



**All-Star Program Renewal Form  
Instruction Booklet  
Social Equity Program**

## SOCIAL EQUITY ALL-STAR PROGRAM RENEWAL FORM INSTRUCTIONS

The All-Star Program form can be found online in a fillable PDF format at the following link:

[Social Equity All-Star Program Renewal Form](#)

If you have any questions regarding the All-Star Program, the social equity team can be contacted via telephone, email, or mail at:

**Cannabis Regulatory Agency**  
**Social Equity Program**  
**P.O. Box 30205**  
**Lansing, MI 48909**  
**(517) 284-8599**  
[CRA-SocialEquity@Michigan.gov](mailto:CRA-SocialEquity@Michigan.gov)

### Social Equity All-Star Program Renewal Overview

The All-Star Program Renewal Form is for voluntary use by licensees requesting to renew their participation in the Social Equity All-Star Program. The CRA recognizes its licensees' social equity efforts with three tiers of the Social Equity All-Star Program recognition: bronze, silver, and gold. Each tier represents a particular effort made by the licensee. Adult-use licensees are eligible for recognition in the CRA Social Equity All-Star Program by meeting the qualifying criteria regarding social equity plans, corporate spend plans, and community reinvestment plans.

The Renewal Form is intended to renew participants' current status within the All-Star Program. Participants who wish to advance to a higher tier or update their current plans on the CRA website, may do so by submitting the [Social Equity All-Star Program Amendment Form](#) with a copy of the amended plan(s).

## Required Fields

The Social Equity All-Star Program Renewal Form is a fillable PDF that can be printed or completed on a computer or electronic device.

- All fields on the application are required to be completed unless the information does not apply to you.
- A field without a red border indicates that the field may not be applicable to every applicant.
  - Note: these red borders do not appear on the application when printed.

License Number: <input type="text"/>	List Additional Licenses: <input type="text"/>
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*E.g., You must supply at least one license number. Unless you are vertically integrated, you are only required to fill out the License Number section and can leave the List Additional Licenses section blank.*

### LICENSEE INFORMATION

Licensee Information	
<i>Please provide the following information regarding the Licensee seeking to renew their Social Equity All-Star Program:</i>	
Establishment Name: <input type="text"/>	Other Names (e.g. DBA): _____
License Number: <input type="text"/>	List Additional Licenses: _____

In the Participant's Information section, provide the following information for the licensee.

- **Establishment Name** as it appears on legal documents.
- **Other Names** the entity is recognized by, by the public. (e.g., DBA)
- **License Number** as it appears on your prequalification. E.g., AU-ERA-000001.
- **List Additional Licenses** if applicable.

## PERSON COMPLETING FORM INFORMATION

Person Completing Form				
<i>Please provide the following information regarding the person completing the All-Star Program Renewal form.</i>				
Full Name:				
	<i>First</i>	<i>M.I</i>	<i>Last</i>	<i>Suffix</i>
Mailing Address:				
	<i>Street Address</i>	<i>City</i>	<i>State</i>	<i>Zip Code</i>
Phone:		Email:		

In the Person Completing Form section, provide the following information for the individual.

- **Full Name** of the individual filling out the form.
- **Mailing Address** of the individual filling out the form.
- **Phone Number** of the individual filling out the form.
- **Email address** of the individual filling out the form.

On the second page is where the licensee will select the program criteria that they wish to renew.

Recognition Tier Criteria	
<i>Please select the tier that you are currently eligible for and would like to renew. Note: you are not required to re-submit your plans in order to renew your Social Equity All-Star Program status.</i>	
<input type="checkbox"/> <b>Bronze – Social Equity Plan</b>	<p>In order to qualify for the bronze level of the All-Star Program, licensees must publish their social equity plan on the CRA website.</p> <p>Licensee's social equity plans should consider the following when developing and implementing their social equity plans – determine if the municipality where the licensee operates has enacted any requirements related to social equity, use the social equity plan to complement the licensee's business strategic goals and objectives, and lastly, identify the primary component(s) of the social equity plan – employment, educational or mentorship programs, monetary assistance, or training.</p> <p>An advisory bulletin detailing guidance regarding social equity plans can be found on the CRA's website <a href="#">here</a>.</p> <p style="text-align: center;"> <input type="checkbox"/> I give permission to continue to publish our Social Equity Plan                <input type="checkbox"/> I attest that our Social Equity Plan is still current in its implementation         </p>
<input type="checkbox"/> <b>Silver – Corporate Spend Plan</b>	<p>In order to qualify for the silver level of the All-Star Program, licensees must meet the bronze level requirements and also publish their corporate spend plan on the CRA website.</p> <p>Licensees' corporate spend plans should include a dedicated percentage of the business' annual spending to diverse supplier(s). Licensees can find a list of business certification resources <a href="#">here</a>.</p> <p>There are many ways in which licensees can spend money with diverse suppliers within the cannabis supply chain, including, but not limited to, legal, accounting, real estate, architect, interior designer, security, insurance, marketing, packaging, and printing. Payroll is not considered to be part of a corporate spend plan.</p> <p style="text-align: center;"> <input type="checkbox"/> I give permission to continue to publish our Corporate Spend Plan                <input type="checkbox"/> I attest that our Corporate Spend Plan is still current in its implementation         </p>
<input type="checkbox"/> <b>Gold – Community Reinvestment Plan</b>	<p>In order to qualify for the gold level of the All-Star Program, licensees must meet the silver level requirements and publish their community reinvestment plan on the CRA website.</p> <p>Licensees' community reinvestment plans should detail the licensee's volunteer time or donation percentages of their revenue to organizations, non-profits, and/or charities which positively impact any of the groups in these identified categories:</p> <p><b>Category one:</b> Organizations within communities the CRA has identified as disproportionately impacted by marijuana prohibition. A list of those communities can be found <a href="#">here</a>.</p> <p><b>Category two:</b> Individuals or groups in any of the following categories: Racial/ethnic minorities, women, veterans, Native American tribes, LGBTQ, people with disabilities, and returning citizens.</p> <p style="text-align: center;"> <input type="checkbox"/> I give permission to continue to publish our Community Reinvestment Plan                <input type="checkbox"/> I attest that our Community Reinvestment Plan is still current in its implementation         </p>

*Please select the tier that you are currently eligible for and would like to renew. Note: you are not required to re-submit your plans in order to renew your Social Equity All-Star Program status.:*

- **Bronze Tier**

In order to qualify for the bronze level of the All-Star Program, licensees must publish their social equity plan on the CRA website.

Licensee's social equity plans should consider the following when developing and implementing their social equity plans – determine if the municipality where the licensee plans to operate has enacted any requirements related to social equity, use the social equity plan to complement the licensee's business strategic goals and objectives, and lastly, identify the primary component(s) of the social equity plan – employment, educational or mentorship programs, monetary assistance, or training.

An advisory bulletin detailing guidance regarding social equity plans can be found on the CRA's website [here](#).

- **Silver Tier**

In order to qualify for the silver level of the All-Star Program, licensees must meet the bronze level requirements and also publish their corporate spend plan on the CRA website.

Licensees' corporate spend plans should include a dedicated percentage of the business' annual spending to diverse supplier(s). Licensees can find a list of business certification resources [here](#).

There are many ways in which licensees can spend money with diverse suppliers within the cannabis supply chain, including, but not limited to, legal, accounting, real estate, architect, interior designer, security, insurance, marketing, packaging, and printing. Payroll is not considered to be part of a corporate spend plan.

- **Gold Tier**

In order to qualify for the gold level of the All-Star Program, licensees must meet the silver level requirements and publish their community reinvestment plan on the CRA website.

Licensees' community reinvestment plans should detail the licensee's volunteer time or donation percentages of their revenue to organizations, non-profits, and/or charities which positively impact any of the groups in these identified categories:

Category one: Organizations within communities the CRA has identified as disproportionately impacted by marijuana prohibition. A list of those communities can be found [here](#).

Category two: Individuals or groups in any of the following categories: Racial/ethnic minorities, women, veterans, Native American tribes, LGBTQ, people with disabilities, and returning citizens.



## Submitting Your All-Star Program Renewal Form

Prior to submitting your All-Star Program Renewal Form, verify that you have included all the information correctly. Your All-Star Program Renewal Form can be submitted by email to the social equity program at:

[CRA-SocialEquity@Michigan.gov](mailto:CRA-SocialEquity@Michigan.gov)

If any questions arise while completing the All-Star Program Renewal Form, please contact us by telephone or email at:

**(517) 284-8599**

[CRA-SocialEquity@Michigan.gov](mailto:CRA-SocialEquity@Michigan.gov)