



Applicants must use this template to submit the required Social Impact Plan. Applicants should not disclose proprietary information or intellectual property as the Social Impact Plan must be made publicly available. Please use the space provided to answer each question; if possible, do not include attachments.

Section 1: Applicant Information

Business File Number(s) (BFNs)	2022-BFN-0010153 / 2022-BFN-0000140		
Entity Name	BK Holdings, LLC		
Trade Name (DBA)	The Herbal Center		
Physical Address of the Marijuana Facility			
Street	City	State	Zip Code
1909 S. Broadway	Denver	CO	80210
Mailing Address (If Different from the Physical Address)			
Street	City	State	Zip Code
1685 S. Colorado Blvd., Unit S176	Denver	CO	80222
Contact Affiliated with the Applicant Responsible for Oversight and Implementation of the Social Impact Plan			
Name	Phone Number		
General Manager	720-549-4372		
Email Address	info@theherbalcenter.store		
Are you a transporter without a licensed premises in Denver or a mobile hospitality business without a licensed premises in Denver?	<input type="radio"/> Yes <input checked="" type="radio"/> No		

Section 2: Registered Neighborhood Organizations SEE COMPLETE LIST ATTACHED

List all registered neighborhood organizations (RNO) whose boundaries encompass the location of the proposed licensed premises. Attach additional sheets as needed. Transporters without a licensed premises in Denver and mobile hospitality businesses without a licensed premises in Denver are not required to complete this Section 2.

Name of Registered Neighborhood Organization	Denver City Council District 7
RNO Contact Name	RNO Contact Phone Number or Email Address
Jolon Clark	district7@denvergov.org
Name of Registered Neighborhood Organization	Council District At Large
RNO Contact Name	RNO Contact Phone Number or Email Address
Robin Kniech/Deborah Ortega	kniechatlarge@denvergov.org / ortegaatlarge@denvergov.org
Name of Registered Neighborhood Organization	Strong Denver
RNO Contact Name	RNO Contact Phone Number or Email Address
John Izina	denvervoters@gmail.com

Name of Registered Neighborhood Organization	Platte Park People's Association (3PA)
RNO Contact Name President	RNO Contact Phone Number or Email Address board@3pa.org
Name of Registered Neighborhood Organization	Overland Park Neighborhood Association
RNO Contact Name Mara Owen	RNO Contact Phone Number or Email Address mkowen18@gmail.com
Name of Registered Neighborhood Organization	Inter-Neighborhood Cooperation (INC)
RNO Contact Name Drew Dutcher	RNO Contact Phone Number or Email Address president@denverinc.org

Please describe your plan for engaging with each of these registered neighborhood organizations:

<ul style="list-style-type: none"> The Herbal Center will reach out and meet with each RNO annually to understand their efforts and concerns. The Herbal Center will also work to adapt existing SIP efforts to align and, hopefully, aid RNO efforts.
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Who should residents, RNOs or businesses in the neighborhood(s) contact with questions, concerns or complaints?	
Name General Manager	Phone Number 720-549-4372
Email Address info@theherbalcenter.store	

In how many business days can a resident, RNO, or business in the neighborhood expect to receive a response to a question, concern, or complaint?

<ul style="list-style-type: none"> Residents of our community, RNO's or businesses in our community can expect a response with two business days from our Operations Officer. When the Operations Manager is out of the office, the General Manager will continue to work on all open/unresolved community questions, concerns or complaints. The Operations Officer and the General Manager will review all open/unresolved community questions, concerns or complaints and discuss progress thus far and any additional required work. The Operations Officer will communicate with all community residents, RNO's or businesses to inform them that their issue will be worked on by the General Manager during the OO's absence.
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When the licensee receives a question, concern, or complaint, what steps will the licensee take to resolve it?

- The first step is to acknowledge receipt of the question, concern or complaint.
- With the same compassion and empathy we show our patients and customers, we will work to deeply understand the root issue and collect as much related information as possible.
- The Operations Officer will work with the Executive Team to develop and deliver resolutions that, at a minimum, work towards reasonably resolving those issue while continuing to be compliant.
- The Operations Officer will also keep a log of such questions, concerns, or complaints to ensure that all issues have been addressed/resolved and will use this log a data collection method to track trends.

Section 3: Questionnaire

Describe your plan for promoting diversity and inclusion in hiring and employment.

1. Goal(s): What are the desired outcomes of the plan? Goals should be specific, measurable, achievable, relevant, and time-bound. (*Example: Increase the percentage of company leadership positions held by women and people of color from 20% to 30% in the next year.*)

Describe your goal(s) for promoting diversity and inclusion in hiring and employment:

- The Herbal Center wants to build our reputation in the community as an organization that respects and values diversity, equity and inclusion across all spectrums - age, gender, ethnicity, religion, disability, sexual orientation, education, backgrounds, and national origin - to name a few.
- Our goal this next year it to ensure that 50% of our leadership team represents one of these marginalized communities. Currently, 54% of our leadership team represents, at least, one of these communities.

2. Program(s): What specific actions, activities, or processes will be utilized to achieve the goal(s) stated above? (Example: *Implement a corporate mentorship program that puts women and people of color on track for promotion to leadership positions.*)

Describe the program(s) that will support your goals for promoting diversity and inclusion in hiring and employment:

- To help ensure that women and POC are given every opportunity to realize success in the regulated marijuana industry, The Herbal Center will partner with a local RNO to develop and deliver a retail management education/training program.
- The intent of the program will be to familiarize participant with necessary skills to excel in Marijuana Retail Management.

3. Measurement(s): What are the specific metrics that you will use to measure the success of the programs? (Upon renewal, you will be required to identify outcomes resulting from your diversity and inclusion plan using these metrics.) (Example: *Currently, 20% of the business's leadership positions (executive officers, managers, assistant managers, etc.) are held by women and people of color. At the next renewal, we will report an updated percentage.*)

Describe the measurement(s) that will show your success in promoting diversity and inclusion in hiring and employment:

- Currently, POC only represent 25% and women represent 75% of The Herbal Center's management team.
- By the time of the next renewal, The Herbal Center looks to increase POC representation to 30%and ensure that women maintain 50% representation.

Describe your sustainability practices.

1. Goal(s): What are the desired outcomes of the plan? Goals should be specific, measurable, achievable, relevant, and time-bound. (Example: Reduce the number of employees who drive alone to work every day by 15% in the next year.)

Describe the goal(s) for your sustainability practices:

The Herbal Center has the greatest opportunity when it comes to sustainability. The Herbal Center will implement the following programs this year:

- Reduce air pollution and traffic congestion.
- Adjust employee schedules where 20% of the retail staff is within 10 miles of their homes. Currently, there is no consideration when it comes to employee distance and scheduling.
- Establish a Recycling Program for paper, plastics and aluminum cans. No current program of facilities exist to encourage organizational and staff recycling.
- Shift to using more eco-friendly and recyclable products and practices such as energy-efficient lights, adjusting thermostats, facility insulation, staff supplies (breakroom utensils, cleaning supplies, etc.). Currently, there is no "sustainability impact" consideration made when it comes to purchasing or disposing of these products or that state of the building.

2. Program(s): What specific actions, activities, or processes will be utilized to achieve the goals stated above? (Example: Implement telework policies and provide discounted RTD EcoPasses to employees.)

Describe the program(s) that will support your sustainability practices:

The Herbal Center will implement the following programs this year:

- Evaluate all retail employees' distance to work. Create consistent retail schedules that keep 20% of employees within 10 miles of their homes.
- Install recycling bins for papers, plastics, and metals; subscribe to recycling services.
- Implement an annual Sustainability Assessment that evaluates all aspects of the business to identify areas where the organization can improve its impact. Related, implement 5 changes over the course of the year that will enact more eco-friendly/recyclable practices.

3. **Measurement(s):** What are the specific metrics that you will use to measure the success of the programs? (Upon renewal, you will be required to identify outcomes resulting from your sustainability plan using these metrics.) *(Example: According to an employee survey, 70% of employees drive alone to work every day. At the next renewal, we will report an updated percentage.)*

Describe the measurement(s) that will show the success of your sustainability practices:

The Herbal Center will implement the following programs this year:

- Evaluate all retail employee's distance to work. Create consistent retail schedules that keep 20% of employees within 10 mile of their homes.
- Create a Recycling Program that encourages the organization and employees to recycle paper, plastics and aluminum cans.
- Implement an annual Sustainability Assessment that evaluates all aspects of the business to identify areas where the organization can improve its impact. Related, implement 5 changes over the course of the year that will enact more eco-friendly/recycalable practices.

Plan to foster participation in the regulated marijuana industry by people from communities that have been disproportionately harmed by marijuana prohibition and enforcement.

1. **Goal(s):** What are the desired outcomes of the plan? Goals should be specific, measurable, achievable, relevant, and time-bound. *(Example: In the next year, ensure that at least 20% of third-party products sold in the store are produced by vendors owned by people of color.)*

Describe your goal(s) to foster participation in the regulated marijuana industry by people from communities that have been disproportionately harmed by marijuana prohibition and enforcement:

- The Herbal Center will ensure that 10% of third-party vendors (including products sold in the store) are owned by women or people of color.
- Currently, 0% of the third-party vendors or brands are owned/produced by women or people of color.

2. Program(s): What specific actions, activities, or processes will be utilized to achieve the goals stated above? (Example: Onboard two new product lines produced by businesses owned by people of color.)

Describe the program(s) that will support your goals to foster participation in the regulated marijuana industry by people from communities that have been disproportionately harmed by marijuana prohibition and enforcement:

- The Herbal Center will work to add two new brands produced by and a service vendor owned by women or people of color.
- Additionally, The Herbal Center will invite those businesses to come to host an in-service for staff as well as a highlighted pop-up for customers.

3. Measurement(s): What are the specific metrics that you will use to measure the success of the programs? (Upon renewal, you will be required to identify outcomes resulting from your plan for promoting participation by people from communities disproportionately harmed by marijuana prohibition and enforcement using these metrics.) (Example: At the time of the next renewal, assess what percentage of third party products sold in the store are produced by vendors owned by people of color.)

Describe the measurement(s) that will show the success of your programs to foster participation in the regulated marijuana industry by people from communities that have been disproportionately harmed by marijuana prohibition and enforcement:

At the time of the next renewal, The Herbal Center will assess the percentage of third-party products sold in the store to be sure they are produced by vendors owned by women or people of color.

Please provide any additional information you'd like to share about social impact efforts not included or addressed in the above. Please include any goals, programs and measurements. (Not required.)

Section 6-280(g) of the Denver Revised Municipal Code requires marijuana businesses to ensure that social impact plans are made publicly available. How can members of the public access this Social Impact Plan?

Our SIP will be published on our website.