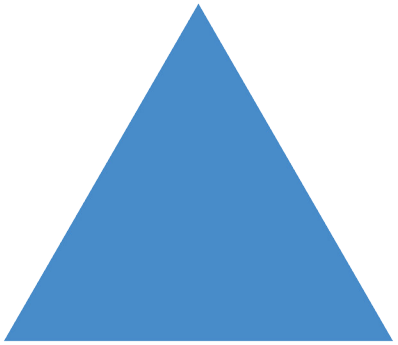


The Hood Incubator

Juell Stewart

Communications Director

SFDPH Cannabis State Legalization Task Force Spotlight Panel

September 20, 2017

Juell Stewart,
Master of City Planning

Professional Background:
Economic Development
Food Systems Planning and Policy
Planner, ChangeLab Solutions (Oakland)

Chicago Native, Proud San Francisco Resident (District 8 Since 2015!)

The Hood Incubator

Selected Milestones

Launched Inaugural Pre-Seed Accelerator in January 2017

Awarded 2017 Echoing Green Global Social Entrepreneurship Fellowship

Awarded Drug Policy Alliance Grant

Hosted 1st Annual Community Pitch Event

Hosted a National POC Cannabis Gathering during the National Cannabis Industry Association convention

Awarded Oakland Townie “Biz of the Year”

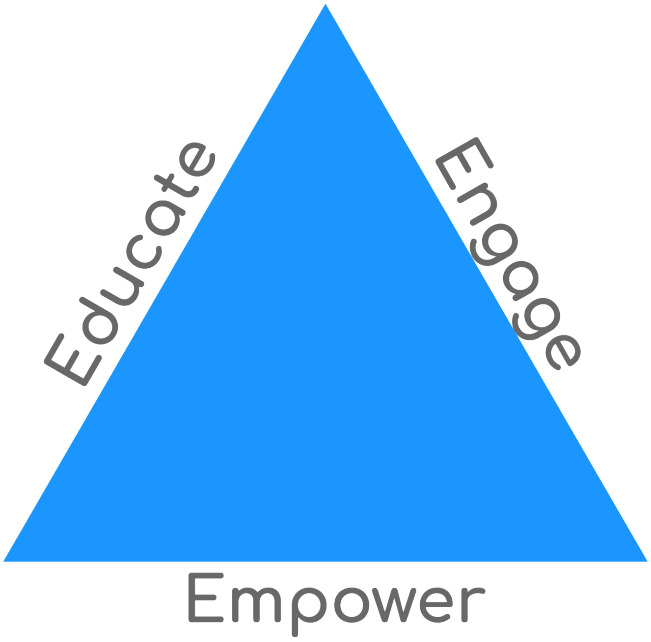
VICELAND

RollingStone

Can Oakland Help Solve the Weed Industry's Diversity Problem?

EAST BAY EXPRESS

Oakland Nonprofit The Hood Incubator Helps Entrepreneurs Of Color Break Into The Cannabis Industry



MISSION To increase the participation of Black & Brown communities in the legal cannabis industry– as investors, owners, workers, patients, and consumers.

PROGRAMS AND ACTIVITIES

Community Organizing

- Monthly Member Meetings
- Open Houses
- Annual 420 Gathering
- Annual Community Pitch Event
- Legal Clinics
- Wellness Clinics

Policy + Advocacy

- Supported the development of Oakland's Cannabis Equity Program
- Advocating for progressive marijuana policy at municipal, state and national levels
- Building strategic alliances with industry associations nationally, statewide and throughout the Bay Area

Economic Development

- Pre-Seed Cannabis Business Accelerator
- Apprenticeships and Workforce Development programs
- Urban producer co-op model

SOCIAL JUSTICE + EQUITY

Our work directly addresses the disparate effects of the War on Drugs in communities of color, and seeks to remedy these injustices by developing programs to increase opportunities for people of color in this growing industry

TASK FORCE CONSIDERATIONS

BARRIERS

Identify barriers have created a legacy of civic disinvestment in black and brown communities. Limited financial opportunities, redlining, disparate distribution of wealth, increased police surveillance are all factors.

POPULATIONS

Which populations are most marginalized in San Francisco? Low-income people, working class families, African-Americans and Latinos.

STRATEGIES

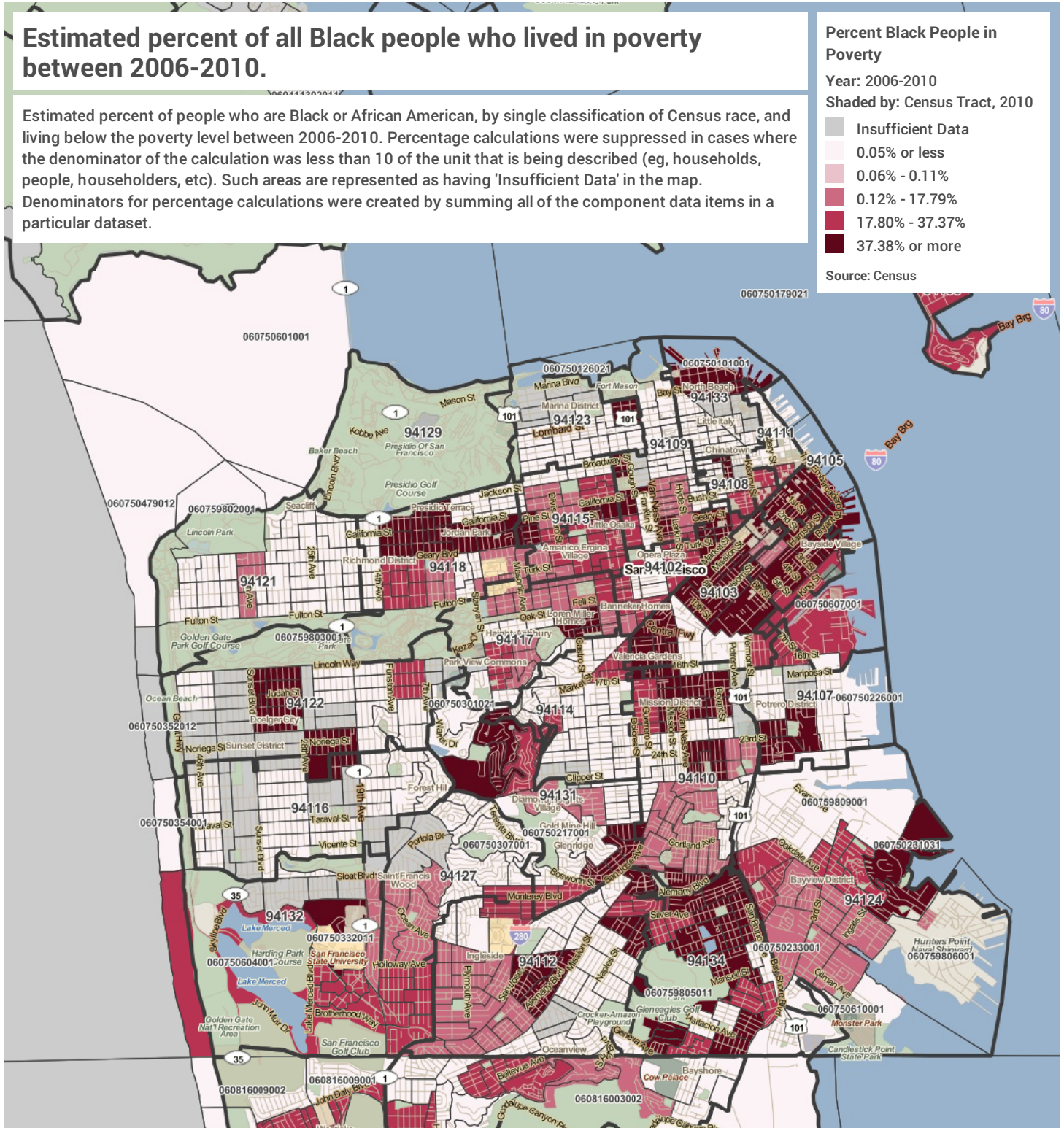
Incentives, innovative funding mechanisms, tax allocation, access to education programs, application fee waivers and other business development strategies aimed at small businesses throughout the supply chain.

GEOGRAPHY

What areas of the city have been disproportionately affected by factors related to displacement, persistent inequities, economic disparity and disinvestment? How can we create mechanisms to channel resources to marginalized populations to stimulate development in these areas?

Estimated percent of all Black people who lived in poverty between 2006-2010.

Estimated percent of people who are Black or African American, by single classification of Census race, and living below the poverty level between 2006-2010. Percentage calculations were suppressed in cases where the denominator of the calculation was less than 10 of the unit that is being described (eg, households, people, householders, etc). Such areas are represented as having 'Insufficient Data' in the map. Denominators for percentage calculations were created by summing all of the component data items in a particular dataset.



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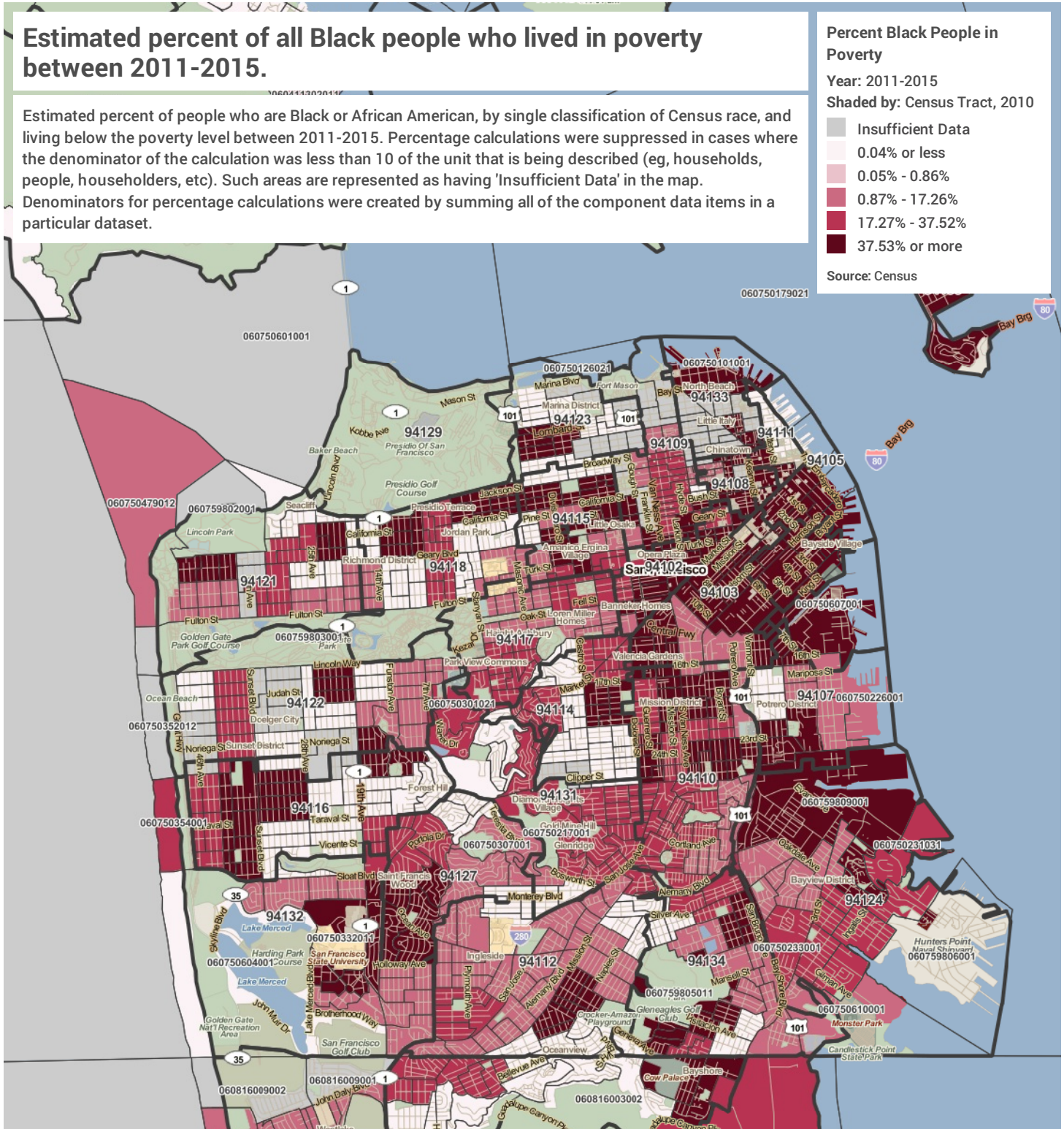

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