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# Marijuana Industry Check-In

Thursday, March 2, 2023



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# Social Impact Plan Updates

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# Current Social Impact Plan

- Required upon application and renewal
- Applicant fills in [social impact plan form](#) and uploads with application package
- Questionnaire with space for long-form answers
- Community engagement, diversity and inclusion, social equity, and sustainability
- No recognition for businesses that go above and beyond
- Form must be made publicly available by licensee



**DENVER**  
EXCISE & LICENSES

## Social Impact Plan

Applicants must use this template to submit the required Social Impact Plan. Applicants should not disclose proprietary information or intellectual property as the Social Impact Plan must be made publicly available. Please use the space provided to answer each question; if possible, do not include attachments.

### Section 1: Applicant Information

Business File Number(s) (BFNs)			
Entity Name			
Trade Name (DBA)			
Physical Address of the Marijuana Facility			
Street	City	State	Zip Code
Mailing Address (if Different from the Physical Address)			
Street	City	State	Zip Code
Contact Affiliated with the Applicant Responsible for Oversight and Implementation of the Social Impact Plan			
Name		Phone Number	
Email Address			
Are you a transporter without a licensed premises in Denver or a mobile hospitality business without a licensed premises in Denver?			<input type="radio"/> Yes <input type="radio"/> No

### Section 2: Registered Neighborhood Organizations

List all registered neighborhood organizations (RNO) whose boundaries encompass the location of the proposed licensed premises. Attach additional sheets as needed. Transporters without a licensed premises in Denver and mobile hospitality businesses without a licensed premises in Denver are not required to complete this Section 2.

Name of Registered Neighborhood Organization	
RNO Contact Name	RNO Contact Phone Number or Email Address
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RNO Contact Name	RNO Contact Phone Number or Email Address

# Updates to Social Impact Plan

Five areas of impact: community engagement, social equity, diversity and inclusion, sustainability, and contracting

New, select-all format with specific activities

Improved transparency with plans available in public dashboard on EXL website

## *How it works*

- Interactive form with 20 specific activities in each area of impact (including “other” option to describe other activities not listed).
- Businesses select all activities completed in the last year or since the last renewal.
- Businesses **must** select at least **one** activity in each area of impact (may include “other”) to complete the form in accordance with ordinance requirements and submit with license application.
- Businesses that select at least **ten** activities in at least one area of impact are eligible for recognition through a *new program....*

# *Cannabis Cares*

*Cannabis Cares is a City and County of Denver initiative that recognizes cannabis businesses that go above and beyond to make a positive impact.*

# Cannabis Cares



**Community  
Engagement**



**Contracting**



**Diversity  
and Inclusion**



**Sustainability**



**Social Equity  
Supporter**



**Social Equity  
Licensee**

*Businesses that earn 3 or 4 badges receive recognition as a Cannabis Cares Advocate.*



*Businesses that earn 5 or 6 badges receive recognition as a Cannabis Cares Champion.*

# Timeline



## Public Announcement

March 2, 2023

Marijuana Industry Check-in



## New Form Live

April 3, 2023



## Cannabis Cares Launch Event

May 4, 2023

3 p.m. – 5 p.m.

City Park Pavilion



# FAQs

## Who is eligible to participate in the Cannabis Cares program?

- Denver marijuana businesses
- Marijuana businesses outside Denver
- Ancillary, cannabis-related businesses

## What will program participants receive?

- If your business earns one or more badges, you will receive:
  - Design files of your badge(s) for that year that you can use on packaging, decals, shirts, etc.
  - A certificate of participation
- If your business earns an Advocate or Champion designation, you will also receive:
  - Recognition at an annual recognition event
  - Listing on EXL's website

## Who reviews the plans and decides who receives a badge?

- Businesses self-report their activities. EXL will issue badges to businesses that report completing the required number of activities.
- EXL staff will review the plans for completion.

## How does verification work?

- Businesses will include applicable details of each activity completed (date, organization, volunteer hours, donation amount).
- Businesses may be asked to provide documentation if there is a discrepancy.
- Consumers and businesses can verify that a business is a valid Cannabis Cares badge-holder and see what activities they have done using the public dashboard.

Questions or comments:  
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