



# MMR INVESTMENT CAPITAL GROUP, LLC

AU-P-000412

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

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# **MMR INVESTMENT CAPITAL GROUP LLC**

## Social Equity Plan

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. 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 been disproportionately impacted by marihuana prohibition and enforcement and to positively impact those communities.

The Adult Use Entity Prequalification application is intended for licensure in Warren, Michigan, and would focus on hiring employees from the community that have been impacted and could look to MMR Investment Capital Group LLC ("MMR") as an employment opportunity. MMR committed to strong public engagement.

### **COMMUNITY IMPACT STATEMENT** **Community outreach/education plans and strategies**

#### Outreach

MMR 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 project;
- (ii) to inform the community about cannabis issues; and
- (iii) to ensure that our approach genuinely reflects the community's needs.

To reach our goals, we anticipate doing one or more of the following, depending on input at various stages of the project:

- 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.
- 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 cultivation center. We believe this type of outreach establishes our legitimacy with the community and our vested interest in its welfare. We will listen receptively and respond to any concerns about the project.
- Holding or participating in a community meeting to introduce MMR and present the project 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 we heard their concerns and what procedures we will follow in responding to such concerns.

We are committed to engaging our customer and residential communities on an ongoing basis. We will partner with local community organizations to solicit volunteers for these positions.

### Outreach Strategies

MMR will create public awareness in several ways:

1. Public Education

We can create public awareness of our cultivation center through our community outreach and education programs. By offering free workshops and seminars on topics related to cannabis and the conditions for which it is typically recommended, as well as on legal issues surrounding cannabis, we make the existence of our organization known by positioning ourselves in the public mind as ambassadors of a socially responsible member.

2. Developing Provider Alliances

An important element of MMR's approach is the help we will offer community members in finding providers and services to handle other aspects of their care and in coordinating their care across their many different providers. To be able to do this, we must first build alliances with these other providers and organizations. A key part of this outreach initiative will be educating alliance partners on the benefits and legalities of cannabis, and on the processes involved in referring people for cannabis use. Hosting educational forums for other providers will therefore be a critical element in our business approach. Building strong alliances with other health care providers, community health clinics, hospices, community service organization, advocacy groups, support groups, AIDS organizations, senior homes, and referral networks will create a strong and lasting source of community relations.

3. Industry Leadership and Sponsorships

We will keep our 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.

4. Public Relations

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

5. Word of Mouth

In the cannabis industry, satisfied customers and their word of mouth is perhaps the most powerful generator of starting the conversation relating to the health benefits of cannabis use. We intend to offer educational information for those suffering from serious conditions. Since non-authorized individuals cannot legally be allowed in our facility, we intend to hold free workshops and seminars on topics related to cannabis outside of the Applicant facility.

## Community and Economic Development

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. All transactions and money collected in excess of operating and recapitalization costs will be dedicated to funding this larger charitable mission, which has three components:

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

### 1. Commitment to Local Hiring and Spending

We are committed to making our project a source of economic stimulus for the City of Warren. From initial build-out of the facility to the implementation of our community development initiatives, we intend to contract, buy, and hire locally, taking advantage of local recruitment resources to offer employment to displaced local workers who are willing to be retrained.

We believe that Phase I day-to-day operations will add approximately 5 to 15 full-time employment opportunities to Warren's economy. The cultivation center will contribute directly to the revitalization of its immediate neighborhood.

### 2. Indigent/Compassion Care Program

In order to bring marijuana education to underserved populations and effectively address the health disparities affecting them, MMR 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;
- Providing free or sliding-scale products and services to indigent or low-income customers;
- Hiring a diverse staff and training them to be comfortable with diversity.

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

We anticipate that our compassion care program will require further refinement, but we are committed to making our program be the model program in the country.

### 3. Community Benefits Plan

MMR believes that it can and should have a critical role in the delivery of marihuana education. We also believe that we have an important fiduciary obligation to be a “good neighbor” and provide benefits to our community as part of our healthcare mission. Therefore, we view our Community Benefits Plan as a blueprint for how we plan to accomplish our Mission.

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

- MMR’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.
- MMR will support its Community Benefits Plan at the highest level of our organization. Our 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.
- We 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 our Mission Statement and Community Benefits Plan, we will conduct a Community Health Needs Assessment, a comprehensive review of unmet health needs of the community by analyzing community input, available public health data and an inventory of existing programs.
- We will include in our Community Benefits Plan the Target Populations we wish to support, specific programs or activities that attend to the needs identified in the Community Health Needs Assessment and, measurable short and long-term goals for each program or activity.
- MMR will submit a regular Community Benefits Report to the Department. The report will include: 1) the process we 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. We will make the report available to the public.

MMR plans to include in its Community Benefits Plan, a grant program. We anticipate awarding funding annually through our grant program. While we recognize that our program will require refinement, we anticipate awarding grants to organizations with a 501(c)3 status.

#### 4. Good Neighbor

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

We also believe that being a good neighbor requires that we work to improve the neighborhood. Some of the public improvements we plan to address are:

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

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

#### Neighborhood Organizations

- Applicant MMR will reach out to the City of Warren in an effort to coordinate commitments to the community.

#### Charitable Causes

- In addition to neighborhood organizations, Applicant MMR will reach out to the City of Warren 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.