



Annual Report 2023



Hospitality Pathways
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Overview

As a response to the growing need for skilled, responsible and inclusive practices in the evolving cannabis industry, Hospitality Pathways was established. We are dedicated to providing training and skill development for effective and innovative hospitality solutions, with a strong emphasis on service, compliance and product knowledge.

Embarking on our third year, we have made significant strides in reshaping the industry's workforce and promoting our core values of professionalism, wellness and customer service.

As we reflect on the achievements and challenges of the past year, Hospitality Pathways reaffirms its unwavering commitment to its mission. With the steadfast support of our donors, volunteers, and partners, we are poised to build upon our successes and drive positive change within the cannabis community and beyond. Together, we will continue to empower individuals, transform lives, and shape the future of the generation of hospitality professionals.

Hospitality Pathways proudly presents its end-of-year report for 2022-2023, showcasing our dedication to training the next generation of hospitality professionals in the emerging cannabis and restaurant industries.

Quick Facts

"Most of that training has been provided by small nonprofits like Hospitality Pathways, which trains people from marginalized communities to work in the restaurant, travel and cannabis industries. Beatrice Stein, who founded the program after spending 30 years in the restaurant business, said that about half the students in her cannabis program have either been arrested on cannabis charges or have a close relative who was. (The program received a grant from the work force development initiative.)

"It's one thing to talk about equity and another to give them the tools they need to be successful," she said."

NYTimes



The industry estimates that there could be 63,000 jobs in cannabis across New York State by 2025, many of them in retail and hospitality,



With the growth of the cannabis industry, which tripled in the last five years, the demand for trained professionals has significantly increased.



Hospitality Pathways has been able to provide knowledge based hospitality training for more than 50 individuals, including entry-level and management personnel, with a focus on service, compliance and product knowledge. A mere fraction of the number that applied to the program.



Sources:
NYTimes, 2023

The Training

Each cohort runs for 4 weeks, Monday-Friday 9am-1pm. The curriculum is a combination of daily on-line learning modules provided by Green Flower and responsible vendor training provided by Cannabis Trainers, (these are done in class with tablets provided to students by Hospitality Pathways). We bring in subject matter experts into the classroom from 1 hour to 4-hour seminars, that deep dive on various topics (terpenes, endocannabinoid system etc.) and soft skills (teamwork, communication, problem solving). We conduct in depth training into hospitality skills and how to take their cannabis knowledge and be able to have positive guest interactions.

Subject matter experts also assist with resume development, interviewing skills as well as employee rights in the workplace. Student visits include a working cannabis grow farm, legal recreational and medical dispensaries. Prior to graduation we hold a job fair with potential employers, where the students get to meet and greet them and make a positive first impression. The students leave the class with the only two industry recognized certifications which are Green Flower Dispensary Associate Certification and Sell-SMaRT Responsible Vendor Certification.



63

Successfully conducted four cohorts, offering 63 individuals with invaluable training opportunities



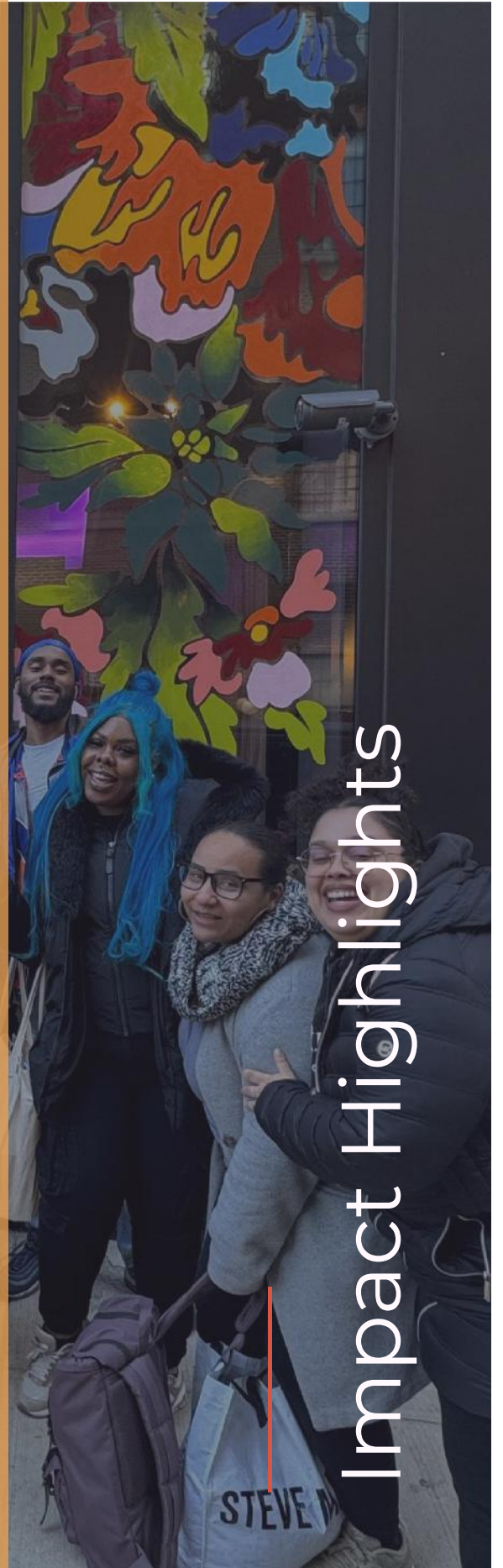
85%

85% of the cohorts graduated the program. Five went on the managerial positions within months of being hired and 2 went on to become brand reps/



18-33

Celebrated the graduation of 54 students, with 65% securing positions in licensed retail and medical dispensaries, earning competitive wages ranging from \$18 to \$33 per hour.



Crafted for Success

Our reputation for producing highly skilled and hospitality-driven budtenders has garnered attention within the industry, attracting new dispensary owners seeking our graduates for employment.

"Hospitality Pathways does great work. I have hired graduates of the program to work in my lifestyle/cannabis store and they have all been excellent. My foundation, Gotham Gives, is proud to be one of the program's first financial supporters."

Joanne Wilson, Owner Gotham Dispensary and Gotham Gives Foundation

Training Tomorrow

As the cannabis market expands with the issuance of new licenses, the demand for educated and trained professionals continues to rise, positioning our graduates as sought-after assets in the workforce. We hope to meet this demand by being able to train more cohorts.

Challenges, Opportunities and Gratitude



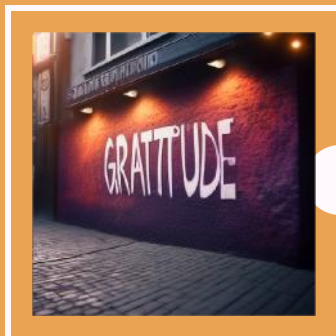
Sustainable Growth -

Recognizing the critical need for continued funding to sustain our classes, we are exploring diverse avenues, including seeking discretionary funding from NYC area Council Members, fostering partnerships with multi-state operators (MSOs), and pursuing cobranding opportunities.



Community Cultivators -

Our graduates, motivated by gratitude and dedication, are actively engaged in planning and executing fundraising initiatives to support the next generation of students, fostering a culture of giving back within our community.



Empowering Partnerships -

We wish to express our profound gratitude to our donors, whose unwavering support has been essential to our progress. We extend our heartfelt thanks to the Cannabis Workforce Initiative (CWI), which has been with us since our inaugural class, demonstrating steadfast commitment and support. Additionally, we recognize Etain, a women-founded medical dispensary, for its significant contributions and partnership. We are also incredibly thankful for Gotham Gives, our largest supporter, whose generous assistance has been instrumental in advancing our mission.