

Prepared by the Office of Cannabis Management  
CORE Careholders Meeting 2:30pm-4:30pm  
July 24, 2025

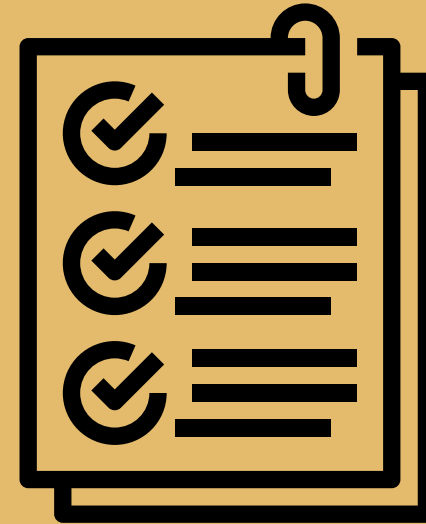


# Cannabis CORE Careholders Meeting



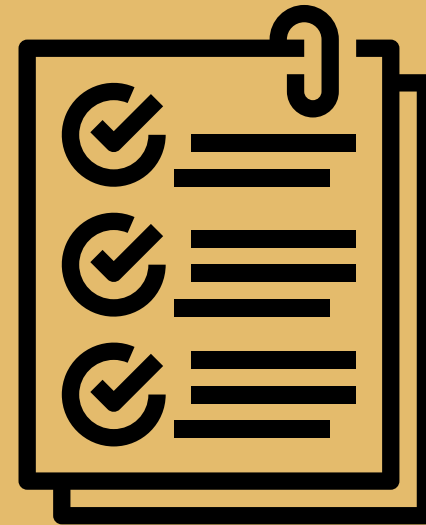
# Agenda

- Introductions
- Program Updates
  - CORE
  - General Updates
- Discussion



# CORE Careholders Meeting

- Questions will be taken at the end of the presentation.
- Round-table meeting format
- Hard stop at 4:30pm, follow-up questions to be responded via email
- Presentation will be available on the OCM website





A close-up photograph of a cannabis plant with serrated green leaves and developing buds. The plant is illuminated by warm, golden sunlight, creating a soft glow and highlighting the texture of the leaves. The background is a blurred field of similar plants, suggesting a cultivation site.

# **Cannabis Opportunity Reinvestment and Equity Program (CORE)**

## CORE General Updates

- 3 storefront permit opportunities extended to next RFQ awardees
  - May 23, 2025 → May 23, 2030
- OCM sponsored opportunities – Hall of Flowers
  - A survey to gain interest and readiness of CORE operators interested in exhibiting at industry events
  - Survey closes on: **July 28, 2025**



## **CORE Tiered Grant Cycle 4**

- All Agreements have been routed through Adobe and payments will be issued as soon as all City management staff have signed.

## **CORE Capital Loan Program**

- Applications are available on our website.





## Direct Technical Assistance

- Local and state application, licensing, and regulatory fees
- Legal assistance
- Regulatory compliance



**Request Assistance:**

<https://launchmycannabiz.com/sacramento-core>





**General Updates**



# Contracts

- **Media Contract**
  - CORE Media Campaign
  - Cannabis Consumption Health Campaign
- **Equity Study Contract**
  - Assessment of the CORE Program



## **Make Green Go – Equity Week 2025**

<https://youtu.be/51wDB3glf6k?si=4y7PtcifLe4XAcEH>

# Discussion

## **Social Equity Study**


with Dr. Ayoka Nurse, PhD.






# Contact

 **Phone:** (916) 808-8955

 **Web:** <https://www.cityofsacramento.gov/city-manager/cannabis-management>

 **Email:** [cannabis@cityofsacramento.org](mailto:cannabis@cityofsacramento.org)





# Welcome to the CORE Focus Group

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Your Voice. Your Experience. Your  
Future.

Group A: CORE Participants



**SACRAMENTO CORE**  
CANNABIS EQUITY PROGRAM



**Global Reach Strategies**



**SACRAMENTO CORE**  
CANNABIS EQUITY PROGRAM



**Global Reach Strategies**

# GRS and CORE Project

Cannabis Opportunity Reinvestment and Equity (CORE) Report:  
Barriers, Voices, and the Path Forward





# Goals of the GRS CORE Project

## Document

- Document Real Barriers

## Capture and analyze

- Capture and analyze the structural, financial, and policy barriers experienced by CORE applicants and participants.

## Elevate

- Elevate Participant Voices

## Center

- Center the experiences of those directly impacted by cannabis industry inequities.

## Identify

- Identify Gaps in Support

## Map

- Map where current CORE services fall short and where new resources are needed.

# Goals of the GRS CORE Project

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## **Develop Actionable Solutions**

Offer policy recommendations rooted in data and community input to strengthen cannabis equity outcomes.

## **Inform Future Investments**

Guide local decision-makers and stakeholders in designing programs that truly serve equity applicants.



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Global Reach Strategies

# Who We Are

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Global Reach Strategies (GRS) — a social policy research firm specializing in cannabis equity, rural development, and community-centered analysis.



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— CANNABIS EQUITY PROGRAM —



# What We Do

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Research and document barriers faced by  
CORE participants

Analyze voices of cannabis entrepreneurs

Identify equity gaps and policy  
recommendations



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— CANNABIS EQUITY PROGRAM —

# Why

To ensure the CORE Program serves its intended community equitably and effectively—amplifying real experiences to drive real change.



# How Today Works

On your phone or tablet, open your browser.

Go to: **<https://www.menti.com/altpkx765s51>**

Enter the code displayed on the screen. (You'll see the code at the top of each slide.)

Code: **8388 5086**

Answer the questions that appear on your device.

Watch your answers—and everyone else's—appear live on screen.

Polls and activities will appear on your device

Speak up during discussions – your voice matters!



CORE POLL



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The following surveys are part of the CORE Program. It should take about 5–10 minutes to complete. Please answer honestly based on your own experience.

Select the option that best fits your answer for each question.

- For questions with multiple options, you can select all that apply.
- If you choose “Other,” please type your answer in the space provided.

### **Survey 1: About You (Demographics)**

This quick survey helps us understand who is participating in the CORE Program. Please answer honestly—your responses are confidential.

### **Survey 2: Your CORE Program Experience**

Tell us about your experience with the CORE Program. Your feedback helps us improve services and support.

### **Survey 3: Challenges & Support**

Help us learn what barriers you’ve faced and what support has helped—or what’s still missing.



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# Demographic Survey

## **Survey 1: About You (Demographics)**

This quick survey helps us understand who is participating in the CORE Program. Please answer honestly—your responses are confidential.

- ✓ Takes 2–3 minutes.
- ✓ One answer per question.
- ✓ No personal details will be shared.



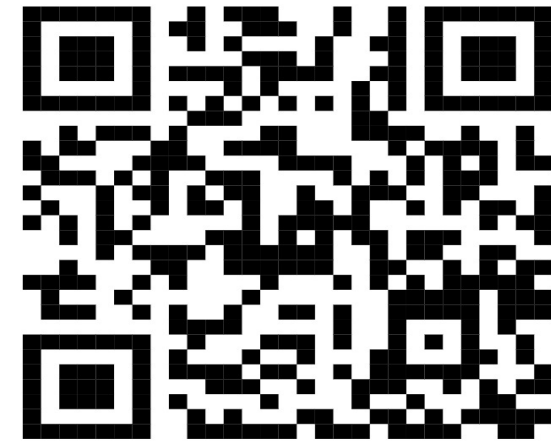
Demographic

# Careholder Group A: CORE Participants and Equity Applicants

## Survey 2: Your CORE Program Experience

Tell us about your experience with the CORE Program. Your feedback helps us improve services and support.

- ✓ Takes about 5–7 minutes.
- ✓ Some questions let you select more than one answer.
- ✓ Answer based on your real experience.



**Careholder Group: A**

# Thank You!

If you have any questions, please contact Dr. Ayoka Nurse @  
**[drayokanurse@gmail.com](mailto:drayokanurse@gmail.com)**