

High Key 201 LLC

A Social Equity, MBE and Impact Zone Applicant



Community Impact, Social Responsibility, and Research Statement

As a social equity, microbusiness and diverse business candidate, High Key 201 understands the importance of corporate social responsibility within the community. High Key 201 will develop a plan to hire community members, work rehabilitation opportunities for impacted community members and to conduct ongoing research within the community to identify opportunities for High Key 201 to continue its positive impact within the community.

Involving the community includes helping all age groups. This is why High Key 201 will provide a program partnered with lawyers to help those with records take proper action for expunging their records and helping them with job opportunities that are conducive for their life, not just being able to pay the bills. Additionally, High Key 201 will host informational webinars via (Highkey201.com) website to educate people on the effects of using cannabis. It is important to acknowledge that smoking cannabis can potentially cause health related damages to the body like lung, mouth, or throat; however, there are now other forms of consuming the relaxation effects cannabis has on the body like through edibles, pills or tablets, powder, transdermal patches, vapes, tinctures, or cannabis topicals. People turn to these methods for different reasons like treating depression or sickness, emotional distress, to be social, or even spiritual reasons. Cannabis is also believed to some people that it can increase your quality of life. These are just some of the many positive impact's cannabis usage has but let's talk about how it can benefit the community.

As a successful company, High Key 201 will have the ability to start a scholarship program to provide low-income youth or adults who are not able to further or finish their higher education. By implementing hybrid programs and spreading awareness, High Key 201 will educate people of all ages on the impact of drug abuse in order to lower the incarceration, school dropout, and murder rates. For the youth, High Key 201 will help them understand the law when caught using or selling illegal substances especially while being under the age of 21. High Key 201 will easily host back to school drives, holiday drives, and give donations to the local schools and local community centers. The company also plans to employ 75% of the community residents to create job opportunities.

High key 201's mission is to ultimately change the perspective of those who don't truly understand the positive impact the cannabis industry has and can have. This includes contributing a portion of quarterly profits directly back into a plethora of community initiatives on top of the mandatory sales tax that is already set to be given to the public schools. Because sports is a huge part of human engagement, a lot of focus will be on maintaining and expanding the sports culture in Jersey City. Owner Craig Davila is currently a huge advocate and active member of the sports

community in Jersey City. In relation to local ties, he's received a proclamation from the Office of the City Clerk in Jersey City, NJ honoring Coach Bob Hurley and the 2010-2011 basketball team. With this experience and recognition, High Key 201 embraces the social responsibility of furthering the beneficial opportunities that sports programs can do for the Jersey City community. This is not only a way to generate and contribute funds to sustain camps for all different sports, after school teams, and programs, but gives people a reason to simply enjoy life. For parents to support their children, for children to stay out of trouble and stay healthy/fit in the process and generate awareness in order to receive sponsorships from other businesses. The plans High Key 201 has for the sports culture in the community give children an outlet to turn to whether they have the natural talent or not and it gives the adults an opportunity to work and use their time to improve children's athletic ability in a constructive way.

As a Class 5 retail microbusiness, High Key 201 will not only provide quality and variety of cannabis products but invest back into the people. High Key 201 will not be branded to just be the next Cannabis Dispensary in town. Our brand will represent more than just a place to buy cannabis products, but every person a part of the brand from employees to board members to the owners will use their influence to inspire, give back, and sustain positive change. High Key 201 is intended to be a hybrid company meaning when you buy something, it's also being used for the greater good. Let's evaluate the TOMS shoe brand. The company's mission statement states that for every pair of shoes someone purchases, the company will donate a pair of shoes to a child in need. This is a very appealing idea to the average consumer and has been branded to have consumers trust they are not only buying a trendy pair of shoes, but helping another unfortunate human being.

It's important to understand that not every kid from the inner-city community of Jersey City has an outlet (like sports) to turn to and stay out of trouble. Not every kid will have the financial support from their family to afford lunch at school, clothes, or afterschool activities. Not every kid will make straight A's or be athletically good enough to play the sport they love in order to receive scholarships to continue their education. Not every kid will be motivated to be successful or even finish or attend school because of generational cycles. Who do individuals sell illegal substances when they know there are consequences? We believe the main reason is either because they are users themselves or have no other income option. Not every adult can apply for legal jobs that truly embrace their capabilities. Maybe they do not have the proper education. Maybe they do not have enough money to support themselves or family and there aren't many close proximity opportunities.

With High Key 201 as a dispensary, a portion of the revenue will be designated on a consistent basis to fund developmental programs and afterschool enrichment, create a drug expungement program, and give to individuals in need to help them stay or get back on the right track in life.

This platform will be used to demonstrate to everyone that successful minority businesses exist, matter, and can flourish. When someone thinks about purchasing something from High Key 201, we want it to resonate with the consumer that we are a trusted brand fighting for the community to have stability and fairness for all. We want the community to understand that every bit of influence that comes from being in this business under our name will cultivate change and help grow the community to be stronger than ever. Our goal is to rewrite the role of poverty while showing the community that their own members can get the job done.

The business dream that High Key 201 has for the cannabis industry is for society to embrace, respect, and accept the positive impact the cannabis community can have on civilization. Cannabis has had a long road to acceptance and now that it's starting to be legalized throughout the country, we want the benefits of all that comes with it to build, transform, and maintain communities in a favorable way.

Owner, Craig Davila, born and raised in the downtown area of Jersey City. He knows an extensive amount of community members to the point where he is bound to run into someone in public every time. We know the people who need help and know the people that can help. This is why it is important for High Key 201 to support and encourage this community with our best efforts. We also plan to provide guidance and strategies to collaborate with colleges and universities to offer internships for students studying cannabis. With this, we can teach people the difference between responsible and irresponsible use in order to avoid the adverse effects the war on drugs has had on the minority community, youth, and adults.

The cannabis industry can provide essential services and create job opportunities but one thing it's missing is a solid representation of women and minority women. Our dream is for all people to have equal representation. For more women to not be afraid to be a part of the business. We'd like to turn these dreams into reality at the cost of our hard work, personal experiences, and genuine energy to make this community stronger. With our carefully selected team and the fact that we've already started the process of developing these agendas, High Key 201 only looks forward to the progress this community can achieve.