

The Leaf Joint LLC's Record of Social Responsibility and Community Impact Plan

A. Executive Summary

The Leaf Joint LLC (“Leaf Joint,” “we,” “us,” and “our”) is a **Certified Minority Owned Business Entity** aiming to create an experiential cannabis dispensary shopping experience on one of the busiest streets in Jersey City, NJ. The principals of Leaf Joint are fixtures in the Jersey City community and have a proven record of accomplishment of running safe and successful local businesses. In particular, our CEO, David Jefferson, comes from a law enforcement background and will ensure that our dispensary strictly complies with applicable safety and security regulations and presents a safe and welcoming environment for customers.

The Leaf Joint is currently operating a CBD product retail store at its proposed dispensary location, which will be converted to a dispensary upon receipt of licensure. In light of our principals’ ongoing charitable and community service activities in Jersey City, we have designed our store to have a local hang out “vibe,” hence – the Leaf Joint. Along these lines, and while the Leaf Joint may desire to seek a cannabis consumption license in the future – which would comport with all state and local regulations, by constructing a separately enclosed area in its current location or another – at this time the Leaf Joint is only seeking zoning with respect to a cannabis retail store license.

Our trained staff members will be able to help educate new consumers on safe and controlled cannabis consumption, so they can avoid unwanted effects and negative experiences. Our knowledgeable budtenders intend to navigate and guide our customers through a variety of locally sourced, and high quality cannabis products, once licensure is granted.

Products & Services: Aside from dispensing dried cannabis and concentrates, which will be our core products, the Leaf Joint intends to sell a wide range of additional cannabis infused products as permitted by New Jersey state and local law. We will ensure that all our customers are given first class treatment whenever they visit our store. We have a centralized software system that will enable us to manage a one-on-one relationship with our customers no matter how large our client base grows.

Our mission: To provide high quality cannabis to customers with a product and service they can trust, while educating our consumers on safety of using such products in the process.

Our vision: To build our brand on the core values of customer service, hospitality, highest standards of quality, honesty, integrity and community outreach.

Management: Leaf Joint’s principals bring a wide range of experience from highly regulated industries, which will prove to be a key factor for operating within the cannabis industry. Our owners will develop strong vendor relationships and strategic partnerships in NJ and throughout the US.

B. Community Engagement

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.

C. Local Partnerships

Our community initiatives have been and will continue to be conducted in tandem with existing organizations and coordinated by our Director of Diversity and Community Affairs. As the principals of Leaf Joint are actively involved in supporting Jersey City families and school aged children, Leaf Joint will continue to focus on supporting local initiatives that provide for food, clothing and school supplies for Jersey City residents. Based on the input we received from local leaders, we determined that in addition to advancing cannabis research, we can make the greatest overall impact by continuing to focus our community efforts by partnering with [JCFamilies](#).

JCFamilies is a 501(c)3 non-profit organization that provides critical resources to families and has a growing community of savvy and socially connected local parents from diverse backgrounds. JCFamilies typically hosts one event per month, which are free and organized in public parks. For each event, JCFamilies invites local businesses to participate and directly connect with families. Leaf Joint intends to partner with JCFamilies on the following events:

- Education Fair: 40+ education businesses participate in this event. JCFamilies provides the opportunity for parents to connect with the school's representatives directly to explore the options for their kids.
- Annual Mother's Day event: In this event, JCFamilies provides a few stations to pamper local moms and entertainment for their kids.
- Harvest Festival and Cultural Diversity Festival: This event celebrates diversity in Jersey City, which is a primary focus of Leaf Joint as a minority owned business. In this event, JCFamilies invites local cultural groups to share their culture and the uniqueness of their countries with the community's children.
- We will also financially contribute to JCFamilies' initiative to annually print two [educational paper booklets](#): One includes most of the summer camp programs offered by local schools and summer camps places, and another is for education programs offered by local daycares, public schools, private schools, and charter schools.

D. Community Engagement

Book Bag Giveaway. As Jersey City natives and residents, we plan on continuing to be active participants in Jersey City's community. As actions speak louder than words, each August we will continue to host an annual book bag giveaway for children in the community. It has not been easy in Jersey City to get children back in-person for school due to Covid-19, which has also negatively impacted many families' finances. We hope that this book bag giveaway will ease the financial burden many families are facing due to the pandemic.

Thanksgiving Meals. Each Thanksgiving, the Leaf Joint team will continue feeding the Jersey City community by serving free meals and beverages. With our experience in childcare, we have a unique understanding of the real needs of Jersey City residents. Thanksgiving can be a really difficult time for many who do not have a family support system or lack access to food and shelter. We believe that this Thanksgiving meal program will make a real difference in the community.

Coat Drives. To provide individuals with warm holiday seasons, the Leaf Joint team will continue to provide coats and blankets to people in the community to provide warmth during the winter season.

Community Cleanup. Our team will also continue to schedule dates throughout the year for our employees and volunteers to clean up Jersey City neighborhood parks and streets that may need a little sprucing up.

To be clear, the owners of the Leaf Joint – all current residents, natives and employers in Jersey City – have been engaged in these above activities for years in this community. We are not a team that is, for example, partnering with a large MSO cannabis company to try to reap the financial benefit of our backyard; rather, we genuinely care about improving the lives of our neighbors and intend to continue to do so.

E. **Community Web Platform:**

As part of our mobile and online platforms, we are developing a community section that will enable our company to directly interact with area residents, political leaders, social service providers, law-enforcement, business owners, educators, and medical professionals regarding local affairs and projects. This private community platform will become the ultimate tool for collaborative education efforts and developing community impact initiatives.

F. **Information Sessions:**

We intend to host (both at the dispensary, other locations and online) a quarterly series of informational sessions concerning the following initial topics: (i) the safe use of cannabis, including dosing, reported effects and product types; (ii) community safety initiatives and local projects that the dispensary is sponsoring; (iii) diseases and ailments that cannabis can treat and updates on research efforts; and (iv) the positive financial and societal impact cannabis businesses have on their communities.

G. **Financial Commitment:**

We understand that there are other community needs in Jersey City in addition to the initiatives discussed above. So, with input from community leaders, we intend to fund other community and local projects. These initiatives may include updating a local municipal facility, buying new vehicles or equipment for public safety providers, supporting the arts and culture projects, community restoration projects, food drives, local festivals, sponsoring youth summer camps, playground builds/improvements and youth sports teams.

H. **Economic Impact Plan**

Goals: Leaf Joint's Economic Impact Plan will seek to meet the following goals in the first 3 years of operations:

- Reducing barriers to entry in the commercial adult-use cannabis industry.
- Providing professional and technical services and mentoring for individuals and businesses facing systemic barriers.
- Promoting sustainable, socially and economically reparative practices in the commercial cannabis industry in New Jersey.

I. **Positive Impact Plan Programs**

We intend to implement the following plans to positively impact Jersey City's community:

- Hiring plan identifying certain levels and percentages of positions for people from specific identified communities, including but not limited to:
 - Methods for targeting the recruitment of the identified group(s)
 - Skills-based training programs for individuals interested in working in the cannabis industry
 - Leaf Joint will aim to employ at least 50% of its workforce from Jersey City and will also set goals to hire at least 50% of its employees from diverse communities.
- Creating an incubator or accelerator program that seeks to provide assistance to start-up companies interested in cannabis retail operations, including but not limited to:
 - Grants
 - Access and introductions to potential sources of capital
 - Management training or other forms of industry-specific technical training
 - Mentorship from experts
 - Formation of peer support groups
- Providing debt and/or equity funding to help businesses founded by individuals with limited net worth and access to traditional sources of capital to meet start-up and working capital needs which:
 - Providing access to capital to those applicants from communities that have previously been disproportionately harmed by marijuana prohibition who wish to enter the adult-use cannabis industry
 - Allowing the applicant providing the funding assistance to earn a reasonable return on investment

- Allowing the individuals receiving the funding assistance to earn a reasonable rate of return on the sum of both their “sweat equity” plus the real equity the individuals are able to contribute
- Do not violate the CRC’s regulations with respect to limitations on ownership and control

J. Measurement and Accountability:

Our economic impact plan will include both qualitative and quantitative measures that relate to whether our stated goals were achieved. These metrics will include, surveys and focus groups that can measure the culture of our company; opportunities, trainings, and events that can be counted; and self-identified demographic data.