



# Mass Greenwoods

d/b/a **M.U.S.E.**  
**Marijuana United for Social Equity**



**Proposal for Adult-Use Retail Cannabis Establishment**

**116 Harvard Ave, Allston, MA 02134**

**Mass Greenwoods, LLC** - is a certified Massachusetts Economic Empowerment, Social Equity, and Boston Equity Applicant with Local Boston Minority Ownership

### **M.U.S.E. Mission • Vision**

M.U.S.E. mission is to operate a sustainable, premium retail establishment that makes a positive social impact through providing living-wage job opportunities with full benefits, career development, and entrepreneurial mentorship to those who have been disproportionately affected by cannabis prohibition.

### **Core Values**

Embracing an **inclusive company culture** • Advocating for **economic empowerment and social equity**  
• Promoting **diversity and sustainability**

## Leadership Team



**Eric Lawrence**  
CEO

Current owner-operator at Lawrence and Co General Contracting. 20 years of previous experience in big box retail management at Home Depot and Toy-R-Us, where he opened six new retail locations and has been responsible for the management of over \$100 million in revenue.



**Tram Vu**  
Compliance Director

Tram has worked in compliance within the Medicare Healthcare Industry for the past seven years. Focusing on federal and state regulations, compliance research, and audits, Tram will assist the Mass Greenwoods team in meeting all state compliance guidelines.



**Maya Gaul**  
Vice President

Current realtor and residential real estate agent at Unlimited Sotheby's. Maya has been a sales and marketing professional for over 10 years. She previously spent the last five as a worker-owner and sales manager at CERO Cooperative where she managed the sales and marketing teams and focused on business development.



**Chris Fetau**  
Security Director

Previously on the security team for various night clubs, Chris Fetau focuses on diversion prevention, nuisance reduction, and overall security and store surveillance.

## Business Support Team



Jim Smith, Esq, Legal Advisor  
Founding Partner, Smith, Costello, & Crawford  
Premier Massachusetts Cannabis Attorney



Victor Chiang, Training and Operations Advisor  
Cypress Tree Management, CEO  
Redi Dispensary, Owner/Operator Retail License Holder (3)  
Board of Director, Mass Cannabis Association

Operational Experience Internship at Redi Dispensary - Q1 2022



Dwan Packnett, Training and Operations Advisor  
Sira Naturals Vice President,  
Government Relations & Community Investment  
Owner and Operator of CastleLeaf Dispensary

Sira Naturals Retail Incubator Fellow -  
Dispensary Best Practices



Gary Krimershmoy  
Financial Advisor  
Intrepid Investors / Young America Capital



Rebecca Adams and Stephen Chaisson,  
Compliance Advisors

American Cannabis Consulting and Compliance specializes in Massachusetts marijuana industry compliance.

AC3 also offers on-site compliance audits and training services for Marijuana business'.



Jim Willoughby, Security Advisor

Galaxy Integrated Technologies specializes in marijuana security industry.

GIT is a world-class provider of electronic security and low voltage solutions.

# Diversity & Inclusion Plan

- Through our employment plan we will develop a diverse workforce where we will value each associates differences, and utilize the uniqueness of their backgrounds, and life experiences to build a strong, united, and inclusive team.
- We will put a emphasis on working with local, minority, women, veteran, and LGTBQ owned businesses to develop a diverse supply chain and vendor base.
- We will conduct regular weekly team meetings where we will recognize associate accomplishments. We will transparently discuss the company's goals and achievements. Provide a open forum for associates to provide feedback, and suggestions on company initiatives.
- We will provide a confidential suggestion/comment box where associates can anonymously provide feedback, suggestions, and comments without the fear of retribution.
- As part of our orientation training, all associates will undergo Conscious and Unconscious Bias Training. Will identify, record and track ongoing results of training and provide follow up training to address any occurrences of implicit bias on the job.
- Exit interviews will be conducted to collect data on diversity and inclusion success for annual report

# Location

116 Harvard Ave  
Allston MA 02134



2,000 sq ft street level retail  
2,000 sq ft basement

## Location Details

- Commercially Zoned
- Business District
- No Direct Residential Abutters
- No schools within 500 ft
- Lease agreement for 25 off-street parking spaces 400 ft from the retail location
- Accessible via Local MBTA public transportation (Green Line, Bus 66, 57)
- Subsidized employee T-Pass through MBTA Perq
- 60-space municipal lot across the street (traffic study)
- Blue bike access in neighborhood (.3 Miles)

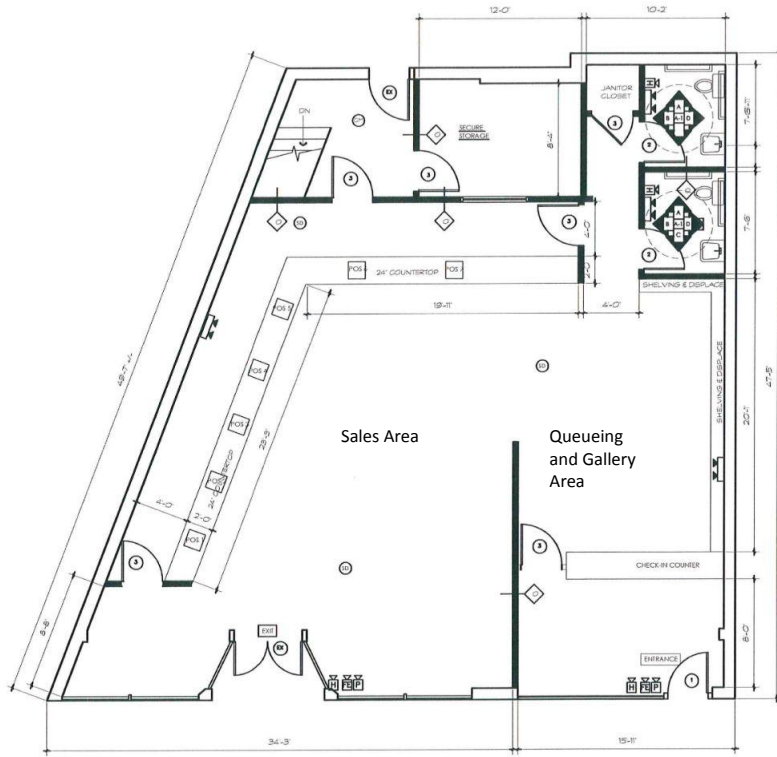
## Buffer Zone

- .3 Miles from Co-located Retail Operator
- Co-located retail operator on the border of Brookline and Allston
- Separated by natural barrier (Green Line and Comm Ave)
- Allston has 50% higher population density than citywide average
- We will connect to the Allston artist community and contribute by providing much-needed gallery space
- Local, independent, minority-owned cannabis operator whose mission is to make positive social impact on the community

# Location Exterior



# Location Site Plan



PROPOSED FIRST FLOOR PLAN  
SCALE: 1/4" = 1'-0"





# Employment Plan

- As Economic Employment Applicants, we have a duty to provide those who have been penalized under cannabis prohibition with opportunities to participate in the legal cannabis market
- Living-wage jobs for Boston residents that will provide economic growth and stability for the Boston community. (Hiring priority will be given to Allston Residents)
  - 75% Allston/Boston residents, 50% women, 50% minorities/immigrant populations, 10% veterans and LGBTQ+ individuals, and 5% persons with disabilities. those with marijuana-related CORIs
- Wages
  - Starting salaries will be \$16-\$20/hr, depending on experience
  - After 3-mos. probationary period, assoc. will qualify for a performance-based inc. of 5%
  - After 6-mos, there will be an additional performance-based review for a add'l 5% inc.
  - After 12-mos, assoc. Will be given an annual performance review for eligibility of 5-10% inc.
- Full-time Associate Benefits
  - Health, Dental, Vision, Sick Pay, Vacation, Short Term Disability
- Affordable Housing Initiative
  - Will establish grant to assist employees with housing costs
  - Direct associates to organizations that will assist with qualifying for rentals and/or homeownership

# Employment Plan

	20 FTE	8 PTE	BOS	CORI	POC	WMN	VET	LGBTQ+	PWD
Positions			75%	60%	50%	50%	10%	10%	5%
Budtenders	12	5							
Security/Parking Attendant	4	2							
Inventory	1	1							
Team Lead	2								
Manager	1								
		Hiring Goals	18	14	12	12	2	2	1

# Employment Plan - Community Hiring Partners



MASS CultivatED

CultivatED is the First in the Nation Jails to Jobs Program for the Cannabis Industry.

Will source trained associates from Mass CultivatED program



A relentless force in disrupting incarceration, poverty, and racism by engaging the young adults, police, and systems at the center of urban violence in relationships to address trauma, find hope, and drive change.



Serving returning citizens, youth offenders, & melanated people to deter cycles of recidivism and mass incarceration



RETURNING CITIZENS  
CITY of BOSTON



Veterans Collaborative

# Community Engagement, Feedback & Positive Impact Plan

- Throughout licensing processes we conducted extensive community outreach and obtained over 700 signatures of support from residents and workers and 30 letters of support from abutting businesses
  - During our outreach, we learned that Allston is dealing with a housing crisis
  - Residents are being displaced by increasing rents
  - Lack of artists work/live space and gallery space for economic development
- Additional patronage to neighboring businesses (Harvard Ave Advisory Board)
- Neighborhood Revitalization
  - Investment into and beautification of building facade - one less shuttered building on Harvard Ave
  - Support for Local Initiatives, Harvard Ave Community Clean Up Initiatives
  - Work with other businesses to combat graffiti and create positive community alternatives like murals
  - Open conversations to support Allston affordable housing
  - Increased Area Security
- Will host expungement Clinics
- Joining Allston Village Main Streets, Brighton Allston Improvement Association, and Allston Civic Association, attend and participate in monthly meetings, provide, & obtain feedback

# Safety & Security Plan

- The Mass CCC has set up strict regulations to ensure our operation is safe and secure. We will maintain a strong focus on our compliance with all CCC regulations including rigorous verification of customer age.
- Employees are required to pass state and national background checks as well as train and register with state as a Marijuana Agent
- Security systems shall be integrated so that there is a robust interior and exterior solution. The intrusion alarm system will be monitored via 4G rapid response monitoring.
- The nature of our security system is comprehensive. We are required to maintain redundant surveillance coverage of all areas where Cannabis could be stored, as well as the entire facility perimeter.
- We have hired a firm that specializes in regulated security and already successfully maintains security for dozens of existing cannabis facilities.
- Empyrean Solutions for proven safe and secure cash transfers.

# Diversion Prevention Plan

- Product tracking through seed-to-sale regulatory software METRC
- Customers are required to provide acceptable 21+ ID verified by ID scanner. If ID is not valid, entry will be denied
- Customers or associates who divert product will be banned from the facility and reported to law enforcement
- We retain the right to deny sales to any individual
- Randomized and discreet product delivery
- We will only participate in state approved marketing initiatives and use only audience-appropriate packaging and labeling

# Nuisance Prevention Plan

- We require all customers that visit our facility will comply with our Nuisance Prevention Policy
- No public consumption, diversion, loitering or littering will be tolerated
- Security will monitor storefront sidewalk and parking areas to prevent nuisance behaviors
- Inside waiting area for queuing
- Preorder available
- No double parking will be allowed
- Working with BTM to implement 15-min take-out parking zone



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