

**Record of Social Responsibility, Philanthropy, and Jersey City ties**

Chilltown understands its success is contingent on the deep relationships built within the surrounding community. The facility will be developed in a timely manner and quickly integrated into the local community. Chilltown is minority and disabled veteran owned. The founders have collectively lived and operated businesses in Jersey City for over 50 years. The founders are already loyal stakeholders and long-term stewards of The Heights, with the founders having been involved in the building of over 20 homes within blocks of the site. The founders intend to continue their history of positively impacting their community through many planned local initiatives already underway. Mr. Pollard has been a committed volunteer and sponsor for many years to multiple Jersey City activities: JC Heights Holiday Toy Drive, reading to students at PS22 elementary school, Community TeamWorks park clean-ups, Thanksgiving food drive at the Mary Bethune Center and JC Heights Back to School Block Party and Sneaker Drive. Mr. Carbone has been a long-time volunteer with the Ray of Hope Foundation, which helps local shelters, group homes, and families in need.

**Community Impact Plan**

Chilltown already has a partnership agreement in place, effective upon licensure, with the New Jersey Reentry Corporation (NJRC), a non-profit agency with a social mission to remove all barriers to employment for citizens returning from jail or prison. Chilltown plans to train and hire qualified, local residents who were previously incarcerated or otherwise impacted by the War on Drugs, providing them an opportunity to thrive within the regulated cannabis industry. Chilltown also plans to donate one percent of all net revenues on an annual basis to the NJRC.

Chilltown will partner with local wellness center Om.Life to host quarterly educational events onsite for members, all of whom are above the age of 21. Additionally, Chilltown plans to be a sponsor for a real

estate internship program called “Building Blocks,” which will target toward exposing minority college students to the world of real estate. The founders have decades of real estate experience and want to see a more level playing field as it relates to opportunities for minority owners and operators of real estate. Chilltown also plans to commission local artists for interior murals and mini exhibitions throughout the dispensary. Wherever possible, Chilltown will utilize local and diverse vendors as well as partnering with local Jersey City heights businesses to host community events.

Our key areas of differentiation:

- Local – the local roots of the owners, the use of local and minority vendors, and the targeting of employee recruitment of local Drug War impacted individuals, who often struggle to find gainful employment, will create a retail environment that the local community will want to shop in, as a dollar spent at Chilltown is a dollar that stays in the local community.
- Consumption lounge – we will have a thoughtfully designed consumption lounge to be used for consuming product, educational events and special experiences for our loyal customers. With more artists, designers, and people working in media than 90% of communities in America, we seek to enhance the communal and artistic experience for customers. Our consumption area will be designed as co-workspace for young professionals to consume in a safe controlled environment while offering desktop, outlets, and free Wi-Fi.
- Consumer education – Chilltown will provide robust onsite and online information to educate on differing strengths of cannabis items sold, alternative methods/forms of consumption, techniques for use of cannabis items/paraphernalia and information on tolerance, dependence and withdrawal.

Chilltown will have a significant economic impact on Jersey City through the creation of well-paying jobs, a revitalization of a long-standing vacant store front, the utilization of local vendors and contractors for the store build out and ongoing operations, and finally the additional tax revenue that this business will

pay. The central avenue area of Jersey City Heights will also experience more foot traffic once we open up our doors. The surrounding businesses will benefit from the exposure to this new clientele.

### **Workforce Development**

Chilltown will provide competitive employee compensation packages, health care benefits for employees, paid time off for volunteerism in the community with approved non-profit organizations, and bonus programs available for all employees. Promoting volunteerism will allow employees to gain a complete understanding of the needs, work, and priorities within the local community. This business approach will be embraced by their customers because people want to buy from businesses that align with their values. Chilltown will bring a profitable and ethical Company business model that Jersey City will be proud to license. Chilltown's intention is to build a team that is representative of the Jersey community and will work with local groups to create a diverse workforce hiring pipeline so the workforce mirrors the diversity of its ownership.

The senior employee team will also begin the screening process for new hires during the renovation phase, with an emphasis on diversity, equity, and inclusion of best practices, and prioritizing hiring individuals disproportionately impacted by the failed War on Drugs. Staffing and training will accelerate in the 30-day period before operations are likely to begin. As previously mentioned, Chilltown has a partnership with the New Jersey Re-entry Corp, wherein it will hire at least 10% of its workforce

Chilltown expects to employ approximately 18 employees by the end of the first year of operations.

Consistent with N.J.A.C. § 17:30-8.1, Chilltown will ensure it has experienced and knowledgeable team members trained in the following key areas:

- History of cannabis use, prohibition, and legalization
- Common cultivation techniques and strain/cultivar varieties
- Good Agricultural Practices (GAPs)

- Chemotypes of cannabis
- Packaging, labeling, and advertising
- Cultivation processes
- Health education regarding the risks of cannabis use and over-use
- Medical use of cannabis
- Laws and regulations pertaining to cannabis

Consistent with § 17:30-9.8, Chilltown will also ensure all employees complete at least eight hours of ongoing training each calendar year, tailored to each person's roles and responsibilities, including:

- State and federal laws regarding cannabis.
- State and federal laws regarding privacy and confidentiality.
- Informational developments in the field of cannabis.
- Proper use of adopted security measures and controls.
- Specific procedural instructions for responding to an emergency, including robbery or workplace violence.