



Wheelhouse Growers, LLC

AU-G-C-000288

AU-G-C-000315

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

Wheelhouse Growers, LLC Social Equity Plan

Wheelhouse Growers, LLC is located in DeTour Township, MI and is committed to supporting the communities of the Eastern Upper Peninsula, encompassing Chippewa, Luce and Mackinac Counties. This Social Equity Plan is based on our personal knowledge of our community and neighboring localities, research on demographic data to identify under-served sectors of the population, discussions with local authorities and community leaders to identify community needs and outreach to various public and private organizations in the community.

The findings of our research revealed three key factors that were integral in the formulation of our Social Equity Plan. The first was that the predominant minority demographic in our area is Native American. Secondly, per the US Census Bureau, roughly 35% of the population of the Eastern Upper Peninsula has annual household income below \$35,000. Lastly, less than 20% of our local population has attained a bachelor's degree.

With this in mind, Wheelhouse Growers, LLC contacted Lake Superior State University, which is located within our geographic area, to establish a scholarship fund for students of the LSSU Cannabis Center of Excellence based on specific demographic and socioeconomic criteria. Initially, Wheelhouse Growers, LLC will commit to an "annual scholarship" in the amount of \$1,200 annually for a period of (3) years. This scholarship will be earmarked for applicants who meet one or more of the following criteria:

- Low Income
- Minority
- First Generation College Student

As we are a fledgling business with limited cash flow, we are making this commitment in good faith. As we achieve profitability, it is our intent to increase our support of the school and scholarship fund over the coming years, eventually reaching the LSSU Foundation's threshold of \$25,000 (and above) and creating a specific endowment for this scholarship.

Upon approval of this plan, we will work with Tom Coates, director of the LSSU Foundation, to draft documentation specific to this scholarship, ensuring that all criteria has been met. Should anyone wish to contact Tom Coates to validate our intent, he can be reached at 906.635.6670 or tcoates@lssu.edu.

Ultimately, we believe the execution of this scholarship will positively impact our community by providing educational opportunities to under-served individuals and opening career paths within a growing industry in which we have invested our talent, time and resources.

Beyond our support of Lake Superior State University, we are dedicated to supporting the local community of DeTour Village and Township through staff volunteer days. This will involve communicating directly with Township and Village officials to determine the most impactful use of our team, based on the greatest need within the community.

We are firm believers in growth and see our Social Equity Plan as merely a starting point that will enable us to ultimately leverage our position for the betterment of our community. Future areas of interest include incorporating individuals with autism and Down Syndrome into our workforce as well as establishing a financial vehicle that would support local startups.

Operational Practices:

Wheelhouse Growers is an equal opportunity employer that strives to hire a diverse group of local stakeholders, especially those disproportionately impacted by marijuana prohibition and enforcement. All available positions will be listed on various local websites, newspapers, and social media platforms, ensuring that we are hiring from within our community before looking elsewhere. Furthermore, each available position will be listed with a note encouraging people of color, the GLBTQ community, veterans, women, and those disproportionately impacted by marijuana prohibition and enforcement to apply. We will also lean on Lake Superior State University to provide us with candidates for internships and permanent positions, especially those who meet the criteria listed above. From a sales standpoint, Wheelhouse Growers, LLC will actively monitor the MRA's social equity program and regularly reach out to newly licensed provisioning centers and retailers' licensees to explore collaboration towards achieving our social equity goals. With validation of social equity license status, Wheelhouse Growers, LLC will provide a 5% discount on the purchase of any product.

As a business, we will hold quarterly social equity meetings to review our policies and examine the data that will give us a baseline metric to measure future performance. Some of those metrics will include human resource demographic tallies, dollars contributed to social equity, hours volunteered, and others. As this data set grows over the course of time, we will be able to make informed, social equity-based business decisions aimed at improving our impact on the community at large.