

## Cannabis Dispensary in Nevada City — A Quick Tour

This is an abbreviated version of the Elevation 2477 story. The Nevada City dispensary is a bigger operation than a Soda Springs dispensary is likely to be, but there may be some things the Summit can learn.

Daniel Batchelor grew up in Nevada City. He moved to San Diego for college, then operated a cannabis dispensary in that city. After learning that Nevada City was considering making a cannabis distribution license available, he moved back, helped craft the ordinance, and applied. With three years of experience in the industry and a good proposal, he (with a business partner) was selected.

Elevation has other dispensaries in Oregon and New Mexico. Elevation 2477 has been operating for eight years in the Seven Hills Business District of Nevada City, which Google AI describes as a “more modern, eclectic commercial and wellness hub” compared to the shopping and cultural Historic District.

Elevation 2477 is technically a storefront business; but the “front” is a misnomer since the entrance door opens to an off-street parking lot with one-way vehicle access. Its on-street “shingle” (see photo below) is so modest that I drove by twice before spotting the store from a neighboring parking lot.



The store is one part of a “campus” that includes separate buildings which are rented out to other businesses, some creating products sold by the dispensary. The dispensary itself includes an upper level showroom where customers can inspect over 500 items for sale and consult with staff (photo below). Products include flowers, cartridges, edibles and beverages, pre-rolls, wellness items, extracts, plants, and seeds. Staff (there are about 30)

provide advice — for example, about pain relief without psychoactive effects. There has been an emphasis on marketing locally produced items from licensed farms and processors in Nevada County.



The lower level (photo below) is where customers, who have placed on-line orders, can pick up their merchandise. During my visit (about 3 PM on a Monday) there was a steady stream of 2-3 customers in the building at any one time.



Entry to the building is through a single door at the upper level where a security guard checks ID. “Recreational” customers and adult non-card medical customers must be 21

years old and their purchases are limited to minimize potential for resale. A “medical card” allows qualified customers — those with a doctor’s recommendation — to avoid state and local taxes and possess larger quantities; it also allows purchases by customers down to age 18. Daniel estimates that fewer than 5% of customers use a medical card today. ID and purchasing information goes into a State data base. There is no on-site consumption. Security includes a camera system which has been helpful to Nevada City police in solving non-cannabis crimes (such as graffiti and assault). Crime at Elevation 2477 itself has been minimal and the firm is on excellent terms with local law enforcement.

Like many businesses, Elevation 2477 has special sales events when prices on certain products are reduced. The company also supports a “loyalty” program; club members accrue points which can be redeemed for discounts on future purchases. Elevation 2477 provides free cannabis products to eligible California residents through its “compassion” program. In addition to on-site consultation, Elevation 2477 has a free on-line education program through which community members can learn to make better decisions about cannabis use.

Additional Resources:

Web site:

[https://elevationcannabis.co/dispensaries/elevation-2477/?utm\\_source=google&utm\\_medium=organic&utm\\_campaign=google-business-profile-2477](https://elevationcannabis.co/dispensaries/elevation-2477/?utm_source=google&utm_medium=organic&utm_campaign=google-business-profile-2477)

2021 Interview with Daniel Bachelor:

<https://www.youtube.com/watch?v=DWYQ0XDzQtA>

California Department of Cannabis Control:

<https://www.youtube.com/@CADepartmentofCannabisControl>

Dick Simpson

2026-06-17