

# SAWF Estate, LLC

D.B.A. GreenBerry

Boston Cannabis Board Presentation



# GreenBerri



879-881 Blue Hill Avenue, Dorchester, MA

# Shayne Cranmore

President

- Born on Blake St. in Hyde Park with family roots in Mattapan, Dorchester, and Roxbury
- Graduated from the University of Hartford with a degree in finance
- Played for University of Hartford's Division 1 Basketball Program
- Spent his college summers working for Grace Church of All nations on Elm Hill Ave in Dorchester
- Owned and operated a successful restaurant and lounge in downtown Lowell, MA from 2010-2015
- Operated a successful business in a highly regulated industry with zero violations in 5 years
- Maintained a clean MA State Liquor License from 2010-2015



# Team Overview

**Joni Lee Rossi**

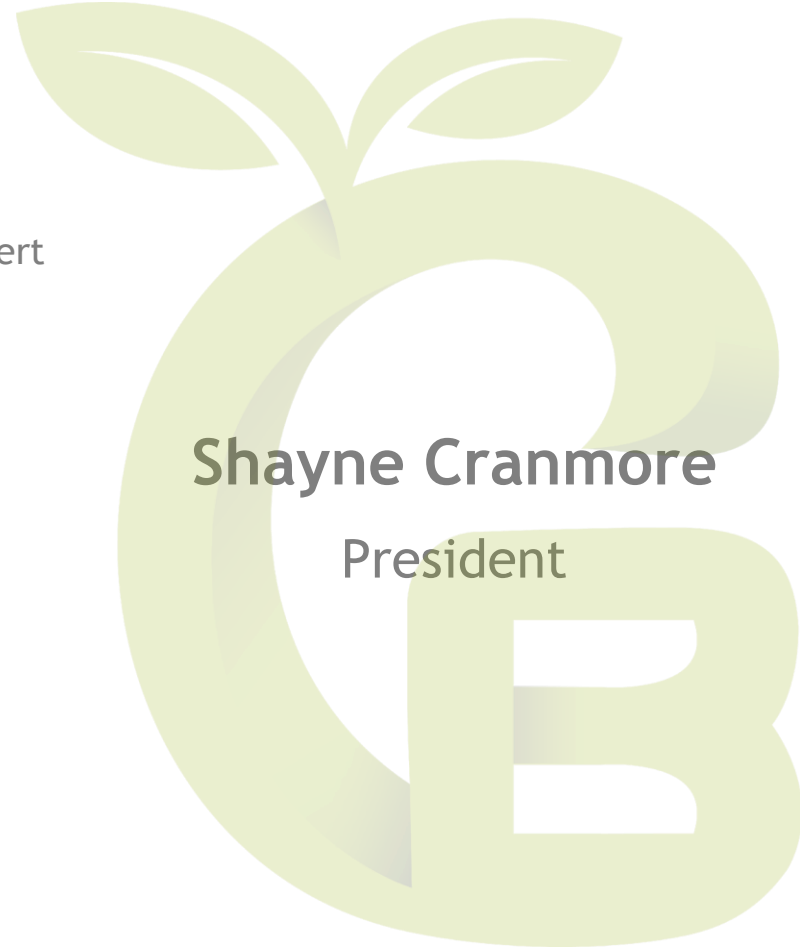
Employment & Diversity Expert

**Kevin King**

Security Advisor

**William Cranmore**

Building Consultant



**Shayne Cranmore**

President

**Stephen Grace**

Community Advisor & Youth  
Diversion Consultant

**Sira Grant, Esq.**

Smith, Costello & Crawford  
Legal Counsel to SAWF

**Wadsworth Phoenix**

Building/Safety Consultant



# Community Feedback/Public Support

Letters from Public Servants, Abutters & Business Owners

- Representative Russell Holmes
- State Senator Kevin Avar
- Shirley Shillingford
- Ali's Roti Restaurant
- Brothers Deli & Restaurant
- Blue Hill Tire Shop
- Dorchester D'estique Creation Salon
- Conor Flanagan
- Highland Painting Contractors
- Dr. Charles Lowney
- Sheena Mendizabel
- Guiteau Buissereth
- Daryl Sharmy
- Nadine's Hair Salon



# Community & Life Mentor

Shirley Shillingford



- 2019-Honored by the Mayor of Boston for outstanding service to the community and the City of Boston, and the dedication of the food pantry was renamed as “Shirley’s Place”
- 2018-Outstanding Service to the community by Boston Law Enforcement
- Honored in 2007 by Commonwealth of Massachusetts as one of Massachusetts 'Heroes Among Us
- Shirley Shillingford, a longtime advocate for Boston’s poor and hungry, always has a cause to push for and something to say.
- President of the Boston Carnival Association
- Shirley is currently the Research & Marketing Coordinator for the Boston Public Health Commission, Healthy Baby Healthy Child

# Community Feedback/Public Support

## Emails of Support from Abutters and Neighbors

Alina	Swonger		Shannette	Gamache	
Mitchell	Hercule		Sam	Rutigliano	
Floyd	Johnson		Genevieve	Holmes	
Arrris	Harris		Marcus	Hagler	
Keith	Morris		Ashley	Graham	
Hadi	Bah		Andrea	Lemelin	
Keisha	Lewis		Sarah	Mckenna	
William	Whitehead		Brianna	Masse	
Justine	Grace		Julia	Polito	
Ike	Marchie		Bryan	Alvarado	
Samir	McDaniels		Glenda	Ortiz	
Jonathan	Smith		Brian	Bailey	
Lendy	Amado		Caren	Dillon	
Livia	Fontes		Samantha	Egolf	
Anya	Queen		Irving	Lopez	
Sarah	Chun		Sabrina	Cordero	
Ray	Chun		Kendra	O'brien	
Tacy	Conway		Val	Tucker	
Jordan	Granara		Tom	Enis	
Tara	Young		Kristin	Webb	
William	Moran		Joani	Prendergast	
Joshua	Gates		Amy	Comerford	
Amani	Ingram		Kendra	Halamoutis	



# Community Feedback/Public Support

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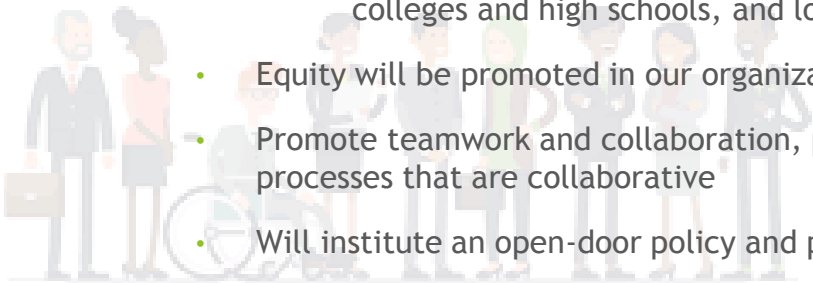
Daryl	Moran		Jim	Conway	
Srey	Kong		Federico	Valenzuela	
Lexi	Santiago		Jessica	Arnaud	
Cody	Greene-Moran		Jodi	Heffernan	
Eric	Smith		Rany	Chak	
Brendon	Price		Christopher	Maranganis	
Jason	Green		Kelly	Geagan	
Alicia	Hamblett		Kayla	Wholey	
Nathaniel	Greene		Erik	Dalton	
Preston	Raymond		Kelsey	Beharry	
Roger	Rose		Theres	Beutelschmidt	
Danielle	Smith		Jennifer	Kinch	
Nancy	Foley		Jacqueline	Vaillancourt	
Brenda	Figuroa				





# Diversity and Inclusion Plan

- SAWF has engaged Back Bay Staffing Group led by Joni Lee Rossi to hire and train a workforce that reflects the diverse local community in Boston and achieve successful diverse hiring metrics. Rossi has been an award-winning advocate and mentor to minority and women-owned businesses and a proponent of diverse hiring practices.
- Representation of diversity will be clear at all levels of our organization
- Our mission is to create a diverse working environment with programs and processes to promote equity in our organization among the diverse representative population including minorities, women, LGBTQ, veterans and the disabled
  - Diversity Hiring- Our plan is to commit 50% of our job openings to diverse candidates. These jobs include developing skill sets in retail, farming and administrative and leadership roles
  - Diversity Contracts- Our plan is to commit 50% of all our service contracts to the diverse vendor community by utilizing resources such as the Supplier Diversity List of Certified Vendors of the City of Boston and the Commonwealth of MA
  - Heavily recruit from the local community by conducting job fairs, meet and greets, contacting local colleges and high schools, and local advocacy groups.
- Equity will be promoted in our organization by providing equal access to opportunities for growth
- Promote teamwork and collaboration, provide organizational flexibility, and provide conflict resolution processes that are collaborative
- Will institute an open-door policy and provide a safe environment for all employees
- Offer ongoing diversity education and training, build a collaborative culture, foster best practices for diversity programs, establish leadership alignment, mentoring, employee engagement and feedback



# Employment Plan

## Employment of Boston Residents and Minorities & Women

- Add 15-25 jobs in the first phase and then 20-30 jobs in the second phase
- Hire and train a workforce that reflects Boston and do outreach to community advocacy groups and form close alliances to help generate referrals for employment in our company as well as our vendor services
- Establish working relationships with Local Boston Career Centers and Unemployment Office, Strive, Dignity Boston, GLBTQ Legal Advocates and Defenders, Roxbury Community College, Strong Women Strong Girls, Women's Foundation of Boston and Veterans Services
- Plan to offer free training, referral bonuses, and excellent employee benefits including education reimbursements for business related courses. We will also develop and employ an aggressive marketing program including regular email job updates, neighborhood job fairs, "Donut Saturdays", educational seminars and other informative email blasts
- Attempt to set up a business loyalty program where our company will provide discounts to customers who shop at neighboring businesses, driving up customer traffic for fellow small businesses
- Conduct regular community meetings to check in with the local residents, talk about employment and the impact of our business on their community
- As part of EEOC guidelines, woman, minorities, persons with disabilities, and the LBGTQ+ community will be encouraged to apply to all positions



# Employment Plan

## Competitive Wages & Benefits for Local Residents

- Wages
  - Retail Associates- \$16+ per hour
  - Security Staff- \$16+ per hour
  - General Managers- Salary of 60k to 100k depending on experience
  - Wage policies shall use the Boston Jobs and Living Wage Ordinance as a guideline to ensure livable wages are given to all employees
- Benefits
  - Paid health insurance
  - Paid vision and dental benefits
  - Reimbursement for education and training
  - Paid Internship programs



# Employment Plan

## Employment for Individuals with Criminal Records

- Hiring Individuals with Criminal Records will be evaluated on a case-by-case basis
- Background checks will be conducted but it will not be with the sole purpose of eliminating potential employees that have criminal records of any kind
- Background checks will be used to help with the assessment of the skill level of the prospective candidate and the safety of the community
- Focus on hiring non-violent drug offenders



# Location, Safety, & Security

## Plan for On-Site Personnel

- Kevin King is the owner and lead engineer for Boston Integrated Systems. He has over twenty years of fire protection and security experience for 879-881 Blue Hill Avenue. He has a wide variety of security systems applications and fire protection. Boston Integrated Systems offers full level security and fire systems and has extensive experience in commercial security management.
- SAWF Estate, LLC will hire an experienced Director of Security to handle the day-to-day onsite security personnel and procedures. SAWF anticipates it will also hire a minimum of four security personnel including the Director of Security
- Security personnel will be tasked with overseeing consumer ingress and egress procedures including but not limited to verifying identification and age, ensuring consumers leave and do not loiter after exiting the establishment, and maintaining the integrity of all entrances and exits
- SAWF will have a state-of-the-art surveillance and monitoring system. SAWF expects to have a minimum of six security cameras in the retail portion of their establishment. This number will grow exponentially with the addition of cultivation and product manufacturing space.
- The point-of-sale system will be integrated with security to ensure compliance with regulations and provide safeguards for employees. Electronic access controls will be installed at all points of entry and third-party remote monitoring will offer an extra layer of protection
- Exterior crowd control plan will include security and police detail if required



# Location, Safety, & Security

## Building & Product Security

- SAWF will implement information security and privacy procedures including strict records management and data breach procedures
- Wired and wireless panic buttons will be available for employees and installed at all point-of-sale systems
- SAWF's property includes a loading dock in the rear of the building with access via the lot's parking area. All delivery and/or transportation vehicles carrying marijuana and/or marijuana products will utilize this load bay to safely and discreetly unload product for storage in the vault
- SAWF will maintain an on-site secure locked safe or vault maintained in an area separate from retail sales areas used exclusively for the purpose of securing cash
- Video cameras will be directed to provide images of areas where cash is kept, handled, and packaged for transport to financial institutions or DOR facilities
- There will be a written process for securing cash and ensuring transfers of deposits to its financial institutions and DOR facilities on an incremental basis consistent with the requirements for deposit by the financial institution or DOR facility



# Location, Safety, & Security

## Prevention of Diversion to Youth

- Prevention of diversion to youth is a number one priority for SAWF. All employees will receive extensive training on prevention of diversion procedures
- Customers will be required to present a government-issued identification showing that they are 21+ in order to enter the retail establishment, then again at the point-of-sale
- All out of state licenses will require a second form of identification
- All packaging will be tamper-proof, child-resistant, and labeled pursuant to 935 CMR 500.105(6). SAWF will prominently display educational materials and signage to remind customers that diversion to minors is illegal
- Any customer seen diverting product to minors will be reported to local police and receive a permanent ban from the establishment
- SAWF will hire a Community & Youth Engagement Consultant to ensure that SAWF and all staff members support the prevention of diversion through educational and preventative measures. This consultant will also be a SAWF Advisory Board member to maintain best practices.



# Parking & Transportation

## Access to Public Transportation & On-Site Parking

- SAWF Estate, LLC is located within a quarter-mile (or a 5-minute walk) to MBTA buses serving the Orange Line, Red Line, Silver Line, and Commuter Rail. MBTA bus routes 22, 28, and 29 run adjacent to the site via American Legion Highway
- During Phase 1 of its operations, customers will have exclusive access to 30 off-street parking spots on site
- Phase 2 will allow for an additional 25 off-street parking spaces
- Employee restricted parking will be focused on Angell Street and will include 18 additional parking spots. Employees using the restricted parking will only be able to access their parking once per day to minimize traffic disruptions.
- SAWF will conduct regular community meetings to check in with the locals, address parking concerns, and the impact of our business on their community.





# Transportation & Product Delivery

## Product Transportation & Delivery

- SAWF will ensure that all transported marijuana and marijuana products are properly tracked through the Commission's Seed-to-Sale tracking system
- SAWF will use an armored transport provider that is licensed pursuant to M.G.L. c. 147, § 25 and has been approved by the financial institution or DOR facility
- SAWF will staff all vehicles transporting marijuana and marijuana products with at least two of its marijuana establishment agents
- One agent will always remain in the vehicle for the security of the marijuana or marijuana products being transported
- When receiving transported marijuana, SAWF will weigh inventory, and account for on video, all marijuana and marijuana products received
- In the case of an emergency stop during the transportation of marijuana and marijuana products, SAWF will maintain a log describing the reason for the stop, the duration of the stop, the location of the stop, and any activities of its personnel exiting the vehicle
- SAWF will ensure that all routes used for the transportation of marijuana or marijuana products are randomized.



Current Building Design

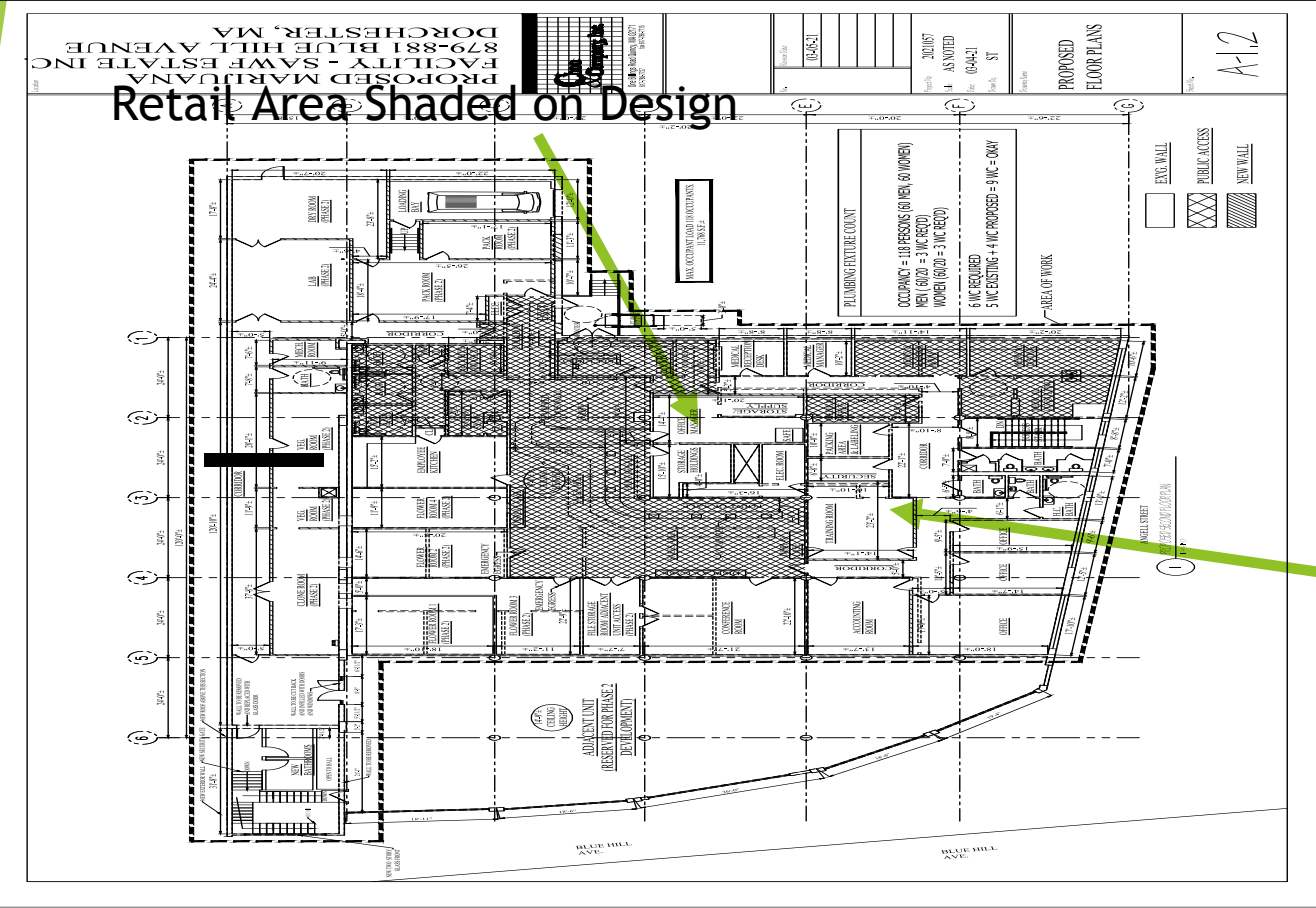


&

Future Infrastructure



# Architectural Floor Plan



Retail Area Shaded on Design

Retail Entrance



Questions...

# GreenBerry

