceramics and Drafting, and has used that experience to build multiple companies and brands in various fields. In



2009, serving as Executive Director, Brandon began the successful application process for the first licensed medicinal dispensary in the City of Cotati under Proposition 215. Since its inception in June 2010, Mercy Wellness has been a model dispensary thanks to transparency and clear communication with local and state regulators. 'Mercy' was named after Brandon's grandmother who inspired his mission – to provide a safe environment with education, compassion, with access to reliable products, and a passion for giving back to the community.

Felicia Accomazzo grew up in north Sonoma County and spent the majority of her childhood in Geyserville at the Vineyard Club. Felicia's mom Kimberly works for St. John School in Healdsburg and provides financial accounting services. Felicia's grandmother and great grandmother worked for Century 21 in Healdsburg where she rode in their float for the FFA parade. Felicia lived in the Parkland Farms Neighborhood from 2007-2010 and worked with the Healdsburg business community closely when her dear friend James Jewett tragically became paralyzed in April 2008. James, a bus boy, was on his way to an unscheduled shift to work at Dry Creek Kitchen. Felicia and her team produced a fundraiser for James at Hotel Healdsburg with over 25 food and wine pairings where Charlie Palmer himself was serving at the meat carving station.

Felicia joined the team at Mercy Wellness in 2015 after overcoming brain cancer, identifying the full-spectrum cannabis oil she received from Mercy as a primary factor that saved her life. Since then she has worked her way up to become Mercy's Director of Operations, acting as CEO Brandon Levine's right hand person. Felicia attributes her success and tenacity to her personal journey with cancer and cannabis.

We're 100% self-funded, have no debt and are not owned by a large corporation. We continue to support our community as volunteers and with donations. As a locally owned and operated business, as well as Healdsburg Chamber and GO LOCAL® Members, Mercy Wellness has a positive economic impact on the community, and values the importance of supporting our neighbors' businesses.

Brandon Levine Experience and Knowledge



Brandon Levine, Co-Applicant/Co-Owner, President & CEO of Mercy Wellness

Accomplishments Include:

- Operating an adult-use and medicinal dispensary for 13+ years in Cotati, Ca
- First approved Adult-Use Dispensary in Sonoma County
- Won license in merit based review in Santa Rosa for a retail dispensary
- Developed and owns multiple product brands
- First cannabis nanotechnology product to market
- First to bring nitrogen sealed packaging to the legal market
- First to bring liquid cooled LED lights to cultivation
- First to build a themed dispensary using projection mapping and interactive installation
- First to open an on-site consumption lounge in Sonoma County
- 100% self-funded and not owned by a large corporation
- Successfully completed two IRS 280E Audit



Brandon has played a pivotal role in shaping the cannabis industry for over 25 years. From his humble beginnings at Mighty Quinn at the young age of 18, he has steadily climbed the ladder of success, making remarkable contributions to cultivation, manufacturing, distribution, and retail. His unwavering dedication and passion have propelled him to the forefront of the cannabis revolution, earning him a well-deserved reputation as a pioneer and trailblazer. Under the guidance of industry veterans, Brandon gained a comprehensive understanding of cultivation techniques, manufacturing processes, distribution networks, and the intricacies of retail operations.

Brandon, a Sonoma County native and Santa Rosa resident, has successfully operated numerous businesses in the last 22 years. At the age of 23, Brandon owned and operated a large tile company of more than 25 employees and improved many historical homes in Sonoma County and the Bay Area. Recognizing the need for a personalized and welcoming cannabis shopping experience, pivoted to the cannabis retail sector. In 2009, serving as Executive Director, Brandon began the successful application process for the first licensed medicinal dispensary in the City of Cotati under Proposition 215. Brandon's ability to curate diverse product offerings, educate consumers, and foster a sense of community has revolutionized the way people approach cannabis consumption. Since 2010, Mercy Wellness of Cotati has been Brandon's flagship facility, increasingly setting higher standards for the cannabis industry.

In 2016, Brandon co-produced the Elevated Cannabis Compliance Conference to educate individuals involved in the cannabis industry on best practices. This took place in Rohnert Park, California in Sonoma County and had over 700 attendees during the two-day event from all over the United States. Industry leaders, as well as many state and local officials, participated. The event brought great minds together creating a network of support for the vastly growing cannabis industry. Many of the pioneers for medicinal cannabis regulation in the region met each other at Elevated. It is still revered and talked about to this day.

Understanding the significance of a well-structured distribution network, Brandon set his sights on optimizing the supply chain by launching CalyxGreen, Inc., a cannabis packaging company that uses patented technology to hermetically seal dried cannabis flowers into cans with nitrogen. Nitrogen is an inert gas that's widely used in organic food and beverage packaging because it is clean, safe and environmentally friendly. These cans ensure the cannabis is protected in its purest form, tamper proof, and not deteriorated by light, oxygen, or residual humidity. These cans are 100% recyclable, proven to keep flower fresh for more than two years, and has improved the way Mercy Wellness stores its cannabis. Brandon's expertise in distribution has enabled countless businesses to flourish and meet the demands of a rapidly evolving market by using CalyxGreen, Inc packaging and distribution services.

Brandon's experience and knowledge of the commercial cannabis industry has placed him on various Advisory Committees and Boards. He was on the Sonoma County Marijuana Technical Advisory Committee (MTAC) which was composed of representatives of nearly every county agency. The MTAC included several working groups such as Agriculture and the Environment, Enforcement and Land Use, Taxation and Revenue, Economic Development and Jobs and Health and Human Services. All of these appointments have allowed Brandon to help the cannabis industry and the many facets of how cannabis impacts communities and localities. As a board member of the California Growers Association (CGA), they lobbied state wide to protect and promote growers and independent businesses within the state's cannabis industry. Brandon and Mercy Wellness are members of the Sonoma County Cannabis Alliance (SSCA), which collaborate with and educate businesses, individuals, government and regulatory



bodies in the cannabis industry. His expertise, passion, and experience has benefited all the various organizations he has been a part of.

In 2017, Brandon formed Fleuron, Inc., a 10,000-square foot cultivation facility in the City of Santa Rosa. His experience in the industry, track record of compliance, and having a reputation of improving the neighborhoods in which he operates earned him this highly sought-after permit. Fleuron's operational plans demonstrate cutting edge environmental practices of using water cooled LED lights that reduce power by keeping the lights at a lower temperature which overall reduces water usage, and using Recology's composting services for discarded plant material. Brandon's expertise in cultivation has been instrumental in revolutionizing the cannabis landscape. With his meticulous attention to detail, Brandon has consistently delivered premium-grade strains that have gained recognition and acclaim in the industry, most recently 7 awards (3 Golden Bears, 3 Gold Medals, 1 Silver Medal) at the second annual Cannabis Awards at the California State Fair.

In 2022, Mercy Wellness of Cotati was granted an Annual Microbusiness License through the DCC. Recognizing the potential for innovation and diversification, Brandon delved into the realm of manufacturing. By leveraging his extensive knowledge and expertise, he played a crucial role in developing cutting-edge extraction methods, refining product formulations, and ensuring compliance with stringent quality standards. His commitment to excellence has earned him accolades and established his products as industry benchmarks. The manufacturing sector of Mercy produces cartridges, distillates, ice water hash, and infused flower products such as pre-rolls.

Currently, Brandon holds two (2) Type 10 Adult-Use and Medicinal Retail Dispensary Licenses; one (1) Type 12 Adult-Use and Medicinal Microbusiness License which is for Retail with Delivery On-Site Consumption, Manufacturing, Distribution, Cultivation and Nursery activities; one (1) Specialty Indoor Cultivation; and one (1) Nursery License from the Department of Cannabis Control and their respective local jurisdiction. These licenses have successfully converted from a provisional to an annual status and have cleared all CEQA requirements.

There is no doubt that Brandon's dedication, expertise, and relentless pursuit of excellence have shaped the industry's evolution. Brandon's impact can be witnessed in the multitude of thriving businesses he has helped establish, the jobs he has created, and the lives he has positively influenced. It is with great enthusiasm and commitment that Brandon now seeks opportunities to contribute his expertise and passion to further propel the growth of the cannabis industry. He firmly believes in its potential to positively impact society, from medicinal applications to economic revitalization. Brandon continues to work closely with city and county officials across Northern California as well as many local organizations. His ethics of working hard and community mindedness, combined with a passion to share best practices with all who care to collaborate, make Brandon a great asset in any jurisdiction with which he works. Brandon is eager to collaborate with like-minded individuals and organizations to shape a responsible, inclusive, and sustainable future for cannabis.

When Brandon is not at any one of his cannabis facilities or volunteering with his team in the community, he enjoys wakesurfing at Lake Sonoma or working on his own garden at home. This year he is growing eight different types of peppers, tomatoes, blueberries, twenty different citrus trees, zucchini, cucumbers, strawberries, grapes, peaches, apricots, figs, plums and cherries. Oh and his six personal use cannabis plants, lemon mints and chiuape strains. He lives with his fiance, has 3 children, 8 chickens and a Pomeranian puppy.



Felicia Accomazzo Experience and Knowledge



Felicia Accomazzo, Co-Applicant/Co-Owner, Director of Operations for Mercy Wellness

Accomplishments Include:

- Obtained several California Department of Cannabis Control (DCC) annual licenses including Retail, Distribution, Manufacturing, Cultivation, Nursery & Microbusiness
- Worked with City of Cotati, Health Department of Sonoma County and the DCC to successfully permit Sonoma County's first On-Site Consumption Lounge
- Co-Produced Elevated Compliance and Management Cannabis Conference
- Implemented new software, point-of-sale systems, e-commerce and customer CRM.
- Created a Customer Service Department that oversees all consumer communications related to Retail Operations
- Helped design and execute custom recyclable cannabis clone exit packaging
- HomeInstead Keynote Speaker at their Medical Cannabis Conference for Licensed Caregivers
- Guest Speaker - Rohnert Park's Chamber of Commerce Women in Business Event

Felicia Accomazzo, a licensed REALTOR® is also a cannabis operations and compliance expert and proud native and lifetime resident of Sonoma County. She graduated from Windsor High School in 2000. Felicia currently lives 7.0 miles from Mercy Wellness Healdsburg's proposed location, and can even ride her electric bike to work! She began to learn the values of hard work and community involvement at age 10 when she went door-to-door gathering signatures for the incorporation of the town of Windsor, where she has since settled down with her partner Stephen Warner and their son.

Her professional career began in real estate, taking after her Grandmother and Great Grandmother who were both Century 21 Healdsburg Brokers. She started at the young age of 13, helping around the office, becoming a RE/MAX ambassador by 16 and being offered to work for corporate headquarters, selling franchises by age 18. Once she received her real estate license in 2005, Felicia dove head first into the commercial property deep end with a 1.98 million dollar first sale. She continued to find success in that field for nearly ten more years, when an unexpected life event changed the course of her career; a cancerous tumor in her brain. Her career path was placed on hold as she focused on her health.

Felicia changed industries and joined the team at Mercy Wellness in 2015 after overcoming her brain cancer, identifying the full-spectrum cannabis oil she received from Mercy as a primary factor that saved her life. Since then she has worked her way up to become Mercy's Operations Director, acting as CEO Brandon Levine's right hand person and taking point on efforts such as Co-Producing the Elevated Cannabis Compliance Conference. Her work helped successfully guide Mercy's vision of being Sonoma County's first Adult-Use dispensary to open on January 1, 2018.

Since then she also launched new retail, distribution and cultivation facilities, oversaw staff development, and worked with new jurisdictions to create cannabis regulations. Most recently, she helped advance the Cotati



cannabis ordinance to permit Mercy moving towards launching a consumption lounge in 2023. Felicia attributes her success and tenacity to her personal journey with cancer and cannabis.

Over the last 8 years, Felicia has immersed herself in the world of cannabis, actively engaging in various aspects of the industry. She has gained firsthand experience in operations for cultivation, processing, distribution, and retail, which has provided her with a comprehensive understanding of the entire cannabis supply chain. Through her involvement and background, she witnessed the transformative power of this plant and its ability to improve lives. By immersing herself in the cannabis industry, she has gained an in-depth knowledge of cannabis compliance regulations, starting first with Prop 215 in 2016. Her breadth of knowledge allowed her to give input and insight during the 2018 Adult Use of Marijuana Act, Prop 64. Felicia attended DCC workshops and DCC Advisory Committee meetings, providing feedback and suggestions to make the transition smooth and approachable.

Beyond Felicia's practical experiences, she has actively sought to stay informed about the latest industry developments, and evolving legal landscapes. She has attended conferences, seminars, and networking events, engaging with industry leaders and experts. This continuous pursuit of knowledge has allowed Felicia to remain at the forefront of emerging trends, innovative technologies and software, and best practices within the cannabis industry.

Brandon Levine has this to say about Felicia: "I really couldn't have taken the company as far as I have without Felicia's diligence and ingenuity. She has the kind of attitude that there's a solution to every problem, and there's a positive outcome for all of us." Felicia's thirst for knowledge and experience being part of the licensed cannabis industry will bring benefit to this new dispensary project. She looks out for her community as well, volunteering with organizations like Ceres Project Community Garden, Farm To Pantry, Russian Riverkeeper and the Redwood Empire Food Bank. Felicia is dedicated to helping those in medical need of cannabis as a part of their healing journey with cancer or disease.

When not raising the bar of cannabis compliance and professionalism in Sonoma County, Felicia enjoys being adventurous and spends any spare time hiking and trailblazing through the Bay Area's mountaintops. Felicia's love supporting her local Healdsburg friends' businesses and often a frequent flyer of the amazing restaurants that make Healdsburg a culinary destination. Last year, she re-joined her favorite childhood location, Geyserville's Vineyard Club, and now is a cherished place where her partner and their son like to host family and friends to swim, play pickleball and fish on the weekends.

Hands-On of Day-to-Day Operations: Local Owners / Local Business

Like Mercy Wellness of Cotati, Mercy Wellness Santa Rosa and the other licensed cannabis business with which the owners of the proposed Mercy Wellness Healdsburg are affiliated, the business will be locally owned and operated. Both Brandon Levine and Felicia Accomazzo are lifelong residents of Sonoma. Proof of residency in the form of California Drivers' Licenses has been included with the application and was submitted with the background check requirement.

Brandon and Felicia are self-admittedly workaholics. They are present every day in their business operations, and Healdsburg's new location will not be any different. On any given day one of them will be present in Healdsburg, their neighbors will know them not just by face but by name.



Team Members and Key Staff

Ray Gonzales, Chief Operations Officer for Mercy Wellness: Ray, a seasoned executive who specializes in leading teams and scaling operations is a passionate leader obsessed with sparking innovation & excitement in others. In addition to his 4 years of executive level experience in the cannabis industry, Ray brings 20+ years of holding key leadership positions in the food industry at renowned companies such as Hello Fresh, Trader Joes, & Revolution Foods. Ray lives in West Sonoma County where he runs a small farmstand with his partner, 2 kids, 1 dog, two cats, & 40 chickens.

Beth-Anne Jacobson, HR & Regional Director of Retail for Mercy Wellness: Beth-Anne, a Sonoma County, native oversees all retail locations. Being Vice President of Operations and Human Resources for Rustic Bakery for 7 years where her team was 125 employees. Beth-Anne's expertise is in leadership and team building, she was an integral part of Rustic Bakery's exponential growth, building culture and increasing productivity. Beth-Anne added departments such as catering and delivery and grew the business from 2 to 4 locations. Beth-Anne has a background in hospitality working at wineries and restaurants. With Mercy, she has increased operations and workflow, creating a more cohesive retail experience for customers & employees alike.

Colin "CJ" Topor, Healdsburg Resident and Delivery Operations Manager: CJ proudly represents Mercy Wellness in Sonoma County, where he has been an integral part of the company's growth for nearly five years. Having resided in Healdsburg for close to three years, he has established strong connections with the town and its wonderful residents, making Healdsburg his cherished home. His journey began as a budtender and evolved into a leadership role, contributing to the management of the Sales Floor. Currently, he serves in a crucial position, overseeing the development and operations of the Delivery Department. Throughout his time with Mercy Wellness, Colin has been molded into a caring, passionate, and knowledgeable member of the community. Colin's experiences at Mercy have not only enriched his life but have also provided invaluable lessons to countless individuals who have crossed the company's threshold. With this wealth of knowledge and the ethos of care, love, and empathy, he is enthusiastic about sharing his commitment to the Healdsburg community.

Claire Andrus, Healdsburg Resident and Community Outreach Coordinator: Claire has been a resident of Healdsburg for over 25 years. She graduated from Rio Lindo Academy in Healdsburg in 2008. At Mercy Wellness, she is the Executive Administrator to Brandon Levine and Felicia Accomazzo, the Health & Safety Officer, and Mercy's Community Outreach Organizer. As the Health & Safety Officer, Claire creates and implements training on a variety of subjects such as the Emergency Action Plan, Injury & Illness Prevention Plan, Fire Safety, and Fire Extinguisher Training. Claire's role as Community Outreach Organizer entails her working directly with local Nonprofits to raise donations for such organizations as The Living Room, Cere's Project, Russian River Keeper, and Farm to Pantry. She coordinates volunteer days that the Mercy employees attend to give back to the community. A daughter of a Doctor and a Nurse, Claire was raised with a focus on being dedicated to supporting compassionate and caring programs that benefit communities. Claire has a degree in Culinary Arts from the SRJC, and a Bachelors in Anthropology & History from UC Davis.

Joe Sullivan, Director of Procurement for Mercy Wellness: Joe is an experienced operator with 25 years in the Northern California Cannabis industry. He became Head Buyer for Mercy Wellness in 2015. Joe focuses on



integrating the small legacy farming community and expanding the genetic diversity of Mercy's flower lineup, helping establish Mercy Wellness as a legacy operator in Northern California and keeping them at the forefront of the never ending pheno-hunt. Joe worked with Mercy Wellness to be one of the earlier recognizers on the importance of terpene analysis, helping spotlight the significance of a strain's full cannabinoid profile. He curates Mercy's 4,000+ offerings to encompass the full spectrum of cannabis' healing powers. In 2018, Joe Sullivan helped Mercy Wellness launch a cannabis radio talk show "Canna Help You", bringing together industry leaders to discuss the dynamics of the industry and the efficacy of cannabis products for the residents of Sonoma County. Joe is an esteemed judge with the Emerald Cup Flower division, helping to select the winning strains each year.

Jeffrey Titus, Chief Council and Cannabis Tax Attorney for Mercy Wellness: Jeff is a tax attorney focusing on tax controversy and small business matters in Northern California. He has represented numerous individuals and entities including several cannabis dispensaries, cultivators, distributors, and manufacturers on matters before the IRS ranging from collection, 280E audits, and appeals. In addition, he has several years of entity governance matters. Jeff is a member of the California and New York bars. He has an LL.M in Business and Taxation Transnational Practice from McGeorge School of Law and a JD from Golden Gate University School of Law.

Section E: Neighborhood Compatibility Plan

Mercy Wellness understands the paramount importance of establishing strong connections with our Healdsburg neighbors and community. By actively engaging with and getting to know the people who reside in this vibrant region, we foster a sense of unity, trust, and shared purpose. This interaction allows us to better understand the specific needs, concerns, and aspirations of our community members, enabling us to tailor our services and offerings accordingly. By forging these meaningful relationships, we create a support network built on compassion, empathy, and collaboration. This dedication to knowing our neighbors ensures that Mercy Wellness can effectively contribute to the overall well-being and growth of Healdsburg, as we work hand-in-hand towards a healthier, happier community for all.

Mercy Wellness Healdsburg will be easily accessible, surrounded by a range of other commercial services and businesses. The site is located in the north end of town and brings value to the City's long-term vision of the North Entry and Grove Street Neighborhood Plans. This site also promotes Healdsburg's Bicycle and Pedestrian Master Plan which would accomplish the City's goals of an environmentally friendly commute. Instead of driving, customers can healthfully walk or bicycle to Mercy Wellness Healdsburg.

Public transit such as the Healdsburg Shuttle powered by Sonoma County Transit Bus and Golden Gate Transit have bus stations nearby. The closest one being 350' away. The site is already located on an existing bike route, and will be ready for the expansion of the Foss Creek Pathway plan. We will offer a discount for those that commute by public transit or bicycle. Like our other retail locations, Mercy Wellness Healdsburg will install a bike rack on the exterior patio. The site is also ideal for when the SMART train finally arrives.

Good Neighbor Policy

We understand that we have a social responsibility when moving into a neighborhood and our goal is to strengthen the community and markets we serve. We're 100% committed to safety, security, environmental-impact mitigation, and parking-use minimization. Mercy Wellness recognizes the importance of being a responsible and considerate



member of the Healdsburg community. To avoid becoming a nuisance and minimize negative impacts on its neighbors, the company has implemented several proactive steps:

1. **Community Engagement:** Mercy Wellness Healdsburg actively engages with the local community to understand their concerns, address any issues, and foster open communication. They participate in community meetings, events, and initiatives to ensure they are in tune with the needs and aspirations of the residents.
2. **Security Measures:** Mercy Wellness Healdsburg has robust security measures in place to ensure the safety of its premises and surrounding areas. This includes [REDACTED]
[REDACTED]
[REDACTED]
3. **Noise and Odor Control:** Mercy Wellness Healdsburg employs effective measures to minimize noise and control odors associated with its operations. State-of-the-art ventilation systems and odor-control technologies are used to mitigate any potential impact on neighboring properties.
4. **Responsible Waste Management:** Mercy Wellness Healdsburg follows strict protocols for waste management, including proper disposal of packaging materials and cannabis waste. They adhere to all applicable regulations to prevent any environmental or sanitation concerns.
5. **Traffic and Parking Management:** Mercy Wellness Healdsburg takes steps to mitigate any potential traffic congestion or parking issues caused by its operations. They provide ample parking spaces for customers and implement traffic flow strategies to minimize disruption in the surrounding areas.
6. **Educational Programs:** Mercy Wellness Healdsburg emphasizes education and responsible cannabis use. They provide resources and educational materials to their customers, focusing on safe consumption practices, responsible dosing, and understanding the potential effects of cannabis and plan to create its own Membership Booklet like Mercy Wellness of Cotati.

By actively engaging with the community, implementing stringent security and operational measures, controlling noise and odors, managing waste responsibly, addressing traffic concerns, and promoting education, Mercy Wellness Healdsburg strives to be a positive and respectful presence in the Healdsburg community.

Community Relations Contacts

Co-applicant/Co-owner, Felicia Accomazzo is the primary community relations contact. Mercy Wellness Healdsburg takes a very proactive approach to becoming a neighbor in a community, being available to stakeholders to answer questions and solve problems. Direct access to owners is a key part of that. Once hired, the General Manager of Mercy will be a secondary community relations contact in the event that the owner is unavailable.

The applicants/owners and on-site manager will make frequent contact with the surrounding businesses to assure them that we will respond to any potential concerns or issues and will work to resolve any complaints immediately. All emergency contact numbers will be provided to the surrounding businesses in the event operating problems arise, in order to prevent unnecessary calls or complaints to be made to the Police Department.

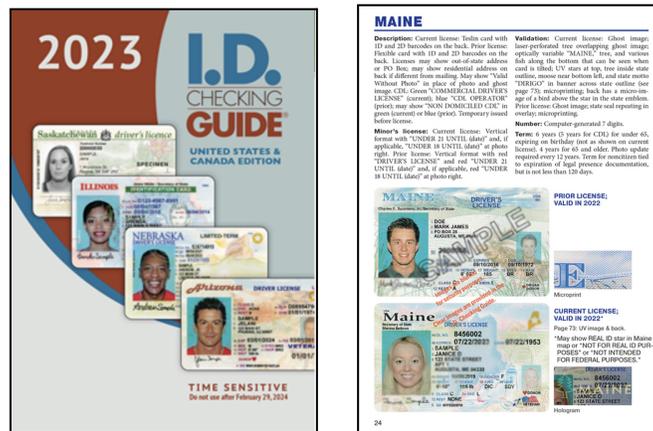


Youth Product Diversion

Mercy Wellness Healdsburg will take several measures to ensure that cannabis does not end up in the hands of underage youth. Firstly, they strictly adhere to all local and state regulations regarding age verification. Customers must provide valid identification to prove that they are of legal age to purchase cannabis products. Mercy also has robust security measures in place to prevent unauthorized access to cannabis products.

Mercy Wellness Healdsburg will implement comprehensive staff training programs to educate our employees about the importance of age restrictions and the proper procedures for verifying customer age. Mercy utilizes the Sonoma County Public Health Department training program which provides education and real-time examples of how to spot valid, fake, borrowed, expired or out-of-state ID's. Over the last several years since implementing this training program throughout our Mercy Wellness Dispensaries, we have diverted over a hundred of fake ID's. We also keep on hand the most current version of [I.D. Checking Guide](#), which provides full-color samples of ID cards, driver's licenses, and other identity documents from every state and province in the United States and Canada. Federal documents, Military IDs, and Consular ID cards are also included too. We also use an international version as well that shows valid passports from all over the world.

These combined efforts enable Mercy to maintain a responsible and vigilant approach, safeguarding against underage access to cannabis. All of these policies will be enforced by the applicant/owners, security team and management by monitoring activities and immediately reporting any events that may occur or appear to be suspicious for further investigation.



Getting to Know Our Neighbors and the Healdsburg Community

Mercy Wellness is a member of the Healdsburg Chamber of Commerce since June 2022. CEO of the Healdsburg Chamber Tallia Hart said in her [Letter of Support](#): "Since joining, Mercy has participated in community and Chamber events through sponsorship of our 2022 Annual BBQ at the Bronze Level and through attendance of mixers and professional development events. Employees of Mercy Wellness are also active in the Chamber's Healdsburg Young Professionals Network. This year, they will be the Presenting Sponsors for the 2023 Annual BBQ on August 16. Mercy Wellness is a member in good standing and continues to be part of the Healdsburg Chamber business community."

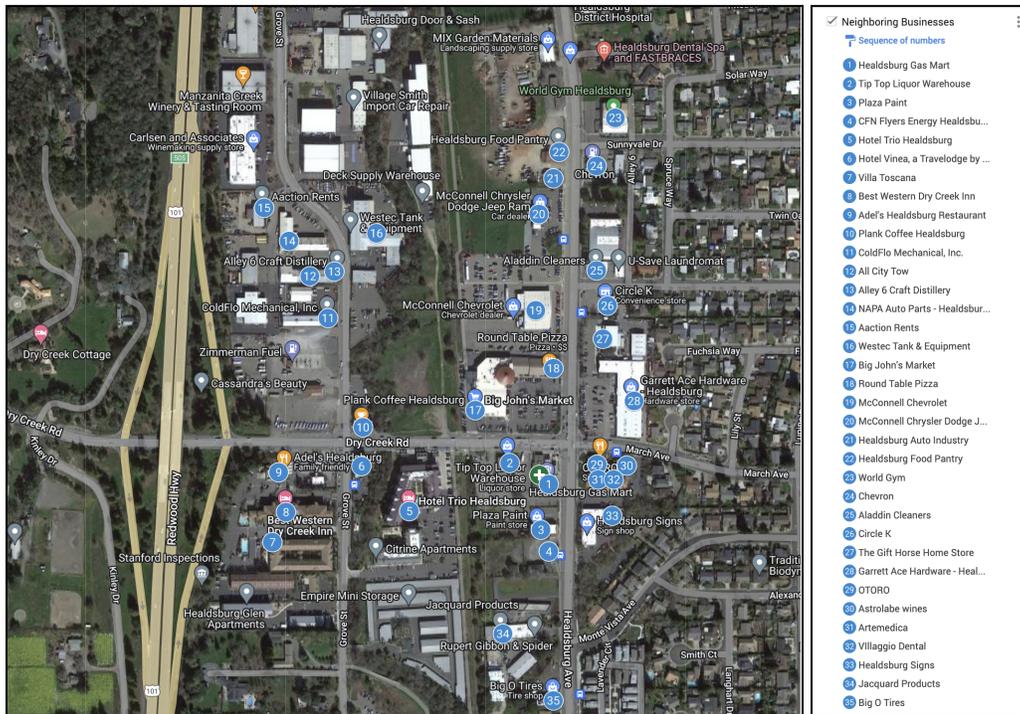
Mercy Wellness also joined the Hispanic Chamber of Commerce. The mission of the Hispanic Chamber of Commerce is to promote and support Sonoma County businesses with a commitment towards creating a healthy



business environment through education, civic, and economic programs. Their diverse membership consists of small businesses, large industries, nonprofit organizations, area merchants, and individuals who promote Hispanic business in Sonoma County.

Before Mercy Wellness Healdsburg executed a lease for the property, we diligently researched any sensitive uses nearby like schools, parks, youth facilities and libraries. We found that none existed, and no path-of-travel waiver was needed. This particular location is ideal as it's centrally located in an area that Mercy can help drive more traffic to - or bike, walk, public transit, scooter or use the City's Bird electric bikes to get to.

When Mercy Wellness moves into a community we go above and beyond to introduce ourselves to the neighborhood. The site location is in a heavily commercial zoned area in the north end of town. Mercy has identified over thirty-five (35) businesses located within 0.25 miles away from the proposed site of 20 Dry Creek Road shown below:



Mercy Wellness Healdsburg is more than 700' (by path of travel) from its closest residential neighbor. As a way to introduce ourselves to the Dry Creek/Healdsburg Ave neighborhood, we mailed a booklet to every neighbor identified on the above map to provide them with information about the project, our background and the co-applicants/owners contact information. A member of the Mercy Wellness team will personally visit these surrounding businesses to make contact, answer questions and build relationships. These interactions often result in the surrounding community moving on from having reservations about a dispensary in their neighborhood to welcoming us into their community.

This [booklet](#) is available and viewable to all community members by visiting on our website: mercywellness.com/healdsburg. The information is available through our Social Media, and message boards throughout Healdsburg. We also have a [Spanish](#) version and have it available by scanning a QR Code.



Another way to introduce ourselves to the Healdsburg Community, is to host a Neighborhood Meeting. We have invited our neighbors shown above, stakeholders, City of Healdsburg council and staff, as well as the community at large to this Neighborhood Meeting being held on Thursday, August 24, 2023. We are hosting this educational event at the nearby Krug Event Center located within the Hilton Lodge at Healdsburg around the corner and walking distance from Mercy Wellness Healdsburg at 1261 Grove Street. With past experience, the opportunity to meet the neighbors and answer their questions was a key factor in the development of positive community relations.

We look forward to once again connecting with our neighbors, sharing ideas, and discussing matters that affect the Mercy Wellness Healdsburg project. We value their input and participation, as they contribute to the betterment of our neighborhood. It's also a chance to build relationships, strengthen our community ties, and make a positive impact together. We're looking forward to a successful event and reporting back during our Phase III Interview.

For all of our Mercy Wellness Dispensary projects we produced virtual reality tours depicting proposed exterior and interior spaces. For the benefit of the Healdsburg City Council, City Manager's Office, neighbors and other interest stakeholders, we put together these interactive assets for [Mercy Wellness Healdsburg](#).

As of the time of this application submission, we have also received 302 petition signatures, 88 from residents of Healdsburg and surrounding cities. We will continue to receive more support in the near future and are looking forward to reporting back during Phase III Interviews.

In addition, Mercy Wellness has received numerous other letters of support. From the City Manager and the Chief of Police for Cotati, to our landlords at each location we occupy. We've also received support for our Healdsburg project from community partners like Farm to Pantry, Ceres Community Project, LifeWorks of Sonoma County, Russian Riverkeeper, Humane Society of Sonoma County and GO LOCAL®. We have also been endorsed by some of California's industry leading cannabis brands like SC Labs, Proof, Kanha, Sunderstorm, and Legion of Bloom. We've also got local support from Dry Creek Flower Co. and the Healdsburg Chamber of Commerce. Some of these letters are included in this application.

Our plan is to also canvas the nearby residential neighborhoods, especially those on March Avenue, Citrine Apartments and Parkland Farms neighborhoods. Mercy Wellness Healdsburg will also actively engage with the local community by participating in neighborhood events, supporting local initiatives, and fostering positive relationships with nearby residents and businesses.

Communication with City of Healdsburg

Mercy Wellness Healdsburg Co-Applicant/Co-Owners, and community relations representatives have attended planning and city council meetings. This is where the discussion of costs, benefits, and other community issues arising as a result of the implementation of the Ordinance and the operations of the commercial cannabis



businesses permitted under the City’s Ordinance. We have also attended a few Healdsburg Chamber’s Good Morning Healdsburg Zoom meetings and Breakfast with the Mayor.

The knowledge and experience gained working with the Cotati City Council and City Manager for over thirteen (13) years allowed Mercy Wellness to not only understand, but offer real world solutions to Healdsburg city officials as they navigated the transition to permitting and regulating the first cannabis businesses in Healdsburg. Brandon Levine has exemplary relationships with the City of Cotati and the Cotati Chief of Police, is regarded as a personable and honest operator and expects to develop the same types of relationships with City of Healdsburg officials.

Positive Contributions to the Surrounding Area

Mercy Wellness Healdsburg has site control and the clean up has already begun. The property hasn't had a long-term tenant use since B&B Lounge and diVine Pizza in 2013. Since taking possession in June 2023, Mercy has cleaned up trash, glass and empty liquor bottles, brush and weeds as well as power washed the exterior. We've applied a fresh coat of paint and replaced the exterior lighting fixtures with LED Edison bulbs. We trimmed up the landscaping so that the building is visible from passersby and found that the loitering has since ceased.

If chosen, Mercy will continue to keep the surrounding neighborhood clean and safe. The manner in which Mercy Wellness Healdsburg will operate with ongoing foot patrols by security guards during business hours and a 24/7 security camera system, we watch out for our neighborhoods that we operate in. Public safety is our top priority and we have years of experience operating secure facilities.



Before



After





Before



After



Before



After



Before



After



Bottles, Trash and Debris Found in Weeds / Landscaping



Before

After



Before

After

Minimizing Impact

Mercy Wellness Healdsburg will in no way overly burden the neighborhood with special needs or high impact uses, contribute to a public nuisance or disturbances of the peace. We already have strict policies against illegal drug activity, harassment of passersby, lewd conduct, littering, excessive loitering, illegal parking, and excessive loud noises, especially late at night or early in the morning hours.

No cannabis will be consumed on the premises as well as the parking areas, sidewalks, driveways or other immediate surroundings. Mercy will play a vital role in educating customers about responsible cannabis use, potential health risks, and legal requirements, promoting a culture of responsible consumption.

Environmental Stewards

Mercy Wellness Healdsburg has several strategies at its disposal to effectively reduce its impact on the environment. Mercy has developed a Sustainability Report and Action Plan in [Appendix K](#) that we will incorporate into our operations. This plan shares many of the key components of the City of Healdsburg's recent development of a Climate Mobilization Strategy. The framework of strategies, measures and actions to pursue for not only the City, but Mercy as well to achieve greenhouse gas reductions, in support of State and regional carbon goals.

First, we have already applied for the Healdsburg Green Rate through the City's Electrical Utility Department. Then we will implement energy-efficient lighting and HVAC systems that can significantly decrease energy consumption. Moreover, adopting water-saving technologies, such as low-flow fixtures to help conserve water resources. Mercy will also promote environmentally friendly practices by using sustainable and recyclable packaging materials, reducing waste, and providing options for customers to safely dispose of packaging and cannabis-related waste. Partnering with local cannabis growers and suppliers can reduce the distance traveled for transportation, thus lowering vehicle miles and associated emissions. Additionally, purchasing eco-friendly delivery vehicles and optimizing delivery routes along with implementing effective waste management programs contribute to our overall environmental stewardship.

Educating staff and customers about sustainable practices further reinforces Mercy's commitment to reducing greenhouse gas emissions, vehicle miles, energy usage, and water consumption. Through these concerted efforts, Mercy will be actively working towards a greener and more sustainable future. As a pioneer and leader Mercy will also promote sustainability within the cannabis industry.

Section F: Community Benefits and Equity Plan

Mercy Wellness has been recognized as Emerald Cup's 2022 Northern California's "Best Dispensary." One of the many reasons is the robust Corporate Social Responsibility program; the City of Cotati and the surrounding area benefits from Mercy's ongoing and industry leading commitment to education and community development. Mercy Wellness Healdsburg has every intention of duplicating successful programs and using its experience to design and implement Healdsburg specific programs in conjunction with the City Council, the City Manager's office, the police and fire departments, local parent, senior and Veterans' groups and business associations.

At Mercy there is a culture of community development and genuine engagement. Mercy is ethical in its business practices, communicative in its relationships with city government and regulators, dependable in its



responsiveness to community groups and their questions, concerns and needs, and readily available to address any issue. These values translate into exemplary community benefit programs. We believe in being active members of the community that we all live and work in.

Mercy is an existing member of the Healdsburg Chamber of Commerce, and joined in June 2022. As a locally owned and established cannabis Microbusiness, Mercy Wellness Healdsburg will bring several community benefits and commitments to the neighborhood and the City of Healdsburg.

Job Creation: Mercy Wellness Healdsburg will contribute to the local economy by creating job opportunities for residents of Healdsburg. The business will require staff for various roles outlined in [Section B: Labor and Employment Plan](#). **Mercy Wellness Healdsburg will give a local hiring preference to Healdsburg residents.**

Increased Tax Revenue: As a legitimate cannabis business, Mercy Wellness Healdsburg will generate tax revenue for the city. These funds can be allocated to support local infrastructure, education, public safety, and other essential services that benefit the community. **Mercy Wellness Healdsburg will always pay their taxes that are due on time.**

Community Engagement: Mercy Wellness Healdsburg has and will continue to actively engage with the local community by organizing educational programs and hosting events related to cannabis. These initiatives can help dispel myths, promote responsible usage, and foster dialogue about the benefits and risks associated with cannabis consumption. **Mercy Wellness Healdsburg's full-time employees will be allowed up to 10 hours of paid time off per quarter to volunteer in Healdsburg, which equals up to 40 hours per year.**

Social Responsibility: Being a well-established business, Mercy Wellness Healdsburg will demonstrate social responsibility by adhering to strict regulations, ensuring product safety, and implementing sustainable practices. We also support local charitable causes and contribute to the overall well-being of the community. **Mercy Wellness Healdsburg will donate 5% of sales to Healdsburg Nonprofits.**

Health and Wellness: Mercy Wellness Healdsburg will play a role in promoting health and wellness by providing access to medicinal cannabis products and offering educational resources on their safe and responsible use. This can potentially benefit individuals with qualifying medical conditions in Healdsburg. Mercy Wellness hopes that the City of Healdsburg and the Healdsburg Chamber of Commerce will approve an educational table at Healdsburg's Tuesday Night Market so local residents and tourists alike can learn about Mercy Wellness and ask questions. **Mercy Wellness Healdsburg is committed to hosting various educational events geared towards seniors and first-time users, at least once a month.**

A Living Wage; Not Minimum Wage

We believe that employees that are secure in their financial lives make better employees and more active and engaged community members. Mercy Wellness Healdsburg pays a living wage that begins at \$18 an hour, which is above the County of Sonoma's \$17.25 an hour minimum and ahead of the state minimum wage, which rose on Jan. 1, 2023, to \$15.50 an hour. We will adhere to the minimum wage per the City's living wage ordinance.



Benefits

Mercy Wellness Healdsburg has a robust Employee Benefits Plan that was provided in the above [Employee Benefits](#) section on this application. Mercy recently gave a donation to LifeWorks of Sonoma County and toured Chuck Fernandez, their Interim Executive Director. Chuck said in a follow up thank you letter “We were also impressed by how Mercy Wellness treats its employees - with care, respect and dignity. That goes a long way with employee morale, productivity, and stability.” LifeWorks mission is devoted to mental health in our community.

Local Outreach Plan and Workforce

Both owners are lifelong residents of Sonoma County and have experienced that trust in the business is best served by patrons seeing their neighbors working and being paid a living wage with opportunities for training and advancement. Mercy Wellness Healdsburg anticipates hiring individuals from Healdsburg and the surrounding area and will market its hiring campaigns in order to accomplish this. Mercy is committed to community engagement, and devised a comprehensive outreach strategy to attract and retain a local workforce in the city of Healdsburg:

1. Mercy will utilize our Healdsburg Chamber of Commerce membership and post any open positions on their job posting board at <https://www.healdsburg.com/jobs/>.
2. Mercy will host a local job fair to promote all of the open positions prior to launching operations.
3. Mercy will actively engage in social media campaigns, reaching out to residents through online platforms, ensuring maximum visibility for potential candidates.
4. Mercy will collaborate with various community centers and organizations within the City of Healdsburg such as the Chamber’s Young Professionals Network.
5. Mercy will work closely with the Hispanic Chamber of Commerce to create a thriving workforce that reflects the diversity and talent present in Healdsburg, reinforcing their commitment to sustainable growth and community prosperity.

Paid Community Service Volunteer Hours

As mentioned above in our Community Benefits Plan, Mercy Wellness Healdsburg’s full-time employees will be allowed up to 10 hours of paid time off per quarter to volunteer in Healdsburg, which is up to 40 hours per year.

Procurement of Local Suppliers and Equipment

Mercy Wellness Healdsburg's commitment to using local suppliers and vendors is of paramount importance for several reasons. First, by sourcing products locally, Mercy fosters strong relationships within the community, bolstering the local economy and supporting nearby businesses. This not only creates a positive impact on the livelihoods of local suppliers but also strengthens the sense of community and collaboration. Second, relying on local sources like Dry Creek Flower Co. enhances the quality and freshness of our products, ensuring customers receive the finest goods available. Additionally, this practice reduces the dispensary's carbon footprint, as transportation distances are minimized, leading to a more sustainable and environmentally friendly approach. By prioritizing local suppliers and vendors, Mercy demonstrates our dedication to ethical practices, community



empowerment, and environmental responsibility, hopefully setting a commendable example for other businesses to follow.

Mercy Wellness also focuses on procuring cannabis flower from small, artisanal farms. Instead of purchasing from large scale, mass produced cultivation facilities, Mercy is able to support “mom and pop” style cannabis cultivators, thus boosting local economies, helping the community, and providing the opportunity for traditional legacy farms to continue. Casey O’Neil, Co-Owner of Happy Day Farms, a small living soil cannabis farm in Mendocino had this to say about Mercy. “Our farm is a small-scale family operation. The cannabis markets have been difficult with the transition to regulation, and we have struggled to stay afloat....Mercy Wellness has been crucial to our farm’s survival...They are always responsive, and the economic support has quite literally kept our doors from closing.” Sourcing from small farms in Sonoma, Humboldt, and Mendocino counties has allowed Mercy Wellness to support those in the industry that would otherwise have been taken over by out of state, large scale operators.

Equity

Mercy Wellness Healdsburg being woman-owned also contributes to social equity in several ways. Firstly, it promotes gender diversity and representation in the cannabis industry, which historically has been male-dominated. This ownership provides a platform for women to thrive as entrepreneurs, fostering a more inclusive and balanced business environment.

Additionally, having a woman-owned dispensary like Mercy Wellness Healdsburg helps address gender disparities in ownership and leadership positions. By challenging traditional power structures, it inspires other women to pursue entrepreneurial opportunities in the cannabis industry, thereby promoting gender equality and empowerment. Furthermore, woman-owned businesses often prioritize creating inclusive and supportive workplaces. They may implement policies that address gender-based discrimination, provide mentorship and career advancement opportunities for women, and support initiatives promoting social justice and equity. Overall, Mercy Wellness Healdsburg being woman-owned contributes to breaking barriers, promoting gender equality, and fostering a more equitable and diverse cannabis industry, which ultimately benefits society as a whole.

The “War on Drugs” affected many in Sonoma County. Mercy Wellness believes that there are local solutions to uniquely local problems. In Sonoma County, most of those who would be eligible for social assistance to start or grow their business are local farmers who were either victimized by cannabis prohibition or the bottlenecking requirements in legal permitting. Marginalized minority communities, such as Latinx and African Americans, statistically receive fewer legal cannabis cultivation licenses, a main factor being lack of resources to overcome the bureaucratic hurdles of the permitting process. One of the solutions proposed by California Center for Rural Policy is that a certain percentage of cannabis tax goes into equity programs focused on the marginalized communities and victims of cannabis arrests, helping them get access to legal permits and licenses. Mercy works on social equity farms and supports businesses that focus on social equity nonprofits like the Last Prisoner Project, to create more equitable inclusivity and bridge the gap in the socio-economic disparity in the Sonoma County cannabis community.

Mercy Wellness has prioritized participation on local boards and groups formed to address the regulatory framework in Sonoma County and the nine incorporated cities within. These boards have included the Sonoma



County Cannabis Advisory Group, the Sonoma County Cannabis Alliance (SCCA) previously known as the Sonoma County Growers Alliance (SCGA).

Mercy Wellness Community Benefits in Action

The cities and the surrounding areas that we operate in benefit from Mercy's ongoing and industry leading commitment to giving back to the community. Mercy Wellness believes in giving back to the community, and has a Community Outreach Coordinator that serves as a direct contact for local non-profits. We have set up a [community](#) web page on our website where you can view more information about our giving.

Mercy Wellness is a contributor to local non-profit groups that are working to alleviate homelessness and works with veterans. Mercy participates annually in the Be A Santa To A Senior program. They collect Christmas gifts exclusively by Mercy and our customers for the dire needs of unhoused and Veterans in Sonoma County. We have been donating to this organization for 6+ years. This year alone, Mercy has donated to Sonoma County Pride, North Bay Cancer Alliance, Ceres Community Project, The Living Room, Veterans Cannabis Group, Redwood Empire Food Bank, Bay Area and Sonoma County Mural Project. Since we have started this program we have donated over \$80,000. Year round, Mercy hosts donation barrels for the Redwood Empire Food Bank and the Sonoma County Humane Society's Pet Pantry in their retail store lobbies.

In Healdsburg we have already volunteered at the Foss Creek Cleanup and gleaned olives to make olive oil for Farm To Pantry. We have donated to Corazón Healdsburg, Farm to Pantry, and Russian Riverkeeper. Mercy has participated as a float in the FFA Parade for the last two years.







Mercy Wellness is also a of the Cotati Accordion Festival and would anticipate working with the City of Healdsburg and the Alexander Valley Film Festival providing sponsorship in a similar manner. Mercy Wellness is also a supporter of, and our employees volunteer once a month at, the Redwood Empire Food Bank.

During the Tubbs fire and its aftermath, we facilitated donations from our vendors and provided over 500 care packages with free medicine to fire victims in need of assistance (pre-2018 regulatory implementation.) During the Kinkade fire and its aftermath, Mercy Wellness provided free food which included hotdogs with all the fixings for three days in our parking lot. We also had generators available for those that needed to charge their medical devices, phones, laptops and other essential electronics.

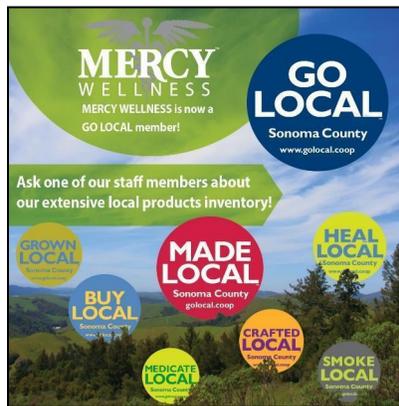
In Summer 2019 just before the pandemic, Mercy Wellness sponsored the cannabis history exhibit at the Sonoma County Museum. The Mercy Wellness team sponsored and participated in the Cleanup at the Creek event in Cotati for Earth Day. Mercy Wellness is a supporter of [Daily Acts](#). Mercy Wellness is also a supporter of Home Instead Senior Care and holds educational events for seniors.





Economic Development

The businesses that we build and the employees that we pay generate income that stays in the community, is often reinvested, and have positive and significant economic multipliers within the community that benefit other locally owned businesses. Mercy Wellness was the first cannabis retail and only GO LOCAL[®] Member and features locally grown, and processed, and manufactured products. Janeen Murray, GO LOCAL[®] Executive Director and Board President said in a Letter of Support “The cannabis business sector is growing rapidly due to legalization. Healdsburg can be a participating city in the North Bay for cannabis business. Mercy Wellness has been a member of GO LOCAL[®] [since 2017] and has supported efforts to help other local businesses. Mercy is in the application process in HEaldsburg for a dispensary. GO LOCAL[®] fully supports their efforts.”



Mercy Wellness commissioned a Sonoma County cannabis specific Economic Impact Report in 2018 to assess the impacts of regulation on the local economy. Compiled by GO LOCAL[®] and Robert Eyler, Ph.D. Professor of Economics and Dean, School of Extended and International Education at Sonoma State University, the report was designed as a resource for local government officials, business development groups and media outlets and shed light on the importance of the cannabis industry to Sonoma County’s economy especially in the wake of devastating natural disasters. Because Mercy Wellness is local and self-funded, we produced analytical reports proving its economic value identifying the economic multipliers in the community. Money spent at Mercy Wellness benefits local employees and the businesses they patronize; profits do not leave the community to go to Canada or to stockholders unwilling to reinvest for local benefit.



Economic Incentives

Which dispensary partner will bring the City of Healdsburg the most in tax revenue? Mercy Wellness already has a customer base within the city limits and in the surrounding area. Our data show, for the zip codes 95448, 95425 and 95492, Mercy Wellness of Cotati saw 3,817 unique visits to the dispensary last year. Unique means customers who have visited a Mercy Wellness Dispensary at least once and are counted only once in the reporting time period. As Sonoma County's premier retailer, we have seen visitors from over 5,400 zip codes in the past 18 months. It continues to be a draw for locals and tourists alike.

Our ProForma data show the estimated tax revenue for the first three years of operations is \$674,190 in Healdsburg City Tax Revenue (4%) and an additional \$1,553,040 in sales tax revenue. While these are estimates, Mercy Wellness's stellar track record during thirteen plus years of operation has proven its ability to serve patients and customers the way they deserve, all the while generating revenue for the community.

Economic Impact

Economic IMPACT

LOCAL FARMER:

No Farm, No Industry

Without licensed cannabis farms, everything else crumbles. It's important to support farms that utilize regenerative techniques and leave the land better than they found it. Mercy Wellness currently offers these dynamic farms a price on their product well above the market average. If the farms that do everything right don't survive, then what's the point?

LOCAL MANUFACTURER:

No Products, No Industry

When a manufacturer is local like Mercy Wellness bio-mass is sourced from local farmers and used to produce high quality concentrates. Once tested the products are moved by a Distributor to a Retailer.



LOCAL RETAILER:

Support Sonoma County

When you choose a locally owned and operated retailer rather than a non-local competitor, your dollars have 3x the impact within your local economy. In addition, compared to non-locally owned businesses, local businesses reinvest a much larger share of their revenue back into the local economy, enriching the whole community.

LOCAL DISTRIBUTOR:

No Route To Market, No Industry

Every farm in every industry needs a path to the customer. Cannabis regulations require transportation and packaging through a licensed distributor. When that distributor is local and vertically integrated, like Mercy Distribution, products land on the shelf more quickly, providing a fresher product that better represents the farm.



Educational Programs

Mercy Wellness is committed to educating about the cannabis plant, its uses, delivery systems, laws, compliance and culture. Through a variety of media, we produce content that is informative and appropriately tailored to the audience.

Mercy Wellness offers:

- Employee Educational Programs – *Practice What We Preach* training program, Martin Lee with Project CBD, *Hemp v. Cannabis CBD*
- Consumer Education: Safe Use of Cannabis
- Law Enforcement Education and Outreach
- Seniors and Caregivers Education: Use of Cannabis for the Aging
- Industry Education: Produces Industry Leading education events

Mercy Wellness produced and hosted the highly regarded Bi-weekly KSRO radio program called *Canna Help You* addressing important social, economic and medical topics related to cannabis in our culture. *Canna Help You* also brought together industry leaders to discuss the dynamics of the industry and the efficacy of cannabis products for the residents of Sonoma County. Co-Applicants/Co-Owners Brandon Levine and Felicia Accomazzo have also taken part as guest speakers from time to time. Tune in to our past episodes on our YouTube channel [here](#).



Joe Sullivan, Mercy Wellness Procurement Director and Host of Canna Help You

In April, 2016, Mercy Wellness produced the Elevated Compliance Conference at the DoubleTree by Hilton Sonoma Wine Country in Rohnert Park, CA. Over 700 attendees/operators attended symposia featuring 50 speakers representing all facets of the cannabis industry and spent two days learning about the details of what was the Medical Marijuana Regulation and Safety Act (MMRSA). Day 1 keynote speaker was Assemblyman Jim Wood who authored AB 243, which served as the environmental cornerstone and one of the three initial bills that formed the foundation for regulating Cannabis in California. Topics also included the requirements of the new Licensing



Structure, dispensary practices, compliant business practices, cultivation, marketing and branding and environmental impacts and sustainable practices to make the successful transition into the regulated market. The Elevated Compliance Conference Event Program is linked [here](#).

SATURDAY		SCHEDULE
8:00-9:00 am	REGISTRATION: EXPO & BREAKFAST *2.00 pm	DISPENSARY BEST PRACTICES: Creating Vendor Relationships and Introducing Products That Are Safe & Reliable for Patients *2.00 pm *PAINKILLER SESSION - SANTA ROSA ROOM
9:00 am	STATE OF THE INDUSTRY: Medical Marijuana Regulations & Safety Act (MMRSA) *3:00 pm	ORDINANCE & ZONING BASICS ACROSS CALIFORNIA *3:00 pm
10:00 am	THE MMRSA RULEMAKING PROCESS: What You NEED to Know *3:00 pm	DELIVERY SERVICES BEST PRACTICES *3:00 pm
11:00 am	THE NEW LICENSING STRUCTURE *4:00 pm	SETTING UP YOUR BUSINESS: Corporate Structure, Best Practices & Bookkeeping *4:00 pm
12:00-1:00 pm	LUNCH & EXPO	DAY 1 ENDS
1:00 pm	MMRSA & LOCAL GOVERNMENT STRATEGIES *5:00 pm	SIPPY HOUR 7:00 pm-9:00 pm
2:00 pm	REGULATORY AGENCIES - What Does What? *5:00 pm	

SUNDAY		SCHEDULE
8:00-9:00 am	EXPO & BREAKFAST *2.00 pm	ORGANIC FARMING & PESTICIDE TESTING *2.00 pm
9:00 am	KEY NOTE SPEAKER - Lynnette Shaw	SONOMA COUNTY GROWER'S ALLIANCE: Business Development Workshop *3:00 pm
10:00 am	OUTDOOR CULTIVATION: Environmental Impacts & Mitigation and Dealing with the Water Bill SB-643	NEED TO SALE TECHNOLOGY California Compliance *3:00 pm
11:00 am	TESTING, LABELING & PACKAGING REQUIREMENTS *4:00 pm	ENVIRONMENTAL AND BOARD OF EQUALIZATION COMPLIANCE FOR CULTIVATORS *4:00 pm
12:00-1:00 pm	LUNCH & EXPO	BLACK MARKET OPERATING CONSEQUENCES & PENALTIES: Worth It? *4:00 pm
1:00 pm	DISTRIBUTION & TRANSPORTATION LICENSING BASICS *5:00 pm	DAY 2 ENDS
1:00 pm	MANUFACTURING INTRICACIES: Keeping It Legal & Safe	
2:00 pm	A DIVE INTO BRANDING & MARKETING *5:00 pm	



SPEAKERS

...and a huge Thank you to our speakers!

Jim Wood Avalon Cannabis	Josh Wurzer CannaCann	Jeff Titus CannaCann	Jonathan Voldman CannaCann	April Cottenwood CannaCann	Zack Durling CannaCann	Hezekiah Allen CannaCann	Lynnette Shaw CannaCann
Tom Hicks CannaCann	Tawnee Logan CannaCann	Sunshine Lencho CannaCann	Amy Poinsett CannaCann	Joe Rogaway CannaCann	Amanda Conley CannaCann	Robert Jacob CannaCann	Melissa N. Sanchez CannaCann
Ryan Walsh CannaCann	David McPherson CannaCann	Robert Martin CannaCann	Casey O'Neill CannaCann	Alec Dixon CannaCann	Erin Carstrom CannaCann	Jesse Gessin CannaCann	Lt. John Morris CannaCann
Patrick Murphy CannaCann	Ryan Wilber CannaCann	Shabnam Malek CannaCann	Jamie Kerr CannaCann	Efrén Carrillo CannaCann	Kevin Walsh CannaCann	Andrea Unsworth CannaCann	Tim Merland CannaCann
Pamela Epstein CannaCann	Natalie Thurston CannaCann	Matthew Cote CannaCann	Rebecca Stanny-White CannaCann	Jerred Kileh CannaCann	Kimberly Simms CannaCann	Lauren Fraser CannaCann	Diane Piccioni CannaCann



In November, 2017, Mercy Wellness produced a mini Elevated Compliance Conference specifically for operators to learn about the complicated cannabis tax structures. Mercy Wellness offered our in-house CPA/tax attorney to present and answer questions. In addition, Mercy participates in workshops, and retreats such as Meadowlands where we gather each year with other industry professionals and the DCC to grow and develop new relationships.

Mercy Wellness Healdsburg expects to offer educational events specifically designed for tourists who are cannabis novices and employ a cannabis concierge responsible for educating about responsible use and Healdsburg City



ordinances, rules regarding public consumption, education for management of hotels and other lodging, wine & weed responsibility and restaurant pairing events. We believe that the tourist market is largely untapped in northern Sonoma County because of the lack of options. Anecdotal evidence suggests that those who work in the hospitality sector in Healdsburg are frequently asked about where to procure safe and legal cannabis but lack trusted sources. Mercy will also dedicate an area within the site to offer as a permanent space for staff as well as other small farms and vendors to educate the community on cannabis and cannabis products.

Mercy Wellness Healdsburg will also manage a Senior Community Program. Our staff has learned that seniors sometimes feel uncomfortable with cannabis delivery because they want to engage with budtenders directly to ask questions about the effects of cannabis and appropriate delivery systems. Additionally, delivery orders are often placed on-line and some seniors need assistance operating the technology interface. Once seniors are familiar with the products and the ordering process, they feel comfortable with delivery, but not before.

A note about edible cannabis and overconsumption: Cannabis is a drug and over consumption, although not lethal, can be uncomfortable. For novice consumers, seniors and tourists, Mercy makes every effort to engage and communicate the adage we repeat frequently, “start low (dosage) and go slow (full effects may take up to two hours).” The last outcome we want is for consumers to have a bad experience and/or call poison control because the effects are more intense than intended.

Public Outreach

One of the primary reasons offered for support of Proposition 64 and statewide cannabis regulation was the reduction of youth access to cannabis. The team at Mercy Wellness recognizes that many California residents believe that having a cannabis dispensary in their community increases the likelihood that youth will be able to access the dispensary. The security measures in place make this impossible. Additionally, the daily limits imposed on customers by state law and strictly adhered to at Mercy Wellness reduce the potential of diversion to youth.

Nonetheless, the mere existence of cannabis businesses, and a dispensary in particular, will raise questions for young people and their families. At Mercy Wellness, we believe that the safest way for any adult to consume cannabis is to procure it from the regulated market. Market research on cannabis users shows that many who are responsible for youth also consume cannabis, and we recognize that parents and guardians of young people may need help in developing the language to discuss the issue.

We are ready for the dispensary to be a trusted resource, not only for safe tested cannabis products but also for information about cannabis, illegal drugs, misuse of prescription drugs and alcohol, nicotine vaping and where to get medical and mental health assistance. Public outreach can take many forms, including but not limited to an information sheet included with every purchase that outlines daily purchase limits, symposia on the effects of cannabis use on developing brains including experts in the field. We are proud to sponsor and promote these important topics as free offerings to the public.

A special note about vaping: In light of the recent health concerns associated with vaping in general and teen vaping in particular, it is imperative that all members of the community are committed to educating youth about Vaping Associated Pulmonary Illness (VAPI) and made aware of the risks associated with vaping nicotine, added flavorings and dangerous substances added to black market cannabis vape cartridges. Mercy Wellness has been a leader

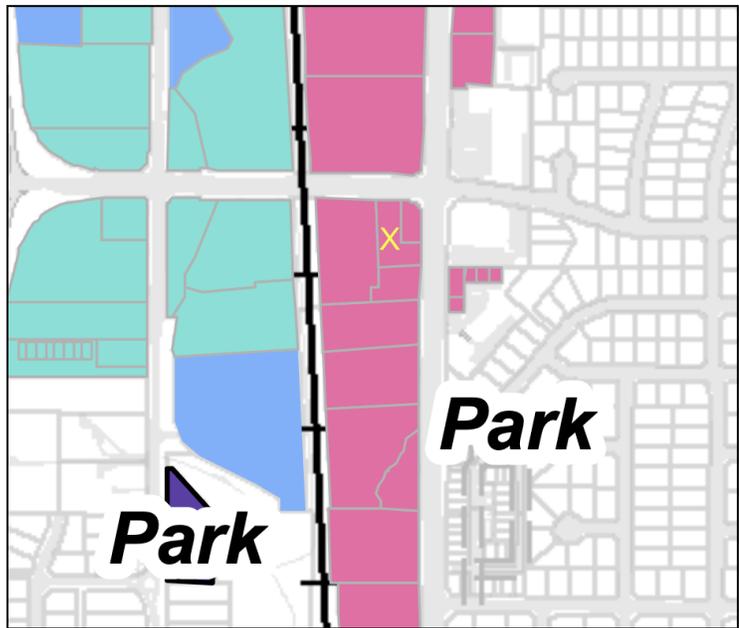
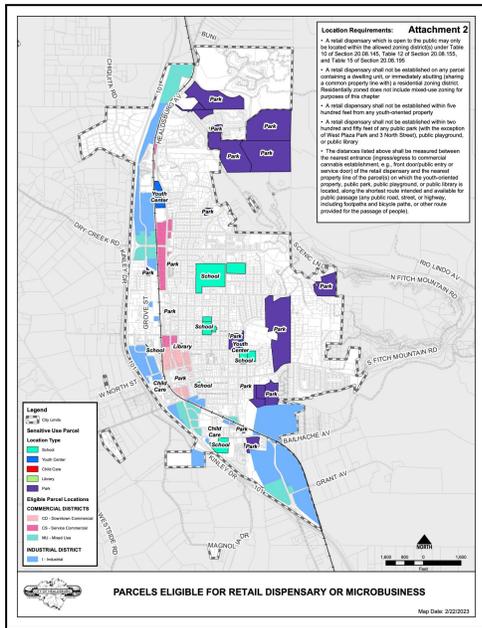


among cannabis dispensaries acting as a trusted resource for verified, medical information. All products sold at Mercy Wellness are tested according to State regulations and Mercy welcomes any new regulations that would require QR codes on products so safety and chain of custody information can be easily available for consumers.

Section G: Proposed Site Plan

Mercy Wellness Healdsburg has obtained a signed and notarized Property Owner Consent Landlord Affidavit for 20 Dry Creek Road, Healdsburg CA 95448. In addition we have also obtained a Zoning Clearance Letter from the City of Healdsburg’s Community Development Department. Both of these documents have been included with this application (PDF File #5).

The parcel number is 003-020-019 and is identified by the “ X “ below as Service Commercial that is currently zoned in the allowable Commercial District per the Map of Parcels Eligible for Retail Dispensary or Microbusiness.



The L-shaped parcel is located near the intersection of Dry Creek Road and Healdsburg Avenue. The building is 4,482 SF and is constructed using a wood frame on a concrete slab, and mostly wood siding except for a small decorative rockwall at the end of the building.

There will be 28 parking spaces on site, including 2 ADA spaces in the front of the building that is closest to the entry of Mercy Wellness Healdsburg. Mercy will have more than adequate parking. We will install a bike rack and will offer a discount for those that commute by bicycle, or by public transit.

There are two access points to the parcel, one entrance and exit is on Dry Creek Road - the other entrance and exit is located on Healdsburg Avenue. The site has sidewalks on the Dry Creek Road and Healdsburg Ave facing sides of the parcel. The site is also 90’ from the nearest pedestrian crosswalk.



Photographs of Existing Site



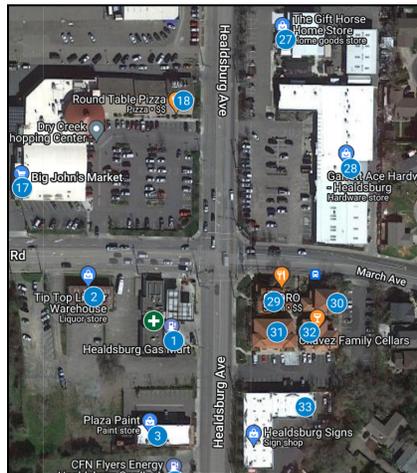
Current Site Use

Currently the site is vacant and not being occupied by any business or individuals. Just before taking possession of the property, there were homeless encampments and loitering taking place. As described and shown in [Section E: Neighborhood Compatibility](#) we have already cleaned up the site.



Adjacent Parcels

The parcel is located in between and to the West of the Healdsburg Gas Mart (1) and to the East of Tip Top Liquors (2) which are both adjacent separate parcels. The site is located across the street to the north from the Big John's Market Shopping Center (17) which includes Round Table Pizza (18); and diagonally north East from Garrett's Ace Hardware (28) where the Gift Horse Home Store (27) is also located. This driveway that is located on Healdsburg Avenue is across the street to the East from the parcel that Otoro Sushi, Artemedica Med Spa, Chavez Family Cellars, and Villagio Dental occupies (29-32). On the South side there is Plaza Paint Store (3) which previously housed the B&B Lounge.



Site Plan

The following is our proposed site plan and is also included in [Appendix L](#).

Proposed Site Improvements

The aesthetic of the Mercy Wellness family of dispensaries while in some cases will remain consistent, we are proposing an upscale environment that also attracts the Healdsburg Tourist. Please see the 3D renderings below which gives the overall look, feel and design of Mercy Wellness Healdsburg, we also created this [3D video tour](#).

As mentioned above, Mercy Wellness Healdsburg already has full site control. Since taking possession in June 2023, Mercy has cleaned up trash, glass and empty liquor bottles, brush and weeds as well as power washed the exterior. We've applied a fresh coat of paint and replaced the exterior lighting fixtures with LED Edison bulbs. We trimmed up the landscaping so that the building is visible from passersby and found that the loitering has since ceased.

Mercy Wellness Healdsburg's plans for additional site improvements are to invest in upgrading our facilities to enhance the overall customer experience and create a welcoming environment. Improvements like asphalt for parking areas, thoughtful and sustainable landscaping, exterior and interior paint updates, façade enhancements to create a more inviting entrance to the retail dispensing area, improved lighting, upgraded HVAC systems for better comfort, and installing a new bike rack to promote sustainable transportation.

For an enhanced customer experience, Mercy Wellness Healdsburg will be installing a large viewing window from the consulting area into the production area of manufacturing. This will educate customers on the processes which it takes to get cannabis products from the farm to the consumer.

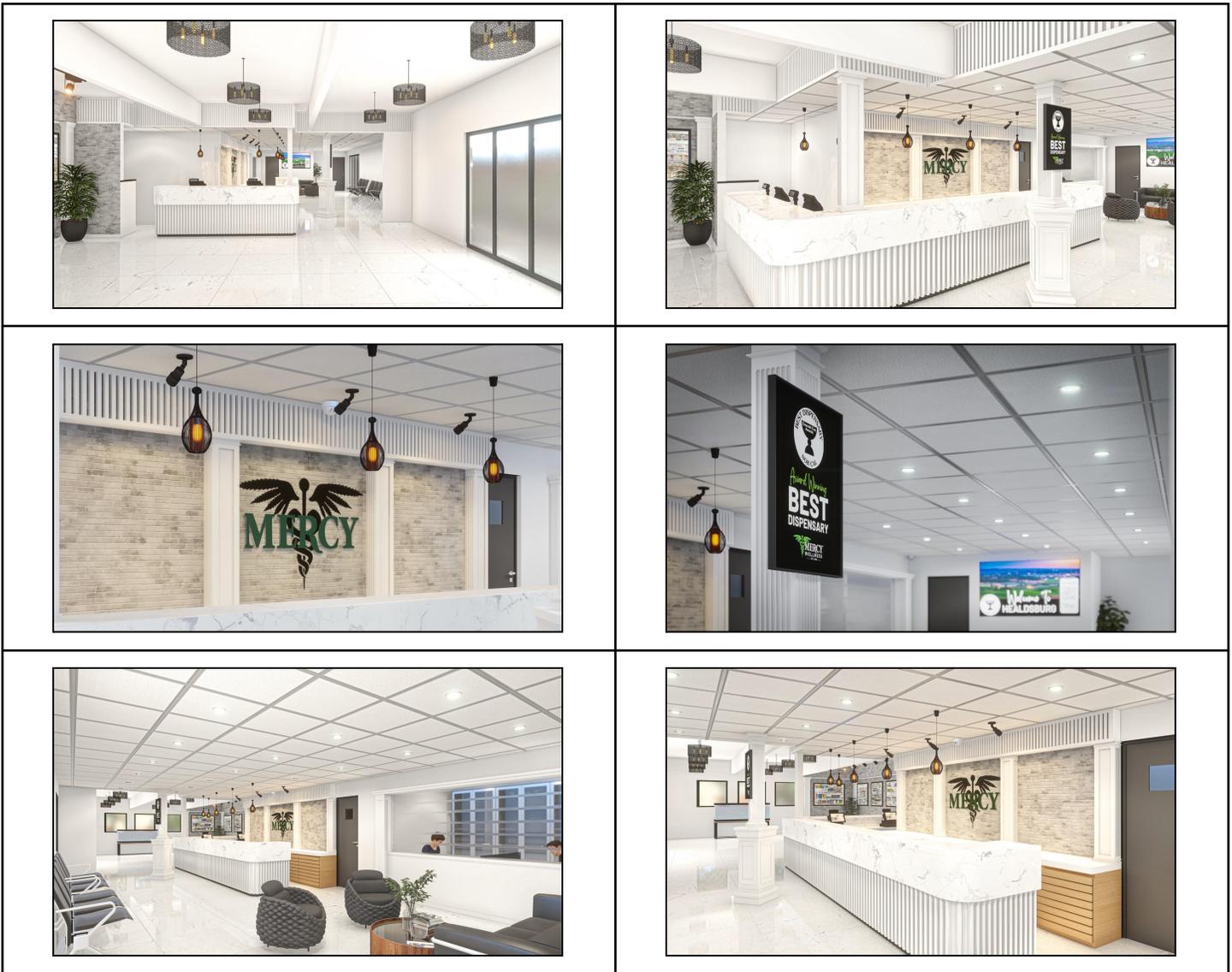


Visual Depiction for Proposed Exterior



Visual Depiction for Proposed Interior





Impact of Proposed Modifications

Mercy Wellness Healdsburg was designed and will operate in a way that minimizes or eliminates negative impacts on public health, safety, welfare, environmental quality, and quality of life in the surrounding area. As a matter of principle, Mercy Wellness believes that every employee, customer and community member should be able to go home safe at the end of the day. Therefore, Mercy Wellness promotes a safety culture that emphasizes these values.

By actively engaging with the community, implementing stringent security and operational measures, controlling noise and odors, managing waste responsibly, addressing traffic concerns, and promoting education, Mercy Wellness strives to be a positive and respectful presence in the Healdsburg community. By prioritizing these considerations and working closely with local stakeholders, retail dispensaries like Mercy Wellness can contribute positively to the community while minimizing any potential negative impacts.



Letter of Support - City of Cotati



June 15, 2023

City of Healdsburg
401 Grove Street
Healdsburg CA 95448

To Whom it May Concern:

I am writing this letter to communicate our experience working with Brandon Levine and Mercy Wellness of Cotati. Brandon has been operating Mercy Wellness in Cotati for over fourteen years. He is our original and only one of two storefront retail cannabis dispensary operators. During this time, Mercy Wellness has complied with every required regulation or reporting requirement, been open to additional requests from the City and shown sensitivity to, and a desire to resolve potential issues. Brandon has consistently operated the dispensary to standards which exceed requirements and has been a benefit to our business community and the City in general. The Mercy Wellness license must be renewed every two years and every review period has resulted in a clean record of operation, with no complaints.

The City recently updated our municipal code to allow storefront retailers to operate consumption lounges. Mercy also has an active application to open a lounge and has held the first event with on-site tasting. The event was held without complaints or issues, in large part due to the team at Mercy proactively planning for and addressing potential issues. As we finalize the lounge permit, Mercy understands the potential issues and often comes up with solutions to potential problems before we ask.

Both generally, and in conjunction with Proposition 64, Brandon has taken the time to educate decision makers and staff about the nature of his business. He has consistently made himself available as a resource for the City, allowing and even recommending that city and public officials to regularly tour his facilities. The City of Cotati has no reservation about Brandon's continued operation in Cotati. In this rapidly changing industry, the integrity and cooperation of operators is paramount and Brandon has proven to be an excellent partner for us.

Please do not hesitate to contact me if you would like to discuss this further or if you have any questions. I can be reached at 665-3621 or via email at dobid@cotaticity.org.

Sincerely,

Damien O'Bid
City Manager

Cc: Noah Housh, Community Development Director
Michael Parish, Police Chief

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| 201 West Sierra Avenue | Cotati, CA 94931 | www.cotaticity.org |



Letter of Support - Cotati Police Department, Chief Parish



COTATI POLICE DEPARTMENT

Michael Parish, Chief of Police

203 West Sierra Avenue

• Cotati, CA 94931

• Phone: (707) 792-4611

• Fax: (707) 795-0168

Letter of Support for Mercy Wellness

July 13, 2023

The Honorable Ariel Kelley, Mayor
City of Healdsburg
401 Grove Street
Healdsburg, CA 95448

Dear Mayor Kelley,

I have been the Chief of Police for the City of Cotati since January 11, 2011. During my tenure I have worked with Mercy Wellness, a cannabis dispensary business in Cotati. Specifically, I have worked with the business owner/operator Brandon Levine.

I have established a professional relationship with Brandon and have found him to be responsive and professional when it comes to the safety and security of his dispensary. Brandon is very knowledgeable in the cannabis industry, and he understands its associated risks. I have found that Brandon is available when I have questions and concerns and he is willing to fund safety measures.

Brandon has been a pleasure to work with and I have found his business to be very professional and not a burden to the City of Cotati in any way.

I recommend you consider Mercy Wellness as a future business for the City of Healdsburg.

Respectfully submitted,

Chief Michael Parish



Letter of Support - Property Owner Brian Spiers

July 26, 2023

City of Healdsburg
401 Grove Street
Healdsburg CA 95448

RE: Letter of Recommendation for Mercy Wellness - Cannabis Operation License Application

To Whom It May Concern,

I am writing to provide my enthusiastic recommendation for Mercy Wellness to be granted a cannabis operation license in the City of Healdsburg. As the owner of the property located at 20 Dry Creek Road in Healdsburg, I've been approached by numerous potential cannabis retailers seeking to establish their businesses at my location. After careful consideration, it became clear that Mercy Wellness, led by Brandon Levine, was the only business that I would sign a lease with for my location.

From my initial conversations with Brandon, it was evident that he is a local Healdsburg native who deeply cares about the community. His straight forward and professional approach impressed me, and it became apparent that he possesses a strong business acumen. I took the time to visit Mercy Wellness's Cotati facility, which has been successfully operating for the past 14 years, and I was thoroughly impressed with the operation's efficiency and compliance with all regulations.

The 20 Dry Creek site, which spans less than half an acre, perfectly aligns with Mercy Wellness's needs for a retail cannabis site. Mercy will transform a long-time, vacant, existing structure, with ample parking and two street frontages, providing easy access for vehicles. As a builder, I can still potentially develop the remaining 1.5-acre 90 Dry Creek property in the future or the entire property retaining Mercy as a lessee.

I firmly believe that Mercy Wellness will be a valuable addition to the Healdsburg community. Brandon and his team have a proven track record of running a successful cannabis business and are committed to creating a vibrant and responsible establishment. The currently vacant retail space at 20 Dry Creek Road will be transformed into a thriving business under their stewardship.

In conclusion, I wholeheartedly recommend Mercy Wellness for a cannabis operation license. Their local roots, strong business ethics, and established track record make them the perfect candidate to contribute positively to the City of Healdsburg. If you require any further information or have any questions, please do not hesitate to contact me.

Sincerely

Brian Spiers



415-559-4923

www.brianspiersdevelopment.com



Letter of Support - Healdsburg Chamber of Commerce



HEALDSBURG
CHAMBER

STAY
HEALDSBURG

Healdsburg Chamber | Stay Healdsburg
217 Healdsburg Avenue, Healdsburg, CA 95448
info@healdsburg.com | www.healdsburg.com
P: (707) 433-6935

**Healdsburg Chamber of
Commerce Board of
Directors**

Maggie Curry
Board Chair
Jackson Family Wines

Mike Brennan
Board Chair-Elect
Mill District Healdsburg

Heidi Dittloff
Board Secretary
Longboard Vineyards

Bill Smart
Board Treasurer
Limerick Lane Cellars

Dan Maraviglia
Past Board Chair
Passalacqua, Mazzoni,
Gladden, Lopez &
Maraviglia LLP

Beryl Adler
Black Oak Coffee Roasters

Katie Ambrosi
Wilson Artisan Wines

Nancy Brandt
Brandt Insurance Agency

Erika Dawkins
Bon Ton Studio + bon ton
baby

Jim Heid
Craftwork Healdsburg

Doug Kaminski
Montage Healdsburg

Aaron Krug
Krug Hotels
Dry Creek Inn/The Lodge at
Healdsburg

Circe Sher

The mission of the Healdsburg Chamber of Commerce is to develop and promote a robust, diverse, thriving economy and support those unique qualities that are necessary for business, and make Healdsburg a special place in which to work, live and visit.

June 19, 2023

City of Healdsburg
401 Grove Street
Healdsburg, CA 95448

RE: Mercy Wellness Chamber Membership Confirmation

Dear City of Healdsburg,

Mercy Wellness has been a member of the Healdsburg Chamber of Commerce since June 2022. Since joining, Mercy has participated in community and Chamber events through sponsorship of our 2022 Annual BBQ at the Bronze Level and through attendance of mixers and professional development events. Employees of Mercy Wellness are also active in the Chamber's Healdsburg Young Professionals Network. This year, they will be the Presenting Sponsor for the 2023 Annual BBQ on August 16.

Mercy Wellness is a member in good standing and continues part of the Healdsburg Chamber business community.

Sincerely,

Tallia Hart
CEO of the Healdsburg Chamber



Letter of Support - Dry Creek Flower Co.

Dry Creek Flower Company

Healdsburg, CA 95448

July 1, 2023

Mayor O'Kelly, Vice Mayor Hagele, City Council and Staff

City of Healdsburg

401 Grove Street Healdsburg, CA 95448

Dear Mayor O'Kelly, Vice Mayor Hagele, City Council, and Staff,

Subject: Endorsement for Mercy Wellness' New Dispensary Location in Healdsburg

I am writing to express our strong endorsement for the new dispensary location of Mercy Wellness in Healdsburg, California. As a local cannabis farm, Dry Creek Flower Company recognizes the immense value and positive impact that Mercy Wellness can bring to our community. We believe their commitment to being a responsible operator, their dedication to giving back, and their alignment with Healdsburg's vision make them an exceptional choice for the city.

One of the key reasons we wholeheartedly support Mercy Wellness is their status as a local operator. Founded and led by a Healdsburg High School graduate, Mercy Wellness carries the essence of our community within its roots. Supporting a local operator not only strengthens the local economy but also fosters a sense of belonging and trust within the community. Mercy Wellness has already proven its commitment to Sonoma County through their dispensaries in Cotati and Santa Rosa, and we are confident they will bring the same level of excellence and care to Healdsburg.

Furthermore, we greatly appreciate Mercy Wellness' track record of generosity and community involvement. Their dedication to giving back is exemplary, as demonstrated by their support for various local organizations such as the Humane Society of Sonoma County, Redwood Empire Food Bank, Ceres Community Project & Garden, Farm 2 Pantry, Russian Riverkeeper, Daily Acts, The Living Room, Bay Area Mural Project, and many others. In addition to financial contributions, they actively participate in creek clean-ups and engage in gleaning fruits and vegetables, showcasing their commitment



Letter of Support - Dry Creek Flower Co. - Cont'd.

to environmental sustainability. Mercy Wellness' strong ethos of social responsibility and community engagement make them an ideal partner for Healdsburg.

Experience and compliance are crucial factors to consider when selecting an operator, and Mercy Wellness excels in both areas. With over 13 years of operational experience, they have been at the forefront of the industry, leading the way as the first licensed Adult-Use dispensary in Sonoma County. Their impeccable record of adhering to all local and state cannabis laws sets an exemplary standard for compliance. By choosing Mercy Wellness, Healdsburg can be confident in partnering with an established operator who brings a wealth of knowledge and expertise to the table.

Finally, Mercy Wellness' values and vision align seamlessly with Healdsburg's objective of enhancing the community as an attractive, healthy, and prosperous place to live. By promoting responsible cannabis consumption, education, and community involvement, Mercy Wellness supports the overall well-being of Healdsburg residents. Their commitment to fostering a positive cannabis culture aligns with our shared goal of creating a thriving community that benefits everyone.

In conclusion, we wholeheartedly endorse Mercy Wellness' new dispensary location in Healdsburg. Their status as a local operator, their track record of generosity and community engagement, their experience and compliance, and their alignment with Healdsburg's vision make them an exceptional choice for our city. We are confident that Mercy Wellness will contribute significantly to Healdsburg's cannabis landscape while upholding the values and integrity that our community holds dear.

Thank you for considering our endorsement, and we trust that you will make a decision that best serves the interests of our community. Should you require any further information or support, please do not hesitate to contact us.

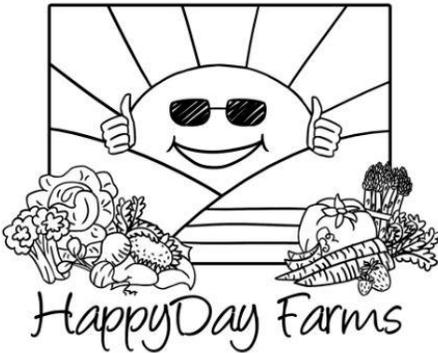
Warm regards,

Cody Twist, Steve and Candy Sommer

Dry Creek Flower Company



Letter of Support - Happy Day Farms



From: HappyDay Farms

To: Mayor O'Kelly, Vice Mayor Hagele, City Council and Staff
City of Healdsburg
401 Grove Street
Healdsburg, CA 95448

I am writing this letter of support for the proposed Mercy Wellness Healdsburg location. Our farm is a small-scale family operation. The cannabis markets have been difficult with the transition to regulation, and we have struggled to stay afloat. We are a diversified operation raising animals, producing vegetables for market and CSA, and producing licensed cannabis grown in living soil with practices that strive towards regenerative agriculture.

Mercy Wellness has been crucial to our farm's survival. Joe and Charlie and the whole Mercy team have been gracious, kind, caring and supportive through some very difficult times in the last few years. They are always responsive, and the economic support has quite literally kept our doors from closing.

We are excited for the potential of a new Mercy Wellness location, which is closer to us up here in Mendocino. We look forward to coming down to visit and share our story and practices with local customers, and we are committed to supporting a vibrant cannabis space that can showcase ecologically sound farming and diversified production.

Just as the team at Mercy have been strong partners for us, I have also seen them navigate challenging policy and permitting conditions with grace and aplomb. I have enough background in policy work after several years of advocacy for small farms to understand the hurdles they have faced in the evolving cannabis space, and I can say with confidence that the Mercy team will go above and beyond to mitigate concerns and be stellar operators in your jurisdiction.

I look forward to a new Mercy location and the continued growth of a local business that supports small farms and does good work in the community. I am happy to discuss further and can be reached at happydayfarms42@gmail.com. Thank you for your time and I hope you vote to approve Mercy Wellness Healdsburg!

- Casey, Amber and Nathaniel O'Neill, Co-Owners, HappyDay Farms



Letter of Support - SC Labs

Mayor O'Kelly, Vice Mayor Hagele, City Council and Staff
 City of Healdsburg
 401 Grove Street
 Healdsburg, CA 95448

Dear Mayor O'Kelly, Vice Mayor Hagele, City Council and Staff,

I hope this letter finds you in good health and spirits. I'm reaching out on behalf of SC Labs to wholeheartedly support Mercy Wellness in their application for a retail dispensary license in Healdsburg. Our relationship with Mercy Wellness spans a decade, during which time they have proven themselves as an outstanding partner and a reputable operator within the cannabis industry.

As a longtime collaborator and customer of our services, Mercy Wellness has demonstrated a proactive commitment to their customers' safety and product knowledge. Mercy Wellness was committed to both cannabinoid and contaminant testing long before legalization and regulations required testing. They were early adopters of PhytoFacts, our chemometric classification system. By utilizing PhytoFacts, they've not only underscored their dedication to the provision of safe, well-characterized cannabis products, but also emphasized the importance of consumer education about cannabinoids and terpenes, an often overlooked yet crucial component of cannabis.

Mercy Wellness has consistently shown a commitment to excellence and responsibility, demonstrated by the solid team they have assembled and maintained. It has been a pleasure to work with the various working groups we interact with as well as their leadership that not only seem to have a stake in the success of the organization but also a deep connection to the local community. Furthermore, they have been instrumental in supporting small farms and brands during challenging times and have always followed through on their financial commitments to us as one of their vendors, fostering a network of mutual trust and support as well as resilience within our industry.

In addition, Mercy Wellness has an impressive record of community involvement and philanthropy. They have made significant donations to several local organizations, including the Humane Society of Sonoma County, Redwood Empire Food Bank, and others, while actively participating in environmental stewardship through creek

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clean-ups. These actions reflect a profound commitment to enhancing the quality of life in their community.

As the first licensed Adult-Use dispensary in Sonoma County, Mercy Wellness has demonstrated a track record for compliance and innovation. They have consistently followed all local and state cannabis laws and are leaders in the drive toward on-site consumption lounges. Choosing Mercy Wellness as an operator would align perfectly with Healdsburg's vision of creating a vibrant and prosperous community.

In conclusion, SC Labs fully supports Mercy Wellness's application for a retail dispensary license. We have witnessed their growth, commitment to excellence, and community spirit firsthand. We believe that granting them a license will not only promote the responsible and educated use of cannabis but will also greatly benefit the Healdsburg community.

Thank you for your consideration.

Sincerely,



Josh Wurzer
 CoFounder, Chief Compliance Officer

SC Labs
 100 Pioneer St, STE E
 Santa Cruz, CA 95060
 josh@sclabs.com
 831.475.1844
 July 18, 2023

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Letter of Support - Proof



Proof Operations, Inc.
 3381 McMaude Pl
 Santa Rosa, CA 95407
 info@proofextracts.com
 707-757-9984

06/22/23

City of Healdsburg
 Attn: Mayor O'Kelly, Vice Mayor Hagele, City Council and Staff
 401 Grove Street
 Healdsburg, CA 95448

Subject: Letter of Support for Mercy Wellness

Dear Mayor O'Kelley,

I submit this letter in strong support to the City of Healdsburg for granting a retail cannabis permit to Mercy Wellness. As a member of the greater Sonoma County community and someone familiar with the applicant's business, I believe their presence will bring significant benefits to Healdsburg.

First and foremost, I would like to highlight the remarkable success that Mercy Wellness has achieved in Cotati and Santa Rosa. Their commitment to excellence and exceptional customer service has earned the company a stellar reputation among consumers and industry professionals alike. The applicant's proven track record of success in different locations demonstrates their ability to adapt to diverse markets and deliver exceptional retail experiences.

Mercy Wellness has a long history of supporting local businesses, and Proof is a beneficiary of this focus. Proof is located in unincorporated Sonoma County in the Todd Road area of Santa Rosa. We have 20 employees that make living wages, have full benefits, and many of whom have been with the company for over four years. Established as a medical collective to help a family member with cancer, we are now one of the top-selling cannabis wellness companies in California, and Mercy Wellness stores are Proof's top selling and strongest retail partner in the state. We are lucky to have such a great partner in our local cannabis community.

Furthermore, as a retail partner with Proof, I must emphasize the applicant's outstanding financial integrity. In an industry where timely vendor payments are unfortunately rare, Mercy Wellness stands out as a shining example of responsible business practices. Their commitment to paying vendors on time not only helps to stabilize local supply chains but also sets a positive precedent for other retailers in the industry. This stability and reliability has been a cornerstone for many of us, local vendors, whom they support.

With over 13 years of experience in the retail industry, Mercy possesses a wealth of knowledge and expertise that will be invaluable to your community. Their extensive experience enables them to navigate market fluctuations, anticipate consumer trends, and make informed business decisions that contribute to long-term success. This depth of industry knowledge will undoubtedly have a positive impact on your local economy.

Equally important is the respect that Mercy and their employees have earned in the communities they serve. Their commitment to building positive relationships with customers and providing exceptional service has garnered them a strong and loyal customer base. Mercy's dedication to fostering a welcoming and inclusive environment has been instrumental in cultivating these positive connections, which will undoubtedly carry over to your community in Healdsburg.

I am also impressed by Mercy's dedication to community involvement and philanthropy. Mercy has a commendable track record of actively supporting local charities and organizations, contributing to the betterment of the communities they operate in. Their commitment to giving back demonstrates their understanding of the importance of community engagement and their willingness to invest in the well-being of the places they call home.

In conclusion, I wholeheartedly support Mercy's application for a permit to operate in the City of Healdsburg. Their proven success in other cities in Sonoma County, combined with their deep roots in our community, commitment to timely payments to vendors, extensive industry experience, and dedication to community engagement make them an ideal addition to your city's retail landscape. Granting Mercy a permit will not only bring economic benefits but will also enhance the overall quality of life for residents and visitors as Healdsburg welcomes cannabis and the substantive health benefits that the plant can bring to people of all ages and backgrounds.

Thank you for your time and consideration. Please feel free to reach out to me if you require any further information or if there is anything else I can do to support this application.

Sincerely,



Julie Mercer-Ingram, CEO
 Proof Operations, Inc.



Media Bibliography

Publication	Date	Link to Article
North Bay Business Journal		Beyond the Boardroom: Brandon Levine, CEO Mercy Wellness: August '24 Publication Coming Soon!
North Bay Business Journal	Thu 2023-06-29	Second Annual CA State Fair Cannabis Competition Announces Award Winners
Press Democrat	Tue 2023-03-21	Healdsburg tentatively OKs allowing cannabis dispensaries within city limits
North Bay Business Journal	Mon 2023-05-22	North Bay, California cannabis operators await outcome of Safe Banking Act, again
Honeysuckle Magazine	Tue 2023-05-02	Inside Wood Wide Highcraft: The Emerald Triangle's Best-Kept Secret In Craft Cannabis Cultivation
Leaf Magazine	Mon 2023-05-01	Fruit Beer Ice Water Hash - Page 16
Press Democrat	Wed 2023-04-19	6 ways to celebrate 4/20 in Sonoma County
Press Democrat	Tue 2023-03-21	Healdsburg tentatively OKs allowing cannabis dispensaries within city limits
Herb	Fri 2023-02-24	Best Dispensaries in Santa Rosa, CA
Marijuana Venture Magazine	Wed 2023-03-01	Changing the Game for Growers: TSR Grow
Press Democrat	Sat 2022-12-10	Pot loves rain': Annual ganja-rama goes on as planned in Santa Rosa, despite downpour
Press Democrat	Thu 2022-12-08	Emerald Cup Harvest Ball Returns to Sonoma County Fairgrounds featuring E-40, over 100 vendors
North Bay Business Journal	Mon 2022-10-03	Leaders in the Cannabis Industry
High Times	Tue 2022-05-17	The Emerald Cup Awards Rocks Hollywood with Unforgettable Genetics and Guests
Emerald Cup	Sat 2022-05-14	Emerald Cup 2022 Award Winners - BEST DISPENSARY Northern California
Press Democrat	Thu 2022-03-31	Cheech Marin to visit Mercy Wellness in Santa Rosa, Cotati
Leafly	Mon 2022-03-07	The best-rated weed stores in California
North Bay Business Journal	Mon 2022-03-07	Sonoma County's Mercy Wellness free medical cannabis program a team effort with Mendocino County grower, Oakland distributor
Press Democrat	Sat 2022-01-15	Cotati fundraiser focuses on support for the arts
Press Democrat	Wed 2021-12-08	North Coast lawmaker joins call to ease tax burden for California cannabis industry
North Bay Bohemian	Wed 2021-04-21	Helping Humans Feel Better Since 500 BC - Economic Impact of Cannabis
Washington Post	Tue 2020-04-14	Weed is deemed 'essential' in California, but many pot businesses are on the brink of failure
Marijuana Venture	Wed 2020-04-01	Smoke and Mirrors
Press Democrat	Fri 2020-03-27	Sonoma County cannabis dispensaries that delivery better positioned during pandemic.
Fox 10 Phoenix	Wed 2020-03-18	Run on marijuana dispensaries as Bay Area shelters-in-place
Fox KTVU Bay Area Channel 2 News	Tue 2020-03-17	Run on marijuana dispensaries as Bay Area shelters-in-place
KTVU Bay Area News	Tue 2020-03-17	Run on marijuana dispensaries as Bay Area shelters-in-place
Sensi Magazine	Sun 2020-03-01	Dazed and Gratified: An Interactive Cannabis Experience
Press Democrat	Mon 2020-02-24	Sonoma County cannabis oil manufacturers seek to ease vaping fears
Press Democrat	Fri 2020-01-17	Why this new Santa Rosa dispensary represents the future of cannabis stores
Press Democrat	Sat 2019-01-19	Legalization of marijuana off to sluggish start in Sonoma County
Community Voice	Fri 2018-12-14	Too much of a good thing for seniors and the holidays
Emerald Report	Tue 2018-12-04	Holiday shopping guide: 10 gift ideas for cannabis lovers on your list
North Bay Business Journal	Mon 2018-12-03	California cannabis regulator clarity spurs entrepreneurs to move forward in North Coast
Cannabis Dispensary Magazine	December 2018	Magazine Cover
Cannabis Dispensary Magazine	Sat 2018-12-01	Home-Field Advantage (Cover Story)



dope MAGAZINE	Sat 2018-11-17	Lagunitas Hi-Fi Hops: Nor Cal's Liquid Bliss
Sonoma County Gazette	Mon 2018-11-05	LOCAL GUIDE to Cannabis Dispensaries and Delivery Services
Community Voice	Fri 2018-09-14	Cannabis symposium Sept 19th
Made Local Magazine	Fri 2018-06-01	Into the Light
Sonoma County Gazette	Sat 2018-02-03	Cotati Heart and Soul
Community Voice	Fri 2018-01-26	Cotati changes cannabis cultivation regulations
dope MAGAZINE	Tue 2018-01-23	The Phoenix Rising from the Ashes: Heroes of the 2017 North Bay Fires
Press Democrat	Tue 2018-01-23	Price of pot skyrockets for California customers as new taxes kick in
Emerald Report	Tue 2018-01-02	California Cannabis Crystal Ball: What to expect now that weed is recreational
Press Democrat	Mon 2018-01-01	Recreational pot sales begin in Sonoma County
Press Democrat	Sun 2017-12-31	Brave new world: Legal pot sales begin Jan. 1 in Sonoma County
KSRO	Tue 2017-12-19	Interview: Mercy Wellness In Cotati The First To Legal Marijuana
Community Voice	Fri 2017-12-15	Cotati passes temporary commercial cannabis ordinance
Press Democrat	Tue 2017-12-12	Cotati approves adult pot sales, Rohnert Park bans all commercial distribution
SF Weekly	Mon 2017-11-06	Voters to decide pot, rent control issues in low-key Tuesday election
SF Chronicle	Sat 2017-11-04	Wine Country fires turn Sonoma County elections into mail-only contests
Sonoma County Gazette	Wed 2017-11-01	Barrister Bits
CBS San Francisco	Thu 2017-08-17	Cotati Marijuana Dispensary Packaging Weed In Cans
Press Democrat	Tue 2017-08-08	Move over canned foods and make room for canned pot
San Francisco Magazine	Fri 2017-07-14	The Best of the NorthBay 2017
Press Democrat	Tue 2017-06-13	Santa Rosa bans cannabis operators in zone near West End neighborhood
Press Democrat	Tue 2017-05-16	Santa Rosa City Council rejects move to block cannabis startup
Press Democrat	Fri 2017-05-12	Santa Rosa cannabis fuels land-use feud
North Bay Business Journal	Mon 2017-04-17	CannaCom Valley: Rise of Sonoma County's cannabis commercial cluster
Press Democrat	Tue 2016-07-26	Best of Sonoma County 2016: So Sonoma County
dope MAGAZINE	Thu 2016-07-14	Review: Mercy Wellness
dope MAGAZINE	Mon 2016-04-25	Medical Monday: Elevated Cannabis Compliance Conference
Press Democrat	Fri 2013-12-13	Country fair raises marijuanas profile
Community Voice	Thu 2012-04-05	Cotati OKs expansion of cannabis dispensary
Community Voice	Fri 2012-03-30	Cotati medicinal marijuna dispensary gets OK to expand
Press Democrat	Thu 2012-03-29	Cotati Pot Provider Gets Ok to Expand
Press Democrat	Mon 2012-03-19	Pot Dispensary in Cotati Seeks to Expand
Community Voice	Fri 2010-07-23	Its Not a Pot Club, Cotati's only marijuana dispensary shows future of medicinal cannabis collectives
Press Democrat	Fri 2010-03-12	Advocates welcome medical pot clinic
Community Voice	Fri 2010-02-12	Cotati planners approve zoning for medical marijuana dispensary
Press Democrat	Mon 2010-02-08	Cotati marijuana dispensary proposed
N2 Packaging Systems		Customer Testimonial
N2 Packaging Systems		High Volume System



Appendices

[Appendix A](#) - Budget

[Appendix B](#) - ProForma

[Appendix C](#) - Mercy Wellness Healdsburg Performance Timeline

[Appendix D](#) - Mercy Wellness Healdsburg Retail Operating Timeline

[Appendix E](#) - Mercy Wellness Healdsburg Construction Timeline

[Appendix F](#) - Membership Agreement

[Appendix G](#) - Driving High is DUI

[Appendix H](#) - Waste Management Plan

[Appendix I](#) - Felicia Accomazzo TREDs Driving High is DUI Course Trainer Certificate

[Appendix J](#) - Detailed Security Plan + DCC Premise Diagram w/ Cameras (**Confidential**)

[Appendix K](#) - Sustainability Report and Action Plan

[Appendix L](#) - Site Plan



Appendix A - Budget for Construction, and Start Up Operations



Healdsburg Startup Projections

Building Expense	Projected Cost
Architect	\$25,000
HVAC Engineering	\$7,500
Structural Engineering	\$2,500
Demo	\$25,000
General Contractor	\$250,000
Electrical	\$100,000.00
HVAC	\$75,000
Plumbing	\$15,000
Paving & Striping	\$15,000
Landscaping	\$5,000
Contingency / Reserves	\$200,000
Fire Alarm	\$15,000
Security Alarm	\$10,000
Doors and Hardware	\$25,000
Security Cameras	\$75,000
Flooring	\$25,000
Drywall	\$35,000
Paint Interior	\$10,000
Paint Exterior	\$15,000
Counters	\$20,000
Stone Wall Finishes	\$15,000
Vault Door	\$2,000
LED Lighting	\$25,000
Building Expense Total	\$992,000

Business Expense	Projected Cost
Permitting Process	\$100,000
Legal	\$7,500
Licensing - Local/City	\$10,000
Licensing - State/DCC	\$33,000
Displays	\$15,000
Furniture	\$10,000
Insurance	\$20,000
Signage	\$20,000
POS	\$15,000
IT/Internet Switches	\$5,000
Smart Safe (Cash Recycler)	\$13,000
Business Expense Total	\$248,500

Building Expense	\$992,000
Business Expense	\$248,500
Total	\$1,240,500

**Does not include Rent, Inventory, Labor & Security Staff*

REFER TO PRO-FORMA

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Appendix B - ProForma: Sales Forecast Year 1

Sales Forecast Year 1

Prepared By: **Company Name:**
 Brandon Levine **Mercy Wellness Healdsburg**

Product Lines	Units	Sales Price Per Unit	COGS Per Unit	Margin Per Unit
Customer Avg Net Sales(Pretax)	Transactions	\$ 60.00	\$ 24.00	\$ 36.00
				\$ -
				\$ -
				\$ -
				\$ -

Product Lines	January	February	March	April	May	June	July	August	September	October	November	December	Annual Totals	Category	Category / Total
Customer Avg Net Sales(Pretax)															
Transactions Sold	3,000	3,300	3,630	3,993	4,392	4,832	5,315	5,846	6,431	6,500	6,500	6,500	60,238		100.0%
Total Sales	180,000	198,000	217,800	239,580	263,538	289,892	318,881	350,769	385,846	390,000	390,000	390,000	3,614,305		100.0%
Total COGS	72,000	79,200	87,120	95,832	105,415	115,957	127,552	140,308	154,338	156,000	156,000	156,000	1,445,722		40.0%
Total Margin	108,000	118,800	130,680	143,748	158,123	173,935	191,328	210,461	231,507	234,000	234,000	234,000	2,168,583		60.0%
Product 2															
Units Sold													0		0.0%
Total Sales	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Total COGS	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Margin	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Product 3															
Units Sold													0		0.0%
Total Sales	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Total COGS	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Margin	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Product 4															
Units Sold													0		0.0%
Total Sales	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Total COGS	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Margin	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Product 5															
Units Sold													0		0.0%
Total Sales	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Total COGS	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Margin	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Product 6															
Units Sold													0		0.0%
Total Sales	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Total COGS	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Margin	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	-	0.0%
Total Units Sold	3,000	3,300	3,630	3,993	4,392	4,832	5,315	5,846	6,431	6,500	6,500	6,500	60,238		
Total Sales	\$ 180,000	\$ 198,000	\$ 217,800	\$ 239,580	\$ 263,538	\$ 289,892	\$ 318,881	\$ 350,769	\$ 385,846	\$ 390,000	\$ 390,000	\$ 390,000	\$ 3,614,305		
Total Cost of Goods Sold	\$ 72,000	\$ 79,200	\$ 87,120	\$ 95,832	\$ 105,415	\$ 115,957	\$ 127,552	\$ 140,308	\$ 154,338	\$ 156,000	\$ 156,000	\$ 156,000	\$ 1,445,722		
Total Margin	\$ 108,000	\$ 118,800	\$ 130,680	\$ 143,748	\$ 158,123	\$ 173,935	\$ 191,328	\$ 210,461	\$ 231,507	\$ 234,000	\$ 234,000	\$ 234,000	\$ 2,168,583		

Mercy Wellness Healdsburg RFP Pro Forma .xlsx

3a-SalesForecastYear1

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 [Mercy Wellness Healdsburg RFP Pro Forma SalesForecast Year1 .jpg](#)

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Appendix B - ProForma: Sales Forecast Years 2-3

Sales Forecast Year 1-3

Prepared by: Brandon Levine
 Company Name: Mercy Wellness Healdsburg
 Growth Rate Year 1 to Year 2: 33.00%
 Growth Rate Year 2 to Year 3: 5.92%

Product Line	Year 1 Total	January	February	March	April	May	June	July	August	September	October	November	December	Year 2 Total	Category	Category /	January	February	March	April	May	June	July	August	September	October	November	December	Year 3 Total	Category	Category /
Transmitters Sold	62,218	6,500	6,500	6,500	6,500	7,000	7,000	7,000	7,400	7,400	7,400	7,400	7,700	85,200	0.0%		7,800	7,700	8,000	8,300	8,200	8,300	8,400	8,500	8,600	8,700	8,800	8,900	100,200	0.0%	
Total Sales \$	\$2,514,426	\$393,000	\$393,000	\$393,000	\$393,000	\$424,000	\$424,000	\$424,000	\$450,000	\$450,000	\$450,000	\$450,000	\$462,000	\$5,110,200	100.0%	0.0%	\$68,200	\$67,400	\$69,000	\$71,600	\$70,200	\$71,600	\$73,000	\$74,400	\$75,800	\$77,200	\$78,600	\$79,900	\$81,200	\$82,500	\$83,800
Total COGS \$	\$,445,722	\$156,000	\$156,000	\$156,000	\$156,000	\$168,000	\$168,000	\$168,000	\$177,400	\$177,400	\$177,400	\$177,400	\$184,800	\$2,044,800	40.0%	0.0%	\$18,200	\$18,000	\$18,600	\$19,200	\$18,800	\$19,400	\$19,800	\$20,200	\$20,600	\$21,000	\$21,400	\$21,800	\$22,200	\$22,600	\$23,000
Total Margin \$	\$,1,068,704	\$,237,000	\$,237,000	\$,237,000	\$,237,000	\$,256,000	\$,256,000	\$,256,000	\$,272,600	\$,272,600	\$,272,600	\$,272,600	\$,277,200	\$,3,065,400	60.0%	0.0%	\$50,000	\$49,400	\$50,400	\$52,400	\$51,400	\$52,200	\$53,200	\$54,200	\$54,800	\$55,400	\$56,000	\$56,600	\$57,200	\$57,800	\$58,400
Product 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Product 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Product 3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Product 4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Product 5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Product 6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Units Sold	62,218	6,500	6,500	6,500	6,966	7,000	7,000	7,189	7,480	7,480	7,480	7,480	7,700	85,200			7,800	7,700	8,000	8,189	8,200	8,300	8,400	8,500	8,600	8,700	8,800	8,900	9,000	100,200	
Total Sales \$	\$2,514,426	\$393,000	\$393,000	\$393,000	\$416,000	\$424,000	\$424,000	\$438,000	\$464,000	\$464,000	\$464,000	\$464,000	\$482,000	\$5,110,200			\$68,200	\$67,400	\$69,000	\$71,600	\$70,200	\$71,600	\$73,000	\$74,400	\$75,800	\$77,200	\$78,600	\$79,900	\$81,200	\$82,500	\$83,800
Total Cost of Goods Sold \$	\$,445,722	\$156,000	\$156,000	\$156,000	\$168,000	\$168,000	\$168,000	\$177,400	\$177,400	\$177,400	\$177,400	\$182,400	\$184,800	\$2,044,800			\$18,200	\$18,000	\$18,600	\$19,200	\$18,800	\$19,400	\$19,800	\$20,200	\$20,600	\$21,000	\$21,400	\$21,800	\$22,200	\$22,600	\$23,000
Total Margin \$	\$,1,068,704	\$,237,000	\$,237,000	\$,237,000	\$,248,000	\$,256,000	\$,256,000	\$,260,600	\$,286,600	\$,286,600	\$,286,600	\$,281,600	\$,297,200	\$,3,065,400			\$50,000	\$49,400	\$50,400	\$52,400	\$51,400	\$52,200	\$53,200	\$54,200	\$54,800	\$55,400	\$56,000	\$56,600	\$57,200	\$57,800	\$58,400

[Mercy Wellness Healdsburg RFP Pro Forma-SalesForecastYears1-3.jpg](#)

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Appendix B - ProForma: Sales Forecast Tax Benefit Years 1-3

Taxes Yrs 1-3

Prepared By: **Company Name:**
 Brandon Levine **Mercy Wellness Healdsburg**

Year 1	January	February	March	April	May	June	July	August	September	October	November	December	Annual Totals
Net Sales	\$ 180,000.00	\$ 210,000.00	\$ 240,000.00	\$ 270,000.00	\$ 300,000.00	\$ 330,000.00	\$ 360,000.00	\$ 360,000.00	\$ 360,000.00	\$ 360,000.00	\$ 360,000.00	\$ 360,000.00	\$ 3,690,000.00
State Excise Tax	24,300	28,350	32,400	36,450	40,500	44,550	48,600	48,600	48,600	48,600	48,600	48,600	\$ 498,150
Healdsburg City tax (4%)	8,172	9,534	10,896	12,258	13,620	14,982	16,344	16,344	16,344	16,344	16,344	16,344	\$ 167,526
Sales Tax (9%)	19,122	22,310	25,497	28,684	31,871	35,058	38,245	38,245	38,245	38,245	38,245	38,245	\$ 392,011
Gross Sales	\$ 231,594	\$ 270,194	\$ 308,793	\$ 347,392	\$ 385,991	\$ 424,590	\$ 463,189	\$ 463,189	\$ 463,189	\$ 463,189	\$ 463,189	\$ 463,189	\$ 4,747,687

Year 2	January	February	March	April	May	June	July	August	September	October	November	December	Annual Totals
Net Sales	\$ 396,000.00	\$ 402,000.00	\$ 408,000.00	\$ 414,000.00	\$ 420,000.00	\$ 426,000.00	\$ 432,000.00	\$ 438,000.00	\$ 444,000.00	\$ 450,000.00	\$ 456,000.00	\$ 462,000.00	\$ 5,148,000.00
State Excise Tax	53,460	54,270	55,080	55,890	56,700	57,510	58,320	59,130	59,940	60,750	61,560	62,370	\$ 694,980
Healdsburg City tax (4%)	17,978	18,251	18,523	18,796	19,068	19,340	19,613	19,885	20,158	20,430	20,702	20,975	\$ 233,719
Sales Tax (9%)	42,069	42,707	43,344	43,982	44,619	45,257	45,894	46,531	47,169	47,806	48,444	49,081	\$ 546,903
Gross Sales	\$ 509,508	\$ 517,228	\$ 524,947	\$ 532,667	\$ 540,387	\$ 548,107	\$ 555,827	\$ 563,547	\$ 571,266	\$ 578,986	\$ 586,706	\$ 594,426	\$ 6,623,602

Year 3	January	February	March	April	May	June	July	August	September	October	November	December	Annual Totals
Net Sales	\$ 468,000.00	\$ 474,000.00	\$ 480,000.00	\$ 486,000.00	\$ 492,000.00	\$ 498,000.00	\$ 504,000.00	\$ 510,000.00	\$ 516,000.00	\$ 522,000.00	\$ 528,000.00	\$ 534,000.00	\$ 6,012,000.00
State Excise Tax	63,180	63,990	64,800	65,610	66,420	67,230	68,040	68,850	69,660	70,470	71,280	72,090	\$ 811,620
Healdsburg City tax (4%)	21,247	21,520	21,792	22,064	22,337	22,609	22,882	23,154	23,426	23,699	23,971	24,244	\$ 272,945
Sales Tax (9%)	47,806	48,419	49,032	49,645	50,258	50,871	51,484	52,097	52,709	53,322	53,935	54,548	\$ 614,126
Gross Sales	\$ 600,233	\$ 607,929	\$ 615,624	\$ 623,319	\$ 631,015	\$ 638,710	\$ 646,405	\$ 654,101	\$ 661,796	\$ 669,491	\$ 677,186	\$ 684,882	\$ 7,710,691

[Mercy Wellness Healdsburg RFP Pro Forma - Tax Benefit Years 1-3.jpg](#)

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Appendix B - ProForma: Payroll Year 1

Payroll Year 1

Prepared By: **Brandon Levine**
 Company Name: **Mercy Wellness Healdsburg**

Employee Types	Number of Employee	Average Hourly	Estimated Hrs.	Estimated	January	February	March	April	May	June	July	August	September	October	November	December	Annual Totals
Owner(s)				\$	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Full-Time Employees	8	21.40	40	\$	29,675	29,675	29,675	29,675	29,675	29,675	29,675	29,675	29,675	29,675	29,675	29,675	\$ 356,096
Part-Time Employees	5	21.40	30	\$	13,910	13,910	13,910	13,910	13,910	13,910	13,910	13,910	13,910	13,910	13,910	13,910	\$ 166,920
Independent Contractors				\$	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Total Salaries and Wages	15	\$ 42.80	70	\$	43,585	\$ 43,585	\$ 523,016										
Payroll Taxes and Benefits	Wage Base Limit	Percentage of	Estimated Taxes &	January	February	March	April	May	June	July	August	September	October	November	December	Annual Totals	
Social Security	\$ 117,000	6.20%	\$	2,702	2,702	2,702	2,702	2,702	2,702	2,702	2,702	2,702	2,702	2,702	2,702	\$ 32,427	
Medicare		1.45%	\$	632	632	632	632	632	632	632	632	632	632	632	632	\$ 7,594	
Federal Unemployment Tax (FUTA)	\$ 7,000	0.60%	\$	53	53	53	53	53	53	53	53	53	53	53	53	\$ 630	
State Unemployment Tax (SUTA)	\$ 7,000	3.45%	\$	302	302	302	302	302	302	302	302	302	302	302	302	\$ 3,623	
Employee Pension Programs		0.00%	\$	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	
Worker's Compensation		2.50%	\$	1,090	1,090	1,090	1,090	1,090	1,090	1,090	1,090	1,090	1,090	1,090	1,090	\$ 13,075	
Employee Health Insurance		5.00%	\$	2,179	2,179	2,179	2,179	2,179	2,179	2,179	2,179	2,179	2,179	2,179	2,179	\$ 26,151	
401K Match Plan		3.00%	\$	1,308	1,308	1,308	1,308	1,308	1,308	1,308	1,308	1,308	1,308	1,308	1,308	\$ 15,690	
Total Payroll Taxes and Benefits		22.26%	\$	8,265	\$ 8,265	\$ 99,180											
Total Salaries and Related Expenses			\$	51,850	\$ 51,850	\$ 622,196											

Employee pay worksheet						
Employee Role	Needed per day	Hrs per week of coverage needed	Total Hrs per week	Hrs per year	Hourly	Annual
Budtender / Concierge	2	70	140	7280	\$18.00	\$131,040.00
Distribution	1	40	40	2080	\$20.00	\$41,600.00
Manufacturing	1	40	40	2080	\$20.00	\$41,600.00
GM	1	40	40	2080	\$35.00	\$72,800.00
Shift Lead	1	70	70	3640	\$25.00	\$91,000.00
Inventory / Receiving Coordinator	1	30	30	1560	\$20.00	\$31,200.00
Vault Coordinator	1	70	70	3640	\$19.00	\$69,160.00
Totals	8		430			\$478,400.00
						\$44,502.33 avg annual pay per employee
						\$21.40 avg hourly pay per employee
		minimum employees needed for coverage	10.75			

 [Mercy Wellness Healdsburg RFP Pro Forma Payroll Year 1.jpg](#)

(Click Link Above to View Full Screen Document)



Appendix B - ProForma: Payroll Years 1-3

Payroll Years 1-3

Prepared By:
Brandon Levine

Company Name:
Mercy Wellness Healdsburg

Employee Types	Year 1 Totals	Growth Rate 1 to 2	Second Year	Growth Rate 2 to 3	Third Year
Owner(s)	-		-		-
Full-Time Employees	356,096	10.0%	391,706	7.5%	421,084
Part-Time Employees	166,920	10.0%	183,612	30.0%	238,696
Independent Contractors	-	3.0%	-	3.0%	-
Total Salaries and Wages	\$ 523,016		\$ 575,318		\$ 659,779
Payroll Taxes and Benefits					
Social Security	32,427	10.0%	35,670	10.0%	39,237
Medicare	7,584	10.0%	8,342	10.0%	9,176
Federal Unemployment Tax (FUTA)	630	10.0%	693	10.0%	762
State Unemployment Tax (SUTA)	3,623	10.0%	3,985	10.0%	4,383
Employee Pension Programs	-	0.0%	-	0.0%	-
Worker's Compensation	13,075	3.0%	13,468	3.0%	13,872
Employee Health Insurance	26,151	3.0%	26,935	3.0%	27,743
Other Employee Benefit Programs	15,690	10.0%	17,260	10.0%	18,985
Total Payroll Taxes and Benefits	\$ 99,180		\$ 106,352		\$ 114,159
Total Salaries and Related Expenses	\$ 622,196		\$ 681,670		\$ 773,938

 [Mercy Wellness Healdsburg RFP Pro Forma Payroll Years 1-3.jpg](#)
(Click Link Above to View Full Screen Document)



Appendix B - ProForma: Operational Expenses Year 1

Operating Expenses Year 1

Operating Expenses Year 1

Prepared By:
Brandon Levine

Company Name:
Mercy Wellness Healdsburg

	January	February	March	April	May	June	July	August	September	October	November	December	Annual Totals
Expenses													
Advertising	5,000	5,000	5,000	5,000	2,500	2,500	2,500	2,500	5,000	5,000	5,000	1,200	\$ 46,200
Car and Truck Expenses													\$ -
Commissions and Fees (Banking)	720	792	871	958	1,054	1,160	1,276	1,403	1,543	1,560	1,560	1,560	\$ 14,457
Security	11,525	11,525	11,525	11,525	11,525	11,525	11,525	11,525	11,525	11,525	11,525	11,525	\$ 138,300
Insurance (other than health)	700	700	700	700	700	700	700	700	700	700	700	700	\$ 8,400
Legal and Professional Services	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	\$ 15,600
Annual State Licenses													\$ 43,000
Retail Store Lease	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	\$ 180,000
Rent or Lease -- Vehicles, Machinery, Equipment													\$ -
Rent or Lease -- Other Business Property													\$ -
Repairs and Maintenance	800	800	800	800	800	800	800	800	800	800	800	800	\$ 9,600
Supplies	300	300	300	300	300	300	300	300	300	300	300	300	\$ 3,600
Travel, Meals and Entertainment	150	150	150	150	150	150	150	150	150	150	150	150	\$ 1,800
Utilities	1,280	1,280	1,280	1,280	1,280	1,280	1,280	1,280	1,280	1,280	1,280	1,280	\$ 15,360
Miscellaneous													\$ -
Total Expenses	\$ 36,775	\$ 36,847	\$ 36,926	\$ 37,013	\$ 34,609	\$ 34,715	\$ 34,831	\$ 34,958	\$ 37,598	\$ 37,615	\$ 37,615	\$ 76,815	\$ 476,317
Other Expenses													
Depreciation	(13,301)	(13,301)	(13,301)	(13,301)	(13,301)	(13,301)	(13,301)	(13,301)	(13,301)	(13,301)	(13,301)	(13,301)	\$ (159,607)
Interest													
Commercial Loan	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Commercial Mortgage	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Credit Card Debt	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Vehicle Loans	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Other Bank Debt	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Line of Credit	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Bad Debt Expense	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Total Other Expenses	\$ (13,301)	\$ (13,301)	\$ (13,301)	\$ (13,301)	\$ (13,301)	\$ (13,301)	\$ (13,301)	\$ (13,301)	\$ (13,301)	\$ (13,301)	\$ (13,301)	\$ (13,301)	\$ (159,607)
Total Fixed Operating Expenses	\$ 23,474	\$ 23,546	\$ 23,626	\$ 23,713	\$ 21,309	\$ 21,414	\$ 21,530	\$ 21,657	\$ 24,298	\$ 24,314	\$ 24,314	\$ 63,514	\$ 316,710

 [Mercy Wellness Healdsburg RFP Pro Forma-OpExYear1.jpg](#)
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Appendix B - ProForma: Operational Expenses Years 2-3

Operating Expenses Years 1-3

Operating Expenses Years 1-3

Prepared By:
Brandon Levine

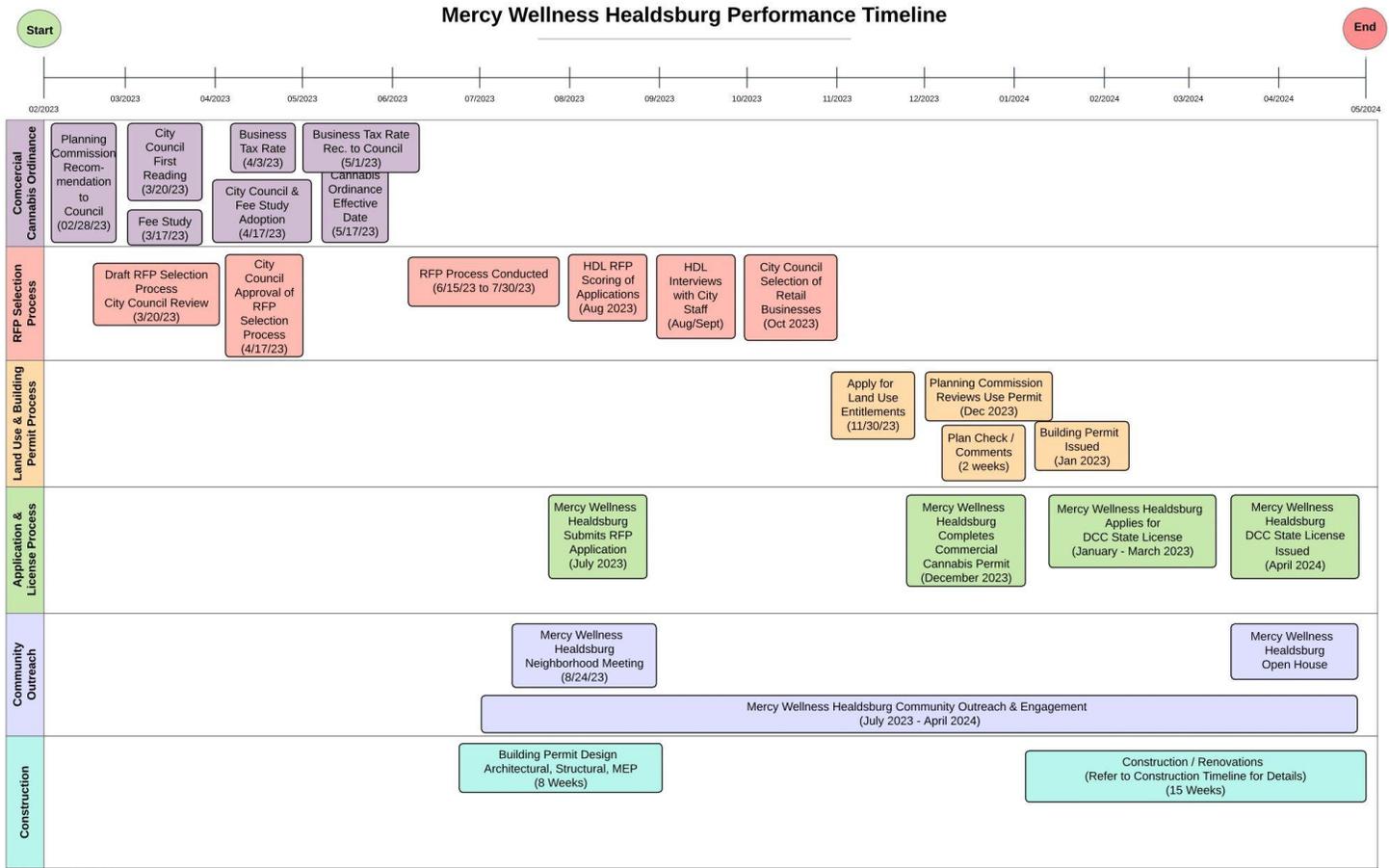
Company Name:
Mercy Wellness Sonoma

Line Item	2024	Growth Rate 1 to 2	2025	Growth Rate 2 to 3	2026
Advertising	46,200	3.0%	47,586	3.0%	49,014
Car and Truck Expenses	-	3.0%	-	3.0%	-
Commissions and Fees (Banking)	14,457	5.0%	15,180	5.0%	15,939
Security	138,920	3.0%	142,449	3.0%	146,722
Insurance (other than health)	8,400	3.0%	8,652	3.0%	8,912
Legal and Professional Services	15,600	3.0%	16,068	3.0%	16,550
Annual State Licenses	43,000	5.0%	45,150	5.0%	47,408
Retail Store Lease	180,000	3.0%	185,400	3.0%	190,962
Rent or Lease - Vehicles, Machinery, Equipment	-	3.0%	-	3.0%	-
Rent or Lease - Other Business Property	-	3.0%	-	3.0%	-
Repairs and Maintenance	9,600	5.0%	10,080	5.0%	10,584
Supplies	3,600	3.0%	3,708	3.0%	3,819
Travel, Meals and Entertainment	1,800	3.0%	1,854	3.0%	1,910
Utilities	15,360	3.0%	15,821	3.0%	16,295
Miscellaneous	-	3.0%	-	3.0%	-
Total Expenses	\$ 476,317		\$ 491,948		\$ 508,115
Other Expenses					
Depreciation	(159,607)		(159,607)		(159,607)
Interest	-		-		-
Commercial Loan	-		-		-
Commercial Mortgage	-		-		-
Credit Card Debt	-		-		-
Vehicle Loans	-		-		-
Other Bank Debt	-		-		-
Line of Credit	-		-		-
Bad Debt Expense	-		-		-
Total Other Expenses	\$ (159,607)		\$ (159,607)		\$ (159,607)
Total Operating Expenses	\$ 316,710		\$ 332,341		\$ 348,507

 [Mercy Wellness Healdsburg RFP Pro Forma .xlsx - 5b-OpExYrs1-3.jpg](#)
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Appendix C - Mercy Wellness Healdsburg Performance Timeline



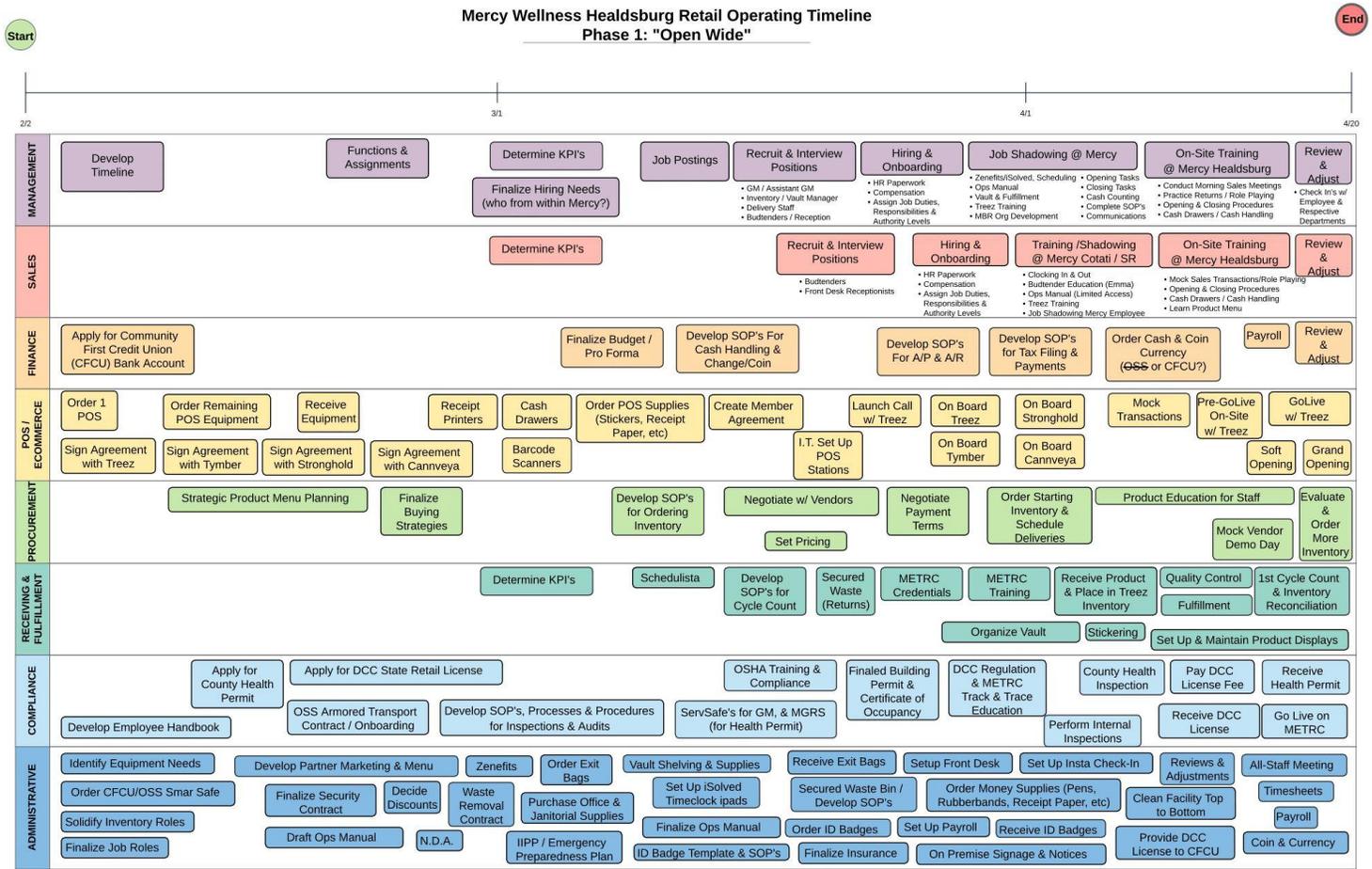
Updated 7-25-23 (FA)

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[Mercy Wellness Healdsburg Performance Timeline.pdf](#)
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Appendix D - Mercy Wellness Healdsburg Retail Operating Timeline



Updated 07-24-2023 (FA)

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[Mercy Wellness Healdsburg Retail Operating Timeline.pdf](#)

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Appendix E - Mercy Wellness Healdsburg Construction Timeline



📄 [Mercy Healdsburg Construction Timeline - Gantt Chart - MW Healdsburg.pdf](#)

(Click Link Above to View Full Screen Document)



Appendix F - Mercy Wellness Membership Agreement Page 1/2

Membership Agreement

MERCY WELLNESS™

ADULT CUSTOMER MEMBERSHIP AGREEMENT

Notice to California Residents/Your California Privacy Rights

California residents are entitled once a year to request and obtain certain information regarding our disclosure, if any, of personal information to third parties for their direct marketing purposes during the immediately prior calendar year (e.g., requests made in 2015 will receive information about 2014 sharing activities). As set forth in this Privacy Policy, we comply with this law by offering our customers the ability to tell us not to share your personally identifiable information with third parties for their direct marketing purposes. To make such a request, consistently exercise your opt-out choice whenever you provide personal information to us or send us a message. Please note that under California law, businesses are only required to respond to a customer request once during any calendar year.

By signing this document, I acknowledge the following statement: Certain products, dispensed at our dispensary, can expose you to chemicals including marijuana smoke, which is known to the state of California to cause cancer. For more information, go to www.P65Warnings.ca.gov

Customer Rules and Code of Conduct

Please realize we have neighbors, so we ask you:

- To obey the 5-mile an hour speed limit when entering or exiting the parking lot.
- No loud music in the parking lot, or when entering or exiting the parking lot.
- Only park in the legal parking spaces, and do not block driveways.
- No cell phones or electrical device use is allowed when you are checking out with a budtender at MERCY WELLNESS™.
- Please do not disturb our neighbors.
- Please respect the neighbor's rights, privacy, and property. Please, no loitering or nuisance behavior near our premises. Always be courteous to those who live or work nearby. No littering.
- Absolutely no alcohol, drugs or weapons allowed on the premises of the and its surroundings.
- Please treat everyone in MERCY WELLNESS™ with respect. You will be asked to leave if you use offensive or abusive language or behavior in or outside MERCY.
- For your safety, place all purchases out of reach, preferably in your trunk or rear of your vehicle before exiting MERCY WELLNESS™.
- It is unlawful to possess or use cannabis [marijuana] on Federal property.
- It is also unlawful to grow or cultivate cannabis [marijuana] on public lands.

We want you to feel safe, you may request Security escort you at any time. Let us know if you see any suspicious behavior in or around MERCY WELLNESS These simple precautions will keep MERCY WELLNESS™ operating smoothly. This will ensure that we will be here to serve you for years to come.

Smoking, ingesting, vaporizing, or consuming cannabis on the premises or within 1,000 feet of MERCY WELLNESS™ is strictly prohibited. You may never sell or otherwise distribute the cannabis you obtain from MERCY WELLNESS™. It is illegal, and you will be permanently excluded from MERCY WELLNESS™.

MERCY WELLNESS™ **limits the amount to 30 products one customer can buy from any one brand per day.** For instance you will be able to purchase 30 products from one brand and another 30 from a different brand, the limit is not 30 of each SKU. The limit resets daily and overrides the legal daily limits set forth by California.

MERCY WELLNESS™ reserves the right to refuse service, or revoke purchasing by customers who violate any of the Rules and Code of Conduct.

Medicinal customers agree to the above agreement and below.

MEDICINAL CUSTOMER MEMBERSHIP AGREEMENT

I as a qualified patient protected by California Law, Health & Safety Code §11362.50 and §11362.7, et seq and in conjunction with California Medicinal and Adult-Use Cannabis Regulation and Safety Act, you are required to read and agree to the following statements to become a member of MERCY WELLNESS™. Please understand that these rules are for your protection, as well as ours.

1. I hereby declare that I am a qualified patient under CA H&S Code §11362.5, §11362.7, et seq., and my doctor has recommended, prescribed and approved my use of medicinal cannabis. As per CA H&S Code §11362.51, I am legally able to use, possess, and cultivate cannabis for medicinal purposes. I understand that I am allowed to do so through safe and affordable access such as the type provided by MERCY WELLNESS™, therefore, I designate Mercy Wellness™ as my care provider for this purpose. In doing so, I agree to sign and follow all of the rules and regulations regarding the services and products provided by MERCY WELLNESS™.
2. I further authorize MERCY WELLNESS™ to create and/or assign agency rights in its own name for the purpose of obtaining, possessing and producing medication for my benefit.
3. I also agree to pay reasonable compensation for MERCY WELLNESS™ member services, if any.
4. I hereby declare under penalty of perjury under the laws of the State of California that a medical doctor recommended or approved my use of medicinal cannabis. I have been diagnosed for a serious illness for which cannabis provides relief.
5. I hereby verify that I am a California resident and my personal medicinal cannabis will be taken directly to my residence and it will be never taken out of the State of California. I further verify and agree that my medicinal cannabis shall not be shared, sold, bartered, traded, exchanged or delivered in any other means to any other person.
6. I hereby declare and understand that my contributions to Mercy Wellness™ for and through recommended medicinal products I may acquire from MERCY WELLNESS™ are used to ensure the continued operation of MERCY WELLNESS™ and that any said transaction is no way constitutes a commercial promotion or sale of any item.



Appendix F - Mercy Wellness Membership Agreement Page 1/2

7. As a member, I hereby agree, appoint and designate MERCY WELLNESS™ and their representatives as my true and lawful agents for the limited purpose of assisting me in obtaining my legally recommended medicinal cannabis. I understand that this means MERCY WELLNESS™ will be required to purchase, possess, transport and distribute my medication to me as recommended by my physical and I grant them the limited authority to do so. I further authorize MERCY WELLNESS™ to share their primary caregiver status of my person in order to enter into contracts to obtain and/or allow growth/preparation of medication and edibles for my benefit.
8. As a member, I understand that Mercy Wellness™ has other members with similar Membership Agreements. I hereby authorize MERCY WELLNESS™ to jointly possess the medicinal cannabis as described under this Agreement with other MERCY WELLNESS™ members under similar Membership Agreements. I agree the medicinal cannabis possessed by MERCY WELLNESS™ at any time is the collective property of every patient who is also under this Membership Agreement and the care of MERCY WELLNESS™.
9. I agree to provide Mercy Wellness™ with all changes in my contact information, diagnosis, or primary physician immediately.
10. I hereby consent to the benefits provided by MERCY WELLNESS™. I understand that MERCY WELLNESS™ has made no efforts in encouraging me to produce or use any substances for my medical condition. I have been informed by an authorized representative of MERCY WELLNESS™ that I should continue to seek professional medical advice prior to and during my use of any cannabis product I may acquire through MERCY WELLNESS™. I understand that MERCY WELLNESS™ was organized to fulfill the necessity of medicinal cannabis. I further understand that circumstances may require defense of authorization in a court of law and agree to participate in such defense to the extent necessary and practicable.
11. I understand that MERCY WELLNESS™ reserves the right to refuse service(s) to members. I affirm that I am above eighteen (18) years of age or have the consent of my parent/guardian, and that I have medical condition(s) as attested to on my information form. I understand that my contributions to MERCY WELLNESS™, through products I may acquire from the organization, are used to insure continued operation of MERCY WELLNESS™ and that this transaction, in no way, constitutes commercial promotion.
12. I understand that if any term contained in this agreement is held to be invalid or unlawful, all other terms and provisions contained herein will still be legally binding upon the parties.

The above information is requested to comply with the California and local laws applicable to the age of customers and the limit on daily sales to each customer.

Notice to California Residents/Your California Privacy Rights

California residents are entitled once a year to request and obtain certain information regarding our disclosure, if any, of personal information to third parties for their direct marketing purposes during the immediately prior calendar year (e.g., requests made in 2015 will receive information about 2014 sharing activities). As set forth in this Privacy Policy, we comply with this law by offering our customers the ability to tell us not to share your personally identifiable information with third parties for their direct marketing purposes. To make such a request, consistently exercise your opt-out choice whenever you provide personal information to us or send us a message. Please note that under California law, businesses are only required to respond to a customer request once during any calendar year.

I acknowledge the following statement: Certain products, dispensed at our dispensary, can expose you to chemicals including marijuana smoke, which is known to the state of California to cause cancer. For more information, go to www.P65Warnings.ca.gov

Disclaimer – General Release, Indemnification and Hold Harmless Clause

I, being of lawful agent and sound mind, do now release, acquit and forever discharge MERCY WELLNESS™, and any and all members, managers, directors, officers and/or the Board of Directors with MERCY WELLNESS™ from damages accruing to me from any known or unknown injury, loss, or damage sustained by or to me. This release shall remain in force and run concurrently with my membership in MERCY WELLNESS™. I further agree to indemnify and hold harmless MERCY WELLNESS™ from any injuries or damages resulting from use or misuse of medicinal cannabis obtained from MERCY WELLNESS™.

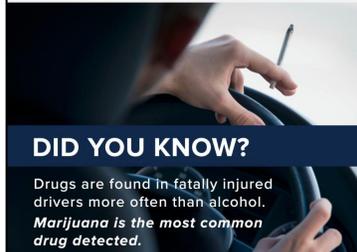
I hereby affirm that I read, understand and agree to the terms of the MERCY WELLNESS™ Membership Agreement, Rules, Disclaimer – General Release, Indemnification Hold Harmless Clause and Code of Conduct above.



Appendix G - Driving High is DUI Pamphlet by TREDIS (English & Spanish)



HIGHER EDUCATION
Driving High is DUI



DID YOU KNOW?
Drugs are found in fatally injured drivers more often than alcohol.
Marijuana is the most common drug detected.

HOW DOES MARIJUANA IMPAIR DRIVING?

- Slowed reaction time
- Lane weaving
- Trouble controlling speed
- Poor decision-making

WHEN IS IT SAFE TO DRIVE AFTER USING MARIJUANA?
Impairing effects can vary based on the strength of THC, personal tolerance, and mode of use. Edibles affect people differently than inhaling. While both result in a 'high,' the effects of edibles are delayed. Users may consume more than intended before feeling any effects, possibly resulting in higher levels of impairment.

- ★ The high from inhaling marijuana can last up to 4 hours
- ★ With edibles, the high lasts much longer, up to 8 hours

DRIVING SHOULD BE RESTRICTED UNTIL THE EFFECTS OF THE DRUG ARE NO LONGER FELT.

UC San Diego | TREDIS | OTS CALIFORNIA OFFICE OF TRAFFIC SAFETY



DRIVING HIGH IS DUI

Can I get a DUI for marijuana?
Yes. In California it is illegal to drive under the influence of any impairing substance, including marijuana, whether prescribed or used for recreation.

How does law enforcement test for marijuana?
Standardized Field Sobriety Tests are conducted to indicate impairment from both alcohol and drugs. These tests are over 90% accurate.

What are the consequences of a DUI?

- Over \$15,000 in fines, penalties, legal fees, and insurance increases
- Criminal record
- Driver's license suspension
- Possible jail time in cases of injury

**FOR EVERYONE'S SAFETY
PLAN YOUR RIDE**

LEARN MORE AT TREDIS.UCSD.EDU

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.
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HIGHER EDUCATION
Manejar Drogado es DUI



¿SABÍA USTED QUE...?
En los conductores heridos de muerte, se encuentran más frecuentemente drogas que alcohol.
El cannabis es la droga más comúnmente detectada.

¿CÓMO AFECTA EL CANNABIS EL MANEJAR?

- Tiempo de reacción más lento
- Conducir en zigzag
- Dificultad para controlar la velocidad
- Tomar malas decisiones

¿CUÁNDO ES SEGURO MANEJAR DESPUÉS DE USAR CANNABIS?
Los efectos negativos pueden variar según la potencia del THC, tolerancia personal y modo de uso. Los comestibles de cannabis afectan a las personas de diferente manera que el inhalado. Mientras que ambas resultan en "estar drogado", los efectos de los comestibles son retardados. Los usuarios pueden consumir más de lo deseado antes de sentir algún efecto, posiblemente resultando en mayores niveles de afectación.

- ★ El efecto de estar drogado por inhalar cannabis puede durar hasta 4 horas
- ★ Con los comestibles de cannabis, el efecto dura mucho más, hasta 8 horas

DEBE RESTRINGIR EL MANEJAR HASTA YA NO SENTIR LOS EFECTOS DE LA DROGA

UC San Diego | TREDIS | OTS CALIFORNIA OFFICE OF TRAFFIC SAFETY



MANEJAR DROGADO ES DUI

¿Me pueden dar un DUI por cannabis?
Sí. En California es ilegal manejar bajo la influencia de cualquier sustancia que afecte su capacidad, incluyendo el cannabis, ya sea con propósitos medicinales o para uso recreativo.

¿Cómo hacen la prueba de cannabis las Fuerzas de Seguridad Pública?
Se hacen "Pruebas estandarizadas de sobriedad de campo" para indicar el nivel de afectación, tanto de alcohol como de drogas. Estas pruebas tienen un grado de precisión mayor al 90%.

¿Cuáles son las consecuencias de un DUI?

- Más de \$15,000 en multas, sanciones, honorarios legales y aumento en el costo del seguro
- Antecedentes penales
- Suspensión de licencia de manejar
- Posible encarcelamiento en caso de lesión

**POR LA SEGURIDAD DE TODOS
PLANEÉ SU TRANSPORTE**

**OBTENGA MAYOR INFORMACIÓN EN
TREDIS.UCSD.EDU**

Fondos para este programa fueron proporcionados por una subvención de la Oficina de Seguridad de Tráfico en las Carreteras de California, a través de la Administración Nacional de Seguridad del Tráfico en las Carreteras.
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Appendix H - Waste Management Plan



WASTE MANAGEMENT PLAN

MICROBUSINESS (RETAIL, MANUFACTURING & DISTRIBUTION)

OVERVIEW & PURPOSE:

This plan offers a basic outline and breakdown for the identification of, accumulation of, and ultimately the disposal of cannabis waste at Mercy Wellness Healdsburg Microbusiness location. All steps within must be understood and followed by the parties involved in order to maintain CA Compliance standards.

IDENTIFYING WASTE:

1. Cannabis "green waste" material deemed "unusable" will be classified as "waste."
2. "Unusable" green waste is any residual cannabis material resulting from:
 - Returned, broken or damaged cannabis products (*without packaging included so it's rendered unusable*).
 - immature clones deemed un-sellable as a result of quality.
3. Waste will be recorded on the necessary hardcopy logs at the time of determination and kept on file in Retail Inventory Control

ACCUMULATION:

1. All raw cannabis "waste" material should be accumulated inside of a re-sealable drum container or designated "green waste" bin located . Deposits into the receptacle are made along with the necessary adjustments for waste in Metrc at the close of production on the floor.

DISPOSAL FREQUENCY:

1. Quarterly (4 times per year)
 - Q1 Dates: January 1 - March 31
 - Q2 Dates: April 1 - June 30
 - Q3 Dates: July 1 - September 30
 - Q4 Dates: October 1 - December 31

DISPOSAL METHODS:

1. Self haul (once rendered "unusable" per regulations) to local Recology Healdsburg Transfer Station located at 166 Alexander Valley Rd | Healdsburg, CA 95448 | Phone (707) 795-1693
2. GAIACA Waste Management scheduled pickups. *Phone: (831) 264-4242 | www.gaiaca.com*

RECORD KEEPING:

1. Hardcopy inventory logs with waste recorded at time of determination
2. Waste Disposal and Metrc records are kept on file within the department's "Waste" file.
3. Waste disposal tracked in Metrc per CA regulations and recorded on video as needed.

SUPPORTING REGULATIONS & DOCUMENTATION ON NEXT PAGE:



Appendix H - Waste Management Plan

SUPPORTING REGULATIONS & DOCUMENTATION:

§17223. Waste Management.

(a) A licensee shall dispose of all waste in accordance with the Public Resources Code and any other applicable state and local laws. It is the responsibility of the licensee to properly evaluate waste to determine if it should be designated and handled as a hazardous waste, as defined in Public Resources Code section 40141.

(b) A licensee shall establish and implement a written cannabis waste management plan that describes the method or methods by which the licensee will dispose of cannabis waste, as applicable to the licensee's activities. A licensee shall dispose of cannabis waste using only the following methods:

(1) On-premises composting of cannabis waste.

(2) Collection and processing of cannabis waste by a local agency, a waste hauler franchised or contracted by a local agency, or a private waste hauler permitted by a local agency in conjunction with a regular organic waste collection route.

(3) Self-haul cannabis waste to one or more of the following:

(A) A manned, fully permitted solid waste landfill or transformation facility;

(B) A manned, fully permitted composting facility or manned composting operation;

(C) A manned, fully permitted in-vessel digestion facility or manned in-vessel digestion operation;

(D) A manned, fully permitted transfer/processing facility or manned transfer/processing operation;

(E) A manned, fully permitted chip and grind operation or facility; or

(F) A recycling center as defined in title 14, California Code of Regulations, section 17402.5(d) that meets the following:

(i) The cannabis waste received shall contain at least ninety (90) percent inorganic material;

(ii) The inorganic portion of the cannabis waste is recycled into new, reused, or reconstituted products that meet the quality standards necessary to be used in the marketplace; and

(iii) The organic portion of the cannabis waste shall be sent to a facility or operation identified in subsections (b)(3)(A)-(E).

(4) Reintroduction of cannabis waste back into agricultural operation through on-premises organic waste recycling methods including, but not limited to, tilling directly into agricultural land and no-till farming.

(c) The licensee shall maintain any cannabis waste in a secured waste receptacle or secured area on the licensed premises until the time of disposal. Physical access to the receptacle or area shall be restricted to the licensee, employees of the licensee, the local agency, waste hauler franchised or contracted by the local agency, or private waste hauler permitted by the local agency only. Nothing in this subsection prohibits licensees from using a shared waste receptacle or area with other licensees, provided that the shared waste receptacle or area is secured and access is limited as required by this subsection.

(d) A licensee that disposes of waste through an entity described in subsection (b)(2) shall do all of the following:

(1) Maintain and make available to the Department upon request the business name, address, contact person, and contact phone number of the entity hauling the waste; and

(2) Obtain documentation from the entity hauling the waste that evidences subscription to a waste collection service.

(e) If a licensee is self-hauling cannabis waste as allowed by the local jurisdiction, the licensee shall be subject to all of the following requirements:

(1) Self-hauled cannabis waste shall only be transported by the licensee or its employees;

(2) Self-hauled cannabis waste shall only be transported to a facility specified in subsection (b)(3); and

(3) The licensee or its employee who transports the waste shall obtain for each delivery of cannabis waste a copy of a certified weight ticket or receipt from the solid waste facility.

(f) A batch of cannabis or cannabis products that is being disposed of because the batch has failed internal quality testing, quality assurance review by a distributor, or regulatory compliance testing shall comply with the following additional requirements:

(1) All cannabis or cannabis products in the batch shall be rendered unusable prior to disposal;

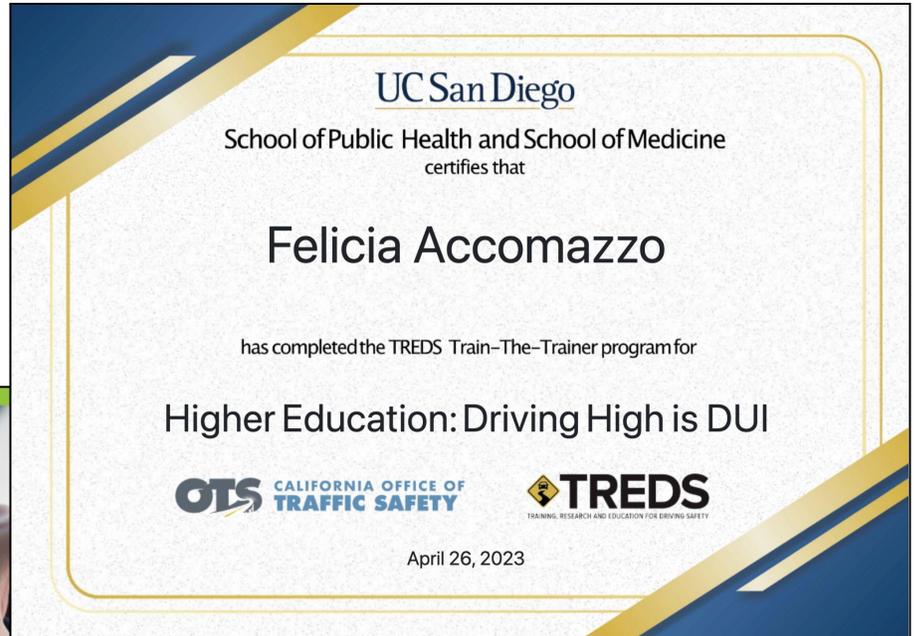
(2) Rendering of the cannabis or cannabis products shall be done under video surveillance, unless the rendering is performed by a licensee engaging in cultivation activities on a licensed premises authorized exclusively for cultivation activities or the cultivation area of a licensed microbusiness premises; and

(3) The reason for disposal and the disposition of the batch shall be noted in the track and trace system.

Authority: Sections 26013 and 26130, Business and Professions Code. Reference: Sections 26011.5 and 26130, Business and Professions Code.



Appendix I - Impaired Driving TREDS Training Certificate for Felicia Accomazzo



What is the problem?

Driving under the influence (DUI) of any impairing substance, including cannabis and prescription drugs, is a major cause of motor vehicle crashes. The CDC reports 7,000 new cannabis users every day and THC concentration in cannabis has increased at least three-fold since the 1990s. Almost 15 million people have reported driving within one hour of cannabis use and 64% of prescription opioid users felt it was safe to drive afterwards. People may think they are safe to drive after consuming a drug even when their driving performance is still impaired. Education can increase awareness about the effects of drugs on driving. DUI collisions are 100% preventable.

Higher Education

A free 60-minute interactive class is available to adults in worksites and organizations to promote social responsibility and roadway safety. The program is delivered by law enforcement and public health professionals.

Class Overview

- Scope of the problem
- Effects of cannabis and prescription drugs on driving
- Standardized Field Sobriety Testing
- Personal, legal, and financial consequences of DUI
- Strategies to promote safe driving

Benefits

- Demonstrate concern for health and safety
- Reinforce state and federal laws
- Reduce injuries and fatalities
- Contribute to the safety of all roadway users



For more information
 email treds@ucsd.edu,
 visit treds.ucsd.edu,
 or call **(858) 534-8386**

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.



Section C: Security Plan

Security Plan for Mercy Wellness Healdsburg

Type 12 License: Microbusiness with Retail & Delivery

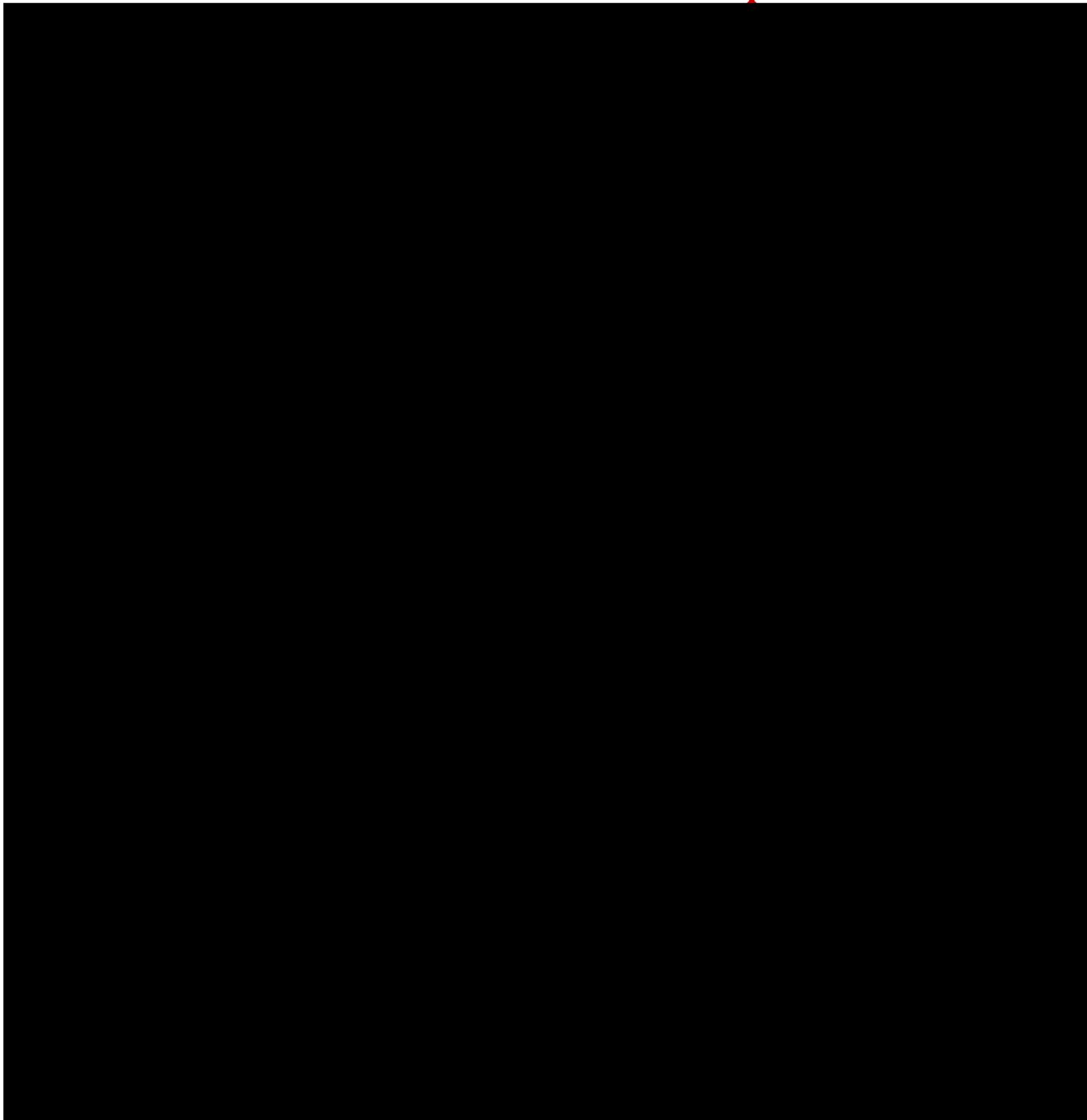
Prepared By:

E.S.P. & Alarms Inc



Confidential:

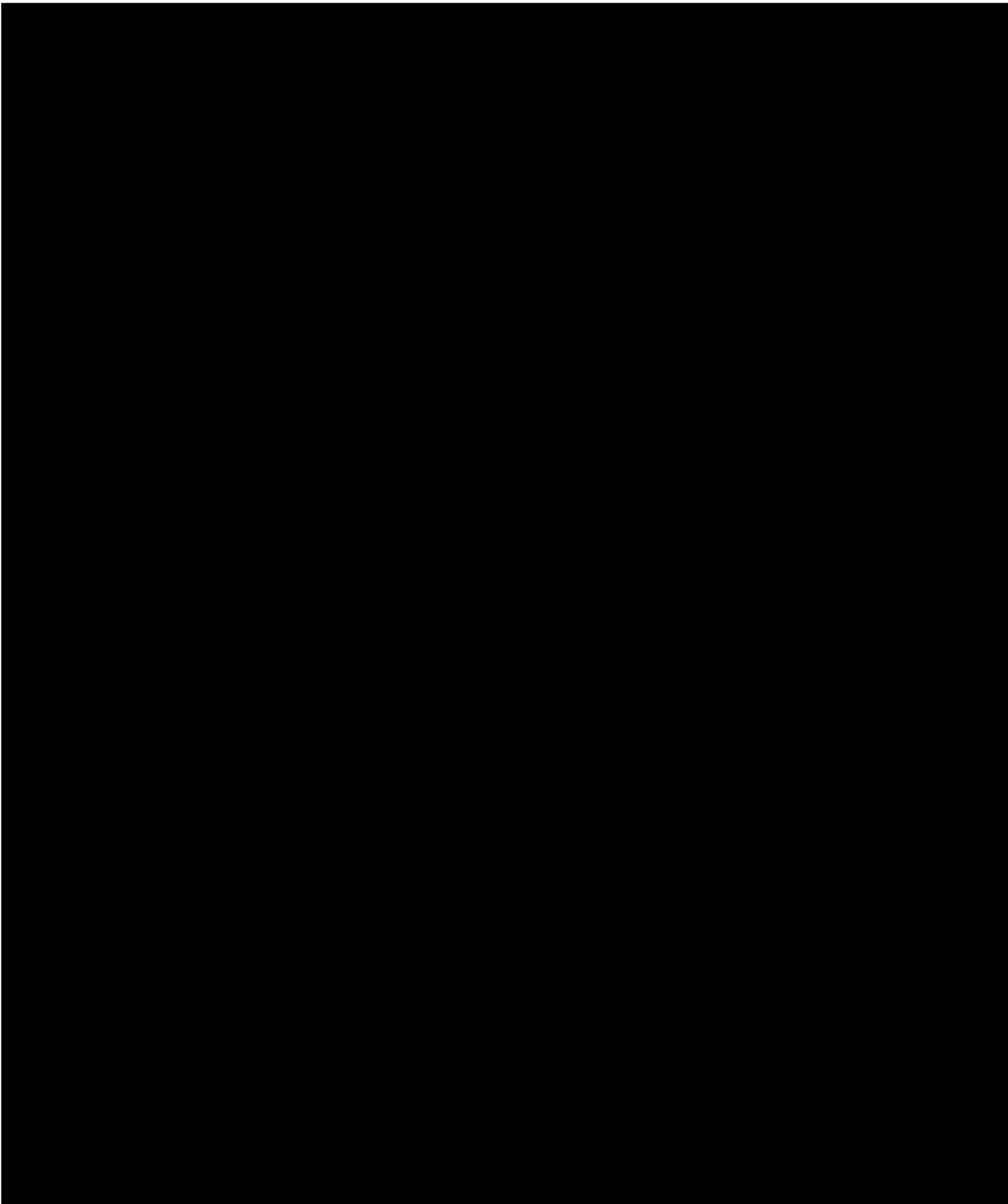
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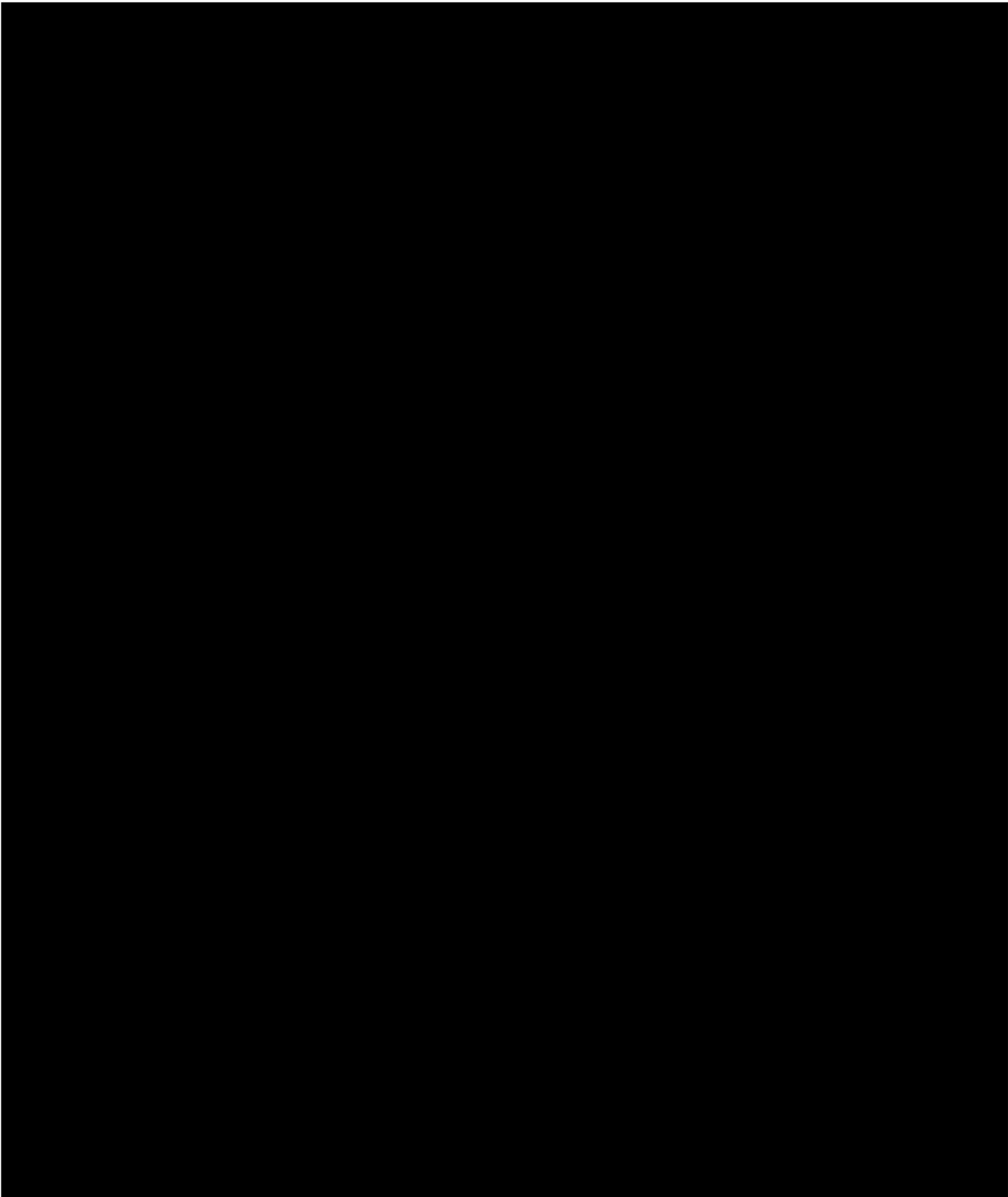
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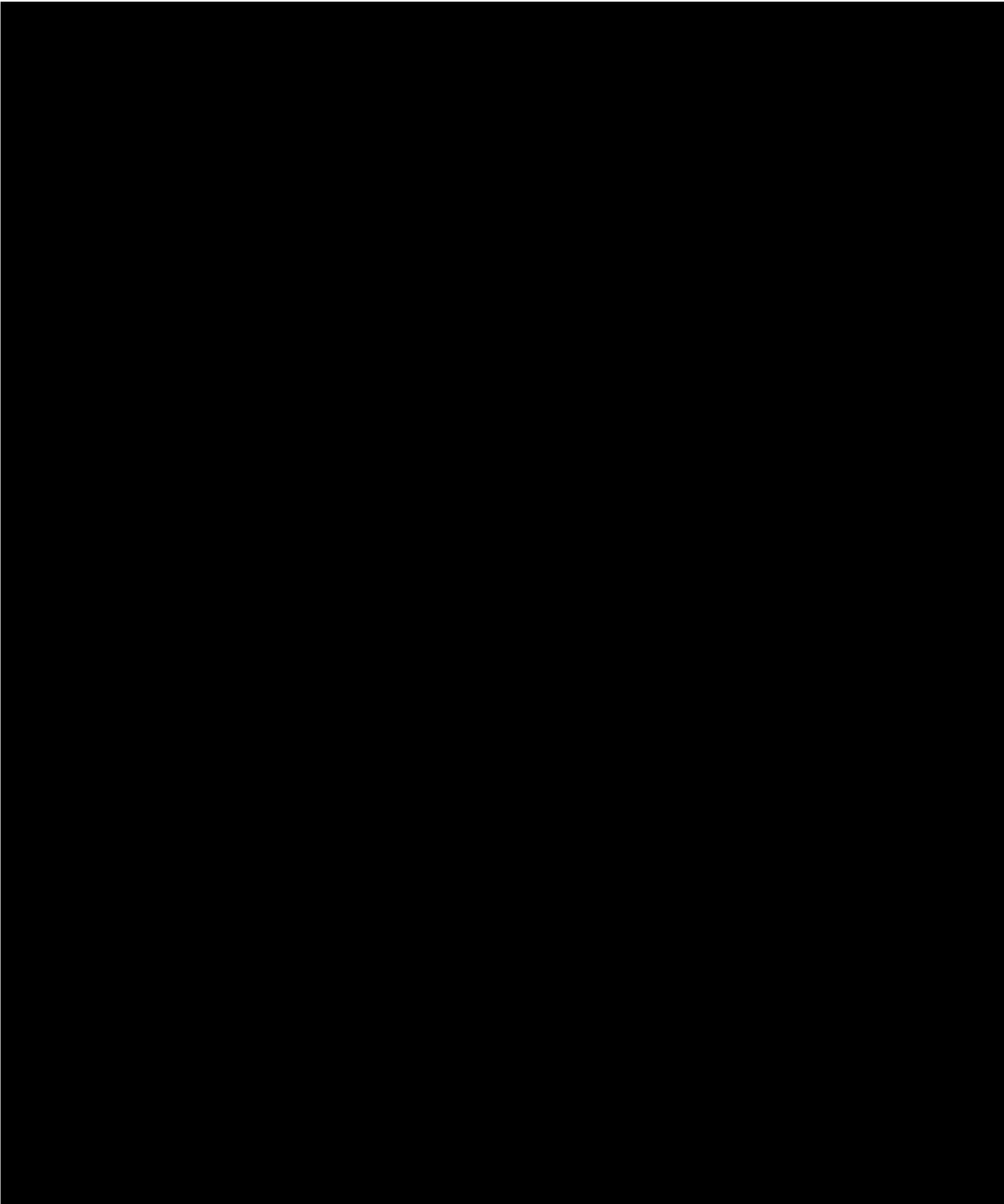
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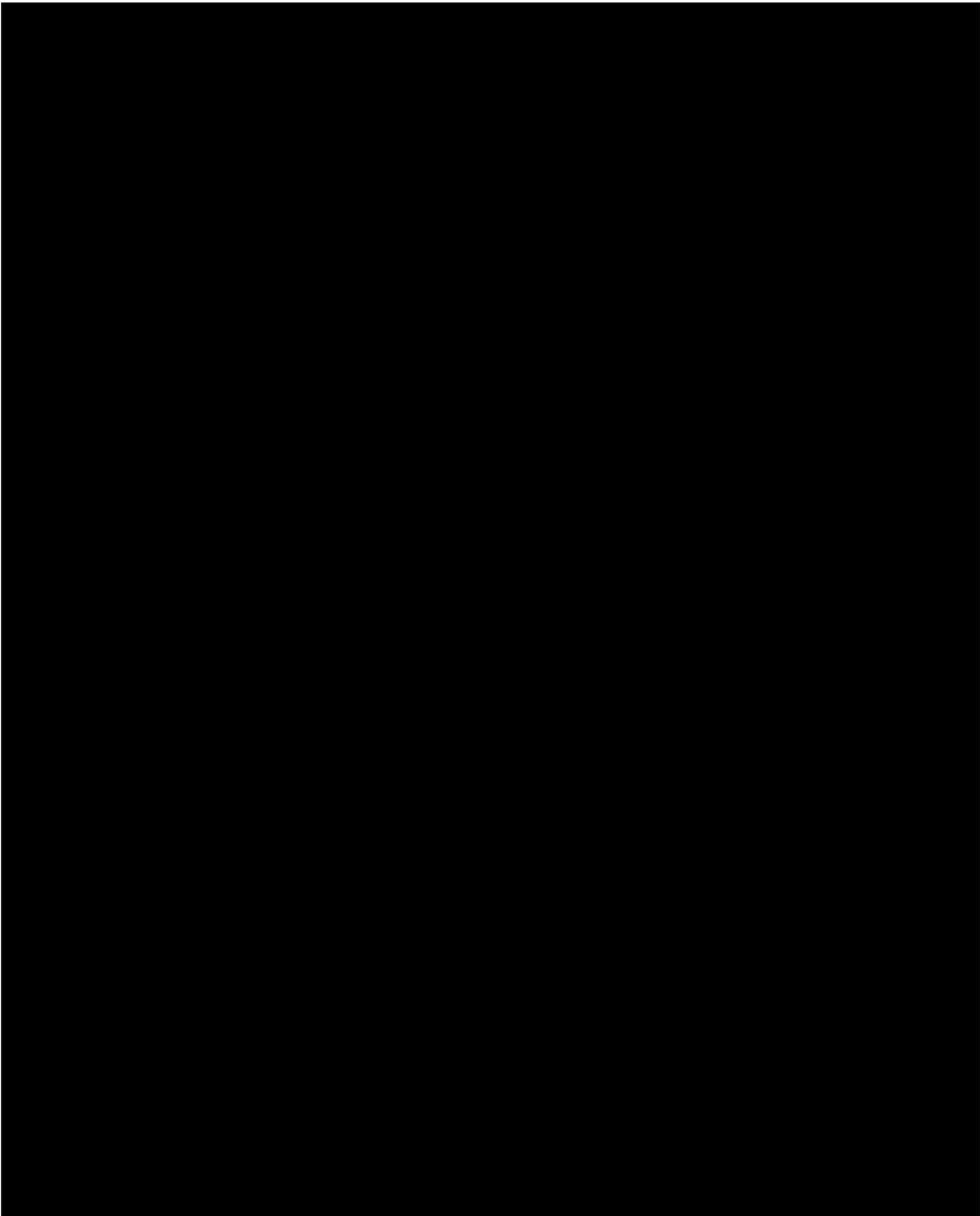
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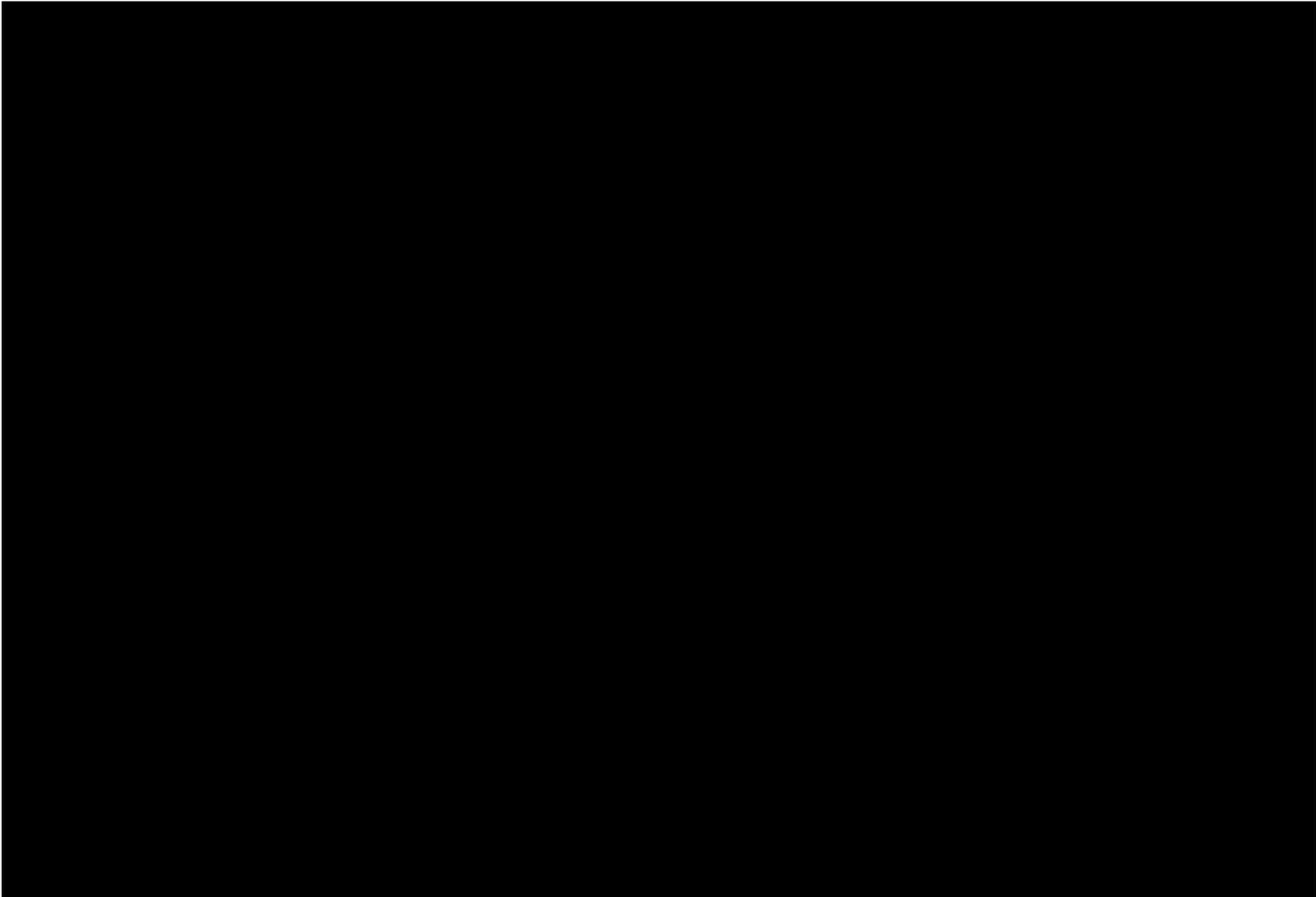






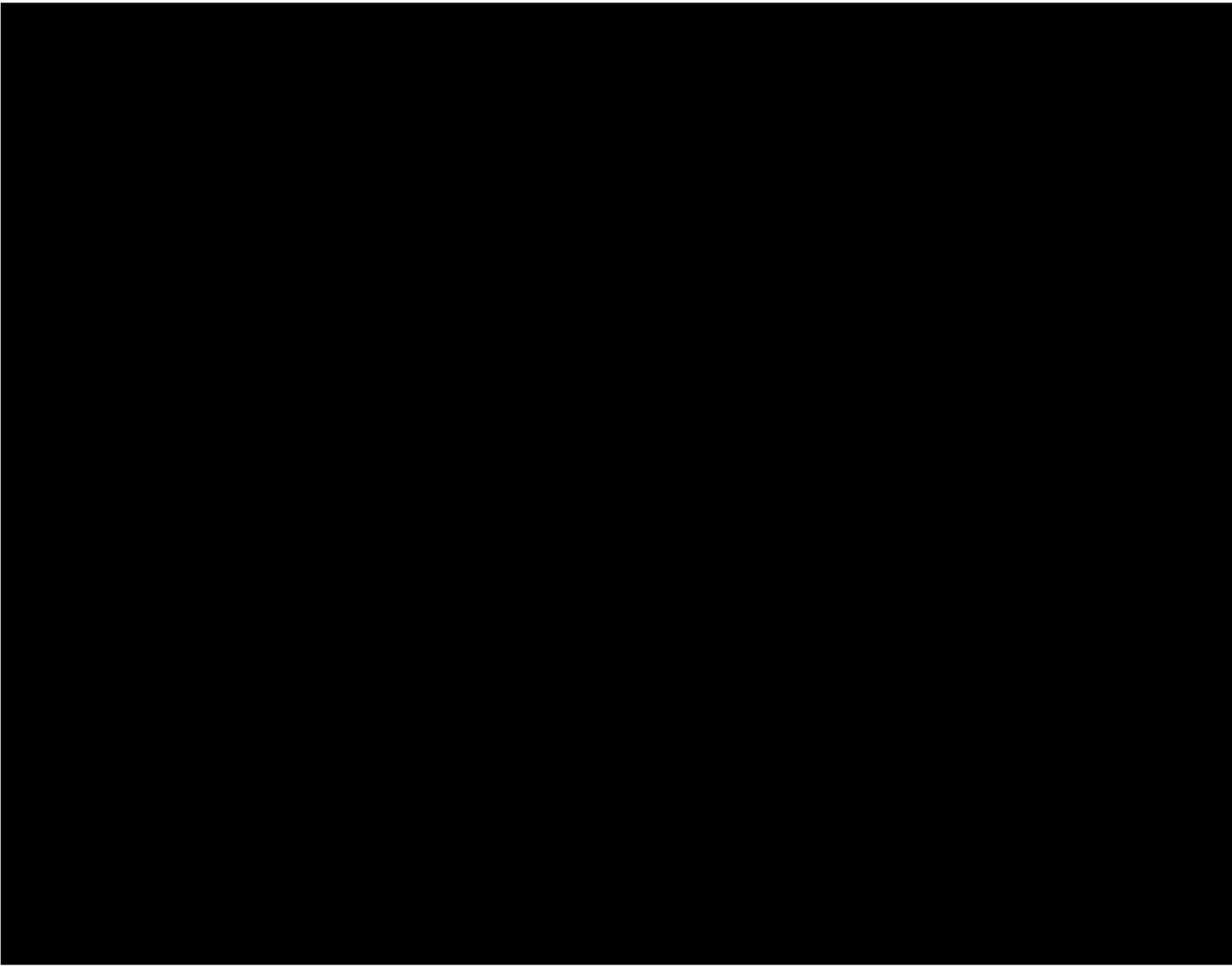
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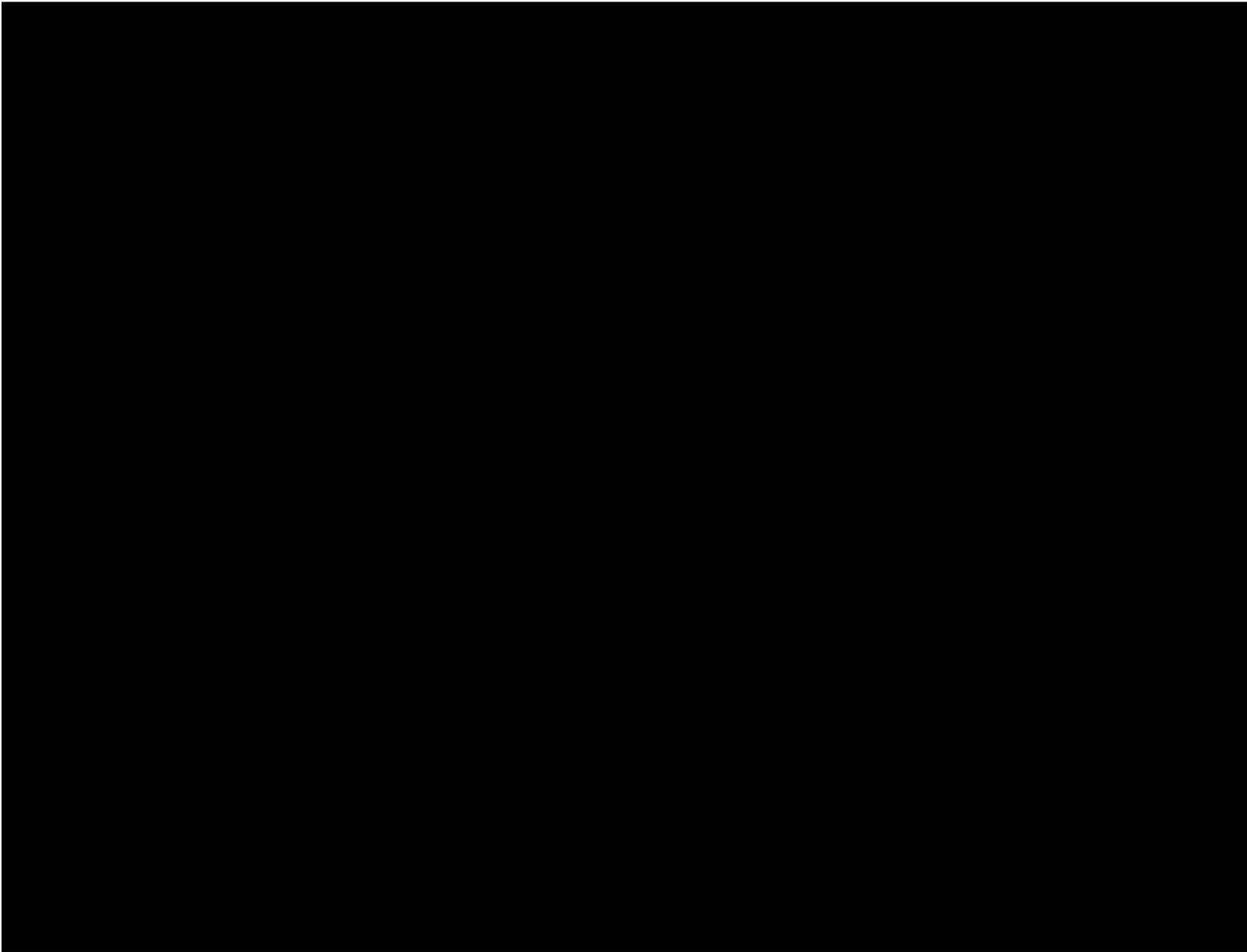
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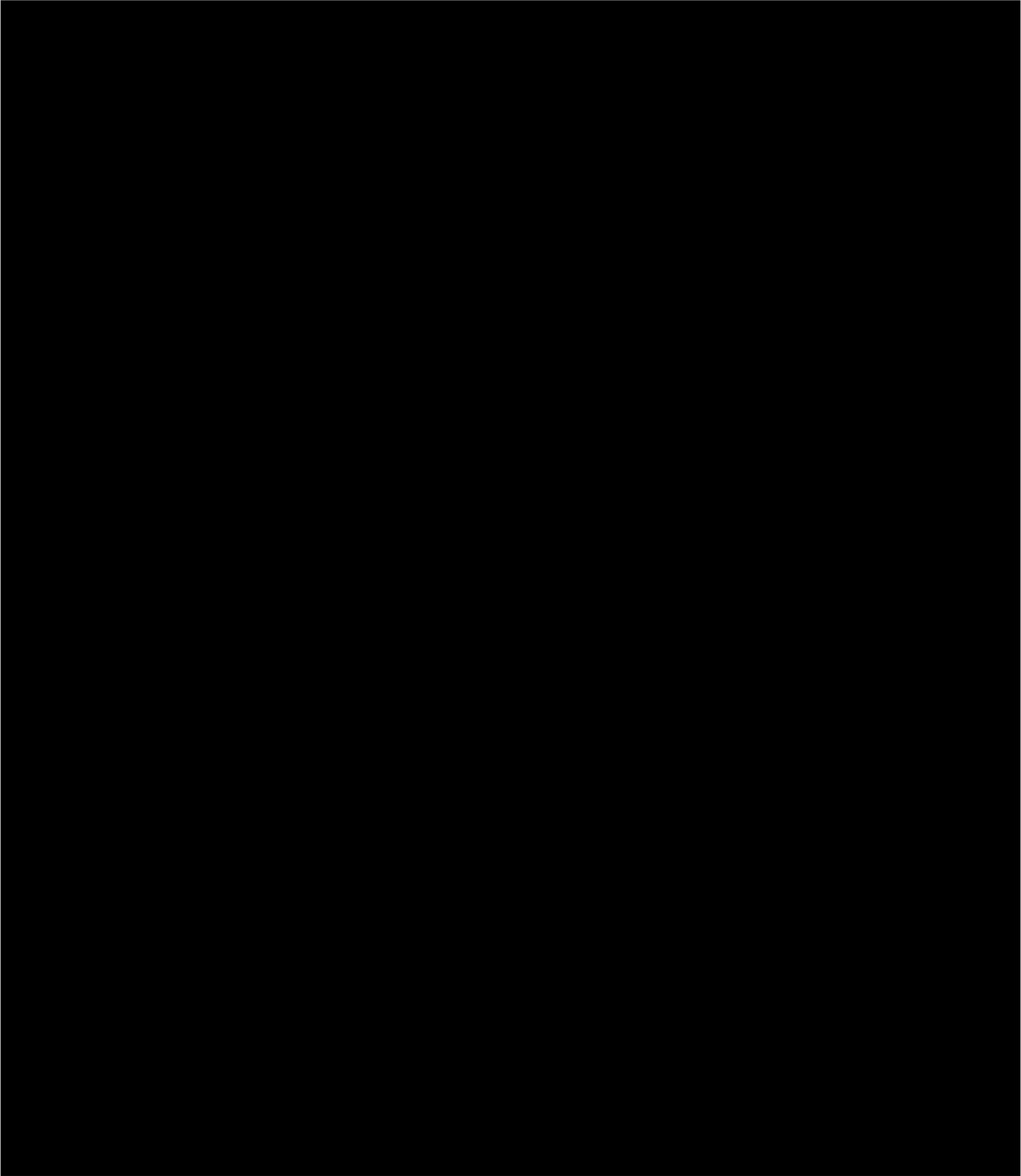
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Appendix K - Sustainability Report & Action Plan

INTRODUCTION

This document describes Mercy Wellness Healdsburg's Sustainability Plan and is divided into five categories: **General, Energy, Water, Solid Waste,** and **Pollution Prevention**. This plan describes ongoing sustainability practices Mercy Wellness currently utilizes as well as innovative practices that are intended for the new Healdsburg location. Reducing carbon emissions and running a sustainable business is very important to Mercy Wellness and our new proposed Healdsburg facility.

The Three E's of Sustainability are defined as:

Environment: *Environmental benefits derived from reduction of natural resource consumption. Focused on four categories: Energy, Water, Waste, and Pollution Prevention.*

Economy: *Economic benefits derived from reducing operational costs associated with resources. Focused on two categories: Internal and External economic benefits.*

Equity: *Social and community benefits associated with running a company whose sustainable values are incorporated into every facet of operations. Focused on internal well being of staff and customers, and benefitting the Healdsburg community.*

GENERAL PROJECTS

PHASE I: Applicant's Ongoing General Policies and Procedures in Existing Locations

- G1. Staff assigned to monitor water, energy, and waste bills to identify spikes in usage
- G2. Chooses Green Certified vendors when available
- G3. Hires from the local community
- G4. Supports neighborhood improvement projects
- G5. Supports organizations that provide Healdsburg neighborhood services
- G6. Provides discounts for veterans, impoverished residents, and medical users
- G7. Provides discounts for those using alternative means of transportation e.g. public transportation, bicycles, micro-mobility devices

PHASE II: Additions for Healdsburg facility

- G8. Close proximity to bus services to allow for car free patronage to reduce carbon emissions
- G9. Audit, re-evaluate, and implement new measures annually to achieve highest reduction rates
- G10. Post this plan in break room or visible area for employees to review
- G11. Explore local certification as a Green Business
- G12. Continue to support neighborhood improvement projects
- G13. Continue to support organizations that provide Healdsburg neighborhood services

ENERGY

This section focuses on the reduction of energy consumption within the facility. Goals will be accomplished through the implementation of policies and projects concentrating on training, education, and efficient use of equipment.

PHASE I: Applicant's Ongoing Energy Policies and Procedures in Existing Locations



- E1. We have already applied for Healdsburg Green Rate renewable energy through the City of Healdsburg's Electric Utility Department
- E2. Activates all power electronic management systems to reduce power
- E3. Implemented a policy that all electronic devices and lighting be turned off when not in use and use automatic switches to turn off lights
- E4. Arranges workspaces to take advantage of areas with natural light
- E5. Cleans lighting fixtures, diffusers and lamps twice a year to increase lighting output
- E6. Set the thermostat to 78° for cooling and 68° for heating when those temperatures are reached
- E7. Conducts regular maintenance on HVAC unit
- E8. Uses weather stripping to seal air gaps around doors and windows
- E9. Utilizes a smart programmable thermostat
- E10. Chooses light colors when repainting exterior or roofs to reflect more sunlight
- E11. Only purchases and installs LED lighting
- E12. Manufactures additional items within Sonoma County reducing vehicle miles traveled
- E13. Replace gas water heater for a new energy efficient electric water heater

PHASE II: Additions for Healdsburg facility

- E14. Make pre-rolls onsite to eliminate transportation waste of this very popular product
- E15. Purchase renewable energy from Healdsburg Green Rate
- E16. Use task lighting instead of lighting entire area
- E17. Only purchase office equipment with Energy Star certification (or equivalent efficiency)
- E18. Insulate all hot water pipes
- E19. Replace gas water heater for a new energy efficient electric water
- E20. Apply window film to reduce solar heat gain on clear windows
- E21. Install solar tubes where appropriate to reduce number of lamps needed
- E22. Use dimmable ballasts, light sensors and timers to take advantage of daylight
- E23. Explore using energy-efficient triple-pane windows
- E24. Plant deciduous trees and bushes on south side of building for natural shading in summer, and when leaves drop, natural light in winter
- E25. Engage the community to identify new ways applicant can support local projects
- E26. Review opportunities to implement solar projects where financially feasible

WATER

This section focuses on the reduction of water consumption within the facility. Goals will be accomplished through the implementation of policies and projects concentrating on training, education, and efficient use of equipment.

PHASE I: Applicant's Ongoing Water Policies and Procedures in Existing Locations

- W1. Regularly checks for and repairs all leaks in the facility.
- W2. Uses dry floor cleaning methods followed by damp mopping, rather than spraying with water
- W3. Cleans windows on an as needed basis
- W4. Installed dual flush toilets
- W5. Install Brio Brand Reverse Osmosis water stations that use sustainable water filtration systems to eliminate the use of plastic water bottles

PHASE II: Additions for Healdsburg facility

- W6. Install 0.5 gpm low flow aerators in bathrooms



- W7. Work with property manager to reduce water consumption associated with landscaping needs through usage of drought tolerant and native plants
- W8. Audit, re-evaluate, and implement new measures as needed to achieve highest reduction rates
- W9. Consider onsite water catchment systems for local landscaping needs
- W10. Consider parking lot bioswales to catch and infiltrate water
- W11. Engage the community to identify new ways applicant can support water conservation

SOLID WASTE

This section focuses on the reduction of upstream and downstream waste, and the diversion of landfill materials coming from the dispensary. Goals will be accomplished through the implementation of policies and projects concentrating on training, education, and proper waste set up and working with vendors to reduce waste entering and leaving the dispensary.

PHASE I: Applicant's Ongoing Solid Waste Policies and Procedures in Existing Locations

- S1. Utilizes cannabis packaging in recyclable metal cans with Nitrogen
- S2. Completes annual waste audits, identifying items that can be donated, reused, recycled, and composted
- S3. Diverts all non-landfill materials, recycling and compost, from their waste stream
- S4. Eliminated individual bottles of water for employees and guests. Filtered water in reusable glasses is offered in lieu.
- S5. Practices efficient printing by using narrow margins, using the size reduction feature (print two pages onto one page), and posting instructions on how to load letterhead and envelopes (to avoid misprints)
- S6. Discourages the printing of emails and documents
- S7. Eliminated unnecessary forms, redesigned forms to use less paper, or switched to electronic forms

PHASE II: Additions for Healdsburg facility

- S8. Set copiers and printers that have duplex printing capability to default mode. New machines must have duplex printing capability
- S9. Provide customers with 100% recycled paper bags instead of plastic (which bioaccumulates)
- S10. Purchase copier/printer paper with at least 30% (goal of 100%) post consumer waste
- S11. Use janitorial paper products with at least 35% (goal of 100%) post consumer waste
- S12. Donate furniture, supplies, scrap materials or use waste exchange programs where other businesses can take unwanted items
- S13. Engage the community to identify new ways applicant can support local projects

POLLUTION PREVENTION

This section focuses on the reduction in pollution associated with running a retail business. Goals will be accomplished through the implementation of policies and projects concentrating on training, education, and proper storage of in house items.

PHASE I: Applicant's Ongoing Policies and Procedures in Existing Locations

- P1. Checks Material Safety Data Sheets and labels for all cleaning products and building maintenance materials. Identify safer alternatives. Avoid products with labels containing Prop. 65 warnings
- P2. Disposes any hazardous waste at our local Household Hazardous Waste Program
- P3. Routinely checks for and address leaks, spills, and emissions of chemicals, paints, and cleaners
- P4. Ensures that nothing other than rain enters storm drains
- P5. Keeps dumpsters covered, not overflowing and impermeable to rainwater. Keeps dumpsters and parking areas clean



- P6. Patronizes businesses close to the business when available
- P7. Stores any potentially hazardous materials securely and controls access
- P8. Reduces chemicals (cleaners, pesticides, paints, etc.) used and stored, disposing of any unneeded products at the local Household Hazardous Waste Program
- P9. Eliminates or reduces pesticides by using Integrated Pest Management (IPM), which includes good housekeeping, acting only when needed, making physical changes to keep pests out, and, lastly, using less or non-toxic pesticides

PHASE II: Additions for Healdsburg facility

- P10. Encourage employees and customers to take alternative modes of transportation when frequenting the establishment, call out the City of Healdsburg multiple micro-mobility devices available (e-scooters, e-bikes)
- P11. Install multiple bike racks
- P12. Work with janitorial staff to use safer alternatives to potentially harmful products. Require the use of low toxic cleaning products such as those that meet Green Seal certification standards (greenseal.org)
- P13. Replace all aerosols with pump dispensers, if available
- P14. Use low or no-VOC paint products
- P15. Offer secure bicycle storage for staff and customers.
- P16. Use natural or low emissions building materials, carpets or furniture
- P17. Audit, re-evaluate, and implement new measures as needed to achieve highest reduction rates
- P18. Engage the community to identify new ways applicant can support local projects

ENERGY - E1: Applied for City of Healdsburg Electric Green Rate Election on 7-27-23



CITY OF HEALDSBURG
Electric Green Rate Election

For customers wishing to promote the development and use of renewable energy, the City of Healdsburg offers a Green Rate. Under the Green Rate, the City will procure, on the customer's behalf, Renewable Energy to match the customer's monthly energy consumption.

CUSTOMER INFORMATION					
Utility Account # (if known)		Full Name	Mercy Wellness Healdsburg		
Phone	(707) 200-3653	Email	healdsburg@mercywellness.com		
Address	20 Dry Creek Road				
City	Healdsburg	State	CA	Zip	95448
Mailing Address (if different)	7950 Redwood Drive, Suite #4				
City	Cotati	State	CA	Zip	94931

By electing to enroll in the Electric Green Rate, you agree to the following conditions and terms:

- By electing the Green Rate, I will incur an additional charge per kWh for every kWh consumed during the billing period based on the rate schedule below.
- The Green Rate is subject to change upon Council adoption of rate schedules.
- My Green Rate will be in effect for a minimum of twelve (12) months and take effect on the first day of the billing cycle following election.
- My Green Rate will remain in effect until my utility account is closed or I submit a request in writing for cancellation of my Green Rate election to the City of Healdsburg/Finance Department. Cancellations will take effect the day after the last day of the billing cycle following receipt of the cancellation notification.

Utility Billing Department
401 Grove Street
Healdsburg, CA 95448
Phone: (707) 431-3307
utilitybilling@ci.healdsburg.ca.us
Visit us at www.healdsburg.gov

Green Rate	FY2022-23	FY2023-24	FY2024-25	FY2025-26	FY2026-27
Additional Energy Charge (\$/KWH)	\$0.018	\$0.0209	\$0.0238	\$0.0257	\$0.0275

Declaration: By signing below I acknowledge my understanding and agreement to the terms above and, under penalty of perjury, certify that the information contained in this application is true and correct.

CUSTOMER SIGNATURE *Jelicia Accoranzo* DATE 07-27-2023



Submission Completed

All signers signed this document. The signature flow for this submission is now complete.

Form name
Green Rate English - June 2023

Status
Completed



