



County of Santa Barbara
Cannabis Storefront Retail: Selection Process

A9 – Communication & Marketing Plan

Please provide a detailed communications/marketing strategic plan that demonstrates compliance with state and local regulations. This shall include a community engagement and local involvement plan that address specific needs within the community hosting the proposed cannabis storefront retail location. Also include who is designated as being responsible for outreach and communication with the surrounding community, including neighboring residents and businesses and how the designee can be contacted. Details of the key aspects of the marketing strategy that would be generated and executed through the marketing plan shall also be included.