

EnROOT Delivery Service

A Warehouse & Delivery Operation for Grove Hall



EnROOT

A Cannabis Delivery Business

Blue Hill Ave. Dorchester, MA

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

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



WHO WE ARE

EnRoot Home Delivery Service is a locally owned, community-conscious cannabis partnership engaging, serving and benefiting members of our communities through financial success and social responsibility.

OWNERS AND FOUNDERS



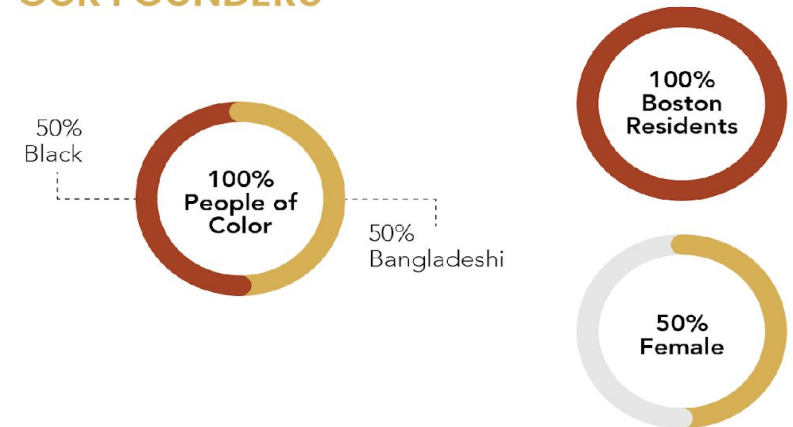
James Finney - 51% Owner of EnRoot, LLC

- Born & Raised Boston Resident
- Graduate of West Roxbury High School & MassBay Community College
- Fmr Owner of Spectrum Hair Performance Salon on Columbia Road
- State Certified: Economic Empowerment Program



ROOTED IN Roxbury:
Brian & Joanne Keith
Solmon Chowdhury & Rokeya Begum

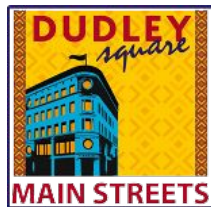
OUR FOUNDERS



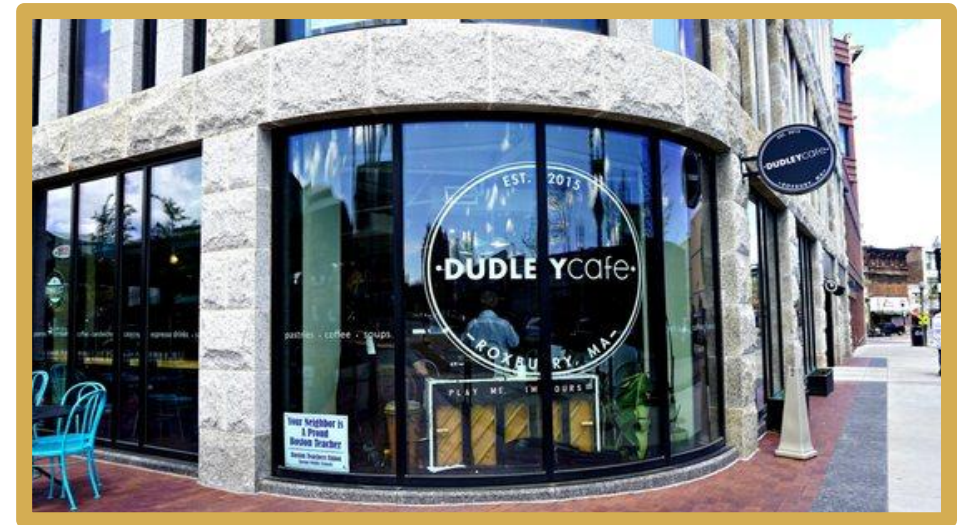
OUR EXPERIENCE

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

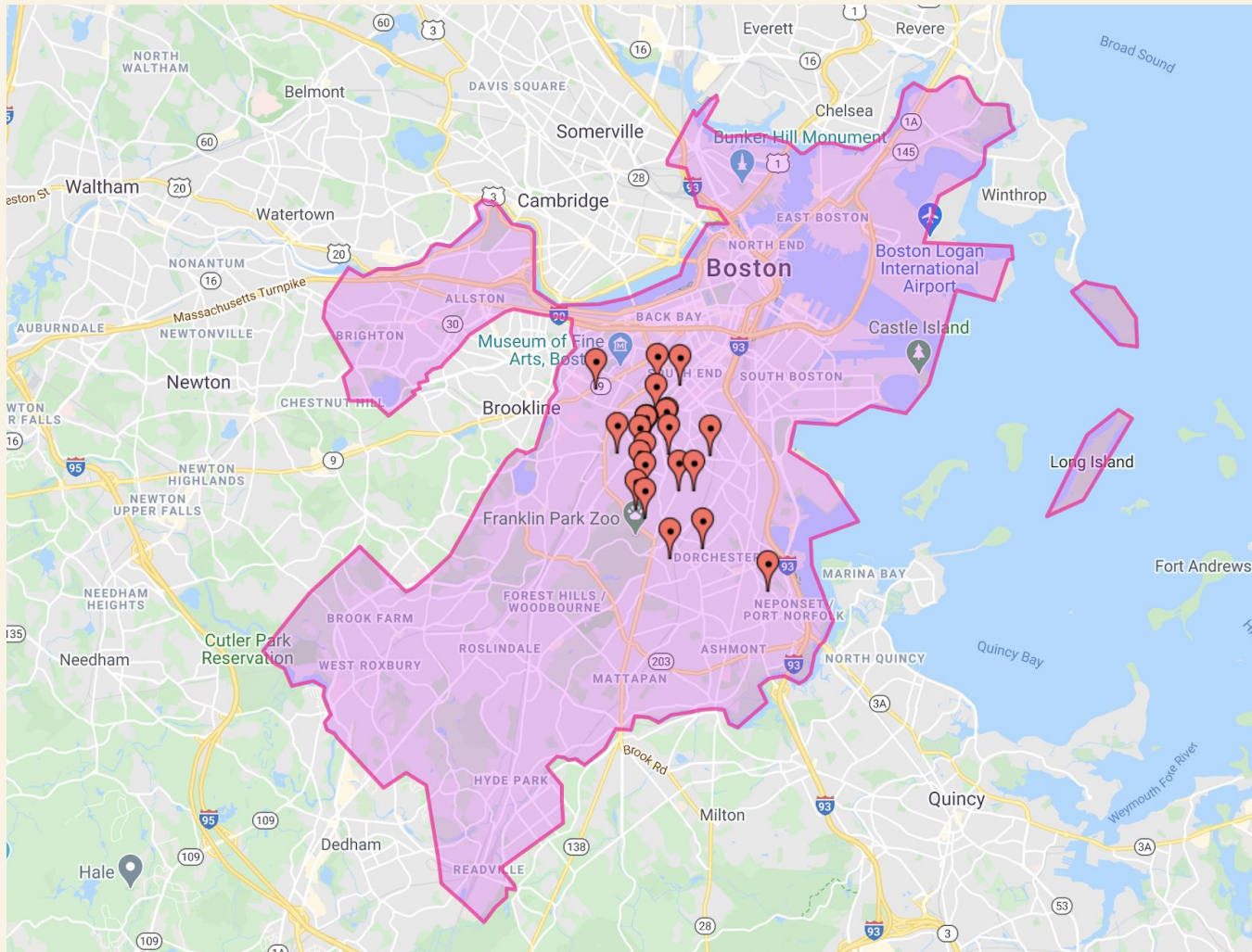
**BEST OF
BOSTON**



ZAGAT



OUR INVESTORS



100%
People of Color

96% Black, 3% LatinX, 1% Cambodian

51% Women

100%
Boston Residents

(Roxbury, Dorchester, Mattapan and Hyde Park)



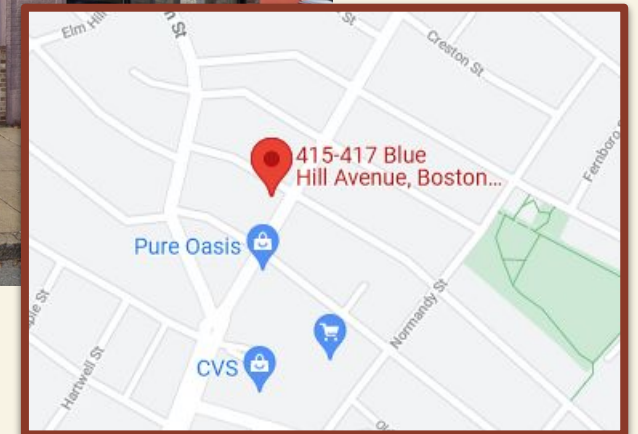
OUR PROPOSAL FOR 415 BLUE HILL AVE

WHY THIS LOCATION



OUR LOCATION

- EnRoot, LLC will operate out of 415 Blue Hill Avenue
- Fully self contained operation with NO on-site customers
- 3500 sq ft of ground-level and 1000 sq ft of second floor Office and Warehouse Space Zoned for Light Industrial Use
- Meets all state requirements related for siting in a conditional use zone



OPERATIONS OVERVIEW

HOURS OF OPERATION

- 10AM-9PM M-Sa (Hours Reduced at Community Request, proposed 9a-9p)
- 12PM-8PM (Hours Reduced at Community Request, proposed 9a-9p)

Jobs:

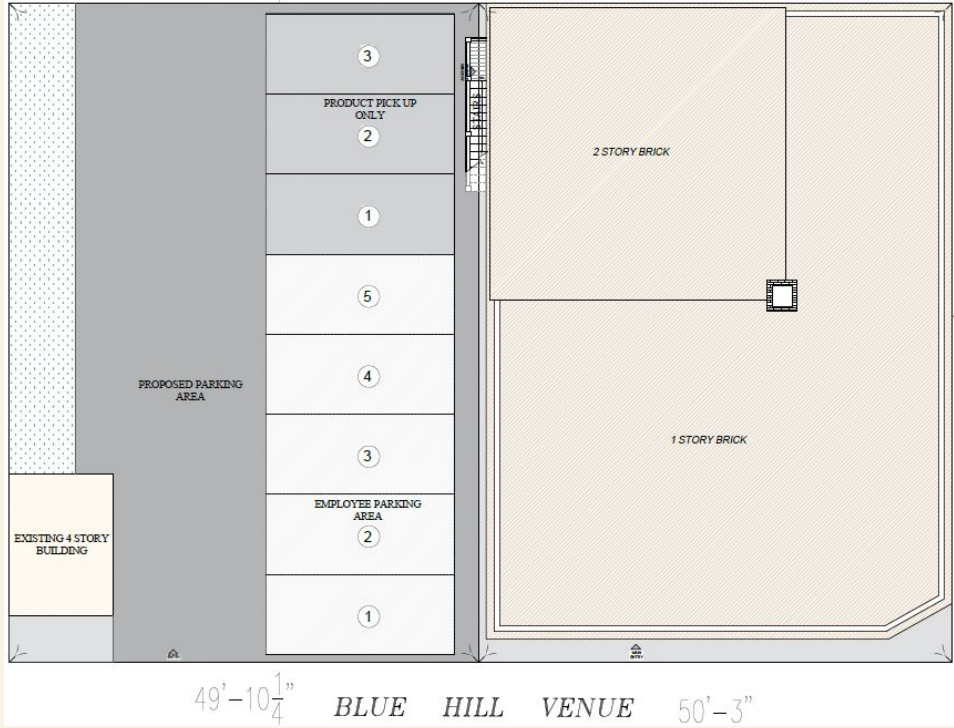
- 39 State Certified Employees
- 12 Drivers for 3 Delivery Vehicles (2 drivers/vehicle)
- 27 Warehouse, Dispatch & Security Positions, Local, BIPOC, Veteran & LGBTQ Hiring Preference

Fleet of Vehicles:

- 3 small vehicles for delivery
- parking on-site for all vehicles and 5 employee Parking Spaces (Agreed to not open until additional parking is secured)



Interior and Exterior Plan



All-Electric Delivery Fleet

All-Electric Fleet Profile

- Mid-size Electric Light Commercial Vehicle (eLCV)
- Zero Emissions
- Zero Engine Noise
- Estimated Range of up to 126 - 250 miles on a single charge
- Fleet and Asset Management Software Platform to Ensure Efficient Usage





TRANSPORTATION

LIMITED PICKUP TIMES

PARKING AND OPERATIONS

- 5 Parking spaces for Employees on site
- Uber like asset and fleet management system to track vehicles
- No Delivery vehicles along Blue Hill Ave
- Self contained facility with turn-around and secured fulfillment area

COURIER SERVICE MODEL

- Allows for off-site pickup and delivery
- Dispatch employees only on-site
- Provides service for cannabis retailers to deliver directly to customers at their homes.

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; provide 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
- NO public access to the premises



- Products stored in separate secured vault
- Seed to sale technology tracks every product from cultivation to customer to prevent theft & diversion
- No product purchased on site - fulfillment & distribution only



- Fully secured entrances and exits
- Limited access areas accessible only to authorized personnel
- Delivery Vehicles equipped with secure product storage; GPS tracking, full-time in vehicle recording & two person body cam equipped delivery crew for each vehicle



- Emergency policies and procedures aligned with local authorities
- Close coordination with Boston Police and Fire

OUR GOOD NEIGHBOR POLICY

- All employees will sign our Good Neighbor Pledge
 - Safe Driving
 - No smoking cigarettes in public areas
 - No illegal parking
 - No loitering outside the warehouse
- Low-key store front (no excessive signage or product displayed in windows like liquor stores)
- Delivery times scheduled during off-peak hours alleviating pressure on commuter & school traffic



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

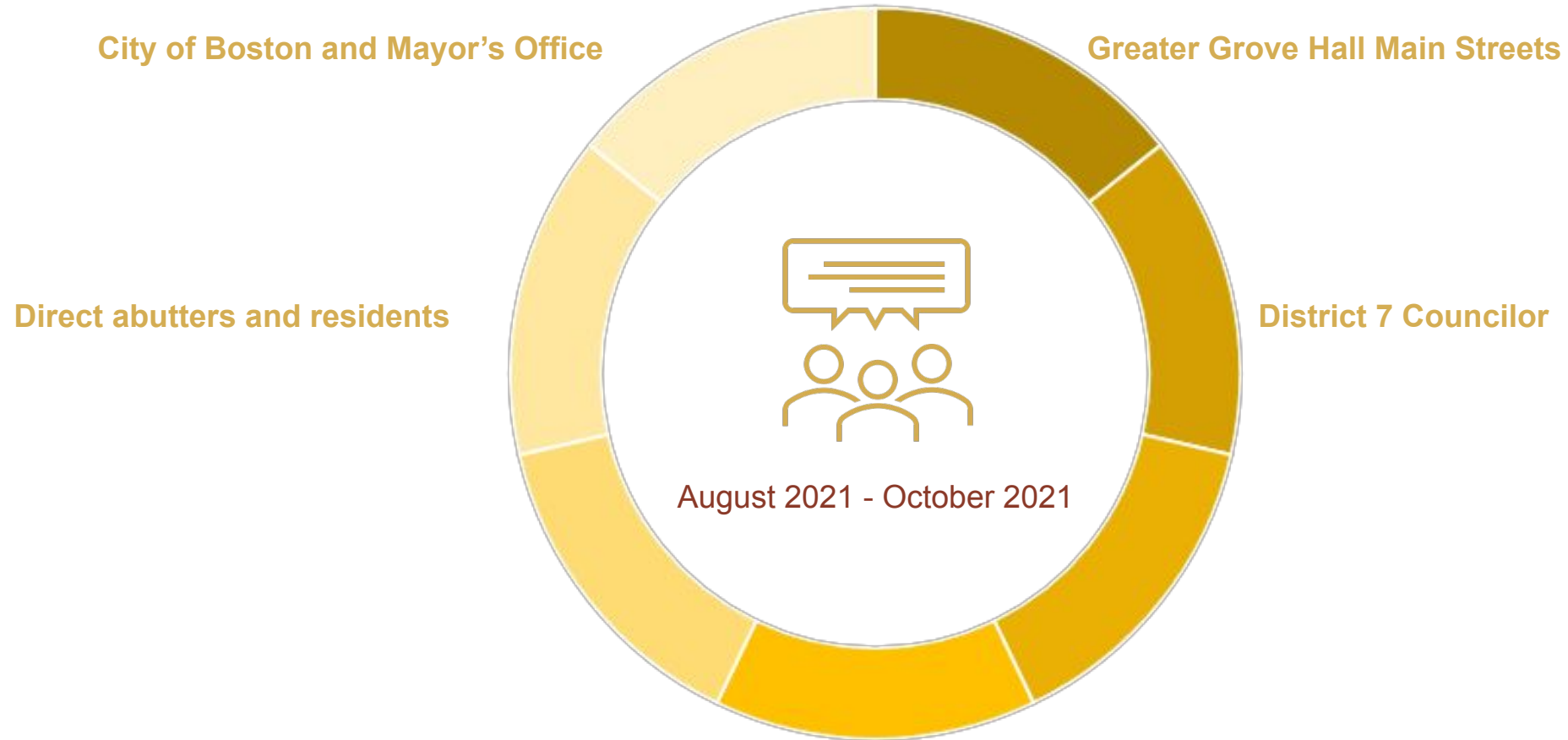
- Will develop a pipeline of talent with criminal records who are reentering the workforce
- Collaboration with Mayor's Office of Returning Citizens and MassHire



COMMITMENT TO GROVE HALL

- Agreement with community to not commence operations until additional employee parking is secured
- \$100,000 Commitment to worthy causes in Grove Hall and the surrounding community
- Profits set aside for a Community Benefits Fund: a board comprised of community members will determine where funds are directed (Separate from the aforementioned \$100k commitment)
- Collaboration and participation with Greater Grove Hall Main Streets and local community groups to expand security presence and support increased resources for service providers
- Investments in quality of life improvements
- Ongoing dialogue with community stakeholders
- Collaboration with local law enforcement

COMMUNITY ENGAGEMENT



JOIN US: REVENUES, JOBS AND WEALTH CREATION

\$400k+

PROJECTED TAX
REVENUE

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

40

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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