

A faint, light gray background graphic of a hand holding a plant, with the word 'BLISS' written in a large, stylized font above it. The main title is overlaid on this graphic.

IMPACT
REPORT
2023-2025

Building the Future of Social & Economic Equity Across New York State's Cannabis Ecosystem

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INTRODUCTION

BLOOM ROC is advancing a **community-anchored model** for cannabis entrepreneurship that centers community, restoration, and sustained economic growth. Rooted in lived experience, regulatory understanding, and community trust, BLOOM ROC has grown into a powerfully *connected ecosystem serving entrepreneurs, residents, faith leaders, and partners across the state.*

This report reflects our most current data, outcomes, and collective progress through 2025 as we continue building infrastructure for long-term ownership, policy literacy, and economic stability for **Social and Economic Equity (SEE) participants.**

Our work is expanding in depth and scale, and 2025 marks a turning point: more partners, more community engagement, more pathways for economic mobility, and a stronger statewide presence committed to **transforming the cannabis industry through intentional leadership.**



B.L.O.O.M'S STORY SO FAR

OUR MISSION

Our mission is to harness the collective power of our community to drive meaningful change with SEE applicants. The resilience and strength of our strategic solutions derive from our commitment to invest and pool our resources, talents, and expertise. Our overarching aim is to create and protect sustainable economic development in marginalized communities by fostering tangible and lasting enhancements in the early stages of cannabis businesses.

772

**DAYS SINCE INCEPTION &
WORKING WITH ENTREPRENEURS
BUILDING ACCESS AND RESOURCES
IN WESTERN NEW YORK**

OUR PURPOSE

We exist to:

- Equip SEE entrepreneurs with operational, regulatory, and financial readiness
- Strengthen community knowledge of cannabis laws, licensing, and safe consumption
- Build collaborative pathways for entrepreneurship, education, and generational wealth
- Anchor equity in every stage of business development
- Facilitate transparent access to resources, partnerships, and mentorship
- Expand public understanding and civic participation in cannabis regulation



B.L.O.O.M'S 2025 GOALS

An annual report reflects how BLOOM ROC is expanding access, building readiness, and strengthening communities across Western New York through measurable results and meaningful partnerships.

1

Expand Access

Provide SEE entrepreneurs with clear, structured, and practical pathways into New York's cannabis industry through training, education, and hands-on support.

2

Prepare Entrepreneurs

Equip participants with the regulatory, operational, and financial skills needed for business readiness and long-term success.

3

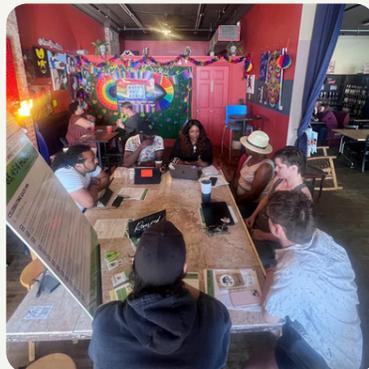
Educate Communities

Build knowledge around licensing, laws, market participation, and public safety across the Western New York region.

4

Activate Partnerships

Strengthen relationships with local leaders, institutions, and organizations to build a supportive ecosystem for entrepreneurs.



B.L.O.O.M'S 2025

STRATEGY

There are several reasons why organizations create impact reports, such as:

- Being able to review your projects against your mission and goals
- Improving and implementing changes depending on the results of the report
- Building trust with funders, supporters, and beneficiaries
- Cultivating a culture of learning among similar organizations
- Celebrating the achievements of staff and volunteers

An impact report is a way for organizations to communicate the issues they are trying to improve, as well as their strategy on how they facilitated change. It measures the impact that NFPs make in people's lives, focusing on their social or environmental outcomes. It isn't merely a description of the activities undertaken by the organization either, but it also provides the analysis on the results of these activities.

PROJECTS	DETAILS	OUTCOME
ELEs (Educational Learning Experiences)	Interactive sessions to help entrepreneurs understand cannabis regulations, event requirements, packaging/labeling rules, and market changes.	<ul style="list-style-type: none">• 3 sessions hosted• Topics included PLMA updates, compliance pathways, and industry standards• 150 community and business comments submitted to OCM• Plain-language education that increases clarity and confidence
Boot Camps & Incubator	Hands-on training and technical assistance designed to strengthen business readiness and stability for SEE entrepreneurs.	<ul style="list-style-type: none">• 39 total entrepreneurs engaged• Support included branding, packaging, legal review, rent stipends, and compliance• Cross-business collaboration model created a supportive micro-ecosystem• Businesses advanced new SKUs, strengthened operations, and stabilized planning• Stronger networks formed between processors, retailers, and service providers• Increased readiness for market participation in Western NY
Town Halls	Community-centered events offering transparent discussions on regulations, licensing, and how cannabis can support local economic growth.	<ul style="list-style-type: none">• Town halls hosted with community residents, officials, and operators• Space for Q&A, civic voice, and direct community participation

**501(c)(3) ACHIEVED
\$100K+ SECURED
FOR COMMUNITY-
ROOTED WORK**

OVER **\$100,000**

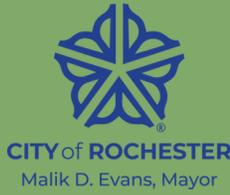


AS SEEN ON



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THANK YOU PARTNERS



RISE

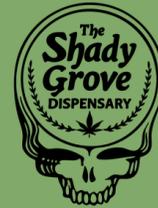
GREEN COMFORT



Office of Cannabis Management



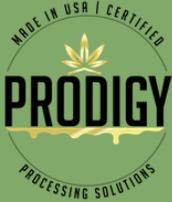
Rochester Public Library
More Than You Think



FLWR CITY



Dankster



LAURELCREST



HIGH END
NEW YORK

PHENOS
NEW YORK
CANNABIS CO.

5000+

Community members impacted nationally

40+

Supply-chain partners engaged across cultivation, processing, retail & ancillary services

2,687+

Individuals reached across Western & Upstate New York

BLOOM PROGRAMMING

Town Halls

- 2 community town halls held in 2025
- Used as a springboard to discuss:
 - how cannabis tax revenue should be allocated locally
 - community pooled investment strategies for revenue reinvestment
 - public safety, licensing, and neighborhood revitalization
 - strengthening civic literacy around cannabis policy

AMPLIFIED COMMUNITY VOICE AND SURFACED ACTIONABLE RECOMMENDATIONS FOR GOVERNMENT AND OPERATORS

T.A.P.

- Provided over 100 in-person, one-on-one coaching sessions supporting Rochester residents with pre-licensing + application readiness, roadblock navigation, and compliance preparation as part of the cannabis licensing rollout.

Educational Learning Experiences (ELEs)

- 3 ELE sessions held
- 27 businesses engaged in regulatory feedback
- BLOOM ROC submitted:
 - 2 full commenting packages to the NY Office of Cannabis Management
 - totaling 157 public comments submitted by entrepreneurs & residents
- Launched BLOOM's youtube series Strengthened Western NY's policy presence and community regulatory knowledge

STRENGTHENED WESTERN NY'S POLICY PRESENCE AND COMMUNITY REGULATORY KNOWLEDGE

Bootcamp

Two-Tier Bootcamp Model

Tier 1: Licensed Entrepreneurs (7 licensees)
Received individualized business development, compliance coaching, operations support, and micro-grants

Tier 2: Bootcamp Entrepreneurs (32+ emerging founders & applicants)
Received structured technical assistance, operational planning, financial coaching, branding, and business readiness preparation

Total Entrepreneurs Supported: 39

MICRO-GRANT UTILIZATION (LICENSED TIER 1)

GRANTS WERE USED FOR:

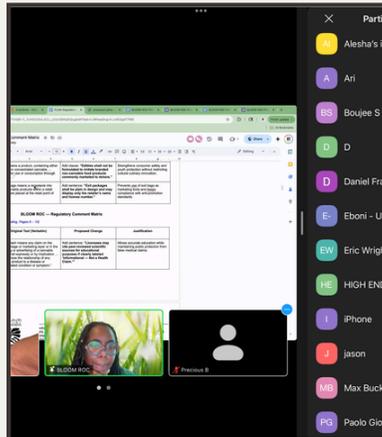
- LEGAL SERVICES & CONTRACT REVIEW
- RENT ASSISTANCE
- BRANDING & PACKAGING
- SKU DEVELOPMENT
- COMPLIANCE FILINGS

OPERATIONAL READINESS TIED TO COACHING PLANS

A FUNCTIONING REGIONAL MICRO-ECOSYSTEM CONNECTING CULTIVATORS, PROCESSORS, DISPENSARIES & ANCILLARY PARTNERS ACROSS WESTERN NY.

Empowering Community, Entrepreneurs & Equity Through Education and Action

20 25 Impact Report



140,993 HOURS

Invested in this work since 2023

COALITION BUILDING

Faith-Based Coalition

- BLOOM ROC has spent three years building trust and collaboration between local churches, pastors, dispensaries, and cannabis operators.
- This work culminated in the Faith & Cannabis Breakfast, co-hosted with the NYS Office of Cannabis Management (OCM), bringing together faith leaders and operators to discuss public health, stigma, safety, and economic opportunity.
- Churches have continued to partner with BLOOM ROC on community education, youth support, and holiday giveback programming.

THREE YEARS OF CONSISTENT PARTNERSHIP CREATED TRUSTED SPACES WHERE CHURCHES, PASTORS, AND OPERATORS COULD BUILD SAFETY, UNDERSTANDING, AND COMMUNITY EDUCATION TOGETHER.

Youth Listening Tour

- BLOOM ROC partnered with the New York State Office of Cannabis Management (OCM) to support the statewide Youth Listening Tour, focused on cannabis education, youth safety, and public health.
- BLOOM ROC did not lead the full tour, but led the Rochester stop, ensuring parents, students, and families were represented.
- Through the collaboration, BLOOM ROC helped OCM collect youth and parent perspectives to guide: public health guidance, youth-facing cannabis education, and community-informed regulatory messaging.

THROUGH THIS COLLABORATION, FAMILIES AND YOUTH FROM ROCHESTER HELPED INFLUENCE STATEWIDE PUBLIC HEALTH MESSAGING, CREATING STRONGER, SAFER, AND MORE COMMUNITY-INFORMED CANNABIS EDUCATION.

Supply Chain Partners

- 60 Regional Partners across Western & Upstate NY
- 35 Local Partners directly engaged within Rochester & Monroe County
- 25 National Partners supporting BLOOM ROC's work across multiple states
- TOTAL: 120+ Supply-Chain Partners Engaged

- Partners span:**
- cultivation
 - processing
 - distribution
 - retail
 - ancillary services
 - community-based organizations

THESE PARTNERS ARE ESSENTIAL — THEY MAKE BLOOM ROC'S WORK POSSIBLE AND STRENGTHEN EVERY LAYER OF THE ECOSYSTEM.

COMMUNITY OUTREACH

BLOOM ROC expanded from **117 streets** canvassed in our first year to outreach across **50+ ZIP codes, investing 912 hours of direct canvassing** and community engagement across Western & Upstate New York.



BOOTS ON THE GROUND

2,580+

residents engaged through canvassing, tabling & education

1,751+

community engagement hours invested across outreach, education, events & public engagement

EVENTS & PUBLIC ENGAGEMENT

10+ community events attended, including:

- Good Life 420
- Cannabis Farmers Alliance Day
- Black Legislative Caucus Weekend
- OCM Women in Weed
- Hanover Housing Reunion
- 6 Point Cannabis Grand Opening
- Industry Weekend Celebration
- Faith-Based Consortium Launch

7+ events hosted by BLOOM ROC

Families Supported

325 families supported

through holiday giveback, coat drives & community resource programs

Internship Program

7+ colleges and universities engaged statewide

- Students trained in:
 - tech
 - engineering
 - communications
 - journalism
 - anthropology
 - community outreach & engagement
- Demonstrates the opportunity of non-plant-touching workforce careers in the emerging cannabis industry

**Empowering Community,
Entrepreneurs & Equity
Through Education and
Action**

20 25 Impact Report



B.L.O.O.M ROC's Board Members



B.L.O.O.M ROC's Advisory Members

Lovely Warren
April Smith
Kelly March

Community input drives everything we do, and our Advisory Board ensures that BLOOM ROC's programs stay grounded, relevant, and forward-moving. Thank you for your guidance and commitment —your partnership fuels our impact.

To help us keep this momentum going, please consider making a donation to BLOOM ROC. Your contribution empowers community growth and sustained impact.



\$25 BLOOM Donation



\$100 BLOOM Donation



\$500 BLOOM Donation

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— NEW YORK STATE SENATOR — Jeremy Cooney Proclamation

HONORING B.L.O.O.M ROC FOR ITS LEADERSHIP AND ADVOCACY IN ADVANCING EQUITY IN THE CANNABIS INDUSTRY

WHEREAS, A Great State is only as great as the organizations who perform extraordinary service on behalf of their communities, and it is the intent of this legislative body to honor and extol those organizations that have gone above and beyond; and

WHEREAS, Attendant to such concern, I, New York State Senator Jeremy A. Cooney, am justly proud to honor B.L.O.O.M (Blossoming Leaders Of Our Market) ROC for its leadership and commitment to advancing equity in the Cannabis Industry; and

WHEREAS, B.L.O.O.M ROC has emerged as a leading force in the Rochester area, dedicated to advancing equitable opportunities for minorities within the rapidly evolving cannabis industry; and

WHEREAS, B.L.O.O.M ROC was founded with a mission to break down systemic barriers, expand education, and ensure that communities historically impacted by criminalization are positioned to benefit from economic, entrepreneurial, and workforce opportunities in the legal cannabis sector; and

WHEREAS, Through workshops, public education, networking events, and community partnerships, B.L.O.O.M ROC has equipped aspiring entrepreneurs, workers, and legacy operators with the knowledge, tools, and resources necessary to navigate licensing, compliance, cultivation, retail, and business development; and

WHEREAS, B.L.O.O.M ROC has played a prominent role in advocating for fair policy implementation, social equity protections, and inclusive frameworks that uplift Black and Brown residents who were disproportionately affected by prior cannabis-related enforcement; and

WHEREAS, The organization has served as a trusted platform for connecting Rochester residents with industry experts, regulators, financial institutions, and business mentors, ensuring that opportunity is not limited to those with existing capital or advantage; and

WHEREAS, B.L.O.O.M ROC's commitment to restorative economic growth aligns with New York State's goals for a justice-centered cannabis market, and its work has contributed to shaping a more informed, empowered, and entrepreneurial Rochester community; and

WHEREAS, The organization's leadership continues to champion access, equity, and economic mobility, working to build pathways for minority ownership, generational wealth, and local investment that strengthens neighborhoods throughout the region; now, therefore, be it

PROCLAIMED, That I, New York State Senator Jeremy A. Cooney, proudly recognize B.L.O.O.M ROC for its outstanding contributions to equity, education, and community empowerment within the cannabis industry, and commends its unwavering dedication to uplifting marginalized residents of the Greater Rochester area; and be it further

PROCLAIMED, That a copy of this proclamation be presented to B.L.O.O.M ROC in honor of its exceptional service, advocacy, and impact on the people and communities it continues to uplift.

December 3, 2025

Date

Jeremy A. Cooney

Jeremy A. Cooney
New York State Senator
56th Senate District



ACKNOWLEDGEMENTS

BLOOM ROC
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Concept & Coordination

- BLOOM ROC Leadership Team
- Program Managers & Community Coordinators

Research & Data Contributors

- ELE Facilitators
- OCM Policy Partners
- Youth Listening Tour Contributors
- Community Data & Evaluation Support

Writers & Editors

- Impact Report Writing Team
- Program Documentation Contributors

Design & Communications

- Brand & Communications Support

Community Engagement & Outreach Team

Local & Regional Partners

- 120+ supply-chain partners across Western NY, Rochester, and national markets

Faith-Based Coalition partners

- Community & neighborhood organizations
- Youth & parent participants

Entrepreneurs and licensed operators

- Local dispensaries, cultivators, processors & ancillary service providers

Contributors & Supporters

- Volunteers
- Internship Fellows
- Residents who attended town halls, ELDs, and community events
- Families who shared their experiences
- Funders and resource partners

WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR PROGRAMS