



100 SEBASTOPOL ROAD

100

Project Description



- Our team wishes to open and operate a commercial cannabis facility located at 100 Sebastopol Road
- Permits for cultivation, manufacturing, distribution and retail were unanimously approved (6-0) by the Santa Rosa Planning Commission on September 23th, 2021

Applicant Team



Cede Hunter

- Born and raised in Northern California
- She is an advocate for cannabis, patient rights, and policy reform.
- Her passion for cannabis and strong entrepreneurial spirit led her to open her first dispensary in Santa Rosa, Cannadel.



Applicant Team

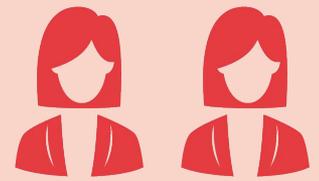


Nayeli Rivera

- Born and raised in Petaluma.
- Family are pioneers in the Latino Community in Sonoma County.
- Worked as an interpreter for family, community, Sonoma County of Education, and with the deaf and hard-of-hearing community.
- Also, worked in the wine industry with farm labor contractors.



Local Woman-Owned Business



- Women-owned and operated
- Ability to break through the glass ceiling and be a role model for others.
- Supporting women-owned businesses shows investment in diversity and empowerment.



Farm-to-Table Cannabis



- Vertically integrated cannabis businesses allow producers to control the entire supply chain and share complete transparency with consumers.
- Our project will be vertically integrated.
- Products will adhere to all testing regulations and will instill confidence and trust in consumers.



Community Benefits Plan



- Being a contributing member of the Roseland community and greater Santa Rosa area is a top priority.
- Our Community Benefits Plan outlines ways that we will support and give back to our community.



More than a Dispensary



- Goal is to enhance the quality of life of Roseland residents
- Our project is upholding the values of the Roseland Specific Plan by opening a business that serves the neighborhood
- Providing over 50 new career opportunities



Safety and Security



- Cannabis operations actually are proven to deter crime in an area, not increase it.
 - Studies show that the presence of cannabis dispensaries “displace illicit criminal organizations and decrease crime through changes in security behaviors” (*“Not in my backyard? Not so fast. The effect of marijuana legalization on neighborhood crime”, Regional Science and Urban Economics, 2019*)
- We’ve developed a comprehensive security plan providing in-depth training for all employees



Addressing Considerations from the Planning Commission



- Renamed our operation to the “100 Sebastopol Rd. Project”
- Developed a Safe Consumption Policy, outlining protocols that our consumption lounge will follow to address any safety concerns
- Revamped Our Roseland Community Plan to include partnerships that resonate with the Roseland Community
- Our Good Neighbor Policy will be publicly displayed at the site, should neighbors want to reach out to us for any reason

Community Outreach



- We held a community meeting in which we invited neighbors to our facility and engaged with them on their thoughts and concerns as well as ways our facility can support the community
- Canvassed the neighborhood on multiple occasions to introduce ourselves to our neighbors and make our mission and goals for the business known



Thank You for Your Time



- For more information, please reach out to me!
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