

Social Equity In Cannabis: Overview and Update

House Regulated Substances & Gaming
Committee Presentation

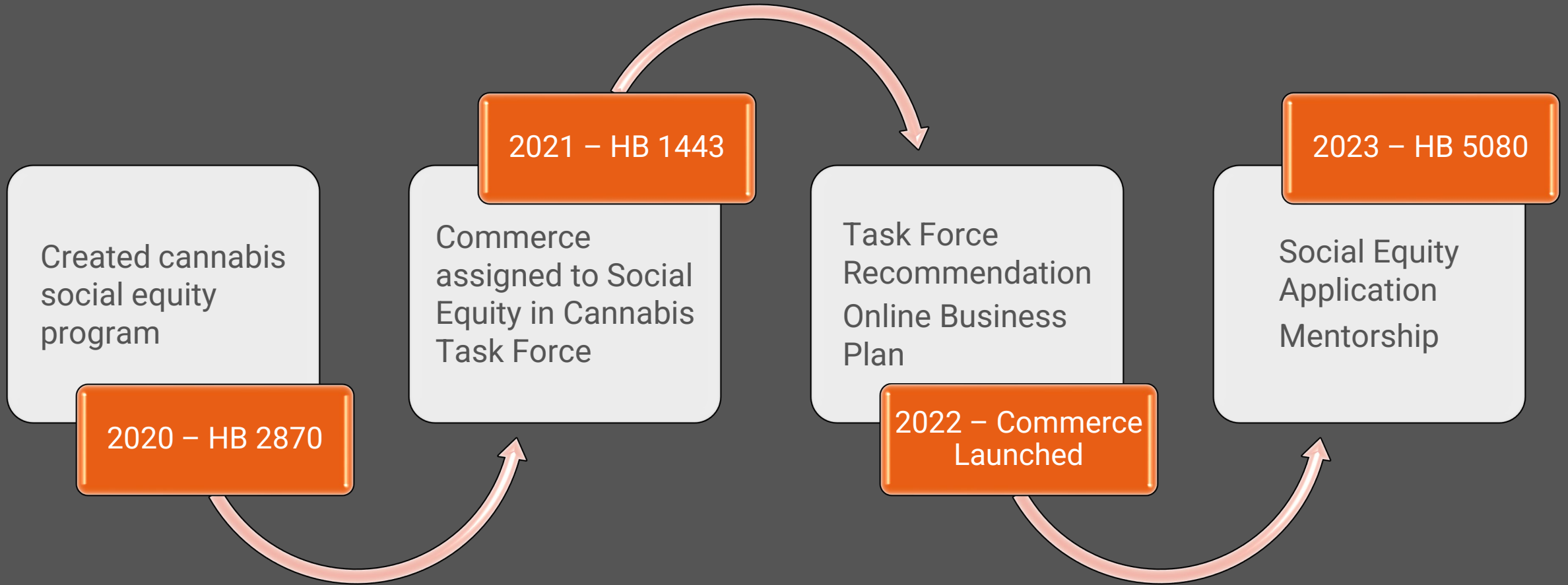
ALISON BEASON, LIFE SCIENCE * GLOBAL HEALTH SECTOR
OFFICE OF ECONOMIC DEVELOPMENT AND COMPETITIVENESS

DECEMBER 5, 2023



Washington State
Department of
Commerce

Timeline



Program Outline

2022 & 2023

- Online Technical Assistance
- Mentorship Program

2024

- Online Technical Assistance
- Mentorship Program
- Grants



Make Green Go

est. 2010

Cannabis Specific Business Development

- Module Platform
 - Focus on potential SEAs for licenses
- Base for Program:
 - Standardized cannabis-specific business learning basics
- Timeline
 - Launched September 2022 (annually)

Outcomes

- 17 Free Online Modules
- Open to the Public
 - 1,141 Enrolled
 - 40% Completion
- Liquor and Cannabis Board
 - Created 6 modules
 - 922 Registered
 - 673 Total Attendees
 - 60% Engagement Rate

Separately, the Washington Department of Commerce partnered with the state's Liquor and Cannabis Board (LCB) and Make Green Go!, a cannabis business development consulting company, to create the [Social Equity in Cannabis Technical Assistance Program](#).



Mentorships

- 1 Facilitator
- 26 Mentors
 - Generalists
 - Business Planners
 - Accountants
 - Relators (& More)
- Portal
 - Mentor Profiles
 - Events Posted
 - 274 Active Members
- Timeline
 - March to June (annually)



Cannabis Summit

- Open to the Public
 - Over 400 People Enrolled
 - 250 Attendees
- Agenda:
 - Mentor Presentations
 - LCB Panel
 - Elected Officials
- Food & Music

March 2023



Outcomes

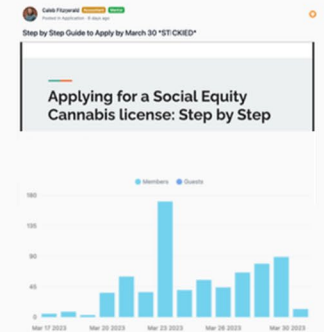
- Mentors were very flexible
- Serviced over 700 applicants
 - Via online
 - In Person
 - Tours
 - Panels
 - Hybrid Events

MENTORSHIP PORTAL IMPACT

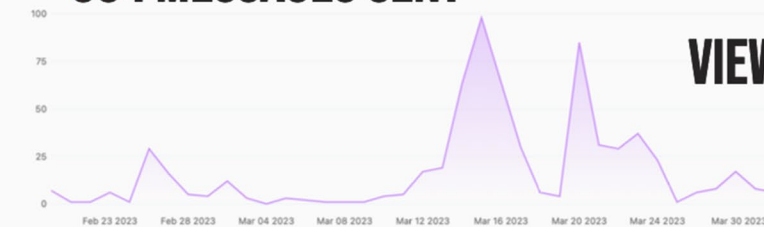
129,810 PAGE VIEWS



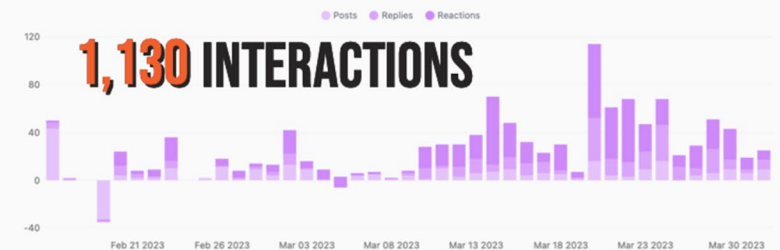
274 ACTIVE MEMBERS



654 MESSAGES SENT



VIEWED 705 TIMES



Program Outline

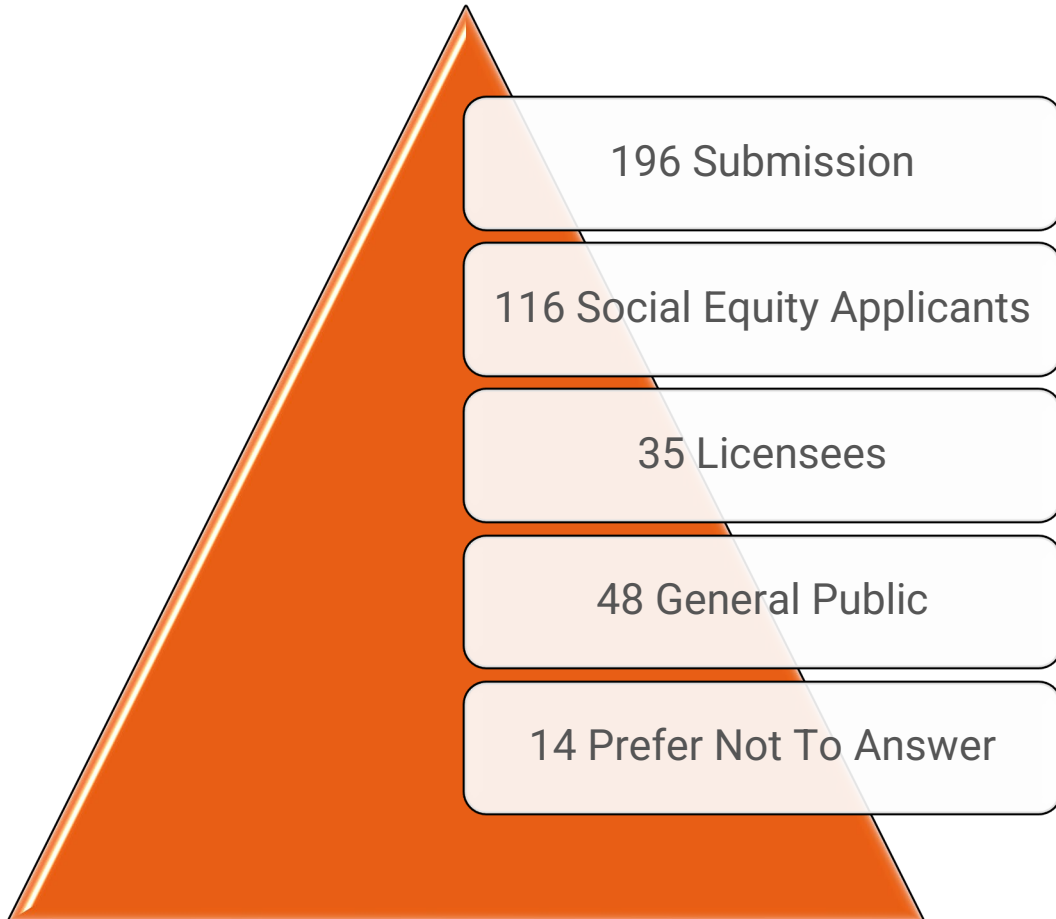
Updates

- Request for Information
- Request for Proposals

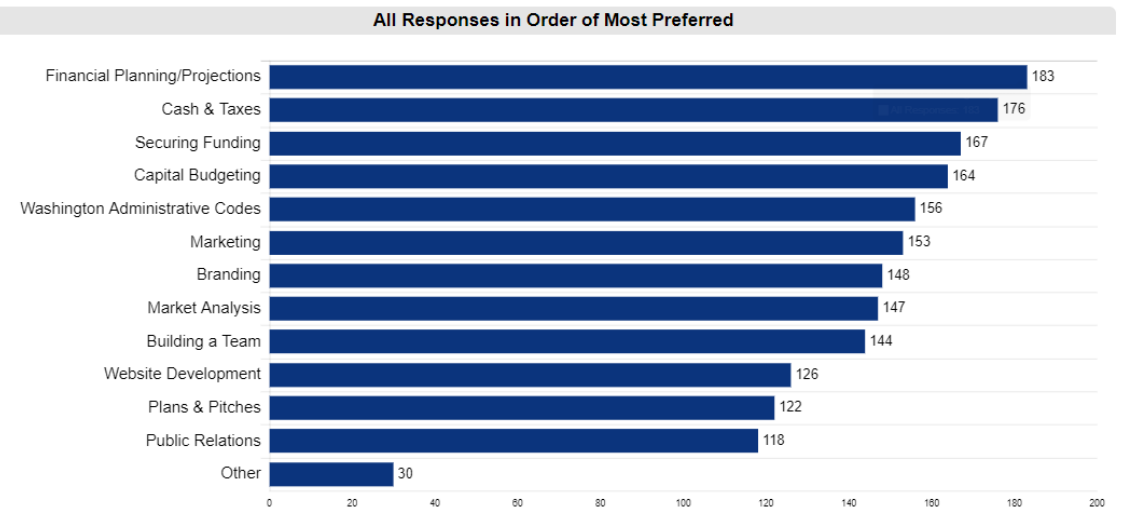
2024

- Online Technical Assistance
- Mentorship Program
- Grants

Request for Information



1. What should the business plan development online learning modules include?



Sample Other

Software

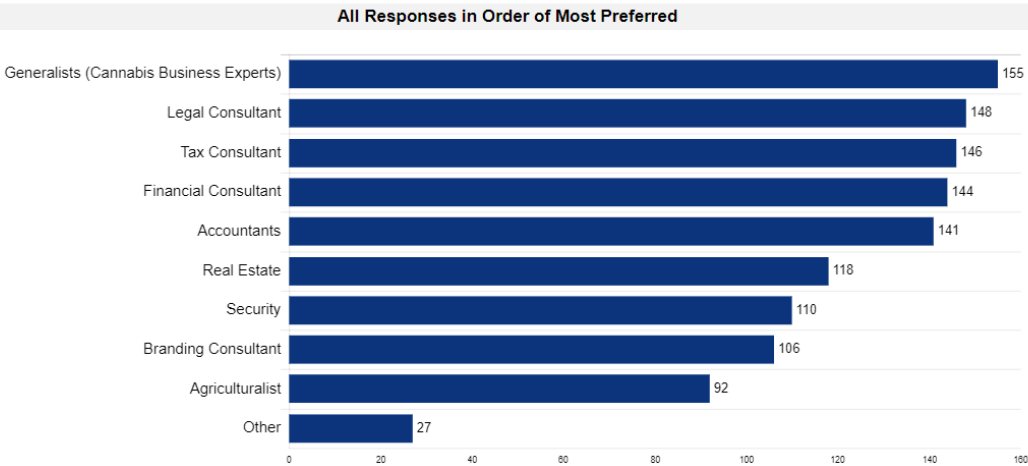
Diversity

Time
Management

Employer Law

Request for Information

3. What type of Mentor Specialists are most needed?

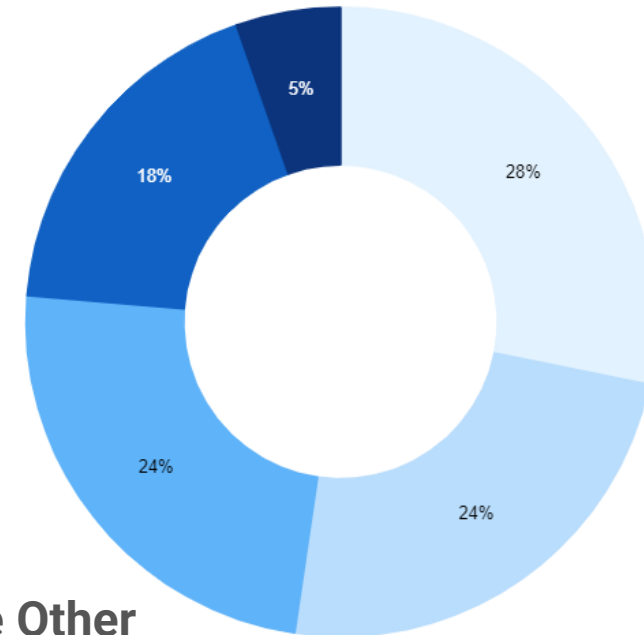


Sample Other

Software Diversity Disposal of Waste Zoning

All Responses

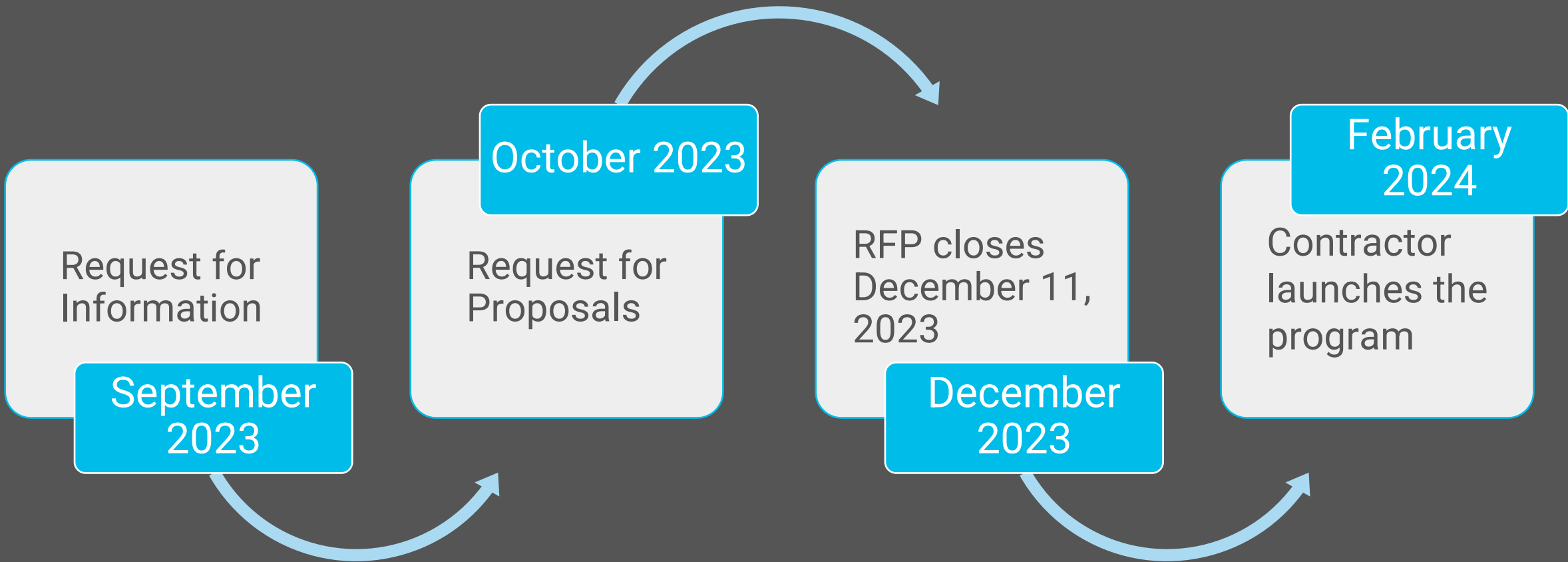
● Building Improvements ● Matching Funds Program
● Operational Training ● Renewal Energy Investments ● Other



Sample Other

Software Inventory Equipment Property Purchases

2023 & 2024 Timeline



Thank you Questions? Comments?

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