



ASCEND IN VEGAS

SPIRITUAL PLAYGROUNDS



11:27 promotions

INTRODUCTION

Welcome to Ascend in Vegas, an innovative initiative led by visionary founders Craig and Daisy Rose and friends at 11:27 Promotions. Our mission is to redefine Las Vegas through visionary ventures that embrace social equity, cultural connectivity, and holistic wellness. Join us on a transformative journey where expertise meets commitment, shaping the landscape of cannabis consumption worldwide.



PROBLEM

In October 2022, the Cannabis Compliance Board allocated 40 licenses for cannabis consumption lounges, prioritizing social equity applicants. However, these license holders face challenges, including the requirement of **\$250k** in the bank for the next steps. They hold a lottery ticket but need support, resources, and city collaboration to ensure success.

Social Equity Prospective License Holders:

- Sunflower Compassionate Company - City of Las Vegas *****
- NV Cloud 420 Lounge LLC - City of Las Vegas
- GGCPA SE Inc - Nye County
- MEDSnSIN - City of Las Vegas
- Lyxe Consulting LLC - City of Las Vegas
- Greenwood Investment Group, LLC - City of Las Vegas
- N&D Enterprises LLP - City of Las Vegas
- City Lights Production LLC - Unincorporated Clark County
- Royal Tree TLC LLC - City of Las Vegas
- GGCPA SE 3 Inc - Unincorporated Clark County

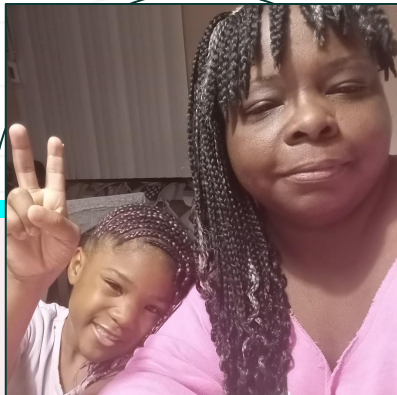
Employer Name:	Employer Code:	Employer Address:
Caesar's Entertainment, Inc.	10587	One Harrahs Court Las Vegas, NV 89119
Information Current as of: Employee Name: Division:		
09/10/2000 RACHELLE LEE VEG		
Employment Status: Most Recent Start Date: Total Time With Employ		
No Longer Employed 01/19/1998 ← 0 Years, 1 Month		
Date of Termination:		
02/21/1998 ← when I r		
Year	Base Pay	
2000		

ARREST DATE: 4/27/1994		AGY: LAS VEGAS METRO PD	
RNR#: 1	CHARGE: 1	TYPE: UNK	OFF: 99999 OTHER (1) TRAFFICKING IN CONT SUB
CCN: 00000	UNKNOWN	SEQ#: 000	CREATED: 4/27/1994 UPDATED: 5/18/2013
FINAL DISPO DATE:		FINAL OFF:	
5/20/1994		99999 OTHER (1) TRAFFICKING IN CONT SUB	
CCN: 00000			
FINE EXCUSE RESTITUTION			
\$ \$ \$			
MIN YRS MOS DAYS HRS			
TERM OF SENTENCE			
CREDIT TIME SERVED			
LEGACY DISPO: PCN 06293250 // NCF			

Information Current as of: Employee Name Division			
11/29/1996 RACHELLE LEE CIRCUS LV			
Employment Status	Most Recent Start Date	Job Title	Rate of Pay
Separated	04/11/1995	GAMES OPERATOR	\$4.25 Hour
Date of Termination Union Affiliation Work Location(Job site)			
04/17/1995			
Year	Base Pay	Overtime	Commission
1996			
Next Projected Last			
Date of Pay Increase			
Amount of Pay Increase \$0.00 \$0.00			
FEIN	Employee Address	Employee Phone Number	Date of Birth
880384693	2501 RAYMOND AVE	7026476885	08/25/1975
N LAS VEGAS 89030			

Employer Name	Employer Code	Employer
Slots-A-Fun (HISTORICAL DATA)	10668	3799 LAS VEGAS
Information Current as of: Employee Name Division		
09/08/2006 RACHELLE LEE SLOTS A FUN		
Employment Status	Most Recent Start Date	Job Title
Separated	10/21/1995	BUS PERSON
Date of Termination Union Affiliation Work Location(Job site)		
10/25/1995		

MISSION



Empower these 10 social equity license holders, ensuring their success as prominent cannabis consumption venues in Las Vegas. We've identified Rachel Lee and Sunflower Compassionate Company as our first project, offering legal assistance, business mentorship, city collaboration, and connections with artists and visionaries.

Hello,

I am Rachel Lee, commonly known as "Shelly," born on August 25th, 1975. As the youngest of four children, my journey began when my mother relocated from Compton, California, seeking refuge from gang violence and protecting my sister from unwarranted advances. In 1989, we settled in Las Vegas, where I initially attended Brinley Middle School before moving on to Bonanza High School until the 11th grade. My educational path took an unconventional turn as I faced the challenges of motherhood at the age of 19, determined to graduate while balancing the responsibilities of raising two children.

At 15, pregnant with my son, I ran away from home and, with the support of my older brother, found the determination to pursue my education. Unfortunately, life took an unexpected turn in 1994 when I was unjustly arrested, leading to a difficult decision to plead guilty to a drug trafficking charge to avoid separation from my children. This marked the beginning of a series of setbacks in my life, from job terminations to struggles with gambling and personal hardships.

In 2005, I took a pivotal step towards rebuilding my life by obtaining a commercial driver's license, leading to a career at Pepsi Bottling Company. However, the lure of gambling persisted, resulting in the loss of my home and car. A turning point came in 2018 when I joined Gamblers Anonymous and began the journey to recovery. I resigned from my job at the State of Nevada DCPS in 2020 to focus on overcoming my gambling addiction.

In a remarkable turn of events, I recently won a lottery for a license, allowing me to shift from homelessness to a weekly hotel. During this transformative period, I had the pleasure of meeting with Craig and was excited about what I heard him proposing with the Ascend in Vegas plan. His vision to link me with the right businesspeople and give me the best chance to succeed while maintaining 51% ownership truly resonated with me. I am eager to contribute my skills and passion to this project, and I look forward to being a part of this innovative venture.

In the pursuit of personal and professional growth, I delved into the cannabis industry, gaining certifications from Cannabis Training University, and securing cultivation and production agent cards. This venture is not only a professional aspiration but also a platform to advocate for social equity, having experienced firsthand the impact of racial discrimination and the failed war on drugs.

Today, as the CEO of Sunflower Compassionate Company, I am actively involved in the recovery community and have found purpose in creating CBD-infused products.

Inspired by my mother's battle with Alzheimer's disease, I strive to contribute to cannabis research for potential solutions. My long-term vision includes establishing a hemp farm for medicinal research in Mississippi and founding the non-profit organization "Safe Base" to provide opportunities for children in treatment centers.

While my journey involves struggles and setbacks, I am excited about the possibilities that lie ahead and am enthusiastic about working on the Ascend in Vegas plan. I am eager to learn the business, be a part of the vision, and contribute to its success.

Sincerely,

Rachel "Shelly" Lee,

CEO Sunflower Compassionate Company



VISION



Ascend in Vegas envisions a city where cannabis sparks transformative change, creating a culture rooted in inclusivity and collaboration. Our mission is to establish socially equitable businesses redefining the cannabis industry for a positive impact.



The Ascend initiative collaborates with diverse stakeholders, including police, the city, artists, and investors, to create opportunities that uplift lives. Through the Ascend team's collective skills and passion, we aim to foster social equity and collaboration in Las Vegas, addressing challenges and uplifting communities.



Under 11:27 Promotions, a documentary led by filmmaker Amir Bar-Lev challenges existing viewpoints on Tony Hsieh's legacy. Supported by influential figures, it aims to reshape the narrative, ensuring Hsieh's lasting contribution endures.

SOLUTION



Our approach extends beyond conventional lounges and dab rooms; we aspire to lead the way in holistic wellness retreats and unique experiences within the innovative landscape of Vegas. Our focus is not just on snacking on Fritos; instead, we aim to spotlight the remarkable benefits of cannabis. Through the collaboration of tech leaders, cannabis industry experts, social icons, media influencers, and artists, we intend to infuse the vibrant culture of OC California cannabis into the dynamic spaces of Vegas.

In a city synonymous with innovation, our strategy involves pushing boundaries to craft immersive offerings that emphasize the transformative potential of cannabis. Just as Elvis once captivated Vegas, we envision building a cultural phenomenon around cannabis, captivating enthusiasts with an experience that transcends the ordinary.

Outlined below are some initial concepts and ideas, with no specific attachments at this early stage of exploration

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Lexi Hotel - The Ultimate Cannabis Oasis

Lexi Hotel emerges as a revolutionary haven, transcending traditional hospitality by offering an immersive cannabis experience. This groundbreaking establishment, poised to redefine Las Vegas's landscape, seamlessly blends luxury, consciousness, and innovation. Lexi is set to become the epicenter of a new era, emphasizing inclusivity and community engagement. The visionary leaders behind Lexi Hotel, Alex and Simon Rizk, bring creative strategic acumen, an unwavering commitment to excellence, and notable leadership skills to navigate the complexities of the competitive hospitality industry.

Cannabis Attractions:



Guy Rocourt - BEST Lounge:

Former Naval serviceman turned cannabis advocate, Guy Rocourt promises an elevated and sophisticated space for refined cannabis experiences within the BEST Lounge.

Momma J Medicine Spa:

Proprietor Jeanette Bourgo, of Momma J Medicine Spa, offers a sanctuary for holistic well-being, embracing alternative healing practices and spirituality.

Julie Chiariello - SKUNK Lounge:

Owner and Editor-in-chief at SKUNK Magazine, Julie Chiariello champions sustainability and empowers small businesses in the cannabis industry within the SKUNK Lounge

Vision and Social Equity:



Lexi Hotel's vision extends beyond hospitality, incorporating a commitment to social equity with the issuance of three social equity licenses. Alex and Simon Rizk envision a transformative journey that goes beyond luxury, offering a space where guests can immerse themselves in a conscious and innovative cannabis experience.

Lexi Hotel is not merely a place to stay; it's a destination that embodies a paradigm shift in hospitality, inviting guests to explore the intersection of luxury and cannabis with intentionality and sophistication.

DIPLO'S HIGHER GROUND LOUNGE & WELLNESS

Diplo's Higher Ground Lounge & Wellness: Elevating Wellness and Recovery in Las Vegas

Introduction:

Diplo's Higher Ground Lounge & Wellness, situated within the Shango Wellness Compound, redefines holistic well-being in Las Vegas. Born from the collaboration of Creating Fun, Shango, and prominent figures like Diplo, Guy Rocourt, Secular Sabbath, Poise Wellness, Chromasonic, Dan Harden (Whipsaw), Ancient Ritual, Tonal Hom Gym, Project Van Life, and Electric Daisy Carnival (EDC), the project merges art, culture, spirituality, and wellness to create a transformative space for self-discovery and connection.

Why Shango as a Partner:



The collaboration with Shango aims beyond cannabis, focusing on creating a holistic wellness and recovery space. The lounge offers a sanctuary for exploring the intersection of art, wellness, and spirituality. Shango's expertise contributes to crafting a cannabis experience that complements wellness practices, fostering recovery and promoting a balanced lifestyle.



DIPLO'S HIGHER GROUND LOUNGE & WELLNESS

Partners:



- **Diplo (Thomas Wesley Pentz):** Renowned DJ, record producer, and songwriter lending his creative vision.
- **Guy Rocourt:** Pioneer in cannabis hospitality, bringing expertise for an immersive experience.
- **Secular Sabbath:** A collaborative effort led by Genevieve Medow-Jenkins, promoting intentional connections and personal growth.
- **Poise Wellness:** Founded by Vito, connecting individuals with exclusive wellness gatherings.
- **Chromasonic:** Founded by Johannes Girardoni, exploring the potential of art to harmonize cognitive and somatic states.
- **Dan Harden (Whipsaw):** CEO and Principal Designer contributing acclaimed product design and experience innovation.
- **Ancient Ritual:** Partnering for elements of traditional sauna culture and cutting-edge technology.
- **Tonal Hom Gym:** Leader in smart home fitness, contributing to the wellness aspect of the lounge.
- **Project Van Life:** Collaborating to provide a dedicated space for the vibrant van life community.
- **Electric Daisy Carnival (EDC):** Partnering to offer a space catering to the unique needs of the EDC community.

Business Plan:



- **Membership Model:** Introducing tiered memberships for exclusive access, daily classes, priority event ticketing, and complimentary wellness services.
- **Collaborative Partnerships:** Strategic collaborations with local artists, wellness practitioners, and influencers for transformative experiences.

The Diplo's Higher Ground Partnership:

Proudly partnering with Diplo's Higher Ground, a record label showcasing diverse and cutting-edge sounds. This collaboration introduces live performances and curated playlists by Higher Ground artists, aligning with the lounge's commitment to creativity, positive transformation, wellness, and recovery.

Inspiration and Ideas:



- Nature-Inspired Design
- Mindfulness Studios
- Interactive Art Installations
- Culinary Exploration

DIPLO'S HIGHER GROUND LOUNGE & WELLNESS



Financial Projections - Year 1:

*Day Passes: Annual Revenue	\$118,800
*Monthly Passes: Annual Revenue	\$118,800
Ticketed Events: \$44,000/month, Annual Revenue	\$528,000
Total Annual Revenue - Year 1:	\$1,000,000

*Day Passes: **\$22**

*Monthly Passes: **\$99**

Financial Projections - Year 2 (Revised):

*Day Passes: Annual Revenue	\$237,600
*Monthly Passes: Annual Revenue	\$475,200
Ticketed Events: \$132,000/month, Annual Revenue	\$1,584,000
Total Annual Revenue - Year 2:	\$2,296,800

DIPLO'S HIGHER GROUND LOUNGE & WELLNESS

Additional Income Streams:



- | | |
|-------------------------------------|------------------------------------|
| → Merchandise Sales | → Virtual Experiences |
| → Educational Workshops and Courses | → Membership Tiers |
| → VIP Memberships | → Cannabis Education Programs |
| → Wellness Retreats | → Wellness Product Sales |
| → Branded Collaborations | → Virtual Reality (VR) Experiences |

Conclusion:



Diplo's Higher Ground Lounge & Wellness stands as a beacon of authenticity, creativity, and holistic well-being, emphasizing a partnership with Shango that integrates cannabis into a broader vision of wellness and recovery. The project envisions a future where individuals in Las Vegas and beyond can explore their passions, connect authentically, and embark on a transformative journey of self-discovery and spiritual growth, coupled with a focus on wellness and recovery.



OTHER POTENTIAL CANNABIS LOUNGE IDEAS

Sherbinskis Lounge by Mario Guzman:

Sherbinskis Lounge, curated by Mario Guzman, is a chic destination celebrating cannabis as a lifestyle, offering an immersive experience with Sherbinskis' signature strains.

Nolan and Sam Collaboration (Mind Liquid Fun House):

Mind Liquid + Fun House is an extraordinary fusion of artistry and entertainment, curated by visionary brothers Nolan and Sam Gross.

Ascension Haven Lounge: A Spiritual Playground:

Ascension Haven Lounge is a spiritual playground where spirituality meets cannabis in a unique space for self-discovery, guided by visionary Craig Rose.

Smoothies Oasis Lounge: A Journey into Vibrant Wellness:

Smoothies Oasis Lounge is a vibrant space curated by Nolan and Elise Gross, offering cannabis-infused smoothies, live music, and creative wellness workshops.



OTHER POTENTIAL CANNABIS LOUNGE IDEAS

Downtown Danger's Lounge - Embracing the Extraordinary with Krissee Danger:

Danger's Lounge by Krissee Danger is an avant-garde sanctuary, defying norms in adult entertainment and providing a canvas for diverse performers and creators.

Divine Connections Lounge: Elevating Connections Where Spirituality, Cannabis, and Sensuality Unite:

Divine Connections Lounge is a groundbreaking collaboration between visionary founders fostering connections in spirituality, cannabis, and sensuality.

Jack Herer Lounge: Unveiling the Legacy, Embracing the Future:

Jack Herer Lounge pays tribute to the iconic cannabis activist, offering an immersive experience that combines education, community, and celebration.

Respect Your High Region Lounge: A Cannabis and Music Fusion:

Respect Your High Region Lounge is a cultural hub celebrating the fusion of music and cannabis culture, featuring live DJ sets, cannabis pairing events, and interactive art stations.



OTHER POTENTIAL CANNABIS LOUNGE IDEAS

Heart Hatter Dream Factory: Redefining Las Vegas Through Creativity and Impact:

The Heart Hatter Dream Factory is a collaboration redefining creativity and impact in Las Vegas, featuring avant-garde performances, immersive art experiences, and holistic wellness.

SinCityBud Haven - Elevating Cannabis Culture in Las Vegas:

SinCityBud Haven, led by Mike Kassabian, redefines the cannabis landscape in Las Vegas, offering a haven for enthusiasts and connoisseurs with premium products and immersive community events.

Cannabis-Infused Experience Tours: Elevating the Las Vegas Experience:

Create unique and immersive cannabis-infused experience tours in Las Vegas, capitalizing on the vibrant atmosphere and cannabis culture.

Ganja Giggle Guides Concierge Service: Elevate Your Vegas Experience:

Explore Las Vegas with our Ganja Giggle Guides Concierge Service, offering knowledgeable and joyful guides well-versed in the world of cannabis.



OTHER POTENTIAL CANNABIS LOUNGE IDEAS

Green Ties: Pioneering Cannabis-Friendly Weddings in Vegas:

Green Ties revolutionizes the wedding industry in Las Vegas with the first cannabis-friendly wedding experience, aligning with social equity principles.

Heroes Haven - A Unified Sanctuary for Police, Military, and Veterans:

Heroes Haven is a pioneering initiative uniting the Balanced Veterans Network (BVN) and the Balanced First Responders Foundation, creating a unified sanctuary for police officers, military personnel, and veterans.

Diosa Lounge and Escape Room Inside Area 15: Elevating Sensuality and Playfulness:

Discover Diosa, an elevated and sensual goddess lounge inside Area 15, conceived by visionaries Craig Rose, Patricc Reed, celebrating sensuality and playfulness.



CORE TEAM AND FRIENDS IN THE CITY



Craig Rose

Visionary Founder, 11:27
Promotions

Craig Rose, the visionary force behind 11:27 Promotions, spearheads the "Ascend in Vegas" initiative, redefining the Las Vegas landscape. From groundbreaking projects like Rainbow Ridge to ventures such as Ascension Pop-Up, Craig fosters personal growth and spiritual connection. His commitment to creating transformative experiences extends to the cannabis holistic wellness compound, integrating spirituality, community, and well-being.



Daisy Rose

Visionary Cultural Connector
& Luminary Founder

Daisy Rose, luminary founder of 11:27 Promotions, shapes the Ascend in Vegas team with transformative energy. From her roots as a Mexican American artist of indigenous descent to her role as the Visionary Cultural Connector, Daisy's journey defies convention. She envisions "Daisies," an upcoming cannabis brand with pre-rolls infused with manifestations, and "Diosa," a cannabis lounge embodying goddess energy. Daisy's multifaceted approach blends cultural connectivity and cannabis innovation, leaving an indelible mark on empowerment and connection.



Patricc Reed

Visionary Business Catalyst

Patricc Reed, Marine Corps Veteran and visionary business strategist, stands as a founding partner of 11:27 Promotions. Acknowledged for his role in Tony Hsieh's vision, Patricc brings a wealth of knowledge in guiding entrepreneurs and creatives. From his USMC service to creating FOR BETTER NOT WORSE (FBNW), Patricc blends fashion, social impact, and entrepreneurship. As an anti-artist artist, he has created over 1,000 pieces of art, showcasing a unique blend of creativity. Patricc's role in the cannabis industry adds a transformative dimension to the vibrant tapestry of Ascend in Vegas.

CORE TEAM AND FRIENDS IN THE CITY



Guy Rocourt

Visionary Cannabis Advocate and Industry Pioneer

Guy Rocourt, CEO of Papa & Barkley and Chief Product Officer and co-founder of Christian Cannabis, is a luminary in the cannabis industry. His two-decade journey reflects relentless advocacy for cannabis legalization and a passion for unlocking its medicinal potential. As a trailblazer in the industry, Guy's commitment extends to Las Vegas, collaborating with social equity partners. The unveiling of the "BEST" Lounge and Cannabis line signifies Guy's legacy, transcending boundaries and transforming lives.



Brandon Palma

Design Maestro & Cultural Visionary

Brandon Palma, the creative force behind 8TH DAY CREATE, stands as a visionary member of the Ascend in Vegas team. With an illustrious career in influential publications and collaborations with diverse cannabis brands, Brandon's touch is synonymous with the evolution of cannabis culture. His role as the curator of experiences, custodian of culture, and artistic soul of the movement adds a transformative touch to every Ascend in Vegas project.



Devynne Foote

Architect of Authentic Experiences

Devynne Foote, the architect of authentic experiences, emerges as a creative force in Ascend in Vegas. Her journey converges with Craig's retreat center, where over 30 members discovered a profound connection. Devynne channels her passion for authentic connections into shaping memorable moments, embodying the spirit of an architect crafting physical spaces and experiences that resonate deeply. Her collaboration with the team aligns with the ethos of Lonely Ghost, fostering genuine connections rooted in trust, spirituality, and transformative magic.

GET INVOLVED

If you are an investor interested in contributing to the future of cannabis experiences, a local business in Las Vegas seeking a partnership to make your establishment cannabis-friendly, an artist, media representative, legal professional, mentor, or someone with unique skills and insights to offer, we invite you to be part of this transformative journey. Your support is not just an investment; it's a commitment to shaping the landscape of cannabis consumption in Las Vegas and beyond. Together, we can redefine hospitality, wellness, and community engagement.



GET INVOLVED



CONTACT US



Craig@asendinvegas.com



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CONCLUSION

Embark on an extraordinary journey with Ascend in Vegas, where expertise meets commitment to redefine the cannabis landscape. Our core team, with diverse skills and unwavering dedication, invites you to be a part of transformative ventures that celebrate social equity, cultural richness, and holistic well-being. Thank you for joining us on this visionary ride.

Together, We Ascend.

