

SPONSOR SPOTLIGHT

Budr Cannabis

An industry leader, social equity owner, and a commitment to community.



Ribbon-cutting of Budr in West Hartford, with Budr Co-founder Carl Tirella (front row, second from left), Mayor Shari Cantor third from left) and Budr co-Founder Derrick Gibbs (front row, center)



Interior of Budr, West Hartford

Question: What is the only industry in Connecticut mandated by law to give back to its community? Answer: The cannabis (or marijuana) industry.

Budr, located in West Hartford and three other locations in Connecticut, is one of roughly 50 licensed cannabis dispensaries and retailers operating in our state. What makes Budr unique? The people behind the scenes at Budr have a special commitment and investment in their community. Budr takes its responsibilities seriously and makes it a priority to give back to selected nonprofits in the communities they serve. The Hartford Symphony Orchestra is honored and proud to be one of their carefully chosen partner organizations, which include, among many others, CT Children's

Hospital, Playhouse on Park and Hands On Hartford.

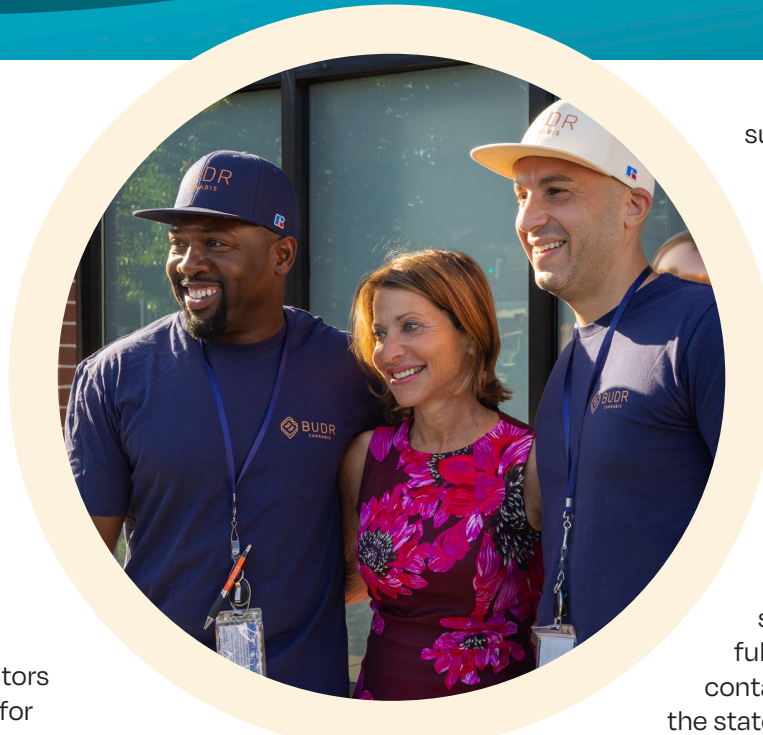
Budr co-founders, Carl Tirella, Jr. and Derrick Gibbs were introduced by a mutual attorney, who matched Derrick's experience as a successful entrepreneur with Carl's eight years in the cannabis industry. It was the right combination of talent, personality and dedication, and today, Carl and Derrick are best friends who share a common vision and passion for hard work and dedication.

The success of Budr is not an accident. Carl and Derrick work round the clock, prioritize their

commitment to their business and the community, and carefully select their highly trained team for "the right amount of compassion and heart." From over 1,400 applications for 13 positions in their first week of business, Carl explains that he carefully screened applicants to get the right people on his team. His hiring strategy is not based on experience in the industry (which can be taught) but on qualities that cannot be taught, such as empathy and compassion: "For most people, cannabis is a medicine, so to work on the Budr team, you must really care about why we are here, who we are helping, and the community we serve."

Budr began with its first store at the corner of Boulevard and Prospect on the border of Hartford and West Hartford, and now operates in four locations in Connecticut (including Danbury, Tolland, Stratford) and one in Yonkers, N.Y. Carl and Derrick expect to expand to a total of 9 dispensaries in Connecticut over the next twelve months.

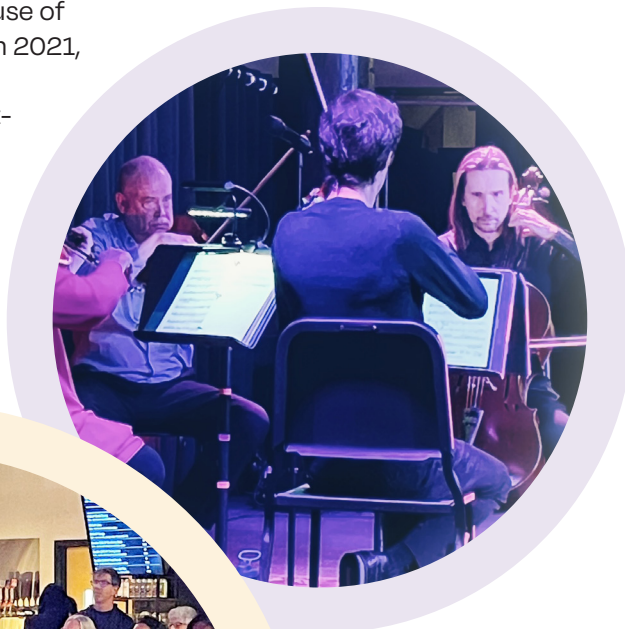
In 2012, Connecticut legislators voted to legalize marijuana for medical (or palliative) use. Today, 38 states (including the District of Columbia) permit the use of palliative marijuana and in 2021, Connecticut became the 19th state to legalize adult-use marijuana. Today, controlled sales of marijuana for adult-use are permitted in 25 states (including the District of Columbia.)



Co-founders Derrick Gibbs (left) and Carl Tirella (right) with West Hartford Mayor Shari Cantor

suffered disproportionately from the injustices created by the war on drugs. The Social Equity Council was established under the umbrella of the Department of Consumer Protection, with the result that the industry is highly regulated and carefully monitored, subject to strict regulation and compliance. The products sold are safe, affordable, fully tested to be free of contaminants, and are grown in the state.

The social equity plan for the industry also involves a workforce development component, so Budr hires from within the community, giving employment opportunities to residents of the disproportionately impacted towns.



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In Connecticut, licenses to operate legally are distributed via a lottery system or social equity as of right, and those who receive a social equity license are mandated to give back to communities that

Three percent of every tax dollar generated by the cannabis industry goes directly back into the local municipality, and Budr works with each municipality to help identify organizations deserving of assistance. Budr donates to West Hartford's nonprofit, The Town That Cares, and most recently, paid camp tuition for 8 children



Budr sponsorship of HSO Extended performance Say It Loud at Hooker Live in Hartford


QUARTER NOTES

who would most benefit from the town's summer programs. Budr supports the Cornerstone Shelter in Vernon (near their Tolland facility), The South End Community Center and The Sterling House Community Center (in Stratford) and The Dorothy Day Hospitality Center, a shelter in Danbury. They have organized toy drives, coat drives, meal drives and donate volunteer time to their nonprofit partner organizations. Budr offers raffles and other giveaways to customers to encourage attendance at local arts events and this

past year, they sponsored a runner in the Hartford Marathon.

Budr is an important HSO partner, and sponsors HSO's vital community

programming, including our summer Talcott Mountain Music Festival, as well as our newer feature, *HSO Extended*. The *HSO Extended* series recently performed at Hooker Live during February's Black History Month, and the Budr team was on hand to meet audience members and support building stronger communities through shared experience and music.

Budr is exactly the partner that every organization wishes to have. We know how lucky we are to have Budr in our community and as supporters of the Hartford Symphony Orchestra. 



Members of the Hartford Gay Men's Chorus performed at *HSO Extended* at Hooker Live.

SUPPORT THE COMMUNITY WITH YOUR PURCHASE ON GIVING TUESDAY.

A portion of our sales from 12/3 will be donated to **Hartford Children's Hospital**, making every purchase a chance to give back.



This is not an inducement to purchase cannabis or cannabis products. This is solely to provide cost savings to consumers. Do not use cannabis if you are under the age of 21. Keep cannabis out of the reach of children.

Budr flyer for Giving Tuesday to support CT Children's

