



# Dank Headquarters, LLC

AU-P-000510

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

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# Social Equity Plan

## DANK HEADQUARTERS LLC

Dank Headquarters plans to promote and encourage participation in the marijuana industry by people from communities that have been disproportionately impacted by marijuana prohibition and enforcement and to positively impact those communities.

### **Mentorship**

Applicant will act as a potential mentor and a resource for participants who qualify for the Social Equity Program and wish to enter into the Adult-use market. Applicant will authorize the CRA to post the licensee's provided contact information on the public CRA website in an effort to ensure Social Equity Program participants and the public can communicate with Applicant.

### **Community Impact Statement**

Dank Headquarters LLC is committed to strong public engagement and outreach to the community. Our community outreach has three goals:

- (i) to establish a process by which the community can express itself regarding the facility;
- (ii) to inform the community about marijuana issues; and
- (iii) to ensure that our approach genuinely reflects the community's needs. To reach our goals, Dank Headquarters LLC anticipates doing one or more of the following, depending on input at various stages of the facility:
  - a. Identifying a broad cross-section of community-based organizations and community leaders, including those representing indigent and traditionally underserved and underrepresented residents, to learn how residents and stakeholders can best receive useful information that enables them to participate meaningfully.
  - b. Identifying and visiting civic, senior, and veteran organizations, health care support groups, and community meetings to introduce a nonprofit organization, our mission, and our vision for the processing center. Dank Headquarters LLC believes this type of outreach establishes our legitimacy with the community and our vested interest in its welfare. Dank Headquarters LLC will listen receptively and respond to any concerns about the facility.
  - c. Holding or participating in a community meeting to introduce Dank Headquarters LLC and present the facility to any parties with similar goals. Again, our purpose would be to listen and find ways to be responsive. Completing our outreach efforts with a follow-up letter to community stakeholders, letting them know that Dank Headquarters LLC heard their concerns and what procedures Dank Headquarters LLC will follow in responding to such concerns.

Dank Headquarters LLC is committed to engaging our patient and residential communities on an ongoing basis. Dank Headquarters LLC will partner with local community organizations to solicit volunteers for these positions.

## **Industry Leadership and Sponsorships**

Dank Headquarters LLC will keep the corporate “brand” visible through sponsorships of community and industry causes and through industry activism that reflects our community-focused public health agenda and its emphasis on compassion and social justice.

## **Public Relations**

Carefully managed messaging and coverage in local media can be a very effective means to create public awareness.

## **Community and Economic Impact**

The local government has shown great interest in revitalization and community development plans that correct systemic inequities and benefit blighted areas and disadvantaged populations. This brings us to a crucial component of our implementation strategy, which is an aggressive outreach and community benefits program which has three components:

1. Giving indigent and low-income community members educational information relating to marijuana products and wellness/support services,
2. Removing other barriers to access through enabling services (providing transportation, interpreters, and referral to other access-enabling services), and
3. A Community Benefits Plan.

### **1. Employment Opportunities**

Dank Headquarters LLC is committed to creating employment opportunities for members of communities who have been disproportionately impacted by marijuana prohibition. Applicant will consider, as part of its hiring criteria, whether the potential employee has participated in any Social Equity Program Educational Sessions hosted by the CRA or by Applicant.

Dank Headquarters LLC intends on operating in Warren, Michigan as an adult-use grow Marijuana entity. Dank Headquarters LLC pledges to hire at least 50% of our workforce from a pool of applicants who have been impacted by the previous marijuana prohibition laws. In addition, Dank Headquarters LLC intends on paying our employees at least 200% of the federal poverty limit for a family of four (at least \$15/hr).

### **2. Indigent/Compassion Care Program**

In order to bring marijuana education to underserved populations and effectively address the health disparities affecting them, Dank Headquarters LLC will have to support, as a fundamental part of its charitable mission, aggressive community outreach services that overcome each of these barriers:

- Providing free education services in a variety of formats, media, and languages;
- Hiring a diverse staff and training them to be comfortable with diversity.

Pursuant to Rule 4 (16) of the Marijuana Licenses Rule Set (R 420.4(16)) an applicant seeking licensure under the Michigan Regulation and Taxation of Marijuana Act (MRTMA) shall provide a social equity plan detailing a plan to promote and encourage participation in the marijuana industry by people from communities that have been disproportionately impacted by marijuana prohibition and enforcement and to positively impact those communities.

Finally, by building alliances with other health-related organizations, such as community health clinics, community service organizations, patient groups, and providers, Dank Headquarters LLC can share our strength, coordinate initiatives, and have a collective impact on public health for which Dank Headquarters LLC can be proud.

Dank Headquarters LLC anticipates that the compassion care program will require further refinement, but Dank Headquarters LLC is committed to making our program be the model program in the country.

### **3. Community Benefits Plan**

Dank Headquarters LLC believes that it can and should have a critical role in the delivery of marijuana education. Dank Headquarters LLC also believe that it will have an important fiduciary obligation to be a “good neighbor” and provide benefits to our community as part of our mission. Therefore, Dank Headquarters LLC views the Community Benefits Plan as a blueprint for how Dank Headquarters LLC plans to accomplish the Mission.

In developing our Community Benefits Plan, the following core principles that will guide us:

- Dank Headquarters LLC’s Members commit to make public a Community Benefits Mission Statement, putting forth our formal commitment to provide resources to and support the implementation of a regular Community Benefits Plan.
- Dank Headquarters LLC will support its Community Benefits Plan at the highest level of our organization. Dank Headquarters LLC’s Members and senior management will be responsible for overseeing the development and implementation of the Community Benefits Plan, including designating the programs or activities to be included in the plan, allocating the resources, and ensuring its regular evaluation.
- Dank Headquarters LLC will ensure regular involvement of the community, including that of the representatives of the targeted underserved populations, in the planning and implementation of the Community Benefits Plan.
- To develop the Mission Statement and Community Benefits Plan, Dank Headquarters LLC will conduct a Community Needs Assessment, a comprehensive review of unmet needs of the community by analyzing community input, available public health data and an inventory of existing programs.
- Dank Headquarters LLC will include in our Community Benefits Plan the Target Populations it wishes to support, specific programs or activities that attend to the needs identified in the Community Needs Assessment and, measurable short and long-term goals for each program or activity.
- Dank Headquarters LLC will submit a regular Community Benefits Report to the Department. The report will include: 1) the process it used in developing our Community Benefit Plan; and 2) information on community benefit programs, including program goals and measured outcomes; and 3) Community Benefits expenditures. Dank Headquarters LLC will make the report available to the public.

Dank Headquarters LLC plans to include in its Community Benefits Plan, a grant program. Dank Headquarters LLC anticipates awarding funding annually through our grant program. While Dank Headquarters LLC recognizes that our program will require refinement, Dank Headquarters LLC anticipates awarding grants to organizations with a 501(c)(3) status.

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#### **4. Good Neighbor**

Dank Headquarters LLC seeks to be an asset and a beneficial resource for the surrounding community. As a good neighbor, Dank Headquarters LLC will seek neighborhood and other necessary input through every phase of our operation, beginning with the build out and construction phase. Dank Headquarters LLC plans to meet with representatives from the municipality to evaluate and abate any potential public safety/nuisance violations.

Dank Headquarters LLC also believe that being a good neighbor requires that they work to improve the neighborhood. Some of the public improvements Dank Headquarters LLC plans to address are:

- Access Improvements
- Drainage Improvements
- Landscape Improvements
- Sewer Improvements
- Sidewalk Improvements
- Traffic Engineering Improvements
- Lighting Improvements
- Code Compliance

Finally, Dank Headquarters LLC will take all efforts to mitigate noise, odor, and pollution/waste, and will address nuisances, including limiting foot and car traffic.

#### **Neighborhood Organizations**

Dank Headquarters LLC will reach out to the municipality in an effort to coordinate commitments to the community.

#### **Charitable Causes**

In addition to neighborhood organizations, Dank Headquarters LLC will reach out to the municipality in an effort to coordinate and for the company to pledge donations to many charitable organizations, as the main intention will be directed to local based charities.