

THE NUMBER SPOT INC

A Social Equity, MBE and Impact Zone Applicant

Community Impact, Social Responsibility, & Workforce Development Statements

The Number Spot Inc (“#TheSpot”), as a social equity, microbusiness and diversely owned business candidate, will be the paradigm of corporate social responsibility within the beautiful Jersey City community. As a corporation formed and fully owned by community members, the #TheSpot will develop a plan to hire community members, work rehabilitation opportunities for impacted community members, and to conduct ongoing outreach, and valuable research to combat the negative impact of the flawed ‘war on drugs.’ #TheSpot will serve the community first as a beacon of hope and, practically, as an Entrepreneur Incubator and Wealth Retention Generator. We will utilize a percentage of its profits to fund real estate development and preservation initiatives that will empower residents and community stakeholders. The second floor of the building will be the “launching pad” for these initiatives, and many more, with dedicated office space and conference space to exchange new ideas and address community concerns collectively with our community partners.

Naimah Terry, the owner-operator of the #TheSpot and proud daughter of Jersey City, recognizes the unique opportunity afforded by a legal cannabis dispensary to support and stabilize a financially fragile community. It is her intent for #TheSpot to provide a strong private capital base inside of Jersey City’s Ward F community. Growing up in the community, Naimah was blessed to have a strong family foundation that fostered her confidence and enabled her to become the international model she is today.

Her dream is to usher others along the “runway” of their lives toward success and fulfillment; and the #TheSpot will provide some fuel for their journey through programming designed to have a progressive economy. Naimah loves her community and knows its potential. Her life today is a testimony of the vast possibilities for the MLK corridor and the Ward F community.

Our Team

Naimah Terry was born and raised in Jersey City, NJ and is the current property owner at 539 Martin Luther King Drive, Jersey City, NJ 07304. Naimah is an International Plus Size Model

representing brands designed for real women with over 10 years experience in every area of the business. Naimah is a community developer investing in businesses, real estate, and nonprofits whose mission is to redevelop cities into sustainable 21st century communities. Naimah has a BA in Planning and Public Policy with Concentrations in Community Development, Real Estate Development, and Africana Studies from Rutgers University. Naimah also has a Certificate of Applied Politics from George Washington University and interned for the Congressional Black Caucus Foundation while working with HUD.

Naimah is a Board Member of the Jersey City Fashion Week and has been a speaker at numerous youth based nonprofit conferences. Naimah was an active youth member of the JC NAACP and started her early career working with youth at the Urban League of Hudson County and as Aide to Former City Council Member Kalimah Ahmad.

Naimah spent most of her childhood living between her Grandparents home on Wegman parkway, where she walked to Sacred Heart Elementary School on Martin Luther King Drive and Bayview Avenue every day and living with her Grandmother Yvonne Hatchett, a prominent Jersey City Trailblazer, Educator, and Activist. It took a village to raise Naimah, like most children growing up on the Hill, whose parents were victim to the drugs that flooded the community; which puts them in a seemingly endless cycle of incarceration, rehab, and back on the streets with no resources and criminal records. Her grandmother Yvonne was granted custody when Naimah was in the second grade and from that day had Naimah involved in every youth program Jersey City had to offer. Naimah was a member of the youth Choir at Monumental Church, a youth member of the JC NAACP, youth programs at the Urban League of Hudson County, voter registration drives, canvassing the streets for local political leaders, Cotillions, YMCA youth programs. In addition to the youth chapters, Naimah attended all of the board meetings her grandmother served on because she was a single grandmother raising a child with no babysitter at times. Yvonne's community involvement became Naimah's afterschool activities by default and is now deeply engrained in her way of life.

The Number Spot has partnered with Jersey City Real Estate Developer and Consultant, Veronica Sutton. Ms. Sutton was born and raised in Jersey City and had an impressive career at the helm of the Urban League of Hudson County's Real Estate Development Corporation which she co-founded. With over 25 years' experience planning, financing, and managing the development of construction, affordable housing, charter schools, professional and retail centers in Jersey City and throughout New Jersey. Veronica will be a managing partner for our community economic

empowerment programs.

Nicholas Lewis, Esq, Civil Rights Attorney at Lewis Law Group will oversee our expungement clinic, assist with community programs and advise #TheSpot on compliance with relevant federal, state and local laws governing the cannabis industry. Mr. Lewis will help those with criminal records take proper action for expunging their records so they may avail themselves of the job opportunities created by this burgeoning industry in New Jersey, to ensure the #TheSpot is doing their part in remedying the costly effects of the war on drugs. Mr. Lewis is an accomplished litigator and trial attorney with extensive experience handling a wide range of matters, focusing his practice in the areas of civil rights, business litigation, Title IX, defamation and First Amendment matters. In addition to his trial practice, Nick has extensive experience leading corporate investigations, representing clients at mediation and discreet handling of time-sensitive criminal, compliance and regulatory matters of significant public interest.

Additionally, #TheSpot also plans to become a member of the NJ African American Chamber of Commerce and the Hudson County Chamber of Commerce, because as experienced operators we understand it is imperative that we have gain insight about local business trends and strengthen our pulse on the economic movement in and around our target community.

Community Impact

Led by a team of experienced operators, #TheSpot has a robust history of community involvement and philanthropic efforts. We seek to positively impact the community in the following ways:

1. *Commitment to diversity and local hiring* with competitive wages and a generous benefits package. Please see our *Workforce Development Plan* for more details.
2. *Partnerships* with various community organizations for #TheSpot led programs like: Don't Sell Grandmas House – Assist Jersey City Residents with plans for retaining generational wealth via Real Estate Development, Business Development,^[1] Financial Planning, Private Lending.
3. *Substance Abuse Therapy* for customers and persons affected by Drug Related Incarcerations.
4. *Assemble a Community Advisory Board* to insure we maintain an active role in community

relations, public policy and gain a key understanding of issues that impact our that may impact our operations and how our operations impact the community. An official Community Liaison officer will be appointed to represent the # Spot at public forums and channel information to management. The contact information will be publicly accessible on our official website.

Social Responsibility

#TheSpot is fully committed to establishing itself as a trusted community resource and understands its social responsibility to the community to not only safely dispense cannabis and educate the community on responsible use.

We will create and update educational materials related to the proper and safe use of legal cannabis and host periodic free onsite seminars designed to provide community members with an opportunity to learn about the industry and personal wellness.

Workforce Development and Job Creation Plan

#TheSpot will establish a workforce development program (see attached) in order to contribute to ensuring the creation of a structured, secure pathway to well-paying and safe jobs in the marijuana industry in the U.S. generated \$40 billion in 2021, alone, and will create at least 400,000 jobs by 2022. Our efforts will promote entrepreneurship and foster innovation while maximizing diversity and equity within the industry. This is a core value of #TheSpot and we will always focus on hiring local community members first, as we firmly believe the talent in this historically underserved area is the greatest resource a new business could hope for.

Our workforce development program will provide local workers with industry recognition, education and training. Our efforts will provide certified training in the retail sector of the cannabis industry, and open doors for others to explore other sectors of the cannabis industry through networking and community education events.

A key goal of #TheSpot is to demonstrate all positive effects of the cannabis industry and its capacity to improve society as a whole, and our community in particular. As legalization becomes a reality nationally, our great state and city will have the opportunity to implement meaningful, lasting change for the better. This will start with our local employees and the income influx our whole community can enjoy.