



# Cannamazoo

AU-R-000270

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

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**2233 N Burdick Inc.**  
**Social Equity Program**

### *Intro*

The proposed Social Equity All-Star applicant 2233 N Burdick Inc. (“Company”) is an immigrant, person of color (“POC”) owned business located in Kalamazoo, Michigan. The company takes great pride in contributing and furthering Social Equity as both an example of what similar businesses can achieve when presented with the opportunity and resources to flourish, but additionally in being part of the solution towards the problem of how to do so. Whether through its affiliated stores in Cannabis, or through the other successful business ventures under common ownership, the company and its ownership group seek to participate in the CRA’s efforts of providing more resources and opportunities to individuals unfairly and disproportionately impacted.

As of now, 2233 N Burdick Inc. is not operational. The company is currently in the final stages of its substantial remodel for the business’s location; furthermore, it has begun to move forward in its hiring process towards building an initial staff upon opening. The company has plenty of experience within the cannabis industry through its initial cannabis operation in Kalamazoo, other affiliate stores throughout the State, as well as being national industry leaders within other heavily regulated businesses. Both in its affiliate cannabis operations, in addition to outside business ventures from ownership, the company has a long-standing history of compliance and fair business practices. The company knows how to successfully implement businesses practices into its operation and knows that the Kalamazoo location will be no different.

Through proof of concept, 2233 N Burdick Inc is a portrayal of the notion that when people with inspiration and commitment desire to achieve a goal in the business world there is always room for success. However, the company is also well aware due to its background that until all people are able to access similar opportunities and trajectories for growth, equity cannot be achieved. Below is the plan 2233 N Burdick Inc. is proposing in order to contribute towards the goals and objectives of the CRA’s Social Equity Program and the earn the honor of becoming a **Social Equity All-Star Gold qualifier**.

### *Hiring and Employment Strategy*

2233 N Burdick Inc. has -and will- commit to ensuring that its hiring practices prove to be beneficial towards both the local community and for communities that have been historically disproportionately impacted by marijuana prohibition. The company is an equal opportunity employer and believes that the strategies implemented portray this belief. While the hiring process for the company has not been completed and remains on-going, the company is confident that the proper policies and strategies are in place for success. When 2233 N Burdick Inc. was previously operational within the City of Kalamazoo prior to its remodel, the company met each of the thresholds below for hiring and is confident that it can be done so again.

For a local community perspective on hiring, the company will set out to employ 75% of its workforce from a disproportionately impacted community in Kalamazoo. Additionally, the company will seek to hire any employees not located in Kalamazoo proper from the surrounding area within Kalamazoo County. Given the population center of the City of Kalamazoo, the company does not believe that there should be any issues achieving this threshold. Additionally, the concept of hiring local to create bonds within the community by employing those within it is a strong belief of ownership.

Likewise, the company has set out to employ a higher rate of its workforce from POC communities than their population rate of 33% for the City of Kalamazoo. Given the company is currently in its hiring practice, there are not any statistics of current employees. However, in order to achieve this goal, the company has taken a targeted approach to its job postings and advertisements. In addition to its typical job listings, the company has gone to historically POC neighborhoods -as cited by the City of Kalamazoo Code of Ordinances- to post job listings, as well as reached out to nearly 20 community businesses, organizations, non-profits, as well as Parole and Probation offices to post job listing as a means of better reaching the community. These efforts have not been the only measures by which the company has sought to bolster social equity through its hiring process.

2233 N Burdick Inc. is aware of the challenges that those who were incarcerated from marihuana prohibition face when entering the job market and are trying to take on the issue directly. The company has made clear on its job postings that second chances are part of the company's belief, and those with prior marihuana convictions -so long as they are within CRA regulation- are encouraged to apply. The language on the flyer is as follows, "Levels is a strong believer of Diversity and Minority hiring in the workplace. We encourage non-violent criminals with misdemeanors especially with marijuana convictions to apply as we believe in second chance opportunities." Additionally, the company reached out to the local Parole and Probation offices in Kalamazoo to try and help reach this demographic. Through the hiring strategies above, the company believes it can contribute to equity in a positive way by its employee base. However, staffing is just one way to make these contributions.

### ***Corporate Spending Strategy***

In addition to hiring practices 2233 N Burdick Inc. is enthusiastic to contribute to the advancement of equity throughout the cannabis industry through its Corporate Spending procedures. Both in its current state, as well as for future plans in business, the company is confident that its spending will go to a variety of businesses that help promote equity in ownership through the cannabis industry in addition to ancillary fields.

Currently, the company is in the final stages of its substantial remodel for the property it will be operating its facility at. Located within a listed disproportionately impacted community in Kalamazoo, the company has invested a total exceeding a half-million dollars into renovating the building and beautifying the property with additions to the landscaping. Furthermore, the company is proud to confirm that over 95% of its buildout operations were completed by POC owned and operated companies between Manna Construction, Fernando's Flooring, as well as T Holmes Hauling. While the construction of the future establishment was the first step in the company's corporate spending plan, it eyes forwards towards making equity focused business operations a part of its corporate spending in the future.

2233 N Burdick Inc. intends to partner with other businesses that are social equity focused once it has reopened for business. Through service industries and inventory, the affiliate stores of the company located throughout the state have partnered with female and/or POC owned and operated companies including contractors (noted above), security services (Twins Productions), growers (Level Up Investments II, LLC), processors (Level Up Investments I, LLC), and product vendors (OozeX, Gold Crown, Mitten Extracts, MKX). While 2233 N Burdick Inc. has not hired any of the following -besides the aforementioned contractors- as of now, it is keen on supplementing the business network

of its affiliates by hiring the same companies and operators as its affiliate locations. In addition to the relationships being beneficial for business in a vacuum, the company is determined to reinforce the same inclusive business practices of affiliate locations from the perspective of social equity. The company is willing to commit at minimum 10% of its corporate spending towards operations through diverse suppliers between and additional contracting needs, security, and merchandise, from the aforementioned companies listed and potential additional business partnerships. The company is extremely confident that it will meet this threshold on an annual basis. While Corporate Spending for the eventual location has already helped businesses and will continue to do so once operational through businesses within and related to cannabis, the company believes that putting money into the community itself will create important opportunities for growth in equity.

### ***Community Reinvestment Strategy***

2233 N Burdick Inc. is committed to creating a positive impact in the City of Kalamazoo and the surrounding area through its Community Reinvestment strategy. While all of the aforementioned aspects of the proposed Social Equity Plan help contribute to equity, the company believes that providing resources back into the community is mutually advantageous. The relationship between a thriving community and a successful business is a cyclical phenomenon that results in a symbiotic relationship. Because of this viewpoint that the company values, it has made tangible efforts to contribute to this way of thinking before the start of business operations. Additionally, the company confirms that it will also continue to do so after its grand reopening.

Within the past 18 months 2233 N Burdick Inc. has already donated a total of \$10,000.00 to four non-profits -Open Doors Kalamazoo, Kalamazoo Loaves & Fishes, The Bridge Ministries, and the Douglass Community Organization- while prior to being operational. The company has selected these organizations over the years for the philanthropic aspects of each of their operations. Open Doors Kalamazoo provides Kalamazoo focused programs for housing assistance to those with nowhere to live, offer apartments for low-wage working individuals priced out of the local housing market, in addition to helping foster opportunities towards home ownership for community members with committed renting track records. Kalamazoo Loaves & Fishes is a local food bank with programs specializing in families, kids, seniors, as well as mobile deliveries for those who are unable to come to the location in person. The Bridge Ministries is a community Church that is active in philanthropy; whether through their bi-monthly Saturday programs where community members spend time on various projects with local non-profits, or their Level Up Project currently focused on accumulating resources for feminine and/or infant hygiene with the Kalamazoo Gospel Mission for those who cannot afford the products, the ministry is very active in providing support to the City of Kalamazoo and the surrounding area. Finally, the Douglass Community Organization is a local non-profit that provides opportunity and resources to children such as a partnership with the local Boys and Girls Club, free youth breakfast and dinners, summer camps with the Kalamazoo Park & Rec department, and music education programs.

As demonstrated above, the community focused efforts made by each organization are phenomenal ways to help provide support and reinvestment into the City of Kalamazoo. 2233 N Burdick Inc. is proud to have contributed previously to their respective causes. Furthermore, these contributions will continue once the facility has commenced business. 2233 N Burdick Inc. is pledging to donate 1% of its annual Net Cumulative Profits to local non-profits in the area in order to further its reinvestment into the City of Kalamazoo and the surrounding area. The company is seeking to

contribute these donations to the four aforementioned non-profits and is likely to add a few more that similarly provide resources and assistance to those in need. Additionally, the company believes that service in the community is important for community reinvestment as well as philanthropy. As such, the company will offer 40 hours of paid volunteer hours per year from its store for non-profits within Kalamazoo and/or the greater Kalamazoo area. As displayed in the commitments listed above the company firmly believes in the importance of reinvesting within the local community.