

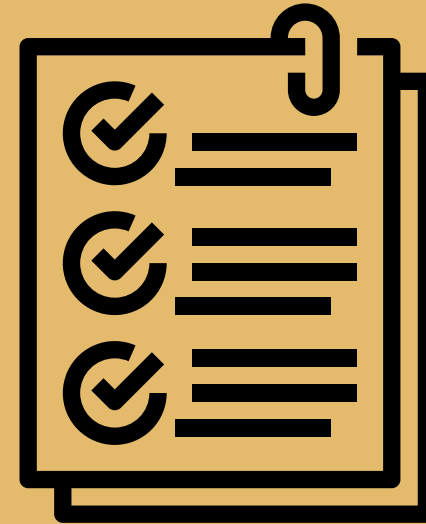
Prepared by the Office of Cannabis Management
CORE Careholders Meeting 2:30pm-5:00pm
September 25, 2025

Cannabis CORE Careholders Meeting



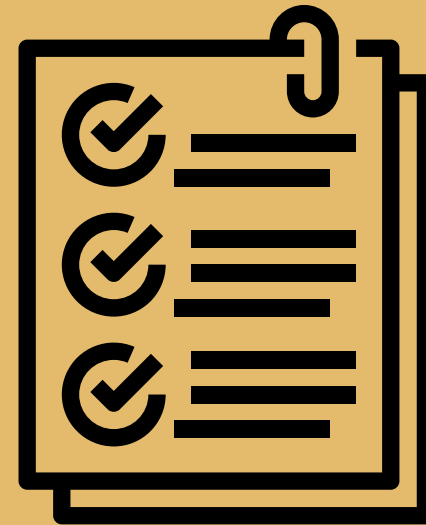
Agenda

- Introductions
- CORE Program Updates
- Global Reach Strategies – Dr Ayoka Nurse
 - Survey & Discussion
- Launch Industries – Marques Cameron
 - Updates and Mix



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





General Updates

CORE General Updates

- CORE at Hall of Flowers 2025
 - 3 CORE operated businesses were sponsored this year.
 - Respond to survey for future opportunities.
- Make Green Go
 - Equity Week!
 - CORE Business promotional video is complete
 - CORE Group Photo!



CORE General Updates

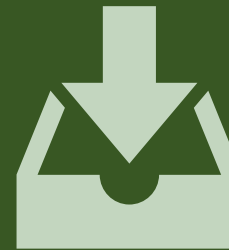
- Phone Authentication (two-factor verification)
 - Signing contracts through Adobe
- CORE Grant Program



FY25 Grant Award - Updates



- State Award: \$1,680,777
New Tier Structure
New Grant Type



- New Grant = Fall
- Tiered Grant = Winter & Spring



FY25 Fall Grant Award



Beyond the Tiers

- Must be in good standing



Reimbursement

- Submit receipt for payment

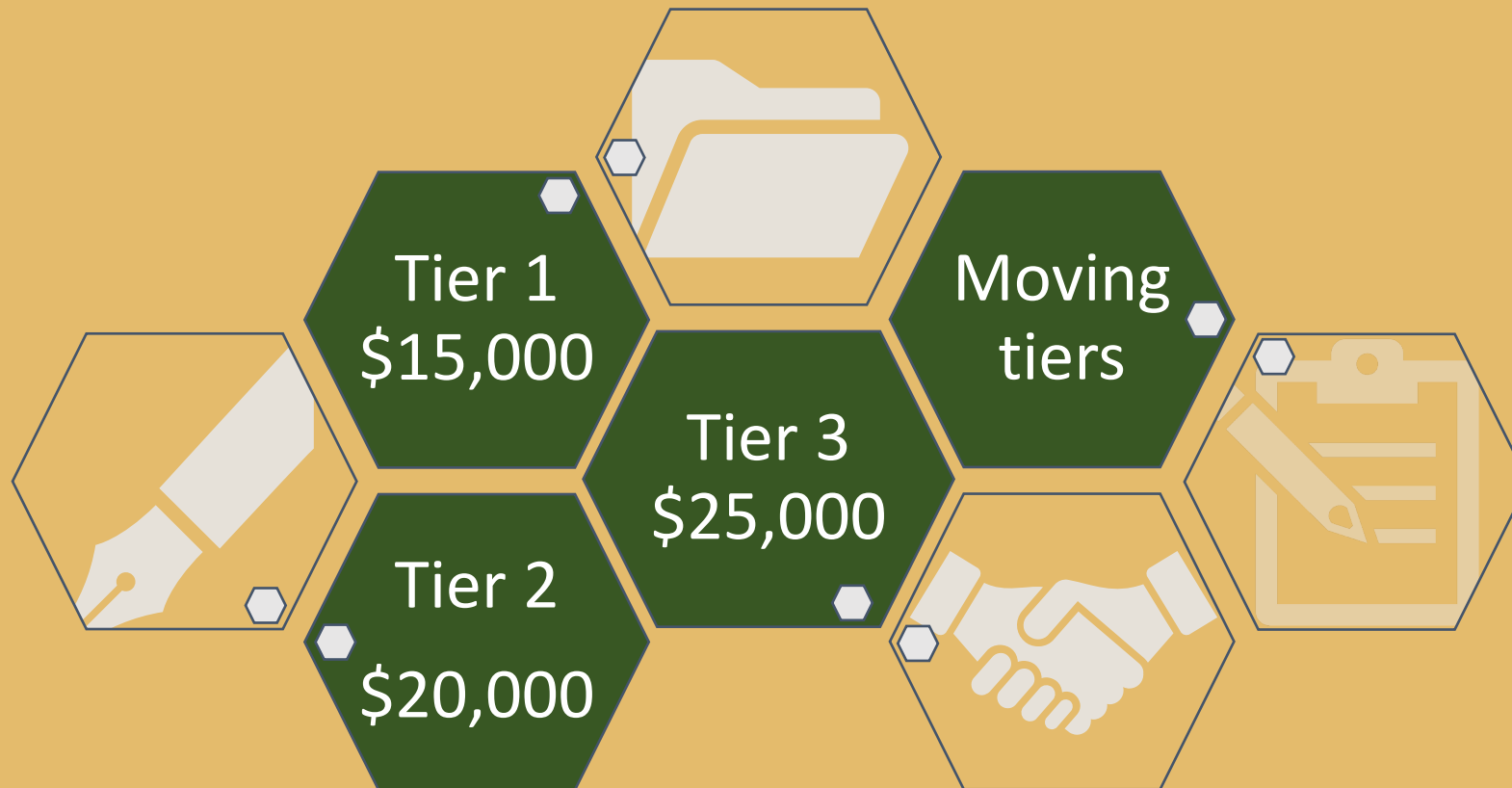


Static Amount

- \$10,000
- To be awarded this cycle and then in conjunction with tiered grants



FY25 Winter & Spring Tiered Grants



FY25 Grant Award – Tier Structure



Tier 1

- Applied for and/or received CUP



Tier 2

- Applied for and/or received building permits



Tier 3

- Applied for and/or received CoO



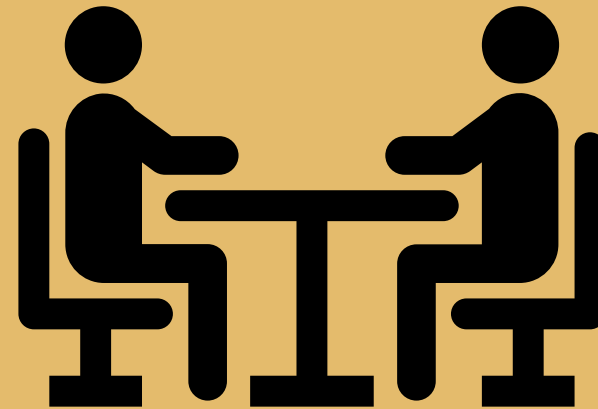


Questions?

Discussion

Social Equity Study

with Dr. Ayoka Nurse, PhD.





SACRAMENTO CORE
CANNABIS EQUITY PROGRAM

Welcome to the CORE Focus Group

Your Voice. Your Experience. Your
Future.

Group A: CORE Participants



Global Reach Strategies



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Global Reach Strategies

GRS and CORE Project

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



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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

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.



SACRAMENTO CORE
CANNABIS EQUITY PROGRAM



Global Reach Strategies

Who We Are

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



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What We Do

Research and document barriers faced by CORE participants
Analyze voices of cannabis entrepreneurs
Identify equity gaps and policy recommendations



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Why

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



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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!





Global Reach Strategies

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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CANNABIS EQUITY PROGRAM

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 Questions

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



Launch Industries

Direct Technical Assistance

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





Request Assistance:

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



Contact

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

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

 **Email:** cannabis@cityofsacramento.org

