Muskegon Grow Co.

AU-G-C-000675
AU-G-C-000676

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

CANNABIS
REGULATORY AGENCY

Committed to Equity, Community, and Opportunity

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Greg Maki, Owner

Social Equity Employment Plan – Muskegon, Michigan

Introduction

Our company is committed to advancing equitable participation in the cannabis industry by creating meaningful employment pathways for individuals from communities disproportionately impacted by marijuana prohibition. Muskegon has been identified as a disproportionately impacted community under the CRA Social Equity Program, and our plan is designed to positively impact residents through training, hiring, and career development opportunities.

Objectives

• Increase access to employment in the cannabis industry for Muskegon residents affected by cannabis prohibition.

• Provide workforce readiness and industry skills building.

• Support a diverse and inclusive workplace that removes employment barriers.

Targeted Hiring of Disproportionately Impacted Individuals

We will prioritize hiring:

• Residents of Muskegon and other CRA identified disproportionately impacted communities

• Individuals with past marijuana related convictions

• Former caregivers and qualified social equity applicants

Goals:

• Minimum 30% of new hires from disproportionately impacted groups

• Confidential tracking and reporting of applicant demographics

Paid Workforce Development & Training

We will offer paid, structured job and industry training in:

• Cannabis cultivation and processing

• Compliance and workplace safety

• Customer service & retail operations

Structure:

• Paid onboarding & skills certification support

• Partnerships with Muskegon area workforce and education programs where feasible

Community Outreach & Information Access

• Collaborate with CRA social equity outreach programs and resources

• Share employment opportunities through Muskegon job boards, workforce centers, and community organizations

• Provide online access to information about employment opportunities and training programs

Expungement & Legal Support Resources

• Provide information and guidance on expungement opportunities

• Maintain a resource directory for low-cost legal support organizations

Measuring Success

We will measure performance through:

• 30%+ of hires annually from priority groups

• 80%+ annual retention of equity hires

• 100% onboarding completion by equity hires

• Ongoing distribution of hiring and training information through Muskegon community networks

• Regular internal reviews will evaluate progress and inform adjustments as needed.

Promotion & Transparency

• Publicly share this plan as appropriate

• Include our equity commitment on our website and recruitment materials

Commitment

We are committed to creating an inclusive, fair, and supportive path to success in the cannabis industry for residents of Muskegon and others affected by historical marijuana enforcement policies