



# THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003

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Tareake Dorill, Board Chair

Susan Stetzer, District Manager

## Community Board 3 Cannabis License Application Questionnaire

**NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.**

The following items package are due by date listed in your email invitation:

- Questionnaire (below)
- Executed lease for the proposed location
- Community Impact Plan (see page 5)

### GENERAL INFORMATION

1. Type of License:

- Adult-Use Retail Dispensary
- [REDACTED]

2. Entity Name: KushKlub NY LLC

3. Trade Name ("Doing Business As"): KushKlub

### LOCATION INFORMATION

4. Address (including the floor location or room number, if applicable):

186 Orchard St

New York, NY 10002

Cross streets: East Houston and Stanton St

5. Does the business, or has the business, ever sold cannabis products at this location?

- Yes
- No

6. Are there any buildings with the primary functions of a **church, synagogue, or other places of worship** on the same road and within 200-feet of this location?

- Yes
- No

7. Are there grounds occupied exclusively by a **school** on the same road and within 500-feet of this location?

- Yes
- No

8. Are there any **other retail dispensary or microbusiness retail** locations within 1,000 ft of this location?

- Yes
- No

9. If the establishment is a **transfer or previously licensed premises**, what is the name of the old establishment, and what is its registration or license number?

Name: NA

Registration or License Number: \_\_\_\_\_

**PROPOSED BUSINESS**

10. Please provide a brief description of the types of products/services (to be) provided at the physical location, including which products will be sold onsite and which will be available for delivery, if applicable.

Cannabis, Cannabis paraphenilia, branded clothing and accessories.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. What measures will be taken to ensure that customers do not smoke outside in areas that would cause smoke to enter apartments or businesses above and nearby?

Signage on interior and exterior of unit stating no on site consumption,  
\_\_\_\_\_  
Door/Security and Employee will be directed to inform customers to not smoke near the building.  
\_\_\_\_\_  
\_\_\_\_\_

12. How many **cannabis events** will you be hosting per year? 2

13. Would you commit to playing music at background levels only?  
 Yes  
 No
14. Would you be willing to meet with the Lower East Side Employment Network (LESEN) to help identify local residents who meet your criteria for staffing the proposed business?  
 Yes  
 No
15. What are the total hours you will be open each week? 70 hours
16. What are your proposed hours?
- Sundays: Noon to 8pm
  - Mondays: Noon to 8pm
  - Tuesdays: Noon to 8pm
  - Wednesdays: Noon to 8pm
  - Thursdays: 10am to 10pm
  - Fridays: 10am to 11pm
  - Saturdays: 10am to 11pm

**APPLICANT/LICENSEE REPRESENTATIVE INFORMATION**

17. Applicant Full Name: KushKlub NY
18. Attorney/Representative Full Name: Alana Hans-Cohen
19. Attorney/Representative Address: Court Plaza South 21 Main St #200  
New Jersey, NJ 07601
20. Attorney/Representative Address Phone Number: 7189020486
21. How many cannabis licenses does the applicant currently hold? 4

22. Has the applicant completed any workforce or training programs offered by OCM? If yes, which ones?

No

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23. If the applicant has an existing business at this location, have they ever received a **violation at this location**?

- Yes
- No

24. Has the applicant received a **violation for selling unlicensed cannabis** in last 3 years?

- Yes
- No

## REQUIRED ATTACHMENT GUIDANCE

**Community Impact Plan:** Please share your community impact plan, including the applicant's proposed strategy for community engagement, as an attachment. You should address the following points:

- Identify the community or communities and individuals disproportionately impacted that the applicant or licensee plans to benefit
- Include a description of:
  - the benefits that the applicant or licensee will provide to the community or individuals disproportionately impacted, including, but not limited to, workforce opportunities, community resources, education, and other community building programs
  - the scale or size of the disproportionately impacted target beneficiaries; and
  - the plan for implementation, including, but not limited to, actions, activities and engagements that will be performed by the applicant or licensee and frequency of engagement with the community or individuals disproportionately impacted
- Detail a demonstrated need of the proposed benefit to the community and individuals disproportionately impacted, including, but not limited to, economic and social impact
- Include identifiable resources the applicant or licensee will use to execute the community impact plan, including, but not limited to:
  - by written agreement, a demonstrable partnership or relationship with a community-based organization or other association
  - estimated expenses, if any, the applicant or licensee will incur to execute the community impact plan and its activities
  - the applicant's or licensee's demonstrated ability, knowledge, expertise or experience
  - any other information or documentation evidencing community engagement.
- Include a description of the applicant's or licensee's strategy to measure, track, and record the performance and execution of the community impact plan that identifies qualitative and quantitative metrics, and includes frequency of tracking such metrics

**Addendum A** - Executed KushKlub NY LCC Lease Agreement for Property at 186 Orchard Street New York, New York

**Addendum B** - Community Impact Plan

**Addendum C** - Memorandum of Understanding with The Legacy CORE Foundation

**Addendum D** - Memorandum of Understanding with the TRAEHNY Partnership & Development Corporation



## **KushKlub NY LLC Community Impact Plan**

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### **Introduction:**

Our initial impressions: New York City residents are progressive and forward-thinking. They also care a lot about their neighborhoods and the quality of life for all walks of life and lived experiences. Therefore, residents aren't just potential customers for KushKlub—they're our neighbors and potential employees, and that also includes our justice-involved neighbors. Our relationship with those who are justice-involved due to cannabis prohibition is more than just transactional or commercial. In light of this, our outreach to these justice-involved locals will be a combination of inviting them to our exciting new retail space, educating them about the benefits and uses of cannabis, and—perhaps most importantly—working with them to be good neighbors and integrate into the community.

Legal cannabis retail is a prime opportunity to connect customers to their community because their attention is primed by the novelty of the experience. Kush Klub will reach out to local nonprofits, community organizations, research institutions, which aid justice-involved individuals and also offer a communal space for justice-involved locals to promote their niche businesses, artistic instruction, or upcoming events.

KushKlub has a strong history of community engagement, starting from the ownership which created a culture of giving. Our Director of Marketing and Community Outreach leads that effort and coordinates events and the activities at each of our dispensaries to ensure that KushKlub is an active and vital part of each of the communities we serve. We've conducted food, clothing, and toy drives for those in need. Staff also volunteer at different organizations serving the community. We are proud of our legacy of participation and giving—and we intend to continue that legacy in New York City.

KushKlub goal is not only to integrate seamlessly into the New York City community, but to do it with passion, compassion, and a creative flair. We want residents to be proud to say KushKlub resides in their city. On a more substantive level, we want to proactively raise the quality of life for everyone in New York City, especially those from disproportionately impacted communities.

KushKlub consumers and neighbors will be a diverse group of residents, including the justice-involved, local businesses/employees, non-profits, and visitors— anyone that lives, works, or plays in New York City. KushKlub understands that to truly integrate into New York City culture and bring value to the community, we need to establish meaningful connections and ongoing relationships with all these groups—relationships built on mutual respect and responsive dialogue, in which feedback is continually solicited and adjustments made accordingly. Our commitment to a seamless integration into the KushKlub community is extremely important to us. We want to ensure that our plans are created and executed under the guidance of individuals respected by both City officials and New York City businesses. Therefore, we've established an Advisory Board specifically identified for their vast knowledge and familiarity with the mission, core values, and community of New York City, including Board Members of KushKlub's non-profit partners.

KushKlub recognizes the unique opportunity and responsibility it has as a cannabis retail business entering the vibrant and diverse community of New York City. Beyond being a commercial entity, we see ourselves as neighbors, potential employers, and contributors to the overall quality of life in the city. This comprehensive community impact plan outlines our commitment to social equity, community engagement, and economic development, with a specific focus on justice-involved persons, legacy operators, and marginalized communities, as identified by the NY Office of Cannabis Management.

**Communities Benefitted:** The community or communities and individuals disproportionately impacted that the applicant plans to benefit shall include Justice-Involved Persons, Current and Former Legacy Operators, socially and economically disadvantaged, minority, women, and disabled veterans' communities, and individuals in neighborhoods, such as the Lower East Side, which have been labeled by the NY Office of Cannabis Management as communities disproportionately impacted.

In response to the pressing needs within the New York City (NYC) community, KushKlub NY is committed to implementing a comprehensive Community Impact Plan that addresses key issues faced by individuals disproportionately impacted. The plan encompasses two crucial pillars: Expungement Assistance and Entrepreneurship & Career Assistance.

**Demonstrated Need:**

- **Expungement Assistance:** KushKlub NY acknowledges the compelling need for expungement assistance in the NYC community. A criminal record should not be a lifelong

barrier to prosperity. Expungement assistance will be a lifeline for millions of New Yorkers seeking a second chance after paying their dues. The recent enactment of NY's Clean Slate Act emphasizes the urgency of providing resources to expunge criminal records.

- Approximately 224,000 individuals with felonies and/or misdemeanors and 318,000 with only misdemeanors are eligible for full record expungement.
- Estimated \$2.4 billion increase in annual wages for individuals benefiting from sealed convictions.
- Entrepreneurship and Career Assistance: KushKlub NY recognizes the economic impact of the pandemic on NYC businesses, especially small enterprises and those owned by BIPOC individuals. The plan seeks to boost entrepreneurship, creating a more inclusive economy with a focus on emerging industries, such as the legalized cannabis market.
  - NYC witnessed the closure of 66,000 businesses during the pandemic, disproportionately affecting small and Black-owned enterprises.
  - Legalized cannabis presents a \$1.3 billion industry with the potential to support 19,000 to 24,000 local jobs.
  - Commitment to equitable development through outreach, community engagement, and technical assistance for cannabis businesses.
- Workforce Development and Training: Recognizing the dynamic shifts in the job market accelerated by the pandemic, KushKlub NY aims to bridge the skills gap, ensuring all New Yorkers have access to training and employment opportunities.
  - Focus on scalable education and training options for in-demand industries.
  - Provide financial support for programs for traditionally underserved participants in occupational training.
  - Collaboration with community-based organizations to reach marginalized communities.
- Business Incubation and Support: KushKlub NY acknowledges the need for hands-on support in the cannabis industry, particularly for social equity applicants. Business development and incubation will be key in achieving these goals.
  - Tailored incubators providing in-depth knowledge transfer through apprenticeship opportunities.
  - Emphasis on supporting NYCHA residents in entrepreneurship.



## **Engaging Justice-Involved Residents:**

New York City residents are a diverse group spanning various ages and cultural backgrounds, speaking several languages, with diverse lived experiences. We plan to engage with justice-involved residents in the real world and online to address several goals.

KushKlub's approach to engaging justice-involved residents includes:

- Neighborliness: The idea of a cannabis adult-use retail and dispensary will be foreign to some justice-involved residents, who may have been incarcerated for past cannabis prohibitions. We can overcome their reservations through in-person and online dialogue that opens the lines of communication and listens to their concerns.
- Participation in community events: Meeting and talking with justice-involved people is something we enjoy. Actively participating in community events, providing education, and facilitating two-way learning opportunities.
- Philanthropy: Supporting local non-profits and providing resources to aid in community development. Giving back is something KushKlub already does—as a company and as individuals. Our team will actively support local non-profits in New York City as we have done in Washington and Canada.
- Hosting Expungement Opportunities:
- Employment in the Cannabis Industry for Justice-Involved Individuals: By opening local jobs to the justice-involved, the New York City area's unemployment rate will continue to see a decrease, producing great numbers for its economy. In addition to adding local jobs within the small businesses, we believe that KushKlub's presence will also produce an increase in job opportunities for the justice-involved at other nearby small businesses, by reducing the stigma of hiring those were justice-involved and encouraging the hiring of justice-involved individuals. As further described in our Workforce Development Plan, KushKlub intends to make additional impacts on employment and unemployment for the justice-involved within the city by:
  - Actively recruiting and retaining justice-involved employees and creating quality, good-paying jobs.
  - Fostering an educated and job-ready local workforce, made up of the justice-involved, by driving the improvement of job training and by connecting with businesses, learning institutions, and community agencies.
  - Apprenticeship opportunities for the justice-involved through an active community partnership.

## **Employment in the Cannabis Industry for Individuals from Disproportionately Impacted Communities:**

KushKlub's commitment to creating job opportunities for Current and Former Legacy Operators, socially and economically disadvantaged, minority, women, and disabled veterans' communities, and individuals in neighborhoods, such as the Lower East Side, which have been labeled by the NY Office of Cannabis Management as communities disproportionately impacted include the following:

- Actively Recruiting: Actively recruiting and retaining employees for quality, well-paying jobs within the cannabis industry, including recruitment through the **Lower East Side Employment Network (LESEN)**.
- Workforce Development: Fostering an educated and job-ready local workforce through partnerships with businesses, learning institutions, and community agencies.
- Education-to-Job Bridge: Establishing education-to-job bridge opportunities through active community partnerships.

## **Social Equity Component:**

As one of the very few operating cannabis businesses in Washington state that is 100% black owned, we understand the need for diversity in our industry. We demonstrate our commitment to social equity and cultural inclusion through our hiring, partnership and purchasing actions. We look to employ highly competent individuals who excel in customer service, understand the importance of compliance, and have a great passion for our industry. These qualifications do not require a collegiate education, or a narrow skill set to be successful, and thus are open to all interested and qualified individuals, including those may have been justice-involved. Our customer base is represented by all walks of life, likewise our team members should be equally diverse.

As evidenced in the diversity of our existing operations, KushKlub is an equal opportunity employer, including hiring those who may have been justice-involved. We are committed to a workplace environment that encourages growth and respect for all current and prospective employees based upon job-related factors such as their educational background, work experience, and ability to perform the essential functions of a particular job. It is the policy and practice of this Company to prohibit any form of discrimination or harassment based on race, color, age, national origin, religion, sex, veteran status, disability, genetic information, or any other status protected under applicable federal, state or local law.

We are proud to be able to offer equal pay with comprehensive benefit options, employee assistance, and generous time-off policies for all positions. Our company is guided by ethical standards that also comply with legal requirements. These standards will be implemented on an

affirmative basis to ensure that equality of opportunity is afforded to all applicants and employees, including disabled persons, LGBTQ persons, minorities, older workers, Vietnam-era veterans, those affected by the War on Drugs, special disabled veterans, women and other protected or marginalized groups.

KushKlub's commitment to social equity is evident in its hiring practices and policies:

- Equal Opportunity Employer: Demonstrating a commitment to diversity and inclusivity by being an equal opportunity employer.
- Ethical Standards: Upholding ethical standards that comply with legal requirements and promote equality.
- Equal Pay and Benefits: Offering equal pay with comprehensive benefits, employee assistance, and generous time-off policies for all positions.

**Identifiable Resources:**

KushKlub plans to execute its community impact plan through partnerships with key organizations (executed MOUs attached as addendums):

- Legacy CORE Foundation: A 501(c)3 non-profit providing support services to those in the cannabis industry, focusing on sustainability and wellness.
  - Mission: The Legacy CORE Foundation is a 501(c)3 non-profit organization that provides free support services to help those who built the cannabis industry. Vision: To create sustainable communities, evolving from survival to prosperity, by challenging the inequitable expectations traditional institutions and systems place on our community to improve the eight dimensions of wellness.
    - Actively educating to increase financial literacy and working towards redistribution of wealth through income generation and community investment.
    - Integration of workforce development and creation of community engagement servicing.
      - provide entrepreneurial and basic financial literacy training to developing brands.
      - provide intellectual disruptions necessary to deconstruct the conventions that hinder the progress of entrepreneurial business communities.

- help develop skills and behaviors that will lead to an increased number of BIPOC entrepreneurs who launch and develop businesses in New York City.
  - eliminate the cannabis entrepreneurship gap between Black and Brown community members and their counterparts.
  - provide participants with mentorship, business development, training and educational resources for the sustainability and empowerment of their success.
- TRAEHNY Partnership & Development Corporation: A 501(c)3 non-profit facilitating coordination under NY State’s Marihuana Regulation and Taxation Act, engaging with various stakeholders in the cannabis industry.
    - The TRAEHNY Partnership & Development Corp’s mission is to facilitate the coordination of multiple organizations, academic institutions and government agencies at the state, county and municipal level under NY State’s Marihuana Regulation and Taxation Act. Their focus primarily provides a neutral, non-profit, third-party to streamline the process of providing resources directly to fit the needs of each unique community by engaging at a high level with all of the stakeholders in the NY Cannabis industry. The diverse collection of stakeholders includes but is not limited to: government agencies, multi-state cannabis operators, ancillary industries, community-based organizations and non-profit entities, SUNY/CUNY and other educational programs, youth harm reduction facilitators, potential applicants and licensees, veterans, justice-involved individuals, social equity applicants and the general public interested in acquiring the skills needed to enter into the blossoming cannabis industry, including expungement and wraparound services.

**Implementation Plan:**

KushKlub's implementation plan involves:

- Community Engagement: Regular engagement with the community through events, partnerships, and dialogue.
- Education Programs: Offering educational programs on cannabis benefits and usage, financial literacy, and entrepreneurship.
- Expungement Assistance: Providing resources and assistance to facilitate expungement for justice-involved persons.

- **Job Creation:** Actively creating job opportunities within the cannabis industry and supporting workforce development programs.

### **Operational Plan Milestones**

One of the most important elements for our plan for this program is how we will bring our services and resources to stakeholders and how it will support those stakeholders. By working on small goals which add up to bigger ones will make them less abstract and easier to monitor and communicate, ensuring that our program will have a transformative effect. The following section maps out the program’s plans with dates and metrics, enabling our efforts and results to be tracked.

- **Program Implementation:** Each milestone in the plan will “belong” to at least one team member and be placed prominently in that team member’s volunteer expectations. This will bring accountability to volunteers working on the program and its implementation. When implementing this program, team members will continue to evaluate and develop efforts that align with the community’s needs, pivoting as the needs of stakeholders change.
- **Program Outcomes:**
  - **Outcome #1:** Minorities, women-owned business enterprises, distressed farmers, legacy operators, and service-disabled veterans in New York (*‘Stakeholders’*) who are interested in cannabis industry employment or entrepreneurship, acquire educational opportunities related to how they can participate meaningfully, in the New York cannabis industry.
  - **Outcome #2:** Stakeholders pursuing opportunities in cannabis industry employment or entrepreneurship obtain the necessary support in planning, launching, managing, and growing their business, or gaining employment in the industry, such as operational and technical support, or resume help, through collaboration with KushKlub NY’s partner organizations, ensuring that these Stakeholders are successful.
  - **Outcome #3:** Successful Stakeholder Expungements of Past Criminal Convictions.
- **Evaluation Techniques and Key Performance Indicators:** In addition to a commitment to using these general methods for engaging the public, we will track efforts for specific plans and projects in order to measure the effectiveness of these methods for achieving the goals for outreach. Through an evaluation process to ensure that the program is on the right track to achieve its outreach goals, we will measure some of the following indicators to help perfect the program’s outreach strategy and its effectiveness.

- Measuring Expungement Success
  - Number of individuals served
  - Total cases expunged
  - Total amount of fees waived
  - Age, race, sex of each participant
  - Participants Enrolled/Co-enrolled in workforce services/ Lower East Side Employment Network (LESEN)
  
- Measuring Visibility
  - Number of newsletters sent
  - Number of publications available on website
  - Number of press releases sent
  - Number of media mentions
  - Number of social media followers
  
- Measuring Entrepreneurship Participation Opportunities
  - Number of surveys sent
  - Number of public meetings and events held
  - Number of participants at meetings and events
  - Number of participation opportunities held in communities identified as a priority population.
  
- Measuring Public Interest & Feedback
  - Number of comments received on website
  - Number of comments received on social media
  - Number of written and oral comments received
  - Number of visitors to the website

- Number of survey responses

### **Outreach and Promotion Strategies:**

We have designed an outreach and promotion plan, which when deployed, attempts to reach out to all stakeholders who the program would benefit, to amplify the program's presence across multiple channels over a sustained period of time leading to measurable change in reach, impact, and reputation. By promoting the program through multiple media channels, such as social media websites, and City and State websites, this would be one of the fastest and most comprehensive ways to conduct outreach and education efforts on large scale and for the broadest segment of the population and most **appropriate for our audience**.

- Guiding Principles in Our Outreach:
  - Honor community by valuing their time and resources.
  - Support and maintain relationships with community on a consistent basis.
  - Use multiple channels and methods to communicate.
  - Communicate a balanced and objective view of New York's Cannabis Licensing Program.
  - Prioritize engagement opportunities that will have the greatest impact.
  - Convey the realities of what our program can and cannot do as an organization.
- Ensuring Equitable Outreach: The following factors must be considered:
  - Literacy Level: It may be more difficult to reach out to Limited English Proficient (LEP) individuals, immigrant communities, or people with lower educational attainment. The program should design outreach materials and events to accommodate different literacy levels and provide background information when referring to complex concepts. Avoid the use of acronyms where possible.
  - Socioeconomic Status: Groups with lower socioeconomic status are often disproportionately affected by past cannabis prohibition while facing greater barriers to participation in the legal cannabis industry. These barriers may be addressed by considering factors such as location and timing of outreach, accessibility by public transportation, availability of childcare, and availability of food. Reviewing demographic information can help identify the potential needs of each community. Special consideration should be given to stakeholders

in low-income housing to encourage those individuals to apply for permits and enter the legal industry.

- Language: All communication should be done in the major languages spoken in the community. This includes any advertising and written background materials as well as live interpretation at key public events. Some documents may be infeasible to translate in their entirety. In such cases, the program should consider translating an executive summary into the major languages spoken in the community. Interpreters should be available at meetings when it is clear that non-English speaking members of the community will be present. Many local non-profit organizations can provide minimal or low-cost services for public benefit.
- Age: Aging populations have specific needs that should be addressed to capture their input in the process. Considering time of day and location of events, as well as Americans with Disabilities Act (ADA) access to events and services available at the locations, will help include more elderly residents. The needs of young residents must also be considered, including outreach methods that benefit multiple groups such as social media and online platforms, location access and amenities, and innovative tools for discussion at events.
- Local History: Certain communities may have participated in previous outreach efforts that did not result in change. Over time, either not being included or participating and/or not feeling utilized may affect future participation. Understanding the local context is helpful prior to beginning outreach. Fostering dialogue around racial inequities that have existed in the land use context can be challenging. Jurisdictions have started to engage with skilled facilitators to have conversations that advance participation and engagement opportunities.
- Cultural Norms: New York is rich in diversity. Each city and county across the state is comprised of different ethnic groups from around the world. Some community members may not be as familiar with the democratic form of government and the ability to openly share opinions; others may be accustomed to different gender roles or may be fearful to have conversations and dialogue recorded. It is hard to learn all the cultural nuances for each group in the community but working in partnership with local non-profits or other groups skilled at working across cultures can help ensure all groups are able to participate in a meaningful outreach process.



- **Outreach Strategy:** There is a wide range of channels, we can use for getting our message out, thus messages must be tailored across channels. To provide the program the best chance of reaching the broadest audience, the tool we use will depend upon whom we're targeting since different media appeal to different sets of people, such as:
  - Special Events, Conferences, Conventions, or Other Public Meetings: Events can help galvanize the community around the program or reenergize stakeholders around our core mission. It's also a way for our stakeholders to pull new people into the fold.
  - Email Campaigns: Helps us reach our audience quickly; messages can be tailored to a variety of audiences.
    - Email can be used to send detailed information but should mainly be used to target working members as they are the most likely to check emails regularly.
  - Social Media Campaigns: Leverages the energy of our current stakeholders and presents opportunities to gain new supporters.
    - The most convenient tool in our outreach plan, use social media to educate people about our program and invite them to events and workshops. We can get people talking about our program as well by interacting with community members and encouraging them to share our posts.
  - Web-Based Outreach: Provides opportunity for awareness-building and social engagement, and links; information can be updated quickly.
    - In addition to web pages, interactive sites like Facebook, YouTube, and similar video sites have increased the possibilities for Internet communication.
  - Local Media Events/Appearances: Provides a path for building credibility and trust; exposes our program to potential partners.
  - Phone Calls, Texts: Phone calls are the most personal medium: call community members (use a call center software) and have one-on-one conversations with them, talking about our program and how community members can learn more about the cannabis industry in New York. Text messages are useful to answer queries and send informational material.

- Direct Mail: Physical mail is still an effective way of creating a connection with our community since it gives them a tangible reminder of the program. Send invitations for awareness events.
- Flyers: Another old-school medium, paste flyers in areas frequented by our target audience.
- Posters. In appropriate locations, couched in simple language, and with tear-off phone numbers or other information, these can be very effective.
- Brochures. These can be more compelling in places where the issue is already in people's minds (doctors' offices for health issues, supermarkets for nutrition, etc).
- Organizational and Community Newsletters. These may range from church bulletins to the internal newsletters of corporations.
- Comic Books or Other Alternative Reading Material. Reading matter that is intrinsically interesting to the target audience can be used to deliver a message through a story that readers are eager to follow, or simply through the compelling nature of the medium and its design.
- Letters to the Editor.
- Press Releases and Press Conferences. These may announce the kick-off or status of a campaign, provide information about our program, or showcase new information that may help to change people's perceptions or behavior.
- Announcements and Presentations at Public and Institutional or Organizational Gatherings. This can include anything from a short presentation at a local church or school to a fleet of sound trucks blanketing a city with a social marketing message.
- Community Outreach or Street Work. Having one or more staff members spreading your message in the community can be very effective if they have the right connections and networks.
- Community or National Events. Community events can serve to convey a message and highlight an issue. Presentations or presence at local events and local and national conferences, fairs, and other gatherings.

- Word of Mouth. Get a few key influential people who can help to extend a social marketing message to a whole target population simply through their networks and their day-to-day contacts.
- A fully functional website so that people can find out additional information and resources.

**Estimated Expenses:**

KushKlub estimates the following expenses for executing the community impact plan:

- Legacy Core Foundation (2024/2025): \$5,000.00
- TRAENY (2024/2025): \$5,000.00

**Conclusion:**

KushKlub is committed to being more than a cannabis retailer; we aim to be a positive force in the New York City community. Through strategic partnerships, proactive engagement, and a commitment to social equity, we aspire to contribute to the well-being and prosperity of all residents, including those who have been disproportionately impacted by cannabis prohibition. In closing, KushKlub NY is dedicated to centering equity in every aspect of our Community Impact Plan. By addressing expungement, fostering entrepreneurship, supporting workforce development, and partnering with educational non-profit organizations, we aim to create lasting positive impacts on the NYC community, particularly those historically marginalized.