

Resumen del formulario

Applicant Name and Title	[REDACTED] CEO
Applicant Address	[REDACTED]
Applicant Phone	[REDACTED]
Applicant Email	bluerockgardens@gmail.com
Applicant interest in project/site	permit holder
Business/Association Name	Blue Rock Gardens LLC
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	
Cultivation Lighting (as defined in Humboldt County Code 719-3)	
\$50,000 Eligibility	Other
[[[]]]	
If Other, please explain	small business owner cultivation
What amount of the business is Humboldt-owned? "Humboldt-owned" is defined by registered residency of owners	100% Humboldt-owned
Ownership Structure and Owners	LLC [REDACTED]
# of FTE Employees	

Resumen del formulario

Summarize the business/association and its activities Word Limit: 250	Blue Rock Garden, (hereinafter BRG) has been established within the County of Humboldt since the 215 laws took effect in California. Licensed Founder and Current Owner, [REDACTED], was among the first farmers in the area to apply for provisional permitting within the state. It should be noted that her passion to provide the utmost in permaculture regenerative practices has resulted in high-quality premium cannabis. Blue Rock Garden, or BRG, has ensured that this family and community based farm not only provides clean cannabis, but does so using the best environmentally friendly processes. Currently, [REDACTED] is seeking the proper county permits for a compliant commercial nursery.
Program / Project Name	Mantis Nursery (Blue Rock Gardens)
Requested Amount	USD 50000.00
Total project cost/funding needed:	USD 48900.00
Additional Funding Sources	self
Type of project	Implementation
If Other, please explain	
Project Address	[REDACTED], Garberville, CA, US
Project Assessor's Parcel Number (APN):	033-110-015-000
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)?	Yes
Licenses & Permits	CDFA Cannabis Cultivation Provisional Permit, CDFW Lake And Streambed Alteration (LSA) Agreement or written verification if not needed., Humboldt County Annual Permit, Jurisdiction Business License, California Department of Tax and Fee Administration tax permit, Articles of Incorporation, Federal Employer Identification Number (FEIN), Bureau of Cannabis Control Commercial Cannabis License
Licenses, Permits, & Agreements	archive-1.zip
Word Limit: 500	Greenhouse Quotes Quotes are for a polycarbonate steel structure with gable ends, doors, vents. These greenhouses will hold up against rain, wind and the occasional snow load we get up here. Please note that the electrical, plumbing and environmental control will be added in house. Please see estimates listed below. Rimol Greenhouse Systems \$17,591

Growspan \$18,450

Greenhouse Megastore \$17,995

Environmental controls

All these are wifi accessible so I can monitor 24/7, I priced out existing systems for cannabis growers and the totals were 15 to 20 thousand dollars. With these sensors below I can monitor the nursery for a fraction of the cost.

Orbit B-hyve \$100

Ultimate Wi-Fi and timer control: the B-hyve app is fully functional for android, iOS or web devices and gives you control wherever you need it program your timer on the app

Smart watering: weather sense technology provides watering based on site conditions.

CERTIFIED TO SAVE WATER AND MONEY: B-hyve is EPA WaterSense approved and certified, ensuring it will save you water and energy. This can also make your B-hyve timer eligible for local rebates, which can save up to 100% of the cost on your timer

WATER SAVINGS - Integrate your B-hyve timer with use of Catch Cups (Orbit 26251) to save up to 50% more water than with traditional controllers.

Owfeel smart valves \$210

Timing control: Set the time, the valve automatically opens or closes, Compatible with standard (Wi-Fi 2.4GHz) home automation systems.

Suitable for many kinds of environment: used for household water supply pipe, farmland irrigation pipe, garden irrigation pipe, farm water pipe, etc.

SensorPush Wireless Thermometer/Hygrometer \$50

Total: \$460

Security

These quotes are for wifi cameras.

The Security Store (local bid) 8 cameras and cable \$942.81

Costco Swann System \$750.00 comparable system

Amazon Reolink \$720 comparable system

Equipment

Lights \$5000

Blackout curtain for light pollution \$650

Water system \$150

Fans \$300

Heating system \$500

Total:\$6600

Power/Solar (southern Humboldt)

Greenwired \$10,000 I've worked with them for years on my alternative power system.

Shed for backup generator \$500

Construction

Perimeter wall for greenhouse \$1500 in house by in house labor

Trenching for waterlines and power supply

Trencher rent \$800

Labor \$640

Waterline \$150

Underground wire \$150

Total: \$1740

Concrete paths outside of greenhouse for high traffic areas to reduce erosion and dust. \$500

Resumen del formulario

Companion plant flower beds on both sides of greenhouse for biological pest control.
Plants include Yarrows, Daisies, Marigolds, Sweet Alyssum, Calendula, Rudbeckias, Echinaceas, Zinnias plus other bee and beneficial bug friendly plants.
Salary to hire 1 permanent employee to assist with construction and then beginning operation. Will be a continuing nursery job.
\$5000

Clone room
Insulation \$100
Wallboard \$200
Lights \$2000
Environmental sensors \$350
Cameras \$200
Shelving \$500
Flooring \$350
Total: \$3500
Tree Removal (No grading needed)
10 firs, under 6 inches in diameters. \$350
Total of current estimate: \$48,900

Word Limit: 500

Examining the General Market
The market for cannabis marketing is characterized by rapid growth and expansion due to the increasing acceptance by society and an increasing number of jurisdictions which recognize the value of cannabis, from Medicinal properties to revenue collection through regulation and taxation.

With this plethora of technology and ever-increasing information, come changes in the ways customers purchase products from cannabis businesses. This requires new and creative approaches to marketing in order to convert (cannabis related inquiries) leads to sales.

Where mass print marketing and online ads were once dominant methods in commerce, now the focus is on highly segmented content marketing online: This marketing method speaks to customers on a more personal level to custom tailor to their wants and needs so they can identify which strains to purchase that will best suit their individual interests.

According to research studies, search marketing, display advertising, social media marketing, and email marketing will increasingly influence success in business over the next five years. Search marketing stays the largest share of the overall digital mix, but social media will experience the steepest growth. This marketing maxim will be capitalized by Blue Rock Garden to positively reach consumers.

Promotion and Advertising Strategy

Blue Rock Garden will use various methods of advertising in order to develop its brand image for their products. In compliance with state law § 5041. Age Confirmation in Advertising, they will

take steps to always ensure that the focus of advertising will only be directed at medicinal patients over the age of 18 and recreational customers over the age of 21.

Plan:

Public Relations

While creating a Public Relations strategy, Blue Rock Garden will focus on its mission, goals and objectives. It will create awareness in the California marketplace by strategically marketing to general and specific target audiences. Through effective Public Relations, Blue Rock Garden will establish a growing credibility by providing meeting the Mission, Vision, and Goals of its foundational structure.

Press Releases

Let the world know about Blue Rock Garden's Industry Leading expertise in Cannabis Cultivation and green practices.

Describe Industry Leading practices in both Commitment to Quality and Measured Refinement of cannabis compared the competition.

Reach Blue Rock Garden's existing clients and potential clients directly and indirectly.

Have positively written articles published that will help Blue Rock Garden and which are friendly to the industry.

Digital Platforms

Facebook

Promote content, blog posts to increase website traffic

Create awareness for specific locales to increase traffic for operate dispensaries.

Respond to follower comments.

Ask people to comment, like or share posts.

Use relevant hash tags

Twitter

Post tweets as necessary to promote new products, locations, or special promotion for clients.

Circulate blog posts.

Retweet posts from influencers and followers.

Resumen del formulario

	<p>Read articles posted by industry influencers and competitors to stay on top of industry trends; and incorporate accordingly.</p> <p>Monitor favorable mentions and retweets.</p> <p>Respond to complaints or support requests quickly and discreetly where necessary.</p> <p>Use promoted tweets.</p> <p>Add valid and useful hashtags</p>
Word Limit: 500	<p>Alternative power(solar primarily)</p> <p>Companion plant flower beds for biological pest control; yarrows, marigolds, calendula, rudbeckia, sweet alyssum, echinaceas and other bee and beneficial bug friendly plants.</p> <p>Worm bins and hugel mounds for composting waste</p>
Word Limit: 500	<p>please see list of costs and estimates/bids</p> <p>in house compliance officer will assist with all Humboldt County regulations</p>
Word Limit: 250	<p>non applicable</p>
Project Budget	<p>archive-2.zip</p>
Select each item being uploaded.	<p>Letters of support: attach documentation of collaboration and/or project need in the form of Letters of Support, Letters of Partner Commitment, and/or Memoranda of Understanding</p>
File upload	<p>archive-3.zip</p>