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City of Muskegon City Commission
933 Terrace St.
Muskegon, MI 49440

RE: 885 E. Apple Ave.

Dear Commissioners:

On behalf of Body and Mind, Inc. ("BaM"), I am pleased to provide the City of Muskegon with details about our company and our goal to partner with John Scott and develop a licensed marihuana facility at 885 E. Apple Ave., Muskegon, Michigan.

BaM is a publicly traded company with years of experience operating licensed marihuana facilities in medical and recreational markets throughout the country. Since 2017, BaM has built its business from a single location to now successfully operating in four states and employing over one-hundred employees. Over the course of four years, our success was not by accident or by chance. Apart from our unmatched business acumen, our success was built by a need to listen and act. We established professional values as a company that require us to be a pillar in our community – a force of good – that brings equitable solutions to the challenges our communities face. We consider our communities an extension of our company that drives our passions and achievements.

At every level, our team of dedicated and experienced employees expend significant energy and resources into researching the needs of the community and addressing it through volunteering and fundraising. Some of our communities have been overwhelmed by pollution and waste, so we created cleanup programs focused on parks, beaches, and other public areas. In other locations, access to opportunity is scarce, so we work with local organizations to help find aspiring individuals and train technical skills to help prepare them for the workforce. Sometimes the best way to reach the community is through local investment, so we created "Shop for a Cause," a popular promotion that raises money for local non-profit organizations. To date, we have donated tens of thousands of dollars to transitional housing shelters, children's hospitals, community centers, first-responders, animal shelters, and other local organizations. These programs have not only proved to be beneficial to the local community, but our customers are thrilled to know that a portion of their sale will go to a cause that matters to them.

We also recruit employees locally, offer full health benefits, and pay some of the highest wages in the industry. By example, starting salary for a General Manager is between \$65,000 and \$80,000, plus performance bonuses. Before the pandemic, we regularly advertised and held local job fairs to meet aspiring entrepreneurs and employees who are as passionate as we are about cannabis and community welfare. Even today, we continue to work with local agencies to help us find, train, and employ individuals who qualify for equity employment, such as individuals who have a

conviction for a non-violent cannabis related crime, live in disproportionately affected area, or make less than 80% of the local annual household income. As the industry becomes more and more mainstream, we believe it is even more necessary to take steps to meaningfully empower and enrich communities that have been disproportionately impacted by inequity.

These are just some of our achievements. We want to carry our values as a company to Muskegon by making John Scott an ownership partner at BaM and help us develop an equitable and successful retail business at 885 E. Apple Ave. In addition to ownership interest, Mr. Scott will be offered a full-time position at BaM, with an annual salary and full health benefits. We will designate a local Community Liaison to work with Mr. Scott and help us repeat the achievements from our past. At the same time, our team will research and address the extent of inequity, why inequity persists, and how we can help achieve social equity in Muskegon. We will work with community leaders and organizations to help boost the local economy, provide access to education resources, shrink the income gap, and relieve tensions between groups at the forefront of social issues. There is a great deal of work to be done, but we believe we have never been in a better position than now to examine the context of social equity conversations taking place and help reduce social inequities. We not only consider ourselves as industry leaders, but we believe it is our duty to be community trendsetters.

We hope this letter brings some meaningful insight into our company and mission. Please feel free to contact me directly at any time to address any questions or concerns.

Sincerely,

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