

Oakland

EMERALD



NEW DEAL

to restore our communities

**EMERALD
NEW DEAL**

PRESENTATION FOR
CANNABIS REGULATORY
COMMISSION

MAY 12, 2022

WHAT'S THE EMERALD NEW DEAL

The Emerald New Deal is a community-based, grassroots initiative that seeks to reallocate 100% of the existing Cannabis Tax revenue from the city's general fund into a newly established Emerald New Deal Fund.

The Emerald New Deal Fund will re-distribute funds back into the communities that were victimized and affected by the War on Drugs. An Emerald New Deal Planning and Oversight Committee would be created (with majority of the seats allotted to individuals directly impacted by the War on Drugs) to oversee the development, implementation, and distribution of the funds.

END does not change the taxes RATES FOR cannabis businesses.

UPDATES SINCE OUR LAST PRESENTATION

- Our list of resident volunteers continues to grow
- Conversations with community leaders continues
- Launched the equity tours program
- Launched the voter registration project for our reentry community members
- We have begun the legislative process to get on the November 2022 ballot
 - Our Sponsors are D5 Rep. Noel Gallo, D6 Rep. Loren Taylor, D7 Rep. Treva Reid
- But more importantly, we followed your guidance and held conversations with cannabis business owners



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It Only makes (common) sense
Now that weed is legal
Equity should be seen
through the eyes of the people

www.emeraldnewdeal.org

UPDATES SINCE OUR FEBRUARY PRESENTATION

- We have begun the legislative process to get on the November 2022 ballot
 - Our sponsors are D5 Rep. Noel Gallo, D6 Rep. Loren Taylor, D7 Rep. Treva Reid
- **But more importantly, we followed your guidance and held conversations with members of the cannabis community.**

WE VISITED CANNABIS BUSINESSES AND LEARNED A LOT

Business Outreach

We called, emailed and visited all cannabis businesses listed on the CRC site and via a google search.

We visited corporate businesses, small dispensaries, and contacted delivery businesses.

We learned that out of so many licensed granted, only 8-10 dispensaries with brick and mortar locations have opened or are in the process of opening.

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Business Outreach

NO Business had solidly opposed the Emerald New Deal.

We spoke to 16 of businesses

We secured 5 formal endorsements

We have 4 ongoing conversations for formal endorsements

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Issues mentioned during our outreach

The cannabis equity businesses are struggling the most -- promises made to them were not fulfilled

Those who are lucky enough to receive a license, do not have the financial capital to open, often they've had to partner with corporate partners.

There is a financial impact and safety concern of robberies

Conversation with staff revolved around low wages, limited to no benefits access

The business owners play every role: they are the bookkeeper, customer relations, advertising, cashiers, cleanup crew, etc. There is not enough revenue to bring on more staff

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HOW THE EMERALD NEW DEAL SUPPORTS EQUITY CANNABIS BUSINESS

- ❑ Currently, there is no funding directly allocated to cannabis equity businesses because the cannabis tax revenues currently go to the general fund
 - ❑ The general fund supports City services, most notably OPD, who provide services to cannabis businesses.

- ❑ With the END, within the 35% to support existing City of Oakland programs, 20% needs to be allocated to support cannabis equity programs to:
 - Provide a streamlined process for financial grants to support licensed cannabis businesses and
 - Training and hiring cannabis security staff with priority given to hiring re-entry community members.

EMERALD NEW DEAL PUTS THE MOST IMPACTED AT THE FOREFRONT

- One key element to the Emerald New Deal is the makeup of the Committee:
- 9 members total, appointed by Councilmembers and the Mayor
- 5 members must be individuals or a family member of an individual that was directly impacted by the War on Drugs
- 4 members must meet the following criteria
 - individual or a family member of an individual that was directly impacted by the War on Drugs
 - Cannabis Business Owner
 - Professional with experience in budgeting, finance,
- The committee will develop a strategic investment plan

END

Authors Strategic Investment Plan on how to allocate tax revenues to communities most impacted by the War on Drugs

City Administrator

- Collects Cannabis Business Tax Revenue
- Sets CRC recommendations which require City Council approval
- Disperses funding allocation based on END recommendation and City Council approval

CRC

Makes recommendations to City Council on taxation, regulations and permitting of cannabis businesses

CAN WE COUNT ON THE CRC'S ENDORSEMENT OF **END**?

