

Office of Community & Civic Life

Cannabis Program

190417

2021 SEED Grant Fund Ordinance

May 26, 2021

Jo Ann Hardesty, Commissioner

Michael Montoya, Interim Director

Dasheeda Dawson, Cannabis Program Supervisor



OFFICE OF
**Community
& Civic Life**

CANNABIS PROGRAM



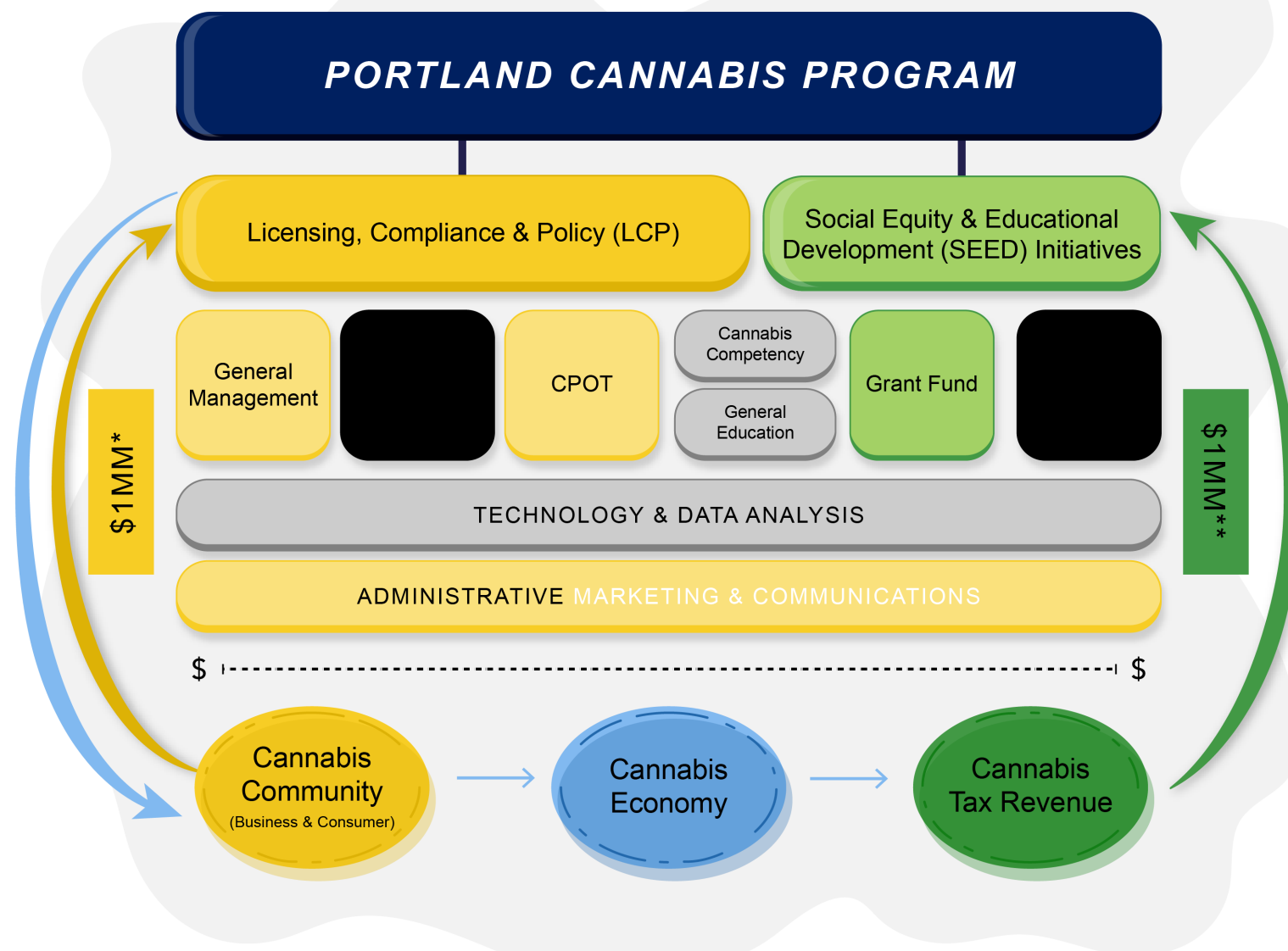
Today's Agenda

Council Action Requested: Approve 17 proposed grant recipients for the 2021 SEED Grant cycle

- Equity-Centered Regulatory Framework (Current & Vision)
- Historical Overview of Grant Fund (2017-2020)
- About SEED Initiatives (2020-Beyond)
- 2021 SEED Grant Fund
 - Timeline
 - Selection Committee
 - Applicant Pool
 - Proposed Recipients
 - Fiscal Details

Cannabis Program Ecosystem Framework

(CURRENT)

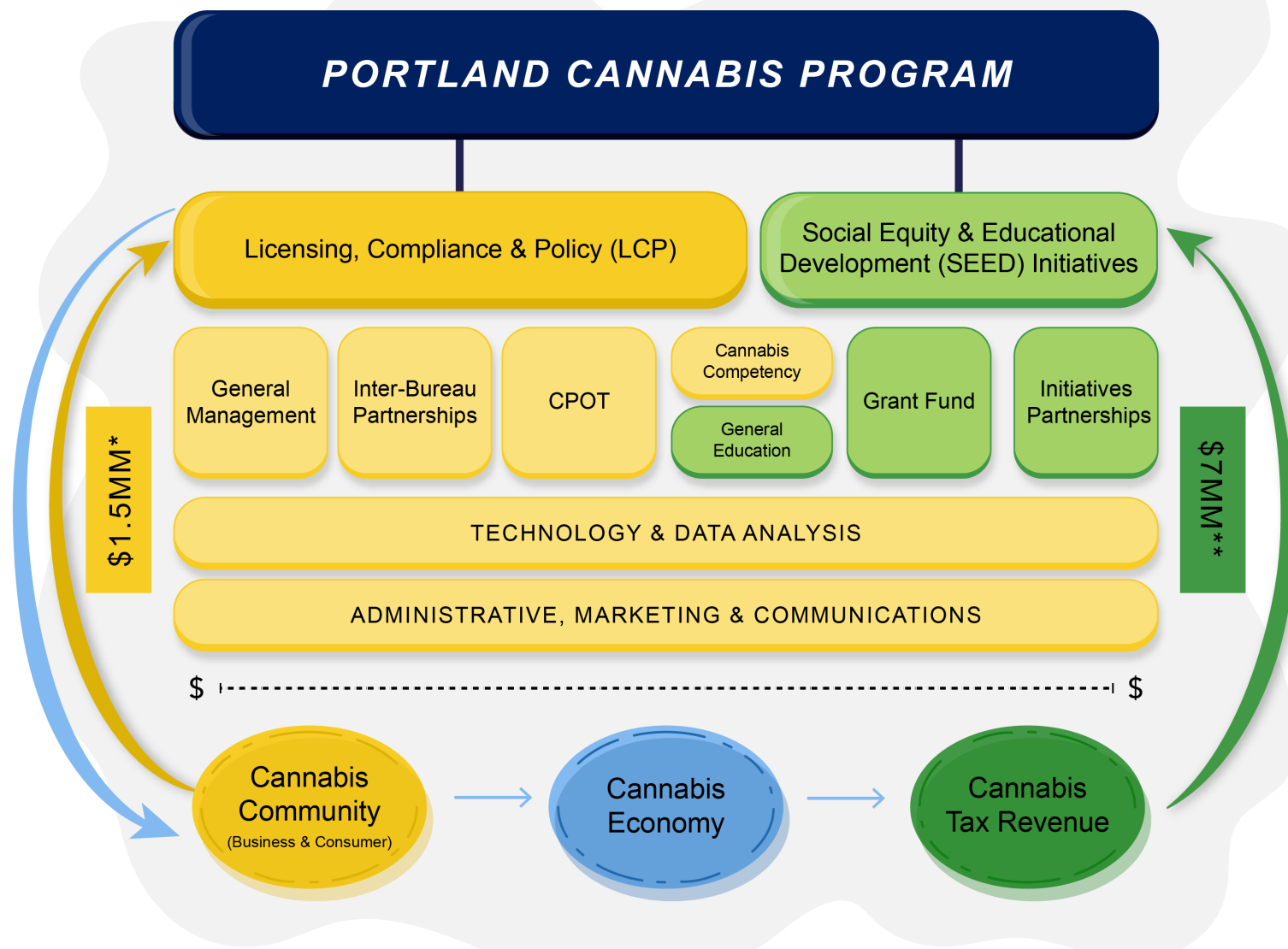


*Funded by Licensing & compliance fees ONLY

**Funded per Ballot Measure 26-180, City's Local 3% Cannabis Tax Revenue ONLY

Cannabis Program Ecosystem Framework

(VISION)



Historical Overview of the Grant Fund

\$1.6M

One-Time Allocated

72

Total Applications

15

Grants Disbursed

Key Insight: Priorities limited applications and grants primarily supported established programs and organizations across Expungement, Workforce Development and Re-entry Services



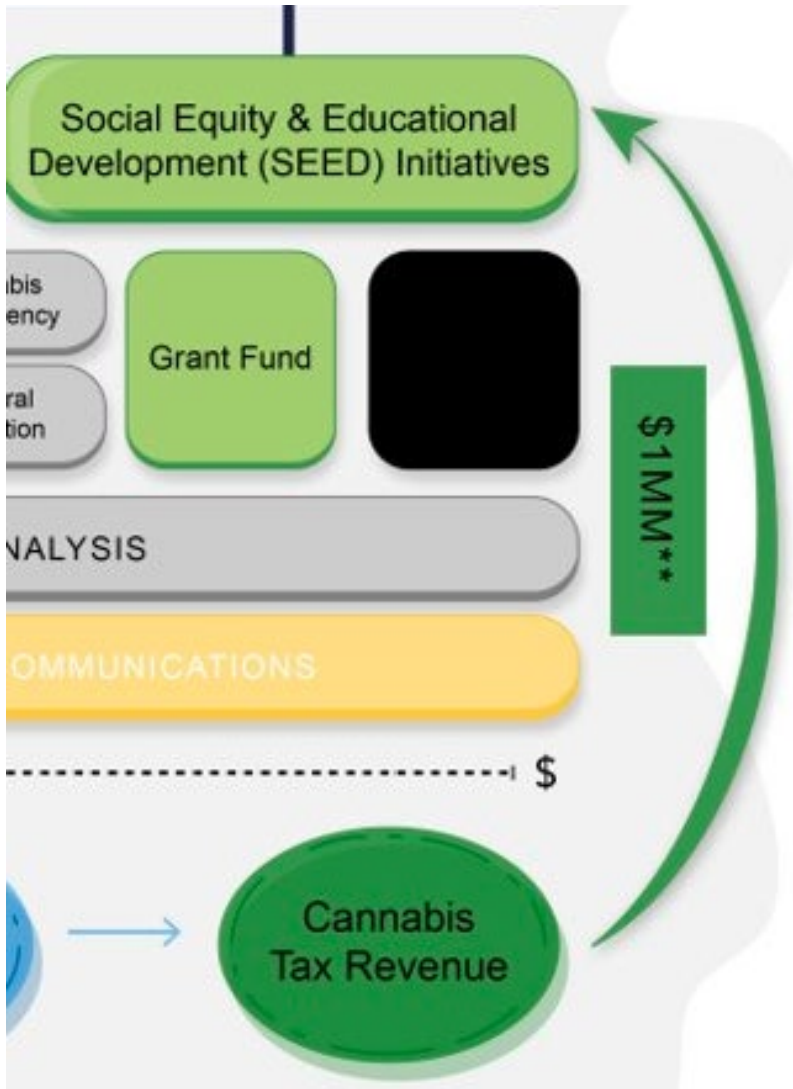
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2020-Beyond: SEED Initiatives Overview



- **SEED Initiatives**, launched in 2020, is the cannabis program's vehicle for single-source monitoring, measuring and reporting on the city's cannabis tax revenue's equity investment.
- Annual Budget: \$1 million ongoing allocation
 - SEED Initiatives includes:
 - **SEED Grant Fund** (\$800,000) -- this will be the 5th cycle
 - **SEED Technical Assistance Program** (\$200,000)
 - **SEED Partnerships** – Opportunity to grow funds & improve monitoring, measuring & reporting
 - Cannabis Tax Revenue is the sole funding source for SEED Initiatives and the SEED Grant Fund (*formerly Cannabis Social Equity Grants*)
- SEED Initiatives Annual Report: Report on cannabis tax revenue's Return on Equity Investment (ROEI)
- National Benchmark for Equity & Restorative Justice community reinvestment tied to cannabis tax revenue

2021 SEED Grant Fund

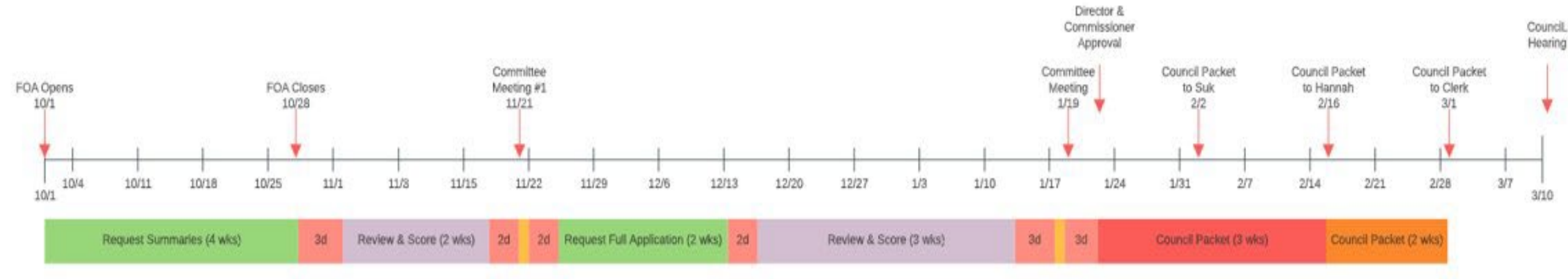
The SEED Grant Fund aims to aid, strengthen, and serve restorative justice, community reinvestment, and wealth creation in Black, Indigenous & Latino/a/x communities, which have been disproportionately impacted by over 80 years of cannabis prohibition laws.

***NEW* Priority Areas: Education, Economic Development, & Criminal Justice**

- Objective 1: To support programs, projects, initiatives and/or businesses that uniquely serve BIPOC communities across 3 priority areas
- Objective 2: To increase the number of BIPOC-led and women-led small businesses and projects funded by SEED



2021 SEED Grant Fund Timeline & Milestones



•Milestone Activities:

- September:** Funding Announcement & Round 1 Application Released (10/1)
- October – November:** Multiple Live/On-Demand Info Sessions; Round 1 Application Due (10/31)
- December:** Final Round Application Due
- COVID-19 Impact:** Two months delayed in Reviewing & Scoring
- Key Insight:** More time is required for stronger administration and best if RFP process is completed prior to allocation

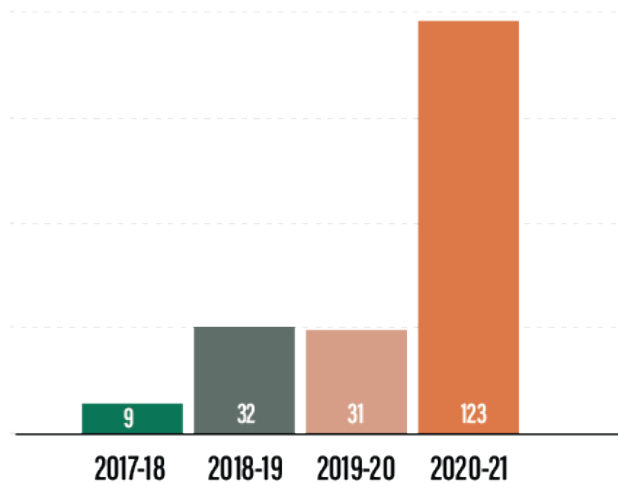
2021 SEED Grant Selection Committee

SEED Grant Fund Selection Committee (11 individuals)

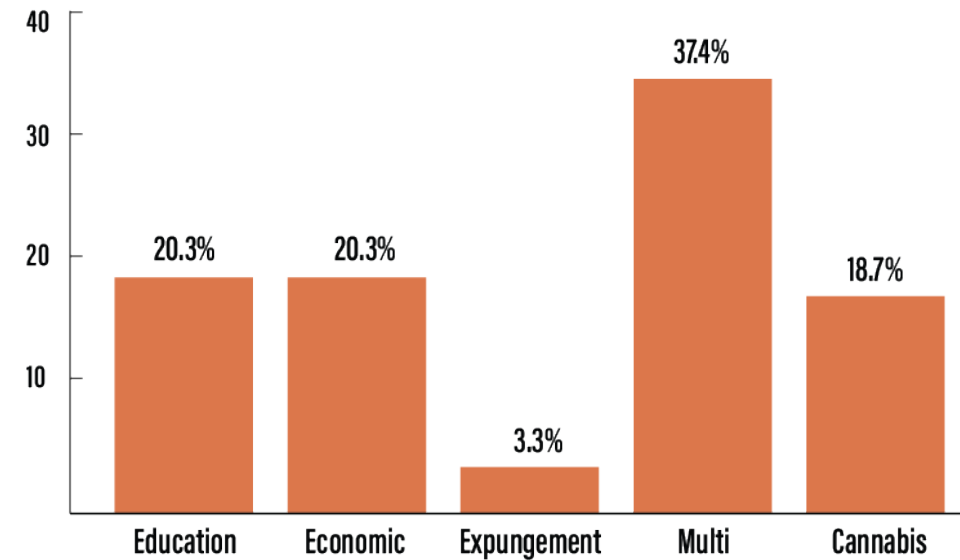
- Council-appointed members of the committee (5)
- City employees (3)
- CPOT Member (2)
- Facilitator: Cannabis Program Supervisor
- **Key Insight: SEED needs a "Standing" Committee going forward**

2021 SEED Grant Fund – Applicant Pool

Grant Applications Submitted

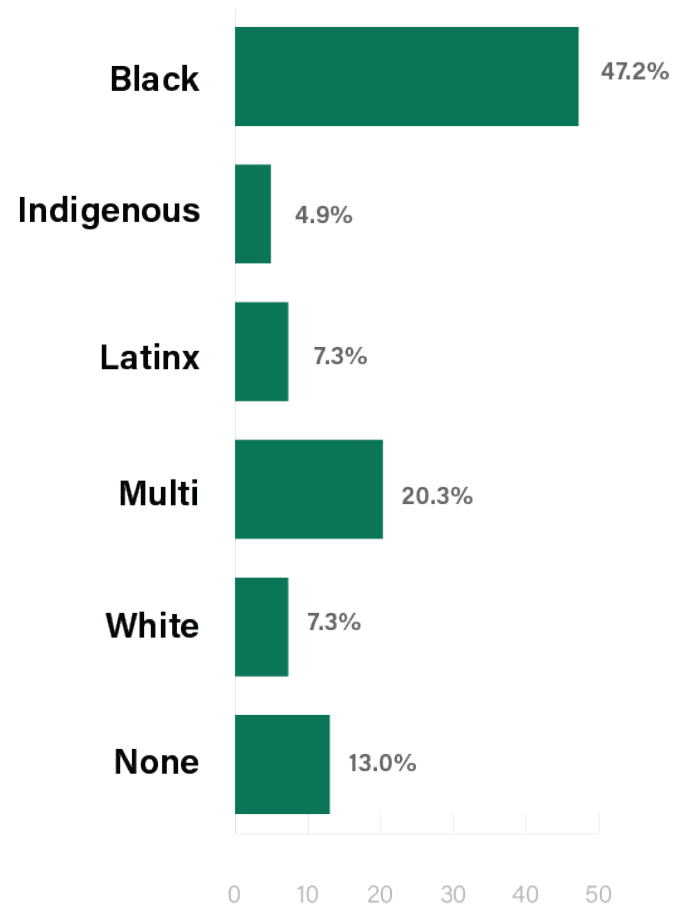


Grant Application Categories

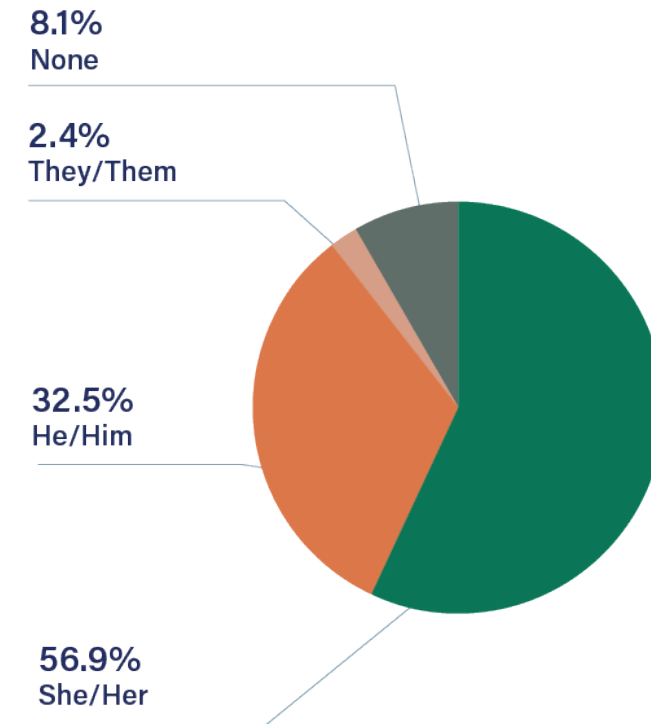


2021 SEED Grant Fund – Applicant Pool

Race/Ethnicity



Gender/Non-Binary



2021 SEED Grant Fund

Proposed Recipients

Of the 17 proposed recipients, 89% are led or owned by Black, Indigenous, and People of Color and 29% are led or owned by women:

41% Black (7)
24% BIPOC/multiracial (4)
12% Latino/a/x (2)
6% Indigenous (1)
6% AAPI (1)
11% Other (2)



2021 SEED Grant Fund Fiscal Details

FY 2020-21: \$1,000,000

FY 2021-22: \$800,000

- 1. All recipients will complete work July 2021- June 2022 and considered 2021 SEED Grant cohort.**
- 2. 2022 SEED Grant will have RFP on same timing but now before the allocation. Ensures money is disbursed to community reinvestment sooner.**
- 3. Remaining \$200,000 will be used for SEED Technical Assistance Program**

THANK YOU!

QUESTIONS?