

BES12

Cannabis Social Equity Programs in California

Jose Martinez, Jenifer Brodmann, Fynnwin Prager
California State University Dominguez Hills, Carson, CA, USA

Abstract

The inclusion of underrepresented groups is a major issue in the cannabis industry. We explore the impacts of social equity programs in California by examining the composition of equity and non-equity applicants from 25 California local jurisdictions. Next, we analyze race/ethnicity composition through surname matches from US Census data and the California Department of Cannabis Control licensee data as well as cannabis investor composition from Pitchbook data. Finally, we discuss policy implications regarding city forecasts and social equity impacts.

Conference Track

Business Environment - Strategy, Policy, Law, Ethics