

COMMUNITY BENEFITS

We understand that while cannabis has existed within our communities for decades, legal, regulated cannabis is still an emerging market. Communities are grappling with how best to integrate commercial cannabis activities into existing neighborhoods, balancing the economic opportunities this industry represents with a desire to protect public health, safety, and neighborhood integrity.

Furthermore, Embarc believes operating a cannabis business is a privilege and not a right. Our successful business model is predicated on the ability to consistently engage the community and the City with integrity and through transparent collaboration. Given this foundational commitment to Sutter Creek—which will be bolstered by the dedication of our local Community Advisory Board—we will operate a business that provides meaningful ongoing benefits and serves as the type of partner the community can be proud of and will value.

Embarc’s approach to community benefits is not new for the company. Across California, Embarc’s dedication to community benefits has been recognized by nearly two dozen jurisdictions awarding local cannabis licenses in competitive processes. Embarc has consistently ranked at the top of cannabis operator evaluations, in significant part because of the strength of this same community-centered model: local hiring, meaningful reinvestment, trusted local oversight, and long-term accountability.

Today, we return with that same commitment, now strengthened by years of demonstrated execution across 17 stores in California communities.

Through this model, Embarc has directed more than \$2.5 million to local organizations, youth prevention programs, community partnerships, and neighborhood priorities throughout California—a track record we propose to bring here with this project.

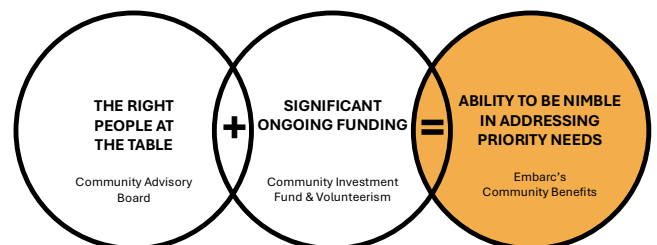
Embarc Sutter Creek is committed to providing meaningful, measurable benefits to the City of Sutter Creek and its residents. As part of our Community Benefits Plan, **we pledge to contribute 1% of our annual business revenue (gross receipts)** to support local organizations, schools, and City-sponsored programs in Sutter Creek. Details of this commitment, including funding priorities, structure, and administration through Embarc’s Community Investment Fund and Community Advisory Board, are outlined in the sections below.

PURPOSE

The Community Benefits Plan, summarized below, is designed to be a dynamic document that embodies the company’s core values and ongoing community engagement priorities. It was developed with, and will continue to evolve over time through, collaboration with a local Community Advisory Board.

Importantly, this plan does not contain static organizational commitments or one-time checks at the front end of a political process. Rather, it is the embodiment of Embarc’s proven community engagement model, one that values and respects the importance of diverse local perspectives and experiences in being able to adapt to continuously address evolving community needs.

This approach is evident in our work to compile our Community Benefits Plan for Sutter Creek. **The following plan has been formulated with significant input from Sutter Creek residents in our past Community Listening Session and through our engagement with community leaders.** It centers around the following equation:



COMMUNITY ADVISORY BOARD

The Sutter Creek Community Advisory Board will represent the heart of Embarc's community reinvestment model. It will be comprised of trusted local leaders, and could include educators, nonprofit executives, and business owners who have long served Sutter Creek. The Board ensures that decisions about community funding remain in local hands. Reflecting the City's desire for the broader community to benefit from the inception of local cannabis retail, the Board we plan to coalesce will be diverse in their representation of local stakeholders. The collective insight of these trusted community voices ensures that Embarc's contributions are not only transparent and accountable but also responsive to Sutter Creek's evolving needs, empowering local voices to determine how resources are reinvested in their community for generations to come.

Embarc's Community Advisory Boards are empowered with total control over where their local Community Investment Fund is directed in perpetuity. It is this group that will work collaboratively to drive Embarc's efforts to address Sutter Creek's needs. The primary goals of the Community Advisory Board are to work collaboratively with Embarc leadership to implement and continue refining our community benefits plan, and to ensure safe, transparent, and community-oriented operations.

Duties of the Board include:

1. Development and implementation of our community relations plan
 - Identifying and/or creating opportunities to help enhance and promote community input, engagement, education, and awareness
 - Reviewing operational policies and procedures to identify opportunities for community and neighborhood engagement
2. Allocating all community funding
 - Assessing opportunities for financial contributions

- Identifying local, immediate priority funding gaps in which our resources could provide flexible assistance
 - Determining the best allocation of community funding
3. Oversight and accountability for Embarc operations
 - Quarterly accountability on commitments made/commitments delivered
 - Providing input on marketing strategies and tactics
 - Monitoring Embarc's responses to any community feedback or concerns
 4. Assistance in establishing and building community trust
 - Continuous identification of community priorities, values and needs
 - Identifying opportunities for collaboration with local businesses and other stakeholders
 - Serving as a voice within the community
 5. Ensuring appropriate and thoughtful community education
 - Providing input on education and awareness programs
 - Recommending priority causes for employee and executive volunteer support
 - Providing consistent feedback to refine and best tailor our efforts

To ensure operational transparency, we welcome the opportunity to include a participant from City government and/or a public safety officer. While the City would not be a voting member, this is an opportunity for a City representative to remain apprised of and provide feedback on Embarc's operations and philanthropic initiatives.

Our Community Advisory Board members will be tasked with ensuring benefits are directed to advance the community's needs, including a focus on the long-term interests of residents and a prioritization of the protection of this community's youth.

Ultimately, the Board will be comprised of leaders with diverse backgrounds and experiences that inform their ability to make thoughtful determinations regarding how Embarc executes its community benefits locally. Specifically, the Community Advisory Board decides funding priorities, volunteerism priorities, workforce development partnerships, financial support of City-sponsored activities, our ongoing neighborhood engagement plan, and execution of Embarc's youth drug education and prevention program.

In addition to directing our committed community funding, the Board meets quarterly to provide feedback on Embarc's operational model, including community outreach, neighbor and business engagements, local partnerships, the sensitivity of advertising and marketing efforts, and more.

Unlike most operators in the cannabis industry that attempt to apply their brand and values onto a community using a top-down approach, Embarc seeks to meet the needs of the community from the bottom up, as represented by the dedication to community representation and CAB member empowerment. In this way, we are not proposing specific allocations to specific organizations, but rather ongoing funding that is directed by this community for the benefit of this community forever.

COMMUNITY INVESTMENT FUND

The Community Advisory Board is positioned to drive meaningful, lasting local impact through our commitment to establishing an internal Community Investment Fund. As we do in every community we serve, Embarc will allocate 1% of gross receipts to this Fund in perpetuity, creating a reliable and growing source of funding for local organizations guided by the priorities of our Community Advisory Board. This dedicated investment is over and above the proposed 5% Community Benefit Fee on gross receipts proposed elsewhere in this application, ensuring a direct and sustained financial benefit to the community.

100% of the Community Investment Fund will be allocated by the Community Advisory Board to local organizations and partners, ensuring we prevent divestment by requiring all the benefits generated from operating a local cannabis business to remain local.

Identifying Priorities

As leaders within the community, Community Advisory Board Members will be uniquely and demonstrably qualified to speak to the needs of Sutter Creek and the intangible, unique qualities that make this community so special. We have pledged one percent of the store's gross receipts to support organizations located within the City of Sutter Creek and City- and County-sponsored programs. The Board's overarching mission is to support and uplift organizations, programs, and initiatives that enrich the quality of life for Sutter Creek residents, with an emphasis on creating equitable opportunities, promoting wellness, and empowering local youth through education.

In conversations with members of the community, the importance of youth drug prevention and education has consistently risen to the top of the priorities list. We are wholeheartedly aligned and know that such a priority will be the primary focus of our Community Advisory Board. Given our track record on this issue in communities across California, our team could not be more excited to deliver the same benefits to Sutter Creek.

Youth Education & Prevention

The community has identified youth education and drug prevention as a priority and Embarc will develop partnerships with youth-serving non-profit and public organizations to facilitate the acquisition and delivery of an accredited youth drug prevention and education program.

But taking a step back, it is important to note that this is not a simple exercise for the purposes of this application, but rather a commitment we undertake in each of the communities where we operate today. We understand that with society's shift to

legal, regulated cannabis comes confusion for communities and particularly for its youth and parents. As a responsible, community-centric cannabis operator, we believe it is incumbent upon us to sensitively and appropriately provide the tools and resources this community needs to navigate this new normal.

Embarc is proud to champion youth drug education and prevention through accredited, evidence-based programs that empower young people to make informed choices and lead healthy lives. The primary program our CABs have funded and implemented is the Botvin LifeSkills Training curriculum, an internationally recognized, evidence-based prevention program that has been proven to reduce substance abuse and strengthen life skills among youth.

We first launched the Botvin program in 2022 through the Community Advisory Board at our inaugural store in South Lake Tahoe, where the Boys and Girls Club of Lake Tahoe became the first organization to implement the curriculum. Their youth program engaged local children and teens in meaningful discussions, offering them the tools to resist substance abuse while empowering them with critical life skills. Building on this success, we have since initiated similar efforts across all of our operating communities.

Through our Community Advisory Boards and Community Investment Funds, Embarc has donated hundreds of thousands of dollars specifically to fund the purchase and deployment of youth drug prevention programs statewide.

Embarc is committed to executing a thoughtful youth education and drug prevention program in partnership with local experts, that reflects the unique priorities of the Sutter Creek community. Our experience has shown that even the most well-designed youth prevention initiatives are ineffective without community buy-in. Therefore, if approved to operate in the City of Sutter Creek, we hope to actively collaborate with our Community

Advisory Board and City leadership to introduce a third-party, accredited youth education and drug prevention program tailored specifically to Sutter Creek's needs. We are excited about the opportunity to work with local partners to ensure that these vital messages are delivered by responsible and trusted community leaders, not Embarc, fostering a proven and community-sensitive model of engagement that we have utilized successfully in communities across California.

“Teaching the Botvin curriculum is a great experience; it equips children with life skills and crucial knowledge about substances like tobacco, alcohol, and marijuana that will serve them for a lifetime. The program's structure fosters an environment where children comfortably ask questions and engage in meaningful conversations around challenging topics. It focuses not only on the short-term harm but also the long-term effects of substance use. I was particularly impressed by how it highlighted the influence of advertising on teens, triggering enlightening discussions about targeted marketing. This curriculum doesn't just educate, it empowers.”

Working with Embarc has been a seamless and rewarding experience. Their commitment is evident in their regular check-ins about the curriculum's progress and effectiveness. Their willingness to ensure the right resources are being utilized and their robust support for community programs is truly commendable. Embarc isn't just a collaborator, but a dedicated partner in fostering community wellbeing.”

Theresa Papandrea,
Botvin Program Educator for the Boys & Girls Club of Lake Tahoe

In our experience, educating both youth and the adults who shape their lives—parents, teachers, coaches, and mentors—is key to responsibly integrating legal cannabis operations into a community. Providing the tools and resources necessary for these influential adults allows us to create sustainable change. Throughout California, we have

successfully implemented this approach, establishing programs that foster education on the dangers of substance abuse. We would bring this proven educational model to Sutter Creek with the flexibility to adapt to the community's needs and feedback.

Program Overview

When founding members of our team led the development of Proposition 64, the initiative to legalize adult use cannabis in California, they knew youth prevention and education were paramount to maximizing public health and safety within communities. As such, and with intentionality, our team ensured that Proposition 64 would provide the resources and direction necessary to educate youth on the risks associated with cannabis use.

Proposition 64 included the development of a State-sponsored educational campaign, entitled "Let's Talk" with curriculum specifically targeted to communities, parents, and youth. We have utilized this program, developed with a science-based approach by some of the brightest minds in California, as a foundation for resource development for the adults that play formative roles in the lives of youth.

Additionally, understanding impactful education requires tailored age-appropriate content, Embarc has adopted accredited and nationally recognized Botvin LifeSkills Training for middle school aged students for use by its selected community youth education and prevention partners. Embarc hopes to deploy targeted youth drug prevention education utilizing Botvin's LST 1 for middle school aged youth in partnership with our Community Advisory Board and local community partners in Sutter Creek.

We will continue to refine our program and will work closely with our Community Advisory Board, the City, and potentially other operators to ensure this program is the best fit for the Sutter Creek community. Cornerstones of this approach will be:

- Utilization of the "Let's Talk" campaign to provide resources and toolkits for parents, teachers, coaches and others looking for guidance on how to navigate these discussions with youth
- Utilization of Botvin's accredited LifeSkills program (or other similar curriculum as appropriate) specific to middle school aged youth, deployed through partnerships with appropriate messengers in the community including youth-oriented non-profits and schools

"The Botvin curriculum delivers weekly lessons that are both enlightening and engaging, allowing young minds to recognize and challenge common misconceptions about tobacco, alcohol, and other drug use. It's more than just a class; it's a valuable asset that empowers teens to navigate peer and media pressures using robust coping and resistance skills. It's a resource that helps build self-esteem, promotes resilience, and fosters assertiveness. My heartfelt thanks to Embarc for providing this tool for our teens' growth and development!"

Kim Youn,

Lake Tahoe Unified School District, Youth Counselor

Program Background

The National Institute on Drug Abuse developed A Research Based Guide for Parents, Educators, and Community Leaders for Preventing Drug Use in Children and Adolescents, which serves as an internationally recognized analysis that cites Botvin's research as a guide on how to develop and implement effective youth drug prevention campaigns. This comprehensive guide contains significant science-based research that directed Embarc's efforts to develop and implement an effective youth education and drug prevention campaign.

The following served as foundations in this endeavor:

1. Prevention programs should be tailored to address risks specific to population or audience characteristics, such as age, gender, and ethnicity, to improve program effectiveness (Oetting et al, 1997).
2. Prevention programs aimed at general populations in key transition points, such as the transition to middle school, can produce beneficial effects even among high-risk families and children. Such interventions do not single out at-risk populations and, therefore, reduce labeling and promote bonding to school and community (Botvin et al, 1995; Dishion et al, 2002).
3. Community prevention programs reaching populations in multiple settings, for example, schools, clubs, faith-based organizations, and the media, are most effective when they present consistent, community-wide messages in each setting (Chou et al, 1998).
4. Community prevention programs that combine two or more effective programs, such as family-based and school-based programs, can be more effective than a single program alone (Battistich et al, 1997).
5. Prevention programs are most effective when they employ interactive techniques, such as peer discussion groups and parent role-playing, that allow for active involvement in learning about drug abuse and reinforcing skills (Botvin et al, 1995).
6. Prevention programs should include teacher training on good classroom management practices, such as rewarding appropriate student behavior. Such techniques help to foster students' positive behavior, achievement, academic motivation, and school bonding (Ialongo et al, 2001).
7. When communities adapt programs to match their needs, community norms,

or differing cultural requirements, they should retain core elements of the original research-based intervention (Spoth et al, 2002b), which include:

- Structure (how the program is organized and constructed);
- Content (the information, skills, and strategies of the program); and
- Delivery (how the program is adapted, implemented, and evaluated).

Based on this significant body of research, it is clear that the most effective program:

- Targets youth with age-appropriate content at various stages in of development;
- Utilizes multiple learning formats including interactive content;
- Involves multiple parties including teachers, parents, faith-based organizations and more to provide multiple access points for information; and
- Benefits from localism, as long as the program remains rooted in structure, content and delivery.

Audience

To ensure we are both effective and inclusive in outreach, we have segmented our youth drug prevention education into three categories: Youth General, Youth Targeted Age, and Adults in the Lives of Youth.

YOUTH GENERAL: Research has proven that the most effective youth education and drug prevention programs utilize two or more effective programs rather than any single program alone. For example, an effective school-based curriculum is more successful when coupled with at-home and technological components. Thus, Embarc will implement a multicomponent program that takes a holistic approach to youth engagement through:

- Media campaigns with general anti-drug education messaging targeted to all youth

- Educational programming for use as an in-school program, with a toolkit for teachers and/or a program coordinator

Creating a multicomponent program will ensure that youth education and prevention efforts engage youth across multiple channels, in many forums, and on a consistent basis to maximize efficacy.

YOUTH TARGETED IMPACT (MIDDLE SCHOOL): Evidence demonstrates that the first year of middle school is when childhood drug use typically appears, so education before and during the teen years can delay or prevent experimentation and onset of use. At the middle-school level, children are eager to fit in, often overriding instincts to avoid unhealthy behavior, especially in the face of peer pressure. As such, Embarc will focus our youth drug prevention and education efforts on this critical age through the use of Botvin’s accredited model.

ADULTS IN THE LIVES OF YOUTH: Ensuring that adults who play a critical role in a young person’s life have the tools and education necessary to address questions from youth is a critical component of a community’s transition to legal cannabis. In coordination with accredited resources from the State’s Let’s Talk Campaign and Botvin’s individualized tutorials for adults in the lives of youth, Embarc will ensure Sutter Creek adults have the resources necessary to educate youth about the dangers of youth drug use through materials, toolkits and hosted educational events.

Understanding these are difficult conversations that the arrival of legal cannabis may have pushed to happen sooner than parents would have hoped, we believe it is our responsibility as leaders in the legal cannabis industry to do our part to ensure parents have the tools needed to answer tough questions during these critical conversations.

Content

We intend for our Community Advisory Board Members to work collaboratively to implement this effort for youth through local partnership(s). By utilizing the accredited and nationally recognized Botvin LifeSkills Training coursework as the starting point, we can leverage the best science available while tailoring our program specifically to Sutter Creek.

Embarc’s Youth Drug Prevention and Educational coursework was developed through a series of workshops with youth drug prevention and education specialists. Understanding that we alone should not decide what is the “best” education for young people, Embarc undertook an extensive process of ensuring Botvin’s accredited and nationally recognized content was an impactful and engaging course for today’s youth. We created our approach and coursework by:

- Identifying the target age group to focus our efforts;
- Adopting certified coursework resources from Botvin’s nationally recognized youth drug prevention work;
- Pursuing a cognitive behavioral approach to education as our framework; and
- Conducting numerous workshops with drug prevention specialists, members of law enforcement, City Council members, parents, and members of Unified School Districts in multiple California communities.

Botvin’s e-LST Middle School 1 is a substance abuse and violence prevention program based on more than 35 years of rigorous scientific research. LifeSkills Training is comprehensive and dynamic, designed to promote mental health, social-emotional learning (SEL) skills and positive youth development. In addition to helping young people resist drug, alcohol, and tobacco use, the LifeSkills Training Middle School program also effectively supports the reduction of violence and other high-risk

behaviors. Through tailored courses, learning objectives include:

- **Personal Self-Management Skills:** Students develop skills that help them enhance self-esteem, develop problem-solving abilities, reduce stress and anxiety, and manage anger for better mental health.
- **General Social Skills:** Students gain skills to meet personal challenges such as overcoming shyness, communicating clearly, building relationships, and avoiding violence.
- **Drug Resistance Skills:** Students learn skills that help them build effective defenses against pressures to use tobacco, alcohol, and other drugs.

In this way, we are providing a holistic approach to drug resistance by also focusing on the vital personal and interpersonal factors necessary to effectively discourage youth drug use.

Understanding that those tasked with educating our young people must have the expertise, credentials, and trust of the community, we have initiated and will continue to develop meaningful partnerships with youth-servicing non-profit organizations to provide a full spectrum of ways in which we can appropriately and respectfully contribute to the education and personal development of the community's youth. These efforts are tailored to the specific needs of the community through the guidance of our Community Advisory Board as youth drug prevention and education is not a one-time effort, but rather a continuous commitment to meeting the ever-changing needs of today's youth.

We will work collaboratively with our Community Advisory Board to identify and finalize the most appropriate partnerships for the lifetime of operations.

PROMISES MADE, PROMISES KEPT: SUPPORTING CRITICAL YOUTH EDUCATION WORK – TAHOE ALLIANCE FOR SAFE KIDS (TASK)

The Tahoe Drug-Free Coalition is a group of parents, community leaders, and local law enforcement officers dedicated to providing educational resources to the community to prevent youth drug use. Embarc's team integrated into the organization, attending Board meetings over many months to rebrand the organization into Tahoe Alliance for Safe Kids, developing a new identity package and website, and creating communications channels to better target youth and parents during the pandemic. Our team participates in ongoing meetings to keep our finger on the pulse of the community discussion regarding youth drug use prevention and continuously monitor for adverse impacts associated with legal cannabis operations.

“Embarc has been a steadfast partner in our shared commitment to youth drug prevention and education. From providing the expertise to modernize TASK's website and branding to funding the expansion of Friday Night Live programming, I appreciate the collaborative approach Embarc takes to community benefits and have full confidence in their operations and leadership.”

PAULA PETERSON,
BOARD MEMBER, TAHOE ALLIANCE FOR SAFE KIDS

CASE STUDY: SENSITIVELY SUPPORTING YOUTH: BOYS & GIRLS CLUB OF LAKE TAHOE

Embarc conducted initial outreach to the Boys and Girls Club of Lake Tahoe more than five years ago (prior to the community's licensing process even initiating) to get a better sense of community concern regarding legalization. At that time, it was virtually unheard of for a cannabis company to be working with a Boys and Girls Club, let alone for the discussion to be focused on youth education and how to navigate legal cannabis coming to the community.

Since that time, the Boys and Girls Club has continued to be a valued resource and community partner, both as a voice providing oversight of operations as a member of the Community Advisory

Board and as a partner on vital local initiatives. Our partnership is multi-faceted, from providing volunteers for the organization's annual fundraisers, to food and clothing drives to support families during the pandemic, to providing significant (\$50,000) economic support for the organization to build a new Clubhouse for youth.

As previously detailed, the Boys and Girls Club successfully piloted Botvin's youth drug education and prevention curriculum in Tahoe, utilizing Embarc's resources and tools to engage local youth in meaningful conversations. The Club implemented the program with two distinct groups:

- 24 fifth-graders, who attended 45-minute sessions once per week for 10 weeks; and
- 28 teens, primarily sixth and seventh-graders, who participated in 45- to 60-minute sessions for 12 weeks.

The program facilitator reported that many students appreciated the emphasis on managing emotions and coping with stress. The participants expressed that they would remember the three Cs for making sound decisions: Clarify, Consider, and Choose. Furthermore, the students were struck by the addictive nature of nicotine and were surprised to learn how advertising specifically targets teenagers to consume cigarettes and vape pens. They also gained a better understanding of the detrimental effects these substances have on the human body. Overall, the program left a profound and lasting impact on the students, equipping them with valuable knowledge and life skills.

“The Advisory Board comprised of local community organizations, including our Drug Free Coalition, holds Embarc accountable to our community, while also advising them on how to distribute their business donations. Embarc is committed to philanthropy, and in the short time they have been open, have already donated thousands of dollars to local non-profits. I feel strongly that businesses permitted to retail cannabis must conform to the highest standards of ethics and business practices and be willing to work with and support local nonprofits

and youth organizations. In Embarc you will find a business that exemplifies those standards and provides meaningful support and engagement with the local community.”

JUDE WOOD,
EXECUTIVE DIRECTOR OF BOYS AND GIRLS
CLUB OF LAKE TAHOE

Volunteerism

In addition to the financial commitments made above, and the specific track record of youth education and drug prevention work that informs our local proposal, Embarc will deploy significant human resources to benefit community partners and local community needs.

Employee Volunteerism

There are few things that feel better than doing a good deed, except perhaps undertaking it with your peers while getting paid for the time spent. Embarc is committed to providing a positive workplace that encourages employees to give back to their community. Partnering our workforce with community organizations will foster a culture of volunteerism among our employees.

Embarc employees will be afforded up to 40 hours of paid time off per year to participate in local community activities and programs through our structured volunteerism program. These opportunities for engagement provide employees with tools for professional development by exposing them to a variety of local organizations. In addition, investment in employees reduces turnover and improves workplace performance.

Research shows that the best way to achieve employee participation is to provide structured volunteer opportunities. Embarc will provide our employees with opportunities to work with our community partners and allow team members to suggest and organize additional activities with their colleagues. These opportunities help employees:

- Learn new skills;
- Gain project management experience;
- Grow personal and professional networks;
- Create a positive presence in our community; and
- Participate in off-site team-building with purpose.

Given that we anticipate employing approximately 15 employees initially, this will result in hundreds of hours of annual volunteerism.

PROMISES MADE, PROMISES KEPT: VOLUNTEERISM IN ACTION – PUTTING PEOPLE BEFORE PROFIT

With more families suffering from food and housing insecurity than ever before, a community partner called us for help. The local food bank received notice that their scheduled volunteers had canceled, leaving them with no team to prepare and serve the community members relying on them for a hot meal. In less than 12 hours, we mobilized our team, closed our doors, and redirected our entire store staff to cover the shift, ensuring the community’s most vulnerable residents received the meals they depend on. This is indicative of the deeply entrenched nature of our community partnerships, and of the seriousness with which we approach volunteerism. Embarc seeks to be the type of partner you can call when it counts because of our track record of delivering on promises.

Quantifying Impact

Contemplating the 5% of gross receipts paid to the City as a Community Benefits Fee and 1% of gross receipts to our internal Community Investment Fund, the projected financial public benefit associated with this proposal over the first 60 months is as follows:

	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
Community Benefits Fee to the City (5%)	\$311,448	\$345,707	\$445,904	\$486,036	\$529,779	\$2,118,873.57
Internal Community Investment Fund (1%)	\$62,290	\$69,141	\$89,181	\$97,207	\$105,956	\$423,774.71
TOTAL	\$373,737	\$414,848	\$535,085	\$583,243	\$635,735	\$2,542,648.29

COMMUNITY PARTNERSHIPS

In addition to the efforts outlined above, Embarc will implement the following customary corporate social responsibility components expected of all community-oriented cannabis businesses as part of its broader Community Benefits Plan in Sutter Creek.

COMMUNITY EDUCATION: We will host educational workshops and non-profit partnership events as part of an ongoing community education and engagement effort. Education is critical in demystifying cannabis and breaking down the barriers and stigma that prevent many from feeling comfortable asking questions about appropriate use. Topics for this education range from cannabis specific (understanding dosing and your body) to public safety (how to safely store cannabis at home). These will be led by Embarc team members and external subject matter experts as appropriate.

SENIOR OUTREACH: Seniors are one of the fastest growing consumer demographics for cannabis, but they are also the most likely to be susceptible to cannabis’ long-lasting stigma. Therefore, it is important to create an atmosphere that makes seniors in the community feel as though they are a part of and welcome at Embarc. Employing seniors within the store is critical in breaking down that barrier.

In recognition of the tremendous medical benefits cannabis can provide this demographic, Embarc is committed to ongoing education and engagement with Sutter Creek’s senior community to dispel the myths, eliminate the stigma and provide education without a sales pitch to help seniors navigate this new normal. We will explore opportunities to partner with senior citizens’ groups and organizations to provide free education workshops on CBD, THC, medical cannabis, dosing, and more. Topics will include cannabis basics, cannabis and pain, cannabis and sleep, and more.

ADDITIONAL DISCOUNT PROGRAMS: High quality, safe and tested cannabis should be accessible rather than exclusive. As such, Embarc maintains a range of discount programs intended to benefit a variety of communities, including seniors and veterans. Additionally, to encourage customers to shop during non-peak hours and mitigate traffic and customer flow impacts, Embarc often offers incentives for online order pick-up or off-hours shopping.

LOCAL BUSINESS PARTNERSHIPS: Embarc will do its part to support working families by keeping dollars local, thereby growing the local economy. This support drives local tax revenues, which in turn supports our tax base and vital local services. It is our intention to obtain goods and retain services from locally licensed small businesses, including, but not limited to, landscaping services; maintenance and janitorial services; miscellaneous professional services; local artisan goods/products; and, most importantly, our employees. We anticipate that Amador County Chamber of Commerce membership could provide a great network of local business contacts for these and other vital components of keeping our dollars local.

In addition to hiring local employees, partnering with local vendors, and relying on local goods and services, Embarc will also create meaningful partnerships with local businesses to cross promote and market their goods and services. Such opportunities span a variety of businesses, ranging from health and wellness (yoga instruction, outdoor gear, etc.) to restaurants, coffee shops, and entertainment. By solidifying promotional partnerships, our operations can help drive additional customers to these businesses.

COMPASSIONATE USE: Cannabis is recognized as an important medical treatment option for many medical conditions ranging from seizures to PTSD to cancer and more. To help meet the medical needs of some patients who are otherwise unable to afford cannabis, Embarc will offer reduced and no-cost medicinal products to low income and

seriously ill patients. This program will be operated in accordance with regulations set forth by the DCC. Patients who want to receive benefits from this program must provide evidence of residency as well as medical and financial need. As part of our Compassionate Use Program, Embarc will host compassion days specifically geared toward veterans through a partnership with a pre-eminent compassionate care provider for veterans.

ADDICTION RESOURCES: We understand that admitting you need help is the first and often hardest step to recovery, and as such, we must be prepared to provide relevant resources to anyone who is willing to ask. Embarc will partner with local community and public health organizations to make resources available regarding addiction recovery and will maintain materials onsite for such requests.

CONCLUSION

Embarc has a demonstrated track record of meeting the unique needs and priorities of each community it serves. As part of that ongoing effort, we will coalesce leading community voices in Sutter Creek into a Community Advisory Board tasked with ensuring our local community benefits remain focused on addressing the pressing needs of residents.

Ultimately, this Community Benefits Plan reflects a community-centered model that is responsive to local priorities, now backed by years of execution, expanded operational experience, and measurable impact across California.