



ROOTED IN ROXBURY

Recreational Cannabis Business
331 Newbury Street

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



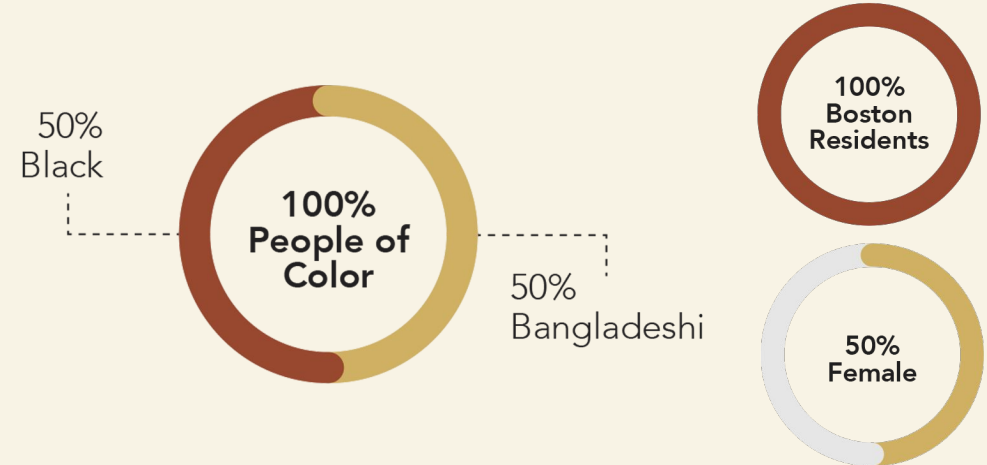
WHO WE ARE

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.

OWNERS AND FOUNDERS

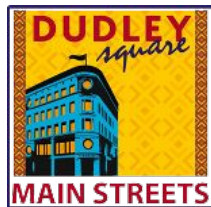


Brian Keith, Chief Operating Officer
Joanne Keith, Chief HR Officer
Solmon Chowdhury, Chief Financial Officer
Rokeya Begum, Chief Marketing Officer

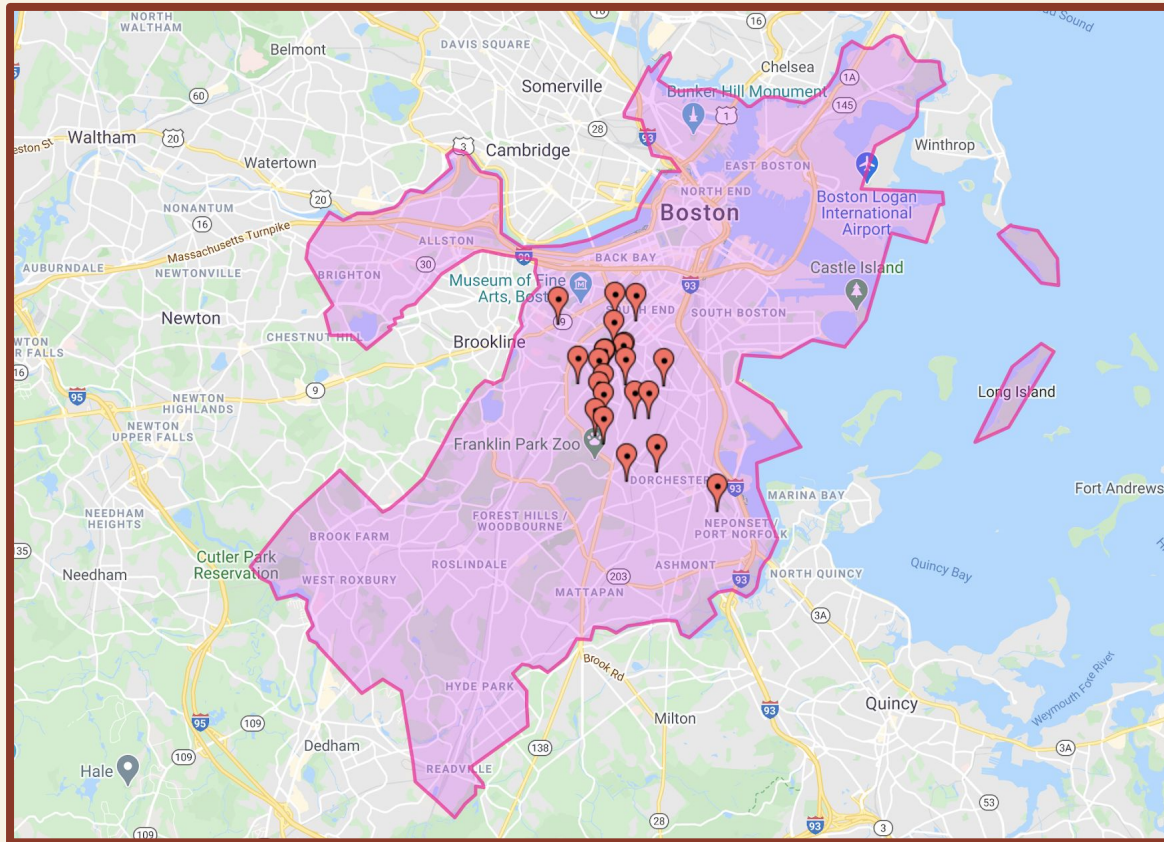


OUR EXPERIENCE

- 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

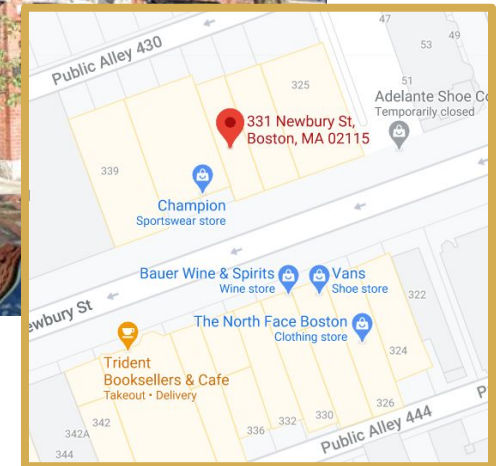
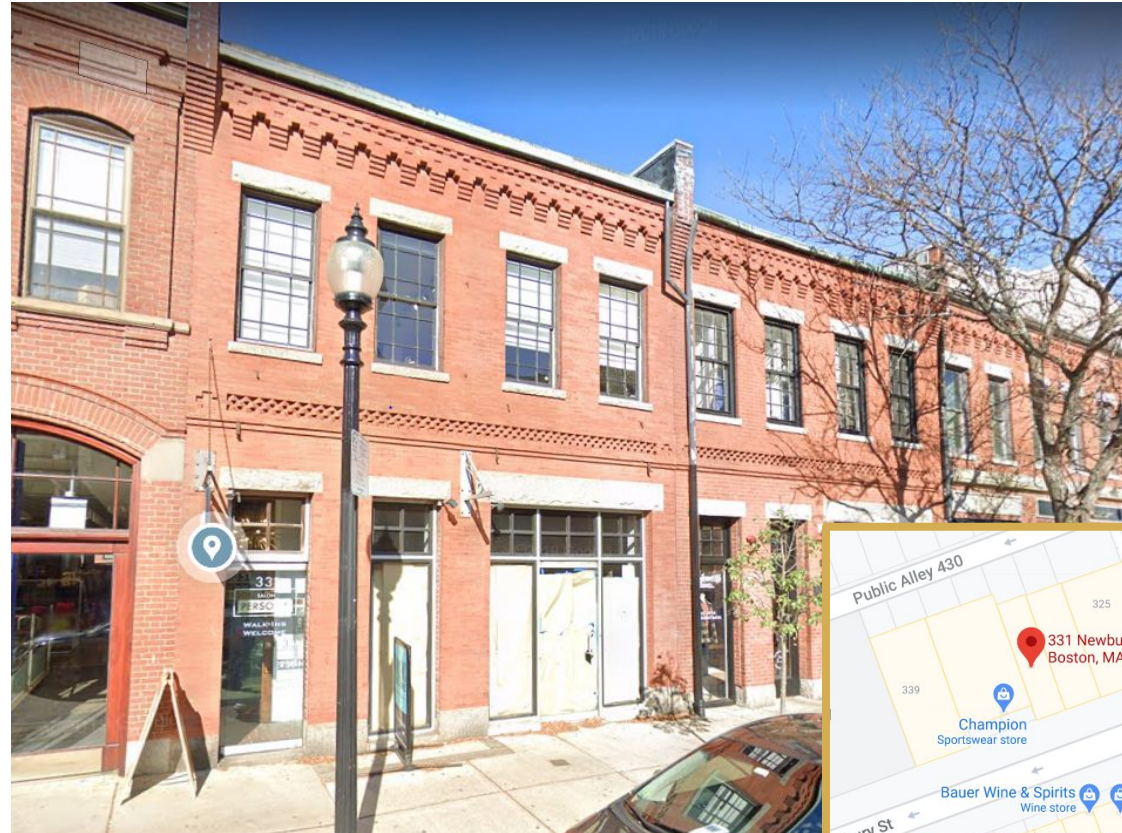
(Roxbury, Dorchester, Mattapan and Hyde Park)



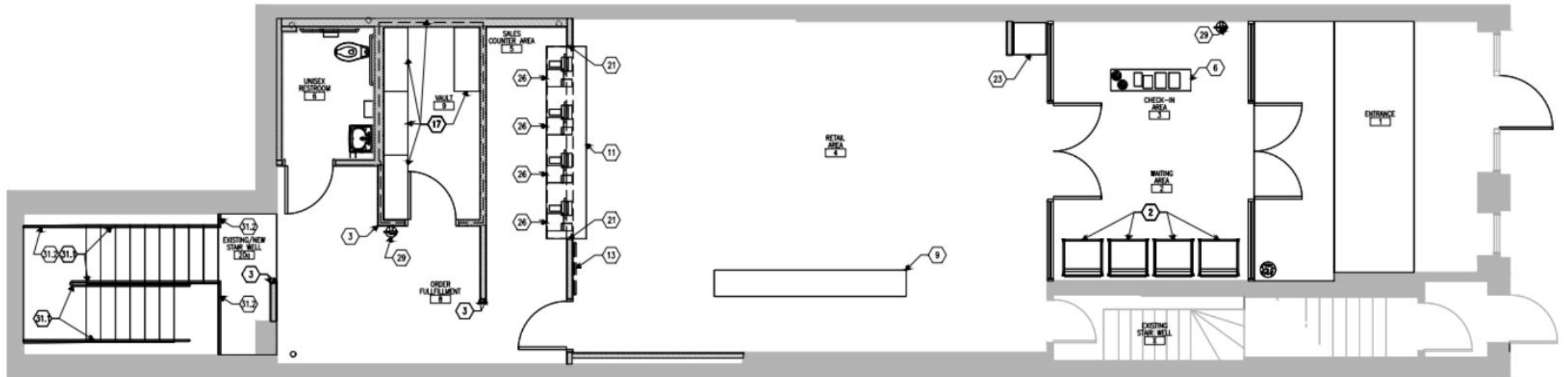
OUR PROPOSAL FOR 331 NEWBURY STREET

LOCATION

- Rooted in Roxbury has negotiated to take over the lease at 331 Newbury Street
- 1,535 square-feet of ground-level retail space
- Meets all state requirements related to siting in a conditional use zone
- Easily accessible by several modes of public transportation
- Prior community process and non-opposition for cannabis establishment
- Approved by the Zoning Board of Appeals in Nov. 2017 for cannabis



RETAIL SPACE AND CUSTOMER FLOW



1
F1.0

1ST FLOOR
EQUIPMENT & FIXTURE PLAN

SCALE: 1/4" = 1'-0"

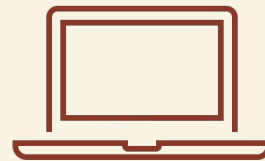
NORTH

OPERATIONS OVERVIEW



HOURS OF OPERATION

- Monday through Saturday, 10A-10P
- Sunday, 11A-8P



LINE MANAGEMENT AND ORDER AHEAD



ENSURING PATRONS ARE 21+

- Patrons carded twice prior to retail section of the store, and a 3rd time prior to checking out
- “Cleared” customers will not commingle with patrons waiting to be cleared

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

SAFETY AND SECURITY



Plan for building and product security

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



Plan for protecting youth from accessing the product

- Access limited solely to individuals 21+
- Fully secured entrances and exits
- Limited access areas accessible only to authorized personnel
- 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
- Product sold in sealed containers
- All product stored in a secure, locked safe or vault





PARKING & TRANSPORTATION PLAN

Access to public transportation

- 0.1 mile walk from Hynes Convention Center MBTA
- 0.5 mile walk from Copley MBTA
- 0.1 mile Massachusetts Ave @ Newbury St Bus stop, connection to the #1 Bus
- BlueBike Station at Newbury St at Hereford St
- Encourage public transit, ridesharing, and cycling with cost reimbursement

Accessibility and amount of on-site parking

- Customers parked illegally will not be served
- Re-negotiate original agreement for 10 spaces with Pilgrim Parking at Auditorium Garage on Dalton St.

Plan for the transportation and delivery of product

- All deliveries on Newbury Street during off-peak hours

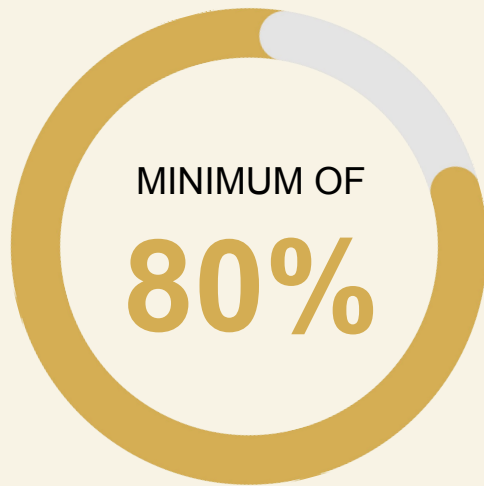
Plan for the transportation of monies to and from the site

- All Banking / Cash pick ups will happen through the front entrance from authorized service professionals.

Additional measures

- Pursue designated drop off locations for ridesharing
- Appointment only at opening

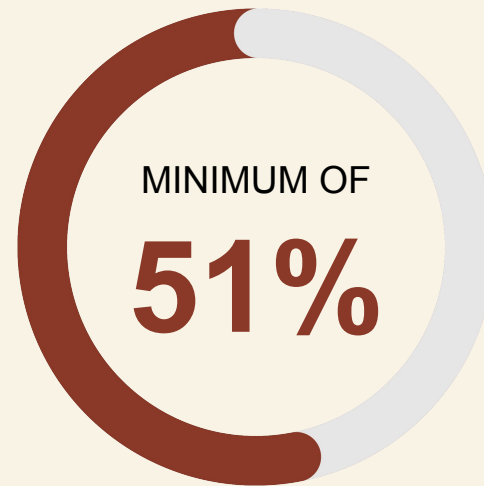
HIRING PLAN



**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 remain 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)





Community Engagement & Support

We engaged early with our neighbors and elected officials receiving welcomed feedback.

- Meeting with NABB Licensing and Building Use Committee (2/1/21)
- Outreach and Support from the Back Bay Business Association
- Abutters meeting and feedback (2/23/21)
- Engagement with Councilor Bok and Letter of Non- opposition
- Letter of Non-opposition from Representative Livingstone

REVENUES, JOBS AND WEALTH CREATION

\$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

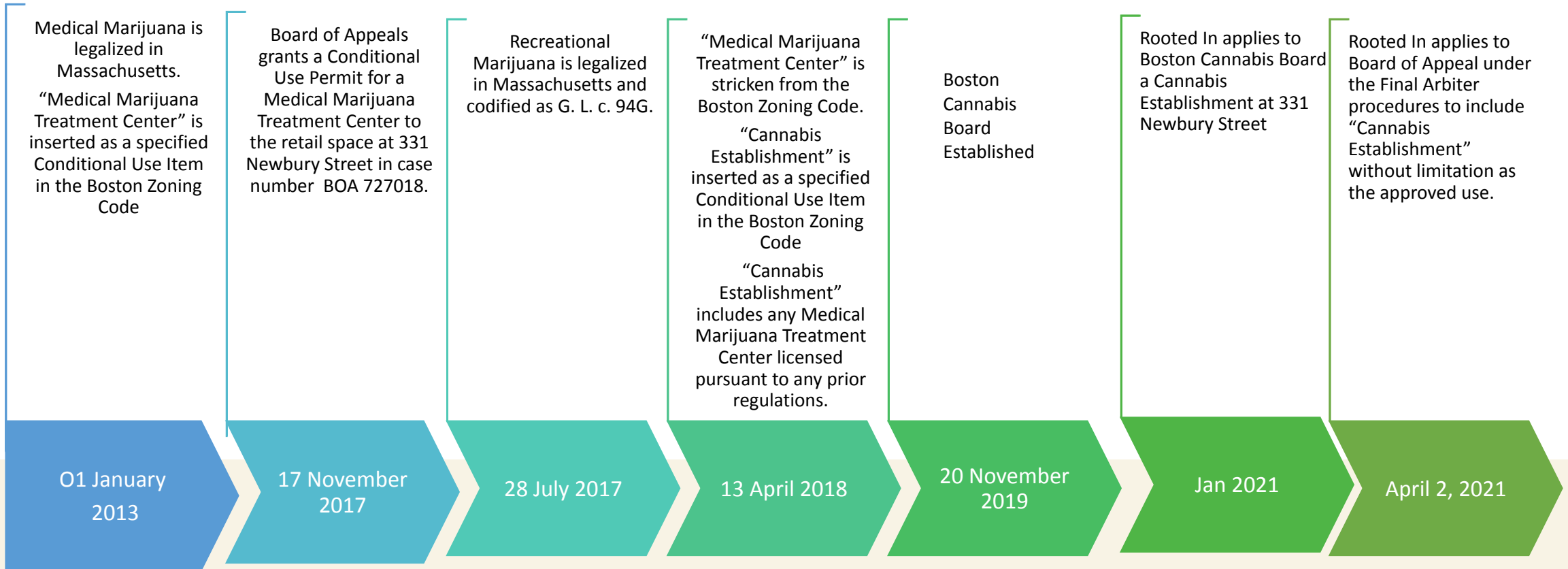
76% within Roxbury;
all within Boston

Thank You!
QUESTIONS?

CONTACT INFO:

www.rootedinroxbury.com

rootedinroxbury@gmail.com



Project Schedule

ROOTEDINROXBURY.COM
 ROOTEDINROXBURY.COM/SUPPORT