

Communication from Public

Name: Ryan Robles

Date Submitted: 03/31/2021 07:04 PM

Council File No: 21-0420-S15

Comments for Public Posting: Please see the attached letter of support from all of us at Hotline. Now is the time to promote social equity and diversity in cannabis and in our community!



Re: Support for Green Qween Cannabis License Application

Dear Councilmember Kevin de Leon,

I'm writing to voice support for Green Qween's cannabis license application and urge you to help move it forward. As a social equity business, Green Qween will make a significant contribution to the DTLA community, it will help minority-owned startup brands breakthrough, and it will support critical services for LGBTQIA+ people.

As the CEO of Hotline Agency, an LA-based Black and Queer-owned boutique creative communications agency, we help cannabis and lifestyle brands meet our cultural moment by embracing the movement for greater representation that celebrates all people, genders, body shapes, sizes, and abilities.

Most of our clients are small minority-owned brands that work hard to compete in an industry that continues to struggle with diversity. Like other industries, cannabis is dominated by white, cis-male, well-funded businesses making it a challenge for BIPOC-led startups to breakthrough. While our clients have talented teams with great products, they are often held back due to inaccessibility to shelf space in dispensaries that demand prohibitive slotting fees. As an example, 50% of products at MedMen are also owned by MedMen, and the remaining space is sold to the highest bidder completely locking out upstart brands.

Green Qween will give minority and women-owned brands priority access to shelf space and create a counterbalance that enables them to better compete. For most brands, getting their first few contracts is both the most difficult and the most critical part of their journey as it puts their products in front of real consumers who vote with their dollars. In addition, a portion of Green Qween proceeds will directly benefit important services provided by the upcoming DTLA Proud Center that will serve the LGBTQIA+ community.

All of us at Hotline strongly urge you to support Green Qween's application. Now is the time to promote social equity and diversity in cannabis and in our community.

Thank you for your consideration,

A handwritten signature in blue ink, appearing to read "Ryan Robles".

MAR 31, 2021

Ryan Robles

CEO & Founder, Hotline Agency