H.O.D Fort Street

AU-R-000895

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

CANNABIS REGULATORY AGENCY

Detroit Natural Selections Enterprise, LLC d/b/a House of Dank ("H.O.D.") Fort Street continues to implement a Social Equity plan, to align with Rule 4(16) of the Marijuana Licenses Rule Set (R 420.4(16)) under the Michigan Regulation and Taxation of Marijuana Act (MRTMA). We are pleased to provide our plan to promote and encourage participation in the cannabis industry by people from communities that have been disproportionately impacted by marijuana prohibition and enforcement. Additionally, we have spearheaded community-specific charitable activities that benefit employees, customers, and the Detroit community.

Cannabis legalization has created business opportunities in an industry that has long been categorized as illicit. Some cannabis business opportunities have barriers and are only accessible to well-capitalized, well-connected entrepreneurs. Social equity programs seek to promote and encourage participation in the cannabis industry by people from communities that have been disproportionately impacted by marijuana prohibition and enforcement. The Michigan and Detroit social equity programs endeavor to thwart the impact of historically unjust policies by providing communities with additional resources and opportunities within the cannabis industry.

H.O.D participates in social equity efforts by employing individuals from disproportionately impacted communities. Across the Mitten State H.O.D employees about 400 people. In Detroit, we focus hiring efforts on the neighbors around the retail locations that we operate. We believe hiring employees from the community helps us better connect with and understand the needs of our customers and neighbors.

H.O.D locations on 8 Mile and on Fort Street in Detroit employ and promote members of the surrounding Detroit neighborhoods. These communities are identified as disproportionately impacted communities by the city of Detroit and the state of Michigan. We promote community safety by providing overnight security at our Detroit locations.

H.O.D provides access to a medical cannabis doctor for new and renewing medical marijuana patients. By hosting doctor evaluation days in a location adjacent to our 8 Mile medical marijuana provisioning center. H.O.D has helped medical cannabis patients maintain access to product and resources.

Finally, H.O.D. partners with vendors and ancillary businesses with licenses who qualify for CRA's social equity program or whom we have identified as disproportionately impacted based on internally established criteria. Some examples of the criteria used to determine disproportionate impacts includes businesses located in disproportionately impacted communities or neighborhoods, business with social equity qualifications.

Examples of H.O.D. charitable campaigns include:

- Donated $100,00 to Detroit Homegrown

- Winter canned food drive.
- Breast Cancer awareness and fundraising.
- Turkeys give-a-way before Thanksgiving.
- Participation in Detroit Job Fairs.

Examples of Current Social Equity Initiatives

- Working with Minority owned vendors.
- Providing mentorship assistance to newly formed minority owned companies.
- Providing marketing internship opportunities to recent graduates
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Proposed 2024-2028 Initiatives

- In 2024 $50,000 donation to Detroit Homegrown.
- Continue and expand on current initiatives.
- Participating in Job Fairs for all locations
- Joining Chambers of Commerce in all the cities where we operate
- Monthly spotlight on community services available for low-level cannabis charges
- Monthly spotlight on expungement clinics.
- Sponsoring expungement clinics.
- Participation in local food and clothing drives.
- Focus on hiring from within communities that have been disproportionately impacted by marijuana prohibition and enforcement.

Through these initiatives, House of Dank will continue to expand our social equity efforts in the city of Detroit and throughout the state.

Links to some examples:

https://www.metrotimes.com/weed/house-of-dank-launches-joint-efforts-canned-food-drive-to-combat-hunger-34684746

https://www.metrotimes.com/weed/house-of-dank-brings-back-annual-thanksgiving-turkey-drive-34675062