



420 Harvey Events, LLC

AU-MEO-000159

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

Social Equity Plan

420 Harvey Events, LLC

We must acknowledge that decades of harassment by law enforcement, arrests, convictions, and incarcerations from Cannabis-related crimes have inflicted generations of structural, financial, and emotional harm on marginalized populations throughout MI and the Country.

Social equity plans should be designed to uplift the communities most impacted by the past prohibition and enforcement of policies. We feel that the lack of success of many Social Equity plans is caused by the high startup and ongoing operational costs which have unfairly disadvantaged many of the populations they were designed to uplift.

We feel those in the current Cannabis Space have a moral obligation to rectify these injustices. It is important to us to build relationships within the affected communities of Muskegon, Muskegon Heights, Holton Township, Twin Lake in order to understand what is necessary to enact a positive change to those most impacted by prohibition. We believe change can begin with expungement of all cannabis offenses. Our mission is to provide opportunities to those found guilty of cannabis related offenses, facilitate education in entrepreneurship, support minorities within the cannabis industry, provide training and mentorship to those applicants from local communities, and support programs and agencies that empower change in the areas historically negatively affected by past policies. We must continue to participate in the enacting of new policies and legislation to have a lasting impact.

Main Focus of Social Equity plan

- Our founder, Cory Roberts, has qualified for the MRA's social equity program and as such Cory will be a majority owner regardless of his ability to financially participate in the startup costs of the business. Participation in the business for the social equity licensee will be maintained based on equity provided by identified business partners and co applicants. We hope to be an example of a model that is recreated throughout the industry in being the first step to allow for opportunities that may have not been possible for families impacted by the prohibition of a plant that has now brought millions of dollars in revenue to the state, large business owners, and shareholders.
- We will actively participate in expungement of past Cannabis convictions for individuals by providing donations, outreach, information, and connection to resources such as "Last Prisoner Project", "NORML", "MCBA".
- We will provide training, mentorship, and employment at all levels of our organization to a majority of individuals who reside within areas disproportionately impacted by prior

Cannabis prohibition and enforcement, specifically in the local area of Muskegon, Muskegon Heights, Holton Township, and Twin Lake.

- We will provide a flexible space within our facility for education and training.
- We plan to incorporate an employee stock option plan, providing an ownership opportunity to individuals that may not otherwise be able to take part.
- We will offer our employees an above average livable wage and the option to participate in health and retirement plans.
- We will form a diverse advisory board, consisting of individuals with social injustice reform experience.
- We will participate with current community organizations and programs, based within identified areas that have been negatively affected by past prohibition and legal enforcement. Including early offender diversion programs that strengthen family systems facilitating lasting positive effects.
- We will reinvest in crime and violence prevention programs that provide integrated treatments to youths and their families identified in a collaboration with current human service agencies and non-for profits.
- We will make available internships, offering guidance for those seeking to enter the cannabis business. This will include positions in horticulture, retail, accounting, compliance and business development.

Determining the effectiveness of our Social Equity plan

We will do a quarterly audit which will be presented to our advisory board to determine if we have accomplished our goals and decipher if goals need to be adapted or revised.

Management will survey staff yearly to assure that we have provided the appropriate training and resources to employees.

Management will confirm that we have retained and promoted employees from identified areas most negatively impacted by enforcement of prohibition laws.