



King of Budz Provisioning

AU-R-000936

This entity qualifies for the Bronze level tier of
the Social Equity All-Star Program

Social Equity Plan
For
Playa Kind LLC
d/b/a
“King of Budz Provisioning”

In an effort to conform with the Cannabis Regulatory Agency (CRA) and pursuant to Rule 4 (16) of the Marijuana Licenses Rule Set (R 420.4(16)), the applicant Playa Kind LLC d/b/a King of Budz Provisioning (“King of Budz”) seeking licensure under the Michigan Regulation and Taxation of Marijuana Act (MRTMA) is providing a social equity plan detailing a plan to promote and encourage participation in the marijuana industry by people from communities that have been disproportionately impacted by marijuana prohibition and enforcement and to positively impact those communities.

The goal of this Social Equity Plan is to highlight the planned methods of inclusion of individuals and communities that have been disproportionately impacted by marijuana prohibition and enforcement. Specifically, King of Budz will be located in Detroit, Michigan, an identified location disproportionately impacted by marijuana prohibition and enforcement.

Employment Opportunities

King of Budz shall make every effort to employ individuals in impacted communities at the licensed marijuana establishment. As of today, the following communities fall within the criteria of disproportionately impacted:

Allegan: Fennville, Lee Township

Arenac: Alger, Sterling

Barry: Nashville

Bay: Bay City, Midland, Pinconning

Berrien: Benton Harbor, Berrien Spring, Coloma, Eau Claire, Niles, Oronoko Township, Sodus Township, Watervliet

Branch: Bronson, Butler Township, Coldwater, Gilead Township, Quincy, Sherwood, Sherwood Township, Union City

Calhoun: Albion, Battle Creek, Springfield, Tekonsha, Tekonsha Township, Union City

Cass: Cassopolis, Dowagiac, Edwardsburg, Lagrange Township, Marcellus, Vandalia

Eaton: Charlotte, Vermontville

Emmet: McKinley Township, Wawatam Township

Genesee: Clio, Flint, Flint Township, Mt. Morris, Mt. Morris Township

Gratiot: Alma, Bethany Township, Breckenridge, Fulton Township, Perrinton, Seville Township, Wheeler Township

Hillsdale: Montgomery

Ingham: East Lansing, Lansing

Ionia: Ionia, Muir, Orleans Township, Ronald Township

Isabella: Coldwater Township, Fremont Township, Mt. Pleasant, Shepherd

Jackson: Hanover, Jackson, Springport

Kalamazoo: Galesburg, Kalamazoo

Kent: Cedar Springs, Grand Rapids

Lapeer: Clifford, Columbiaville, Imlay City, Lapeer

Lenawee: Adrian, Morenci

Macomb: Center Line, Mt. Clemens

Mecosta: Aetna Township, Barryton, Big Rapids, Deerfield Township, Fork Township, Mecosta, Millbrook Township, Morley, Sheridan Township, Stanwood, Wheatland Township

Monroe: Luna Pier

Montcalm: Carson City, Crystal Township, Edmore, Greenville, Home Township, Howard City, Lakeview, McBride, Pierson, Stanton

Muskegon: Holton Township, Muskegon, Muskegon Heights, Twin Lake

Newaygo: Beaver Township, Big Prairie Township, Bridgeton Township, Denver Township, Fremont, Grant, Hesperia, Lilley Township, Merrill Township, Newaygo, Troy Township, White Cloud, Wilcox Township

Oakland: Hazel Park, Pontiac, Royal Oak Township

Ogemaw: Horton Township, Prescott, Richland Township, Rose City, West Branch

Ottawa: Allendale Township

Roscommon: Higgins Township, Richfield Township, Roscommon, Roscommon Township, St. Helen

Saginaw: Bridgeport Township, Carrollton Township, Chapin Township, Chesaning, Kochville Township, Marion Township, Saginaw, Spaulding Township

Shiawassee: Owosso

St. Clair: Port Huron

St. Joseph: Sturgis, Sturgis Township, Three Rivers, White Pigeon Township

Tuscola: Akron, Caro, Dayton Township, Gageton, Gilford Township, Kingston, Koylton Township, Mayville, Vassar, Vassar Township

Van Buren: Arlington Township, Bangor Township, Bloomingdale, Breedsville, Columbia Township, Covert Township, Decatur, Decatur Township, Hartford, Keeler Township, Lawrence, Mattawan, Paw Paw, South Haven

Washtenaw: Ann Arbor, Ypsilanti

Wayne: Dearborn, Detroit, Ecorse, Hamtramck, Highland Park, Inkster, Melvindale, River Rouge, Wayne

Wexford: Antioch Township, Cadillac, Colfax Township, Mesick, Slagle Township

In addition to seeking out employees from disproportionately impacted communities, King of Budz will also seek out employees that qualify and disproportionately impacted individuals who have qualified under the CRA Social Equity Program.

King of Budz will seek out the above-mentioned employees in a variety of ways, many of which are described below.

Detroit Social Equity Requirement (Municipality)

King of Budz, pursuant to the application submitted to the City of Detroit, King of Budz will hire at least 50% of full time employees who are Detroit residents for jobs paying at least \$15 an hour.

Permission to Publish Social Equity Plan

King of Budz agrees to publish this Social Equity Plan with the CRA.

Community outreach/education plans and strategies

King of Budz is committed to strong public engagement and outreach to the community. Our community outreach has three goals: (i) to establish a process by which the community can express itself regarding the project; (ii) to inform the community about marijuana issues; and (iii) to ensure that our approach genuinely reflects the community's needs. To reach our goals, we anticipate doing one or more of the following, depending on input at various stages of the project:

- Identifying a broad cross-section of community-based organizations and community leaders, including those representing indigent and traditionally underserved and underrepresented residents, to learn how residents and stakeholders can best receive useful information that enables them to participate meaningfully.
- Holding or participating in a community meeting to introduce King of Budz and present the project to any parties with similar goals. Again, our purpose would be to listen and find ways to be responsive. Completing our outreach efforts with a follow-up letter to community stakeholders, letting them know that we heard their concerns and what procedures we will follow in responding to such concerns.

We are committed to engaging our customers and residential communities on an ongoing basis. We will partner with local community organizations to solicit volunteers for these positions.

Outreach Strategies

King of Budz will create public awareness in several ways:

- **Public Education**

We can create public awareness of our cultivation center through our community outreach and education programs.

- **Developing Provider Alliances**

An important element of King of Budz's approach is the help we will offer community members in finding providers and services to handle other aspects of their care and in coordinating their care across their many different providers. To be able to do this, we must first build alliances with these other providers and organizations. A key part of this outreach initiative will be educating alliance partners on the benefits and legalities of marijuana, and on the processes involved in referring people for marijuana use.

- **Industry Leadership and Sponsorships**

We will keep our corporate "brand" visible through sponsorships of community and industry causes and through industry activism that reflects our community-focused public health agenda and its emphasis on compassion and social justice.

- **Public Relations**

Carefully managed messaging and coverage in local media can be a very effective means to create public awareness.

- **Word of Mouth**

In the marijuana industry, satisfied individuals and their word of mouth is perhaps the most powerful generator of starting the conversation relating to the benefits of marijuana use. We intend to offer educational information. We intend to hold free workshops and seminars on topics related to marijuana.

Community and Economic Development

The local government has shown great interest in revitalization and community development plans that correct systemic inequities and benefit blighted areas and disadvantaged populations. This brings us to a crucial component of our implementation strategy, which is an aggressive outreach and community benefits program. All transactions and money collected in excess of operating and recapitalization costs will be dedicated to funding this larger charitable mission, which has three components:

- Giving indigent and low-income community members educational information relating to marijuana products and wellness/support services,

- Removing other barriers to access through enabling services, and
- A Community Benefits Plan.

Commitment to Local Hiring and Spending

We are committed to making our project a source of economic stimulus for the disproportionately impacted communities. From initial build-out of the facility to the implementation of our community development initiatives, we intend to contract, buy, and hire locally, taking advantage of local recruitment resources to offer employment to displaced local workers who are willing to be retrained.

We believe that Phase I day-to-day operations will add approximately 5 to 15 full-time employment opportunities to disproportionately impacted communities' economy. The cultivation center will contribute directly to the revitalization of its immediate neighborhood.

Indigent/Compassion Care Program

In order to bring marijuana education to underserved populations and effectively address the health disparities affecting them, King of Budz will have to support, as a fundamental part of its charitable mission, aggressive community outreach services that overcome each of these barriers:

- Hiring a diverse staff and training them to be comfortable with diversity.

Finally, by building alliances with other health-related organizations, such as community health clinics, community service organizations, individual groups, and providers, we can share our strength, coordinate initiatives, and have a collective impact on public health for which we can be proud.

We anticipate that our compassion care program will require further refinement, but we are committed to making our program be the model program in the country.

Community Benefits Plan

King of Budz believes that it can and should have a critical role in the delivery of marijuana education. We also believe that we have an important fiduciary obligation to be a "good neighbor" and provide benefits to our community as part of our mission. Therefore, we view our Community Benefits Plan as a blueprint for how we plan to accomplish our Mission.

In developing our Community Benefits Plan, the following core principles that will guide us:

- King of Budz's Members commit to make public a Community Benefits Mission Statement, putting forth our formal commitment to provide resources to and support the implementation of a regular Community Benefits Plan.
- King of Budz will support its Community Benefits Plan at the highest level of our organization. Our Members and senior management will be responsible for overseeing the development and implementation of the Community Benefits Plan, including designating the programs or activities to be included in the plan, allocating the resources, and ensuring its regular evaluation.

- We will ensure regular involvement of the community, including that of the representatives of the targeted underserved populations, in the planning and implementation of the Community Benefits Plan.
- To develop our Mission Statement and Community Benefits Plan, we will conduct a Community Needs Assessment, a comprehensive review of unmet needs of the community by analyzing community input, available public health data and an inventory of existing programs.
- We will include in our Community Benefits Plan the Target Populations we wish to support, specific programs or activities that attend to the needs identified in the Community Needs Assessment and, measurable short and long-term goals for each program or activity.
- King of Budz will submit a regular Community Benefits Report to the Department. The report will include: 1) the process we used in developing our Community Benefit Plan; and 2) information on community benefit programs, including program goals and measured outcomes; and 3) Community Benefits expenditures. We will make the report available to the public.

Good Neighbor

King of Budz seeks to be an asset and a beneficial resource for the surrounding community. As a good neighbor, we will seek neighborhood and other necessary input through every phase of our operation, beginning with the build out and construction phase. We plan to meet with representatives from the disproportionately impacted community to evaluate and abate any potential public safety/nuisance violations.

Finally, we will take all efforts to mitigate noise, odor, and pollution/waste, and will address nuisances, including limiting foot and car traffic.

Neighborhood Organizations

Applicant King of Budz will reach out to the disproportionately impacted communities in an effort to coordinate commitments to the community.

Charitable Causes

In addition to neighborhood organizations, Applicant King of Budz will reach out to disproportionately impacted communities in an effort to coordinate and for the company to pledge donations to many charitable organizations, as the main intention will be directed to local based charities.