



County of Humboldt

Project Trellis Cannabis Business Micro-Grant

Updated Nov. 11-20-2020

Thank you for your interest in the Project Trellis Cannabis Business Micro-Grant Program. As specified in Humboldt County Resolution 20-33, the program's purpose is to:

...bolster the cannabis industry, and protect future cannabis excise tax revenues by providing services to populations and communities in Humboldt County who were adversely affected by the criminalization of cannabis, to develop a framework for supportive programs designed to sustain and grow Humboldt County's cannabis industry, and to assist cannabis businesses as they work to overcome the financial and logistical challenges of coming into compliance.

Please see the [Project Trellis Cannabis Business Micro-Grant webpage](#) for more details as found in the [applications instructions](#), [Notice of Funding Availability \(NOFA\)](#), and [scoring rubric](#). Please contact [Peggy Murphy](#) at pmurphy@co.humboldt.ca.us or (707) 599-0125 to discuss any questions about your application.

Update Notice

The Project Trellis Cannabis Business Micro-grant Notice of Funds Available (NOFA) and application were updated November 20th, 2020, based on input from the Board of Supervisor's and the public.

Grant Amount

The total allocation for the current year is \$516,492 and will be allocated to selected project proposals. Individual applicants may apply for up to \$10,000. Collaborative, mutually beneficial cooperatives and associations may apply for up to \$50,000.

The link to the application form, instructions, and example scoring rubric can be found at <http://gohumco.org/236/Project-Trellis-Micro-Grants>.

Eligibility

As defined by Resolution 19-45 as amended by Resolution 20-33, to be eligible for funding, applicants must be:

- 1) a Humboldt County based business, cooperative or association (examples include, but are not limited to: Cannabis Cooperative Association, Road Maintenance Association, Agricultural Cooperative), or nonprofit organization
- 2) having 75% or more of its operations based in Humboldt County;
- 3) currently licensed and registered to operate in Humboldt County*;
- 4) whose activities are specific to the cultivation, processing, manufacturing, distribution or retail of cannabis, or whose organization provides support and/or services to the cannabis industry.

*If an applicant is not licensed or registered, but is in the process of doing so, it may apply for grant funds for the purpose of completing the licensing and permitting process.

Application Process

Applications should be submitted electronically. However, hard copies are accepted if some documents are easier to submit in paper format. Applications are to be submitted electronically via the

online application form found at: <http://gohumco.org/236/Project-Trellis-Micro-Grants>. Electronic attachment formats accept are: PDF, JPEG, or PNG. A PDF download is available via the online application platform, which can be returned via email, including all required attachments, to pmurphy@co.humboldt.ca.us. Hard copies can be mailed or delivered to the County of Humboldt County Administrative Office's Office of Economic Development, Attn: Peggy Murphy, 520 E Street, Eureka, CA 95501. Only complete applications, including all required attachments, will be accepted for consideration.

Applications may be subject to public disclosure pursuant to the California Public Records Act.

Please contact Peggy Murphy by phone at 707-599-0125 or email at pmurphy@co.humboldt.ca.us to discuss any questions about your application.

Application Packet Checklist

Required (per County Resolution 19-45) All documents listed below must be submitted at the time of application to be considered for funding. Applicants may be required to submit other documentation depending on the nature of their application and project. Document formats accepted for upload are PDF, JPEG, PNG.

- Completed Application/Coversheet
- Project Narrative
- Project Budget that includes revenue and expenses
- Documentation certifying legal status of business
- Proof of business or agency licensing
- Proof of regulatory compliance
- Any accompanying and supportive project documents such as site maps, equipment specifications, contractor bids and estimates.

Optional Attachments that may be Included:

- Timeline with expected project milestones and completion dates
- 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
- Brief resumes of key personnel
- Market Analysis
- Business Plan
- Associated Research



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Application Coversheet

Applicant Name and Title

[REDACTED], Artist / Photographer

Street Address

[REDACTED]

Street Address Line 2

e3

City

arcata

State ca

Postal / Zip Code

95521

Country USA

Applicant Phone

[REDACTED]

Applicant Email

contactjatphoto@gmail.c

Applicant interest in project/site

The Stewards

Business/Association Name

[REDACTED]

Please note: Applications may be disclosed pursuant to the California Public Records Act. If you are including information you consider confidential in this application, please see the "additional information" section of Narrative questions.



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Applicant Eligibility

Are you applying as a Humboldt County based business, cooperative, association, or nonprofit organization?

Yes
 No

Are 75% or more of its operations based in Humboldt County?

Yes
 No

Are you currently licensed and registered to operate in Humboldt County?

Yes
 No

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
 No



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Business or Association Type

\$10,000 Eligibility

- Cultivation (as defined in Humboldt County Code 719 3)
- Retail
- Manufacturing
- Distribution
- Cannabis Support Business

Cultivation Lighting (as defined in Humboldt County Code 719-3)

- Outdoor
- Mixed Lighting
- Indoor

\$50,000 Eligibility

Cannabis Cooperative (As defined in California Business and Professions Code § 26220 et seq.)

Road Maintenance (As defined in Humboldt County Code Section 314 55.4.12.1.8.4)

Nonprofit Cooperative Associations (As defined in California Food and Agriculture Code 54001 et seq)

Nonprofit Mutual benefit Corporations (As defined in Corporations Code 7110 et seq; and consisting of 2 or more entities)

Agricultural Cooperatives (As defined as user owned, user controlled, and user benefitting with Articles of Incorporation as required by the California Secretary of State)

Other

If Other, please explain

What amount of the business is Humboldt owned?
"Humboldt owned" is defined by registered residency of owners

100% Humboldt owned

51% 99% Humboldt owned

1% 50% Humboldt owned

0% Humboldt owned

Ownership Structure and Owners

Sole Proprietor, [REDACTED]

of FTE Employees

1

Summarize the business/association and its activities
Word Limit: 250

Please include this summary on a separate paper included with submission.



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Proposal Request

Program / Project Name

The Stewards

Requested Amount

USD 0.00 \$10,000.00

Total project cost/funding needed:

USD 0.00 \$12,500

Additional Funding Sources

Self

Type of project

- Planning
- Implementation
- Technical Assistance
- Capital Investment
- Other

Project Address

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)?

Yes

No

Which of the following licenses, permits, or agreements do you currently have, or are in the process of obtaining, as are applicable to your business/organization. Applicants may be required to submit other documentation depending on the nature of their application and project. Acceptable attachment formats are PDF, JPEG, and PNG. When uploading documents, please label with the applicable title from the list below.

- CDFA Cannabis Cultivation Annual Permit
- CDFA Cannabis Cultivation Provisional Permit
- CDFW Lake And Streambed Alteration (LSA) Agreement or written verification if not needed.
- Humboldt County Annual Permit
- Humboldt County Provisional Permit
- Jurisdiction Business License
- California Department of Tax and Fee Administration tax permit
- Motor Carrier Permit
- California Department of Public Health's Manufactured Cannabis license
- CDFA Weighmaster license
- Articles of Incorporation
- Federal Employer Identification Number (FEIN)

Licenses, Permits, &
Agreements

Please include copies of licenses, permits and agreements to this application for submission.



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Explanation of Narrative Questions

Please provide narratives that respond to the following prompts. For more information on narrative responses, please refer to the [scoring rubric](#).

Project Overview: In this section, describe the proposed project and anticipated use of requested funds. Also, describe other attempts to secure alternative funding, and how or why the requested micro grant is needed to become solvent.

Word Limit: 500

Please provide this narrative on a separate piece of paper to be submitted with this application.

Economic Impacts: Describe the economic impact, sustainability, civic impact of the business/association. Describe how the project supports industry growth and development and will enhance Humboldt County's competitive edge and will add to the sustainability of Humboldt County's cannabis industry. Describe how operations are expected to add to revenues collected through the Cannabis Excise Tax. Describe how the project and/or grant request will result in the creation and/or retention of jobs. Describe how the applicant will use funding to increase long term sustainability of their business/association. Describe any other community impacts the business/association supports through civic engagement such as volunteering activism, or organizing, etc.

Word Limit: 500

Please provide this narrative on a separate piece of paper to be submitted with this application.

Environmental Impacts: In this section, describe the effort made to reduce environmental impact. Describe how the project has, or will have, a positive effect on the environment and long term sustainability. Please make sure to indicate if these efforts are planned, in process, or established. Based on the scoring criteria for this section please focus on one or more of the following:

Word Limit: 500

Please provide this narrative on a separate piece of paper to be submitted with this application,.

Project Process:

Describe activities/work already conducted toward meeting objectives (i.e. prior research, planning, permitting, investment). Describe per AB 1291, if applicant has provided, or is in progress of, an attestation (under 20 employees) or formed a Labor Peace Agreement (20 and above employees). Describe applicant knowledge of cannabis industry best practices, as well as, how applicant has or will secure the necessary resources (skilled personnel skills, plan, business structure, etc.) needed to achieve desired outcomes. Describe how funding will help applicant meet clearly stated objectives and outcomes can be measured/demonstrated.

Word Limit: 500

Please prepare this narrative on a separate piece of paper to be submitted with this application.

Additional Information (optional)

Please add any additional information you feel would help the committee to understand your project. This is the place to share any personal, confidential or sensitive information. Applications are subject to disclosure pursuant to the California Public Records Act. However, certain Information about physical or mental health, medical records, personal contact information if there is a compelling interest in withholding the information (must be explained), receipt of public services, trade secrets or other proprietary information may be withheld from disclosure. In addition, information that is in the best interest of the public to withhold, when balanced against the strong public interest in disclosure of the information, as determined by the County, may be withheld.

Word Limit: 250

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Sample Project Budget Format

Applicants must provide a detailed operational budget of the project or grant request that includes revenue and expense.

Applicants may use the following or a similar format for your project budget submittal. For major expenses, please be specific.

Note: The table below is for information only and is not fillable. When complete, please upload your budget file in the field beneath the example.

| <i>Project Expense Item</i> | Total Cost (\$) | Requested Amount from Project Trellis Grant Fund | Amount of other funding | Source of Other Funds |
|---|------------------------|---|--------------------------------|------------------------------|
| Example: Travel | 5,000 | 2,000 | 3,000 | Owner |
| Direct Salaries & Wages (breakdown by individual position & indicate full or part-time; list indirect staff costs in "Overhead-staff related" section below) | | | | |
| Staff 1 | | | | |
| Staff 2:... etc. | | | | |
| Sub-total: all Direct Salaries & Wages | | | | |
| Benefits & Payroll Taxes | | | | |
| Consultant & professional fees (specify) | | | | |
| Travel (describe) | | | | |
| Equipment (specify) | | | | |
| Overhead- non-staff related | | | | |
| Overhead- staff related (breakdown by individual position; include payroll taxes and fringe benefits) | | | | |
| All Overhead Costs as % of Total Project Cost | | | | |
| Total Project Cost | | | | |

Note 1: "Overhead non staff related" includes office supplies, printing, telephone/fax, postage, rent, and utilities.

Note 2: "Overhead staff related" is comprised of indirect staff costs (e.g. bookkeeper).

Project Budget

Upload files using this box.

Please prepare your project budget on a separate sheet to be included with this application.



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Additional Attachments

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
- 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
- Brief resumes of key personnel
- Market Analysis
- Business Plan
- Associated Research

File upload

Please attach copies of all documents checked above for submission with this application.



Trellis Grant Application

Summarize the business:

I am a photographer working in our region, I produce visual content for individuals and businesses including the cannabis industry. I also produce material for editorial and fine art display.

Project Overview:

The Stewards Photo documentary project aims to feature the people of Humboldt County. Our cultivators care not only for their plants, but for the forests, wildlife, and watersheds of our region. As farmers our cultivators rely on their croplands, but as stewards, the vast majority of our farmers are intrinsically aware of the importance of regional ecological harmony. Humboldt County cultivators set the bar for sustainable and ecologically minded practices. These farmers and their cultivated lands should be celebrated and their efforts documented in order to encourage widespread use of best practices encouraging other industries beyond cannabis to recognize that they too are part of broader regional ecologies.

This project will result in a body of photography and video work specific to our regional cannabis industry. This work is intended for distribution through an archive accessible to news, media publications, regional institutions, as well as inclusion in a fine art exhibition in the fall of 2021.

Requested funds will help to cover the physical cost of equipment purchases (additional camera, specialty lens, peripherals such as mass storage, batteries, etc), exhibition expenses (paper, ink, framing and display materials), regional travel expenses such as fuel, and compensation for time spent on shoot and editing days.

Projects such as this are often funded through grants or initially self funded on speculation with hopes of licencing project materials to media agencies upon completion. In the past I have applied for grants through the Humboldt Area Foundation but they have selected other candidates for their artist project funding. I have also funded other projects through limited personal funds though current times make financial project speculation a tough choice.

Economic Impacts:

As a photographer I work with our community to help foster individual and business goals. My



Trellis Grant Application

personal projects aim to bring understanding and give depth to subjects that require greater context for broad understanding.

My personal projects are aimed at encouraging sustainable practices and in this community that often means civil

Showcasing the use of best practices and considerate stewardship of our region by cannabis cultivators will only help to cement Humboldt County cannabis as the gold standard for cultivation. People care about the products they use and consume, Humboldt has a reputation for great weed, but how many people know that the person who grew it spends time working to protect the region's watersheds, or knows that the farmer is considerate of the red tree vole population across from their hoop house. Spreading this information will only further our reputation as the place with the best weed and the growers who care most about producing ethical quality products.

Creating this media and sharing the information will help the industry mature and appeal to a greater audience of thoughtful consumers, this will help to grow the pie and contribute more greatly to the state Excise tax

Highlighting regional exceptionalism will only help to create greater demand for regional goods. This will enable farmers to keep farming and hiring as needed to fill demand.

Project funding will enable me to create and showcase a body of work relevant to our region and my professional / creative interests. Making great work will enable me to make great work again in the future. Eyes on this project will help our cannabis industry as well as my photography business. Producing this work will also allow me to interact with many community members and make important initial impressions. Word of mouth and personal references are worth more than gold here and I appreciate every opportunity to make a good impression.

Aside from this, project funding would help to offset the staggering cost of replacing technology. Earmarked funds for new equipment represents a significant portion of my budget and would enable me to make other purchases in the next fiscal year to help grow my business.

As an individual, I have been active in the community for both arts environmental causes, formerly serving as a board member with EPIC.



Trellis Grant Application

Environmental Impacts:

This project aims to feature those farmers who go out of their way to be good stewards, raising awareness of this effort helps to cement best practices regionally, but also abroad. Additionally elevating stewardship as an asset of a good brand encourages others to follow in the footsteps of those who have tread lightly on the land.

Project Process:

Differing from most other applicants my principal business is not one that is part of the cannabis industry, but rather one that can serve it either as a hired contractor, or through the scope of this project proposal as someone who can act as a communicator between industry and media/consumers.

Through my years here I have worked with a handful of farms, but most importantly I have devoted countless hours to asking questions and listening in order to put myself in positions where people trust me, a man with a camera to come into their lives and document their efforts in order to create something that can encourage a deeper understanding of what my subjects knows so well.

Additional Information:

Since moving here in 2014 I have set out to work on at least one personal project per year. These projects have generally focused on regional environmental interests but have also included unique cannabis counter culture, human trafficking and cult survivorship. To date these projects have all been self funded. I have been able to make some important and powerful images, but without outside funding most have fallen short. Having spent hundreds of unpaid hours and many thousands of dollars on project materials and expenses, I have come to realize that without adequate resources a project will always struggle to come to fruition. I have always been able to put time and my own limited resources into making images, but having funds devoted to processing material for distribution is necessary for the project to blossom. Funding means I can dedicate the time needed without having to stop in order to pursue other avenues to pay bills.

Examples of project work can be found on my website, 