

# FL@RA 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 store front
- 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 limitedaccess 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

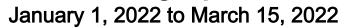
- Flora Terra will utilize the distribution license at the existing location to perform weekly inventory deliveries.
- Deliveries will be weekly prior to being open to the public.

# **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**





### Sales by Gender

### Sales by Age

Gender	% of Customer Base	% of Gross Sales	Age Group	% of Customer Base	% of Gross Sales
F	34.17%	31.98%	21-29	36.97%	35.04%
М	50.02%	55.98%	30-39	25.97%	28.04%
NB	0.04%	0.31%	40-49	15.18%	16.01%
None	0.00%	0.15%	50-59	10.79%	11.20%
None	0.00%	0.15%	60+	11.55%	9.58%
U	15.77%	11.59%	None	0.00%	0.15%





### Questions, comments, or concerns? Please reach out!

David Wingard David@FloraTerraCA.com

Alicia Wingard Alicia@FloraTerraCA.com