

## CERTIFICATE OF RECOGNITION

Presented to

**Jillian Xavier**

To recognize your achievement through the City's first-ever  
Cannabis Entrepreneurship Academy of Long Beach.

Thank you for your participation and leadership.

On behalf of the City of Long Beach, I am pleased to honor your  
achievement through the Cannabis Entrepreneurship Academy.

Congratulations!

July 24, 2021



Dr. Robert Garcia  
Mayor



detrimental reliance meaning



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Detrimental reliance occurs **when a party is reasonably induced to rely on a promise made by another party**. In many states, a detrimental reliance claim is actionable if the reliance itself caused the plaintiff to suffer some “detriment,” loss, or other harm. Jul 27, 2018

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Detrimental Reliance and Compensation Without a Valid ...

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## DIRECT GRANTS PROGRAM

The City of Long Beach Direct Grants Program provides financial assistance to eligible equity applicants and equity businesses to gain entry into, and successfully operate in, the regulated cannabis marketplace. The purpose of direct grants is to offset non-City costs associated with completing each phase of the cannabis business license application and permitting process.

### ELIGIBILITY REQUIREMENTS

To participate in the direct grants program, the following eligibility requirements must be met:

- Qualify as an Equity Applicant** – To qualify as an Equity Applicant, you must have received a *Cannabis Social Equity Program Verification Letter* issued by the Office of Cannabis Oversight (OCO). For more information on how to qualify, please click [here](#).
- Qualify as an Equity Business** – To qualify as an Equity Business, you must have submitted an adult-use cannabis business license application to the City and received a *Verification of Equity Business Status Letter* issued by the Business License Division. For more information on how to qualify, please click [here](#).

### CANNABIS BUSINESS LICENSING DIRECT GRANT MILESTONES

Equity Applicants and Equity Businesses who complete the following cannabis business licensing direct grant milestones are eligible to receive the grant amounts associated with each milestone.



Direct grants funding has been made available through the State of California, Governor's Office of Business and Economic Development (GO-Biz). The requirements to qualify for each milestone and/or grant amount may vary.

The City of Long Beach reserves the right to adjust or change direct grant milestones and grant amounts at any time to ensure that grant funds are continuously available in the areas that need it the most. **Any changes to the grant milestones, GO-Biz amounts available will be posted in the 'Important Updates' section of this webpage.**

Cannabis Business Licensing Direct Grant Milestones	Grant Amount Available
Pre-Application Milestone A: Equity Status Verification Issued Before July 23, 2020	\$5,000
Pre-Application Milestone B: Equity Workshop Scheduled or Attended Before July 23, 2020	\$5,000
Milestone #1: Cannabis Business License Application Review	\$100,000
Milestone #2: Completion of Conditional Use Permit (CUP) or Administrative Use Permit (AUP) Process	\$80,000
Milestone #3: Submittal of Facility Architectural Plans	\$85,000
Milestone #4: Issuance of Building Permit	\$80,000
Milestone #5: Final Building Sign-Off or Issuance of Certificate of Occupancy	\$20,000
Milestone #6: Issuance of Cannabis Business License	\$80,000

## CANNABIS PROGRAM MENU

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Lab Testing Grant Funding Amounts

Suite License Type	Milestone 1 Securing Business Location	Milestone 2 Drawing Up Plans	Milestone 3 Starting Construction	Milestone 4 Opening Your Business
Type 8: Lab Testing	Contingent on Business Plan, LOI terms, location and zoning requirements.	Up to \$17,500	Up to \$100,000	Up to \$30,000

Square Feet	Milestone 1* Securing Business Location	Milestone 2* Drawing Up Plans	Milestone 3** Starting Construction	Milestone 4** Opening Your Business	Total (Excluding Milestone 1)
Type 8: Lab Testing					
501-1,000	Contingent on Business Plan, LOI terms, location and zoning requirements.	\$5,000.00	\$25,000.00	\$5,000.00	\$35,000.00
1,001-2,000	Contingent on Business Plan, LOI terms, location and zoning requirements.	\$7,500.00	\$40,000.00	\$10,000.00	\$57,500.00
2,001-3,000	Contingent on Business Plan, LOI terms, location and zoning requirements.	\$10,000.00	\$55,000.00	\$15,000.00	\$80,000.00
3,001-4,000	Contingent on Business Plan, LOI terms, location and zoning requirements.	\$12,500.00	\$70,000.00	\$20,000.00	\$102,500.00
4,001-5000	Contingent on Business Plan, LOI terms, location and zoning requirements.	\$15,000.00	\$85,000.00	\$25,000.00	\$125,000.00
5,001+	Contingent on Business Plan, LOI terms, location and zoning requirements.	\$17,500.00	\$100,000.00	\$30,000.00	\$147,500.00

\* Based upon the suite/building square footage

\*\* Based upon the square footage of the space utilized for the particular cannabis activity as indicated on the approved architectural plans

Valencia Maria Mota, MPA  
Cannabis Program Specialist  
Pronouns: She, Her, Hers

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# Office of Cannabis Oversight

## Direct Grants Program Update

The Office of Cannabis Oversight is pleased to announce the recently updated **Cannabis Equity Direct Grants Program!** The new grants program is designed to give more equity applicants the opportunity to enter the licensing process through an equitable and sustainable distribution of funds.

Under the new Direct Grants Program, equity applicants are eligible to receive funding to help secure a location for their cannabis business prior to entering the licensing process, with supplemental funding available throughout the licensing process. Grants will be awarded based upon business activity and size, specific location and zoning requirements, and the equity applicants' readiness to open a cannabis business in the City of Long Beach.

[LEARN MORE](#)

## Available Funding

Below is a breakdown of current available funding for equity applicants in the licensing process. Once these funds are expended, funds would need to be used from the next round of grant funding that is pending below.

Governor's Office of Business & Economic Development (GO-Biz) Cannabis Equity Grants Program for Local Jurisdictions – Round II		
<b>Award Amount</b>	<b>\$1,267,044.26</b>	
<b>Eligible Uses</b>	<b>Direct Grants</b>	<b>\$1,013,644.26</b>
	Direct Technical Assistance	\$126,700.00
	Administrative Costs	\$126,700.00
<b>Remaining Funding (as of 4/1/2022)</b>	<b>Direct Grants</b>	<b>\$54,205.06</b>
	Direct Technical Assistance	\$126,700.00
	Administrative Costs	\$126,700.00

*Note: The eligible uses for this grant funding are predetermined by the Governor's Office of Business & Economic Development.*

## Pending Funding

The funds below have been awarded by the State but have not yet been received by the City of Long Beach. Grant funds can not be issued to equity applicants until the funds are received by the City.

Governor's Office of Business & Economic Development (GO-Biz) Cannabis Equity Grants Program for Local Jurisdictions – Round III		
<b>Award Amount</b>	<b>\$3,235,202.88</b>	
<b>Eligible Uses</b>	<b>Direct Grants</b>	<b>\$2,784,947.26</b>
	Direct Technical Assistance	\$323,520.29
	Administrative Costs	\$126,735.33

*Note: The eligible uses for this grant funding are predetermined by the Governor's Office of Business & Economic Development.*

## Other Non-Equity Grant Funding

Department of Cannabis Control (DCC) Local Jurisdiction Assistance Grant	
<b>Award Amount</b>	<b>\$3,934,773.43</b>
<b>Intent of Grant</b>	Assist licensees to transition their provisional state license to an annual state license, by completing CEQA and other requirements.
<b>Eligible Uses</b>	<ul style="list-style-type: none"> <li>• Local government review, technical support, and certification for application requirements.</li> <li>• Local government or other professional preparation of environmental documents in compliance with CEQA for permits, licenses, or other authorizations to engage in commercial cannabis activity.</li> <li>• Grant dollars may be passed through directly to provisional licensees to assist licensees in meeting annual license requirements. This includes, but is not limited to, uses such as hiring a consultant to assess environmental impacts.</li> </ul>

*Note: The eligible uses for this grant funding are predetermined by the Department of Cannabis Control.*

## Equity Program by the Numbers

Cannabis Social Equity Program Statistics (as of 4/1/2022)	
Verified Equity Applicants	154
Equity Businesses in the Licensing Process	11
Licensed Equity Businesses	1
Equity Business by License Type	
Adult-Use Cannabis Cultivation	2
Adult-Use Cannabis Manufacturing	0
Adult-Use Cannabis Distribution	2
Adult-Use Cannabis Lab Testing	7
Microbusiness: Cultivation, Manufacturing, Distribution	2

If you have any questions please email the Office of Cannabis Oversight at [cannabisoversight@longbeach.gov](mailto:cannabisoversight@longbeach.gov)

[longbeach.gov/cannabis](http://longbeach.gov/cannabis)



# Office of Cannabis Oversight

## Equity Program Updates

### Equity Dispensary Ordinance City Council Meeting Recap May 10th, 2022

The Office of Cannabis Oversight presented an ordinance to the City Council to allow up to 8 new equity dispensary businesses in the City of Long Beach on Tuesday. In addition to the dispensary licensing process, the ordinance introduced other changes to the equity program.

At the meeting, the City Council made some amendments to the proposed ordinance including:

- Restricting the equity dispensary RFP process to equity applicants verified on or before May 10, 2022;
- Giving priority to equity applicants that were awarded to move forward in the dispensary process in the 2010 and 2017 lotteries; and,
- Requiring equity businesses to maintain equity ownership for a period of ten years before they can transfer a license to a non-equity individual.

**The City Council will review the amended ordinance at its next meeting on May 17th at 5:00 pm.**

Didn't have an opportunity to join the City Council Meeting on Tuesday? You can access the meeting video at the following link:

[City Council Meeting](#)

## Direct Technical Assistance News

### New One-on-One Advisory Service for Equity Applicants

In November 2021, the City of Long Beach launched its One-on-One Advisory Services for equity applicants as part of the Cannabis Social Equity Program.



Qualified equity applicants can receive free direct technical assistance from business and financial planning experts to assist with starting their cannabis business.

Starting May 2022 equity applicants can now receive legal support from a new consultant Stone Law Firm, PC. Ashleigh Stone, is a business attorney and the founder of Stone Law Firm, PC, which was created to empower business owners to grow and protect their businesses. Stone Law Firm, PC provides an umbrella of legal services with a focus on properly formed businesses, well-drafted contracts, fair lease agreements, brand protection with trademarks, and best HR practices.

If you are an equity applicant interested in receiving legal support services or any of our other consulting services, please submit the simple interest form using the button below.

[Submit an Interest Form](#)

\*Please do not contact vendors directly for services without prior approval from the Economic Development Department.



## One-on-One Advisory Services Request for Proposals

The City of Long Beach is seeking proposals from qualified firms or individuals to provide **direct technical assistance to Cannabis Social Equity Program participants** ("Equity Applicants") pursuing cannabis business ownership or operating legal cannabis businesses in the City of Long Beach.

Eligible firms or individuals are encouraged to submit

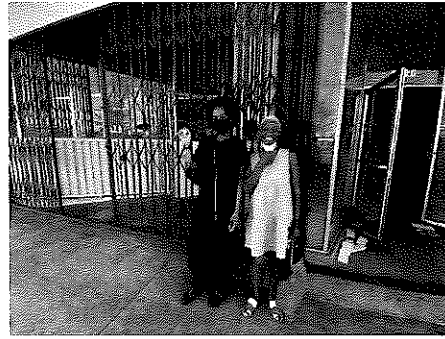
proposals through the City's Vendor Portal, [PlanetBids](#), by **11:00 a.m. on May 20, 2022**.

\*Per City Attorney guidance, current equity applicants may submit a proposal, but if the equity applicant is selected as a contractor, then contractor shall be required to terminate its equity applicant status, application, and any benefits received in connection therewith, until after completion of the term of the contractor's agreement with the City.

## Cannabis Equity Applicant Spotlight

Congratulations are in order! Two equity

applicants, Mae Bereal (left) and Jillian Xavier (right), received their keys to the building where they will be operating their cannabis businesses. Mae and Jillian both received funding by way of the Cannabis Business Location Assistance Grant and have successfully secured lease agreements for neighboring buildings. They are one step closer to becoming licensed equity businesses!



## Staffing Update

OCO and Economic Development are thrilled to introduce two new Cannabis Equity Program Specialists who will be assisting with the cannabis equity efforts in the city!



*Evelyn Amado*

Evelyn has a B.S. in Communications Studies and a Master's of Public Administration from Cal State University Long Beach. She joined the City in 2014 where she has since worked in Library Services, Office of Civic Innovation, and Economic Development as a Graduate Fellow. She has a strong background in program management, communications, customer service, and has recently been assisting with the Direct Technical Assistance program.



*Jimmy Villarreal*

Jimmy has a B.S. in History from UC Santa Barbara and a Master's of Public Administration from USC. Jimmy joined the City of Long Beach in 2018 where he has worked as an Administrative Analyst with the Office of Special Events & Filming. Jimmy has strong a strong background in communications, project management, strategic planning, and financial analysis.

If you have any questions, please contact the Office of Cannabis Oversight at [cannabisoversight@longbeach.gov](mailto:cannabisoversight@longbeach.gov).

[longbeach.gov/cannabis](http://longbeach.gov/cannabis)