



# Equity Programming and Community Outreach

Cannabis Control Commission,  
Social Equity Program

Tuesday, May 30, 2023

Massachusetts State House

# Agenda

1. Commission's Mission
2. Statute Goals
3. Social Equity Program Overview
4. Program Design
5. Social Equity Program Track Overview
6. Social Equity Program Eligibility
7. Disproportionately Impacted Areas
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# Commission's Mission

The mission of the Cannabis Control Commission is to honor the will of the voters of Massachusetts by safely, equitably and effectively implementing and administering the laws enabling access to medical and adult-use marijuana in the Commonwealth.



# Statute Goals

Address the disparities in life outcomes for individuals and improve the quality of life in areas of disproportionate impact by:

1. Reducing barriers to entry in the regulated cannabis industry;
2. Providing professional training, technical services, and mentoring for individuals and businesses facing systemic barriers; and
3. Promoting sustainable, socially and economically reparative practices in the regulated cannabis industry in Massachusetts

# GOALS

**Address the disparities in life outcomes for individuals and improve the quality of life in areas of disproportionate impact by:**

**1**

Reducing barriers to entry in the commercial cannabis industry;

**2**

Providing professional training, technical services, and mentoring for individuals and businesses facing systemic barriers; and

**3**

Promoting sustainable, socially and economically reparative practices in the commercial cannabis industry in Massachusetts.





# Social Equity Program

Program Overview



# Social Equity Program Overview

- First statewide social equity program of its kind in the nation;
- Programming catering to various interests, such as cannabis entrepreneurs, ancillary business owners, and prospective Registered Agents;
- Designed to create and build sustainable pathways into the cannabis industry;
- Creates these pathways by pairing accepted applicants with qualified vendors based on track interests;



# Social Equity Program Overview cont.

- The track selections are based on an applicant's specific interests in the cannabis industry, their current skills, and the outcomes they are seeking to gain from the program;
- This program will allow applicants to reimagine what they can contribute to the industry while also providing avenues to build and support the growth of a robust adult-use industry;
- The program will create a pipeline and dedicated connector for social equity applicants who are jobseekers as well as prospective and current cannabis employers for employment opportunities.





# Program Design

- Our technical assistance and learning program is composed of four tracks; Entrepreneur, Core, Entry, Ancillary;
- Curriculum tracks are selected by applicant's and is based on their specific interests and goals within the cannabis industry;
- Universal courses are designed to give all participants the background knowledge to start a business and begin a career within the cannabis industry;



# Program Design cont.

- Our technical assistance and training program is designed to be self-pace;
- All Cohorts' participants will retain access to coursework; as the industry and regulations continue to evolve, so too will our course materials;
- Programming pivoted to remote learning in 2020, using our Learning Management System, TalentLMS.



# Social Equity Program Track Overview

Each track is comprised of several individual and skills-based courses which encompass a complete curriculum.



## Entrepreneur

Those seeking licensure and ownership.

Sub-tracks based on participant interest:



All Entrepreneur Track participants take Universal Courses, followed by courses specific to their sub-track.



## Core

Those interested in cannabis careers at Marijuana Establishments at the managerial and executive level.

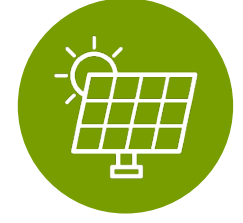
All Core Track Participants take Universal Courses, followed by courses specific to managerial and executive level opportunities.



## Entry

Those interested in entry level positions or starting careers at Marijuana Establishments.

All Entry Track Participants are encouraged to take Universal Courses.



## Ancillary

Those with existing skills that are directly transferable to working with or supporting cannabis businesses.



# Social Equity Program Eligibility

Applicants are eligible for the social equity program if they demonstrate at least one of the following criteria:

#1

Income that does not exceed 400% of Area Median Income and Residency in an Area of Disproportionate Impact, as defined by the Commission, for at least five of the past ten years;

#2

Residency in Massachusetts for at least the past 12 months and a conviction or continuance without a finding for an offense under M.G.L. c. 94C or an equivalent conviction in Other Jurisdictions;

#3

Residency in Massachusetts for at least the past 12 months and proof that the applicant was either married to or the child of an individual convicted or continuance without a finding for a M.G.L. c. 94C offense or an equivalent conviction in Other Jurisdictions;

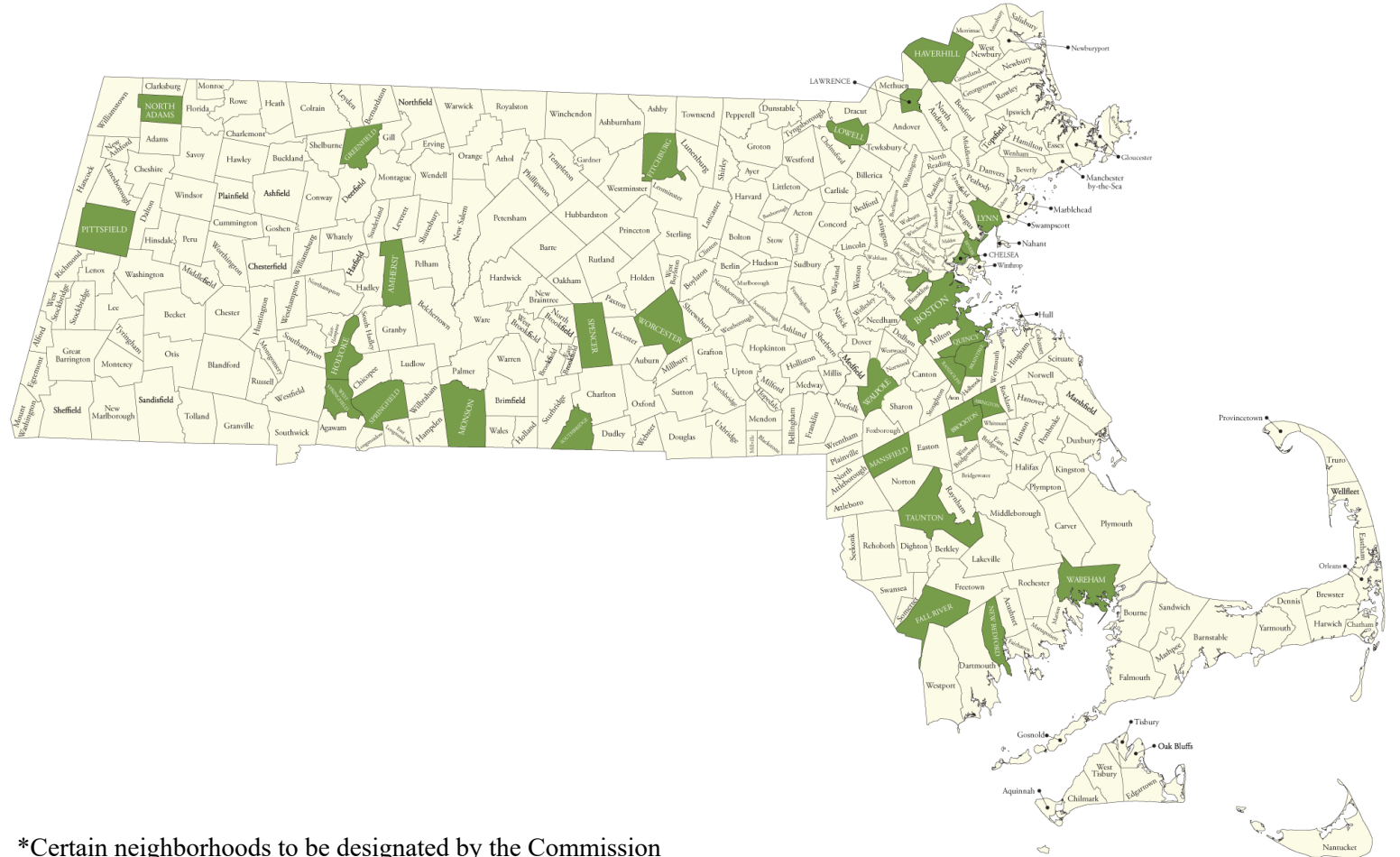
#4

Any individual listed as an owner on the original certification of an Economic Empowerment Priority Applicant.



# Disproportionately Impacted Areas

Abington	Monson
Amherst	New Bedford
Boston*	North Adams
Braintree	Pittsfield
Brockton	Quincy
Chelsea	Randolph
Fall River	Revere
Fitchburg	Southbridge
Greenfield	Spencer
Haverhill	Springfield*
Holyoke	Taunton
Lawrence	Walpole
Lowell*	Wareham
Lynn	West Springfield
Mansfield	Worcester*



\*Certain neighborhoods to be designated by the Commission



# Program Benefits

- Free access to technical assistance, virtual training courses and instructors;
- Expedited License Application Review for individuals who maintain 10% ownership in the business;
- For those that maintain Majority ownership;
  - Waived Licensing Application Fees (Does not include cost associated with background checks);
  - Waived METRC Monthly Program Fees (Does not include other costs associated with the seed-to-sale licensing system, specifically the fees for plant and package tags);
  - 50% Reduction of Annual Renewal Fees;
  - Exclusive three-year period access to Social Consumption and Delivery license types;
    - Exclusivity to Delivery licenses are proposed to expire April 1, 2025; *however, the regulations specify that at least eight (8) months before the end of the exclusivity period, the Commission will begin evaluating whether their policy goals have been met, or whether an extension of at least another year is warranted.*
  - Application Pre-Certification providing applicants with an initial determination from the Cannabis Control Commission which can be used for interactions with property owners, local officials, investors, and more.



# Contact Us

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