Oakland Park, Florida

JOB CREATION PLAN

Sky Building Job Creation Incentive Program

Applicant Entity	C&M Collective LLC (d/b/a Pure Green)
Business Location	3875 N Dixie Highway, Oakland Park, FL 33334
Projected Total Positions Created	Approximately 7
Projected Opening	November 2026

Hiring Plan

Cesar Murillo and Michael Hernandez, the owners of Pure Green Oakland Park, will work directly in the store during the initial launch period to control quality, train staff hands-on, and manage costs while the business establishes itself. As the business stabilizes and sales grow, the owners will shift into oversight roles and the team will expand to its full staffing plan.

Pure Green Oakland Park expects to create approximately seven (7) new local jobs over its first year of operation, in addition to the active involvement of both owners.

Organizational Chart

The organizational structure below reflects the team as it scales from opening through the first year:

Role	Reports To
Owners (Cesar Murillo & Michael Hernandez)	— (Ownership)
Store Manager (1) : Full-time, 30+ hrs/wk	Owners
Shift Leaders (2) : Full-time, 30+ hrs/wk	Store Manager
Team Members (4) : Part-time, 4-29 hrs/wk	Shift Leaders / Store Manager

Position Descriptions

Store Manager (1 position)

Oversees daily operations, staff scheduling, training, inventory management, and overall customer experience. Acts as the on-site lead once the owners transition out of daily shift work.

Shift Leaders (2 positions)

Supervise individual shifts, coach and support team members, maintain food and beverage quality standards, and ensure consistent customer service during peak and off-peak hours.

Team Members (4 positions)

Prepare smoothies, juices, and food items; assist customers at the counter and register; maintain a clean and organized store; and support daily opening and closing procedures.

Hiring Timeline

Timeframe	Hiring Activity
Pre-Opening (Sept–Oct 2026)	Post openings and begin interviewing for Store Manager and Shift Leader roles.
1 Month Before Opening (Oct 2026)	Finalize Store Manager and Shift Leader hires; begin onboarding and training.
Opening (Nov 2026)	Hire and train initial Team Members; owners work alongside staff on the floor.
Months 2–6	Add remaining Team Member positions as customer volume grows.
Months 6–12	Owners shift to oversight roles as the team reaches full staffing of approximately 7 positions.

Employee Development

All new hires will complete a structured onboarding program covering food safety, customer service standards, and Pure Green brand expectations. Shift Leaders and the Store Manager will receive additional training in scheduling, inventory, and team leadership, creating a clear internal path for advancement as the business grows.

Growth Projections

As sales build through the first year and into future years, we anticipate adding additional Team Member shifts and potentially a second Shift Leader rotation to support extended hours and increased customer volume, particularly as awareness of the store grows through community partnerships and repeat customers.

Community Hiring Commitment

- Priority consideration for Oakland Park and surrounding-area residents.
- Entry-level positions open to candidates with little to no prior food-service experience, paired with hands-on training.
- Participation in local hiring events and community job fairs where possible.
- A long-term commitment to growing our team alongside the growth of Downtown Oakland Park.