



GREEN  QWEEEN



# What We Are Doing

More than just a dispensary, Green Qween is a social enterprise that seeks to develop a first of its kind model for cannabis retail to benefit the local queer community. Inspired by the first medical dispensaries in the Castro which provided cannabis to those suffering from HIV/AIDS, Green Qween will honor queer history in cannabis legalization, hire from the community with a robust equity in hire program, donate 10% percent of profits to fund the DTLA Proud LGBTQ+ Community Center and support queer & women owned consumer brands with access to shelf space to diversify the entire industry.

Green Qween will be a destination & refuge for those seeking a safe, affordable and informative community driven socially conscious retail dispensary and will live by the motto “QUEER ALL YEAR” unlike our competitors who only come out for the LGBTQ community during Pride Season.

## The Opportunity

### DTLA Proud Community Center

- The anchor of Green Qween’s plan for impact is its dedicated funding of the DTLA Proud Community Center. The Center would consist of LGBTQ+ programming around housing, employment, health, & legal services, as well as a non-profit incubator establishing itself as a hub for LGBTQ+ development in the region. Similar to organizations leveraging thrift shops to fund their programming in decades past – Green Qween will be an integral component to making this vision a reality.





# DTLA: The Gayborhood

Two new LGBTQ bars to open on Broadway in 2020

LGBT population expected to be 8,000 by 2025

Major LGBTQ Events Including DTLA Proud Festival and SummerTramp

Regions Most Popular Cultural Institutions

THE MUSIC CENTER

THE BROAD

LA LIVE

BROADWAY

Including several existing LGBTQ destinations

**REDLINE**

**PRECINCT**  
ROCK N ROLL GAY BAR DTLA











Supporting the LGBTQ community from seed to sale, Green Qween's mission is to use cannabis as a vehicle to empower and enrich the DTLA Queer Community.

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# Supporting the DTLA LGBT Community



The proposed DTLA Proud Community Center needs a home and funding.



LGBT people face disproportionate rates of unemployment

Partnered with its community partner, DTLA Proud, Green Qween will donate **10%** of all proceeds to support the community center year-round.

Through an agreement with Chrysalis (501c3), Green Qween will be a pipeline to equitably hire local people seeking to find an entrance into the workforce and gain experience in retail.







Today's Cannabis legalization is a direct result of the LGBTQ communities' pioneering work during the AIDS crisis to make cannabis legally available as a way to counter the debilitating effects resulting from AIDS and treatments such as AZT.

To date, mainstream business interests and repressive cannabis laws have effectively marginalized our LGBTQ community as well as low income and minority communities disproportionately affected by the war on drugs.

Green Qween will honor queer activism in cannabis with information about this history as well as by focusing on informing the community about important forward looking issues through PSAs in every check out bag.





## Supporting **Women & LGBT Owned Brands**



**Less than 20% of  
cannabis consumer  
brands are women  
and/or LGBT owned.**

While most dispensaries sell shelf space to the highest bidder, Green Qween will partner with women and LGBTQ owned consumer brands to incubate these brands with shelf space in our store and help diversify the otherwise straight-male dominated industry.





# Green Qween's Purpose



Support the DTLA  
community.



Honoring the Legacy of  
LGBT activists.



Support LGBT and women  
owned companies in the  
cannabis industry.

Green Qween is a social equity qualified business with its success measured by its positive impacts within the community it serves.





Total: \$1.1 Million

## Contact Information

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