

Lifted Vision is Committed to Diversity in Ownership Composition and Hiring Practices.

Fostering a team of diverse, enthusiastic, dedicated individuals who align with our culture will be the emphasis of Lifted Vision's workforce development strategies. The policies integrated into our Workforce Development & Job Creation Plan ("WDJCP") emphasize diversity, inclusion, and equity at all levels. Diversity hiring prioritizes the inclusion of women, minorities, veterans, and individuals with disabilities. Our Vendor Selection Program is designed to encourage this same level of inclusion in our cannabis item providers, vendors, and contracted persons/entities.

The safety and wellbeing of Lifted Vision's staff will be held at the highest priority. Lifted Vision will offer competitive wages and benefits packages while providing opportunities for career advancement. Lifted Vision's workforce development strategies include initiatives to include members of diverse communities.

Lifted Vision's Diversified Ownership

Lifted Vision's team is made up of a diverse group of women and minority owners. Indeed, Lifted Vision is a certified women minority owned enterprise from the State of New Jersey.

Jenette Rodriquez, owner

Founding member and majority owner, Jenette Rodriquez was born and raised in Jersey City, NJ. Jenette is a native from the Heights area and lives not too far from her Lifted Vision location. Jenette attended The University of Phoenix and majored in Business Administration & Management. She went on to pursue a career in retail management, managing several fashion retail franchises throughout the years such as Claire's and Icing.

In the midst of pursuing her career, at age of 22, Jenette became a mother. A few years later, she had her second child. Eventually having to take on more responsibilities, she was burdened with the everyday struggle of raising 2 children. She began her personal challenges with anxiety and stress management. Growing up in a community where drugs and alcohol were heavily abused, Jenette refused to give in to those options. She began to research and explore alternatives to help her overcome her anxiety.

Jenette then became a faithful advocate for cannabis. She uncovered many of its health benefits and registered for her medical marijuana card with the State of New Jersey in August 2020. Since the pandemic, just like many Americans, Jenette was left unemployed and having to help home school her children. After giving it many thoughts and putting forth her life savings, she decided to combine her education, experience and passion into what she has now created Lifted Vision. One of the goals for Lifted Vision in Jersey City Heights is to help provide substitutes and solutions to those with similar struggles.

Pedro Rodriguez, owner

Pedro Rodriguez is Co-Owner and CEO of Lifted Vision. He also serves as Operation Manager. Prior to joining the cannabis industry, Pedro worked as a Lead Supervisor for Crossmark and Screen Technician at PRG. Pedro is leading expert in organization and efficiency.

Pedro is a Jersey City native and first-generation Puerto Rican. He has witnessed the rise and falls of Jersey City Heights. Pedro personal relationship with cannabis began when his mother was diagnosed with breast cancer. Seeking alternative medical, it led him to cannabis. Pedro saw the positive medical benefits that cannabis provided to his mother. This led him to started using cannabis recreationally. Pedro believed that cannabis could provide a beacon of hope. He has been a long-time advocate for cannabis.

Samira Musbeh, owner

Samira Musbeh is an experienced relocation consultant with demonstrated history of working in the logistics and supply chain industry. Driven by a passion for helping others, she takes pride in providing the best customer service possible. Currently Samira is a committee member for St. Joseph's Fashion with Compassion, benefiting the construction of the Women and Children's Pavillon. In 2005, Samira earned her BS in Marketing from NJCU.

Samira was born and raised in Jersey City Heights. Being a first generation Brazilian and Palestinian, it motivated her to seek a life changing opportunity. As a single mom and the head of household, she had to seek an alternative form of stress relief. Samira found comfort in cannabis and so the positive impact it made in her life. Ever since then, she became a cannabis advocate.

Diversity, Inclusion & Equity

Lifted Vision's WDJCP outlines the policies and procedures our team will implement to manage our business's human resources. The goal of our HR strategies is to build a team that can maintain absolute compliance with state and local rules while echoing our company's culture and ethos. This plan has been designed to mirror and support the goals of the New Jersey Office of the Public Defender in its commitment to diversity and inclusion at all levels. We look to create a "safe space" culture where vulnerability is honored and celebrated.

Lifted Vision's WDJCP prioritizes diversity, inclusion, and equity at all levels. Our hiring strategies target Jersey City, impact zones throughout New Jersey, as well as those individuals from socio-economically disadvantaged communities, individuals with prior entanglements in the criminal justice or juvenile justice system, and people with disabilities in the ownership, management, and staffing of the proposed cannabis business. Lifted Vision will establish diversity recruitment KPIs. Lifted Vision's Diversity Director will be responsible for monitoring these KPIs and our business's progress in achieving them.

Lifted Vision will represent New Jersey's diverse population with respect and dignity and provide staff with training and resources on cultural competence to accomplish this goal. We will ensure that management and staff represent a broad range of human differences and experiences. We look to foster an inclusive culture that is welcoming, respectful, and safe for all employees. Further, we work to ensure that our hiring process, work environment, and client representation are free of discrimination or harassment on the basis of race, creed, color, national origin, nationality, ancestry, age, sex/gender (including pregnancy), marital status, civil union status, domestic partnership status, familial status, religion, affectional or sexual orientation, gender identity or expression, atypical hereditary cellular or blood trait, genetic information, liability for service in the Armed Forces of the United States, or disability. Lifted Vision has set an internal

goal to have a workforce that is at least 55% made up of people from ethnic, racial, and/or cultural minorities.

Inclusion of Individuals from Socio-economically Disadvantaged Communities

Jersey City will serve as the primary recruiting grounds for Lifted Vision team members. Our relationships with community outreach groups will be crucial to our overall success. Lifted Vision will utilize these relationships to achieve its goal of hiring local diverse talents, as well as those individuals from socio-economically disadvantaged communities.

National and Local Organizations

Organizations that Lifted Vision plans to work with to promote diversity in our business include but are certainly not limited to the African-American Chamber of Commerce of New Jersey, Leading Women Entrepreneurs, New Jersey Association of Women-Business Owners, National Veteran-Owned Business Association, New Jersey LGBT Chamber, Asian-Indian Chamber of Commerce, New Jersey Chinese American Chamber of Commerce, and the Veterans Chamber of Commerce New Jersey.

Our engagement in the community would prioritize the inclusion of the senior citizens of Jersey City. This group not only makes up a considerable portion of our buying audience but serves as established leaders and mentors in Jersey City.

Inclusion of Individuals with Disabilities

Lifted Vision will prioritize recruiting people with disabilities to address the particular challenges of running a cannabis retail operation in such a fast-paced atmosphere. These individuals bring with them unique perspectives. All aspects of our facility have been designed in compliance with the Americans with Disabilities Act.

Inclusion of Veterans

Veterans are trained to work well as a team and skilled in leveraging the unique strength of each team member to achieve a common goal. This makes them an excellent addition to our team. Leadership will continue to work with national and local veterans' affairs and support groups, such as the National Veteran-Owned Business Association and the New Jersey Veterans Network to incorporate veterans into our workforce.

Equal Employment Opportunity & Affirmative Action Plan

Lifted Vision is dedicated to being an equal opportunity employer and is committed to tackling discrimination within the workplace. Lifted Vision will not tolerate discrimination of any kind, be it direct, indirect, harassment, victimization, or disability discrimination. Our employment policies will fully comply with the regulations established by The U.S. Equal Employment Opportunity Commission. Our COO will coordinate with HR to ensure equal opportunities are afforded to all individuals. As part of our Affirmative Action Plan, Lifted Vision will develop, implement and maintain procedures designed to eliminate unlawful discrimination among applicants, remedy the results of such prior discrimination, and prevent such discrimination in the future.

Vendor Diversity, Inclusion, and Equity

Lifted Vision's efforts to increase diversity and inclusion in the cannabis industry go beyond our internal hiring efforts. A key focus on our Vendor Selection Program is the prioritization of licensed cannabis cultivators and manufacturers, as well as vendors, contractors, and management services contractors who are owned and operated by minorities, veterans, women, and members of the LGBTQ+ community, as well as those who prioritize the inclusion of individuals from socio-economically disadvantaged communities, individuals with prior entanglements in the criminal justice or juvenile justice system, and people with disabilities in the ownership, management, and staffing of the proposed cannabis business.

Workforce Development & Job Creation Plan

Lifted Vision's WDJCP consists of 6 primary phases: (1) Identification & Planning, (2) Acquisition, (3) Training, (4) Management & Evaluation, (5) Transition, and (6) Termination. One of the greatest pain points of the cannabis industry is its high employee turnover. Our objective is to provide a work atmosphere that our employees enjoy. Our focus on selecting people who share Lifted Vision's mindset, goals, and vision will reduce employee turnover. We are confident in our ability to attract excellent professionals by offering industry-leading pay, personal time, and benefits. These three elements are constantly ranked as crucial for employees. Full-time employees will be offered maternity, paternity, and family sick leave. Lifted Vision has partnered with Green Harvest HR, a New Jersey based company with over 20 years of staffing experience, to recruit and train leading talent.

Identification & Planning

Conducting continued gap analysis will help compare our current performance with the goals, and desired expected performance of our company. Our COO will review Resource and Skills Gap Assessments with all department managers and make necessary staffing adjustments. Each employee's supervisor must complete a Job Skills Gap Assessment once per year. Once an opportunity to strengthen our operation through staffing has been identified, ownership, our leadership team, and management will collaborate on defining the role and associated job description as well as how to publicize the position, who will review applications, and who will participate in the interview process.

Recruitment & Acquisition

Recruiting and acquiring diverse local talent consist of 8 subphases. These phases include (1) Publicize Open Position (2) Review Applicants (3) Interviews (4) Reference & Background Checks (5) Candidate Selection (6) Job Offer and Notifications (7) Negotiations; and (8) Welcome/Onboarding. To ensure fairness for all candidates, Lifted Vision may ask for blind-resume submission and interviews, as well as the use of AI to review resumes to remove human bias. Our COO will work with HR to acquire all necessary staff. Targeted as well as wide-ranging recruiting efforts will be made. Job positions will be advertised in both English and Spanish. We will use our website, as well as sites like Indeed and LinkedIn to advertise job positions online. Colleges, universities, churches, synagogues, and other local houses of worship, government aid programs, and charitable groups will also be used.

Lifted Vision it will host job fairs in Jersey City and across Hudson County. We will work with community leaders and organizations to promote these events and to attract leading local talent. Lifted Vision representatives, including our CEO will attend job fairs and hiring events that

traditionally attract local diverse talents from socio-economically disadvantaged communities, individuals with prior entanglements in the criminal justice or juvenile justice system, and people with disabilities.

Economic Impact

Operating an exemplary personal use retail cannabis dispensary in Jersey City will provide Lifted Vision with an opportunity to make considerable state and local economic impacts, specifically for Jersey City and Hudson County. Our Workforce Development and Job Creation Plan will include policies and strategies to build a team of diverse local talent. During our first year of operation, we anticipate creating 10 full time jobs. Entry level employees at Lifted Vision start at \$20.00/hour. The average hourly wage at Lifted Vision is \$22.44. This equates to an annual salary of \$46,675.20 and a per week pay of \$897.60. Lifted Vision is eager to bring new and exciting jobs in one of America's fastest growing industries.

Training, mentorship, and networking opportunities provided at our operation will help establish a foundation for learning and career advancement that will ultimately help elevate Jersey City. We look to provide education and training that will help each of our employees achieve their professional goals, be that with Lifted Vision, or outside of our business.

In addition to jobs created at our retail operation, our Vendor Selection Program will include strategies to partner with local Women-Owned Business Enterprises (WBE), Minority Owned Business Enterprises (MBE), and Veteran Owned Business Enterprises (VBE) across New Jersey. We will prioritize the inclusion of LBGTQ+ vendors. We fully support the CRC's assistance for small business entrepreneurs through the establishment of micro businesses. We will prioritize the inclusion of such licensed entities in the procurement of high-quality, lab tested cannabis items.