

Social Equity Plan
Canna Communication
Event Organizer License Application
Roberta F. King

Goal: To provide event services for marijuana businesses in West Michigan.

Objective: By the end of 2020 to have assisted two businesses with events.

Social Equity Strategy: Using my license I will be able to hire and utilize businesses in the communities where events are held that are owned by people that are African American, Hispanic or have been harmed by previous marijuana convictions.

Plan: Before each event, reach out to people in the community that qualify as black or Hispanic owned businesses through the channels like the Grand Rapids Area Black Owned Businesses (GRABB) and the West Michigan Hispanic Chamber of Commerce and find event vendors that can supply and/or staff the event. Examples of businesses that could be utilized for a marijuana event would be musical entertainment, security, rental services, t-shirt makers, swag vendors, printers/signmakers and video production companies. We can also reach out to people in groups where we have membership to connect with people who have been harmed by previous marijuana convictions and seek their appropriate services.

Commitment: Canna Communication commits to utilizing at least 30 percent of our event vendors that are African American, Hispanic or harmed by previous marijuana convictions.