



BHL Enterprises, LLC

AU-P-000564

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

SOCIAL EQUITY PLAN BHL ENTERPRISES, LLC

SUMMARY

The Michigan Regulation and Taxation of Marijuana Act ("MRTMA") imposes an obligation on an applicant for Adult Use licensure to create a social equity plan to identify measures the future licensee will implement to promote social equity. More specifically, Rule 4, subsection 16 of the Department of Licensing and Regulatory Affairs ("LARA"), Cannabis Regulatory Agency ("CRA") sets adopted on June 22, 2020 for Licensees states as follows:

"An applicant seeking licensure under the Michigan regulation and taxation of marihuana act shall provide a social equity plan detailing a plan to promote and encourage participation in the marihuana industry by people from communities that have disproportionately impacted by marihuana prohibition and enforcement and to positively impact those communities."

WAGES

In areas that have been disproportionately impacted by marihuana prohibition, there is generally a prevalence of poverty. It is the prospective licensee's intent to seek those citizens who reside in areas where people have been disproportionately impacted and offer them employment opportunities which pay a living wage or higher while simultaneously offering various benefits that will improve quality of life in impoverished/social equity areas. All too often, residents who belong the areas and demographics that fall within the scope of social equity participants have a difficult time finding employment opportunities that pay wages which can escape poverty levels or provide opportunities for advancement. The current prospective licensee is intent on offering wages that help social equity applicant's overcome the day to day financial needs associated with housing, food, childcare and other essentials.

HIRING

At this time, the prospective licensee is still pursuing additional locations to operate as adult use facilities. At each facility, the prospective licensee will use a variety of methods to promote their employment opportunities. Those methods will include, but will not be limited, to local job fairs, advertising job opportunities in local media resources, online employment search engines such as Indeed and on site "now hiring" visuals. All individuals interested in applying will have the opportunity to submit applications in person, via email and/or third party

employment mediums. Once applications are received, there will be an emphasis placed on identifying applicants who reside in areas that have been identified by the State of Michigan as designated social equity locales which have been disproportionately impacted by marijuana prohibition. After having the opportunity to process applications and conduct interviews, the licensee's human resource department will consciously try to identify and retain applicants from disproportionately impacted areas.

TRAINING & EDUCATIONAL FORUMS

The proposed licensee intends to periodically host educational forums where industry professionals will give presentations and feedback on how to succeed in the marijuana industry. With an established network of cultivators, processors and retailers, the proposed licensee will have access to professionals who are able to provide insight on various aspects of the industry. The ownership group has identified one of the common themes associated with social equity areas is a lack of general education and, in this case, industry education. We believe offering access to informative sessions will help our facility identify talented individuals who we can retain while also offering residents an opportunity to gain knowledge that can help them succeed with our company or other marijuana facilities.

PROMOTION

In addition to conscious efforts to retain social equity employment applicants, the licensee will maintain a policy of promoting from within the organization. All too often companies located in areas that fall within the social equity scope retain upper management employees from outside the company. It is our intent to (a) hire locally, inclusive of social equity applicants and (b) afford employees the opportunity to advance within the company prior to seeking upper management outside of the company. Obviously, with promotions would also come increased wages, greater benefits and advanced skills that could help in other areas of life.

CHARITABLE DONATIONS

In addition to hiring practices, the licensee will make a concerted effort to identify social causes that can be contributed to which will benefit areas that are disproportionately impacted by marijuana prohibition. Given that poverty is often associated with such areas, contributing to areas such as rehabilitation of parks, donations to local schools and libraries could all result in improvement to the overall stability of the areas.

CONCLUSION

Overall, the above information is provided as a foundation for social equity programs that may be implemented by the licensee. As the industry evolves and different social causes arise, the company will be presented with alternative options for contributing to social equity programs for the betterment of the surrounding locales where the marijuana facilities will be located. It is our intention to maintain community relations, conduct local research and stay in tune with the needs of social equity areas. We will put our best foot forward in being a good neighbor and improving the areas we operate, particularly in the areas disproportionately impacted by marihuana prohibition.