

# Agenda

## Economic Development Corporation

### Board of Directors



City of Kalamazoo

Thursday, February 19, 2026

7:45 AM

CPED Main Conference Room - 245 N. Rose Street, Suite 100

**A. CALL TO ORDER/ROLL CALL**

**B. ADOPTION OF FORMAL AGENDA**

**C. APPROVAL OF MINUTES**

1. Approval of the Minutes of the Economic Development Corporation Meeting on December 18, 2025.
2. Approval of the Minutes of the Economic Development Corporation Meeting on January 15, 2026.

**D. PUBLIC COMMENTS**

**E. DIRECTOR COMMENTS**

**F. NEW BUSINESS**

1. Recommendation to the City Clerk's office of a 2-year approval of the Adult Use Retailer Permit to Marcus BH, LLC dba Bloom City Club, contingent on the applicant correcting the zoning deficiencies by March, 31, 2026.
2. Recommendation to the City Clerk's office of a 2-year approval of the Adult Use Retailer Permit to QR10, LLC dba Quality Roots, contingent on the applicant correcting the zoning deficiencies by March, 31, 2026.

**G. UNFINISHED BUSINESS**

**H. COMMUNICATIONS AND ANNOUNCEMENTS**

**I. STAFF REPORTS AND UPDATES**

**J. ADJOURNMENT**

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**CITY OF KALAMAZOO  
ECONOMIC DEVELOPMENT CORPORATION BOARD MEETING  
Thursday, December 18, 2025  
Community Planning and Economic Development  
245 N. Rose Street, Kalamazoo, MI 49007**

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**MEMBERS PRESENT:** Jason Novotny; Sharon Ferraro; Andrew Schipper; Rachel Bair; Kyle Gulau; Alonzo Wilson; Eddie Warr; T.J. Ward; Michael Gurnee

**MEMBERS ABSENT:** Scott Petersen; Lucas Middleton

**CITY STAFF PRESENT:** Jamie McCarthy (Development Manager); Heidi Waffle (Brownfield Project Assistant); Jessica Wood (Attorney, Dickinson-Wright); Erin Hahn (Business Specialist); Kirk Perschbacher (Consultant, Fishbeck); Antonio Mitchell (CPED Director); Jared Chambers (Development Administrator)

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Meeting was called to order at 7:50 AM by Chair Gulau.

Chair Gulau commented that they are trying to have a more efficient, but also effective, schedule by determining time allotments for agenda items.

**MOTION TO EXCUSE ABSENT MEMBERS:** Motion was not taken.

**APPROVAL OF AGENDA:** Director Novotny moved approval of the agenda; seconded by Director Ferraro. Motion approved by voice vote unanimously.

**APPROVAL OF MINUTES:** Director Ferraro moved approval of the minutes from the special meeting of December 11, 2025; seconded by Director Warr. Motion approved by voice vote unanimously.

### **PUBLIC COMMENTS**

Mr. Jerrid Burdue, city resident, shared his concerns on the Cannabis Chamber budget and the effectiveness of those dollars. He applauds city staff for thinking of social equity initiatives, but he thinks there are better uses for those funds. Mr. Burdue mentioned organizations such as Michigan Works, workforce development and wrap-around services. He wanted directors to think about different uses of the Social Equity fund besides cannabis-related businesses, with the industry already saturated and businesses closing.

### **DIRECTORS' COMMENTS**

Chair Gulau thanked the city staff who organized the EDC retreat. He thought they had a lovely discussion, and he wanted to encourage his fellow directors to pick up where they left off to think about the future and what they can do. They are trying to move the city forward and develop their economy.

Director Gurnee suggested moving agenda item H.1. to item G.3., as it pertains to that decision.

## NEW BUSINESS

### 1. Adoption of the EDC Board of Directors 2026 Meeting Schedule.

Ms. McCarthy shared that CPED is planning a move mid-year, so the meeting location will change once the move occurs. Staff will work with the Clerk's office at that time to coordinate the announcement and re-noticing. There is not a specific date this will occur.

It was discussed there will be no meeting in July.

**Director Ferraro moved adoption of the EDC Board of Directors 2026 Meeting Schedule with no July meeting; seconded by Director Schipper.**

**A roll call vote was taken, and the motion passed unanimously.**

## UNFINISHED BUSINESS

### 1. Friendship Village of Kalamazoo Project Bond Authorizing Resolution.

Mr. Thomas Colis, Miller Canfield, said they do bond council for the EDC and the City. He shared this is the third time the EDC is seeing this action item for Friendship Village, and it is to authorize the actual issuance of the bond. There was a public hearing at City Commission on Monday, where they approved the EDC's issuance of the bonds. As a reminder, they are authorizing up to \$120 million of bonds to be issued to finance the project at Friendship Village. It is a comprehensive project plan with the new construction that will be taking place. He said they have started construction already.

Mr. Colis explained there will be three series of bonds that will be issued. There will be a long-term series for forty years, and then there will be two short-term series of bonds. He further explained what is typical with bond issuances and how the bonds are priced.

He spoke about the documents involved, including a loan agreement between the EDC and Friendship Village of Kalamazoo. The EDC agrees to issue the bonds and loan the proceeds to Friendship Village and Friendship Village agrees to re-pay everything associated with the issuance of the bonds and indemnify the EDC and its directors for any actions taken in connection with the issuance of the bonds. He explained that once the EDC issues the bonds, they will not have to be involved with the day-to-day operations of making sure the principal and interest get paid. That will happen directly from Friendship Village to the Trustee.

Mr. Colis then spoke on the bond indenture and the details it contains. The security for the bonds is the payment obligation of Friendship Village and the mortgage on that property. He said the trust indenture is between the EDC and Bank of New York Mellon Trust Co.

He referenced marketing documents, including an offering document called a preliminary official statement, which has all the details that an investor would need to make an informed investment decision.

Finally, Mr. Colis explained the bond purchase agreement is between the EDC, Friendship Village, and Zeigler Security. He said Zeigler is the investment bank that Friendship Village has utilized to market the

bonds. They are the same bank that marketed the 2021 series of bonds that the EDC issued. He discussed the timing of the process with the bonds being marketed.

Director Schipper asked what would happen in a worst-case scenario if Friendship Village went bankrupt, and how it would impact the EDC's rating. Mr. Colis said it would not impact their rating because they are just acting as a conduit.

Mr. Colis mentioned that having the closing documents signed following the January EDC meeting by the Chair and Secretary would be ideal. He would help organize that.

**Director Ferraro moved to adopt the resolution authorizing the issuance and sale of limited obligation revenue bonds (Friendship Village of Kalamazoo Project), series 2026 in an aggregate principal amount not to exceed \$120,000, for the purpose of making a loan to Lifecare, Inc. dba Friendship Village, a Michigan Nonprofit Corporation, for the purposes described herein; authorizing the execution and delivery of the loan agreement, the cold indenture, the bond purchase agreement, and approving certain other documents with respect thereto; approving distribution of the preliminary official statement and the official statement; and authorizing and determining other matters relative thereto; seconded by Director Bair.**

**A roll call vote was taken, and the motion passed unanimously. This vote also included Director Hays and Director Moon.**

## 2. Social Equity Cannabis Chamber Annual Presentation.

Ms. Rebecca Colett, Detroit Cannabis Company, gave a presentation on the Social Equity Cannabis Chamber. She discussed their 2025 goals and the many events that were held, both in-person and virtually. She reiterated that the Chamber budget does not just support the local cannabis industry. Ms. Colett said it supports workforce development, education, and economic mobility. They support many local businesses including local women and minority owned businesses. She said they have a partnership with KVCC, and they have been able to register and graduate 38 residents from the SPK neighborhoods in the Cannabis Education Program. She said this is a big goal of the economic department to reach SPK residents. She mentioned partnering with Can-Do Kalamazoo, and their strategy sessions with entrepreneurs.

Ms. Colett discussed their marketing to the public through a mix of social media, text message, email, and radio ads. She discussed the demographics of those who attended their events. She also discussed the Chamber's involvement in the community with local non-profits. Ms. Colett shared upcoming events, as well as programs they will be introducing in the next six months.

Ms. Colett shared their financial spending of 2025 at-a-glance, as well as their year-over-year change. For those who do not think the Chamber is being impactful, she encouraged them to look at the metrics and data.

Ms. Colett said the cannabis industry continues to face significant headwinds from market compression and regulatory burdens. In response, the Chamber chooses to lead, not retreat. She said their work this year was not just about growth, but about stability, survival, and protecting the long-term health of this industry. Their commitment to their industry and outside supporting industry remains strong. Ms. Colett said year-over-year they are thinking of ways to become more efficient with the budget so they can use less and give more.

Director Bair said she is okay with the money going to the nonprofits that are meeting basic needs, but she asked Ms. Colett why this is the work of the Cannabis Chamber.

Ms. Colett talked about why it is important to support their local community. The Chamber wants to be a community liaison; they want to be known, have community resources, and know community leaders. They believe one aspect of the Chamber's mission is community support. They also want to help fill the gaps for non-profits who may have lost federal funding this year.

Director Schipper asked if the EDC has a mission statement of their goal regarding these dollars. Chair Gulau said a mission statement was discussed at their recent EDC retreat. They have a draft, but not a finalized version.

Mr. Antonio Mitchell, Director of CPED, explained the origin of the Chamber and Kalamazoo's priority of having an equity group. The state didn't give directions, so the City Commission assigned the EDC to oversee it. One of the main components of this whole initiative was to benefit communities that were most affected by Cannabis and the criminal justice system, which were the SPK neighborhoods. Director Mitchell discussed working with the KVCC and WMU. He said the board will have to decide what to do with these dollars.

Director Bair discussed the impact by the numbers - scholarships awarded, small businesses supported, and community donations. She felt that was a great way to spend money on social equity in the community. However, she thought that 15 job and internship placements didn't feel like a lot of impact in the actual cannabis industry. Director Bair indicated that they would need to wrestle with the community impact, the cannabis sector impact, and how to spend the dollars.

Ms. Colett asked how many job placements the Directors would like to see. Director Bair responded that she did not know because she wasn't knowledgeable about local jobs in the industry and how many would have been filled anyway without this effort. She discussed the math of how much investment per job is placed based on the dollars spent. Director Bair asked if the jobs are paying a living wage. Mr. Mitchell said it starts around \$20 per hour with benefits. He spoke about the role of scholarships and people learning about the industry.

Ms. Colett talked about the skills needed to get into the cannabis market. She said 2025 had been an educational year. She said that 15 placements are satisfactory to her because they've had to start at ground zero. Ms. Colett would like to have a specific number of job placements to work toward in the coming year.

Director Warr asked what the benefit of this was to the City of Kalamazoo. Director Mitchell said the City takes about \$2 million into its general fund. Kalamazoo was the only community that said they will take on social equity as a priority. He is hoping this will be a model for other communities in the future.

### 3. Adoption of a Resolution Approving of Social Equity Fund 2026 Budget.

Chair Gulau asked Attorney Wood what they are allowed to do with this money. Attorney Wood talked about the limitations when the law was passed with the voter initiative to legalize marijuana. She said it included the notion to promote and encourage participation in the industry – particularly in communities that had been disproportionately impacted by prohibition and enforcement. They are required to funnel the funds into these types of events. Whether the money is being used efficiently for products they feel are of value, that is a different matter. In terms of legality, this is exactly how the funds should be used. The funds must be generally focused on communities disproportionately impacted by the cannabis industry. However, they are not tied specifically to this contract. The funds can be used for education, business needs, and/or community investment. Attorney Wood stated that Ms. Colett is asking them to approve the budget for the last year of their contract.

Director Novotny said when they approve a budget, they might like to have guidelines/guardrails they share with their partner re: funding percentages or caps on certain areas of spending. He doesn't want the community-giving piece to become disproportionate, when they really want to have an economic development impact. Attorney Wood suggested they could approve this year's budget for this contract and let the contract run its course. Then the Board could establish guidelines within the parameters of the law; reboard or divert funding to other programs that do the same thing. She told them they are not required to extend this contract.

Chair Gulau felt the Directors would like more discussion about the item. He asked what would happen if they didn't approve the budget at that time. Because they are at the end of the year, Attorney Wood encouraged them to decide on the budget at that meeting. Through discussion, they decided there were three options: approve the budget, cancel the contract, or allocate less funding to it. Attorney Wood mentioned that not approving the budget would disrupt programs in place, but she also said they have the right to do that.

Director Ferraro stated that she was in favor of approving the budget. She felt they needed to get through these three years and then evaluate the program.

After additional discussion, Director Novotny suggested they approve the funds and then have a workshop meeting with the Detroit Cannabis Company to discuss guidelines.

Attorney Wood suggested revising the contract to address their concerns. Director Gurnee suggested asking for quarterly reports in the contract update. Attorney Wood said they could form a committee (less than quorum) to do the legwork and make a recommendation to the Board. Director Warr agreed that they needed more guidelines. Director Bair shared that she thought the money was being well spent.

**Director Bair moved approval of the 2026 Social Equity Fund Budget with a re-visit of the contract; seconded by Director Ferraro.**

**A roll call vote was taken, and the motion passed. Directors Gulau and Schipper voted no.**

## COMMUNICATIONS AND ANNOUNCEMENTS

1. Correspondence from Jerrid Burdue.

Comments were received and acknowledged.

## STAFF REPORTS AND UPDATES

None.

**ADJOURNMENT:** Meeting was adjourned at 9:00 AM by Chair Gulau.

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Signature

\_\_\_\_\_  
Printed Name/Chair

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Beth Cheeseman/Recording Clerk

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**CITY OF KALAMAZOO**  
**ECONOMIC DEVELOPMENT CORPORATION BOARD MEETING**  
**Thursday, January 15, 2026**  
**Community Planning and Economic Development**  
**245 N. Rose Street, Kalamazoo, MI 49007**

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**MEMBERS PRESENT:** Sharon Ferraro; Andrew Schipper; Rachel Bair; Kyle Gulau; T.J. Ward; Michael Gurnee; Scott Petersen; Lucas Middleton

**MEMBERS ABSENT:** Jason Novotny; Alonzo Wilson; Eddie Warr

**CITY STAFF PRESENT:** Jamie McCarthy (Development Manager); Beth Cheeseman (Executive Administrative Assistant); \*Jessica Wood (Attorney, Dickinson-Wright); Erin Hahn (Business Specialist); Jared Chambers (Development Administrator)

\*Jessica Wood attended the meeting virtually.

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Meeting was called to order at 7:45 AM by Chair Middleton.

**MOTION TO EXCUSE ABSENT MEMBERS:** Director Gurnee moved to excuse absent members; seconded by Director Bair. Motion approved by voice vote unanimously.

**APPROVAL OF AGENDA:** No motion was taken.

**APPROVAL OF MINUTES:** Director Ferraro moved approval of the November 20, 2025 minutes; seconded by Director Ward. Motion approved by voice vote unanimously.

**PUBLIC COMMENTS**

None.

**DIRECTORS' COMMENTS**

Director Gurnee expressed frustration about the process that led to the discussion and vote for the Social Equity Cannabis Fund at the previous meeting. He said that item was on three separate months' agenda, but they didn't get the chance to talk about it until it was the end of the year and they had to vote. He felt they didn't allow themselves time to have the conversation they needed for that item. Director Gurnee felt that the process wasn't as efficient or productive as it should have been.

Director Ferraro asked about the date of the minutes. Staff clarified for Directors that they just approved the November 2025 minutes. December 2025 minutes would not be available until the next meeting.

Director Middleton agreed with Director Gurnee. He felt they could have been more intentional in dealing with those issues. Director Middleton hoped they could learn from the experience and be better stewards of that process.

## NEW BUSINESS

### 1. Economic Initiative Fund (EIF) Loan Policy Discussion.

Mr. Bobby Boyd shared that the EIF Loan Policy was vague and they updated it to be more specific. In response to questions, Mr. Boyd said they needed to make it clear that the EIF Loan was a last source of funding – not a first source of funding. In addition, staff have had to spend a lot of time determining if applicants fit the criteria for the loan.

Ms. Erin Hahn added that a question came up during the City Commission meeting for approval of the Winston LLC EIF Loan. They asked if the City allowed them to issue EIF loans to the same entity more than once with the same tool. She noted there are a lot of businesses that have multiple LLCs for projects. Ms. Hahn asked for feedback from the Directors.

Director Gulau said he thought they should have talked about the draft policy at the Executive Committee first before it was presented to the Board. Mr. Boyd said that they were working with the City Attorney's office on the policy and it wasn't ready in time for the Executive Committee.

Attorney Wood clarified that they needed feedback from the Directors on a few things related to the policy.

- Should the loans be distributed only to emerging developers, or should they be available to any developer?
- Do they want the developer to have the rest of their capital stack ready before the loan or can it be part of their capital stack?
- Would a developer with an outstanding EIF loan who has not defaulted be eligible for a loan for a closely related entity?

Directors Middleton, Gulau, and Petersen indicated they were ok with developers having loans for multiple entities if they have a great project and worthwhile application. Director Petersen also thought it would be fine for developers to work that into their capital stack. Director Gulau raised the question of whether they would be a first funding source or a last funding source. He thought they would want to be a last funding source. Director Gulau suggested they could give the developer an LOI with 10%, but make it clear they won't write a check until the developer has completed their capital stack.

Attorney Wood asked if they wanted the loans to go only to emerging developers or if anyone could apply. Director Schipper said that to him it was more important if the project was something the Board would support. Director Bair suggested putting a special consideration into the policy that priority would be given to emerging developers but not as a requirement. Director Gulau noted that not a lot of people know about the program, so he doesn't want to limit it at this time. Mr. Boyd cautioned that the money comes from a revolving loan fund, and once the funds are used, there is no more left. He indicated that loans to large developers would limit the number of projects they could support

There was discussion around the possibility of asking for funding from FFE if the loan program shows success. While it may be worth the ask, Mr. Boyd cautioned that many programs are denied funding from FFE and that is not a source they can guarantee. Director Ferraro was not in favor of going to FFE for funding for this program. She doesn't want to displace other aspirational programs. It was clarified that the original source of funding was from the City's general fund.

Mr. Boyd spoke about having conversations with other municipalities about how to create revenue sources for EDCs.

Attorney Wood said they would do another revision and present it to them. She said it could go to the Executive Committee first if they would like that.

## 2. Discussion and Formation of Committee on Cannabis Social Equity Fund Uses

Mr. Boyd stated that they mentioned wanting a committee to discuss the Cannabis Social Equity Fund. He asked who wanted to be on the Committee.

Attorney Woods clarified that there were some limitations in regard to spending and the committee would need to work within those parameters. During discussion she stated that she would give them guidelines on how they can legally spend the money.

Through discussion, it was determined that the committee would only meet for 3-4 months – so they would have the option to put in an RFP. The purpose of the committee is to provide guidelines on how the money from the State would be spent. While the next six months are planned, they can talk about what the last six months of the year would look like – in addition to any contracts going forward. Directors agreed that more communication was needed from the Detroit Cannabis Company and/or any company in the future.

Directors Bair, Schipper, Ward, and Middleton volunteered to be on the Committee.

**Director Ferraro moved to create an Ad hoc Cannabis Committee and appoint Directors Bair, Schipper, Ward, and Middleton as members of the Committee; seconded by Director Gulau.**

**A voice vote was taken, and the motion was approved unanimously.**

## UNFINISHED BUSINESS

None.

## COMMUNICATIONS AND ANNOUNCEMENTS

None.

## STAFF REPORTS AND UPDATES

Mr. Boyd said they were working on some revisions that they talked about at their retreat. He said he would send them information.

**ADJOURNMENT:** Meeting was adjourned at 8:35 AM by Chair Gulau.

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Signature

\_\_\_\_\_  
Printed Name/Chair

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Beth Cheeseman/Recording Clerk

# INTER-OFFICE MEMO

To: The Economic Development Corporation Board of Directors

From: Erin Hahn, Business Specialist

Date: February 9, 2026

Re: Adult Use Retailer Permit Renewal for Marcus BH, LLC dba Bloom City Club

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The City Clerk's Office has requested that the Economic Development Corporation (EDC) Board of Directors evaluate the *Marihuana Facility Permit Renewal Application* submitted by: Marcus BH, LLC dba Bloom City Club for its facility at 4120 Stadium Dr., Kalamazoo, MI and that the EDC Board provides a recommendation regarding the renewal of this permit. The City Operating Permit, issued on March 12, 2025, is scheduled to expire on 3/31/2026, and must be renewed before its expiration for the facility to continue operating. The applicant has submitted the required renewal application and the annual permit fee. Below is the ordinance language that describes the specific role and responsibilities of the EDC in this process:

§ 20B-12

C. In determining whether to grant a renewal of a permit, the members of the City's Economic Development Corporation board will evaluate the permit holder's compliance with the statements it provided with its initial application and submission with its request for renewal of the following information:

1. The Staffing plan for the business which describes the actual number of employees, including the number and type of jobs that the facility has created, and the amount and type of compensation (including benefits) paid for such jobs.
  - 1 Regional Manager, earning \$75,000 per year.
  - 1 Manager, earning \$55,000 per year.
  - 1 Purchasing Coordinator, earning \$65,000 per year.
  - 3 Shift Leaders, earning \$37,000 per year.
  - 4 Sales Associates, earning \$31,000 per year.
  - Employees have partial medical coverage, life insurance, and optional dental and vision coverage.
  
2. An explanation, with supporting factual data, of the economic benefits to the City and the job creation for local residents achieved by the business, results of efforts for community outreach and worker training programs.
  - Sponsor and donate to Kalamazoo Social Equity Chamber events - \$500
  - Purchased Burger King coupons for customers as gifts - \$500
  - Created 8 new jobs in a previously unused space - \$324,000
  - Permit renewal fees - \$10,000 to date.
  - Community Outreach: Kalamazoo Social Equity Cannabis Chamber Spring Job Fair and Budtender BBQ (attended and sponsored).
  - Worker Training Programs: include new employee orientation, continuing

education, workplace harassment and safety training, and ongoing vendor specific education.

3. An explanation, with supporting factual data, of the efforts and success achieved by the social equity plan of the business to promote and encourage participation in the marihuana industry by local residents that have been disproportionately impacted by marihuana prohibition and enforcement, and the positive impact of the social equity plan on local residents.
  - Sponsored Kalamazoo Social Equity Cannabis Chamber events on 3/25 and 7/25
  - Donated goods from food drive to Loaves and Fishes – Dec 2025
4. A statement that the business is not in default to the City for any property tax, special assessment, utility charges, fines, fees, or other financial obligations owed to the City.
  - The business is in good standing.
5. A statement that the hiring and public accommodation practices of the facility conform to the City's Nondiscrimination Ordinance provisions and documentation of the total number of employees broken out by managerial and operational employees, number of women, and number of minority employees and number of employees disproportionately impacted by marihuana prohibition and enforcement.
  - 3 employees are in managerial positions; 2 are women; 1 is a minority
  - 7 employees are in operational positions; 3 are women; 1 is a minority
6. A statement, with supporting documentation, providing answers to the following questions:
  - a. How many City residents do you currently employ?
    - 4 City residents
  - b. How many current employees reside in Census Tracts 1 (Eastside); 9, 10 (Edison), and/or 2.02,3 (Northside)?
    - 3 employees currently reside in the identified census tracts.
  - c. What is your plan to employ residents of the identified census tracts?
    - Bloom City prioritizes hiring Kalamazoo residents.
  - d. How many of your employees have prior marihuana convictions (excepting a conviction for delivery or distribution to a minor)?
    - None
  - e. What is your plan for employees with a prior marihuana conviction to move up within your business and/or the marihuana industry?
    - Bloom City does not discriminate against employees with cannabis convictions and they do regular events with the Great Lakes Expungement Network.
7. Proof that the marihuana business has received recognition and maintains the status as a Silver Level Social Equity All-Star or better with the Michigan Cannabis Regulatory Agency.
  - Bloom City has a Gold Level Social Equity All-Star status.

Please see the attached Marihuana Renewal Application Checklist, completed by City staff to verify if all ordinance requirements have been met.

The applicant has no outstanding financial obligations to the City, and there have been no complaints to the City Manager regarding compliance with the City's anti-discrimination ordinance. The facility has not passed its City Fire & Zoning inspections. The applicant will have met all the requirements for renewal upon correcting the zoning deficiency of a dumpster without an enclosure.

**RECOMMENDATION**

Staff recommends that the EDC Board recommend to the City Clerk's Office a 2-year approval of the Adult Use Retailer Permit to Marcus BH, LLC dba Bloom City Club, contingent on the Applicant correcting the zoning deficiencies by installing a dumpster enclosure or downsizing to two cubic yard rolling trash containers by March 31, 2026. If the Applicant fails to correct the deficiencies by March 31, 2026, then the recommendation is approval of a 90-day probationary renewal.

**ATTACHMENTS**

Renewal Application, (Staffing Plan), (Community Benefits Statement), and (Social Equity Plan) from the applicant.

Adult Use & Medical Safety Compliance, Marihuana Renewal Application Checklist for:

**Marcus BH, LLC dba Bloom City Club**

4120 Stadium Dr.

Type: Adult Use Retailer

	Date Received	Received By	Comments	
Renewal Application Received	1/16/2026	Erin Hahn		
Inspection Type:	Inspection Date	Completed by:	Satisfactory?	Notes
Zoning Inspection	1/28/2026	Pete Eldridge	No	Dumpster enclosure needed
Fire Inspection	1/28/2026	Scott Brooks	Yes	
	Date	Name	Comments	
Business Community Benefits Check-In	2/3/2026	Erin Hahn		
	Full-Time	Part-Time	Comments	
Jobs Created	10	0		
	Yes/No	Comments:	Verified by:	
Any Past Due Financial Obligations with City? (i.e. taxes owed, fees, fines, etc)	No		Andrew Falkenberg	
Silver Level Social Equity All-Star or better status with the Michigan Cannabis Regulatory Agency	Yes	Gold	Erin Hahn	

All Items Complete Yes

# MARIHUANA BUSINESS PERMIT RENEWAL APPLICATION

Pursuant to Chapter 20B of the Kalamazoo City Code

**City of Kalamazoo  
Office of the City Clerk  
241 West South Street  
Kalamazoo, MI 49007**

(Please Print)

## BUSINESS INFORMATION (The entity that is licensed by the state and that holds a City MMF permit)

**Official Business Name** Marcus BH LLC dba Bloom City Club

**Business Address** 429 Miller Ave.

**City** Ann Arbor **State** MI **Zip Code** 48103 **Business Phone** 734-395-4426

**Business E-mail** allison@staffinga2.com **Business Website** www.bloomcityclub.com

## TYPE OF PERMIT BEING RENEWED

### Medical

**Grower:**

Class A (500 plants)

Class B (1,000 plants)

Class C (1,500 plants) No. of Class C Permits \_\_\_\_\_

Processor

Safety Compliance

Provisioning Center

Secure Transporter

### Adult Use

**Grower:**

Class A (100 plants)

Class B (500 plants)

Class C (2,000 plants) No. of Class C Permits \_\_\_\_\_

Excess Grower

Processor

Safety Compliance

Microbusiness

Retailer

Secure Transporter

Designated Consumption Lounge

## FACILITY INFORMATION

**Property Address** 4120 Stadium Dr. Kalamazoo MI

**Real Property Parcel Number** 06-30-148-001

**Advertised Facility Name** Bloom City Club

**Manager - Full Name** Jordan Tyler

## CONTACT INFORMATION [the primary point(s) of contact for this application]

**Name** Allison B. Ireton

**Address** 429 Miller Ave

**Phone** 734-395-4426

**City** Ann Arbor

**State** MI

**Zip Code** 48103

**E-mail** allison@staffinga2.com

**Name** Madison Murray

**Address** 429 Miller Ave

**Phone** 248-860-4492

**City** Ann Arbor

**State** MI

**Zip Code** 48103

**E-mail** madison@bloomcityc.com

## ATTACHMENTS

Please attach the following as separate documents to this application:

1. The attached Staffing Plan worksheet and any additional pages that provide a description of the actual number of employees, including the number and type of jobs that the licensed facility has created, and the amount and type of compensation (including benefits) paid for such jobs; and
2. An explanation, with supporting factual data, of the economic benefits to the City and the job creation for local residents achieved by the facility; the results of community outreach efforts; and worker training programs.
3. A social equity plan that: (a) promotes and encourages participation in the marihuana industry by local residents who have been disproportionately impacted by marihuana prohibition and enforcement; and (b) positively impacts local residents.
4. Documentation that indicates your business qualifies as a Silver Social Equity All-Star or better with the Michigan Cannabis Regulatory Agency. **A marihuana business must meet this qualification to be eligible for permit renewal with the City of Kalamazoo.**

The City's Economic Development Corporation will use the information provided in these documents to evaluate the permit holder's compliance with the statements it provided with its initial application (specifically the representations made in Attachment G – Staffing Plan and Attachment H – Community Benefits Statement).

Please complete the following certifications:

- The permitted facility is not in default to the City for any property tax, special assessment, utility charges, fines, fees or other financial obligation owed to the City.
- The hiring and public accommodation practices of the permitted facility conforms to the City's anti-discrimination ordinance provisions.
- I consent to an inspection of the permitted premises as required by ordinance to ensure the premises and its systems are in compliance with the requirements of Chapter 20B of the Kalamazoo City Code.
- I understand that renewal of a City Operating Permit is contingent on the renewal of the State Operating License for this facility.

I hereby certify under the penalty of perjury that the statements made in this application, including all attachments thereto, are true. I further certify that I am an officer, director, or managerial employee of the applicant or a person who holds a direct or indirect ownership interest in the applicant.

Applicant Signature: Allison B. Ireton Date: 1/5/2026  
Name (printed): Allison B. Ireton Position: General Counsel

## STAFFING PLAN

### Summary

Please indicate the number of employees who work at the licensed facility:

Full-time employees (32+ hours per week) 8 Part-time employees (< 32 hours per week) 2

### Position Types and Compensation

Please provide a description of the types of jobs the licensed facility has created, along with the amount of compensation and benefits paid for such jobs:

**Position Title:** Regional Manager Annual Average Compensation \$ 75,000

How many people are employed in this position at the licensed facility? 0.20

Are health insurance benefits available for employees in this position? Yes  No

If yes, please indicate the employer contribution to health insurance costs: All  Partial  None

**Position Title:** Manager Annual Average Compensation \$ 55,000

How many people are employed in this position at the licensed facility? 1

Are health insurance benefits available for employees in this position? Yes  No

If yes, please indicate the employer contribution to health insurance costs: All  Partial  None

**Position Title:** Purchasing Coordinator Annual Average Compensation \$ 65,000

How many people are employed in this position at the licensed facility? 0.20

Are health insurance benefits available for employees in this position? Yes  No

If yes, please indicate the employer contribution to health insurance costs: All  Partial  None

**Position Title:** Shift Leader Annual Average Compensation \$ 37,000

How many people are employed in this position at the licensed facility? 3

Are health insurance benefits available for employees in this position? Yes  No

If yes, please indicate the employer contribution to health insurance costs: All  Partial  None

**Position Title:** Sales Associate (Budtender) Annual Average Compensation \$ 31,000

How many people are employed in this position at the licensed facility? 4

Are health insurance benefits available for employees in this position? Yes  No

If yes, please indicate the employer contribution to health insurance costs: All  Partial  None

Please provide information on any benefits other than health insurance that are offered to all employees:

We provide 2 options of Aetna medical insurance. An HMO and a PPO. Bloom covers approximately 62% of the premium costs for employees. We also offer 10,000 life insurance policy at no cost. We offer optional dental and vision coverage. We have a telehealth provider and free prescription plan for most common prescriptions through LLH.

Attach additional pages as necessary.

## ECONOMIC BENEFITS

Please fill out the information below relating to Economic Benefits to the City and the job creation for local residents achieved by the business, results of efforts for community Outreach and worker training programs

ECONOMIC BENEFITS		
Economic Benefit	Description	Amount
Sponsor KSECC events	sponsor and donate time to these events - 3/25 and 7/25	\$500
Co-sponsorship Burger King	purchased Burger King coupons for customers as gifts	\$500
Job Creation (8 new positions)	total salary expense of 8 new jobs in previously unused space	\$324,000

JOB CREATION FOR LOCAL RESIDENTS		
Initiative/Description	Date(s)	Outcomes
Spring 2025 Cannabis Job & Community Resource Fair	3/29/2025	Connected with Kazoo Cannabis Chamber
Indeed Online Job Postings (Kalamazoo Target Area)	ongoing	targeted job postings in Kazoo area

COMMUNITY OUTREACH		
Initiative/Description	Date(s)	Outcomes
Spring 2025 Cannabis Job & Community Resource Fair	3/29/2025	Manager participated in career panel at the event
Budtender BBQ (Social Equity Chamber)	7/19/2025	Made connections with other employees in the cannabis community

WORKER TRAINING PROGRAMS		
Initiative/Description	Date(s)	Outcomes
New Employee Orientation	ongoing	educate ee's on benefits, policies, procedures
Bloom continuing education	ongoing	give ee's more operational training to grow in their job
Mineral Online Training (general workplace training)	ongoing	workplace harassment and safety training, personal responsibility etc.
Vendor specific training	ongoing	vendors give budtenders product specific training to grow their skills

## SOCIAL EQUITY

Please fill out the information below relating to Social Equity with an explanation, with supporting factual data, of the efforts and success achieved by the social equity plan of the business to promote and encourage participation in the marihuana industry by local residents that have been disproportionately impacted by marihuana prohibition and enforcement, and the positive impact of the social equity plan on local residents;

SOCIAL EQUITY PLAN INITIATIVE		
Initiative/Description	Date(s)	Outcomes
Sponsor KSECC events	3/25 and 7/25	took applications and supported community event
Food Bank Drive	Dec 2025	Donated collected food to Loaves and Fishes
Round-Up event	Feb 2026 (scheduled)	donation for local homeless charity TBD

## EMPLOYEE DEMOGRAPHIC INFORMATION

Sponsor	Total Number of Employees:	
	Employees in Managerial Positions	Total Employees 3
		Number of Women 2
		Number of Minorities 1
Employees in Operational Positions:		Total Employees 7
		Number of Women 3
		Number of Minorities 1

How many City Residents do you currently employ?	Total Employees	4
How many residents do you currently employ from these Census Tracts?	Census Tract 1 (Eastside Neighborhood)	1
	Census Tracts 9 and/or 10 (Edison Neighborhood)	1
	Census Tracts 2.02, and/or 3 (Northside Neighborhood)	1

1. What is your plan to employ residents of the identified Census Tracts?

We prioritize Kalamazoo residents in screening applications and scheduling interviews to make sure a good candidate does not slip through the cracks when hiring.

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Attach additional pages as necessary.

2. How many of your employees have prior marihuana convictions or expungements (excepting a conviction for delivery or distribution to a minor)?

Number of employees with marihuana convictions      0

3. What is your plan for employees with a prior marihuana conviction to move up within your business and/or the marihuana industry?

We do not discriminate against employees with cannabis convictions but we don't know if there is a conviction until after the offer is made. We have a close relationship with GLEN - the Great Lakes Expungement Network - and we do events with them regularly.

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Attach additional pages as necessary.

4. Please attach proof that the marihuana business has received recognition and maintains the status as a Silver Level Social Equity All-Star or better with the Michigan Cannabis Regulatory Agency.



## **Bloom City Club**

AU-R-000134  
AU-R-000531  
AU-R-000778

AU-R-000808

This entity qualifies for the Gold level tier of  
the Social Equity All-Star Program

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# Bloom City Club Social Equity Plan

Marcus BH LLC, Peregrine Retail LLC,  
Seneca River II LLC, DAP Synergy LLC dba

Bloom City Club

September 19, 2024

# Bloom City Club – A Social Equity Commitment

## Empowering Communities Through Its Mission: Give, Guide, Grow

### Introduction and Overview

Bloom City Club was founded upon the principles of “Give. Guide. Grow”, reflecting our unwavering commitment to social equity and community well-being. At the heart of our mission, we recognize the profound impact of the war on drugs and the transformative potential of cannabis. Bloom’s story is deeply rooted in the personal experiences of its owners, Craig Terrell and Patrick Kinney. They both have experienced first-hand, the social challenges and the healing that are intertwined in the story of cannabis legalization.

Bloom's Social Equity plan is an all-encompassing approach to corporate responsibility that weaves together a tapestry of strategies designed to create a greater impact than the sum of its parts:

- I. Empowering Lives & Nurturing Talent
  - Bloom actively seeks out individuals who have personally felt the weight of the war on drugs and those from communities disproportionately affected by it, offering them meaningful employment opportunities at a living wage.
  - Beyond competitive wages, we provide comprehensive benefits, PTO, job training, and mentorship to our employees, enriching their lives not only within our industry but far beyond it.
- II. Corporate Spend Plan: Promoting Diversity in Business
  - We utilize a network of diverse suppliers, service providers, and vendors within the cannabis industry, promoting inclusivity and broadening economic opportunities.
- III. Community Investment & Restoring Justice:
  - We support organizations, suppliers, and vendors dedicated to assisting individuals in expunging cannabis-related convictions, helping them reclaim their lives.
  - We champion community organizations and events that empower minorities, veterans, seniors, women, and children facing economic hardships or safety challenges.

## Bloom's Guide, Guide, Grow Principles in Action

Bloom's ownership team embodies our unwavering commitment to social equity. One of our founders, arrested in Ann Arbor for possessing a gram of cannabis in 1979, was fortunate to face a mere \$5 monetary fine thanks to the city's progressive stance on cannabis. Bloom's other owner is a United States Air Force Veteran, whose father turned to cannabis when battling a painful cancer diagnosis. Together, the Bloom ownership team dedicates itself to supporting organizations that uplift Veterans, minorities and those disproportionately affected by the war on drugs.

Bloom City Club operates its stores strategically within Social Equity communities:

- Alpena
- Kalamazoo
- Sturgis
- Ann Arbor
- Paw Paw
- Ypsilanti

### I. Empowering Lives & Nurturing Talent

Bloom values its employees as the cornerstone of our success. It pays a living wage of at least \$15 per hour to start, for all full-time team members. Bloom also covers 60% of employee's medical care plans. Generous paid time off (PTO), employee training and education opportunities and an employee 401(k) program further demonstrate Bloom's commitment to their well-being.

### II. Corporate Spend Plan: Promoting Diversity in Business

Bloom aspires to dedicate at least 40% of its annual expenditures to diverse suppliers, as defined by the Cannabis Regulatory Agency (CRA). Our commitment to diversity extends to all facets of our operations:

- **Legal, Accounting, and Staffing:** We utilize Sustainable Staffing Strategies, LLC for all legal, accounting, and staffing needs—a 100% women-owned company. This accounts for up to 5% of Bloom's expenses (over 10% if staffing is included).
- **Secured Transportation:** Our primary transportation partner is Great Lakes Secured Transfer, a U.S. Army Veteran-owned company.
- **Inventory/Vendors:** We source a minimum of 35% of our inventory from diverse suppliers such as TreeTown Cannabis (100% Veteran and/or Social Equity Applicant owned), Uncles J's (100% minority-owned), and Red Bud Roots (social equity All-Stars).

### III. Community Investment Plan

Bloom commits to donating at least 1% of our net proceeds annually to local charitable and community organizations. Bloom contributes primarily to organizations that aid veterans, women, children, and those facing financial disadvantages in our social equity communities. Some of our previous beneficiaries include:

- Alpena: TBD (opening date in November 2024)
- Ann Arbor: The Delonis Center, The SafeHouse Center, The Ark, The VFW Auxiliary (VFW)
- Kalamazoo: will identify areas of greatest need with the Social Equity Chamber of Commerce. (opening date in November 2024)
- Paw Paw: Mattawa Food Bank
- Sturgis: The VFW, the Grange Farmer's Association
- Ypsilanti: The Share House, Ozone House, The Senior Citizens Center

Our philanthropic mission centers on supporting non-profit organizations and programs that strengthen communities, remove barriers to opportunity, and help individuals and families reach their full potential. To foster this spirit Bloom conducts the following fundraising activities:

- Round-Up Events: Bloom sponsors several matching fundraisers throughout the year, including "round-up" events, where customers can round-up their purchase to the nearest dollar. Bloom matches customer donations during these events for qualifying charities.
- Cash Collection Campaigns: Vetted charities are welcome to place collection jars in our stores, with Bloom regularly matching the donations collected from our valued guests.
- Donation Center: Bloom will offer guests discounts on products for bringing in clothing, toys or food for various charitable organizations. Previous recipients include Toys for Tots, Food Gatherers, the VFW Auxiliary.

#### Community Outreach

At Bloom, we believe in lending a helping hand where it matters most. Bloom owners and employees are encouraged to participate in local charitable events like parades and festivals and expungement events, that bring community together for a common charitable purpose. Together, we aspire to make a lasting impact, enriching lives and championing social equity.

# INTER-OFFICE MEMO

To: The Economic Development Corporation Board of Directors

From: Erin Hahn, Business Specialist

Date: February 9, 2026

Re: Adult Use Retailer Permit Renewal for QR10, LLC dba Quality Roots Kalamazoo

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The City Clerk’s Office has requested that the Economic Development Corporation (EDC) Board of Directors evaluate the *Marihuana Facility Permit Renewal Application* submitted by: Quality Roots Kalamazoo for its facility at 104 N Drake Rd. and that the EDC Board provides a recommendation regarding the renewal of this permit. The City Operating Permit, issued on March 26, 2025, is scheduled to expire on March 31, 2026, and must be renewed before its expiration for the facility to continue operating. The applicant has submitted the required renewal application and the annual permit fee. Below is the ordinance language that describes the specific role and responsibilities of the EDC in this process:

§ 20B-12

C. In determining whether to grant a renewal of a permit, the members of the City’s Economic Development Corporation board will evaluate the permit holder’s compliance with the statements it provided with its initial application and submission with its request for renewal of the following information:

1. The Staffing plan for the business which describes the actual number of employees, including the number and type of jobs that the facility has created, and the amount and type of compensation (including benefits) paid for such jobs.
  - There are 8 full-time employees and 0 part-time employees.
    - 1 General Manager earning \$57,500 annually.
    - 1 Assistant General Manager earning \$50,000 annually.
    - 3 Quality Care Specialist Leads earning \$38480 annually.
    - 3 Quality Care Specialists earning \$33,000 annually.
  - All full-time employees receive health insurance benefits.
2. An explanation, with supporting factual data, of the economic benefits to the City and the job creation for local residents achieved by the business, results of efforts for community outreach and worker training programs.
  - Contributes to the City’s excise tax revenue.
  - Has paid a total of \$10,000 in licensing/permitting fees to the Cit of Kalamazoo for 2025/2026 permits.
3. An explanation, with supporting factual data, of the efforts and success achieved by the social equity plan of the business to promote and encourage participation in the marihuana industry by local residents that have been disproportionately impacted by marihuana prohibition and enforcement, and the positive impact of the social equity

plan on local residents.

- Details

4. A statement that the business is not in default to the City for any property tax, special assessment, utility charges, fines, fees, or other financial obligations owed to the City.
  - The business is in good standing.
5. A statement that the hiring and public accommodation practices of the facility conform to the City's Nondiscrimination Ordinance provisions and documentation of the total number of employees broken out by managerial and operational employees, number of women, and number of minority employees and number of employees disproportionately impacted by marihuana prohibition and enforcement.
  - The hiring and public accommodation practices of this facility do not violate the City's Nondiscrimination Ordinance provisions.
  - There are 2 employees in managerial positions – 0 are women and 0 are minorities.
  - There are 6 employees in operational positions – 2 are women and 0 are minorities.
6. A statement, with supporting documentation, providing answers to the following questions:
  - a. How many City residents do you currently employ?
    - Quality Roots employees 7 City residents.
  - b. How many current employees reside in Census Tracts 1 (Eastside); 9, 10 (Edison), and/or 2.02,3 (Northside)?
    - 1 - Edison
  - c. What is your plan to employ residents of the identified census tracts?
    - If they conduct any hiring events in the future, they will consider hosting them in/near the identified Census Tracts to make these opportunities more accessible.
  - d. How many of your employees have prior marihuana convictions (excepting a conviction for delivery or distribution to a minor)?
    - 0 employees have prior marihuana convictions.
  - e. What is your plan for employees with a prior marihuana conviction to move up within your business and/or the marihuana industry?
    - Equal opportunities are available for all; if any employees have a prior marihuana conviction, they will inform them of any known expungement opportunities or other relevant resources.
7. Proof that the marihuana business has received recognition and maintains the status as a Silver Level Social Equity All-Star or better with the Michigan Cannabis Regulatory Agency.
  - Quality Roots qualifies for the Gold level tier of the Social Equity All-Star Program.

Please see the attached Marihuana Renewal Application Checklist, completed by City staff to verify if all ordinance requirements have been met.

The applicant has no outstanding financial obligations to the City, and there have been no complaints to the City Manager regarding compliance with the City's anti-discrimination ordinance. The facility has passed its City Fire & Zoning inspections. The applicant has met all the requirements for renewal.

**RECOMMENDATION**

Staff recommends that the EDC Board recommend to the City Clerk's Office a 2-year approval of the Adult Use Retailer Permit to QR10 LLC, dba Quality Roots, contingent on the Applicant correcting the zoning deficiencies by installing a dumpster enclosure or downsizing to two cubic yard rolling trash containers by March 31, 2026. If the Applicant fails to correct the deficiencies by March 31, 2026, then the recommendation is approval of a 90-day probationary renewal.

**ATTACHMENTS**

Renewal Application, (Staffing Plan), (Community Benefits Statement), and (Social Equity Plan) from the applicant.

Adult Use & Medical Safety Compliance, Marihuana Renewal Application Checklist for:

**QR10, LLC dba Quality Roots**

104 N Drake Rd

Type: Adult Use Retailer

	Date Received	Received By	Comments	
Renewal Application Received	1/7/2026	Erin Hahn		
Inspection Type:	Inspection Date	Completed by:	Satisfactory?	Notes
Zoning Inspection	1/20/2026	Pete Eldridge	No	Dumpster enclosure needed
Fire Inspection	1/20/2026	Scott Brooks	Yes	
	Date	Name	Comments	
Business Community Benefits Check-In	1/22/2026	Erin Hahn		
	Full-Time	Part-Time	Comments	
Jobs Created	8	0		
	Yes/No	Comments:	Verified by:	
Any Past Due Financial Obligations with City? (i.e. taxes owed, fees, fines, etc)	No		Andrew Falkenberg	
Silver Level Social Equity All-Star or better status with the Michigan Cannabis Regulatory Agency	Yes	Gold	Erin Hahn	

All Items Complete Yes

# MARIHUANA BUSINESS PERMIT RENEWAL APPLICATION

Pursuant to Chapter 20B of the Kalamazoo City Code

**City of Kalamazoo**  
**Office of the City Clerk**  
**241 West South Street**  
**Kalamazoo, MI 49007**

(Please Print)

## BUSINESS INFORMATION (The entity that is licensed by the state and that holds a City MMF permit)

**Official Business Name** QR10 LLC dba Quality Roots Kalamazoo

**Business Address** 104 N Drake Rd

**City** Kalamazoo **State** MI **Zip Code** 49009 **Business Phone** (248) 912-7173

**Business E-mail** aric@getqualityroots.com **Business Website** www.getqualityroots.com

## TYPE OF PERMIT BEING RENEWED

### Medical

**Grower:**

Class A (500 plants)

Class B (1,000 plants)

Class C (1,500 plants) No. of Class C Permits \_\_\_\_\_

Processor

Safety Compliance

Provisioning Center

Secure Transporter

### Adult Use

**Grower:**

Class A (100 plants)

Class B (500 plants)

Class C (2,000 plants) No. of Class C Permits \_\_\_\_\_

Excess Grower

Processor

Safety Compliance

Microbusiness

Retailer

Secure Transporter

Designated Consumption Lounge

## FACILITY INFORMATION

**Property Address** 104 N Drake Rd., Kalamazoo, MI 49009

**Real Property Parcel Number** 06-18-320-003

**Advertised Facility Name** Quality Roots Kalamazoo

**Manager - Full Name** Alexander Doornbos

## CONTACT INFORMATION [the primary point(s) of contact for this application]

**Name** Aric Klar

**Address** 2625 Nakota Rd

**City** Royal Oak

**State** MI

**Zip Code** 48073

**Phone** 248-912-7173

**E-mail** aric@getqualityroots.com

**Name** Craig Aronoff

**Address** 1221 Bowers Street, #161

**City** Birmingham

**State** MI

**Zip Code** 48012

**Phone** 248-965-2184

**E-mail** teams@craigaronofflaw.com

**ATTACHMENTS**

Please attach the following as separate documents to this application:

1. The attached Staffing Plan worksheet and any additional pages that provide a description of the actual number of employees, including the number and type of jobs that the licensed facility has created, and the amount and type of compensation (including benefits) paid for such jobs; and
2. An explanation, with supporting factual data, of the economic benefits to the City and the job creation for local residents achieved by the facility; the results of community outreach efforts; and worker training programs.
3. A social equity plan that: (a) promotes and encourages participation in the marihuana industry by local residents who have been disproportionately impacted by marihuana prohibition and enforcement; and (b) positively impacts local residents.
4. Documentation that indicates your business qualifies as a Silver Social Equity All-Star or better with the Michigan Cannabis Regulatory Agency. **A marihuana business must meet this qualification to be eligible for permit renewal with the City of Kalamazoo.**

The City’s Economic Development Corporation will use the information provided in these documents to evaluate the permit holder’s compliance with the statements it provided with its initial application (specifically the representations made in Attachment G – Staffing Plan and Attachment H – Community Benefits Statement).

**Please complete the following certifications:**

- The permitted facility is not in default to the City for any property tax, special assessment, utility charges, fines, fees or other financial obligation owed to the City.
- The hiring and public accommodation practices of the permitted facility conforms to the City’s anti-discrimination ordinance provisions.
- I consent to an inspection of the permitted premises as required by ordinance to ensure the premises and its systems are in compliance with the requirements of Chapter 20B of the Kalamazoo City Code.
- I understand that renewal of a City Operating Permit is contingent on the renewal of the State Operating License for this facility.

I hereby certify under the penalty of perjury that the statements made in this application, including all attachments thereto, are true. I further certify that I am an officer, director, or managerial employee of the applicant or a person who holds a direct or indirect ownership interest in the applicant.

Applicant Signature:           Aric Klar           Date:           2025-12-17          

Name (printed):           Aric Klar           Position:           Manager

# STAFFING PLAN

## Summary

Please indicate the number of employees who work at the licensed facility:

Full-time employees (32+ hours per week) 8 Part-time employees (< 32 hours per week) 0

## Position Types and Compensation

Please provide a description of the types of jobs the licensed facility has created, along with the amount of compensation and benefits paid for such jobs:

**Position Title:** General Manager Annual Average Compensation \$ 57,500.00

How many people are employed in this position at the licensed facility? 1

Are health insurance benefits available for employees in this position? Yes  No

If yes, please indicate the employer contribution to health insurance costs: All  Partial  None

**Position Title:** Assistant General Manager Annual Average Compensation \$ 50,000.00

How many people are employed in this position at the licensed facility? 1

Are health insurance benefits available for employees in this position? Yes  No

If yes, please indicate the employer contribution to health insurance costs: All  Partial  None

**Position Title:** Quality Care Specialist Lead Annual Average Compensation \$ 38,480.00

How many people are employed in this position at the licensed facility? 3

Are health insurance benefits available for employees in this position? Yes  No

If yes, please indicate the employer contribution to health insurance costs: All  Partial  None

**Position Title:** Quality Care Specialist Annual Average Compensation \$ 33,000.00

How many people are employed in this position at the licensed facility? 3

Are health insurance benefits available for employees in this position? Yes  No

If yes, please indicate the employer contribution to health insurance costs: All  Partial  None

**Position Title:** \_\_\_\_\_ Annual Average Compensation \$ \_\_\_\_\_

How many people are employed in this position at the licensed facility? \_\_\_\_\_

Are health insurance benefits available for employees in this position? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please indicate the employer contribution to health insurance costs: All \_\_\_\_\_ Partial \_\_\_\_\_ None \_\_\_\_\_

Please provide information on any benefits other than health insurance that are offered to all employees:

N/A  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Attach additional pages as necessary.

# ECONOMIC BENEFITS

Please fill out the information below relating to Economic Benefits to the City and the job creation for local residents achieved by the business, results of efforts for community Outreach and worker training programs

ECONOMIC BENEFITS		
Economic Benefit	Description	Amount
Excise Tax Revenue	Quality Roots has contributed to the cannabis excise tax revenue that Kalamazoo receives from the Marijuana Regulation Fund each year. Kalamazoo received over \$1,000,000 from this fund in FY 2024.	TBD
Permitting/Licensing Revenue	Quality Roots has paid a total of \$10,000 in licensing/permitting fees to Kalamazoo for our 2025 & 2026 permits	\$10,000.00

JOB CREATION FOR LOCAL RESIDENTS		
Initiative/Description	Date(s)	Outcomes
Quality Roots currently employs 8 workers (8 full-time, 0 part-time). Of these employees, 7 are Kalamazoo residents.	February 2025-Present	As of December 2025, Quality Roots has created 8 full-time jobs, 7 of which are filled by Kalamazoo residents.

COMMUNITY OUTREACH		
Initiative/Description	Date(s)	Outcomes
Academic Collaboration with Western Michigan University - We collaborated with Western Michigan University, and contributed to the curriculum for Cannabis Marketing course MKTG 5420.	2025 Academic Year	Students completed a case study of Quality Roots' marketing operations, preparing them to have successful careers in the marketing and/or cannabis industries. We intend to explore additional opportunities to collaborate with the University.
OutFront Kalamazoo & Kalamazoo Pride - We donated \$500.00 to OutFront Kalamazoo to help fund Kalamazoo Pride 2025	June 2025	Kalamazoo Pride 2025 received an additional \$500 to expand offerings & execute the event.
Financial Contributions to Local Businesses for Small Business Saturday - We contributed \$500 toward Small Business Saturday 2025 in Kalamazoo	November 2025	Funds were distributed to the following Kalamazoo small businesses: Water Street Coffee, Kazoopy's Pizza & Grinders, Shultz Sweets, Cro's Next, Brick & Brine
Local Hiring Event - Prior to opening the facility, we hosted a local hiring event in Kalamazoo. We focused our initial hiring efforts on Kalamazoo residents, and held the event in-person within the city to make these opportunities more accessible to residents.	February 2025	The majority of the initial hires were Kalamazoo residents, many of which are still employed by the business.

WORKER TRAINING PROGRAMS		
Initiative/Description	Date(s)	Outcomes
Employee Training - All staff are trained per our Employee Training Manual. This training meets, but is not limited to, all requirements per Administrative Rule R 420.602, employee safety procedures, security protocols, etc.	February 2025 - Present	Satisfactory staff performance, no deficiencies identified by the CRA, no violations for noncompliant operations.
Retail Sales & Brand Training - Development of sales tactics and knowledge of local products & brands.	February 2025 - Present	Improved sales performance, improved competency for current employment & future opportunities
Compliance Training - Continuing education on operational compliance, including but not limited to: preventing underage sales, preventing consumer over-intoxication, monitoring for & preventing criminal activity on the premises, etc.	February 2025 - Present	Maintained operational compliance, improved competency for current employment & future opportunities

## SOCIAL EQUITY

Please fill out the information below relating to Social Equity with an explanation, with supporting factual data, of the efforts and success achieved by the social equity plan of the business to promote and encourage participation in the marihuana industry by local residents that have been disproportionately impacted by marihuana prohibition and enforcement, and the positive impact of the social equity plan on local residents;

SOCIAL EQUITY PLAN INITIATIVE		
Initiative/Description	Date(s)	Outcomes
Prioritized hiring of Kalamazoo Residents - Prioritize hiring residents of Kalamazoo, which is a disproportionately impacted area recognized by the CRA's Social Equity Program	February 2025 - Present	Quality Roots currently employs 8 workers (8 full-time, 0 part-time). Of these employees, 7 are Kalamazoo residents.
Participation in the CRA's Social Equity All-Star Program - In November 2025, we applied to the CRA's Social Equity All-Star Program at the Silver Level	November 2025 - Present	QR10 LLC was accepted into the Silver Tier of the Social Equity All-Star Program
Social Equity Corporate Spend Plan Created - As required by the Social Equity All-Star Program, we created a Corporate Spend Plan to maximize spending with businesses that qualify as diverse suppliers per the CRA's definition.	November 2025	To be determined, as this initiative was started in November 2025

## EMPLOYEE DEMOGRAPHIC INFORMATION

<b>Total Number of Employees:</b>		
<b>Employees in Managerial Positions</b>	Total Employees	2
	Number of Women	0
	Number of Minorities	0
<b>Employees in Operational Positions:</b>		
<b>Employees in Operational Positions:</b>	Total Employees	6
	Number of Women	2
	Number of Minorities	0

<b>How many City Residents do you currently employ?</b>	Total Employees	7
<b>How many residents do you currently employ from these Census Tracts?</b>	Census Tract 1 (Eastside Neighborhood)	0
	Census Tracts 9 and/or 10 (Edison Neighborhood)	1
	Census Tracts 2.02, and/or 3 (Northside Neighborhood)	0

1. What is your plan to employ residents of the identified Census Tracts?

If we conduct any additional hiring events, we will consider hosting them in/near the identified Census Tracts to make these opportunities more accessible.

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Attach additional pages as necessary.

2. How many of your employees have prior marihuana convictions or expungements (excepting a conviction for delivery or distribution to a minor)?

Number of employees with marihuana convictions      0

3. What is your plan for employees with a prior marihuana conviction to move up within your business and/or the marihuana industry?

Equal Opportunities: Providing equal hiring & advancement opportunities for people from communities that have been disproportionately impacted by marijuana prohibition and enforcement, such as Kalamazoo.

Expungement Resources: If any employees have a prior marihuana conviction, we will inform them of any known expungement opportunities or other relevant resources.

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Attach additional pages as necessary.

4. Please attach proof that the marihuana business has received recognition and maintains the status as a Silver Level Social Equity All-Star or better with the Michigan Cannabis Regulatory Agency.



GRETCHEN WHITMER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS  
LANSING

MARLON I. BROWN, DPA  
DIRECTOR

November 26, 2025

QR10, LLC (DBA: Quality Roots Kalamazoo)  
2075 E 14 Mile Rd  
Birmingham, MI 48009

The Cannabis Regulatory Agency's social equity team reviewed your form for the Social Equity All-Star Program and would like to congratulate you on your acceptance into the program at the silver level. The following license numbers will be displayed on our website under the silver level. These license numbers were provided on your form:

- AU-R-001381

Now that you have been accepted into the Social Equity All-Star Program here are some important things to know:

- You are being awarded a digital copy of your Social Equity All-Star Program Silver seal. Feel free to use this seal on your website, social media, or in your licensed establishment(s) in any way that makes sense to highlight the establishment's efforts.
- Acceptance into this program is only valid for one year. In order to remain active in the program you will need to submit a Social Equity All-Star Program Renewal form each year you want to participate.
  - If at any time you would like to update your plans on the CRA website, you can email us your updated plan along with the [Social Equity All-Star Program Amendment form](#).

If there are any questions regarding this acceptance letter, please contact the social equity team via email at [CRA-SocialEquity@Michigan.gov](mailto:CRA-SocialEquity@Michigan.gov).

Thank you,

Social Equity Representative  
Cannabis Regulatory Agency  
[www.michigan.gov/CRA](http://www.michigan.gov/CRA)



# Quality Roots Kalamazoo

AU-R-001381

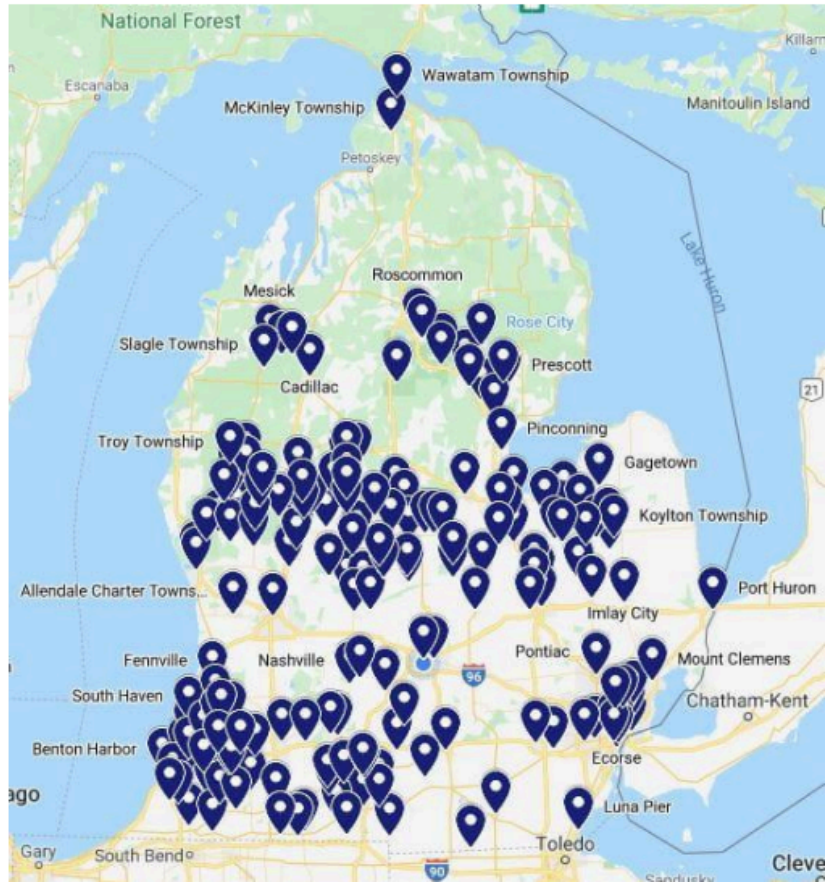
This entity qualifies for the Silver level tier of  
the Social Equity All-Star Program

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## SOCIAL EQUITY PLAN

At QR 10 LLC, operating as “Quality Roots Kalamazoo”, we recognize the negative impact that marijuana prohibition and enforcement has on the lives of many Michigan residents and their families. In order to help “level the playing field” it is our goal to support and encourage these fellow citizens to reap the personal and economic benefits cannabis entrepreneurship can provide. Specifically, it is our plan to assist eligible Social Equity Applicants seeking to open licensed marijuana businesses by offering financial assistance towards the cost of application fees.

As of January, 2025, there are 184 Michigan communities that have been identified by the Cannabis Regulatory Agency as qualifying for the Michigan Social Equity Program. These communities are named on the attached list and shown below:





On the following page is a graphic from the CRA’s website detailing the program criteria:



## CANNABIS REGULATORY AGENCY

### Social Equity Program Qualifying Criteria

In order to qualify for the program, individuals must meet one of the qualifying criteria listed under the Individuals section. Once eligible for the program, Establishments must meet one of the following qualifying criteria under the Establishments section.

Individual	Establishment
 <b>Residency</b> <b>25% Fee Reduction</b> Residency in a disproportionately impacted community for at least 5 cumulative years.	 <b>Operating Within Community</b> Eligible social equity participants who plan to operate a marijuana establishment within one of the identified disproportionately impacted community will receive a fee reduction on all adult-use licensing fees.
 <b>Marijuana Conviction</b> <b>25% Fee Reduction</b> Misdemeanor conviction of a marijuana-related offense.	 <b>Operating Outside of Community</b> Eligible social equity participants who plan to operate a marijuana establishment outside of one of the identified disproportionately impacted community will receive an extended fee reduction for only 2 years following adult-use licensure.
<b>Marijuana Conviction</b> <b>40% Fee Reduction</b> Felony conviction of a marijuana-related offense.	
 <b>Caregiver Status</b> <b>10% Fee Reduction</b> Registration as a primary caregiver under the Michigan Medical Marihuana Act (MMMA) for at least 2 years of the last 5 years.	

While the program offers application fee reduction, the fees are still robust and this donation should be beneficial, particularly considering the remaining significant startup costs as these companies embark on their new ventures.

QR 10 LLC's plan to participate in the Social Equity Program will begin (1) month after the commencement of Kalamazoo retail operations. QR 10 LLC will sponsor four (4) qualified individual applicants per year by paying their State of Michigan CRA prequalification application fee. We will review and choose eligible applicants from the qualifying regions in Michigan. The group(s) of our choice will receive the contribution directly from QR 10 LLC.

As we settle into the community and business normalizes, we are excited to review this Plan for potential expansion of our social equity-focused initiatives. We intend to connect with the Kalamazoo Social Equity Cannabis Chamber to explore partnership/membership opportunities and to contribute to the future of Kalamazoo and its residents.

## CORPORATE SPEND PLAN

In addition to supporting new Social Equity Applicants, we focus on supporting businesses that qualify as diverse suppliers per the CRA's definition. We intend to maximize our spending with diverse suppliers, and we aim to dedicate at least 5% of our annual spending to these businesses. We will continue to prioritize partnerships and spending with businesses owned & operated by minorities, women, veterans, tribal, LGBTQ, people with disabilities, and people from communities that have been disproportionately impacted by marijuana prohibition and enforcement. When possible, we will continue to generally focus on the procurement of goods & services from local businesses in Kalamazoo, which is a disproportionately impacted area recognized by the CRA's Social Equity Program.

We primarily work with diverse suppliers to source our retail product inventory, but this spending extends to other business needs - insurance brokerage, facility repairs & maintenance, etc. Examples of diverse suppliers that we have previously supported, or currently support, include:

D&K Ventures	Growing Pains	Wyld
Redbud Roots	Hytek Cultivation	Camino
True North	HOG Cannabis	Kiva
Wanna	STIIIZY	RKive
Exclusive Brands	Packwoods	Crude Boys
The 8th/White Boy Rick	Common Citizen	Choice Labs
Primitiv	Glorious	Platinum Vape
Mitten Extracts	KIG Insurance	

We intend to continue our support of these businesses, and we plan to further expand our network of diverse suppliers.

**MICHIGAN COMMUNITIES THAT  
MEET CRITERIA FOR SOCIAL EQUITY PROGRAM**

January 22, 2025

**Allegan:** Fennville, Lee Township

**Arenac:** Alger, Sterling

**Barry:** Nashville

**Bay:** Bay City, Midland, Pinconning

**Berrien:** Benton Harbor, Berrien Spring, Coloma, Eau Claire, Niles, Oronoko Township, Sodus Township, Watervliet

**Branch:** Bronson, Butler Township, Coldwater, Gilead Township, Quincy, Sherwood, Sherwood Township, Union City

**Calhoun:** Albion, Battle Creek, Springfield, Tekonsha, Tekonsha Township, Union City

**Cass:** Cassopolis, Dowagiac, Edwardsburg, Lagrange Township, Marcellus, Vandalia

**Eaton:** Charlotte, Vermontville

**Emmet:** McKinley Township, Wawatam Township

**Genesee:** Clio, Flint, Flint Township, Mt. Morris, Mt. Morris Township

**Gratiot:** Alma, Bethany Township, Breckenridge, Fulton Township, Perrinton, Seville Township, Wheeler Township

**Hillsdale:** Montgomery

**Ingham:** East Lansing, Lansing

**Ionia:** Ionia, Muir, Orleans Township, Ronald Township

**Isabella:** Coldwater Township, Fremont Township, Mt. Pleasant, Shepherd

**Jackson:** Hanover, Jackson, Springport

**Kalamazoo:** Galesburg, Kalamazoo

**Kent:** Cedar Springs, Grand Rapids

**Lapeer:** Clifford, Columbiaville, Imlay City, Lapeer

**Lenawee:** Adrian, Morenci

**Macomb:** Center Line, Mt. Clemens

**Mecosta:** Aetna Township, Barryton, Big Rapids, Deerfield Township, Fork Township, Mecosta, Millbrook Township, Morley, Sheridan Township, Stanwood, Wheatland Township

**Monroe:** Luna Pier

**Montcalm:** Carson City, Crystal Township, Edmore, Greenville, Home Township, Howard City, Lakeview, McBride, Pierson, Stanton

**Muskegon:** Holton Township, Muskegon, Muskegon Heights, Twin Lake

**Newaygo:** Beaver Township, Big Prairie Township, Bridgeton Township, Denver Township, Fremont, Grant, Hesperia, Lilley Township, Merrill Township, Newaygo, Troy Township, White Cloud, Wilcox Township

**Oakland:** Hazel Park, Pontiac, Royal Oak Township

**Ogemaw:** Horton Township, Prescott, Richland Township, Rose City, West Branch

**Ottawa:** Allendale Township

**Roscommon:** Higgins Township, Richfield Township, Roscommon, Roscommon Township, St. Helen

**Saginaw:** Bridgeport Township, Carrollton Township, Chapin Township, Chesaning, Kochville Township, Marion Township, Saginaw, Spaulding Township

**Shiawassee:** Owosso

**St. Clair:** Port Huron

**St. Joseph:** Sturgis, Sturgis Township, Three Rivers, White Pigeon Township  
Tuscola: Akron, Caro, Dayton Township, Gagetown, Gilford Township, Kingston, Koylton Township, Mayville, Vassar, Vassar Township

**Van Buren:** Arlington Township, Bangor Township, Bloomingdale, Breedsville, Columbia Township, Covert Township, Decatur, Decatur Township, Hartford, Keeler Township, Lawrence, Mattawan, Paw Paw, South Haven

**Washtenaw:** Ann Arbor, Ypsilanti

**Wayne:** Dearborn, Detroit, Ecorse, Hamtramck, Highland Park, Inkster, Melvindale, River Rouge, Wayne

**Wexford:** Antioch Township, Cadillac, Colfax Township, Mesick, Slagle Township