



Bloom City Club

AU-R-000134

AU-R-000808

AU-R-000531

AU-R-000778

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



Bloom City Club Social Equity Plan

Peregrine Retail LLC and Seneca River II LLC

dba Bloom City Club

January 16, 2024

Bloom City Club – A Social Equity Commitment

Empowering Communities Through Its Mission: Give, Guide, Grow

Introduction and Overview

Bloom City Club was founded upon the principles of “Give. Guide. Grow”, reflecting our unwavering commitment to social equity and community well-being. At the heart of our mission, we recognize the profound impact of the war on drugs and the transformative potential of cannabis. Bloom’s story is deeply rooted in the personal experiences of its owners, Craig Terrell and Patrick Kinney. They both have experienced first-hand, the social challenges and the healing that are intertwined in the story of cannabis legalization.

Bloom's Social Equity plan is an all-encompassing approach to corporate responsibility that weaves together a tapestry of strategies designed to create a greater impact than the sum of its parts:

I. Empowering Lives & Nurturing Talent

- Bloom actively seeks out individuals who have personally felt the weight of the war on drugs and those from communities disproportionately affected by it, offering them meaningful employment opportunities at a living wage.
- Beyond competitive wages, we provide comprehensive benefits, PTO, job training, and mentorship to our employees, enriching their lives not only within our industry but far beyond it.

II. Corporate Spend Plan: Promoting Diversity in Business

- We utilize a network of diverse suppliers, service providers, and vendors within the cannabis industry, promoting inclusivity and broadening economic opportunities.

III. Community Investment & Restoring Justice:

- We support organizations, suppliers, and vendors dedicated to assisting individuals in expunging cannabis-related convictions, helping them reclaim their lives.
- We champion community organizations and events that empower minorities, veterans, seniors, women, and children facing economic hardships or safety challenges.

Bloom's Guide, Guide, Grow Principles in Action

Bloom's ownership team embodies our unwavering commitment to social equity. One of our founders, arrested in Ann Arbor for possessing a gram of cannabis in 1979, was fortunate to face a mere \$5 monetary fine thanks to the city's progressive stance on cannabis. Bloom's other owner is a United States Air Force Veteran, whose father turned to cannabis when battling a painful cancer diagnosis. Together, the Bloom ownership team dedicates itself to supporting organizations that uplift Veterans, minorities and those disproportionately affected by the war on drugs.

Bloom City Club operates its four stores strategically within Social Equity communities:

- Ann Arbor
- Sturgis
- Paw Paw
- Ypsilanti

I. Empowering Lives & Nurturing Talent

Bloom values its employees as the cornerstone of our success. It pays a living wage of at least \$15 per hour to start, for all full-time team members. Bloom also covers 60% of employee's medical care plans. Generous paid time off (PTO), employee training and education opportunities and an employee 401(k) program further demonstrate Bloom's commitment to their well-being.

II. Corporate Spend Plan: Promoting Diversity in Business

Bloom aspires to dedicate at least 40% of its annual expenditures to diverse suppliers, as defined by the Cannabis Regulatory Agency (CRA). Our commitment to diversity extends to all facets of our operations:

- **Legal, Accounting, and Staffing:** We utilize Sustainable Staffing Strategies, LLC for all legal, accounting, and staffing needs—a 100% women-owned company. This accounts for up to 5% of Bloom's expenses (over 10% if staffing is included).
- **Secured Transportation:** Our primary transportation partner is Great Lakes Secured Transfer, a U.S. Army Veteran-owned company.
- **Inventory/Vendors:** We source a minimum of 35% of our inventory from diverse suppliers such as TreeTown Cannabis (100% Veteran and/or Social Equity Applicant owned), Uncles J's (100% minority-owned), and Red Bud Roots (social equity All-Stars).

III. Community Investment Plan

Bloom commits to donating at least 1% of our net proceeds annually to local charitable and community organizations. Bloom contributes primarily to organizations that aid veterans, women, children, and those facing financial disadvantages in our social equity communities. Some of our previous beneficiaries include:

- Ann Arbor: The Delonis Center, The SafeHouse Center, The Ark, The VFW Auxiliary (VFW)
- Paw Paw: Mattawa Food Bank
- Sturgis: The VFW, the Grange Farmer's Association
- Ypsilanti: The Share House, Ozone House, The Senior Citizens Center

Our philanthropic mission centers on supporting non-profit organizations and programs that strengthen communities, remove barriers to opportunity, and help individuals and families reach their full potential. To foster this spirit Bloom conducts the following fundraising activities:

- Round-Up Events: Bloom sponsors several matching fundraisers throughout the year, including "round-up" events, where customers can round-up their purchase to the nearest dollar. Bloom matches customer donations during these events for qualifying charities.
- Cash Collection Campaigns: Vetted charities are welcome to place collection jars in our stores, with Bloom regularly matching the donations collected from our valued guests.
- Donation Center: Bloom will offer guests discounts on products for bringing in clothing, toys or food for various charitable organizations. Previous recipients include Toys for Tots, Food Gatherers, the VFW Auxiliary.

Community Outreach

At Bloom, we believe in lending a helping hand where it matters most. Bloom owners and employees are encouraged to participate in local charitable events like parades and festivals and expungement events, that bring community together for a common charitable purpose. Together, we aspire to make a lasting impact, enriching lives and championing social equity.

Give. Guide. Grow.