

The Somerville Cannabiz Collaborative, LLC.

The Harvest Club, LLC.

Somerville Adult-Use Retail Application

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Appendix A Includes:

255 Elm:

- Elevation, Fire Alarm and Fire Protection Narrative, Floor Plan, Mechanical and Electrical Narrative, Security Plan, Parking Memo

Standard Operating Procedures:

- HR, Marketing, Operations, Security

The Harvest Club Roots Program

Application of Intent

The Somerville Cannabiz Collaborative and The Harvest Club (together known as “The Collaborative” or “TC”), respectfully offer this narrative, application, and supporting materials to the Selection Committee of the City of Somerville. After careful examination of the requirements set forth by the city of Somerville, this application will demonstrate how TC will consistently meet our obligations to the community. We have made every effort to design a facility that meets or exceeds all safety, security and building requirements. We will build a dispensary that upholds the character of Somerville and enhances the lives of its customers, neighbors and community. The Collaborative will establish a dispensary that will:

- Offer Somerville’s residents a unique ownership opportunity,
- Be a true reflection of our community and social-equity in action,
- Enhance and build art awareness,
- Create an innovative and collaborative work space,
- Employ exceptionally trained staff consisting of Somerville residents,
- Be completely transparent to local government,
- Protect the safety and health of the most vulnerable members of our community.

The Collaborative submits this application with the hope of receiving a Host Community Agreement with the City of Somerville for adult-use retail sales at 255 Elm St, Somerville. Once a Host Community Agreement is received, The Collaborative will seek a special permit from the Zoning Board of Appeals and/or Planning Board, and an adult-use retail license from the Licensing Commission. Upon receipt of a host agreement and city licensing, The Collaborative will also apply to the Massachusetts Cannabis Control Commission (CCC) for an adult-use retail license at this location.

About The Collaborative

The adult-use marijuana dispensary will have a minimum of 50% ownership stake by Somerville residents. The Collaborative will offer low minimum investment restriction ownership lots to Somerville residents under MA Crowd-Funding Exemption 950 CMR 14.402(B)(13)(o) and in compliance with the requirements of §3(a)(11) of the Securities Act of 1933 (15 U.S.C. §77c(a)(11)) and S.E.C. Rule 147 (17 C.F.R. 230.147).

With the low investment threshold allowed under this exemption, we will be able to offer this opportunity to a larger population of Somerville residents. Low minimum investment restrictions have been shown to drive wider participation in ownership and civic engagement and offer a wider economic group the chance to build real wealth through ownership participation.

Currently only very wealthy entities, or individuals, have been able to benefit from the boom of marijuana investment.

We will be the first dispensary locally owned by a collaborative of residents of the Host Community. We will offer a chance for Somerville residents, of varying economic means, to capture a piece of this boom and participate in an unprecedented opportunity. The Collaborative will gather a diverse and talented group of Somerville residents to join us as both owners, employees and customers. Our Board of Directors/Managers (?) will be chosen from our owners and community leaders and will oversee and assure the ideals and mission of our collaborative are upheld and practiced. We envision this store as a true local owned and operated center for business, civic, arts, and community pride.

About Somerville Cannabiz Collaborative

A well run cannabis company requires a diverse team with a wide range of specialties and a powerful community of owners. The Collaborative team includes retail, real estate, financial, construction, marketing and design experts. Our unique ownership model will also tap the diverse talents of the Somerville community. By offering ownership and voice to Somerville citizens, we will create a truly unique local dispensary. Our business will be a reflection of the community we serve and will always support Somerville's efforts to expand awareness and inclusion.

About The Harvest Club

The Harvest Club is an organization that provides a wealth of knowledge, experience and resources to Economic Empowerment and Social Equity groups seeking entry into the cannabis industry. The Harvest Club's goal is to partner with social-equity groups in MA and allow members of underserved and marginalized communities to share in the success of an Adult-Use Marijuana dispensary. The core values of The Harvest Club are:

- **Social-Equity:** Balancing economic and social issues to bring fairness to the industry.
- **Community:** Being a source of pride and income for residents and a change agent focused on improving the community we serve.
- **Compassion:** Serving our customers professionally with sensitivity to meet their needs in a clean and secure environment.
- **Education:** Providing facts to help people understand the responsible and effective use of cannabis.

The Harvest Club has created a program, The Harvest Club Roots, to assist Economic Empowerment applicants and businesses with the daunting process of building a cannabis business. The Harvest Club provides assistance to EE Applicants and Individuals from application process, securing real estate, entity structuring, financing, wholesale product

purchases and beyond. The Harvest Club's first relationship, The Western Front LLC, is on track to be the first minority owned and operated dispensary in MA. The Collaborative will function as both a resource and a model for this program and has been designed with the ideals and mission of The Harvest Club and its owners and investors. A copy of The Harvest Club's Roots program is attached to this application. The Roots Program includes:

- Lines of credit for initial products and inventory.
- Product research and development assistance.
- Real-estate holding cost and construction financing.
- Application, legal and administrative assistance.
- Establishing cannabis operations with small budgets
- Collaborating with communities in responsible ways.

About the Dispensary at 255 Elm Street, Somerville

The Collaborative's goal is to offer reliable and safe adult-use marijuana products for the greater Somerville community. Our investment in Somerville will extend well beyond the retail business. We will support charitable organizations and embrace the arts and culture that make Somerville such a unique and important city.

Our products will come from Massachusetts CCC-licensed cultivators and manufacturers. Our pre-existing relationships with established wholesalers means we will have immediate access to the highest quality products and partners. The Collaborative will always seek to expand and adapt our offerings to meet the ever changing consumer demands, security and safety regulations. We will be constantly innovating and expanding our offerings to provide customers with the best and safest products available.

The Collaborative's dispensary will not just be a retail environment for cannabis sales, but will seek to embrace and evolve into the local business and community. Our unique ownership model means we will immediately, upon opening, have a large and passionate customer base with true connection to the community. Our embracement of the arts and culture of Somerville will set us apart from the many other potential retail adult use cannabis dispensaries in the area. We believe this location could become one of the preeminent cannabis businesses in the area and state. Davis Square is a hub for ideas, culture and society and we will be a complete and genuine reflection of those values and gathered ideals. Quality, service and compassion will be our guiding principles and safety, service and success our focus.

See **Appendix A** for standard operating procedures relating to security and compliance.

Management and Operations Profiles

The diverse team leading The Collaborative has had great success in Massachusetts and beyond. Together we have raised and deployed millions of dollars and always used investment capital to bring equality and change to the industry.

Alexander Coon, Managing Member, Somerville Cannabiz Collaborative, LLC:

Alex has a lifelong connection to Somerville. In 2007, Alex moved to Somerville from Boston when he took the position as the first East Coast executive for Redfin.com. He purchased his current home and then quickly sought to bring Redfin's operations to Somerville. Alex knew that with Redfin's technology based model, combined with the explosion of like-minded and driven individuals in Somerville, there could be no better place to build. From 2007 to 2016 Alex grew, built and oversaw all Redfin's operations in the North East. Additionally, Alex oversaw the construction of 7 different offices and markets and managed as many as 300 employees from 35 Medford St. The unique blend of employee agents, technology and measurable customer service took off in Somerville and eventually across the nation and Redfin became a Publicly traded company in 2017. The Redfin Somerville office was the highest decorated market for customer service and satisfaction and remains to this day one of the tent poles of the Redfin.com business. Alex takes great pride in not only having built and helped drive the explosive success of Redfin, but to have deeply contributed to its culture and the work they did within the local communities. He spearheaded community outreach activities and set a standard for volunteerism and activism that continues company wide to this day.

Upon leaving Redfin Alex started a real estate administrative services company and also opened his own local brokerage The Dory Group serving the greater Boston area. Alex is an advisor or sits on the board of numerous start up companies and is the owner in a number of local companies including Sound Check Studios a music rehearsal space and venue on the south shore which was built with the express goal of fostering local music acts and community. Alex first encountered the cannabis business through consulting work with Cannakorp as they built the first pod based vaporizer which was developed by a local group of former Keurig executives. It was there that he realized the enormous potential for companies in this exciting new space, to do good and do well. The ability to work within an industry where there is actual ample capital and resources to create many levels of good paying and stable jobs is extremely rare and rewarding. As a consultant Alex has worked with many major capital investment firms and is considered a sector expert on real estate and tech based business models.

Alex is also a recognized sculptor and maker and has been a member of SAC and participated many times in the Somerville Open Studios. He has had his work featured in numerous local and national galleries and restaurants. He is also an avid live music fan and has helped manage and produce a number of local live acts and projects over the years. In what free time

Alex has, he spends with his wife and two children, who attend the Kennedy Elementary School, enjoying the parks, bike paths and playgrounds of Somerville.

Chris Vining, Managing Member, The Harvest Club, LLC:

Chris Vining serves as Managing Member of The Harvest Club, LLC. Chris has held multiple management positions in the healthcare services industry. At First-Call Medical, Chris held the position of Service Manager overseeing over 20 staff dedicated to identifying cardiac abnormalities within diverse populations. Chris implemented new technologies at First-Call Medical to ensure efficiency, and worked closely with leading cardiologists to ensure customer care was always a top priority. After leaving First-Call Medical, Chris joined a medical technology company called par8o. In his role at par8o, Chris managed national day-to-day operations for healthcare organizations operating on the par8o platform.

Chris is a graduate of the University of Maryland's School of Agricultural and Natural Resources. Chris focused his studies on farm management, finance and market utilization.

Chris currently lives in Andover, MA where he has coached baseball and served the community through volunteer efforts. Chris Vining's partner has been a Somerville resident for over 10 years, and he will reside in Somerville after receiving approval from this board.

Andrew C. Matses, Senior Architectural and Design Advisor

Andrew Matses is an established leader in the field of cannabis related construction services. Andrew has proven himself through numerous projects in the field, while having an intimate understanding of the procedures and guidelines of the industry, within Massachusetts. He has been fortunate enough to develop first-hand, personal relationship with some of the most significant players in the cannabis industry. Through Andrew's knowledge and experience, we are confident in the success of The Collaborative's design and construction at 255 Elm Street.

LOCATION - Davis Square: 255 Elm Street, Somerville, MA

Davis Square is a vibrant neighborhood that has historically been the center of Somerville's cultural, commercial and social services industry. Our establishment will be consistent with both the established and emerging character of the neighborhood. Moreover, the retail space will occupy approximately 4500 sf. The facility will be equipped, after build-out, with a reception and admittance area to prevent customers from loitering outside the facility (which will be strongly discouraged). Upon entry, customers will pass through a secure vestibule into a waiting area which will allow customers to be inside the facility while being educated about the products, prior to entering the sales area where transactions take place. Educational and instructional materials will be available and disseminated along with information about restrictions on public

consumption, dosage, abuse and resources for help. In addition our walls and spaces will prominently feature local arts and artisans work. We will commission local artists/crafts people to build and design our display and showcase spaces and whenever possible draw from our unique community to enrich our establishment and provide work for local artists and creators.

We were one of a handful of groups that chose to pursue, what we believe is, the premier location in Davis Square. The concept of community involvement, combined with our experience in the cannabis industry, allowed The Collaborative to secure a Letter of Intent for 255 Elm Street. We can think of no better location in the entire state to build this type of business and ownership structure.

Davis Square has been at the center of the incredible growth and success of Somerville as both a city and an ideal. Davis Square is a thriving community of long time locals, newly imported talent and a rich history of diversity and arts. The chance to build this new concept, within a rapidly evolving industry, in a diverse location like Davis Square may only come around once in a lifetime. We have considered many of the local business factors required for success and believe Davis Square to be the best possible place to locate our venture.

Security Focused Design

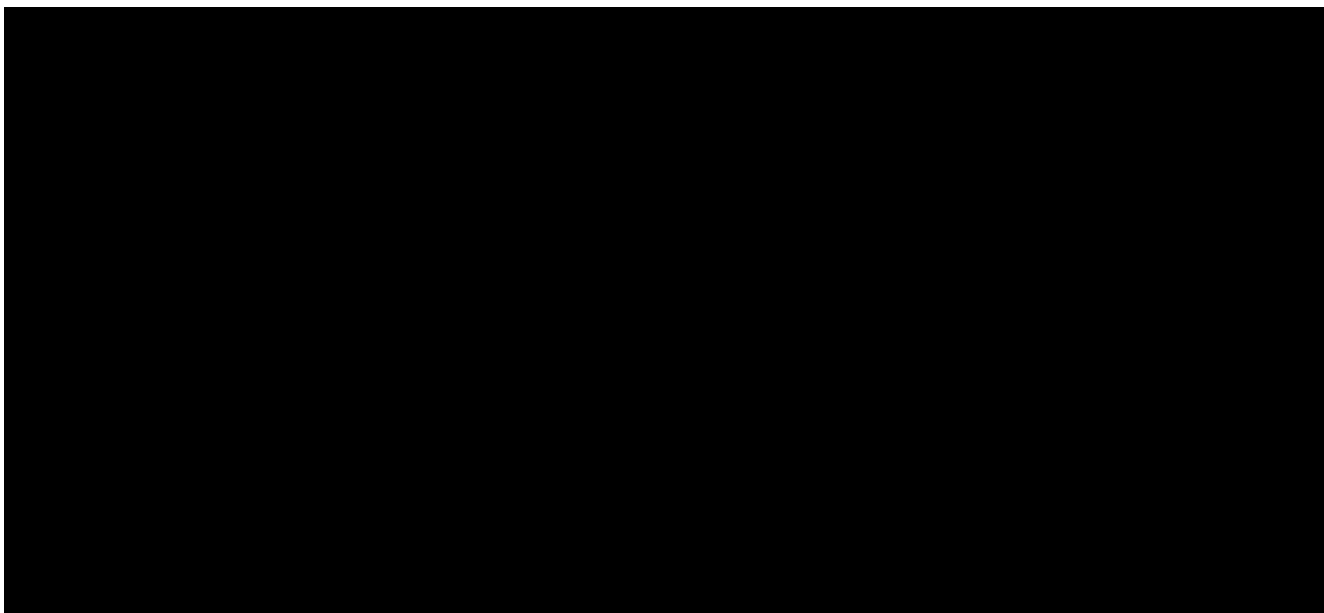
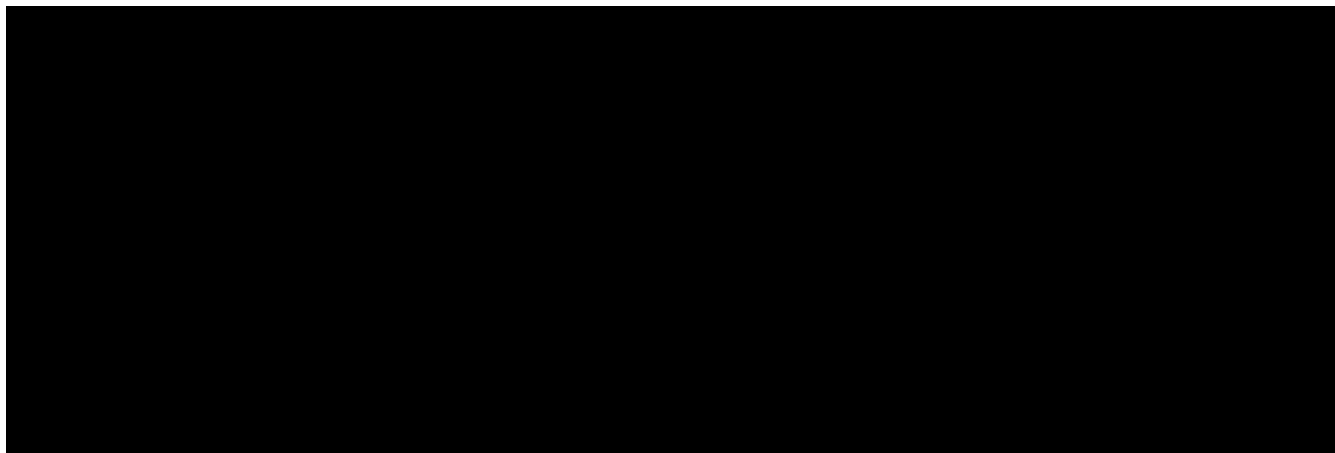
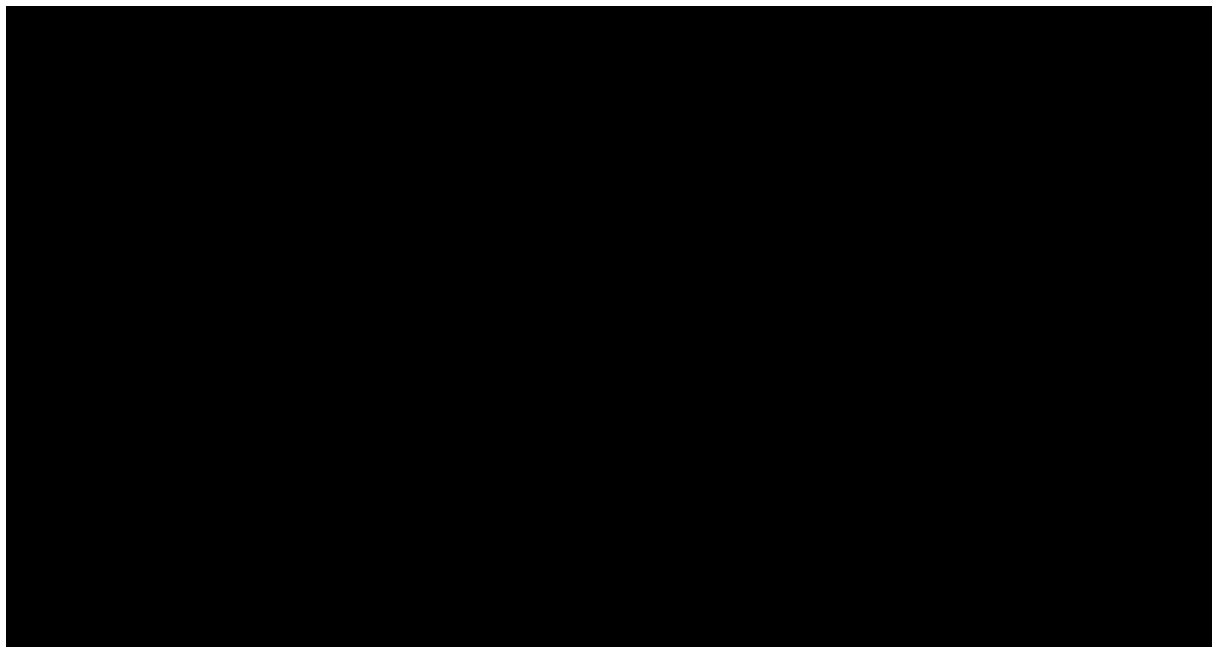
The security plan was designed by an expert security firm with experience designing solutions for highly secure industries including banks, healthcare and the cannabis industry.

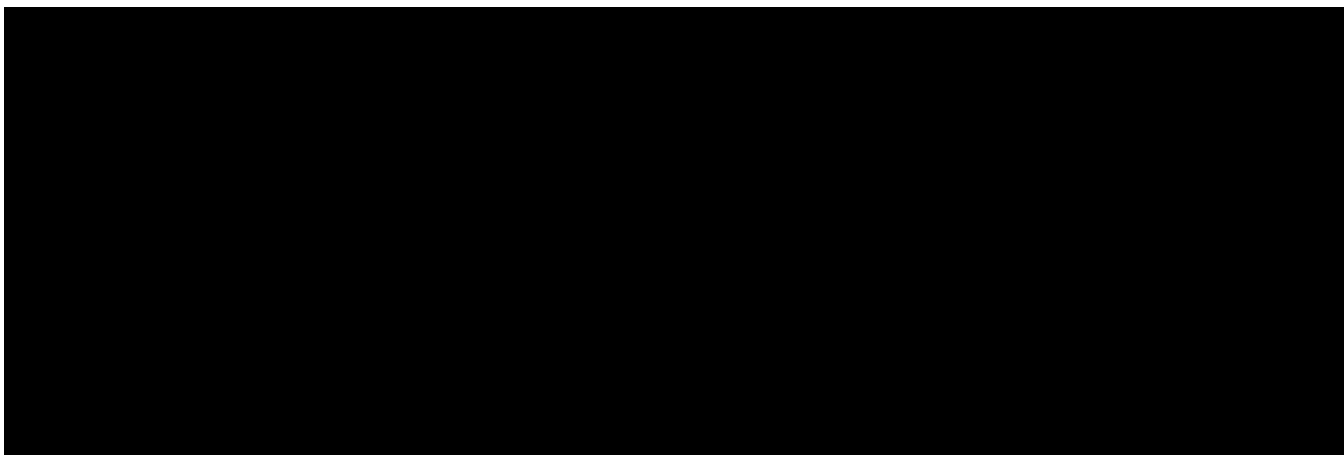
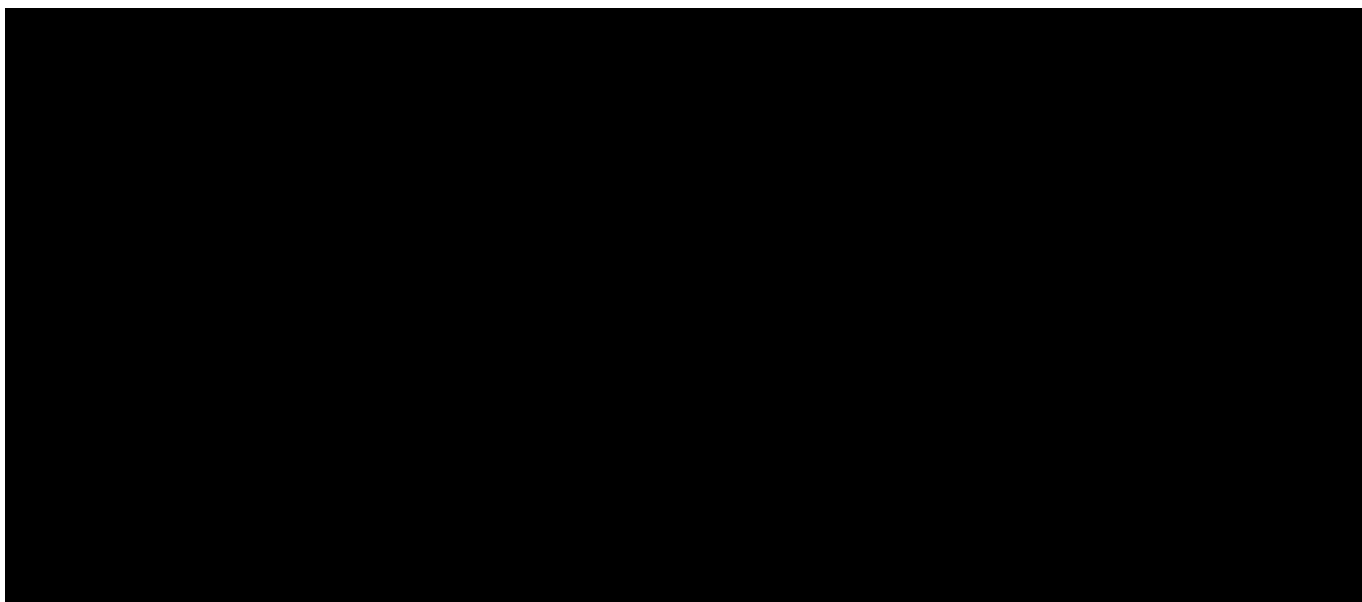
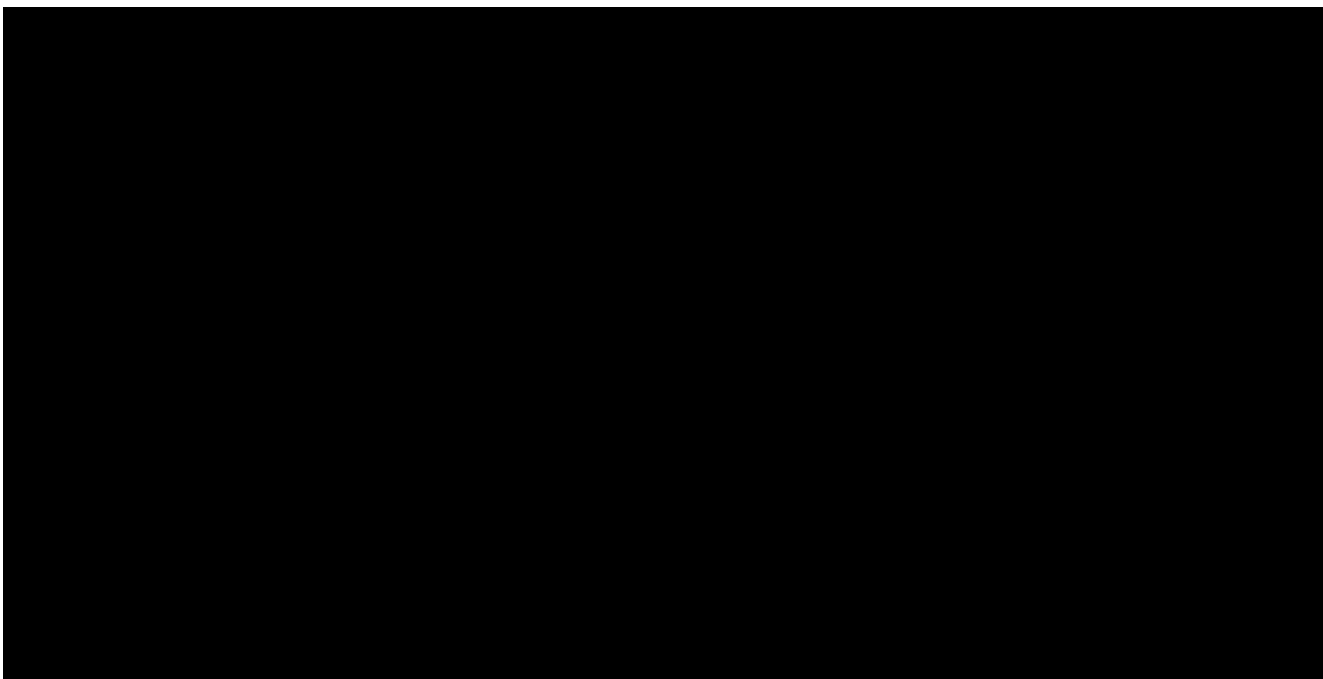
The proposed Floor Plan Description entails a comprehensive overview of the design and layout of the site. This includes a description of all retail, dispensing, and storage areas. The narrative includes a comprehensive description of security and alarm systems including perimeter alarms, failure notification systems, duress alarms, video camera locations, door lock locations, vault locations, etc.

Security Features:

Please see full Security Plan located in Appendix A







Renovation Details:

The Collaborative's proposed cannabis dispensary is located on the ground level of the three-story Gorin Building at 255 Elm Street in Somerville MA. The existing retail space features a pedestrian scale storefront system with a center entrance. The storefront to either side of the main entrance will be repurposed into a rotating display of local art. New signage will be provided in the existing sign band above the entry.

The new first-floor retail dispensing area will include:

- An entry vestibule where customers will demonstrate they are allowed entry by the Cannabis Control Commission (CCC) regulations in order to gain access to the facility, or are age 21 or over and not otherwise prohibited from entry;
- A reception/waiting area;
- Handicapped accessible toilet facilities;
- Community Education Center;
- A customer consultation area with seating;
- A sales and transaction area;
- A dispensing area;
- A packaged products fulfillment area that is separate and secure from the dispensing area where customer orders will be filled. Products will be packaged in childproof containers and labeled with important health and safety information.
- Secured vault and IT room;
- The build out will also include the construction of a secure storage area, office, conference room and staff break room.
- The 255 Elm Street site will not conduct any activities related to marijuana cultivation or product manufacturing.

Fire Alarm and Fire Protection

See full Fire Alarm and Fire Protection Narrative located in **Appendix A**

Summary

The existing tenant space will be renovated into a new marijuana dispensary. The tenant space is located on the first floor and will have full fire protection and fire alarm coverage.

Occupancy

Type of Occupancy: M Occupancy Load: ~50 Square Foot Building or Tenant Space:
 4,960+/- Building Height: +/-40'-0" Floors above grade: 3 Floors below grade: 1
 Construction types: Existing Building, wood and steel construction Hazardous
 materials storage: No Hazard type: None Storage over 12 ft.: None Site Access: front
 and rear access

Designer:

CSI Engineering LLC, is responsible for tenant fit-out design of Fire Alarm System. CSI Engineering LLC, will perform a final inspection and sign-off. CSI Engineering LLC, shall review the installation and shall certify that the installation complies with the contract documents and applicable codes.

Design:

The design was based on applicable sections of 780 CMR Massachusetts State Building Code (latest edition), applicable provisions of NFPA 1, 13, 24, 25, 72, 90A 92A and 101, applicable sections of 527 CMR and 527 CMR 12, Applicable sections of 521 CMR, and other local state & federal laws as applicable.

Mechanical Narrative:

The proposed tenant space will be serviced by a series of heat pump units to service the heating and air conditioning and ventilation. All mechanical systems will be designed per the 2015 International Building Code.

Electrical Narrative:

The existing electrical service is 400A 208V/120 three phase four wire. The service enters the building at a 400A disconnect switch ahead of a CL20 utility meter and CT cabinet. The service feeds two 225A 208V/120 three phase four wire (24) pole GE panelboards. The existing panelboards are in good shape and can be reused.

The existing lighting in the space is mainly by compact fluorescent parabolic light fixtures and strip lighting fixtures. Lighting in the space is controlled via timeclock and wall switches. The existing lighting fixtures are not energy efficient and should be replaced with new energy efficient LED lighting.

Operations

From inception to design our focus has been on both security and creating community while providing a comforting environment. The Collaborative will be an organic and well tended brand and ideal. The highest quality, local (by law) products delivered in a welcoming and unique atmosphere. By working with experienced design and construction firms, we will make certain

our store that will have been thoroughly designed, engineered and constructed. We intend to make our community of investors and customers proud, comfortable and secure. The mission of our establishment and culture will be clearly stated throughout the store as well as on all of our materials.

We intend to proudly and constantly project our unique ownership model and mission to the wider community in every endeavor. These projects, from product packaging to customer experience, will fully embrace the local arts and culture. Community, customers and employees are the most important actors in any successful venture. Rigorous and constant training, combined with advancement opportunities, will allow us to build a personally invested work culture and customer base. We have already built relationships with the best-in-class training companies, and will use the skills and accumulated operations knowledge to have the most prepared and informed workforce. Since we will be hiring a large number of local residents, our in house training space will help us educate the diverse workforce we will employ. We have designated this space in our facility to directly fulfill the needs of our significant staffing goals. This training space will also increase our ability to run larger programs offering training and education to individuals seeking entrance into the cannabis industry. In addition to our large training and education space we will create two distinct waiting areas and overflow spaces to ensure we never have a line or people congregating outside of our facility.

Standard Operating Procedures for Operations, Security, Marketing and Human Resources are included within **Appendix A**

Hours of Operations

- Proposed hours of operation: Monday – Sunday: 9:00 a.m. – 9:00 p.m.
- The Collaborative proposes to commence adult-use retail sales with limited hours (Mon – Sun: 11:00 a.m. – 8:00 p.m.). During limited hours:
 - Appointment-only scheduling for a limited time, and
 - Foot traffic and parking mitigation procedures until traffic normalizes to reduce stress on neighbors and the local community.

Types of Products to be Sold

The Collaborative's exceptionally trained staff will use the latest and safest methods to help customers choose appropriate products made in compliance with applicable provisions of 935 CMR 500.150. These products will include:

- a. Flower products: a full spectrum of varied potency flower will be offered in indica, sativa, hybrid, and CBD-dominant strains to meet consumer demand.

- b. Marijuana-infused Products (MIPs) will be sold in many varieties. Please note that all products are not designed or shaped in ways that attract children:
 - i. Edibles: Candy, mints, chocolate, fruit chews, lozenges, baked goods and snacks, honey, peanut butter, hazelnut spread, cooking oils, etc.
 - ii. Topical products: salves, lotions, lip balms, patches, etc.
 - iii. Sublingually administrable products: tinctures, dissolvable strips, etc.
 - iv. Concentrate products: rosin, oil, wax, shatter, distillate, live resin, etc.
 - v. Accessories and Implements of Usage: pipes, vaporizers, papers, grinders, etc.

All products for sale will be lab tested, safe, and effective. Many various delivery methods will provide alternatives to combusting or vaporizing flower which have many benefits with few, if any, negative side effects. All prepared foods will contain wholesome ingredients. Additionally, all marijuana products will not exceed the potency levels as prescribed by 935 CMR 500.150(4). We will package and label our MIPs resembling a typical food or beverage product as required by M.G.L. c. 94G § 4(a¹/₂)(xxvi) and 935 CMR 500.105(5) and (6). In accordance with 935 CMR 500.150(1)(b), The Collaborative will not manufacture or sell edibles in the shapes of humans, animals or fruit or in shapes that bear the likeness or contain characteristics of a realistic or fictional human, animal, or fruit, including artistic, caricature, or cartoon renderings.

We will follow CCC and Department of Health standards and guidelines for Wholesale Food Labeling, as well as, all Commonwealth of MA statutory requirements, including Good Manufacturing Practices for Food and the certification requirements for food handlers. TC will ensure that all the equipment and processes that it uses to produce marijuana products comply with 935 CMR 500.130(3).

Operations Timeline

The Collaborative expects to meet the following milestones in the timeframes listed below:

- Will submit Adult-use retail license application to CCC: Upon receipt of Host Community Agreement with the City of Somerville: estimated 3 months
- Provisional license granted: estimated 3 months after HCA received
- Special Permit/site plan review: estimated 6 months after HCA received
- Construction start: immediately upon receipt of building permit
- Construction complete: 3 months after construction begins
- First day of retail sales: 3 days after receipt of Final Certificate of Registration with the CCC

Timeline Narrative

TC will not seek to build an adult-use marijuana establishment without going through the process established by the city in order to allow community input. Should the Somerville

Selection Committee choose to grant a Host Community Agreement with the City of Somerville our next step is to apply for a Provisional Certificate of Registration (PCR) from the Massachusetts Cannabis Control Commission (CCC). At the same time, TC will seek a special permit amendment for 255 Elm St to allow the new use at this location. Once a special permit amendment has been issued, TC will seek to obtain building permits from the City to begin construction and renovations of the proposed space. Additionally, TC will seek a dispensary license from the Somerville Licensing Commission. If all goes according to plan, we anticipate that The Collaborative could be ready to open for adult-use retail sales at 255 Elm St as early as January 2020.

Traffic and Parking Plans

The Collaborative will commission a Traffic and Parking Study by Design Consultants, Inc., a Somerville company. Please see overview memo in **Appendix A**. This plan will include:

1. Employee public transit subsidies to encourage the use of public transportation
2. We will propose adding additional bicycle storage units outside of the store per the city's guidelines and permissions and will have in store bike storage for our employees.
3. Police details for at least the first week of adult-use sales; and as-needed for a limited time determined by risk assessments and needs.
4. Appointment only (adult-use only); for the first week and will continue for a limited time
5. We are exploring the implementation of a Virtual Line App.
6. Posting of public transportation data on our website and in-store.

Despite the alarming reporting of the traffic and lines at the opening of the first two adult-use dispensaries in western MA, there are now twelve adult-use dispensaries open for business in MA and several are relatively nearby: Brookline, Salem, Lowell, Hudson, and others. Dispensaries opened beyond the first few have not experienced the same traffic and congestion issues. Several began with appointment-only models which were quickly abandoned due to lack of necessity.

Since our proposed property is within the Somerville Central Business District our customers and employees will have numerous commuter and parking options. We fully expect a majority of our clients and employees will be traveling to our location by rail, bus, foot, ride-share car or human powered wheeled vehicle. We will embrace and foster these modes of transport and provide interior bike storage to our employees and will subsidize a portion of their MBTA cards. Our waiting area will feature information and transportation options to our facility and will also be featured prominently on our website and materials. We encourage and practice low carbon emissions commuting and will feature bike safety and responsible ownership and operating guidelines, in posters and information inside our facility. It is just as irresponsible to ride a bicycle under the influence of Cannabis as it is a motor vehicle. We will make sure this is

understood by our staff and customers and will seek to project that message beyond our walls through working with a local CAB or arts organizations. Don't bike high, you could die.

Additionally there are taxi zones outside of our front door and bike share options within a few feet. Two Redline T stops are a few minutes walk and numerous bus routes and stops are nearby as well. We have specifically chosen this location for its foot traffic and proximity to multiple and often cutting edge commuting and transportation options.

Davis Square has numerous nearby public parking lots and metered street parking on Elm St as well. We will encourage our local employees and customers, as well as ones traveling from other communities, to commute by rail or foot. We do not want our staff or customers to effect the already busy parking areas. We will encourage travel by public transit by subsidizing the cost of MBTA cards as part of their employment and provide ample storage for their bicycles and other modes of green transport.

Traffic generated and patterns of access or egress will not cause congestion, hazard, or substantial change in the established neighborhood character. We have designed two distinct waiting areas within our store as well as overspill options to ensure there is never a line or congestion outside of our business. Customers will quickly enter and exit our facility and our ample wall and display space will give us many options for awareness and safety.

Plan for Positive Impact

Cannabis prohibition has had a shamefully disproportionate impact on specific communities. As the industry evolves in Massachusetts, The Collaborative has embraced a responsibility to make a positive contribution; not only to our host community of Somerville, but also to communities that have been disproportionately impacted by cannabis prohibition and the war on drugs.

The Collaborative will pay 3% of revenues to the City of Somerville's Department of Health and Human Services for drug education and treatment programs. We are also pleased to dedicate additional funds to Somerville nonprofits that support the community we serve. Despite the fact that 3% of revenues is a significant sum, it is not enough to merely write a check. The Collaborative and its management team is fully committed to ensuring we maintain positive contributions to areas of disproportionate impact as defined by the Commission: past or present residents of geographic areas of disproportionate impact (or ADIs) which have been defined by the Commission and identified in its *Guidance for Identifying Areas of Disproportionate Impact*. To meet this goal we have implemented the following plan. The plan details The Collaborative's strategy to ensure compliance with regulations and to ensure that its business creates positive and lasting impact on the communities in which we serve. We will also look beyond Somerville, to communities that have been disproportionately and unfairly impacted by past cannabis prohibition.

In support of this mission we will create or pair with a Community Advisory Board (CAB) which is made up of local nonprofits, neighbors, local business owners and other key community stakeholders. CAB member nonprofit organizations that serve the community and will help us to accomplish these goals include: *East Somerville and Union Square Main Streets*, *The Welcome Project*, *Somerville Homeless Coalition/Project Soup*, *Somerville Arts Council*, *Somerville Community Access Television*, *Teen Empowerment*, and *Groundwork Somerville*. These groups will help us create a mutually beneficial support system and guide us to be the best possible neighbor and community member. The Collaborative will donate \$5,000 to these member nonprofits to allocate to City causes. More funds will be allocated to CAB member nonprofits as revenues increase and we approach profitability.

TC will engage initiatives tailored to positively impact populations falling within areas of disproportionate impact:

- Past or present residents of the geographic areas of disproportionate impact,
- Commission-designated Economic Empowerment Priority applicants,
- Commission-designated Social Equity Program participants,
- Massachusetts residents who have past drug convictions, and/or Massachusetts residents with parents or spouses who have drug convictions.

TC will serve these communities in many ways beyond financial donations. In our on-site training facility, TC will offer workshops to help people:

- Find careers
- Offer industry-specific job training resources including:
 - Interviewing skills
 - Resume workshops
 - Financial literacy
 - Criminal record (CORI) expungement clinics,
 - Assisting with applications and other pertinent information deemed useful for the aforementioned populations.

While Somerville is not a CCC-designated ADI, it is home to many people that have been disproportionately impacted by cannabis prohibition.

The Harvest Club has created a program called The Harvest Club Roots to assist Economic Empowerment Applicants with:

- Application process
- Securing real estate
- Entity structuring
- Financing
- Wholesale product purchases and beyond.

TC will be a resource to assist and to help with our experience, connections and passion. We have attached a copy of our Roots program to this application as well.

The Collaborative will continue to give hiring preference to Somerville residents and depending on the available lots of shares offer participation to our local resident employees. TC will also give hiring preference to individuals that fall under the Commission's definition of disproportionately impacted individuals; Massachusetts residents who have past drug convictions, and Massachusetts residents with parents or spouses who have drug convictions. Hiring preference will be ongoing for all positions.

TC will make rigorous efforts to advertise job openings in the areas of Somerville more economically disadvantaged as well as ensure that advertisements are published in Spanish, Portuguese, and Creole. TC will hire individuals formerly incarcerated for marijuana offences as well as commit to using best efforts and all available resources to employ at least 30% of their staff that fall under any of the following categories:

- Somerville residents of African American decent
- Somerville residents of Latino descent
- Somerville resident veterans
- State-approved Economic Empowerment Applicants
- Individuals formerly incarcerated for a marijuana offence

The Collaborative will Achieve the Goal of Positive Community Impact by:

1. Supporting Somerville nonprofit organizations with both philanthropic capital and volunteer services, which The Collaborative will pay its employees to participate in;
2. Assisting communities of disproportionate impact with education, capital and resources;
3. An active Community Advisory Board: donations of time, capital and resources to the Board
4. Reducing barriers to entry in the commercial adult-use cannabis industry by providing mentoring, professional, and technical services for individuals and businesses facing systemic barriers;
5. Promoting sustainable, socially and economically reparative practices in the cannabis industry in Massachusetts.

The Collaborative's Positive Impact Programs include:

1. Hiring preference for Somerville residents and those living in ADIs;
2. Unique Ownership model that ensure participation of a diverse group of Somerville resident owners and employees.
3. TC will host revenue-sharing events in which we partner with local nonprofits who will receive a percentage of sales for the event. These retail sales events will be held at our location in Somerville at least two times per year for the benefit of local charitable

organizations. We will make a \$500 minimum donation to the charity per event regardless.

4. TC will host job training events to help Somerville residents with industry-specific job training. These events will be held in our training and education center and be a regular event in our schedule. Our goal is to help residents find meaningful employment in the cannabis industry with TC or any other organization. We are passionate about the opportunity this industry is affording in job creation and career building. Our store and this industry represents the chance for many people to redefine their paths and goals and enrich our industry and community. We will use the most qualified and capable vendors to ensure we provide access to the latest skills, trends and opportunities and build our own programs that reflect our ideals and experience.

The Collaborative will Implemented Goal Measurement Metrics to Ensure That We Meet Our Hiring Goals:

1. Number of employees hired, retained, and/or promoted from Somerville;
2. Number of employees hired, retained, and/or promoted from areas of disproportionate impact;
3. Number and subject matter of trainings offered and performed, and to whom;
4. Specific financial data and/or employee hours showing donations;
5. Number of individuals participating in and benefitting from our educational initiatives, training, volunteerism, and other initiatives;
6. Number and types of employment positions created;
7. Number and types of employment positions placed in the cannabis industry;

Plan to Positively Impact Wellness

The Collaborative feels strongly about its responsibility to educate our staff, customers, and the community about cannabis as a health issue and a holistic alternative therapy. TC will take seriously the role of educating all concerned individuals and groups on the plant's effect on the human endocannabinoid system and wellbeing of one's health. We strongly support all therapeutic alternatives including cannabis that are not abusive to one's health, family, and welfare of the community. We anticipate partnering with local Somerville groups that foster wellness, mindfulness, exercise, and other healthy activities. We will prominently display health concerns and potential issues in our waiting areas and education center and actively seek to educate and inform our customers and employees on wellness and health information.

Diversity Plan

The Collaborative will be an Equal Opportunity Employer and will not tolerate unlawful discrimination in its employment practices. No question on our application will be used for the purpose of limiting or excluding an applicant from consideration for employment on the basis of his or her race, religion, color, sex (including pregnancy), age, ancestry, national origin, disability, sexual orientation, gender identity, military status, genetic information, or any other protected status under applicable federal, state, or local law.

The Collaborative will make reasonable accommodations for qualified individuals with known disabilities, unless doing so would result in an undue hardship. This policy governs all aspects of employment, including, but not limited to, selection, job assignment, compensation, discipline, termination, and access to benefits and training.

We are committed to equal opportunity in all aspects of employment, including, but not limited to:

- Hiring
- Promotion
- Salary
- Benefits
- Other terms and conditions of employment and discharge

The Collaborative's Employment Goals:

The Collaborative will always market job openings in Somerville's more economically disadvantaged areas. We will also ensure that advertisements are published in Spanish, Portuguese, and Creole. The Collaborative will commit to using all available resources to meet a goal of 50% of staff that fall under the following categories:

- Somerville residents of African American descent
- Somerville residents of Latino descent
- Somerville resident veterans
- Somerville resident
- State-approved Economic Empowerment Applicants
- Qualifying, but not state approved, Economic Empowerment applicants
- Individuals formerly incarcerated for a marijuana offence

Under our proposed plan, we will have approximately 30 employees total for adult-use operations. With our hiring preference for Somerville residents, combined with The Collaborative's strong wages and civic involvement, we anticipate the number of Somerville residents will grow as we expand.

Proposed Employment Goals: Total employees working in our Somerville store: 30

- Total Somerville residents working in our Somerville store: 15 of 30 (50%)
- Our goal is to include the following groups when staffing the location:
 - Minority
 - Female
 - Veterans
 - LGBTQ+
 - Employees living in Areas of Disproportionate Impact

Wages and Benefits:

- Minimum wages for The Collaborative's retail employees is \$15.00/hour for reception and \$20/hour for customer advocates. This is based on expected earnings of over \$40,000/year for a full-time employee. All employees are expected to work 40 hours per week. Overtime is available on a limited basis as needed.
 - Starting salaries for Managers and Senior Managers will be above the normal compensation for similar positions in unrelated fields.
- The Collaborative will make significant contributions to health insurance premiums for all employees.
- The Collaborative will also provide optional dental insurance.
- The Collaborative will have at least two employee appreciation events per year.
- We will provide training for upward mobility and make every effort to hire from within.

Employee Training

The Collaborative, Inc. ("TC") will assure personnel policies meet or exceed all Cannabis Control Commission regulations per 935 CMR 500.

TC will apply for agent registration with the CCC for all of our board members, directors, employees, executives, managers and associates. Each individual determined to be suitable for registration will be issued an agent registration card. Registration cards are required to be visibly displayed at all times when individuals are on TC facility property or transporting marijuana product. All such individuals will be:

- 21 years of age or older,
- Have not been convicted of an offense in the Commonwealth involving the distribution of controlled substances to minors,
- Violation of the laws of another state, the United States or foreign jurisdiction, or a military, territorial, or Native American tribal authority; and be determined suitable for registration consistent with the provisions of 935 CMR 500.800 and 935 CMR 500.802.

Personnel Policies will be given to each individual upon hiring. Policies include, but are not limited to:

- Limitations on associated individuals' authorization to cultivate, harvest, prepare, package, possess, transport, and dispense marijuana in the Commonwealth,

- Equal opportunity employer policy,
- Freedom from harassment and discrimination policy,
- Sexual harassment prevention policy,
- American with disabilities act and state laws equivalents,
- Open door policy,
- Alcohol, smoke and Drug-free workplace policy,
- Health Insurance Portability and Accountability Act of 1996,
- Electronic communications media use policy,
- Social media policy,
- Severe weather and emergency conditions policy,
- How confidential information is maintained,
- Immediate dismissal of any marijuana establishment agent who has:
 - Diverted marijuana, which shall be reported to law enforcement officials and to the Commission;
 - Engaged in unsafe practices with regard to the operation of the Marijuana Establishment, which shall be reported to the Commission;
 - Or been convicted or entered a guilty plea, pleas of *nolo contendere*, or admission to sufficient facts of a felony drug offense involving distribution to a minor in the Commonwealth, or a like violation of the laws of another state, the United States or a foreign jurisdiction, or a military, territorial, or Native American tribal authority.

Employee Qualifications and Training

Pursuant to 935 CMR 500.105(2)(a) The Collaborative will ensure all dispensary agents complete Orientation training prior to performing job functions. Training will be tailored to the employee's role, responsibilities of the job function and all standard operating procedures (SOPs are included in the Appendices). Dispensary agents will be trained for one week before acting as a dispensary agent. At a minimum, staff shall receive 20 hours of initial training and at least eight hours of on-going training annually. New dispensary agents will receive employee orientation prior to beginning work with TC. Each department manager will provide orientation for dispensary agents assigned to their department.

In accordance with 935 CMR 500.105(2), all current owners, managers and employees of TC that are involved in the handling and sale of marijuana will successfully complete Responsible Vendor Training Program; and once designated a "responsible vendor", require all new employees involved in handling and sale of marijuana to complete this program within 90 days of hire. Responsible vendor training shall include discussion concerning marijuana effect on the human body; diversion prevention; compliance with tracking requirements; identifying acceptable forms of ID; and key state and local laws. This program shall then be completed annually and those not selling or handling marijuana may participate voluntarily. TC will

maintain records of responsible vendor training compliance, pursuant to 935 CMR 500.105(2)(b).

All TC employees will be duly registered as marijuana establishment agents in accordance with 935 CMR 500.030, and have to complete a background check per 935 CMR 500.030(1). All marijuana establishment agents will complete a training course administered by TC and complete a Responsible Vendor Program in compliance with 935 CMR 500.105(2)(b). Employees will be required to receive a minimum of eight hours of on-going training annually pursuant to 935 CMR 500.105(2)(a). All registered agents of TC shall meet suitability standards of 935 CMR 500.800.

Section 3: Responses to Application Questions

1. Describe how the Applicant will help monitor the health impacts of recreational marijuana in their neighborhood and on local youth.

- A. The Collaborative's operations will be focused on minimizing any negative impact of marijuana on the Somerville community. We will employ qualified people, create an outstanding customer experience and offer a full spectrum of premium products. This will include a welcoming environment, dynamic educational offerings, tireless advocacy, generous affinity programs and a passion for helping others. We will always be committed to minimizing the negative impacts of recreational marijuana on the neighborhood and local youth.
- B. The Collaborative will create and/or join multiple community-based organizations that support Somerville and proactively address the health impacts of recreational marijuana. We will work closely with all groups to ensure we fulfill our mission of positively impacting the community. A core of our mission will be empowering groups disproportionately impacted by the war on drugs. Partner organizations will be a conduit to the community allowing The Collaborative to hear their concerns and address issues. A primary objective of these partnerships will be to monitor the health impacts of recreational marijuana in the neighborhood and on local youth. The Collaborative will proactively work to mitigate any negative impacts on the community, especially youth and those at-risk of addiction.
- C. We will be available to work with the Somerville Department of Health and Human Services to assist in their efforts to help mitigate negative effects.

- D. The Collaborative will have a detailed strategy to inform customers about restrictions on public consumption and workplace use, the risks of secondhand smoke, the dangers of underage exposure to, and the consumption of, recreational marijuana.
- E. We will seek to work with SCATV to produce a public service announcement about the dangers of underage use and abuse of cannabis products. We will also use our close ties to the Somerville Arts Community to commission and encourage works that deal with issues of addiction and abuse.

2. Describe how the Applicant will prevent and educate youth and families about the dangers of underage exposure to, and the consumption of, recreational marijuana. Describe how the Applicant will sustain these efforts over time.

- A. The Collaborative has a detailed strategy to prevent cannabis abuse and diversion of marijuana to minors. This strategy will also serve to educate youth and families about the dangers of underage exposure to, and the consumption of, recreational marijuana. This strategy includes:
 - a. On-site educational events with community-based partners and industry experts based around underage exposure and the consumption of recreational marijuana. This includes seeking to produce a PSA with SCATV, with the goal of reaching a large audience, to address responsible use and warnings about risks associated with marijuana use.
 - b. The Collaborative will work with community-based partners to hold off-site educational events to educate consumers, and the general public, about cannabis. This will include:
 - i. The dangers of underage exposure to marijuana
 - ii. Risk factors related to the consumption of recreational marijuana
 - iii. What to do if you minors find marijuana
 - c. We provide free educational materials that provide strategies on:
 - i. How to talk to you kids about marijuana
 - ii. Why minors must avoid marijuana
 - iii. The risks of marijuana use
 - iv. Safe storage/disposal of marijuana
 - v. What to do in case of accidental ingestion of marijuana
- B. The Collaborative's involvement with community-based partners will be another vehicle we use to educate the public through outreach and education programs. These relationships will allow us to proactively monitor and address the health impacts of recreational marijuana on local youth in Somerville:
 - a. We will work with nonprofits in our community to help monitor the impact of marijuana on youth and the local community. The goal of these partnerships will be to provide education, or direct outreach, in an effort to keep marijuana off the streets and away from children.

- b. Our website will have detailed warnings, legal information, safety and responsible use data. In our retail store, information will be posted to warn parents and families about the dangers of marijuana. This information is also contained in our customer handbook that is provided to anyone entering our establishment for the first time.

3. Describe how the Applicant will inform customers about restrictions on public consumption and workplace use, the risks of second-hand smoke, and dangers of operating a motor vehicle while impaired.

- A. All customers will be directed to our website and provided a copy of our handbook that will contain important information about:
 - a. Restrictions on public consumption
 - b. Workplace use
 - c. The risks of secondhand smoke
 - d. The dangers of operating a motor vehicle while impaired
 - e. Health and development risks to minors
- B. Both the website and handbook detail the risks and warnings of marijuana consumption as well as updates on how the new laws impact consumers.
- C. We will invest in Public Service Announcements (PSA) as a way to inform the entire community that marijuana laws, public safety and education will always be a priority for The Collaborative. The Collaborative's PSA will be made via billboards, in store displays, social media, local access television and other CCC and City approved means.
- D. The Collaborative will create an employee training program with the primary goal of educating staff on how to handle customer concerns around the use of recreational marijuana. Anyone entering our establishment will have the opportunity to meet with a trained employee who will discuss the various topics including:
 - a. Products and ingestion methods
 - b. Responsible use
 - c. Dosage information
 - d. Safe storage strategies
 - e. Appropriate warnings
- E. This free service will be available through various methods including: in-person, video conferencing, phone, text, email, and any new forms of technology that are developed.
- F. We will provide customers with data on product labels that contains the CCC-mandated warnings, disclaimer language and product safety information. Product labels will always have a CCC-mandated symbol that shows the product contains marijuana. All product

labels will also contain language clearly stating the product contains marijuana as a warning to:

- a. Keep away from minors
 - b. Not distribute to prohibited persons
 - c. Marijuana should not be consumed while pregnant
- G. The Collaborative will constantly and consistently update our standard operating procedures to incorporate best practices addressing the latest safety data.
- H. Third-party addiction and support resources will be made available to all customers both online and in-store.
- I. Our website, will have detailed warnings, legal info, safety and responsible use data.
- J. Customers will be warned that if they are caught violating the law and/or consuming marijuana on, or near, our property they will be banned from entering our facilities and reported to authorities as appropriate. We will regularly monitor our property, as well as the immediate vicinity, to ensure that no one is consuming marijuana products illegally.

4. Describe how the Applicant will market its products, including, but not limited to, broadcast, print, and online advertising, direct-response advertising, social media, and signage.

- A. The Collaborative will be compliant with all advertising, marketing, and sponsorship regulations of 935 CMR 500.000.
- B. All marketing activities will be prohibited from;
- a. Advertising, marketing and branding by means of television, radio, internet, mobile applications, social media, or other electronic communication, billboard or other outdoor advertising, or print publication, unless at least 85% of the audience is reasonably expected to be 21 years of age or older as determined by reliable and current audience composition data;
 - b. Advertising, marketing, and branding that utilizes statements, designs, representations, pictures or illustrations that portray anyone younger than 21 years old;
 - c. Advertising, marketing, and branding including, but not limited to, mascots, cartoons, brand sponsorships and celebrity endorsements, that is deemed to appeal to a person younger than 21 years old;
 - d. The use of vehicles equipped with radio or loud speakers for the advertising of marijuana;
 - e. Advertising, marketing, and branding at, or in connection with, a charitable, sporting or similar event, unless at least 85% of the audience is reasonably

expected to be 21 years of age or older, as determined by reliable, current audience composition data;

- f. Operating a website that fails to verify that the entrant is 21 years of age or older;
 - g. Any advertising, marketing, and branding materials for marijuana products that fails to contain the standard health warning developed by the DPH or CCC;
 - h. Any advertising of an improper or objectionable nature including, but not limited to, the use of recipe books or pamphlets for marijuana products which contain obscene or suggestive statements;
 - i. Advertising, marketing or branding of marijuana products on clothing, cups, drink holders, apparel accessories, electronic equipment or accessories, sporting equipment, novelty items and similar portable promotional items;
 - j. Signs or other printed matter advertising any brand or kind of marijuana products that are displayed on the exterior or interior of any licensed premises wherein marijuana products are not regularly and usually kept for sale.
 - k. The Collaborative's marketing will focus on brand and mission and not necessarily on products. Our products are primarily marketed via:
 - l. Our website and third-party websites such as Leafly and Weedmaps.
 - m. Educational videos that will be found on our website.
 - n. A brochure that we use specifically as a showcase for investors and as a reference tool at trade-shows and conferences.
 - o. A newsletter to customers that have opted-in to be contacted twice a week as well as occasional text messages.
 - p. Social media including Instagram, Facebook and Twitter
 - q. Educational events staged at our dispensary
 - r. In-store signage and display
 - s. Ads in various magazines that have a readership that is at least 85% over age 21.
- C. We will market The Collaborative brand and mission in all of the above mediums along with a limited amount of:
- a. Print advertising
 - b. Outdoor advertising (Billboards)
 - c. Digital advertising
 - d. Sponsorships
 - e. Podcasts
 - f. Potentially on radio and TV as it becomes available
- D. In all cases our advertising mediums and messaging will comply with the published CCC guidelines and restrictions.
- E. We will not market to children or in places where children regularly congregate

- F. We will place advertisements only in publications where at least 85% of readers are over age 21.

5. Describe the sources of the Applicant's inventory or manufacturing materials.

- A. The Collaborative will purchase wholesale products only from CCC-licensed Massachusetts operators and resell at our Elm St location. We have already developed relationships with local wholesalers and have ready access to their complete catalogues of product.
- B. All of The Collaborative's products will be shipped in their final container and no processing or packaging will be done at the retail facility. This will prevent odors from becoming an issue and minimize the risk of diversion.
- C. Types of Products to be Sold: The Collaborative's exceptionally trained staff will use the latest and safest methods to help customers choose appropriate products made in compliance with applicable provisions of 935 CMR 500.150. These products will include:
 - a. Flower products: a full spectrum of varied potency flower will be offered in indica, sativa, hybrid, and CBD-dominant strains to meet consumer demand.
 - b. Marijuana-infused Products (MIPs) will be sold in many varieties. Please note that all products are not designed or shaped in ways that attract children:
 - i. Edibles: Candy, mints, chocolate, fruit chews, lozenges, baked goods and snacks, honey, peanut butter, hazelnut spread, cooking oils, etc.
 - ii. Topical products: salves, lotions, lip balms, patches, etc.
 - iii. Sublingually administrable products: tinctures, dissolvable strips, etc.
 - iv. Concentrate products: rosin, oil, wax, shatter, distillate, live resin, etc.
 - v. Accessories and Implements of Usage: pipes, vaporizers, papers, grinders, etc.

6. Describe how the Applicant will package and label products at the point of sale.

- A. All products will arrive at the retail location directly from The Collaborative's wholesale partner. These products arrive sealed, labeled with testing results and in their final package. No re-packaging or processing is done at the retail facility. At the point of sale, any CCC regulated markings will be added to the product before it is dispersed to a customer.
- B. All products will not designed or shaped in ways that attract children or minors.
- C. We provide customers with data on product package labels that contains the CCC-mandated warnings, disclaimer language and product safety information. Product

labels have a CCC-mandated symbol clearly displaying the product contains marijuana. Product labels will also contain language stating the product contains marijuana as a warning to:

- a. Keep away from minors
- b. Not distribute to prohibited persons
- c. Not consume marijuana while pregnant
- d. Not to operate motor vehicles after consuming marijuana

7. Describe who the Applicant will employ, and the wages and benefits that will be provided

- A. The Collaborative will be an Equal Opportunity Employer and will not tolerate unlawful discrimination in its employment practices. No question on our applications will be used for the purpose of limiting or excluding any applicant from consideration for employment on the basis of:
 - a. Race
 - b. Religion
 - c. Skin color
 - d. Gender (including pregnancy)
 - e. Gender identity
 - f. Age
 - g. Ancestry
 - h. National origin
 - i. Disability
 - j. Sexual orientation
 - k. Military status
 - l. Genetic information
 - m. Any other protected status under applicable federal, state, or local law.
- B. The Collaborative will make reasonable accommodations for qualified individuals with known disabilities, unless doing so would result in an undue hardship. This policy governs all aspects of employment, including, but not limited to:
 - a. Selection
 - b. Job assignment
 - c. Compensation
 - d. Discipline
 - e. Termination
 - f. Access to benefits and training
- C. The Collaborative is committed to equal employment opportunity in all aspects of employment, including, but not limited to:
 - a. Hiring
 - b. Promotion

- c. Salary
 - d. Benefits
 - e. Other terms and conditions of employment and discharge
- D. The Collaborative will make every effort to hire from within by giving promotions to qualified individuals.
- E. The Collaborative's location is handicap-accessible and allows wheelchairs easy access to the facility. We will welcome employees that require handicap-access in order to work.
- F. The Collaborative will always market job openings in Somerville's more economically disadvantaged areas. We will also ensure that advertisements are published in Spanish, Portuguese, and Creole. The Collaborative will commit to using all available resources to ensure at least 50% of our staff fall under the following categories:
 - a. Somerville residents of African American descent
 - b. Somerville residents of Latino descent
 - c. Somerville resident veterans
 - d. Somerville resident
 - e. State-approved Economic Empowerment Applicants
 - f. Qualifying, but not state approved, Economic Empowerment applicants
 - g. Individuals formerly incarcerated for a marijuana offence
- G. Under our proposed plan, we will have approximately 30 employees total for adult-use operations. With our hiring preference for Somerville residents, combined with The Collaborative's strong wages and civic involvement, we anticipate the number of Somerville residents will grow as we expand.
- H. Proposed Employment Statistics: Total employees working in our Somerville store: 30
 - a. Total Somerville residents working in our Somerville store: 15 of 30 (50%)
 - b. Our goal is to include the following groups when staffing the location:
 - i. Minority
 - ii. Female
 - iii. Veterans
 - iv. LGBTQ+
 - v. Employees living in Areas of Disproportionate Impact
- I. Wages:
 - a. Minimum wages for The Collaborative's retail employees is \$15.00/hour for reception and \$19.23/hour for customer advocates. This is based on expected earnings of \$40,000/year for a full-time employee. All employees are expected to work 40 hours per week. Overtime is available on a limited basis as needed.
 - b. Starting salaries for Managers and Senior Managers will be above the normal compensation for similar positions in unrelated fields.

J. Benefits:

- a. The Collaborative will contribute to health insurance premiums for all employees.
- b. The Collaborative will also provides optional dental insurance.
- c. The Collaborative will have at least two employee appreciation events per year.
- d. The Collaborative will have an employee discount program up to 30% off for qualified employees.
- e. We will provide training for upward mobility and make every effort to hire from within.

8. Describe how the Applicant will use sustainable green practices and renewable energy sources.

- A. The Collaborative will use the most environmentally friendly and responsible construction methods and will use recycled and reusable materials in our interior finishes and design.
- B. Whenever possible, The Collaborative will carefully select packaging products that are either recyclable, biodegradable, or compostable.
- C. The Collaborative will create an in-store recycling program where customers are rewarded with a credit on their purchase for recycling their clean, used packages at the retail store.
- D. The Collaborative will make every effort to use renewable energy sources within our retail location.
- E. The Collaborative will support local organizations centered around green practices and initiatives.

9. Describe how the Applicant will further each of these Somerville values:

9a: Celebrating the diversity of our people, cultures, housing and economy.

- A. The Collaborative will employ qualified staff that reflects the communities we serve. We will have employees from all walks of life, cultures, races and orientations.
- B. The Collaborative will join multiple Somerville community-based organizations as an annual sponsor. We will regularly join in celebrating Somerville's people, cultures, housing and economy through sponsorship and participation in local events. These may include events such as Carnavalé, A Taste of Somerville, Spring and Fall cleanups and community murals.
- C. We will create a discount program for customers to ease the financial burden of purchasing our products. Discounts may include:
 - a. 10% off for economically disadvantaged persons and people on MassHealth;
 - b. 20% off for veterans and 40% off for 100%-disabled veterans;
 - c. Special discounts for seniors and those with terminal illnesses such as cancer;

- d. A rewards programs where you get a 5% back credit towards future purchases and double-rewards points on specific days of the week.
- e. Other specials and promotions.

9b. Fostering the unique character of our residents, neighborhoods, hills and squares, and the strength of our community spirit as expressed in our history, our cultural and social life, and our deep sense of civic engagement.

- A. The Collaborative will hire staff that reflects the community in which we live and serve. We believe customers appreciate coming into a store where they can be helped by staff from their own community.
- B. The Collaborative will launch a loyalty program that promotes discounts to local businesses and services to our customers.
- C. The Collaborative will offer regular events for customers and neighbors where we provide catered food from local Somerville eateries.
- D. The Collaborative will partner with local community-based groups to promote culturally-specific programming enhanced by our donations or involvement.
- E. Will seek to join multiple organizations, such as East Somerville Main Streets (ESMS) and Union Square Main Streets (USMS), as an annual sponsor. We will also seek to join the Somerville Arts Council and Art Beat Festivals and regularly join in celebrating Somerville's people, cultures, housing and economy by sponsoring and participating in local events such as Carnavale, A Taste of Somerville, Art Beat, Spring and Fall cleanups, murals, and other events.
- F. Our store will highlight local artists work from SAC and feature revolving displays of Somerville's diverse talents and creativity. We will seek permission to use existing display windows to showcase these works.
- G. Our store will feature a section of the proposed waiting area dedicated to the local live music scene with postings and information on this vibrant community.
- H. In the spirit of Somerville, we will regularly host charity funding drives for local organizations that support people with ailments or conditions such as:
 - a. Epilepsy
 - b. Cancer
 - c. Homelessness
 - d. Hunger
 - e. AIDS
- I. We will respect and honor the neighborhood, its character and our neighbors. We are here to help those in need in any way we can and promote local ownership, businesses, arts and community.

9c. Investing in the growth of a resilient economic base that is centered around transit, generates a wide variety of job opportunities, creates an active daytime population, supports independent local businesses, and secures fiscal self-sufficiency.

- A. Given that The Collaborative is open during the day, seven days per week, we create foot traffic in Somerville that is always needed for local businesses in off peak hours.
- B. The Collaborative will create a partnership program where we will team-up with local business to drive our customers to their stores with incentive programs. This initiative helps combat stagnant midday traffic by supporting independent local businesses.
- C. The Collaborative will also offer training programs and job fairs to help Somerville residents. This will help facilitate careers in the cannabis industry, to gain meaningful and lasting employment options, for Somerville residents. Our facility will feature a designated training space for these initiatives.
- D. The Collaborative will give hiring preference to Somerville residents. The jobs created will range from unskilled to highly skilled with above market and industry pay scales.

9d. Promoting a dynamic urban streetscape that embraces public transportation, reduces dependence on the automobile, and is accessible, inviting and safe for all pedestrians, bicyclists and transit riders.

- A. At great expense, The Collaborative will renovate the property to maintain the original neighborhood character. We will also strive to enhance the overall neighborhood appearance wherever needed. Our store will be bear no signage referencing any cannabis related theme or image and our windows will be covered and feature display cases with work from local Somerville artists and craftspeople.
- B. We encourage the use of public transportation and notify customers of public transportation options in our store and on our website.
- C. Our location is handicap-accessible and allow wheelchairs easy access to the facility. Many of our customers will come to our store due to our customer service and ease of accessibility.
- D. We made every effort to select a location that is easily accessible without taking an automobile. We are within a 2-minute walk from the Davis Square MBTA station and there is a bus stop outside the front door. There are also four Blue Bike Stations within a 1-minute walk. The building is serviced by on-street metered parking as well as additional municipal parking lots within walking distance. We will seek to have bike racks outside the front door and can also install additional bike racks on our property for customers.

- E. This site is located within the Medical Marijuana Overlay District; and is located within the Business BB Zoning District. The Collaborative secured this site after investing significant effort and resources to comply with the provisions of the Somerville Zoning Ordinance and Map.

9e. Building a sustainable future through strong environmental leadership, balanced transportation modes, engaging recreational and community spaces, exceptional schools and educational opportunities, improved community health, varied and affordable housing options, and effective stewardship of our natural resources.

- A. As mentioned above, whenever possible, we will carefully select packaging products that are either recyclable, biodegradable, or compostable.
- B. The Collaborative will create recycling program where customers are rewarded with a credit on their purchase for recycling their clean, used packages at the store.
- C. We will support a community-based organization, like Groundwork Somerville, to help improve the neighborhood environment via charitable giving and volunteering.
- D. We will sponsor mural projects to improve the beauty of the Somerville community and support the local arts community.
- E. To help beautify the area, we will install display windows featuring local artisans works and design. We will also maintain and secure the sidewalks in front of our location as well as the alley on the side of the property.
- F. We promote the use of public transportation to our customers and incentivize our staff to use public transportation by subsidizing MBTA passes by 50% to all staff.
- G. We will offer programs that give a discount centered around green initiatives (ride share, bicycles, etc.)

9f. Committing to continued innovation and affirmation of our responsibility to current and future generations in all of our endeavors: business, technology, education, arts and government, including your neighbors (within 300 feet), City youth, and the City as a whole.

- A. **Business:** We support local business via our partnership program to drive customers to local merchants. We will work closely with neighboring businesses to help drive pedestrian traffic at certain times. This partnership program will help drive our customers to support Somerville businesses. A vibrant business community is critically important to

The Collaborative, and we will always be a proactive supporter of local Somerville business.

- B. **Technology**: The Collaborative is an innovative company with the goal of maximizing efficiency, maintaining compliance, social responsibility and employing the most environmentally friendly practices possible.
- C. **Education**: The Collaborative will always use industry-leading initiatives to help educate our customers and the community as a whole. We will offer classes on health-related topics that will be open to the public. These classes will be led by a combination of our experienced team and third party organizations. Topics may include:
 - a. Improving health and lifestyle
 - b. Marijuana education
 - c. Job placement/training seminars
- D. We also support education through donations to Somerville community organizations, and we intend to produce educational videos which will be freely available on our website.
- E. **Arts**: The Collaborative is passionate about supporting the Arts in Somerville. Support for the arts is a central aspect of our company and brand. Every month The Collaborative will host a local artist's works in our facility. We will seek permission to create display cases in our Elm St window to feature these artists. This will allow us to support a local artist and help them expose their works to a wider audience. We will give 100% of any art proceeds directly to the artist. We will also sponsored mural projects and public art installations to beautify the community. The Collaborative will also create a section of our proposed waiting area dedicated to the local live music/arts community and performances.
- F. **Government**: Maintain a good working relationship with the Somerville government is a top priority for The Collaborative. With this goal in mind, The Collaborative will hire a senior manager that is experienced with government relations and community organizations. One of the job requirements of this position will be to engage with Somerville officials to ensure we address the needs of our host community. The Collaborative will always be transparent and available to our local government. This will be an ideal position for a Somerville resident, and we will make every effort to staff this position locally.
- G. **Neighbors**: The Collaborative will make great efforts to fulfill our mission to be the best neighbor possible. We listen to neighbors' concerns and make every effort to be responsive. We intend to hold regular community events at local Somerville businesses with the goal of meeting our neighbors, creating community relationships, and becoming

informed on areas where we can help Somerville and make ourselves available to hear any issues.

- H. **City youth:** We have a responsibility to prevent diversion of our products to minors. We will clearly print warnings labels on all product reminding customers to keep marijuana away from children. These warnings will include language that it is a crime to provide cannabis to minors. We will also partner with local organizations that focus on issues facing minors. These groups will help direct us to where our time and resources can best support the youth of Somerville.

I. **The City as a whole:**

- a. Our mission is to be the best possible neighbor in the communities we serve. The Collaborative will make positive contributions to Somerville. The contributions will include:
 - i. Host community agreement
 - ii. Volunteer efforts
 - iii. Charitable giving
 - iv. Community outreach.
- b. The Collaborative is pleased to dedicate 3% of gross profits to the City's Health and Human Services Department for drug education and treatment programs in Somerville.
- c. The Collaborative will make significant investment in the property at our retail location that will add to Somerville's diverse community. We will prominently feature local art and artisans in our store and display Somerville arts and community content in our window box galleries. We will never waver from our goal to be a leader and positive contributor in the Somerville community.
- d. The Collaborative's Plan for Positive Impact will support the City as a whole. See the Plan for Positive Impact in the Section 3: Operating Information Narrative/Business Plan that follows this response.