

# **Community Growth Partners Great Barrington Operations LLC**

## **Retail Application**

### **Positive Impact Plan**

#### **Introduction**

Community Growth Partners (CGP) is committed to being an active and engaged community partner and educator in Great Barrington and throughout the Berkshire's region. As a start-up whose social purpose is core to our mission, we believe that a new type of just and equitable capitalist enterprise like us can help contribute to our community in many positive way. We believe that it is our duty to provide consistent and reliable educational resources on the impact and uses of cannabis, to bring awareness to the social injustices widely present within the cannabis industry today, and to use portions of our income to pay reparations to families and individuals who have been disproportionately negatively impacted by the criminalization of cannabis.

CGP is committed to being a transparent resource for any cannabis related concern, and we believe that by developing collaborative relationships with the local municipal, business, law enforcement, healthcare, and non-profit professionals in Great Barrington, we will be able to minimize negative perception towards the cannabis industry. Our goal is to be a partner in supporting the needs of the community, while also eliminating stigma and heightened fear amongst our neighbors.

While we recognize that Great Barrington is not a state-designated area of disproportionate impact, we plan to extend our positive impact planning throughout the Berkshire's region, specifically to North Adams and Pittsfield. We have created a layered community engagement platform centered around criminal justice reform and the economic empowerment of communities and individuals who have been most harmed as a result of the criminalization of cannabis.

#### **Positive Community Impact Goals**

Community Growth Partners ("CGP") is a social impact cannabis brand dedicated to providing consistent access to a safe and reliable product that is ethically grown and sourced. We are delighted to work with a Cannabis Control Commission that is so clearly devoted to building social equity in this space as a response to the many injustices that have disproportionately targeted low socioeconomic areas. We believe this is an important responsibility of all cannabis entrepreneurs and enthusiasts and look forward to executing our Community Engagement Plan in Massachusetts.

- *Goal 1* Be an accelerator for generational wealth building opportunities among our employees from the community
- *Goal 2* Be a reliable source for cannabis education and awareness
- *Goal 3* Develop an effective platform for criminal justice reform and support of areas of disproportionate impact

These goals represent our long-term vision for relevant and effective community engagement across the state. We believe that in order to achieve these goals, we need a layered approach to address the injustices caused by cannabis criminalization, economically empower those populations most impacted by said criminalization, and to eliminate the negative stigma associated with cannabis and its use.

#### **Positive Community Impact Programs**

CGP will employ a Director of Community Affairs, whose primary duties will include the execution of our statewide Community Engagement Plan and we will partner with a local non-profit organization to help us execute these initiatives.

## **1. Criminal Justice Reform Program**

CGP will commit 3% of our annual net profits to our criminal justice reform program, as outlined below. This program is committed to providing comprehensive assistance and real change in the lives of families and communities that have been disenfranchised as a result of cannabis criminalization.

Expungement: Year 1 will focus on the financial assistance of legal fees for individuals attempting to expunge cannabis criminal charges from their record. Criminal record expungement can cost anywhere from a few hundred to over several thousand in legal fees, depending on the number and severity of charges. Our goal is to cover the legal expungement fees, in their entirety, of at least 5 individuals from areas of disproportionate impact who have otherwise been unable to seek this service, and to help those individuals identify and pay for the appropriate legal help if/when they cannot do so themselves. ROCA has agreed to be our community partner for this effort (see attached letter).

## **2. Compensation for Employee Driven Community Engagement**

Consistent with our corporate values, we look forward to nurturing a company culture that encourages employees to actively participate in community engagement efforts that they are passionate about.

Dollar-for-Dollar Donation Match Program – CGP will match the donations its employees make to charities in areas of disproportionate impact, up to \$500 per employee per year. Through this program, we hope to increase the available funding for local charities and demonstrate to our employees that we support the causes they care about. These charities will be approved based on their proximity to our facility and/or their service to areas of disproportionate impact. Potential organizations will be contacted in advance and required to provide a letter stating that they are willing to receive the donation. Currently, ROCA, Bridge and VIM have all agreed to accept donations through this program (see attached letters), and we hope to develop additional community partners willing to accept donations as we engage further in North Adams and Pittsfield.

## **3. Community Education and Outreach**

CGP recognizes that the introduction of adult-use cannabis will raise many questions and concerns within the community. To address these concerns, CGP will create consistent educational outlets on and off site.

Cannabis 101: CGP will offer monthly education seminars to provide an opportunity for local community members to learn and ask questions about the many uses and health benefits of cannabis, the history of its criminalization, the impact criminalization has had on certain communities. Our goal is to not only educate our community but to also build bridges between different communities whose shared experiences and perceptions might be totally opposite. These free seminars will be open to the public and will be held outside of our retail location, in collaboration with Bridge, our community partner in the Berkshire's region (see attached letter), and will target disproportionately impacted groups as described by the Commission (particularly North Adams and Pittsfield) but also members of the community who are curious and want to better understand what social equity means in cannabis and capitalism as a whole. We plan to hold workshops in Great Barrington as well as locations most accessible to people from nearby areas of disproportionate impact such as Pittsfield.

## **4. Economic Empowerment Profit Sharing Program**

Our employee profit-sharing program is a wealth building opportunity that gives our local community employees (many of whom have been disproportionately impacted by the past drug laws) the opportunity to participate in the wealth generating opportunities of the new cannabis industry. As part of our total compensation package, we have designed a profit sharing program where employees from our local communities with a minimum of 1 year of employment and good performance feedback will be compensated with a year-end bonus. Our goal is to reward employees for hard work and create shared values and goals as an organization by sharing 10% of our annual profit with our local employees. Employees can elect that their bonuses be paid on either a cash basis or through electing to receive shares in the company's stock in lieu of cash. Through this program, we will educate our employees about the importance of capital in creating wealth. Our goal is to introduce economic rewards systems - common in start-ups - to communities that may not have had access to these wealth generating structures.

## **Community Impact Measurements**

The company will produce an annual community engagement report to outline the progress of our efforts. This will be made available on our website, and can be requested in printed format by any of our community partners. The Director of Community Affairs will be responsible for the tracking management and reporting of all relative qualitative and quantitative data. The information will be released within 45 days of our annual report and will be provided to the Commission upon request or as part of CGP's annual license renewal process. The community engagement report will describe CGP's progress toward the goals of the below-outlined programs.

### **Criminal Justice Reform Program**

- We will measure how many individuals are served through our criminal record expungement efforts
- We will measure our financial contribution through our criminal record expungement efforts
- Future reports will measure all additional engagement efforts, including number of individuals served, manner in which they were served, services provided, and the financial contribution of all efforts

### **Employee Donation Program**

- CGP will measure how many dollars are going to not-for-profit organizations through our matching program

### **Community Education & Outreach**

- We will measure our outreach and education program by number of events organized and attendance by community members
- We will measure our capacity to create community partnerships
- We will measure our capacity to respond to community requests for specific education offerings
- We will measure the diversity of leaders/speakers and presenters as it relates to their race, disability status, sexual orientation, and/or veteran status

**Employee Economic Empowerment Profit Sharing Program:** 100% of all full-time employees with minimum 1 year of service will participate in the profit sharing program, to which 10% of store profits will be allocated annually. CGP will report a summary of the profit sharing program each year.

CGP acknowledges, 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. Finally, none of the actions taken or programs instituted by CGP will violate the Commission's regulations with respect to limitations on ownership or control or any other applicable state laws.