

Verts Grand Lake LLC Community Engagement Plan

The Verts Grand Lake LLC, doing business as Verts Neighborhood Dispensary (Verts), Community Engagement Plan focuses on mitigating the effects of any foreseeable negative impacts, while emphasizing positive and enriching outcomes for the community and its residents.

In developing our Community Engagement Plan for Grand Lake, we conducted research of community initiatives and utilized our longstanding experience of operations in Colorado to consider how our plan can make the greatest impact.

History of community and neighborhood involvement – Verts and its ownership have a deep history of community and neighborhood involvement in the communities it serves.

The Grand Lake store will maintain an open-door policy for fielding community questions and concerns, and although we don't anticipate any complaints, we have detailed plans in place for addressing problems that may arise, as described below.

At its operation in Golden, Verts has always strived to be a good neighbor and positive influence in the community. We have spearheaded multiple community-service initiatives, including:

- A food donation drive to benefit Food Bank of the Rockies
- A cash donation drive to benefit the Foothills Animal Shelter, located just down the road from the store.
- A holiday toy drive to benefit underprivileged youth.

At Verts' Fort Collins location, operational since 2014, the company has spearheaded multiple community-service initiatives, including:

- Last Prisoner Project, a nonprofit team of cannabis industry leaders, criminal and social justice advocates, policy and education experts, and leaders in social justice and drug policy reform that are committed to freeing every last prisoner of the unjust war on drugs, starting with 40,000 people in prison for cannabis offenses.
 - Verts committed 14 percent of revenue from our highest sales day in November 2020, resulting in a donation of \$3,476 made in December 2020.
- Black Visions Collective, a black, trans, and queer-led organization that is committed to dismantling systems of oppression and violence and shifting the public narrative to create transformative, long-term change.
 - Verts committed 14 percent of revenue from Black Out Tuesday on June 2, 2020, resulting in a donation of \$2,733.
- Larimer County Food Bank
 - Donated 14 percent of revenue from April 24, 2020, totaling \$4,613 to the food bank.

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Determining and staying attuned to community needs – Verts intends to serve the community by supporting causes, events and programs that align the company's values with community initiatives. Verts believes it can most effectively support in the areas of:

- Active, outdoor lifestyles and environmental stewardship
- Safe, clean and quiet neighborhoods
- Family- and children-friendly events
- General friendliness and neighborliness
- Building a sense of community and belonging, and encouraging volunteerism

Proposed community engagement – In order to effectively address the community's values outlined above, Verts will support the Grand Lake community through volunteer services, donations and in-kind giving, and local hiring and sourcing.

Volunteer services

- Some organizations are in dire need of volunteers and are best assisted by contributions of volunteer hours. Verts encourages employees to give of themselves through volunteer work within the community and will provide all employees with 20 hours of paid volunteer time annually to be used in support of Grand Lake- and Grand County-based charitable organizations and/or events, such as Town Cleanup Day. Employees will submit requests to volunteer to their supervisor and will be paid by Verts while volunteering for local organizations.
- Verts will be a sponsor of hiking trail maintenance and will contribute additional volunteer hours on a monthly or seasonal basis. We will work with the Colorado Trail Foundation, Town of Grand Lake and Grand County to identify trails in and around Grand Lake that need help being kept clean, clear and safe. Eventually, Verts would like to adopt a trail in Grand Lake and provide monthly maintenance to it. Verts also intends to work with the CDT Gateway Community Program to better understand how it can support the trail.
- Verts will participate in Colorado's Adopt-A-Highway litter control program by adopting a road in Grand County. We will work to keep that stretch of grass and road clean from litter and other debris that might end up on the roadside. Pending what is available, Verts would like to keep the road strictly in the Town of Grand Lake or its immediate surrounding areas. Verts pledges to contribute additional volunteer hours on a yearly basis to keeping up on the maintenance of the highway we adopt.

Donations

- Verts will dedicate 20 percent of gross revenue from its highest grossing sales day to CASA of Grand County, a 501(c)(3) nonprofit organization that provides volunteer advocates for abused and neglected children. Each year, Verts will designate a month in which the highest grossing day will be selected for 20 percent of that day's proceeds to

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be dedicated to CASA. We will advertise the month well in advance and promote it with our customer base and in the community to ensure a robust sales month.

- Verts will leverage its history of animal shelter support and its new Grand Lake location in a former doggy daycare to continue its cash donation drive to benefit local wildlife, animals and pets. Verts has always been a pet-friendly store and we hope many customers will be excited to learn about and support Grand County Pet Pals. Additionally, we will promote Pet Pals services and volunteer opportunities in the store.

In-kind giving

- Verts will run a school-supplies drive to benefit Grand County elementary and middle school students. Verts will designate one month each summer to promote school supply donations in-store and encourage customers to support local schools.
- Verts will continue its toy donation drive to benefit local children in need. From Thanksgiving through mid-December, Verts will promote toy donations in-store to encourage customers to support the toy drive efforts of a local partner. Verts will review local toy donation programs and reach out to the Grand Lake Rotary Club and other local nonprofits to determine the best fit.
- Verts will run canned food drives to benefit the hunger relief programs of the Mountain Family Center of Grand County.

Local hiring and sourcing

- Verts will benefit the local economy through local hiring, with a goal of hiring 100 percent local Grand Lake or Grand County residents to staff our store. By hiring local residents, Verts will build a team that reflects the local market. Our experience has shown that local employees know the local market better than anyone and as a result, have a much stronger ability to relate to the community's diverse group of customers. A staff consisting of local residents provides powerful insight and connection to the community. Please reference the local recruitment plan in our Operations Plan.
- In addition to our charitable initiatives and local hiring, Verts will benefit the Grand Lake community through local sourcing. Whenever possible, Verts will utilize local contractors and suppliers for services, improvements and maintenance in our operations. By sourcing services and supplies locally, we benefit the local economy and fellow Grand Lake and Grand County businesses.

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While much of Verts' community engagement is centered around making a positive impact in the community through neighborhood involvement, volunteering and donations, we also have a keen sense of community engagement within the day-to-day operations of our business. At Verts we have taken great care to develop, implement and refine standard operating procedures for addressing community concerns should they arise in the future.

Complaint management – Verts is proactive in its approach to reduce the number of potential complaints that may come into the business. Measures are included in the store's standard operating procedures to address community concerns and complaints.

At its existing locations, Verts has always maintained an open-door policy for fielding community complaints. Although none have ever arisen in the past, Verts anticipates that, despite its efforts, some neighboring residents, businesses and organizations may still have concerns about its presence as a Retail marijuana store in Grand Lake. For instance, some may be worried about children being exposed to cannabis. Fortunately, Verts implements safeguards both in its operating procedures and facility design to protect underage persons from undue influence or exposure. Verts employs strict identification verification protocols and does not advertise or display any products with movie characters, children, cartoons, or other images that are appealing to children. All cannabis sold is sealed in child-resistant, opaque packaging. Should community concerns about underage use arise, Verts is prepared to work with the Town of Grand Lake on a detailed youth education and underaged use prevention plan to further deter underaged persons from engaging in cannabis related activities.

Additionally, neighboring businesses may also express concern about crime. Should concerns come to our attention, Verts will go above and beyond the requisite security protocols to prevent crime. A main component of this protocol involves developing strong relationships with neighbors who then help Verts understand the community needs and identify potential concerns. Historically, Verts has been a good neighbor and cannabis businesses in general tend to increase the overall sense of security and safety in their surrounding neighborhoods because of partnerships forged with local law enforcement and the installation of state-of-the-art security systems and proper lighting.

Moreover, by getting to know the clientele and developing real-time relationships with people, Verts will continue to create a sense of community pride and an environment where people look out for one another.

Community liaison

Verts will at all times have a designated community liaison to serve as the direct point of contact for public questions and concerns, whether they come from Grand Lake residents, visitors, Town staff, law enforcement or other interested parties.

The community liaison will be an owner or manager responsible for responding by phone or email within 24 hours of contact by a Town official. The liaison's duties also include fielding all

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concerns, suggestions or comments raised by the Town, local law enforcement, or community members. Verts' designated point of contact for public questions and concerns will be the company's CEO, Ashley Close (614-296-7531 / closeashley1@gmail.com).

Complaint response

1. If Verts receives an oral or written complaint, the person receiving the complaint will immediately forward it to the community liaison to be expediently addressed. If the complaint is filed in- person or live (including through telecommunications), the community liaison will interview the individual filing the complaint to get as much detail as possible.
2. The community liaison will evaluate the complaint and form a resolution strategy. Then, they will determine whether the complaint needs to be escalated to a higher level because it is impacting public health and safety, involves an alleged crime, or is a violation of Grand Lake's cannabis or general zoning regulations and rules. These higher-severity complaints will immediately be communicated to the Grand County Sheriff's Department.
3. If the complaint relates to something Verts is able to address and resolve, our management team will develop a resolution strategy to address the complaint. After a resolution strategy has been developed, the community liaison will reach out to any individuals that have submitted the complaint to discuss the issue, confirm the details received in the complaint form or by other correspondence, communicate Verts' plan of action to rectify the situation and alleviate any additional concerns the complaining party might have. If necessary, the community liaison will also reach out to the sheriff's department, Town Manager's office, or any other regulatory officials to communicate the complaint and the resolution and facilitate transparency between the business and the Town.
4. An internal Corrective Action Preventive Action (CAPA) investigation will be carried out to determine how the deviation from SOPs may have resulted in a complaint, what measures need to be taken to address the root cause of the complaint, and to evaluate how SOPs or other protocols may need to be altered to prevent a complaint of such nature from arising in the future. The CAPA investigation will allow Verts staff to pinpoint the source of the complaint exactly while facilitating a stronger operational framework through internal analysis, working to prevent this type of situation from occurring moving forward. The community liaison will lead the CAPA investigation and will solicit input from any other relevant owners, managers, directors or employees.
5. Going forward, the community liaison will monitor all areas of operation that have been altered as a result of the CAPA investigation. The community liaison will reach back out to the individual(s) who filed the complaint one week from the date of solution implementation to ensure that they are satisfied with Verts' response.

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We feel confident that this five-step system will effectively address any complaints our business might receive. However, Verts has considered specific, proactive mitigation efforts and response plans related to odor, noise, light and traffic:

Odor control – Verts has comprehensive odor control protocols that can be referenced in our Odor Mitigation & Ventilation Plan.

Noise control – Verts will implement a strict noise control plan to reduce the likelihood of noise resulting from the operation of its medical cannabis dispensary. In the unlikely event that neighboring businesses or residents hear excessive noise associated with the dispensary, Verts will immediately discuss the complaint with the community member, identify the source of the noise, rectify the sound, and update the noise control plan accordingly.

Verts' goal is to provide customers with a cannabis shopping experience that is stress free and personal in nature. A noisy environment does not foster a stress-free atmosphere, nor give rise for a personal shopping experience. We take the following steps to prevent potential noise issues onsite before they arise:

- Staff monitor both the interior and exterior of the property. Should excessive noise be identified, staff will immediately discuss the complaint with the community member, identify the source of the noise, and remedy the situation.
- Loitering is never permitted.
- Inside the store, the customer-to-staff ratio is managed to ensure all customers are assisted quickly and with care, reducing their need to spend excessive amounts of time inside.
- If the sales floor becomes too crowded, all remaining consumers are asked to wait outside, and staff will monitor a small line on the outside of the building, when permitted by the Town. Noise levels on the exterior of the building are constantly monitored by staff and should they unexpectedly rise to the level of nuisance, customers will be asked to wait inside their vehicles or return at a different time of the day.

Lighting – Verts' interior, by design, includes ample overhead lighting. A well-lit sales floor removes the stigma of cannabis stores seeming dark and dour, and instead leaves customers feeling secure. Exterior lighting will match that of the neighboring businesses and comply with Town ordinances. To maintain proper security, exterior lighting will be installed near the location of all surveillance cameras, entrances and exits. Verts does not foresee complaints related to the tasteful lighting selected for this location due to the primarily commercial nature of the area and because no lighting will be installed without the approval of the Town. On the off chance that a complaint does arise, Verts will work with the Town to immediately rectify the situation and develop alternative lighting plans acceptable to all.

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Vehicle/pedestrian traffic – Verts is located on Grand Avenue in central Grand Lake, in a commercial district where residents and visitors frequently access the Town's amenities and services. Verts does not foresee a traffic issue caused by its customers and staff, as Grand Avenue is full of other commercial uses and supports regular traffic flows in both directions. Additionally, the building in which Verts is located has an off-street parking directly in front of the licensed premises.

The building in which Verts is located is most-often accessed by car and can be accessed by cyclists and pedestrians. There is ample room and good visibility along Grand Avenue in front of the store so that pedestrians accessing the store from the surrounding businesses or neighborhood will feel safe doing so.

Verts does not foresee complaints related to vehicle and pedestrian traffic due to the accommodating, commercial nature of the area described above. On the off chance that a complaint does arise, Verts will work with the Town to immediately rectify the situation and develop alternative traffic plans acceptable to all.

Location management – In addition to the measures described above, Verts strives to proactively reduce the possibility of nuisance and has procedures in place for mitigating any impacts to the neighborhood. The process includes heightened security, building relationships with local law enforcement and 24-hour contact with management. Specifically, Verts will enforce the following policies:

- On-site monitoring – Verts provides in-person surveillance of the dispensary. During operational hours, the CEO, Manager on duty and staff members monitor the inside and the exterior of the facility, keeping the property free and clear of nuisance.
- Video surveillance – A state-of-art surveillance system monitors the interior and exterior of premises. The surveillance footage is reviewed by the CEO or Manager on duty to identify any nuisance that may be in progress. Immediately upon becoming aware of any nuisance, management and staff will rectify the situation. Law enforcement will be immediately contacted if necessary.
- Community liaison -- Verts assigns a community liaison, whose contact information is readily available. Should a complaint arise due to nuisance, the community liaison will immediately reach out to the staff, and law enforcement if necessary, to address the situation.
- Public postings – Verts will ensure all displayed permits and certificates are properly located in a conspicuous location, in compliance with GLMC 6-5-12, and are readily visible to all customers and store personnel.
- Prohibition of loitering – At no times will management or staff allow individuals to loiter near on the property.

Securing the safety of its patrons and community is a high priority for Verts. As such, if the Town or community members have additional suggestions for meaningful changes, Verts remains open to hearing and incorporating viable suggestions.