

Community Impact

As a minority woman Deanna understands the challenges presented to not only minorities but to parents who strive to provide their children with the opportunities to experience extracurricular activities in the arts and athletics. Being born and raised in Carteret, NJ, and a resident of Jersey City since March 2020, Deanna has noticed a magnitude of talent within our Jersey City children and young adults. Deanna strongly feels that working together as a whole community, City Farm can help identify and support programs to augment and strengthen the current programs. Deanna's community impact plan summarizes how City Farm management intends to have a positive impact in Jersey City, both economically and through community outreach efforts.

While there are a number of nonprofit organizations in Jersey City that provide a variety of resources to children of all ages, her goal is to partner with a Jersey City nonprofit organization based on providing local children, teenagers, and young adults educational workshops. In collaborating with local professionals, artists, and business owners, she has found many who are seeking a meaningful route to teach and participate in the evolvement of the community.

A few key objectives:

- Provide a 2-week summer workshop specific to different age groups that will offer (basic cooking classes, graphic design, art, and entrepreneurship becoming a small business owner, etc.)
- Partnering with local organizations such as Hudson County Community College for cannabis industry training program sponsorships.
- Committed to donating a \$10,000.00 athletic grant annually to Jersey City nonprofit organization-Athletes for a Better Community, Inc. to help offset costs of team uniforms, equipment and sports team league associated fees.
- Committed to partnering with Jersey City nonprofit organization-Athletes for a Better Community, Inc to enhance the quality of life for the youth, young adults, and families by offering programs that address their physical, academic, emotional, and people skills.

In addition to the youth programs mentioned above, it is critical to address one of the main reasons that the cannabis industry has been accepted in the State of New Jersey. For many years, many minorities have been charged and/or incarcerated for cannabis related offenses. While the state has decriminalized the use of cannabis, there are still many who have related charges that do not have the means or resources for expungement services. There are many who are seeking a second chance to get a fresh start and unfortunately the challenges they face are unjust. Should City Farm be issued a final operating license by the State of New Jersey Cannabis Regulatory Commission City Farm is committed to the following:

- Quarterly expungement seminars/services to be held in a municipal community center such as the Mary Bethod Community Center
- (1) Part and (3) full-time employment opportunity's
- Cannabis industry certification courses at Hudson County Community College

Social Responsibility, Philanthropy, and Community Ties to Jersey City

City Farm founder, Deanna Dominguez has been preparing for this application for years. Up until June 2022, she co-owned and operated two hemp/CBD retail stores in Jersey City, one located in downtown section and the other in the heights. Many of the products that were sold such as CBD-infused lotions, edible gummies, concentrated tinctures and smokable flower will be sold – in a higher THC concentration and, highly those sales will be made to many of the same customer base. Management has, therefore, done more than simply plan and visualize. Since stepping away from The Hemp Social, she has been working for an MBE small business owned by two Jersey City residents which is based locally in Hoboken called Lotus Connect. They are a specialty procurement company collaborating directly with school districts and hospitals in NJ, NY, and CT. There she manages client relations, procurement, quote generation and bids. She has also continued to work with other local businesses in Jersey City utilizing her marketing skills by assisting with content creation and Instagram branding. These businesses include Pasta dal Cuore located Downtown, and Last Place Winners located in McGinley Square.

Ms. Dominguez has taken the last few months to focus and foster her business relationships with the execution of the products being manufactured by a minority owned NJ Hemp Farmer who has been awarded a cultivation conditional license. With the success of her last venture with the CBD/Hemp shops, there is every reason to believe that this success will carry over if City Farm is allowed to operate its Class 5 dispensary at 298 Central Avenue in Jersey City.

City Farm was founded with the mission to supply the Hudson County market with a high-quality product and exemplary customer service. City Farm's value is based on generating respectful, long-term relationships with its cannabis customers, many of whom already patronize the CBD shop and will follow Ms. Dominguez the new retail location. City Farm Management believes that "an educated consumer will be its best customer." Thus, its primary focus will be on both teaching and learning from its customers. That focus, coupled with strong and loyal ties to Jersey City will catapult the Company toward immediate and sustainable success.

In addition to managing successful retail businesses, she has not swayed from continuing to help others. Besides employing local city residents, community ties with non-profit organizations such as Whole Spectrum Autism Foundation and Angela Cares Foundation, are a few of the ways she has bonded with the Jersey City community.

- Active participant in the Historic Downtown Farmer's Market, All About Downtown Street Fair, MidNight Markets Events (Liberty Science Center After Dark monthly, 4th of July Fair)
- Donate to local organizations including Whole Spectrum Autism and Kidz 1st Inc
- Donation of toys to Holland Gardens children for Christmas
- Organized and hosted local networking events with other local businesses
- Actively collaborating with other local businesses on products and events
- Employs Jersey City residents

Research Statement

Deanna received a BS in Marketing and Management from Montclair State University in 2014 and, worked a number of years marketing to clients which required people and research skills.

City Farm LLC

Jersey City Community Impact, Social Responsibility and Research Statement

City Farm recognizes that in recent years there have been many significant advancements in cannabis research and development and in the practical application of the plant for both medical and recreational purposes. City Farm strives to become a trusted industry resource by educating their consumers and the community at large about the benefits and safe and responsible consumption of cannabis. As such, City Farm has cited a few sources below which provide information on cannabis adverse effects, substance abuse, or addiction:

- The NIH National Library of Medicine (<https://pubmed.ncbi.nlm.nih.gov/24001294/#:~:text=Cannabis%20can%20frequently%20have%20negative,%20tendencies%2C%20and%20psychotic%20symptoms>)
- The Mayo Clinic (<https://www.mayoclinic.org/drugs-supplements-marijuana/art-20364974>)
- Addiction Center (<https://www.addictioncenter.com/drugs/marijuana/>)

These sources list potential adverse effects including, but not limited to:

- Impaired coordination and performance
- Headaches
- Fatigue
- Anxiety
- Psychotic symptoms
- Mood disorders

If we are issued a permit by the Commission, we intend to conduct the following research and development regarding the adverse effects of cannabis and cannabis- related educational and outreach activities, including implementing or contributing to educational or training programs for individuals formally sentenced for marijuana- related charges to teach those individuals the legal marijuana industry within Jersey City.

City Farm will continue the commitment in ensuring that members of our team are well-educated on the latest advancements in cannabis strains, products, technologies, and applications. Every person on the team will be encouraged to continually expand their depth of knowledge on cannabis-related topics by providing them with the resources and opportunities to participate in and attend industry events, seminars, conferences, and research events featuring elected officials and medical professionals who will share the benefits of Cannabis and everchanging regulations. These events will also highlight the positive impacts the local Cannabis businesses are having on the community as whole.

Educational and training programs for individuals formally sentenced for cannabis-related charges to teach those individuals the legal cannabis industry within Jersey City by:

- Hosting community events where we will feature speakers such as cannabis attorneys who can offer cannabis related, nonviolent expungement matters.
- Collaborate with fellow business to hold job fairs within the industry. These events can provide vendor tables for cannabis businesses where information can be provided at each individual table on employment opportunities.

Annual Review

Each year, City Farm will review the following criteria in an effort to measure the success of its Community Impact Plan.

1. Identify the number of individuals hired who (i) are Jersey City residents or other areas of disproportionate impact as defined by the Commission; or (ii) have past drug convictions.
2. Identify the amount of charitable donations the City Farm has made during the positive impact plan year, and to which organizations those donations went (documentation from said charities about whether or not they serve the target Areas or other areas of disproportionate impact, or residents with previous drug convictions, will be available for inspection by the Jersey City Cannabis Control Board upon request); and
3. Identify the number of educational events or informational sessions it holds and attendance at the same.
4. The City Farm affirmatively states that it: (1) has confirmed that all of the abovementioned charities have (or will) accepted donations from the City Farm; (2) acknowledges and is aware, (3) City Farm will be required to document progress or success of this plan, in its entirety, annually upon renewal of this license.