The Other Side Dispensary LLC
Retail Application
Community Impact & Workforce Plan

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Introduction

The Other Side is committed to being an active and engaged community partner and educator in Jersey City and the Hudson County region. Social purpose is core to our mission as we believe that when social entrepreneurship is paired with an industry like cannabis, known to yield high numbers of revenue, the possibilities to positively contribute to the community is endless and should be seen as an opportunity. We believe that it is our duty to provide consistent and reliable educational resources on the impact and uses of cannabis, to bring awareness to the social injustices widely present within the cannabis industry today. The Other Side is committed to being a transparent resource for any cannabis related concern, and we believe that by developing collaborative relationships with the local municipal, business, law enforcement, healthcare, and non-profit professionals in the region, we will be able to minimize negative perception towards the cannabis industry. Our goal is to be a partner in supporting the needs of the community, while also eliminating stigma and heightened fear amongst our neighbors. We have created a layered community engagement platform centered around criminal justice reform and the economic empowerment of communities and individuals who have been most harmed as a result of the criminalization of cannabis. Lastly, we will take responsibility in being a good neighbor so that our operating characteristics are not detrimental to the public health, safety, convenience, or welfare of persons residing, working, or visiting, and will not create a nuisance.

As a Class 5 Cannabis Retailer will be in the City of Jersey City, Hudson County.

Positive Community Impact Goals

The Other Side is a social impact cannabis brand dedicated to providing consistent access to a safe and reliable product that is ethically grown and sourced. These goals represent our long-term vision for relevant and effective community engagement across the region.

● Goal 1: Be an accelerator for generational wealth building opportunities among our employees with expanded efforts to hire local.

● Goal 2: Be a reliable source for cannabis education and awareness in the community.

● Goal 3: Develop an effective platform for Veteran outreach and maximize efforts to hire veterans.

We believe that in order to achieve these goals, we need a layered approach to address the injustices caused by cannabis criminalization, economically empower those populations most impacted by said criminalization, and to eliminate the negative stigma associated with cannabis and its use.

Positive Community Impact Programs

The Other Side will employ a Director of Communication and Community Enrichment whose primary duties will include the execution of our impact plan and we will partner with a local non-profit organization to help us execute these initiatives. Our owner who sits on the diversity advisory board for NJ's UCEDC has already committed to being a resource and will use that space as an opportunity to reach more of those in need. As an organization that receives federal funds, they are hesitant on their position with this topic but as a board member with a voice, Alyza is committed to not only educating the staff but making it known that she is available as an educational resource. As an LGBTQ youth that struggled with her sexuality, Alyza intends to also forge relationships with local safe havens for LGBTQ youth such as Hudson Connections and provide financial donations along with in kind, and educational opportunities for the youth in that express interest in a career in wellness and/or cannabis.

1. **Donate.**

Compensation for Employee Driven Community Engagement consistent with our corporate values, we look forward to nurturing a company culture that encourages employees to actively participate in community engagement efforts that they are passionate about. Dollar-for-Dollar Donation Match Program – The Other Side will match the donations its employees make to charities in areas of disproportionate impact, up to $500 per employee per year. Through this program, we hope to increase the available funding for local charities and demonstrate to our employees that we support the causes they care about. These charities will be approved based on their proximity to our facility and/or their service to areas of disproportionate impact. Potential organizations will be contacted in advance and required to provide a letter stating that they are willing to receive the donation.

2. **Educate.**

We recognize that the introduction of adult-use cannabis will raise many questions and concerns within the community. To address these concerns, The Other Side will create consistent educational outlets on and off site. Cannabis 101: will offer monthly education seminars to provide an opportunity for local community members to learn and ask questions about the many uses and health benefits of cannabis, the history of its criminalization, the impact criminalization has had on certain communities. Our management profile includes 3 members with extensive experience as a professor and/or facilitator in public settings. We are confident in our ability to narrate and ignite a positive conversation. Our goal is to not only educate our community but to also build bridges between different communities whose shared experiences and perceptions

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might be totally opposite. These free seminars will be open to the public and will be held at the SW3AT location and virtually. This consideration is being made because we rather an external location so that we do not have to be restrictive and this can be events that all people are welcome to participate in.

CANNABIS RETAILER CONSUMER EDUCATION (§ 17:30-12.6)
To comply with § 17:30-12.6, The Other Side will establish and implement policies describing its plans for providing information and communicating to consumers prior to opening date as to: Limitations of the right to possess and use cannabis items pursuant to N.J.A.C. 17:30-12.6. Potential side effects of cannabis use; The differing strengths of cannabis items sold; Safe techniques for use of cannabis items and paraphernalia, noting the potential variations in feeling the effects of cannabis; Alternative methods and forms of consumption or inhalation by which one can use cannabis items; Signs and symptoms of substance abuse; Opportunities to participate in substance abuse programs; and **i**nformation on tolerance, dependence, and withdrawal.

The Other Side will maintain, and make available for distribution to consumers, an adequate supply of up-to-date informational materials addressing the matters identified in N.J.A.C. 17:30-12.6. Informational materials will be available for inspection by the Commission upon request.

3**. Empower.**
As a company owned by a combat disabled Veteran, you can only imagine the passion Alyza has for our nation's Veterans. She has a proven track record of community engagement and commitment to the Veteran community. She has employed multiple Veterans at her businesses, implemented personal initiatives such as "Operation Boots on Ground" in Jersey City where she organized the donation of boots in the winter to Hudson County homeless veterans and frequently donates to the VFW from her business. She offers Veterans discounts, acknowledges special holidays such as military spouse day, and even is a professor on an educational platform called "Earn Your Leisure" serving as the facilitator for Veteran focused topics. Alyza plans to use The Other Side to aggressively continue that mission and make an even greater impact on one of the nation's most vulnerable and historically forgotten defenders of our Country. Those Veterans interested in working alongside us will receive as a paid subscription to education wealth building platforms such as "Earn Your Leisure" to provide them with the tools to create generational wealth, leveraging their salaries made. Many Veterans discharged from the military are unable to articulate how their skills learned in the military can aid them in landing lucrative civilian jobs. The military makes individuals so co-dependent on the culture created that veterans are often unsuccessful in navigating the challenges of civilian life. Through this program, we will educate our employees about the importance of capital in creating wealth. We want to arm them with the educational tools to make better financial decisions that can help them attain generational wealth.

Measurements
The company will produce an annual community engagement report to outline the progress of our efforts. This will be made available on our website. The Director of Communication and Community Enrichment will be responsible for the tracking management and reporting of all relative qualitative and quantitative data. The information will be released at the end of the year and will be provided to the city upon request and/or as part of our licensure renewal.

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● We will measure how many Veterans are hired.

● We will measure our financial contribution to local charities from our employee driven community engagement.

● We will measure our outreach and education program by number of events organized and attendance by community members.

● We will measure our capacity to create community partnerships.

● We will measure our capacity to respond to community requests for specific education offerings.

● We will measure the diversity of leaders/speakers and presenters as it relates to their race, disability status, sexual orientation, and/or veteran status.

Work Force Development & Job Creation

Alyza has a long history of not only job creation but going above and beyond to use the services of underserved groups for her business needs. Her 1 location of SW3AT in Jersey City began as a 1 person hired operation. Despite COVID she now has 2 locations employing 6 individuals, including 2 that are Veterans. The other owner Corey manages a workforce of over 200 individuals at one of the largest medical cannabis companies, MedMen. We will make our best efforts to hire local and create as many jobs as possible to include budtenders, security, and also use local businesses for our business needs.

We will also partner with Jersey City's own Minority Cannabis Academy as they look to place individuals trained in their cohort. Owner, Corey is very good friends with the founders of this workforce program and will support them by not only hiring their students but will work with them to facilitate educational and outreach events.

We will also look to establish a tuition reimbursement program for the full-time staff.
With a leadership team comprise of those with doctorates or candidates of doctorates, we will promote hire education and will work to be a resource for our staff seeking additional training and education.

Future Considerations

CURBSIDE RETAIL SALES (§ 17:30-12.4)
The Other Side acknowledges that prior to initiating curbside retail sales, it will provide the Commission with, and will seek approval from the Commission on, standard operating procedures regarding: Taking cannabis item orders, verifying photographic identification, and receiving payment; Logging transactions in the Commission-designated inventory management system, and, as applicable, the internal inventory management system; and Security needed to

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accommodate curbside retail sales. Consumers will place an order with The Other Side in advance; Usable cannabis and cannabis products will be labeled in the cannabis retailer's premises prior to retail sale on the exterior of the dispensary; The Other Side will provide a consumer with an approximate pick-up time to reduce traffic around the premises; Prior to making a retail sale, The Other Side personnel will conduct an in-person visual verification of the consumer's photographic identification; All transactions will be appropriately logged in the Commission-designated inventory management system, and as applicable, the internal inventory management system in accordance with N.J.A.C. 17:30-9.7 and 9.13; and all transactions will be conducted in a secure and monitored manner in accordance with N.J.A.C. 17:30-9.10. The Other Side will notify the City of Jersey City and local law enforcement that it intends to conduct curbside retail sales.

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