



The Reef Detroit

AU-R-001315

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

SOCIAL EQUITY PLAN

In order to promote and encourage participation in the cannabis industry by people from local communities that have been disproportionately impacted by marijuana prohibition and enforcement, SJTC Enterprises, LLC (the “Company”) will emphasize recruitment and employment of individuals who have resided in Wayne County for at least the past five years.

The Company is committed to Social Equity by creating opportunities for individuals to participate in the marijuana industry who have been directly impacted by cannabis prohibition, as well as providing an opportunity for these individuals to thrive and grow within the organization.

The Company believes that there is a diverse collection of skills and experiences within every team member that will allow the Company to provide comprehensive and unparalleled service to customers. In addition, a diverse workforce that is comfortable communicating with varying perspectives provides a larger pool of ideas and experiences. Diverse backgrounds pool together an array of individual talents and experiences to foster innovative ideas and adaptable solutions for addressing the unique nuances of the marijuana industry marketplace. Ultimately, the Company believes that its commitment to cultivating diversity and instilling a culture of inclusivity is a strength that will provide the Company with a sustainable competitive advantage.

The organization will initiate ongoing action steps to create a work environment that maintains compliance with Social Equity goals and fosters a workplace culture where people of diverse backgrounds and communities can flourish. The Company recognizes the need for creating and promoting opportunities for individuals of marginalized communities, which includes individuals who have been disproportionately impacted by the prohibition of marijuana. Moreover, the Company aims to ensure staff members are representative of the organization’s philosophy of inclusion and commitment to diversity. One key to achieving this end will be through fostering an understanding that promoting inclusivity to foster a diverse workplace is the work of every single person in the organization. The Company will seek to continually educate leadership on equitable and inclusive practices for recruitment, hiring, and training of employees. Moreover, workplace policies and trainings may also be adopted and adapted to effectuate a diverse, inclusive workplace environment. One such policy will be the implementation of diversity mentoring that will serve to help advance the aforementioned goals by aiding in the enhancement of employees’ cultural competency. These mentors will help promote inclusive attitudes within the workplace and provide a channel for employees to express their concerns. Opportunities to match new hires with seasoned diversity mentors will be an ongoing effort for the Company in promoting a positive and productive work environment.

Training and professional development are essential components of the Company diversity efforts. All employees will be instructed on the organization’s cultural and diverse background commitments prior to hire and will be given annual review of these commitments during annual performance assessments. The Company staff members will also be encouraged to participate in professional development groups in the marijuana industry.

The Company's Social Equity outreach efforts involve achievement of diversity goals through effective recruitment and hiring practices. The organization is committed to ongoing action to create a workplace environment aligned with its Social Equity goals and foster a workplace where people of diverse racial, ethnic, socioeconomic, and cultural backgrounds and communities can come together to flourish. These steps will include:

- a. Creating job descriptions for each position that are regularly updated to reflect the full complement of duties of each job, and regularly updating the descriptions to ensure accuracy.
- b. Providing job descriptions to managers and others, including selected outside agencies, that are involved with hiring new staff members, which emphasize the Company's commitments to equitable hiring practices and identifying advancement opportunities for individuals from diverse backgrounds.
- c. Regularly reviewing practices for hiring to ensure selection and employment decisions are rooted in fairness and in concert with the organization's diversity initiatives and goals
- d. Providing equal opportunity training to all managers and staff members involved in the hiring and recruitment practices of the organization.
- e. Increasing outreach to minority, disadvantaged and diverse communities through instituting affirmative recruitment and hiring practices, including the following:
 - i. Placing of recruitment advertising in publications with target audiences comprising minority communities or publications dedicated to diverse or underrepresented populations;
 - ii. Ensuring the Company's equal opportunity/affirmative action employer status is visible on all recruitment ads or materials;
 - iii. Actively emphasizing recruiting efforts in attracting historically marginalized and disadvantaged populations, as well as engaging in outreach to centers for those with disabilities and organizations assisting veterans with employment opportunities;
 - iv. Encouraging existing staff, particularly those from diverse populations, to recommend ways to improve the effectiveness of diversity recruitment efforts; and
 - v. Ensuring all internal policies governing promotional opportunities are equal and fair.

The Company is committed to offering opportunities to diverse vendors, suppliers, contractors, and other service providers within our community to enhance the participation of such groups in the success of our facilities, particularly those who are formal participants in the CRA's social equity program. The Company believes that partnering with diverse persons and businesses provides unlimited opportunities to share knowledge and expertise, and ultimately

allows for mutual benefit and community enhancement.

The Purchasing Department and Management will share the responsibility for identifying and encouraging participation of diverse business groups. In seeking service providers for the Company, both the Purchasing Department and Management will aim, where feasible and in the best interest of the Company, to engage in business opportunities with organizations representing diverse groups in their ownership and operations. The Company is committed to procuring goods, products, and services from a diversified pool of vendors and professional service providers due to the organization's overarching belief that diversity is a strength that enables the Company to remain competitive in quality, service, and price.