



FLORA TERRA

Proposed Location: 1226 4th Street
Owner/Operators: David & Alicia Wingard

Meet the Team

California Natives, David & Alicia Wingard, are experienced professionals with a deep connection to the City of Santa Rosa.

David Wingard

- CEO at Flora Terra, a cannabis cultivation, distribution, and retail company in Santa Rosa.
- Extensive experience with running businesses, including start-ups.
- Owner/Operator of DW Electric, Licensed Solar and Electrical Contractor.

Alicia Wingard

- COO at Flora Terra, a cannabis cultivation, distribution, and retail company in Santa Rosa.
- 15+ years experience in business development, operational support, and customer service.
- Registered Nurse, BSN.



The Project: 1226 4th Street



- Building plans meet all requirements to operate a Type-10 Cannabis retail storefront
- Design esthetic will be similar to the existing location in Coffey Park (shown here)
- This project furthers the General Plan's policies for long-term economic development reflecting the aspirations of the community
- Consistent with the General Commercial land use designation assigned to the Parcel and surrounding area



Security



ENTRANCE SECURITY

- Age verification of all customers by trained staff.
- Employees will enter through an employees-only door that will require a keycard.
- On-site trained professional security guards during business hours.

SECURITY CAMERAS

- 20 high-definition cameras will monitor all entrances, exits and limited access spaces and will record 24/7.
- Recordings will be maintained for 90 + days and will be made available to the City, Police Department, or a designee upon request.

ALARM SYSTEM

- Professionally installed, maintained and monitored alarm system from First Alarm.
- All doors will require the use of a key card assigned by the company.
- Panic buttons installed in appropriate locations.
- 24/7 Monitored Alarm System.

SHIPPING/RECEIVING

- Flora Terra will utilize the distribution license at the existing location to perform weekly inventory deliveries.
- Deliveries will be weekly prior to being open to the public.

Community Impact



- Providing Local Jobs
- Local Tax Revenue
- Collaboration with California Community Colleges
- Educational Events for Community Members
- Donations made to:
 - Redwood Empire Food Bank
 - Elise Allen High School
 - Sonoma Country Day School
 - Training Wheels Preschool

Demographics

January 1, 2022 to March 15, 2022



Sales by Gender

Gender	% of Customer Base	% of Gross Sales
F	34.17%	31.98%
M	50.02%	55.98%
NB	0.04%	0.31%
None	0.00%	0.15%
U	15.77%	11.59%

Sales by Age

Age Group	% of Customer Base	% of Gross Sales
21-29	36.97%	35.04%
30-39	25.97%	28.04%
40-49	15.18%	16.01%
50-59	10.79%	11.20%
60+	11.55%	9.58%
None	0.00%	0.15%



Questions, comments, or concerns? Please reach out!

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