



# Altitude Cannabis Bay City

AU-R-000974

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

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SOCIAL EQUITY PLAN  
Of  
**ELEVATED BAY CITY, LLC D/B/A ALTITUDE  
CANNABIS BAY CITY**

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## **Social Equity Plan**

Elevated Bay City, LLC d/b/a Altitude Cannabis Bay City (“**Altitude**”) adopts the following plan to promote and encourage participation in the marijuana industry by people from communities that have been disproportionately impacted by marijuana prohibition and to positively impact those communities. The following plan outlines the efforts Altitude will utilize to support the Social Equity Program administered by the Cannabis Regulatory Agency of the State of Michigan.

### **Promoting Education of Customers and Employees**

Altitude will utilize and adopt educational resources to keep its customers and local community informed on the uses, effects, etc. of cannabis as well as Michigan cannabis market more generally. Along with producing educational resources for the local community and its customers related to cannabis and the Michigan regulated market, Altitude will provide employees with continuing education and resources on the topic of social equity and any recent developments with the CRA’s Social Equity Program.

### **Social Equity Partner Membership and Employment Opportunities**

Altitude is committed to supporting the Social Equity Program as one of the owners, as well as the facility itself, resides in a community recognized as being disproportionately impacted by marijuana prohibition. Moreover, Altitude aims to create employment opportunities for other members of communities who have been disproportionately impacted by marijuana prohibition. To achieve this objective, Altitude attends Bay City-based job fairs and advertises job opportunities at its facility. In advertising these job opportunities, Altitude promotes the fact that those individuals with previous marijuana charges are encouraged to apply. Altitude will seek to mentor and give employment opportunities to potential participants of the CRA’s Social Equity Program and other members of the local community who are interested in entering the marijuana industry. Finally, Altitude looks to encourage the employment and the representation of women in its operations and the Michigan cannabis industry.

### **Community Investment**

Located in a community that is disproportionately impoverished and experiencing a lasting impact from the prior criminalization of marijuana, Altitude plans to give back to the local community and partner with local service organizations by engaging in the following activities, which includes, but is not limited to, food drives for local food banks and service organizations, collecting “round-up” donations for organizations dedicated to helping the community and those impacted by marijuana prohibition, and volunteering with local service organizations. Through these and similar activities, Altitude hopes to form a stronger connection with the local community while giving back to those in need.