



November 27, 2024

City of Petaluma
Ingrid Alverde, Director Economic Development
ialverde@cityofpetaluma.org

Subject: Notice of Appeal Regarding Licensing Decision for Mercy Wellness

Dear City of Petaluma Economic Development Department and Relevant Officials,

I am writing to formally appeal the decision to exclude Mercy Wellness from advancing in the cannabis business licensing process for the City of Petaluma. We have poured over the scoring matrix and cannot imagine where we would have been deducted points. Mercy Wellness is well experienced in local cannabis compliance and state licensing. We request the due process to review the scoring results and clarify any perceived inefficiencies. Our application was very robust, and we suspect that any “missing” component is in fact already part of our written application submission.

As a lifelong resident of Sonoma County and a dedicated advocate for our local community, I strongly believe that Mercy Wellness is uniquely qualified to serve as a trusted partner for Petaluma’s cannabis program.

Mercy Wellness has consistently demonstrated its commitment to the communities we serve, including Petaluma. For over 14 years, Mercy has operated as a reliable and highly regarded cannabis retailer, earning the trust of the state Department of Cannabis Control, the City of Cotati City Manager, and the Cotati Police Chief—all of whom have provided strong recommendations for our application. These endorsements underscore our integrity and operational excellence.

Furthermore, Mercy Wellness has garnered exceptional public support, evidenced by 1,700 letters of endorsement from the local community, including 700 specifically from Petaluma residents. These endorsements highlight the deep trust and appreciation our customers have for the quality of service we provide.

Mercy Wellness is not just a retailer; we are a proven economic asset. As the North Bay’s top tax-generating cannabis retail business, Mercy Wellness brings measurable financial benefits to



local governments. By opening a location in Petaluma, we can directly shift a substantial portion of our south of Cotati sales to Petaluma, creating immediate and significant tax revenue for the City.

Beyond our financial contributions, Mercy Wellness has a long-standing history of giving back to the community through charitable initiatives and partnerships including COTS, Daily Acts, Petaluma's People Service Center, Giant Steps Therapeutic Equestrian Center, United Cerebral Palsy of the North Bay. Our commitment to Petaluma will only strengthen as we expand into this city.

Additionally, I am proud to serve as a board member of the Department of Cannabis Control's advisory committee, a role that reflects my commitment to advancing responsible and equitable cannabis regulation across California. This experience equips me to guide Mercy Wellness in aligning with Petaluma's regulatory and community goals.

Given our deep local roots, strong community support, and demonstrated track record of success, I respectfully urge the City of Petaluma to reconsider its decision. Mercy Wellness is uniquely positioned to provide immediate and lasting benefits to Petaluma through economic contributions, community engagement, and a steadfast commitment to excellence.

Thank you for your attention to this appeal. I am happy to provide any additional information or meet to discuss this matter further.

Sincerely,

Brandon Levine
President / CEO

CC: econdev@cityofpetaluma.org
Nancy Sands, nsands@cityofpetaluma.org