



CANNABIS RETAIL/DISPENSARY APPLICATION PROCESS

Submission/Questions

- Applications for Cannabis Retail/Dispensary Business Licenses can be mailed or submitted in person to:

City of Willows
Attn: Marti Brown, City Manager
201 N. Lassen St.
Willows, CA 95988

- If mailed, the applicant is responsible for ensuring the application is received within the applicable deadline. All applications shall be submitted in a sealed envelope titled **City of Willows Cannabis Business License Application**.
- Questions regarding the application process shall be sent to planning@cityofwillows.org. Questions posed in person or by phone will not be answered. Applicants can request to be added to an email distribution list by emailing planning@cityofwillows.org. The email distribution list will be used to notify applicants of any supplemental information that is released.

Phase One Application

- Applications shall include all information as listed in the Cannabis Retail/Dispensary Phase One Application Checklist and be accompanied by a nonrefundable phase one license application fee of \$2,000.

Review of Phase One Application

- Upon receiving a phase one application for a retail/dispensary cannabis business license, the city manager shall determine whether the application is complete. If the city manager determines that the application is incomplete or has been completed improperly, the city manager shall notify the applicant. The city manager may grant the applicant an extension of up to 10 days to complete the phase one application.
- If the city manager determines that the phase one application is complete and, on the face of the application, there appears to be no basis for denial of the permit, the city manager shall notify the applicant that it may continue to phase two in the application process.
- If the application is incomplete, or remains incomplete upon the expiration of any extension, the city manager may deny the application on that ground. If the city manager denies the phase one application, written notice of denial shall be served on the applicant. Notwithstanding any

provisions of the Willows Municipal Code to the contrary, the decision of the city manager shall be final and not subject to administrative appeal.

Phase Two Application

- If the city manager notifies the applicant that it may continue to phase two in the application process, the applicant shall file a phase two application with the city manager's office which contains all the information as listed in the Cannabis Retail/Dispensary Phase Two Application Checklist and shall be accompanied by a nonrefundable phase two license application fee of \$5,000.

Review of Phase Two Application

- Upon receiving a phase two application, it will be reviewed by the Cannabis Retail Business Application Ad Hoc Committee and the city manager's office. The city manager shall determine whether the application is complete. If the city manager determines that the application is incomplete or has been completed improperly, the city manager shall notify the applicant. The city manager may grant the applicant an extension up to 10 days to complete the phase two application.
- If the phase two application is incomplete, or remains incomplete upon the expiration of any extension, the city manager may deny the application on that ground. If the city manager denies the phase two application for being incomplete, written notice of denial shall be served on the applicant. Notwithstanding any provisions of the Willows Municipal Code to the contrary, the decision of the city manager shall be final and not subject to administrative appeal.
- The city manager shall notify the applicant that the application is complete if he or she determines that all of the required information has been provided and that the content and accuracy of the submitted documents are responsive to the requirements. The completion date of a phase two application shall be the date when the city manager notifies the applicant that it has received all of the information or materials required.

Review by Planning Commission for Conditional Use Permit

- When the city manager has notified the applicant that the phase two application is complete, the applicant shall apply for a Conditional Use Permit to be reviewed by the Planning Commission. The application will be held in abeyance pending receipt of the required conditional use permit for a period **not to exceed 60 days**. The Cannabis Retail Business Application Ad Hoc Committee may provide input regarding their assessment of the applications received.

Review by City Council

- When the city manager has determined that the application is complete, including the issuance of a conditional use permit, the city manager shall have the application placed on the next available meeting agenda of the city council. The Cannabis Retail Business Application Ad Hoc Committee may provide input regarding their assessment of the applications received. The City Council may require additional information, deny the application or issue the license.



Cannabis Retail/Dispensary Application Timeline

Cannabis Zoning Ordinance Adopted	January 14, 2025
Cannabis Zoning Ordinance Effective	February 14, 2025
Phase 1- Final Application Submission Window	March 3 ~ 7, 2025
Phase 1- Application Review	March 10 ~ 14, 2025
Phase 1- Additional Information Requested Deadline	March 24, 2025
Phase 1- Notification Application is Complete/Incomplete	March 17 ~ 28, 2025
Phase 2- Final Application Submission Window	April 21 ~ 25, 2025
Phase 2- Application Review	April 28 ~ May 2, 2025
Phase 2- Additional Information Requested Deadline	May 12, 2025
Phase 2- Notification Application is Complete/Incomplete	May 5 ~ May 16, 2025
Planning Commission Conditional Use Permit Meeting	June 3, 2025
City Council Final Review Meeting	June 24, 2025

Cannabis Retail/Dispensary Application Calendar

January							February							March						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28		23	24	25	26	27	28	29
														30	31					
April							May							June						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5					1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30				25	26	27	28	29	30	31	29	30					

Color Legend

Application Submission Window (Phase 1 March / Phase 2 April)

Staff Review of Application (Phase 1 March / Phase 2 April)

Notification Application is Complete/Incomplete (Phase 1 March / Phase 2 May)

Planning Commission Conditional Use Permit Meeting

City Council Final Review Meeting

Phase One Application



City of Willows

201 N Lassen Street

Willows, CA 95988

Ph: 530-934-7041

Fax: 530-934-7402

CANNABIS RETAIL DISPENSARY LICENSE APPLICATION

PHASE 1

S T A F F U S E	LICENSE APPLICATION #:	DATE RECEIVED
	NON-REFUNDABLE PHASE 1 LICENSE APPLICATION FEE	
	OTHER FEES COLLECTED:	
	RECEIPT NUMBER(S):	
	PUBLIC HEARING NOTICE REQUIRED: <input type="checkbox"/> YES <input type="checkbox"/> NO	

G E N E R A L	LOCATION OF PROJECT (ADDRESS):	NAME OF PROPOSED PROJECT:
	APN:	PROPERTY SIZE (ACRES)
	NOTE TO APPLICANT: ALL SUBMITTAL REQUIREMENTS SPECIFIC TO THE CANNABIS RETAIL DISPENSARY LICENSE APPLICATION PHASE 1 , AS DESCRIBED IN THE ATTACHED CHECKLIST, MUST BE SUBMITTED WITH THIS LICENSE APPLICATION.	

C O N T A C T I N F O	APPLICANT:	BUSINESS PHONE:	CELL PHONE:
	MAILING ADDRESS:	FAX:	EMAIL:
	ARCHITECT/ENGINEER:	BUSINESS PHONE:	CELL PHONE:
	MAILING ADDRESS:	FAX:	EMAIL:
	PROPERTY OWNER:	BUSINESS PHONE:	CELL PHONE:
	MAILING ADDRESS:	FAX:	EMAIL:

	I HEREBY CERTIFY THAT THE INFORMATION GIVEN ABOVE AND ATTACHED HERETO IS TRUE AND CORRECT, THAT THE PROPERTY OWNER IS AWARE OF AND AGREES WITH THIS APPLICATION, AND THAT FALSIFICATION OF FACT WILL RESULT IN INVALIDATION OF THE APPLICATION. FURTHER, I UNDERSTAND THAT ANY APPROVAL GIVEN IS VALID FOR THE SPECIFIC PROJECT APPROVED ONLY AND IS SUBJECT TO ALL APPLICABLE LAWS, REGULATIONS AND CONDITIONS. THE APPLICATION SHALL BE SIGNED UNDER PENALTY OF PERJURY.	
	APPLICANT SIGNATURE: _____	DATE: _____
	APPLICANT NAME PRINT: _____	
	PROPERTY OWNER SIGNATURE: _____	DATE: _____
	PROPERTY OWNER NAME PRINT: _____	



CANNABIS RETAIL/DISPENSARY PHASE 1 APPLICATION CHECKLIST

1. ☐ **Identity of the Retail/Dispensary Cannabis Business:** Provide a description of the statutory entity or business form that will serve as the legal structure for the business and a copy of its formation and organizing documents, including but not limited to articles of incorporation, certificate of amendment, statement of information, articles of association, bylaws, partnership agreement, operating agreement, and fictitious business name statement. If a corporation, limited liability company, or a general or limited partnership is a stockholder owning more than five percent of the stock or membership interest of an applicant's business, or is one or more of the partners in an applicant's business, the applicant shall set forth the names and addresses of each of the partners, officers, directors, and stockholders of the corporation, limited liability company, or general or limited partnership.
2. ☐ **Management Information:** The name, address, telephone number, title, and function(s) of each manager of the business. For each manager, a legible copy of one valid government- issued form of photo identification, such as a state driver's license, a passport issued by the United States, or a permanent resident card.
3. ☐ **Applicant's Phone Number and Mailing Address:** The phone number and address to which notice of action on the application and future correspondence are to be mailed.
4. ☐ **Previous Addresses:** Previous addresses of the applicant for the past five years immediately prior to the present address.
5. ☐ **Verification of Age:** Evidence that the applicant and all managers of the dispensary are at least 21 years of age.
6. ☐ **Criminal Background:** A list of each misdemeanor and/or felony conviction, if any, of the applicant, its owner(s) and manager(s), whether the conviction was by verdict, plea of guilty, or plea of nolo contendere. The list shall, for each conviction, set forth the date of arrest, the offense charged, and the offense of which the applicant or manager was convicted.
 - a. By signing the application each owner/manager consents to fingerprinting, a background investigation and for the city manager to seek verification of all information provided by the applicant.
7. ☐ **Employee Information:** Number of employees, volunteers, and other persons who will work or provide services at the business.

8. ☐ **State Licenses:** Copies of the state licenses relating to marijuana, including cultivation licenses, the applicant holds, and/or a description of the state licenses the application for which the applicant intends to apply.
9. ☐ **Plan of Operations:** A plan describing how the business will operate consistently with state law and the provisions of this article.
10. ☐ **Business Description:** A description of the proposed location, including the street address and parcel number, the square footage, and the characteristics of the neighborhood or surrounding area.
11. ☐ **Response to the Zoning Code:** An explanation of how the business complies or expects to comply with the zoning code, including, but not limited to, the location requirements.
12. ☐ **Compliance with Applicable Taxes:** The applicant shall provide a current copy of its business operations tax certificate and state sales tax seller's permit.
13. ☐ **Statement of Property Owner's Consent:** Consent to operate a cannabis business at the proposed location, specifying the street address and parcel number, from the owner or landlord, of the proposed location. (Attachment 2)
14. ☐ **Revenue Sharing:** Applicant(s) shall provide a proposed level of revenue sharing to be paid to the City e.g. *Applicant will share 5% of gross receipts and revenues with the City, no later than 10 days following the completion of each calendar month.* Applicant must further acknowledge that sales records are subject to audit by the City or a contracted representative of the City, as set forth in the WMC, and applicant will bear one-half of the cost of each such audit.
15. ☐ **Application Fee:** A fee of \$2,000 is to be collected at the time of a phase one application submittal.



COMMERCIAL CANNABIS RETAIL DISPENSARY PERMIT APPLICATION OWNER'S STATEMENT OF CONSENT

If the applicant is not the owner of record of the subject site, the following Statement of Consent must be completed by the owner or the owner's legally authorized representative, granting the applicant permission to apply for a commercial cannabis cultivation permit. ***This form must be notarized.***

To: City of Willows
201 N Lassen Street
Willows, CA 95988

I, the undersigned legal owner of record, hereby grant permission to:

Applicant:

First Name

Middle Initial

Last Name

Mailing Address:

Street

Unit #

City

State

Zip

To operate a commercial cannabis retail dispensary business on the property described below.

The subject property is located at:

Street

City

State

Zip

Assessor's Parcel Number: _____

Print Name of Owner of Record:

First Name

Middle Initial

Last Name

Address of Owner of Record:

Street

Unit #

City

State

Zip

Phone Number: _____ Email Address: _____
Home Phone

Signature of Owner of Record: _____
Signature Date

Phase Two Application



City of Willows

201 N Lassen Street

Willows, CA 95988

Ph: 530-934-7041

Fax: 530-934-7402

CANNABIS RETAIL DISPENSARY LICENSE APPLICATION

PHASE 2

S T A F F U S E	LICENSE APPLICATION #:	DATE RECEIVED
	NON-REFUNDABLE PHASE 2 LICENSE APPLICATION FEE	
	OTHER FEES COLLECTED:	
	RECEIPT NUMBER(S):	
	PUBLIC HEARING NOTICE REQUIRED: <input type="checkbox"/> YES <input type="checkbox"/> NO	

G E N E R A L	LOCATION OF PROJECT (ADDRESS):	NAME OF PROPOSED PROJECT:
	APN:	PROPERTY SIZE (ACRES)
	NOTE TO APPLICANT: ALL SUBMITTAL REQUIREMENTS SPECIFIC TO THE CANNABIS RETAIL DISPENSARY LICENSE APPLICATION PHASE 2 , AS DESCRIBED IN THE ATTACHED CHECKLIST, MUST BE SUBMITTED WITH THIS LICENSE APPLICATION.	

C O N T A C T I N F O	APPLICANT:	BUSINESS PHONE:	CELL PHONE:
	MAILING ADDRESS:	FAX:	EMAIL:
	ARCHITECT/ENGINEER:	BUSINESS PHONE:	CELL PHONE:
	MAILING ADDRESS:	FAX:	EMAIL:
	PROPERTY OWNER:	BUSINESS PHONE:	CELL PHONE:
	MAILING ADDRESS:	FAX:	EMAIL:

	I HEREBY CERTIFY THAT THE INFORMATION GIVEN ABOVE AND ATTACHED HERETO IS TRUE AND CORRECT, THAT THE PROPERTY OWNER IS AWARE OF AND AGREES WITH THIS APPLICATION, AND THAT FALSIFICATION OF FACT WILL RESULT IN INVALIDATION OF THE APPLICATION. FURTHER, I UNDERSTAND THAT ANY APPROVAL GIVEN IS VALID FOR THE SPECIFIC PROJECT APPROVED ONLY AND IS SUBJECT TO ALL APPLICABLE LAWS, REGULATIONS AND CONDITIONS. THE APPLICATION SHALL BE SIGNED UNDER PENALTY OF PERJURY.	
	APPLICANT SIGNATURE: _____	DATE: _____
	APPLICANT NAME PRINT: _____	
	PROPERTY OWNER SIGNATURE: _____	DATE: _____
	PROPERTY OWNER NAME PRINT: _____	



CANNABIS RETAIL/DISPENSARY PHASE TWO APPLICATION CHECKLIST

1. ☐ **Security Plan:** A description and documentation of how the applicant will secure the premises 24 hours per day, seven days per week, and how waste derived from any cannabis commercial activity will be disposed of in a manner to ensure it may not be utilized for unlawful purposes. The security plan shall include, but is not limited to, the following:
 - a. Preventing individuals from remaining on the premises if they are not engaged in activity expressly related to the operations of the cannabis activity;
 - b. Establishing limited access areas accessible only to authorized personnel including security measures to both deter and prevent unauthorized entrance into areas containing cannabis or cannabis products and theft of cannabis or cannabis products;
 - c. Storing all finished cannabis and cannabis products in a secured and locked room, safe, or vault, and in a manner as to prevent diversion, theft, and loss, except for limited amounts of cannabis used for display purposes, samples, immediate sale, if applicable;
 - d. Providing tamper-proof and tamper-evident packaging for finished cannabis product;
 - e. Preventing off-site impacts to adjoining or near properties; and
 - f. Limiting the amount of cash on the premises.
2. ☐ **Floor Plan:** A scaled floor plan for each level of the entire building showing the interior configuration of the building, including a statement of the total floor area occupied by the business. The floor plan must include entrances, exits, restrooms, waiting area, office space, storage, and area for the sale of cannabis to customers. The floor plan must be professionally prepared by a licensed civil engineer or architect.
3. ☐ **Site Plan:** A scaled site plan of the parcel of real property on which the business building is located, including the outline of all structures, driveways, parking and landscape areas, and boundaries of the parcel. The site plan must be professionally prepared by a licensed civil engineer or architect.
4. ☐ **Accessibility Evaluation:** A written evaluation of accessibility by the physically disabled to and within the building and identification of any planned accessibility improvements to comply with all state and federal disability access laws, including, but not limited to, California Code of Regulations Title 24 and the Americans with Disabilities Act. The evaluation must be professionally prepared by a licensed civil engineer or architect, or Certified Access Specialist ("CASP").
5. ☐ **Neighborhood Context Map:** An accurate straight-line drawing depicting the boundaries of the business property, the boundaries of all other properties within 600 feet of the business property, and the uses of those properties, specifically including, but not limited to, any use identified in the

location requirements of the zoning code. The map must be professionally prepared by a licensed civil engineer or architect.

6. ☐ **Lighting Plan:** A lighting plan showing existing and proposed exterior and interior lighting levels that would be the minimum necessary to provide adequate security lighting for the use.
7. ☐ **Zoning Code Compliance:** A copy of a valid conditional use permit approved by the city's planning commission for the proposed business location.
8. ☐ **Insurance:** A copy of the business's commercial general liability insurance policy and all other insurance policies related to the operation of the business.
9. ☐ **Fiscal:** A copy of the business's annual budget for operations. A copy of the business's most recent financial statement and tax return. A list of the most recent, or proposed, prices for all products and services provided by the business.
10. ☐ **Experience:** List all relevant information as it relates to the requirements listed in Demonstration of Experience (Attachment 2).
11. ☐ **Financial Viability:** Verification of Funds letter from the applicant's financial institution verifying funds in their bank account and 3-Year Proforma.
12. ☐ **City Authorization:** Consent to entry by a city representative at any time, with or without prior notice and with or without reasonable cause, for the purpose of inspecting the premises and monitoring business operations and confirming compliance with the law and license conditions.
13. ☐ **Reporting and Audit:** An affirmation, signed by each business owner and manager, under penalty of perjury, that all sales shall be accurately and faithfully reported to the city of Willows, that other financial information reasonably requested shall be timely provided, that all taxes and fees will be properly calculated and paid as and when due. The applicant shall also consent to the audit of the business's books and financial records at any time deemed necessary by the city of Willows, but not more frequent than once each 180 days.
14. ☐ **Applicants Certification:** A statement dated and signed by each owner and manager, under penalty of perjury, that the owner and manager has personal knowledge of the information contained in the phase one and phase two applications, that the information contained therein is true and correct, and that the applications have been completed under their supervision.
15. ☐ **Application Fee:** A fee of \$5,000 is to be collected at the time of a phase two application submittal.



Demonstration of Experience

The rapidly evolving cannabis industry in California demands a high level of expertise, regulatory knowledge, and operational excellence to ensure businesses operate both successfully and in full compliance with state and local laws. As the City of Willows considers applications for cannabis dispensary operations, it is crucial to evaluate the depth and breadth of experience that potential operators bring to the table.

This proposal outlines key areas of experience that are essential for the responsible management of a cannabis dispensary. Demonstrating proficiency in regulatory compliance, operational efficiency, community engagement, and security not only supports the success of the business but also ensures alignment with the City's goals for public safety, economic development, and community well-being. By thoroughly reviewing these qualifications, the City of Willows can make informed decisions that promote a safe, compliant, and thriving cannabis industry within its jurisdiction.

Please provide all relevant information as applicable to the sections below:

1. Executive Summary

- Brief overview of experience for each owner and partner
- Key qualifications that make you a strong candidate or partner

2. Professional Background

- Detailed description of work in the cannabis industry
- Specific roles held within dispensaries (managerial, operational, compliance, etc.)
- Years of experience and scope of responsibilities

3. Regulatory Compliance Experience

- Familiarity with California's Bureau of Cannabis Control (BCC) regulations
- Experience with compliance protocols (track-and-trace systems like METRC, security protocols, audits)
- Knowledge of local ordinances and licensing processes

4. Operational Expertise

- Day-to-day dispensary management experience
- Inventory management and supply chain coordination
- POS systems and retail technology expertise

5. Sales & Marketing Experience

- Strategies for customer acquisition and retention
- Experience with cannabis marketing regulations in California
- Data-driven sales performance metrics

6. Financial Management

- Budgeting, forecasting, and financial reporting for dispensaries
- Cash handling and banking compliance in a high-risk industry
- Cost control strategies

7. Human Resources & Training

- Staff recruitment, onboarding, and training practices
- Knowledge of labor laws specific to cannabis businesses
- Team leadership and conflict resolution skills

8. Security & Risk Management

- Experience with dispensary security protocols (surveillance, ID verification, etc.)
- Risk mitigation strategies and crisis management

9. Customer Experience & Community Engagement

- Approaches to creating an inclusive and educational retail environment
- Community outreach and involvement in local cannabis events or advocacy

10. Key Achievements

- Examples of dispensaries you've helped grow or optimize
- Metrics showcasing growth, compliance success, or operational improvements
- Testimonials or references from industry professionals

11. Legal & Compliance Documentation (if applicable)

- Copies of relevant licenses or certifications
- Proof of compliance training or security clearance

12. Proposal for Future Work (if applicable)

- How your experience will benefit the new project or partnership
- Strategies or ideas tailored to the specific dispensary or business