



CASTLELEAF

FOR THE COMMUNITY || BY THE COMMUNITY

A Boston Company
for the Allston/Brighton Neighborhood

COMPANY OVERVIEW

BY THE COMMUNITY || FOR THE COMMUNITY

CASTLELEAF is a **100% locally owned *and* operated** adult-use cannabis company dedicated to creating a community-driven business model that respects the interests, principles, and values of the Allston/Brighton neighborhood.

Founded solely by Boston residents and business owners, including majority owner and Brighton community leader **Dwan Packnett**, CASTLELEAF plans to hire its workforce from within our community at our store located in the neighborhood we all call home.

COMMUNITY BASED COMPANY

EXPERIENCED TEAM || DEDICATED TO LOCAL INVESTMENT

- We are long-standing and dedicated community members of Brighton who live or work in the neighborhood and have **over 100 years of combined retail management, operations, security, real estate and government/community relations expertise**, including within the cannabis industry.
- We strive to be the model for other Boston communities to look to on how people who live and work in the neighborhood can become a part of this burgeoning new industry within their own community.
- **CASTLELEAF** is made up of **hard-working, Boston community entrepreneurs** have collectively lived, worked or owned businesses in the Allston/Brighton neighborhood for several decades with its ownership team owning and controlling the proposed site since 2001.

COMMUNITY BASED COMPANY

EXPERIENCED TEAM || DEDICATED TO LOCAL INVESTMENT

CASTLELEAF Leadership



Dwan Packnett

Co-Founder, Largest Shareholder
Former Housing & Neighborhood
Development Official, City of Boston



David Gambone

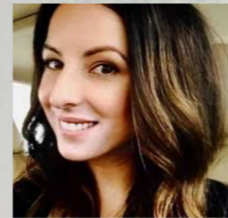
Co-Founder, Investor, Dad, Developer
Real Estate Investment and Development



Michael McDade

Co-Founder, Property Owner, Dad, Security Expert
Founder & CEO, Galaxy Integrated Technologies, Inc.

CASTLELEAF Experts



Michelle Foley

Cannabis Retail Operations Expert



Jay Youmans

Smith, Costello & Crawford Public Policy Law
Author of State Medical Marijuana Regulations



Tom Scott

Scott Griffin Architects
30+ Years Commercial & Retail Site Development



VHB

Traffic and Transportation Experts

PROJECT MILESTONES

BY THE COMMUNITY || FOR THE COMMUNITY

CASTLELEAF began the City of Boston's application process in October 2019. During the last 2 years we have met all City cannabis application requirements.

Boston Application Process Milestones Achieved:

- ✓ October 3, 2019 – BAIA Community Meeting and Vote of Support
- ✓ October 21, 2019 – Application Submitted to City of Boston
- ✓ November 4, 2019 – Appeal Filed with ISD
- ✓ December 6, 2019 – ISD Refusal Letter Received
- ✓ February 13, 2020 – Letter of Non-opposition from City Councilor Liz Breadon
- ✓ June 14, 2021 – ONS Community Outreach Meeting Held

COMMUNITY SUPPORT

BY THE COMMUNITY || SUPPORTED BY THE COMMUNITY

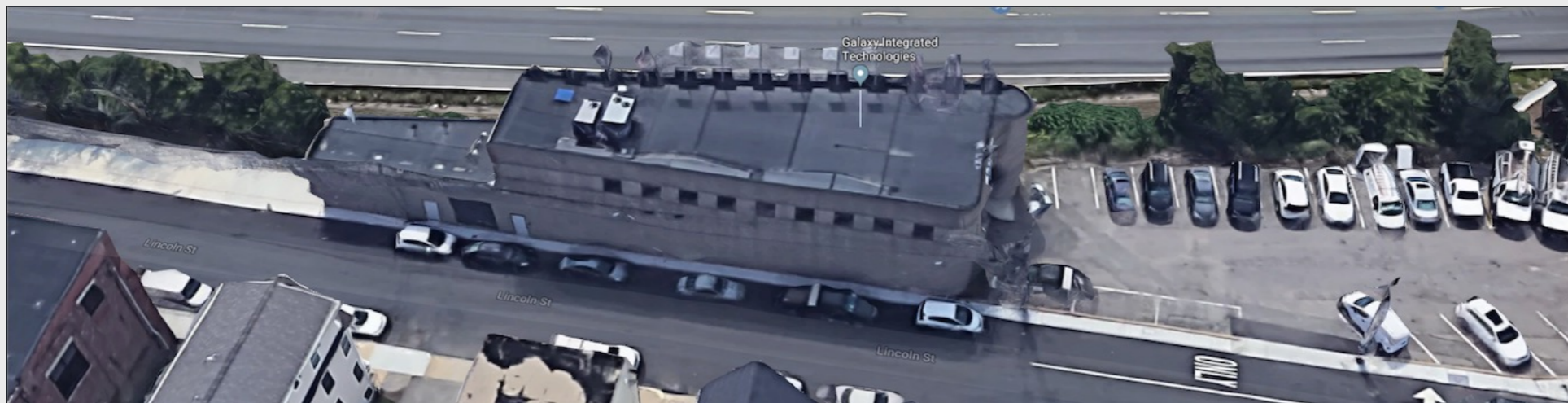
Letters of Support

- Brighton Allston Improvement Association (BAIA)
- State Senator William N. Brownsberger
- State Representative Michael J. Moran
- State Representative Kevin G. Honan
- To-date, CASTLELEAF has received **30 letters and e-mails**, in addition to over **700 petition signatures** in support of the proposed project from Boston residents and unaffiliated local, Allston-Brighton businesses and employees

Letters of Non-Opposition

- Boston City Councilor Liz Breadon

100 LEO M. BIRMINGHAM PARKWAY



Commercially Zoned

(Community Commercial CC-1, OS-A)

**Single Non-Contiguous isolated parcel next to
Mass Pike and overpass**

Secure "Fortress Style" building

24 On-Site Parking Spaces

CASTLELEAF

WHAT WE ARE PROPOSING

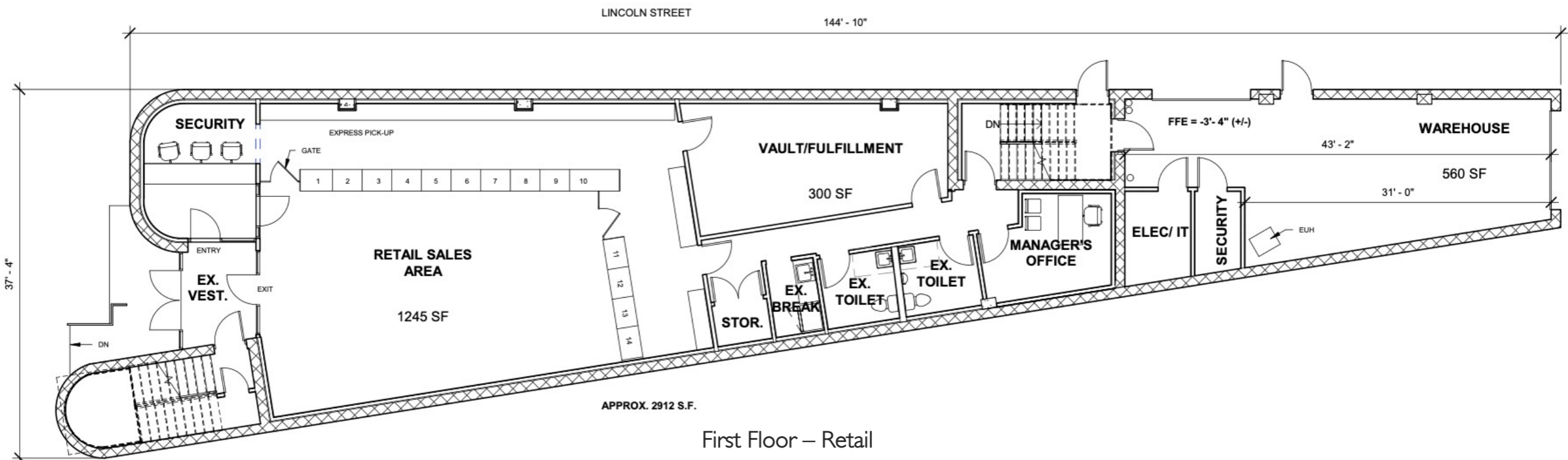
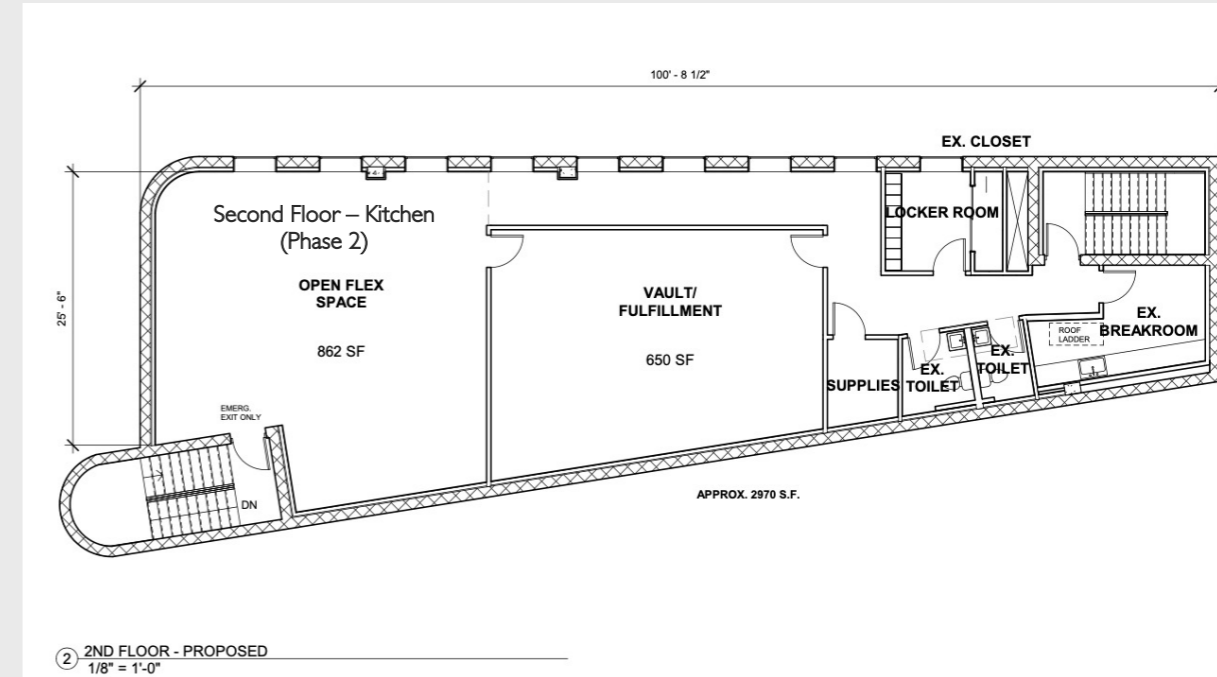
PROPOSED HOURS OF OPERATION

- Monday-Saturday: 10:00 AM - 9:00 PM
- Sunday: 10:00 AM - 7:00 PM

INTERNAL CUSTOMER CUEING ONLY!

AS NEEDED, ABILITY TO OPERATE APPOINTMENT-ONLY

- Work with community and City to adjust as needed
- Both for Advanced Pre-Order and Non-Pre-Order Customers



TRANSPORTATION

A MULTI-FACETED APPROACH



HIGHWAY ACCESS

- **24 existing dedicated parking spots located on-site**
- **Soldiers Field Road**
 - 0.3 Miles Away
- **Mass Pike**
 - 1.0 Mile Away

PUBLIC TRANSIT

COMMUTER RAIL

- Boston Landing
- 0.3 Miles Away

86 BUS

- Market @ Centola (190 Feet Away)

ALTERNATIVES

- Employee subsidization
- Employee and customer incentive Programs
- Dedicated On-Site Bike Parking and Storage
- Designated Ride Share Drop Off (working with City of Boston)

CASTLELEAF

TRANSPORTATION

A MULTI-FACETED APPROACH

“**Existing transportation infrastructure** in conjunction with proposed on-site parking spaces and off-site employee parking **is sufficient to support CASTLELEAF** traffic, parking, and loading demands within the study area.”



FOCUS ON COMMUNITY

SMALL BUSINESS || BIG HEART

COMMUNITY BENEFITS – In addition to CASTLELEAF’s 6% local sales tax/host community agreement contributions, CASTLELEAF will make immediate neighborhood impact as it seeks to operationally “ramp up”:

- Engage local community leaders, including Councilor Breadon, Allston-Brighton delegation, BAIA, BACC, and ACA to partner with local organizations and non-profits that provide resources directly for the Brighton/Allston neighborhood
- Committed to being a *sustained* philanthropic presence within the community, including supporting local toy drives, addressing food insecurity, art collaboratives, and restorative justice initiatives, including support of jail-to-jobs programs like Operation Exit and The CultivatED Program. CASTLELEAF expects an increasing philanthropic presence as revenues are better understood and actualized
- CASTLELEAF will create a culture of volunteerism with quarterly volunteer days supporting local neighborhood initiatives, including clean-ups of the City’s Portsmouth Park
- Conducting quarterly community meetings to ensure continuous community communications and feedback loop. We plan to continue to hold community listening sessions to determine potential ideas on how best we can serve the community, with particular attention to our abutters
- Phone number for neighborhood or community concerns posted on front door with calls directed to retail management

DIVERSITY & INCLUSION

BY THE COMMUNITY || EMPOWERING THE COMMUNITY

CASTLELEAF is dedicated to supporting, creating and developing programs and partnerships *by and for* Bostonians to ensure CASTLELEAF's workforce reflects the demographics of the City of Boston for minorities, women, veterans, persons with disabilities, immigrant populations, and people of all gender identities and sexual orientation by promoting the following goals:

1. Building careers with opportunities for economic mobility by embracing living wages, generous benefits, flexible work hours, and diversity through targeted outreach;
2. Providing mentorship and meaningful economic opportunities for Boston-based economic empowerment and social equity entrepreneurs;
3. Engaging in innovative outreach tools through partnerships with legal services, faith-based organizations and law enforcement organizations; and
4. Incorporating diversity and inclusion values throughout all levels, with particular focus on minorities and women for hiring, promotion and retention, both internally and through vendors.

DIVERSITY & INCLUSION

BY THE COMMUNITY || EMPOWERING THE COMMUNITY

You Can't Be What You Can't See – Community Engagement

- Engaging community members where they are by holding community meetings to provide access to information about the cannabis industry to address the history and stigma of cannabis for those skeptical of the industry
- Presenting historical and contextual information to build careers in cannabis
- Holding informational seminars in all areas of disproportionate impact

There's A Place for You in the Cannabis Industry – Workforce Development

- Engaging in innovative outreach tools through partnerships with legal service agencies, faith-based organizations, and law enforcement organizations (e.g. Suffolk D.A. and Sheriff's Offices)
- Engaging in targeted workforce development/training, including through partnerships with “jails-to-jobs” Operation Exit and The CultivatED Program (Dwan Packnett founding member and co-chair)
- Expanded outreach for CASTLELEAF job postings and contracts for services
- Incorporating diversity and inclusion values throughout all levels of CASTLELEAF with a particular focus on minorities and women, promoting and retaining both internally and through our vendor, professional, and contracted services relationships

Empowering Entrepreneurs

- Launching “CASTLELEAF Community Co-Op” focused on partnerships with local Boston entrepreneurs, including Boston equity applicant Jody Mendoza and MOJOS to develop locally-inspired and co-owned brands, including merchandise and marijuana-infused products using CASTLELEAF's marijuana manufacturing license
- Requiring all management employees to commit at least 5% of their time to mentoring minority-owned cannabis businesses. Mentoring will focus on developing business plans, applying for licenses, fundraising and entrepreneurial risks/rewards strategy

EMPLOYMENT PLAN

BY THE COMMUNITY || FOR THE COMMUNITY

Boston First!

- Our goal is to hire 75% of CASTLELEAF's store employees from the City of Boston, instituting a Boston resident hiring preference

Industry Leading Benefits

- CASTLELEAF will offer industry-leading pay and benefits with strong career development and opportunities for promotion
- Compensation packages that provide financial stability to all employees
- Competitive wages
- Health insurance benefits will include vision and dental for all regular employees working 30+ hours/week
- Accidental Death & Dismemberment Insurance (AD&D) included as part of a basic group Life Insurance Policy
- Career development and opportunities for promotion and compensation growth
- Committed to providing work/life balance according to the individual needs.
- Accrual of vacation hours on first day of employment, paid holidays and 80 hours of annual sick time, regardless of full-time or part-time status

EMPLOYMENT PLAN

BY THE COMMUNITY || FOR THE COMMUNITY

You Can't Be What You Can't See

- Our goal is to seek to have CASTLELEAF's workforce comprised of at least 65% minorities and 50% women
- By working closely with community members, CASTLELEAF can help address the suspicion and disconnect of the cannabis industry that may prevent women, minorities, and people living in disproportionately impacted communities from pursuing careers in cannabis and opportunity for economic mobility
- CASTLELEAF is excited to partner with programs like City of Boston Workforce Development, City of Boston Office of Economic Development, Brighton Main Streets, Allston-Brighton CDC, Operation Exit, and The CultivatED Program
- CASTLELEAF will provide training to all staff and will not require any prior cannabis industry experience as a condition of employment

EMPLOYMENT PLAN

BY THE COMMUNITY || FOR THE COMMUNITY

Responding to the Failed War on Drugs

- Our goal is to seek to have CASTLELEAF's workforce comprised of at least 25% individuals with criminal records or who have a parent or spouse with a criminal record
- Partner with organizations like The CultivatED Program, Honest Jobs, Aid to Incarcerated Mothers, Operation Exit, Suffolk County Sheriff's Department's Boston Reentry Initiative, and the Last Prisoner Project to identify employees
- CASTLELEAF will host quarterly CORI clinics within disproportionately affected census tracts within the City of Boston
- Offer pro bono legal help to assist with administrative sealing of CORIs

SITE MANAGEMENT

WORLD-CLASS SECURITY || A BRIGHTON COMPANY

GALAXY INTEGRATED TECHNOLOGIES

Headquarter in Brighton since 2001, Galaxy Integrated Technologies has provided state-of-the-art security for major institutions throughout New England and around the Globe since 1984

Clients have included, among others:

- Gillette Stadium
- Government top-secret clearance for US Government, including providing support to many US Naval Bases and US Coast Guard
- 15 Airports, including Logan Airport (post 9/11)
- State agencies, including MassDOT, MBTA, and MassPort
- Merck Pharmaceuticals (Boston, MA)
- Mass General Hospital, Saint Elizabeth's Hospital, Franciscan Hospital

Over the last several years, Galaxy has been a pioneer within the cannabis industry, assisting clients with their security system conceptual designs and integrations, while providing training, services and support

Galaxy is very proud to have supported with the licensing and opening launches of several cannabis licensees, all of whom enjoyed **ZERO state or local deficiencies**

SITE MANAGEMENT

WORLD-CLASS SECURITY || A BRIGHTON COMPANY

AGE VERIFICATION

- Entry only granted to individuals 21+ years of age with proper identification
- Prior to entry, trained security associate will ID each customer utilizing IDscience Scanners
- Require all customers clear a second ID verification at check out prior to purchase

ZERO-TOLERANCE POLICY

- Any customer found consuming products on site or in the surrounding area, including Portsmouth Park will be documented and served a lifetime ban from CASTLELEAF
- CASTLELEAF to maintain full complement of security personnel to monitor site and conduct routine perimeter sweeps
- Leveraging proven, best-in class tobacco prevention policies, no single pre-rolls will be sold, requiring a minimum purchase of four (4) pre-rolls

SITE MANAGEMENT

WORLD-CLASS SECURITY || A BRIGHTON COMPANY

SAFE DELIVERY OF PRODUCTS

- All vehicles have GPS tracking and are closely monitored throughout the transport route
- All routes and arrival times are randomized and all vehicles have two security personnel in the vehicle. Upon arrival, security remains with the vehicle while delivery is completed
- Vehicles outfitted with camera monitoring systems and personnel are required to check in every 15 minutes in order to maintain constant communication throughout transport and report incidents or changes in route

SECURE CASH MANAGEMENT

- Partnership with Empyreal Logistics and Northern Bank & Trust Co. for secure cash transportation
- Imperial has years of experience specializing in safe and covert transportation of cash deposits
- Transportation Officers dressed in plainclothes and drive unmarked vehicles utilizing randomized routes and pickup times during store hours
- Officers trained to blend in with customers in order to avoid attention that they are transporting cash

CASTLELEAF

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FOR FURTHER QUESTIONS

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