



Plan to Positively Impact Areas of Disproportionate Impact

Overview

Bud's Goods & Provisions Corp. ("Bud's") is dedicated to serving and supporting populations falling within areas of disproportionate impact, which the Commission has identified as the following:

1. Past or present residents of the geographic "areas of disproportionate impact," which have been defined by the Commission and identified in its Guidance for Identifying Areas of Disproportionate Impact;
2. Commission-designated Economic Empowerment Priority applicants;
3. Commission-designated Social Equity Program participants;
4. Massachusetts residents who have past drug convictions; and
5. Massachusetts residents with parents or spouses who have drug convictions are classified as areas of disproportionate impact.

To support such populations, Bud's has created the following Plan to Positively Impact Areas of Disproportionate Impact (the "Plan") which outlines Bud's goals and programs to positively impact census tract 730500 in Worcester, Massachusetts ("chosen area") which has been identified as an area of disproportionate impact by the Commission. Our chosen area is special to Bud's as it is home to our flagship retail store.

Goals

At Bud's, we believe education is the core solution to most problems. We believe that by educating people about the cannabis industry and by training people on the soft skills necessary to find more gainful employment in any industry, we can use our strengths to provide the most important long-term investment one can give - the tools to succeed on one's own.

Bud's has established the following goals to positively impact our chosen area:

1. **Industry-Awareness Training Goal:** Donate time to Worcester area colleges and universities in supporting students and staff members in understanding the career opportunities within the cannabis industry. The goal is to have at minimum six (6) faculty attend a faculty-focused presentation and a minimum of twelve (12) students attend a student-focused presentation. All attendees must show ID to prove they are at least 21 years of age in order to attend a presentation.

2. **Career Counseling Goal:** Donate time to local institutions which serve the residents of our chosen area in order to provide one-on-one career development services to a minimum of twelve (12) participants annually with the purpose of developing the soft skills necessary for seeking a new or better job in any industry.

Programs

Bud's has developed specific programs to effectuate its stated goals to positively impact our chosen area. Such programs will include the following:

1. Bud's **Industry-Awareness Training** program provides educational seminars to the following groups:
 - a. Staff Members & Professors at Quinsigamond Community College
 - i. At Bud's we believe that college staff members and teaching staff are amongst the most influential people when it comes to career advice. Through our engagement seminars we plan to engage with college staff, who are 21 years of age and older, in an effort to educate them about the cannabis industry but more specifically, the skills necessary for the cannabis workforce and the career opportunities they need to think about for their students and their subject matter. Bud's will continue to host at least one (1) seminar per year at Quinsigamond Community College limited to college staff, professors, and perhaps staff from other institutions.
 - b. Student Body
 - i. In addition to college staff seminars, we will continue to host at least one (1) educational seminar for students at Quinsigamond Community College who are 21 years of age and older. Student educational seminars will help students understand the career opportunities that exist in the cannabis industry but also make them realize that being a part of the cannabis industry is not limited to just working in a dispensary or a cultivation facility. The aim of these seminars is to help students understand how to apply their current knowledge and skillset to the existing cannabis industry.
2. Bud's **Career Counseling** program will:
 - a. Participate in career services events hosted by Quinsigamond Community College and other institutions that serve the residents of our chosen area. These events include, but are not limited to resume review sessions, mock interviews, and career advice sessions.

Measurements

The Human Resources representative administers the Plan and is responsible for reporting our measurable outcomes to ensure Bud's continues to meet its commitments. Such measurable outcomes, in accordance with Bud's goals and programs described above, include:

1. Offer two (2) Industry-Awareness seminars per year; one for staff & one for students at Quinsigamond Community College:
 - a. Attendees will sign up in advance and attendance will be taken at each event; and
 - b. Bud's will document the number of attendees, and the growth rate of each event as it compares to previous events.
 - c. We will compare the attendance numbers to our stated annual goal of six (6) attendees of our faculty presentations, and twelve (12) attendees of our student presentations.
2. Participate in Career Services events once per quarter at Quinsigamond Community College:
 - a. Attendees will sign up in advance and attendance will be taken at each event; and
 - b. Bud's will document the number of participants, and compare that number to our stated goal of providing career counseling to a minimum of twelve (12) participants annually.

As Bud's is granted final licensure from the Commission and expands from a very small team to a growing start-up, we strongly believe the goals and programs outlined in the Plan will evolve and positively impact more than our chosen area.

Bud's will utilize the proposed measurements to assess its Plan and will account for demonstrating proof of success or progress of the Plan upon the yearly renewal of the license. Furthermore, the Human Resources representative will review and evaluate Bud's measurements no less than twice a year to ensure that Bud's is meeting its commitments. Bud's is mindful that demonstration of the Plan's progress and success will be submitted to the Commission upon renewal.

Acknowledgements

1. As identified above, Bud's intends to partner with Quinsigamond Community College and acknowledges that Quinsigamond Community College has been contacted and has agreed to a partnership with Bud's (see attached online posting).
2. Bud's will adhere to the requirements set forth in 935 CMR 500.105(4) which provides the permitted and prohibited advertising, branding, marketing, and sponsorship practices of every Marijuana Establishment.
3. Any actions taken, or programs instituted, by Bud's will not violate the Commission's regulations with respect to limitations on ownership or control or other applicable state laws.