



Our VISION is to scale the unique heritage and culture of our cannabis community to drive revenue, and increase sales in a way that will enhance the standard of living for all its citizens

Mission

The Mendocino County Board of Supervisors' mission is to create and maintain a responsive and responsible government that enhances the quality of life of the people of Mendocino County.

Goal

Improve the economic forecast for our county by generating **50%** more revenue from cannabis over the next 5 years

Strategy
(2-3 years)

Cultivation Opportunities

Optimize Manufacturing

Promote Tourism

Increase Advocacy

Objective
(SMART)

Ensure that Mendocino cultivation thrives and remains at a high value point over the next decade.

Create a Cannabis Business Zone in 2020 to support innovations within the cannabis industry

Develop a Mendocino brand identity that captures tourist dollars and contributes to the general fund

Work to expand the advocacy collaboration between Mendocino County Leadership, Emerald Triangle counties and cannabis industry groups.

- Review CEQA cost reimbursement for cultivation expansion
- Staff to look at sites and target zoning districts to scale up as a part of Phase III review
- Annually review fee and tax structure to determine appropriateness
- Continue to identify areas for streamlining permit processing and renewals

- Locate land for potential Cannabis Innovation zone (s)
- Recommend to the BOS creation of a cannabis innovation zone ordinance or policy
- Look at expanding zoning options in Chapter 20.243 – Cannabis Facilities
- Investigate ordinance amendment to include shared cannabis facilities

- Recommend to the BOS an amendment of the Temporary Events ordinance to accommodate cannabis tourism;
- Identify lead organization to spearhead brand identity strategy and mechanism to fund strategy;
- Industry leaders and County participate in development of brand identity strategy

- Advocate with Federal and State government for improved banking and financing solution
- Explore State funding opportunities that support and assist small cultivators
- County and Industry work together to identify cannabis legislative priorities to include in County's annual legislative platform

Execution
(12-18 months)

Develop a metrics framework to track accomplishments and revenues over the next 12 months
Incorporate the Cannabis Economic Development strategy into a 10 year Economic Development plan for the county