



SC COMMUNITY PARTNERSHIPS
PROPOSAL

MAY 14, 2019

Executive Summary

JUUL Labs, Inc. ("Juul") seeks to invest \$35M to \$50M in community partnerships over the next 5 years in South Carolina. Through our commitment to local partners in the Midlands area, which includes Richland/Lexington counties, Juul will focus on health, wellness and employment in the community in which we operate.

To achieve our objective, Juul will fund research, education and workforce development initiatives, as well as capital improvements, for local academic and charitable organizations.

Juul has identified four potential partners that meet the needs of the community and are aligned with our corporate mission and values: 1) Benedict College, 2) the City of Columbia, 3) the University of South Carolina, 4) Midlands Technical College, 5) the South Carolina Chamber of Commerce and 6) a local or local chapter of a not-for-profit (perhaps 100 Black Men).

* Columbia is located in Richland County and West Columbia is located in Lexington County, which is the Midland Region of South Carolina.

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Source: <https://www.industrydocuments.ucsf.edu/docs/sqfd0299>

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Community Partner: *Benedict College*

Total Commitment: \$ 13.8M

- Capital Improvement Investment: \$ 9.2M
- Educational/Research Investment: \$ 4.6M

Partnership Description Summary:

Benedict College has a strategic vision ("BEST Plan") which seeks funding to improve health and wellness on its campus through the Benedict Ending System Trends Center ("B.E.S.T. Center"). The B.E.S.T. Center requests funding for both: 1) capital improvements, and 2) educational/research programs.

Capital improvements are needed to the football stadium, gymnasium, swimming pool and community park. The BEST Plan seeks immediate funding (\$2.25M) for football stadium upgrades by August 1, 2019.

The BEST Plan also requests funding for educational/research programs such as STEM, Business Scholars Program and JUUL Labs Endowed Chair in Environmental Health Sciences.

Recommendation: Fully fund

Timeline:

- Capital Improvement Investment: \$ 2.25M by August 1, 2019; remaining \$ 6.9M over 5 years
- Educational/Research Investment: \$ 4.6M over 5 years

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Community Partner: *Columbia Impact Foundation*

Total Commitment: \$ 10.2M

- Capital Improvement Investment: \$ 9.1M
- Educational/Research Investment: \$ 1.1M

Partnership Description Summary:

The Mayor's Office will establish the Columbia Impact Foundation ("CIF"), a 501(c)(3) umbrella organization, to fund at least 15 community-based projects. CIF seeks to improve the health and wellness of Columbia's residents by funding capital improvements, education, research, healthcare, and workforce development efforts.

These projects will have an impact that reaches multiple counties within the City's Combined Statistical Area ("CSA"), including Richland and Lexington Counties.

CIF seeks immediate capital funding (\$1M) for parks and recreation initiatives.

Recommendation: Fully fund

Timeline:

- Capital Improvement Investment: \$1M by summer 2019; remaining improvements to be funded over 3 - 5 years
- Educational/Research Investment: To be funded over 3 - 5 years

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Community Partner: *University of South Carolina* (“USC”)

Total Commitment:

- Educational/Research Investment: ~\$5-7M over 3-5 years
 - USC intends to submit their proposal on May 15, 2019. Update to follow.

Partnership Description Summary:

USC proposes various research projects, which include the following options:

- Fundamental epidemiological study with USC College of Social Work, Public Health, and Medical School
- Small Business Innovation Research (“SBIR”) and Small Business Technology Transfer (“STTR”)
- Long-term plan to work with CBD Research and Development
- Research on technology capabilities of the device regarding tracking health outcomes through apps, such as tracking movement and behaviors, etc.
- Student Co-op/internships

Recommendation: Fully fund

Timeline:

- Educational/Research Investment: To be funded over 3 - 5 years

SBIR/STTR Program

The mission of the SBIR/STTR program is to support scientific excellence and technological innovation through the investment of Federal research funds in critical American priorities to build a strong national economy.

The program’s goals to:

1. Stimulate technological innovation
2. Meet Federal research and development needs.
3. Foster and encourage participation in innovation and entrepreneurship by women and socially or economically disadvantaged persons
4. Increase private-sector commercialization of innovations derived from Federal research and development funding

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Community Partner: *Midlands Technical College* (*"MTC"*)

Total Spend:

- Educational/Workforce Investment: Estimated ~\$2M -\$5M over 4 years
 - MTC will be drafting their proposal in the near future. Update to follow.

Partnership Description Summary:

MTC offers students, who are not pursuing a traditional college education, vocational training in areas of manufacturing, construction, engineering, distribution, transportation and logistics. MTC helps students develop skills to immediately enter into the workforce upon completion of their training. For an employer, MTC serves as a bridge to employees who are trained and certified in the above-mentioned fields.

MTC will also develop a curriculum specifically tailored to the manufacturing practices utilized at JUUL facilities for workforce development of JUUL employees to ensure their success.

Recommendation: TBD based upon proposal

Timeline:

- Educational/Workforce Investment: TBD based upon submitted proposal

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Community Partner: *South Carolina Chamber of Commerce*

Total Spend:

- Workforce Investment: Estimated ~\$2M -\$5M over 2 to 4 years
 - MTC will be drafting their proposal in the near future. Update to follow.

Partnership Description Summary:

The SC Chamber has several programs related to workforce development and connecting youth to business in the state. We are expecting information on their HBCU STEM and Business Week Summer Programs. Once we evaluate our interest in those programs, they will send us a proposal for membership that includes support and/or participation in the relevant programming.

Recommendation: Timeline:

- Workforce Investment: TBD based upon submitted proposal

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Community Partner: *Local Not-For-Profit or Local Chapter of Not-For-Profit - perhaps 100 Black Men*

Total Spend:

- Educational/Economic Community Investment Programming: Estimated ~\$2M -\$5M over 2 to 4 years

Partnership Description Summary:

The goal of this partnership will be to invest in a local not-for-profit or local chapter of a national not-for-profit in educational and/or economic development programming.

As a potential partner, the mission of the 100 Black Men of America, Inc. is to improve the quality of life within communities and enhance educational and economic opportunities for all African Americans.

Chaka has a relationship with 100 Black Men and we will assess this opportunity with the cross-functional group.

Recommendation: Timeline:

- Educational/Economic Community Investment Programming

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