

Step 6, Section 8 of Cannabis Control Board Application

“A community impact, social responsibility, and research statement, which shall include but shall not be limited to the following:”

- a. A community impact plan summarizing how the applicant intends to have a positive impact on Jersey City, which shall include an economic impact plan and a

description of outreach activities

Executive Summary

We met with local officials, community leaders and residents of Jersey City as part of this application process and found that even though Jersey City supports cannabis businesses, many individuals still hold outdated beliefs about cannabis use and its financial and social impact on municipalities. The lack of education surrounding cannabis and its reported benefits is also seen at the dispensary level where new customers often report feeling overwhelmed and confused when trying to identify the right cannabis product for them. We’ve deemed this problem the “cannabis community challenge.” The solution is for cannabis businesses and their members to actively educate municipalities on the positive social and economic impact that cannabis businesses can have on communities until cannabis establishments are accepted as part of the town’s business community. The following consists of a more detailed summary of our Community Engagement Plans for our host municipality, Jersey City.

Positive Impact Plan

- **Education:** The first order of business in creating a positive impact is through education: education on the history of cannabis prohibition, the science and data on cannabis, and current laws and ordinances in Jersey City and the US.
 - Business owners, residents, patrons, and communities with cultural stigmas within Jersey City all deserve to be educated about cannabis as this plant has the ability to create social change and economic growth.
 - Neon Heights will achieve this goal through sponsoring and promoting educational events, working with community organizers, having open lines of communication with the Jersey City Council, and community outreach.
 - We are proud Cannadmix partners and have sponsored two events at Hudson County Community College which included: paneled educational events, expungement clinics, job fairs, live infusing demos and more. These events are so instrumental in getting facetime with the local community to educate them. Panelists include lawyers, advocates, operators, professors and more.
- **Development:** The economic and cultural development of Jersey City is crucial to the mission and success of Neon Heights.
 - Part of development means assisting individuals that were affected by cannabis prohibition -Neon Heights has a working MOU with Cannademix that includes sponsoring expungement clinics.
 - Another part of development is uplifting existing local small-businesses. Neon Heights has held toy drives and fundraisers for PS 27. NH also plans on working with local small-businesses to collaborate on projects like merchandise

and events.

- Lastly, Neon Heights aims to create a supportive and fulfilling workplace through thoughtful workforce development, retention, benefits, and management, which will create a happy workforce, who, in turn, will make material contributions to Jersey City.
- **Diversity and Inclusion:** Neon Heights will prioritize contracting Black, Hispanic, veteran, women, social equity, and microbusinesses (cultivation, manufacturing, wholesale license-holders and ancillary products) vendors and ancillary products to promote diversity and inclusion.
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Economic Impact Plan

Goals: Neon Heights' Economic Impact Plan will seek to meet the following goals in the first 3 years of operations:

- Promoting sustainable, socially and economically reparative practices in the cannabis industry in New Jersey.
- Creating a discount program that provides discounts on select products to patrons that produce a receipt from an official small-business in Ward C in Jersey City in order to incentivize individuals to shop small and hyper-local.
- Developing a profit sharing model for eligible employees so that they share in Neon Heights' success.
- Collaborating with local vendors to foster economic growth in Jersey City and promote local brand awareness.

Description of Outreach Activities

- Have been in touch with Ward C Councilman Boggiano aide Pam Andes via phone and email about meeting with Councilman Boggiano to discuss how Neon Heights can make the greatest impact in the Jersey City community and serve local residents.
- Reached out to Hilltop Neighborhood Association via email to Laura Moss and Katrina Boggiano.
- Emailed William L. Dickinson High School and St. Joseph's Elementary School to open up a conversation about cannabis establishments in their vicinity and collaborate on cannabis education opportunities.
- Spoke to the Jersey City Police Dept. North District to confer on Security Plan with Sapphire Risk Security.
- Spoke to Alfred E Zampella Elementary School to contribute to Holiday Gift Drive.
- Consulted with Michael Hoffman, an expungement attorney, to offer Hudson Community College Licensing workshop to interested customers.
- Spoke with employees and reached out to ownership at Philippine Bread House (530 Newark Ave Jersey City, NJ 07306), Prosper (558 Newark Ave Jersey City, NJ 07306), and other local businesses.
- Engaged York Street Project
- Spoke to Hudson Community College regarding their New Jersey Licensing Cannabis Workshop and how Neon Heights could contribute.
- Engaged Cannademix (organization that provides accurate information on Cannabis to

- local communities from established professionals) to sponsor events.
- Met with Hudson County Community College to discuss their cannabis-related courses and workshops and how Neon Heights can collaborate with the College.
 - Met with Raritan Valley Community College New Jersey Cannabis to discuss hiring students that have completed the certification process.
 - Met with Minority Cannabis Academy in Jersey City to discuss hiring students that have completed their certification process.

b. A written description of the applicant's record of social responsibility, philanthropy, and ties to Jersey City

Ties to Jersey City

- Both founders of Neon Heights are residents of Jersey City: 350 Warren Street, Apt 716, Jersey City, NJ 07302 as of February 2022- present.
- Alexandria Alcala lived at 197 Cambridge Avenue Jersey City, NJ 07307 from August 2020- June 2021.
- We sought out a Jersey City Native, minority woman, and advocate, Jessica F. Gonzalez, as legal counsel to assist Neon Heights with preparing its State Conditional Class 5 Retail application:
 - Reference: Jessica F. Gonzalez JGonzalez@hillerpc.com
- Alfred E Zampella Toy Drive Giveaway in Jersey City:
 - During the 2021 Holiday Season, Neon Heights donated 62 gift cards to the Alfred E Zampella School, PS 27 for their holiday toy drive.

- celebration.
 - o 201 North Street Jersey City, NJ 07307, December 16, 2021
 - o December 2022: Neon Heights donated over 100 presents for PS 27 Holiday Assembly.
 - o Reference: Lalaine Greco (201)920-3579 Lalaine.greco@yahoo.com
- Sponsored Cannademix “The Culture of Cannabis in New Jersey” event at Hudson County Community College in Jersey City:
 - o Cannademix hosted a free community education event on Cannabis and how individuals can enter the industry. Cannademix provides top industry leaders from all sectors of the space to educate those on how they may get involved in realistic and achievable ways. From students to faculty, and legacy to legal, Cannademix works with local governments and colleges to tailor Cannabis education events and programs to the community and their needs.
 - o 70 Sip Avenue, Jersey City, NJ 07306, June 23, 2022
 - o Reference: Joshua Alb, Cannademix CEO, (732) 874-0776
- Sponsored and exhibited at Cannademix “Career Conference & Job Fair”
 - Cannademix hosted a free community job fair attended by 400+ job-seekers looking to enter the cannabis industry
- Alexandria is a Professional Council Member at York Street Project in Jersey City
 - o The goal there is to:
 - Support YSP in their development; re-educate their directors, board of trustees, and personnel about the data and science behind cannabis and its prohibition; and to integrate their clients into the cannabis industry.
 - 89 York Street, Jersey City, NJ 07302
 - Reference: Christine Perez, Director of Development, (908)324-2285, cperez@yorkstreetproject.org

Record of Social Responsibility

- Neon Heights has made an intentional effort to engage as many women point-people for professional services:
 - o Lawyers:
 - Rosemarie Matos-Moreno: The Law Offices of Rosemarie Matos-Moreno
 - Jessica F. Gonzalez, Lauren Rudick, Fatima Afia: Hiller PC
 - o Writers:
 - Kelly Whyman: Cann Do LLC
 - Reference: whymankh@gmail.com
 - o Accountant:
 - Renata Serban, CPA: Citrin Cooperman
 - Reference: Rerban@citrincooperman.com

- Insurance:
 - Twanda O. Jones, CTO: Cannacoverage
 - Reference: To.Jones@cannacoverage.net

Record of Philanthropy

- Alexandria Alcalá's past donations include:
 - Jersey City Youth Foundation, October 12, 2022
 - Planned Parenthood since 2017: Planned Parenthood's mission is to ensure all people have access to the care and resources they need to make informed decisions about their bodies, their lives, and their futures. <https://www.plannedparenthood.org/>
 - Matt's Promise since 2017: a 501(c) Dedicated to making a difference in the lives of young people affected by terminal illnesses, with their cornerstone project aimed at finding a cure for Duchenne Muscular Dystrophy (DMD) [Http://www.mattspromise.org](http://www.mattspromise.org)
 - Reference: Randy Reiff, CEO, Matt's Promise (917)991-5038
 - The New York Foundling
 - DigIt Volleyball
 - ➔ Reference: Caitlyn Vann,
- St. Jude's Children's Hospital 5K walk/run :
 - The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.
 - In 2015, for her birthday, Alexandria organized and hosted a walking team for St. Jude's Children's Hospital annual 5k walk in New York. Through colleagues, friends, and family, the team raised enough money to be a "gold team" and walked the 5K for St. Jude.
 - New York City, NY September 26, 2015
- Alexandria has volunteered at North Brooklyn Angels Community Kitchen (127 Kent Street, Brooklyn, NY 11222) <https://www.northbrooklynangels.org/> and Trinity Services & Food for the Homeless (602 9th Street New York, NY 10009) on several occasions through the DEED application. <https://www.joindeed.com/>
- Alexandria also volunteered at The Bowery Street Mission during the Covid-19 Pandemic.
- Alexandria is a volunteer, sits on the Professional Council, and is on The "Gala for Hope" committee at York Street Project
 - Reference: Christine Perez, Director of Development, (908)324-2285, cperez@yorkstreetproject.org

c. **A written description of any research the applicant has conducted on the adverse effects of the use of cannabis items, substance abuse or addiction, and the applicant's participation in or support of cannabis-related research and education activities**

- Raritan Community College New Jersey Cannabis Certified:
 - RVCC is one of nine professional training programs listed on the New Jersey Cannabis Regulatory Commission Website.
 - Training included: the human body's endocannabinoid system, the basics of cultivation, cannabis taxonomy and terminology including cultivars and chemotypes, an introduction to processing of manufactured cannabis products and what is available here in New Jersey and elsewhere, and the ins and outs of working in a New Jersey dispensary and how to assist patients in the medical program that have qualifying conditions.
 - Alexandria Completed the New Jersey Cannabis Certified Course in March of 2021.
 - Reference: Raritan Valley Community College Provider Registration Number 1806.
- Patient Care Specialist, FP Wellness-RISE Dispensary
 - Alexandria was a patient care specialist at the most compliant medical dispensary in New York under the supervision of licensed pharmacists that had additional cannabis-specific certifications.
 - There, she became intimately familiar with cannabis contraindications, allergies and adverse effects in a medical and pharmaceutical setting through patient feedback and treatment.
 - Since "opioid use disorder" was a qualifying disorder for a medical card, training around substance abuse was required as well.
- Cannademix Sponsor
 - Neon Heights sponsored "Cannabis Culture in New Jersey" at Hudson County Community College.
 - Cannademix hosts free community education events on Cannabis and how individuals can enter the industry. Cannademix provides top industry leaders from all sectors of the space to educate those on how they may get involved in realistic and achievable ways. From students to faculty, and legacy to legal, Cannademix works with local governments and colleges to tailor Cannabis education events and programs to the community and their needs.
- SOHO House 420 event
 - Organized and executed Panel discussion with Jacob Plowden (Director -Students for Sensible Drug Policy), Kym Byrnes (President - Cannabis Conscious Project), Colleen Hughes (Deputy Director, NORML), Fatima

Afia (cannabis attorney and civil rights attorney), Styles P (rapper, The Lox), Rory and Mal (podcasters) to help educate legacy operators on entering the regulated market.

- o Soho House, 29-35 9th Avenue, New York, NY 10014 April 20, 2022
- o Reference: Mathieu Dunoyer, Member Manager/Events, (917)520-7802

d. A written plan describing any research and development regarding the adverse effects of cannabis, and any cannabis-related educational and outreach activities

which the applicant intends to conduct if issued a permit by the commission, including the applicant's plan to implement or contribute to educational or training programs for individuals formerly sentenced for marijuana-related charges to teach those individuals the legal marijuana industry within Jersey City

- In preparation for applying for Class 5 Cannabis Retail License, Neon Heights' principals have reviewed the following research on the adverse use of cannabis items:
 - o Substance Abuse Center for Behavioral Health Statistics and Quality. Results from the 2018 National Survey on Drug Use and Health: Detailed Tables. SAMHSA.
<https://www.samhsa.gov/data/report/2018-nsduh-detailed-tables> Accessed December 2019.
 - o Meier MH, Caspi A, Ambler A, et al. Persistent cannabis users show neuropsychological decline from childhood to midlife. *Proc Natl Acad Sci U S A*. 2012;109(40):E2657-E2664. doi:10.1073/pnas.1206820109.
 - o Jackson NJ, Isen JD, Khoddam R, et al. Impact of adolescent marijuana use on intelligence: Results from two longitudinal twin studies. *Proc Natl Acad Sci U S A*. 2016;113(5):E500-E508. doi:10.1073/pnas.1516648113.
 - o Mehmedic Z, Chandra S, Slade D, et al. Potency trends of Δ^9 -THC and other cannabinoids in confiscated cannabis preparations from 1993 to 2008. *J Forensic Sci*. 2010;55(5):1209-1217. doi:10.1111/j.1556-4029.2010.01441.x.
- Neon Heights plans on offering two individuals (a year) that qualify as Social Equity Applicants, scholarships to Hudson County Community College's "New Jersey Cannabis Licensing Workshop". We will find the participants through working with Cannademics and HCCC.

The HCCC New Jersey Cannabis Licensing Workshop is a four-week, non-credit program that provides an overview of what is needed to apply for and operate a State-licensed cannabis business. The workshop will include an overview of cannabis history and laws; do's and don'ts of preparing applications, business plans, and achieving compliance. The workshop will be conducted by Jessica F. Gonzalez, Esq., Cannabis and Intellectual Property attorney at Hiller, PC General Counsel for Minorities for Medical Marijuana Inc., who will be joined by successful cannabis applicants, operators, and consultants. Additional information about the workshop may be obtained

by contacting Chastity Farrell, HCCC Director of Continuing Education and Workforce Development, at cfarrell@hccc.edu

- Additionally, if awarded a Class 5 Retailer License from the Cannabis Regulatory Commission, Neon Heights intends to apply for membership in the International Cannabinoid Research Society (ICRS). Established in 2009, the ICRS is a scientific association with more 650 international members that functions as an impartial source of cannabis and cannabinoids research. In addition to membership, Neon Heights intends on making annual financial contributions to ICRS to help fund continued cannabis research.