

Resumen del formulario

Applicant Name and Title	[REDACTED], Creative Director & Owner
Applicant Address	[REDACTED]
Applicant Phone	[REDACTED]
Applicant Email	raelina@thestudio.com
Applicant interest in project/site	I'm very interested ;)
Business/Association Name	The Studio
Are you applying as a Humboldt County based business, cooperative, association, or nonprofit organization?	Yes
Are 75% or more of its operations based in Humboldt County?	Yes
Are you currently licensed and registered to operate in Humboldt County?	Yes
If you are not licensed or registered to operate in Humboldt County, are you in the process of doing so?	
Are the activities of your business, association, or organization, specific to the cultivation, processing, manufacturing, distribution or retail of cannabis, or whose organization provides support and/or services to the cannabis industry?	Yes
\$10,000 Eligibility	Cannabis Support Business
Cultivation Lighting (as defined in Humboldt County Code 719-3)	
\$50,000 Eligibility	
[[]]	
If Other, please explain	
What amount of the business is Humboldt-owned? "Humboldt-owned" is defined by registered residency of owners	100% Humboldt-owned
Ownership Structure and Owners	Single Owner LLC
# of FTE Employees	2

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Summarize the business/association and its activities Word Limit: 250	The Studiio is a creative agency and marketing firm specializing in cannabis and CBD. We work with businesses to design and source compliant, sustainable (non-plastic) packaging, educational content, marketing campaigns, and branding. Some of our previous clients include [REDACTED]
Program / Project Name	Cannabis Accessory & Educational Material Storefront
Requested Amount	USD 10000.00
Total project cost/funding needed:	USD 14500.00
Additional Funding Sources	Retail sales, personal investment
Type of project	Implementation, Capital Investment
If Other, please explain	
Project Address	[REDACTED]
Project Assessor's Parcel Number (APN):	N/A
Does the project/business consist of a qualified outdoor cultivating operation (as per Humboldt County Land Use Ordinance) that produces less than 10,000 sq. ft. of cannabis (not including co-ops and associations whose cumulative area may exceed 10,000 square feet)?	No
Licenses & Permits	Federal Employer Identification Number (FEIN)
Licenses, Permits, & Agreements	archive-1.zip

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Word Limit: 500

Our proposed project will help to create a retail storefront in old town Eureka geared towards providing cannabis education and accessories as well as other retail items for visitors and locals alike. Cannabis education is lacking in both cannabis retail storefronts and online education can be incredulous or hard to come by for older demographics. We would like to create a "Cannabis Science Reading Room" adjacent to our retail area to help facilitate educated conversations about cannabis, how to best use cannabis and what to look for when shopping along with an overview of dispensaries in Old Town. We have extensive experience in creating cannabis infographics and educational material and would use this as a platform to better market the content already in existence to locals and visiting tourists. (See attached documents for examples of educational content).

Much like a tourism center for cannabis, we can be a hub for information, swag items for local farms and a meeting place for future farm tours. In the future we would like to cater to tourists looking to experience cannabis farms or farm to table events. As local zoning and laws expand to allow infused dinner parties, this is something we would like to explore.

As it stands now, we will use any grant money awarded to ensure we can pay our existing staff, and retain our retail location in Old Town through leaner revenue months ahead. We employ two full time employees as well as three part time employees here in Humboldt County.

Additionally, a portion of the grant money received will be used to augment our ability to serve our existing clients and new clients for branding, packaging design and marketing campaigns. With the trellis grant we will be able to continue to provide the same services at a to our clients to survive and thrive into the future.

Word Limit 500

As a retail storefront, we will be contributing to retail tax revenue through sales of our products. Additionally, the presence of our store in Old Town will help to discourage vagrants, loitering, and vandalism by occupying a retail space which has been vacant since March 2020. This kind of focus on cannabis in a high brow setting diversifies how cannabis culture is currently perceived and makes it more appealing especially to a higher income demographic and more sophisticated tourist. Humboldt County is notorious for its high-quality product, but the image and stereotype it holds is still severely lacking. Our contribution would change that, slowly but surely to ensure the product quality and the presentation are congruent. This grant will help to retain two full time positions in our community, generate new local tax revenue and help to support a larger goal of marketing Humboldt county cannabis to a discerning international market.

Word Limit: 500

This question is not as applicable to our project as it is to some others, as a retail storefront our environmental impact is quite low to begin with.

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Word Limit: 500	<p>Prior to applying for the Trellis grant, we already secured the storefront location for a temporary holiday pop-up. This required submitting a separate business license to the city and ensuring that our storefront matched the established zoning for the building. Since November we have been able to measure sales and interest in cannabis educational materials that are already available in the shop. This gave us a good idea of interest and allowed us to create a projected revenue model for 2021 with the assumption that January and February sales would be significantly lower than December.</p> <p>As the Lead Designer of cannabis educational content for Goldleaf, we already have access to wholesale educational content, printed materials and other non-cannabis items from our clients. Goldleaf is a recognised source of educational content for the cannabis industry and serves as an advisor to Penguin publishing for cannabis print material.</p> <p>Funding will allow us to purchase wholesale goods to be able to sell in the store and ensure we can retain our full time employees.</p>
Word Limit: 250	<p>This project, while modest in scope will help to normalize cannabis and elevate how it is perceived in the local community as well as visiting tourists. In the short time we have opened our retail pop-up shop, we have received an overwhelming positive response from the community by providing a modern and stylish retail location in Old Town. The large space allows us to provide a safe shopping experience for our patrons as we navigate the changing landscape that our post COVID world has created. Moreover, it is a dynamic setting which can allow for growth for tourism, hosting events and seminars as we are able to come back to center and normalize our day to day activities.</p> <p>Additionally, with this grant money we will be able to offer services to our clients at a reduced rate, and provide necessary marketing and design services in an increasingly competitive market. Thank you for your time and consideration!</p>
Project Budget	archive-2.zip
Select each item being uploaded.	Any accompanying and supportive project documents such as site maps, equipment specifications, contractor bids and estimates., Timeline with expected project milestones and completion dates, Brief resumes of key personnel, Market Analysis, Business Plan, Associated Research
File upload	archive-3.zip