



City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

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## Fwd: Submission of Written Public Comment regarding DCR Recommendations to REIC 2/15/19

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Anna Martinez <anna.martinez@lacity.org>  
To: Clerk Council and Public Services <Clerk.CPS@lacity.org>

Thu, Feb 28, 2019 at 2:05 PM

----- Forwarded message -----

From: **Steve Crane** <steve@emeraldspectrumholdings.com>  
Date: Thu, Feb 28, 2019 at 12:24 PM  
Subject: Submission of Written Public Comment regarding DCR Recommendations to REIC 2/15/19  
To: <andrew.westall@lacity.org>, <ed.morales@lacity.org>, <cityclerk@lacity.org>, <solomon.rivera@lacity.org>, <rob.katherman@lacity.org>  
Cc: <cat.packer@lacity.org>, <michelle.gerakian@lacity.org>

Ladies and gentlemen:

We are a ten year old cannabis education and consulting firm located in Fresno, CA, and are a minority-and female-owned small business.

We work with six separate budding entrepreneurs that qualify under social equity provisions who are prospective applicants for retail licenses under Phase 3.

Each person lives in an area where their friends and families have been targeted and oppressed by the war on drugs. Each has had to live with poverty and violence their entire lives. The social equity program seemed to be a beacon of light into their difficult lives.

We have located investors for each entrepreneur. They are not private equity, hedge fund or venture capital investors. They are all middle class, hard working people who have worked their entire lives as engineers or small business owners. Each has been able to put a little money away at a time over a number of years, and has invested much of that money into this program. They did it because they believe the potential return will help them to not have to work at a job for the rest of their lives. They believe in the social equity program and have backed it with much of what they own.

Each has leased zoned properties for between 12 and 18 months, at rates that are at least three times that of comparable spaces outside the cannabis zone. Collectively our clients have in excess of \$500,000 poured into empty storefront leases.

We have spent hundreds of hours training and educating these individuals in the operation of a cannabis dispensary. We continue to do everything we can to help them qualify for Phase 3 licensing. Most of this work has been pro bono.

But the interminable delays, changing policies and long periods of silence have taken their tolls on our clients. Some are in actual jeopardy of not being able to hang on more than another 60-90 days. We are now hustling to find new investors so these people can continue to fight for their dream.

We want you to know that your actions, or lack thereof, have lasting and strongly negative effects on not just businesses in Los Angeles, but on real, hard working human beings.

We want to remind you of the human side of your work, because for all the good intents of social equity, poor implementation is doing more to hurt the intended beneficiaries than you can quite possibly imagine.

Thank you  
Steve Crane  
Director  
420 College.org  
[2327 E. Ashlan Ave.](#)  
Fresno, CA 93726  
855-420-8255

