



Luckys Cannabis

AU-R-000812

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



Lucky's

LUCKY PABLO, INC.
SOCIAL EQUITY PLAN

License#: AU-R-000812

Social Equity#: AU-ERA-001426

Store Location: 1446 Holton Rd., Muskegon, MI 49445

Corporate Office: 24655 Southfield Rd., Ste. 210, Southfield, MI 48075

INTRODUCTION

Lucky Pablo, Inc. (Lucky’s) is a fully minority owned business who has been a social equity member since our inception in 2022. From the ideation stage to implementation to today, Lucky’s has dedicated itself to community reinvestment, partnering with local businesses, and working with diverse as well as historically disenfranchised populations. Lucky’s recognizes the unique position of a small Cannabis business to positively impact our collective community in numerous ways, and has made it part of its core mission. Lucky’s approaches social equity initiatives and community reinvestment as a symbiotic relationship with our local community, sound business practice, and the “North Star” by which we guide our actions both from a strategic level as well as a daily operational level. In essence, it’s a fundamental part of who we are and who we want to be. Lucky’s is proud to affirm that it has met or exceeded all of our initial goals, and is excited to work even harder to surpass prior achievements every year. Furthermore, Lucky’s is honored to be a Social Equity member with the CRA as well as the NCIA, and will strive to uphold the social equity commitment to both our local community and the entire state of Michigan.

STRATEGIC SOCIAL EQUITY INITIATIVES OVERVIEW

1. Non-Profit Partnerships & Programming
2. Community Engagement & Reinvestment
3. Workforce Initiatives
4. Business Partners Development Initiatives

STRATEGIC SOCIAL EQUITY INITIATIVES DESCRIPTIONS & SUMMARIES

- 1. Non-Profit Partnerships & Programming:** Lucky’s will work with non-profit organizations to promote awareness about key issues facing our community as well as support programs that work to alleviate said issues including food insecurity and social services targeting vulnerable populations. Lucky’s focuses on developing long term partnerships with diverse non-profit organizations across a variety of areas from veterans’ services to local schools. Lucky’s works alongside partners to develop & implement programs through events, volunteerism as well as monetary and in-kind donations. As we continue to operate, we plan to add more organizations and programs. Below references just a few notable current organizations and activities.

- ❖ County of Muskegon Department of Veterans Affairs – events planning & execution, monetary donation drives, contributions toy drives, housing, awareness campaigns, volunteerism, direct donations

- ❖ Chaotic Good – program development & participation to promote awareness around overdose prevention and addiction support services
- ❖ Food Hugs – events planning & execution, contributions, food insecurity awareness campaigns, monetary donation drives, food donation drives
- ❖ Humane Society – events planning & execution, monetary donations
- ❖ Orchard Student Services – awareness campaigns for low-income student needs, donations, volunteerism
- ❖ Love, Inc. – donations

2. **Community Engagement & Reinvestment:** Lucky's will work with community partners in both the public and private spaces to engage directly with our community members as well as execute programs to make direct investments in our community. Investment methods will range from monetary contributions to volunteer hours to in-kind contributions. We at Lucky's fully recognize that we only exist because of our wonderful community, and so we strive to be an integral part of it. Below are some of those entities and activities that are currently occurring as well as planned ones.

- ❖ Muskegon Charter Township Parks & Recreation – board member, event planning, volunteerism, monetary donations, in-kind donations
- ❖ Muskegon Charter Township – main donor of township's first Christmas Tree and annual lighting event, events, monetary donations, in-kind donations
- ❖ Dave's Effen Bar – Family Christmas Sponsorship program
- ❖ Hamburger Mikey – event planning & execution, partner for multiple donation drives for local community charities

3. **Workforce Initiatives:** Lucky's will implement workforce initiatives in various areas of the business. All are key to developing a diverse, inclusive and talented team. These initiatives include focusing on hiring local community members who come from social equity designated municipalities, offering living wages, and providing positive professional development programs for all staff to grow within the industry as well as ascend within the company. Lucky's professional development programs includes initial training session for all staff, interim one-on-one development sessions for all staff, and management training series to support those with management experience as well as those who have never had an opportunity to become management. Additionally, Lucky's internal ascension hiring policy provides special deference for current staff to ensure a strong percentage of management meets social equity standards.

- ❖ Social Equity Hiring Initiative – exceeded goal of over 50% from social equity designated municipalities.
- ❖ Local Hiring Initiatives – exceeded goal of over 50% from local communities

- ❖ Living Wages – Work to ensure all staff are paid a living wages with minimum of \$15/hr. Average rate for Budtenders is over \$16/hr with Assistant Managers/Managers above \$18/hr on average.
- ❖ Budtender Professional Development Program
- ❖ Assistant Manager Professional Development Program
- ❖ Management Professional Development Program
- ❖ Volunteer Opportunities with non-profit partners

4. **Business Partners Development Initiatives:** Lucky's will work with diverse small businesses with a special preference on those who meet social equity standards. Lucky's will continue to support other businesses, both in the Cannabis and non-Cannabis industry, that are located in social equity qualified areas, social equity licensees, as well as minority and women-owner entities. During our construction phase, Lucky's is proud to affirm that over 75% of all construction and contract work was awarded to small businesses all located in social equity designated municipalities. These companies included all areas from architects to skilled labor. Additionally, Lucky's contracts with a variety of social equity businesses and entrepreneurs in all business areas from marketing to maintenance to IT. Our goal is to grow this list annually, and below are some of the entities that we currently work with.

- ❖ Brooks Elite Contracting
- ❖ Canna Communications
- ❖ Simply Glazed
- ❖ Frostbite
- ❖ Dunneback & Girls
- ❖ PinCanna – Social Equity Licensee
- ❖ Common Citizen – Social Equity Licensee
- ❖ Franklin AEL
- ❖ B. Baskin Enterprises
- ❖ Natalie Guido IT Services
- ❖ Concept Design Studio
- ❖ Affordable Landscaping
- ❖ Brooks Security
- ❖ G&W Refrigeration
- ❖ Baby Suga's
- ❖ Sapone & Sons Electric
- ❖ Electric Cole Services
- ❖ Keen Lumber
- ❖ Preferred Lawncare
- ❖ Perennial Beginnings
- ❖ NW Katlz & Sons Farms

