



Simpots Enterprises, LLC

AU-R-000364

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



SIMPOTS ENTERPRISES LLC
SOCIAL EQUITY PLAN



Simpots Enterprises LLC Equity Plan

This Equity Plan, pursuant to Rule 4(16) of the Marijuana Licenses Rule Set (R 420.4(16)), outlines the specific measures Simpots Enterprises LLC will take to encourage and support the growth of Equity Applicants/Operators and create a positive influence in the community.

Simpots Enterprises LLC realizes that it plays a vital role in an ongoing effort for the City of Battle Creek to provide supportive services that are culturally sensitive and continually refined to those who are underprivileged and more specifically those who have been directly impacted by the historical war on drugs. Simpots Enterprises LLC maintains a commitment to the City of Battle Creek to execute these goals by agreeing to continually improve its own internal Equity Plan. We have categorized our commitments into three key strategies.

1. Hiring Equity Workers

Prioritizing employment opportunities for local residents, minorities and disproportionately impacted individuals who have qualified for the CRA's social equity program (caregivers or individuals with marijuana -related convictions, and individuals from disproportionately impacted communities). By employing individuals who have been disproportionately impacted by the criminalization of a cannabis, we will not only gain valuable assets in our personnel, but we will also make a positive impact in the community. Our employee selection process will determine an applicant's qualifications, history, and skill set to match them with employment that places them on a path to success. By employing these individuals, we hope to offset some of the negative effects that the War on Drugs has had on our community.

- All staff will be trained to be competitive and capable for the new regulatory world of cannabis operations.
- Our goal is to reach a 50% threshold for equity qualifying employees and 80% local resident employees.

2. Supporting Equity Owners

Partnering in business ventures with licensees who qualify for the CRA's social equity program or who have identified as disproportionately impacted. We will actively promote and sell Equity Operators' products, to contribute to the success of Equity Operators' businesses.

- Provide 10% dedicated shelf space at our location for equity-based providers of cannabis, edibles, concentrates, topicals and accessories.
- Place an emphasis on locally sourced products cultivated and/or produced by equity & minority permitted manufactures.

3. Community Engagement/Educational and Outreach

While focusing on being a positive influence in our customers' lives, Simpots Enterprises LLC also strives to be a positive influence in our local community. By working with local organizations through volunteer and monetary donations, we will engage in implementing positive solutions to the Battle Creek Area.

- We will collaborate with Alliance members on our general educational and outreach efforts, promote community events, recruit volunteers, and share resources.
- Donations to support local and relevant charity groups and nonprofit organizations will be made throughout the year to support the community. Earmarking at least 60% of annual donations to programs and/or organizations benefitting communities disproportionately affected by cannabis enforcement.