



FLORA TERRA

June 21, 2022 City Council Meeting

RE: Planning Commission Approved Location: 1226 4th Street

Owner/Operators: David & Alicia Wingard

Project Approval: 1226 4th Street



- March 24, 2022 Flora Terra met with the planning commission meeting regarding the new proposed location.
- One member of the neighborhood questioned the parking ordinance.
- One member spoke in support of the proposed new location.
- The City of Santa Rosa's Planning Commission voted 7-0, unanimously approving the project.



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
 - 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%

Project Appeal: 1226 4th Street



- An appeal filed by a community member concerned with impacts on a historical district including property valuations.
- The property is not in the McDonald Historical District, nor is it a protected building.
- Limited data to support claims, newest data released from Clever Real Estate indicates values increase after researching all U.S. cities data utilizing the US Census and Real Estate Data obtained from Zillow
 - *“for every \$1M in additional tax revenue from marijuana sales, home values increase by \$470” and “home values in areas that have legalized recreational marijuana leapt by \$17,113 more than places where marijuana is illegal”*
- City of Santa Rosa was the first city in California to outline regulations for recreational cannabis programs.
- Flora Terra is an existing recreational license holder and has gone through the process outlined by the city with unanimous approval.



Questions, comments, or concerns? Please reach out!

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