



**Watsonville Commercial Cannabis Application  
Phase 2 Evaluation Report**

**Greater Goods Marketplace**

Applicant Name / DBA

10 Hangar Way, Watsonville, CA

Proposed Location

Distribution/Equity Applicant

License Type

SCORE SUMMARY	
1,000	Total Points Available
975	Points Received
97.50%	Total Score Percentage
0	Number of pages over 125 limit

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>1 Business Plan (200 pts)</b>		<b>200</b>	<b>180</b>	
1.1 Owner qualifications. Resumes are not to exceed one (1) page per owner.	Percentage	28	28	Addressed criteria.
1.2 A budget for construction, operation, and maintenance, compensation of employees, equipment costs, utility cost, and other operation costs.	Percentage	28	28	Addressed criteria.
1.3 Equipment costs, utility costs, and other operation costs	Percentage	28	28	Addressed criteria.
1.4 Proof of capitalization in the form of documentation of cash or other liquid assets on hand, Letters of Credit or other equivalent assets.	Percentage	28	28	Addressed criteria.
1.5 3-year pro forma for at least three years of operation.	Percentage	28	28	Addressed criteria.
1.6 Fully describe hours of operation and opening and closing procedures.	All or none	20	0	The opening and closing procedures appeared to be for the retail operation and did not include verbiage of the distribution operation.
1.7 Fully describe the day-to-day operations for each license type being sought.	Percentage	40	40	Addressed criteria.
1.7.3 Additional criteria for DISTRIBUTION Pre-Applications only:				
a. Identify the number of delivery drivers, hours of delivery and vehicles to be used.				
b. Describe the transportation security procedures.				
c. Describe how inventory will be received, processed, stored, and secured on the licensed premises.				
d. Describe the quality control procedures designed to ensure all cannabis is proper packaged, labeled, and tested.				
e. Fully describe cash handling procedures.				
<b>Summary</b>	<b>The application stated their estimated start up budget, including construction estimates, totals \$1,200,000. Proof of capital was provided in the form of a signed commitment letter from their Richard Kash to provide \$2 million along with proof of funds, which is sufficient to cover all start-up costs. The City should determine if Mr. Kash should be vetted as an owner since he will have financial interest in the company. They intend to have 1 distribution driver and 1 vehicle, delivering between the hours of 8 a.m. and 10 p.m. However, the application also identified the hours of operation as 9 a.m. to 5 p.m. (PDF pg.19).</b>			



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Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>2 Labor and Employment Plan (200 pts)</b>		<b>200</b>	<b>200</b>	
2.1 Describe whether the Cannabis Use Permits committed to offering employees a Living Wage. ("Living Wage" shall mean 150% of the minimum wage mandated by California)	Percentage	45	45	Addressed criteria.
2.2 Describe compensation to and opportunities for continuing education and employee training.	Percentage	45	45	Addressed criteria.
2.3 Describe the extent to which the CCB will be a locally managed enterprise whose owners and/or managers reside within the Santa Cruz County area.	All or none	25	25	Addressed criteria.
2.4 Describe the number of employees, title/position and their respected responsibilities.	Percentage	40	40	Addressed criteria.
2.5 Thoroughly describe employee policies and procedures (complete manuals are not required to be submitted).	All or none	40	40	Addressed criteria.
2.6 If the Cannabis Use Permit has twenty (20) or more non-supervisory employees, the applicant must attest that they are committed to or have entered into a labor peace agreement and will abide by its terms.	All or none	5	5	Addressed criteria.
<b>Summary</b>	<b>The application stated they intend to provide an average salary over 161% of the California minimum wage (\$19.33) and health benefits. They will create twenty-five (25) high-paying, local jobs during the first year and staff will receive at least twelve hours of on-going training annually. Their continued educational opportunities included tuition reimbursement for continuing education courses and cannabis education workshops, completing online courses and certificate and professional programs, and encouraging employees to conduct business development activities, such as attending networking events and conferences. Their goal is to hire 100% of their managers and employees from Watsonville and the surrounding Santa Cruz County.</b>			

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>3 Neighborhood Plan (200 pts)</b>		<b>200</b>	<b>200</b>	
3.1 Describe how the CANNABIS USE PERMIT will proactively address and respond to complaints related to noise, light, odor, vehicle, and pedestrian traffic.	Percentage	50	50	Addressed criteria.
3.2 Describe how the CANNABIS USE PERMIT will be managed to avoid becoming a nuisance or having impacts on its neighbors and the surrounding community.	Percentage	50	50	Addressed criteria.
3.3 Describe Air Quality/Odor Mitigation practices.	Percentage	100	100	Addressed criteria.
3.3.1 Identify potential sources of odor and/or odor emitting activities.				
3.3.2 Describe odor control devices and techniques employed to ensure that odors from cannabis are not detectable beyond the licensed premises.				
3.3.3 Describe odor control related maintenance activities, frequency and role/title(s) of personnel performing such activities.				
3.3.4 Describe administrative controls such as staff training procedures and recordkeeping systems and forms associated to the odor control system.				
3.3.5 Describe the waste management plan. The plan shall include waste disposal security measures, and methods of rendering all waste unusable and unrecognizable.				
<b>Summary</b>	<b>The application identified Mr. Isaac Rodriguez as the Community Relations Manager. They provided images of the proposed building elevation and floor plan. Their Community Relations Manager will respond to all community complaints within twenty-four (24) hours of receiving notification. They will utilize uniformed and licensed Security Guards to monitor all site activity, control loitering and site access, and serve as a visual deterrent to unlawful activities. The application identified carbon filters, ventilation system, HVAC, ionizers, and negative air pressure as their odor control devices.</b>			



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Phase 2 Evaluation Report**

**Greater Goods Marketplace**

Applicant Name / DBA

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>4 Community Benefits Plan (200 pts)</b>		<b>200</b>	<b>195</b>	
4.1 The Pre-Application should describe all benefits the Cannabis Use Permit and/or their principals have provided to their local community in the last 3 years. The Plan will also outline any benefits the Cannabis Use Permit will provide to the Watsonville community. Benefits may be in the form of volunteer services, monetary donations to local non-profit organizations, financial support of City sponsored activities or organizations, in kind donations to the City or other charitable organizations and/or any other economic incentives to the City.	Percentage	200	195	Though the application stated they will donate \$50,000 to non-profit interests serving the Watsonville community during the first year; it is unclear how much they will contribute and the frequency they intend provide to their preferred organizations after the first year.
<b>Summary</b>	The application stated they are committed to donating \$50,000 to the Watsonville community, through support of various organizations and local initiatives, during the first year of operations. They will extend their support and partnership to the Pajaro Valley Community Health Trust with a \$5,000 donation and will continue to work and donate to the Second Harvest Food Bank of Santa Cruz County. The application identified the local organizations they intend to contribute to, which include CASA of Santa Cruz County, Farm Discovery at Live Earth Farms, Jacob's Heart Children's Cancer Support Services, Community Bridges, Watsonville Wetlands Watch, and Safe Ag, Safe Schools. They also have a goal to source at least 70% of their cannabis products from local cannabis growers, connoisseurs, artisans, and small business owners.			

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>5 Qualification of Owners (200 pts)</b>		<b>200</b>	<b>200</b>	
5.1 In addition to the one (1) page resume/CV per owner, all applicants, directors, managers and/or laboratory supervisors must provide details regarding any experience they have in operating a retail establishment, a regulated business, or managing employees. If you have any experience operating a cannabis business please provide the location of such activity and a copy of any permits, licenses, or other written forms of permission for such activity by a local or state government entity.	Percentage	200	200	Addressed criteria.
<b>Summary</b>	The application identified three cannabis businesses (2 retail and 1 event organizer licenses) of which they have ownership and included copies of all licenses.			



**Watsonville Commercial Cannabis Application  
Phase 2 Evaluation Report**

<b>Greater Goods Marketplace</b>
Applicant Name / DBA
<b>10 Hangar Way, Watsonville, CA</b>
Proposed Location
<b>Manufacturing/Equity Applicant</b>
License Type

<b>SCORE SUMMARY</b>	
<b>1,000</b>	<b>Total Points Available</b>
<b>975</b>	<b>Points Received</b>
<b>97.50%</b>	<b>Total Score Percentage</b>
<b>0</b>	<b>Number of pages over 125 limit</b>

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>1 Business Plan (200 pts)</b>		<b>200</b>	<b>180</b>	
1.1 Owner qualifications. Resumes are not to exceed one (1) page per owner.	Percentage	28	28	Addressed criteria.
1.2 A budget for construction, operation, and maintenance, compensation of employees, equipment costs, utility cost, and other operation costs.	Percentage	28	28	Addressed criteria.
1.3 Equipment costs, utility costs, and other operation costs.	Percentage	28	28	Addressed criteria.
1.4 Proof of capitalization in the form of documentation of cash or other liquid assets on hand, Letters of Credit or other equivalent assets.	Percentage	28	28	Addressed criteria.
1.5 3-year pro forma for at least three years of operation.	Percentage	28	28	Addressed criteria.
1.6 Fully describe hours of operation and opening and closing procedures.	All or none	20	0	The opening and closing procedures appeared to be for the retail operation and did not include verbiage of the manufacture operation.
1.7 Fully describe the day-to-day operations for each license type being sought.	Percentage	40	40	Addressed criteria.
1.7.4 Additional criteria for MANUFACTURING Pre-Applications only:				
a. Identify all cannabis products manufactured within the licensed premises.				
b. Describe quality control procedures.				
c. Describe inventory control procedures.				
d. Describe the extraction process, equipment and room in which extractions will be conducted.				
e. Provide detail as to whether the extraction equipment has been reviewed and certified by a Professional Engineer or Certified Industrial Hygienist.				
f. Describe the sanitation procedures.				
g. Fully describe cash handling procedures.				
<b>Summary</b>	<b>The application stated their estimated start up budget, including construction estimates, totals \$1,200,000. Proof of capital was provided in the form of a signed commitment letter from their Richard Kash to provide \$2 million along with proof of funds, which is sufficient to cover all start-up costs. The City should determine if Mr. Kash should be vetted as an owner since he will have financial interest in the company. The hours of operation will be from 9 a.m. to 5 p.m., though it is unclear if they would be operating seven days per week.</b>			



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Phase 2 Evaluation Report**

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Applicant Name / DBA

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>2 Labor and Employment Plan (200 pts)</b>		<b>200</b>	<b>200</b>	
2.1 Describe whether the Cannabis Use Permits committed to offering employees a Living Wage. ("Living Wage" shall mean 150% of the minimum wage mandated by California)	Percentage	45	45	Addressed criteria.
2.2 Describe compensation to and opportunities for continuing education and employee training.	Percentage	45	45	Addressed criteria.
2.3 Describe the extent to which the CCB will be a locally managed enterprise whose owners and/or managers reside within the Santa Cruz County area.	All or none	25	25	Addressed criteria.
2.4 Describe the number of employees, title/position and their respected responsibilities.	Percentage	40	40	Addressed criteria.
2.5 Thoroughly describe employee policies and procedures (complete manuals are not required to be submitted).	All or none	40	40	Addressed criteria.
2.6 If the Cannabis Use Permit has twenty (20) or more non-supervisory employees, the applicant must attest that they are committed to or have entered into a labor peace agreement and will abide by its terms.	All or none	5	5	Addressed criteria.
<b>Summary</b>	The application stated they intend to provide an average salary over 161% of the California minimum wage (\$19.33) and health benefits. They will create twenty-five (25) high-paying, local jobs during the first year and staff will receive at least twelve hours of on-going training annually. Their continued educational opportunities included tuition reimbursement for continuing education courses and cannabis education workshops, completing online courses and certificate and professional programs, and encouraging employees to conduct business development activities, such as attending networking events and conferences. Their goal is to hire 100% of their managers and employees from Watsonville and the surrounding Santa Cruz County.			

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>3 Neighborhood Plan (200 pts)</b>		<b>200</b>	<b>200</b>	
3.1 Describe how the CANNABIS USE PERMIT will proactively address and respond to complaints related to noise, light, odor, vehicle, and pedestrian traffic.	Percentage	50	50	Addressed criteria.
3.2 Describe how the CANNABIS USE PERMIT will be managed to avoid becoming a nuisance or having impacts on its neighbors and the surrounding community.	Percentage	50	50	Addressed criteria.
3.3 Describe Air Quality/Odor Mitigation practices.	Percentage	100	100	Addressed criteria.
3.3.1 Identify potential sources of odor and/or odor emitting activities.				
3.3.2 Describe odor control devices and techniques employed to ensure that odors from cannabis are not detectable beyond the licensed premises.				
3.3.3 Describe odor control related maintenance activities, frequency and role/title(s) of personnel performing such activities.				
3.3.4 Describe administrative controls such as staff training procedures and recordkeeping systems and forms associated to the odor control system.				
3.3.5 Describe the waste management plan. The plan shall include waste disposal security measures, and methods of rendering all waste unusable and unrecognizable.				
<b>Summary</b>	The application identified Mr. Isaac Rodriguez as the Community Relations Manager. They provided images of the proposed building elevation and floor plan. Their Community Relations Manager will respond to all community complaints within twenty-four (24) hours of receiving notification. They will utilize uniformed and licensed Security Guards to monitor all site activity, control loitering and site access, and serve as a visual deterrent to unlawful activities. The application identified carbon filters, ventilation system, HVAC, ionizers, and negative air pressure as their odor control devices.			



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Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>4 Community Benefits Plan (200 pts)</b>				
4.1 The Pre-Application should describe all benefits the Cannabis Use Permit and/or their principals have provided to their local community in the last 3 years. The Plan will also outline any benefits the Cannabis Use Permit will provide to the Watsonville community. Benefits may be in the form of volunteer services, monetary donations to local non-profit organizations, financial support of City sponsored activities or organizations, in kind donations to the City or other charitable organizations and/or any other economic incentives to the City.	Percentage	200	195	Though the application stated they will donate \$50,000 to non-profit interests serving the Watsonville community during the first year; it is unclear how much they will contribute and the frequency they intend provide to their preferred organizations after the first year.
<b>Summary</b> The application stated they are committed to donating \$50,000 to the Watsonville community, through support of various organizations and local initiatives, during the first year of operations. They will extend their support and partnership to the Pajaro Valley Community Health Trust with a \$5,000 donation and will continue to work and donate to the Second Harvest Food Bank of Santa Cruz County. The application identified the local organizations they intend to contribute to, which include CASA of Santa Cruz County, Farm Discovery at Live Earth Farms, Jacob's Heart Children's Cancer Support Services, Community Bridges, Watsonville Wetlands Watch, and Safe Ag, Safe Schools. They also have a goal to source at least 70% of their cannabis products from local cannabis growers, connoisseurs, artisans, and small business owners.				

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>5 Qualification of Owners (200 pts)</b>				
5.1 In addition to the one (1) page resume/CV per owner, all applicants, directors, managers and/or laboratory supervisors must provide details regarding any experience they have in operating a retail establishment, a regulated business, or managing employees. If you have any experience operating a cannabis business please provide the location of such activity and a copy of any permits, licenses, or other written forms of permission for such activity by a local or state government entity.	Percentage	200	200	Addressed criteria.
<b>Summary</b> The application identified three cannabis businesses (2 retail and 1 event organizer license) of which they have ownership and included copies of all licenses.				



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Phase 2 Evaluation Report**

**Greater Goods Marketplace**

Applicant Name / DBA

**10 Hangar Way, Watsonville, CA**

Proposed Location

**Retail/Equity Applicant**

License Type

SCORE SUMMARY	
1,000	Total Points Available
993	Points Received
99.30%	Total Score Percentage
0	Number of pages over 125 limit

Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>1 Business Plan (200 pts)</b>		<b>200</b>	<b>198</b>	
1.1 Owner qualifications. Resumes are not to exceed one (1) page per owner.	Percentage	28	28	Addressed criteria.
1.2 A budget for construction, operation, and maintenance, compensation of employees, equipment costs, utility cost, and other operation costs.	Percentage	28	28	Addressed criteria.
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1.4 Proof of capitalization in the form of documentation of cash or other liquid assets on hand, Letters of Credit or other equivalent assets.	Percentage	28	28	Addressed criteria.
1.5 3-year pro forma for at least three years of operation.	Percentage	28	28	Addressed criteria.
1.6 Fully describe hours of operation and opening and closing procedures.	All or none	20	20	Addressed criteria.
1.7 Fully describe the day-to-day operations for each license type being sought.	Percentage	40	38	The application did not identify the number of point-of-sale locations they intend to utilize.
1.7.1 Additional criteria for RETAIL Pre-Applications only:				
a. Describe customer check-in procedures.				
b. Identify location and procedures for receiving deliveries during business hours.				
c. Identify number of Point-of-Sales location and estimated number of customers to be served per hour/day.				
d. Describe the proposed product line and estimate the percentage of sales of flower and manufactured products.				
e. If proposed, describe delivery service procedures, number of vehicles and product security during transportation.				
f. Fully describe inventory control procedures to include, identification point-of-sales and track and trace software.				
g. Fully describe cash handling procedures.				
<b>Summary</b>	<b>The application stated they anticipate serving two hundred twenty-five (225) customers per day and utilize two delivery vehicles with their storefront retail hours from 9 a.m. to 7:45 p.m., seven days per week. The application stated their estimated start up budget, including construction estimates, totals \$1,200,000. Proof of capital was provided in the form of a signed commitment letter from their Richard Kash to provide \$2 million along with proof of funds, which is sufficient to cover all start-up costs. The City should determine if Mr. Kash should be vetted as an owner since he will have financial interest in the company.</b>			



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2.5 Thoroughly describe employee policies and procedures (complete manuals are not required to be submitted).	All or none	40	40	Addressed criteria.
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<b>Summary</b>	<b>The application stated they intend to provide an average salary over 161% of the California minimum wage (\$19.33) and health benefits. They will create twenty-five (25) high-paying, local jobs during the first year and staff will receive at least twelve hours of on-going training annually. Their continued educational opportunities included tuition reimbursement for continuing education courses and cannabis education workshops, completing online courses and certificate and professional programs, and encouraging employees to conduct business development activities, such as attending networking events and conferences. Their goal is to hire 100% of their managers and employees from Watsonville and the surrounding Santa Cruz County.</b>			

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<b>Summary</b>	<b>The application identified Mr. Isaac Rodriguez as the Community Relations Manager. They provided images of the proposed building elevation and floor plan. Their Community Relations Manager will respond to all community complaints within twenty-four (24) hours of receiving notification. They will utilize uniformed and licensed Security Guards to monitor all site activity, control loitering and site access, and serve as a visual deterrent to unlawful activities. The application identified carbon filters, ventilation system, HVAC, ionizers, and negative air pressure as their odor control devices.</b>			





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4.1 The Pre-Application should describe all benefits the Cannabis Use Permit and/or their principals have provided to their local community in the last 3 years. The Plan will also outline any benefits the Cannabis Use Permit will provide to the Watsonville community. Benefits may be in the form of volunteer services, monetary donations to local non-profit organizations, financial support of City sponsored activities or organizations, in kind donations to the City or other charitable organizations and/or any other economic incentives to the City.	Percentage	200	195	Though the application stated they will donate \$50,000 to non-profit interests serving the Watsonville community during the first year; it is unclear how much they will contribute and the frequency they intend provide to their preferred organizations after the first year.
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Criteria	Scoring Basis	Points Available	Points Received	Evaluation
<b>5 Qualification of Owners (200 pts)</b>				
5.1 In addition to the one (1) page resume/CV per owner, all applicants, directors, managers and/or laboratory supervisors must provide details regarding any experience they have in operating a retail establishment, a regulated business, or managing employees. If you have any experience operating a cannabis business please provide the location of such activity and a copy of any permits, licenses, or other written forms of permission for such activity by a local or state government entity.	Percentage	200	200	Addressed criteria.
<b>Summary</b> The application identified three cannabis businesses (2 retail and 1 event organizer licenses) of which they have ownership and included copies of all licenses.				