

# Diversity & Inclusion Plan

## Introduction

Community Growth Partners (“CGP”) is a cannabis social enterprise and as such diversity in ownership, management, employment and contracting is a central tenant to our operation. CGP is an equal opportunity employer and an inclusive company comprised of talented and diverse individuals from many ethnicities and cultures. CGP has an authentic desire to serve and learn from every sector of society and will work to incorporate as many life experiences into its retailer operations as possible.

CGP recognizes that diversity and inclusion should be incorporated into the management and top-down company attitude, in order to promote a work environment that connects employees to the company, fosters communication, fairness, and flexibility, and enables all individuals to realize their full potential. By pairing diversity goals and policies with inclusion values and strategies, we believe we will position our company and workforce for success through employee job satisfaction, high employee retention, and an overall greater quality of life for the members of our team.

One of our goals is to ensure that diverse participants and groups are accorded equality of opportunity. In addition, it is our goal to reduce barriers and recruit employees entering the adult use cannabis industry by identifying non-profit partners, communities, and organizations that work with veterans, women, minorities, people with disabilities and LGBTQIA+ individuals (collectively, “Disenfranchised Populations”).

## Diversity Goals

CGP is committed to hiring a diverse and representative workforce and to be a generational wealth accelerator for those individuals who are employed by our company.

- *Goal 1:* Establish a diverse ownership and leadership team that exceeds 75% Disenfranchised Population make-up and 51% equity ownership across Massachusetts-based CGP operations
- *Goal 2:* Facilitate recruiting and hiring practices that ensure individuals from Disenfranchised Populations represent over 75% of all employees
- *Goal 3:* Cultivate diversity among suppliers, vendors, and service providers

## Diversity Program

Our goal of diversity and inclusion will be achieved through cultivating a company culture that values and enables collaboration, flexibility, and fairness to ensure individuals realize their full professional potential, and maintain long-term employee retention and satisfaction. The accountability and sustainability of CGP’s Diversity & Inclusion plan will be established by developing structures and strategies that equip leaders with the ability to manage diversity, be accountable, measure results, refine approaches on the basis of data, and cultivate a company culture of inclusion.

***Diverse Ownership & Leadership*** CGP is committed to creating a brand that is true to its Massachusetts roots, which is why founder Charlotte Hanna is committed to recruiting the majority of her executive talent from local communities and Disenfranchised Populations. Her background in diversity initiatives at Goldman Sachs as well as her experience in grassroots organizing and advocacy give her a unique ability to partner unconventionally for the industry and build a deep and strong pipeline for diverse talent. She will recruit a pool of individuals who are established in the local industry, and most hold economic empowerment designations from the Commission. CGP has developed an empowerment program that will help executive leaders with EE designation and help them build their leadership skills by working together at CGP. Marcus Williams (Economic Empowerment Applicant and founder of BurySeed Co.) will be CGP’s first member of the EE Future Leaders Initiative serving as a Vice President and rotating through a variety of leadership roles within CGP so that ultimately he will have the skills and experience to become Charlotte’s successor or build his own business within CGP’s umbrella of brands it helps bring to market.

(Please note that CGP cannot hire these individuals full time until we receive our provisional license. There are also a number of other individuals we have been working to recruit to our team. Once we receive our provisional license, this diverse group will be thoroughly vetted and screened as part of our normal hiring

practices to ensure that CGP, its employees and contractors always stay within the limits of licenses required by statute. We have a strong and diverse bench of potential local leaders who together will be one of the most diverse leadership teams in the cannabis industry in MA) CGP commits that at least 51% of the company's equity will be owned by members of Disenfranchised Populations.

### ***Targeted Recruiting & Hiring***

Our Human Resources recruiting and outreach personnel will conduct targeted outreach to Disenfranchised Populations. CGP will participate at job fairs throughout the Berkshires region with a focus on fairs that have a goal of attracting people from Disenfranchised Populations. We will also seek to partner with local community organizations to help us reach our diversity goals, such as the Multicultural BRIDGE program to help with hiring. For example, we will collaborate with BRIDGE to help us create our training programs (which it currently does for other local organizations), and work with BRIDGE to create a hiring pipeline, since it is connected to other local minority groups (see attached letter).

CGP's company-wide minimum wage is \$15 per hour, which is above the single living wage in Berkshire County. At our Great Barrington location, we will add up to 12 per diem positions, and four salaried positions including full benefits. We are committed to at least 75% of the salaried positions going to members of Disenfranchised Populations.

### ***Diversity among Suppliers***

CGP will seek out and encourage contracts with minority-owned, women-owned, and veteran-owned companies as an integral part of CGP business operations. Using our Community Resource List, we will establish productive partner relationships with local businesses to supply the goods and services we need. These relationships will also provide us with valuable insights to help us develop our local operations and our plan to address unmet needs in the community.

### ***Economic Empowerment Brand Development & Support***

CGP is committed to supporting our EE partners with the continued development of their existing brands by providing marketing and communications support, retail space, product and manufacturing services, and other technical support needed to help successfully launch these brands into the legal recreational market.

### ***Dedicated Shelf Space for Local Minority & Women Owned Businesses***

We are committed to dedicating 20% of our shelf space to locally operated minority & women owned businesses that are creating products aligned with our brand mission and values. Our store format incorporates a variety of non-cannabis products in addition to plant-based merchandise, and we are eager to promote a diverse offering of locally-crafted goods.

### ***Consumer Education Workshops***

Both the consumers and products of the cannabis industry are constantly changing. CGP believes that it is important to educate consumers on the myriad of products and their uses, and to address any safety issues or concerns. We will host monthly workshops on different products and best practices for cannabis consumption. We hope to also invite local leaders that have been underrepresented in the cannabis space, providing a platform for minority, disabled, veteran, and women leaders to present and promote their cannabis-related work. We believe these conversations are important to eliminate the negative stigma of cannabis and to increase awareness.

### **Diversity Measurement**

The Chief Operating Officer ("COO") will be responsible for the execution, management and tracking of the CGP's Diversity Plan. The COO will compile information describing CGP's progress toward its diversity goals ("Diversity Summary") and CGP will release that information within 45 days of its annual report.

**Recruiting and Hiring:** We will implement strategic recruitment and outreach through our Human Resources department and all directors and managers.

- HR will ensure that over 75% of hires will identify as a member of one or more Disenfranchised Populations (minorities, women, veterans, people with disabilities, and people of all sexual identities and orientations), including over 51% of executive management positions, and 75% of salaried retail positions
- Executive management training will emphasize diversity, equity and inclusion best practices in recruitment outreach strategies as well as workplace operations
- HR will track data and measure the percentage of employees excluding retirees, who leave the company, based on a one-year rolling average. In addition, CGP will strive to make progress on this measure for each demographic group, consistent with the overall average for each group

CGP will report annually to the Commission on the outcomes of these measures, specifically including:

- Community partnerships that were created for the assistance of our targeted hiring plan
- The number of individuals from Disenfranchised Populations that were hired, retained and promoted
- New positions created

**Consumer Education Workshops:** We will measure the diversity of leaders/speakers and presenters as it relates to their race, disability status, sexual orientation, and/or veteran status

**Economic Empowerment Brand Development:** CGP will annually report on the progress of our supported EE brands, including the equivalent financial contribution for business development activities, the value of shared marketing and manufacturing resources, and a sales report on the guaranteed 5% shelf space per brand across all retail locations.

**Outreach to Diverse Suppliers & Shelf Space:** We have placed a priority on developing a diverse supplier network through the following activities:

- Currently, we are working with a woman-owned design firm in Great Barrington, and we have asked them to seek out MBE & WBE certified businesses for the related contract work
- We will continue to utilize the state directory of certified businesses in Region 1
- Identify and attend area business supplier trade shows
- Train directors and managers on sourcing diverse suppliers
- Establish monthly diversity outreach activity goals for directors and managers
- Attain yearly benchmark of 25% in diverse suppliers/B2B contracts (with subsequent improvement goals TBD)
- Measure the number of women suppliers, vendors, and service providers
- Measure the number of minority suppliers, vendors and service providers
- Measure the percentage of shelf space held by minority & women owned merchandise

CGP will report on the diversity of our suppliers annually, and will include updated improvement goals as they are designed. This information will be included in the COO's annual Diversity Summary.

CGP acknowledges and is aware, and will adhere to, the requirements set forth in 935 CMR 500.105(4) which provides the permitted and prohibited advertising, branding, marketing, and sponsorship practices of every Marijuana Establishment; and any actions taken, or programs instituted, will not violate the Commission's regulations with respect to limitations on ownership or control or other applicable state laws.