



ROOTED IN ROXBURY

Recreational Cannabis Business
195 Dudley Street, Roxbury

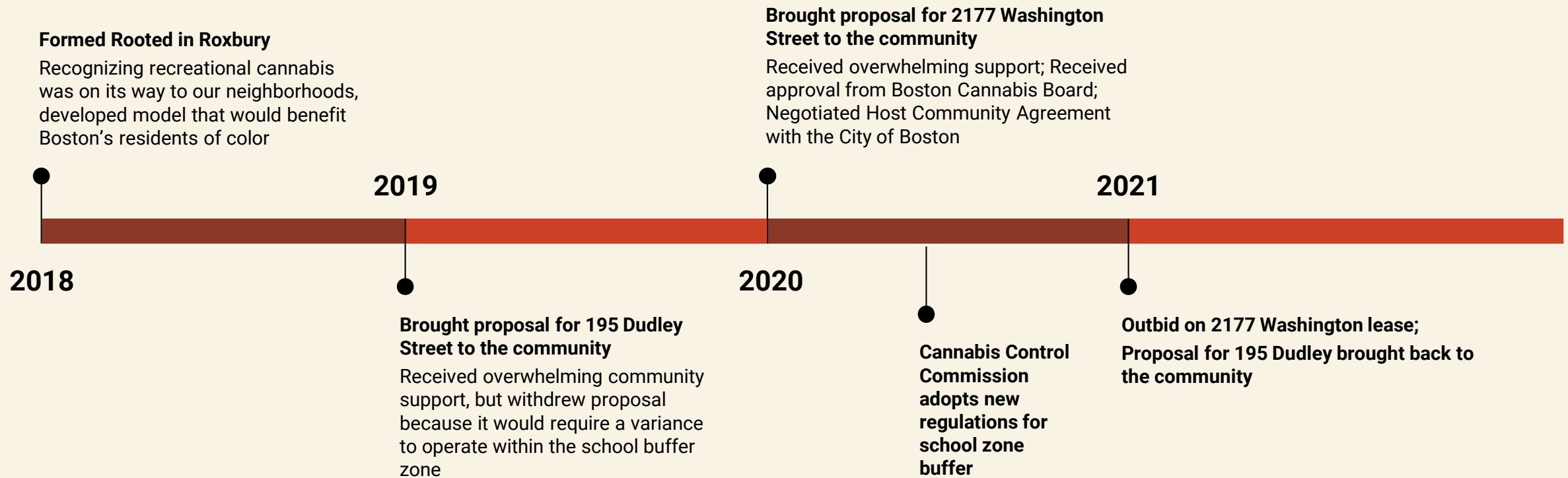
[ROOTEDINROXBURY.COM](https://rootedinroxbury.com)
[ROOTEDINROXBURY.COM/SUPPORT](https://rootedinroxbury.com/support)



WHO WE ARE

Rooted in Roxbury is a community-conscious cannabis business committed to engaging, serving and benefiting members of our communities through financial success and social responsibility.

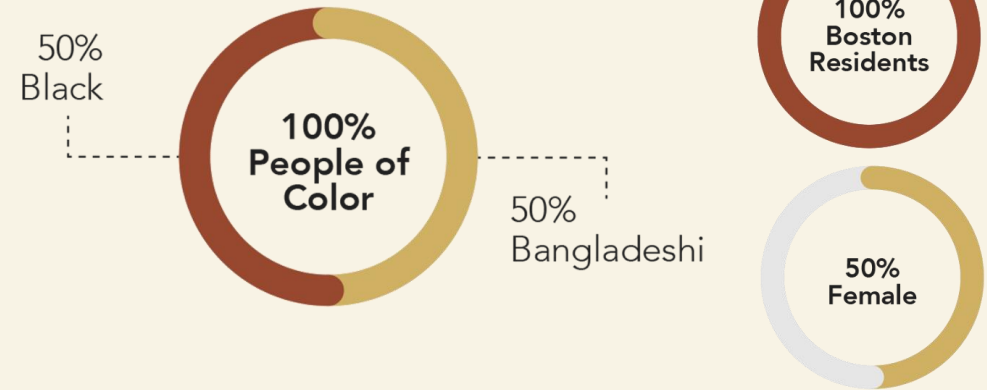
WHY WE'RE HERE



OWNERS AND FOUNDERS

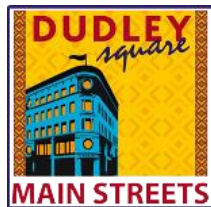


Brian Keith, Chief Operating Officer
Joanne Keith, Chief HR Officer
Solmon Chowdhury, Chief Financial Officer
Rokeya Begum, Chief Marketing Officer

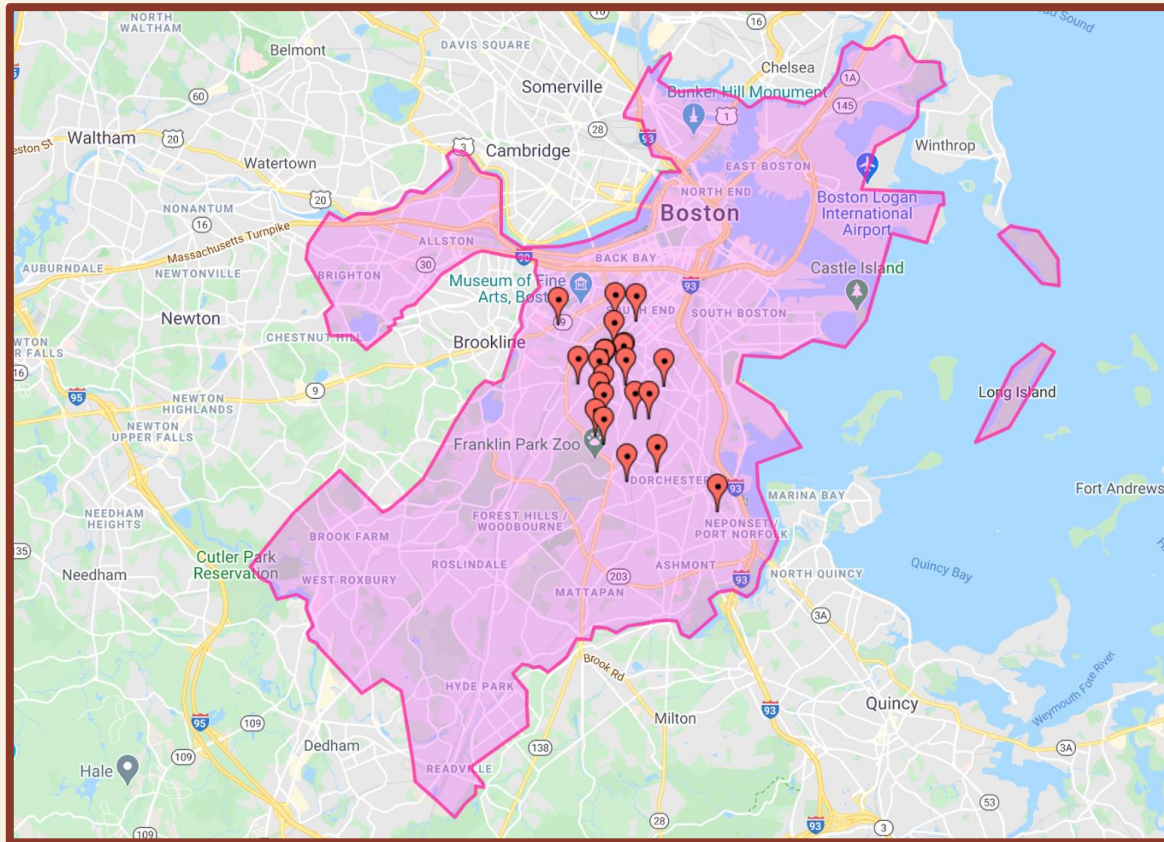


OUR EXPERIENCE

- **20+ years** as small business owners
- **30+ years** as community advocates
- Expertise in the areas of **retail operation, luxury marketing, regulated industries**
- **3+ years** of planning + research in local cannabis space



OUR INVESTORS



100%
People of Color

96% Black, 3% LatinX, 1% Cambodian

51% Women

100%
Boston Residents

(Roxbury, Dorchester, Mattapan and Hyde Park)



OUR PROPOSAL FOR 195 DUDLEY STREET

LOCATION

- 1,400-square-feet of ground-level retail space
- Enter at Dudley Street, exit at Pevear Place
- Easily accessible by several modes of public transportation with ample parking



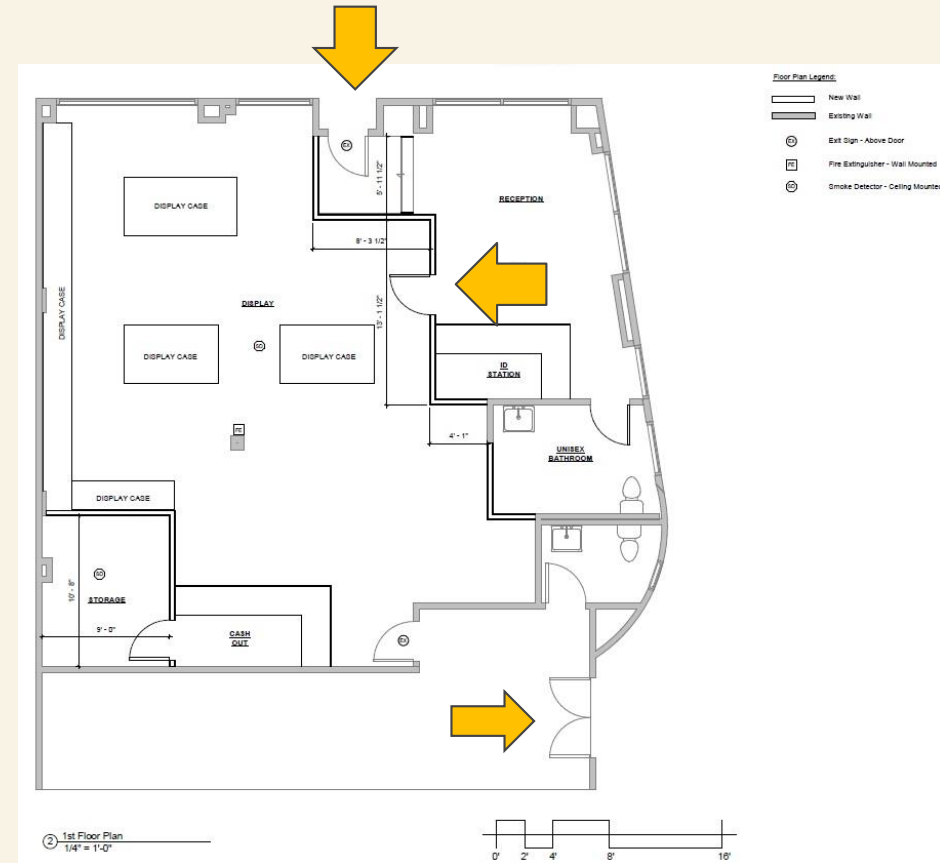
OPERATIONS OVERVIEW

HOURS OF OPERATION

- 7 days a week
- 10AM-10PM Monday- Saturday
- 11AM-8PM Sunday

LINE MANAGEMENT AND ORDER AHEAD

- In-store capacity: 25 active shoppers, 10 waiting room
- Virtual queuing capabilities
- Promotion of opportunities to shop local
- Line management on Pevear Place (private way)





FIRE EXTINGUISHERS
REPAIRS & SERVICE

FCD
Fire Alarm

PEVEAR ST

FCD
Fire Alarm
404 447-7000
847-442-3633



TRANSPORTATION & PARKING

DEMAND MANAGEMENT

- Order ahead and separate line for pick-up
- In discussions with nearby locations to lease additional spaces and contract with a Black owned valet company

PARKING AVAILABILITY

- 175 public spaces within .3 miles
- 125 private spaces within .2 miles

PUBLIC TRANSIT LANDSCAPE

- 0.4 Miles to Silver Line
- 0.2 Miles to Nubian Station
- 0.8 Miles to Roxbury Crossing

ADDITIONAL MEASURES

- Good Neighbors: If you double park, you will not be served
- Encourage public transit and ridesharing
- Designated drop points for rideshare like Uber and Lyft
- 0.2 miles from Bluebikes station at Bolling Building

WARE SECURITY



- Founded November 2002
- Family Owned, person of color security company
- City and State licensed
- 48 armed and unarmed personnel
 - 22 State Special Police Officers
 - 19 Boston Special Officers
 - 7 City and State Constables
- Contracted at 18 businesses across Boston; provides private security for Congresswoman Ayanna Pressley
- Equal opportunity employer, CORI friendly, supportive of women, persons with disabilities and Black and brown applicants

THE
DIMOCK
CENTER

WASHINGTON
PARK
MALL

NORFOLK
HARDWARE
HOME CENTER

St. Mary's Center
for Women and Children
Change comes from the Center

Foodie's
Markets

SECURITY SYSTEMS AND PROTOCOLS



- On-site security personnel
- Enhanced lighting and exterior surveillance
- Procedures to prevent loitering; customers only on premises
- Public consumption is illegal
- No products visible from public place



- Product sold in sealed containers
- Seed to sale technology allows packages to be traced Empty packages left on street can be traced to the person who purchased it through mandated seed to sale bar coded technology
- All product stored in a secure, locked safe or vault

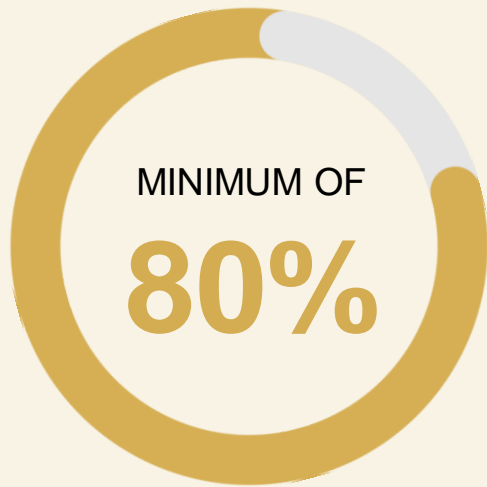


- Access limited solely to individuals 21+
- Fully secured entrances and exits
- Limited access areas accessible only to authorized personnel



- Emergency policies and procedures for diversion, theft or loss
- Close coordination with Boston Police and Fire

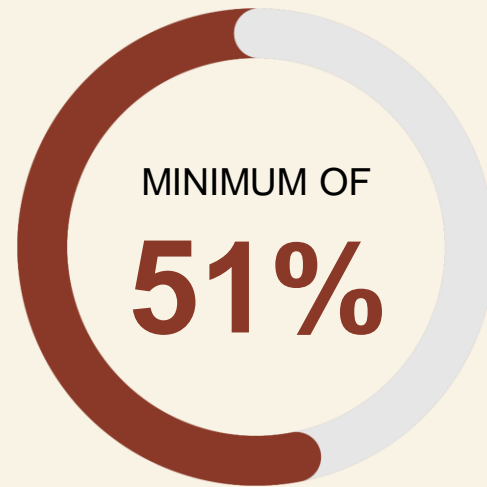
HIRING PLAN



**BOSTON
RESIDENTS**



**ROXBURY
RESIDENTS**



**PEOPLE OF
COLOR**



WOMEN

WAGES AND BENEFITS

Competitive wages and benefits for local residents

- Profit Sharing with employees based on the success of the location
- Health Benefits Including Dental and Vision
- Paid Paternal and Maternal Leave
- Downpayment Assistance for first time homebuyers to help our employees stay and own in Boston

Plan for employment of individuals with criminal records

- Will develop a pipeline of talent with criminal records who are reentering the workforce
- Collaboration with Mayor's Office of Returning Citizens and MassHire

OUR GOOD NEIGHBOR PLEDGE

- All new customers will sign our Good Neighbor Pledge
 - Safe consumption
 - No public consumption
 - No illegal parking
 - No loitering
 - Violators will be banned
- Low-key store front (no excessive signage or product displayed in windows like liquor stores)

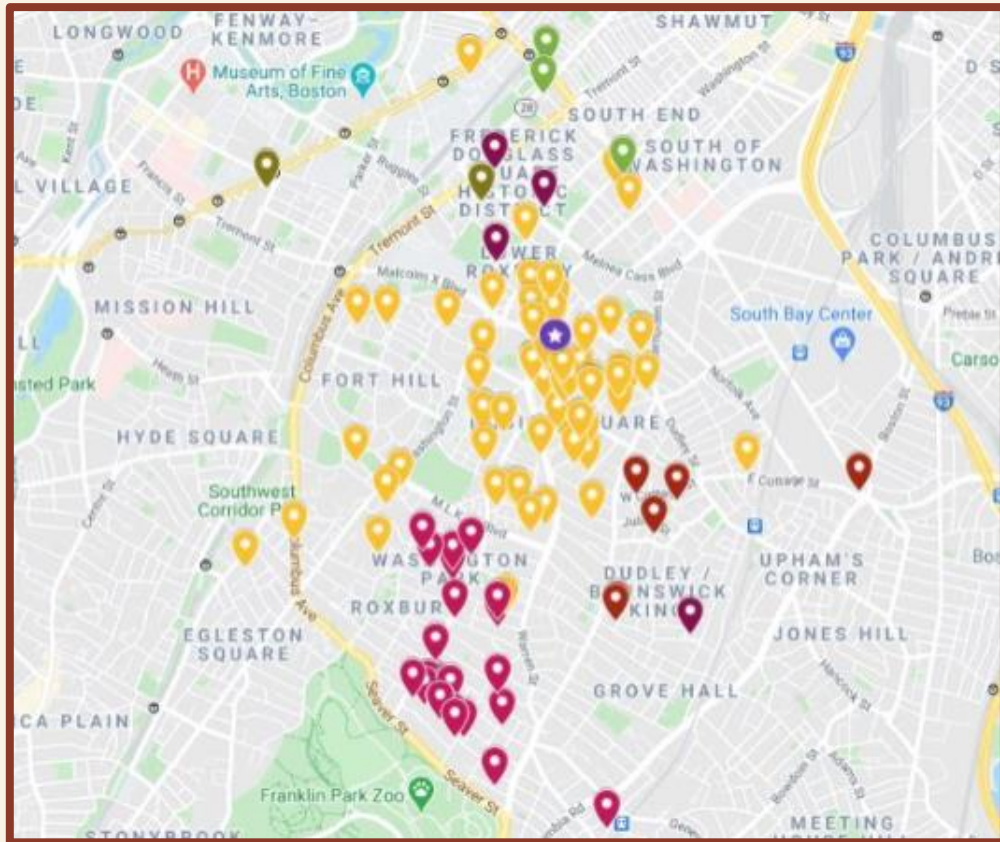




COMMITMENT TO COMMUNITY

- Profits set aside for a Community Benefits Fund: Board comprised of community members will determine where funds are directed
- Coupon program (Nubian Bucks?) for our customers to drive foot traffic to Nubian Square businesses
 - If we receive 300 customers per day, and 25% (75 customers) take part in the coupon program and spend \$15 dollars on average, that will inject \$400k+/yr into the Nubian Square economy, likely from customers who have never been to Nubian Square
- 5% location profit share set aside for employees
- Sponsoring college tours for local students and trips for seniors

SUPPORT IN THE COMMUNITY



200+
Letters of Support

77
Letters of Support within 02119

Direct Community Outreach

Commitment to ongoing dialogue

REVENUES, JOBS AND WEALTH CREATION IN ROXBURY

\$400k+

PROJECTED TAX
REVENUE

20% tax rate (mix of state excise, sales, and municipal)

25+

NEW JOBS

Focused on hiring local, CORI friendly with a preference to those with cannabis infractions

100%

LOCAL AND PERSON
OF COLOR RUN

50% women owned,
51% women
investment team

0%

FUNDS FROM
OUTSIDE BOSTON

76% within Roxbury;
all within Boston

Thank You!
QUESTIONS?

CONTACT INFO:

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rootedinroxbury@gmail.com