

DRAFT FOR DISCUSSION

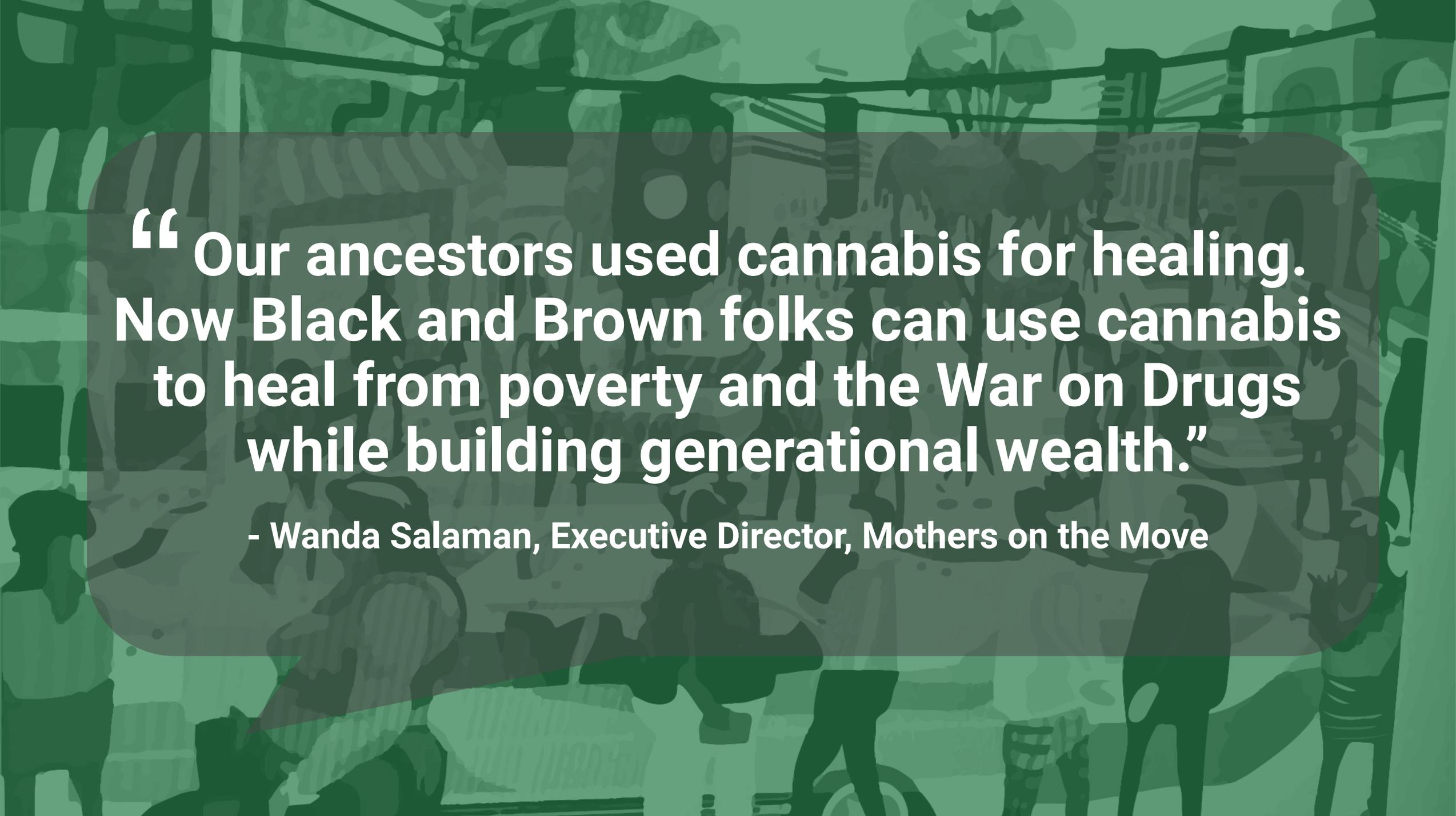
Briefing & Pre-Launch

December 13, 2022



Agenda

- 1 Landscape, Values, Opportunities & Challenges
- 2 Talk-back
- 3 Vision, Goals & Initiatives
- 4 Partnerships
- 5 Resource Needs
- 6 Discussion & Feedback



**“ Our ancestors used cannabis for healing.
Now Black and Brown folks can use cannabis
to heal from poverty and the War on Drugs
while building generational wealth.”**

- Wanda Salaman, Executive Director, Mothers on the Move

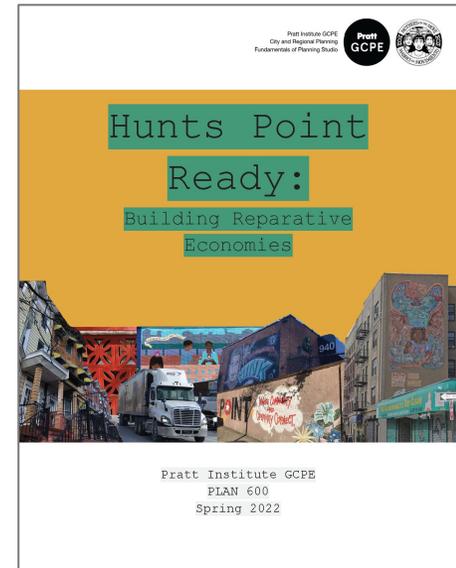
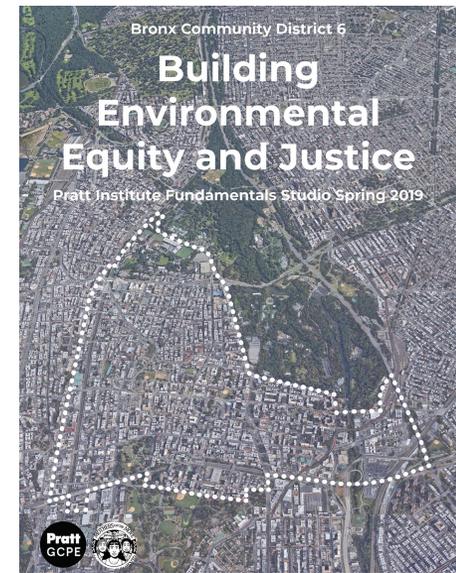
Origins of CannaBronx

- 1992 Mothers on the Move founded
- 2002- Wanda leads social justice campaigns including criminalization & green jobs
- 2005-2008 Organized to close Spofford Juvenile Detention Facility and prevent Oak Point jail
- 2008 “Greening the Hood” Report with Urban Justice Center → Economic Democracy Playbook
- 2013 Founding board member of the Bronx Cooperative Development Initiative
- 2015 Visited Mondragon, Spain to study about economic democracy
- 2017 Community opportunities in cannabis: listening, organizing & laying a foundation
- 2018-2022 CannaBronx concepts shaped by listening & partnerships including CUNY Law & Pratt
- 2022 CannaBronx launches

Foundations for Our Approach

Cannabis-related recommendations from
Pratt Institute Reports:

1. Focus on Worker Owned Cooperatives
2. Build a Community Cannabis Campus
3. Develop an Equitable Bronx Brand
4. Land Reclamation (1M+ sq.ft. in vacant lots)



Our Values

Respect for
thoughtful
use of the
plant

Reparations/
economic
restitution

Being
bold

Anti-capitalist
→ community
wealth
generation

Centering
voices of
most harmed
communities

Opposition to
prison
industrial
complex

Healing from
generational
trauma

Sustainability
of our
movements

Landscape

In our lifetime, we've seen hundreds of thousands of individuals terrorized and traumatized by the criminal justice system for being involved with what is now widely accepted as a medicinal herb.

Abusive policing, harsh sentencing, unnecessary incarceration and inhumane solitary confinement, all layered over the many facets of poverty have devastated this last generation of Bronx families.



Landscape in the Bronx

- ↑ Highest poverty rate in NYC, highest concentration of poverty in the country
- 5 Home to 5 of the 10 NYC neighborhoods with the highest number of cannabis-related arrests
- 25% Even post-decriminalization, 25% of marijuana-related arrests in 2020 occurred in the Bronx
- 15x 15x rate of arrest for Black communities
- 5x 5x rate of arrest for Latinx communities

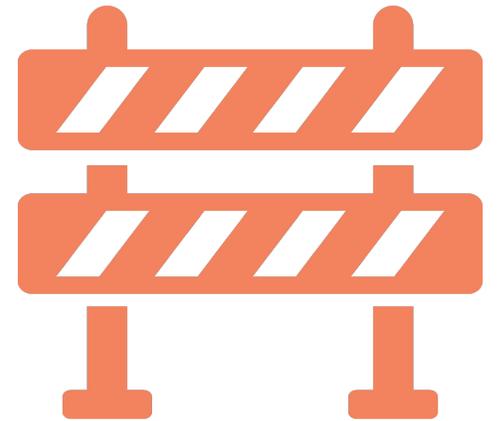
NYS Cannabis Legalization

New York State Marijuana Regulation and Taxation Act (MRTA) of 2021

- Centers racial and economic justice
- Allows use of marijuana by adults over 21
- Expunges past criminal records
- Expands hemp/CBD farming
- Creates social equity licensing program for those directly impacted by the War on Drugs
- Specifies technical assistance & loans from NYS to support equity applicants
- Uses cannabis tax revenue to create a reinvestment fund for the restitution of impacted communities

Challenges

- **Stigma**
- **Significant barriers** to entry into complex regulatory business environment
- **Clock ticking** and confusion on licensing
- **Concentrated corporate power** within cannabis industry vs. social equity applicants, including legacy operators
- **Predatory activities** by attorneys, financiers, etc.
- **Changing** regulatory/policy/programmatic **landscape**



Opportunities

Cannabis is shaping up to become the **US'** fastest growing industry.



\$38.8B
in 2023



\$50B+
in 2027

420K jobs
as of Jan 2022

NYS is set to become largest market nationally and globally – a once-in-a-lifetime opportunity to build an equity-centered industry



\$1.3B
in 2023



\$4.2B
in 2027

30-50K
new jobs
by 2027

Unprecedented Social Impact



Bainbridge Av

E 194

Talk-back

FROZEN FOOD ICE CREAM
SPECIAL NEW
JUICE M

Machine
Available
Inside

WE ACCEPT
CHECKS
We Accept
Student
Benefits

SCRATCH

THANK YOU
FOR SHOPPING
HERE
YOUR BUSINESS
IS
APPRECIATED

THANK YOU
FOR SHOPPING
HERE
YOUR BUSINESS
IS
APPRECIATED



Vision

Our vision is to have those most impacted by the war on drugs at the forefront of realizing equity, benefitting from this once-in-a-lifetime opportunity to shape New York's cannabis industry from the ground up.

We believe in a future where those most impacted by the criminalization of cannabis can heal from generations of trauma while being at the front of the line building community wealth, realizing economic and immigrant justice, transforming community health, and beyond.

Goals

1. Listening to and empowering our communities with critical information
2. Advocating - elevating the needs of Bronx residents at city and state policy tables
3. Realizing equitable implementation of equity licensing on the ground
4. Supporting establishment and sustainability of equity focused businesses and cooperatives
5. Creating new futures through land reclamation, a micro-investors fund and beyond

Initiatives

Near Term (2023)

1. Listening, sharing information
2. 360° incubation network for 3-5 Bronx cooperatives led by social equity applicants
3. Connecting community needs to policy-making

Mid Term (1-2 years)

1. Create a micro-investors fund
2. Support an industrial hemp cooperative
3. Develop a CannaBronx seal of approval for equity-focused businesses & build an equitable supply chain

Long Term (2-3 years)

Land Reclamation

Spaces for incubator, programming, cultivation, manufacturing, processing, industrial hemp production and/or campus

1. Vacant Lots
2. Kingsbridge Armory
3. Hunts Point Jail Barge
4. Rikers Island

Partnerships



Community



Philanthropy



Cooperatives



Legal



Local Government



Industry



State Government



Academia

Resource Needs



Seed funding for program operations



Partnerships across Sectors



Talented, passionate staff members:
grant writing, communications, program design,
strategic planning, organizational development



Organizational Start-up
Infrastructure



Technical Assistance Providers



Space retrofitting services

Bainbridge Av

E 194

Discussion

FROZEN FOOD
ICE CREAM

OF CAL NEV
JUICE M

Machine
Available
Inside

WE
CHECKS
ACCEPTED

We Accept
Employee
Benefits

SCRATCH

THANK YOU
FOR SHOPPING
HERE
YOUR BUSINESS
IS
APPRECIATED

THANK YOU
FOR SHOPPING
HERE
YOUR BUSINESS
IS
APPRECIATED

**Please fill out
our survey**

&

Thank you!



Kavita Pawria-Sanchez
CEO & Co-Founder

kavita@cannabronx.org

Co-Founders:

wanda@cannabronx.org

siddhartha@cannabronx.org

rose@cannabronx.org



www.cannabronx.org



[@canna.bronx](https://www.instagram.com/canna.bronx)