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**DR. GREENTHUMB'S
ALLSTON**

144 HARVARD AVENUE

JANUARY 2022

LOCALLY OWNED, LOCALLY OPERATED **LEAH SAMURA, CEO & MAJORITY OWNER (51%)**

Leah Samura is an independent business woman, cannabis entrepreneur, and lifelong Boston resident. Through thoughtful stakeholder engagement and creative structuring, Leah has built a number of successful cannabis ventures in an extraordinarily challenging business environment. Leah is one of the first recipients of the certified Economic Empowerment status granted by the Massachusetts Cannabis Control Commission in 2017.

She is the co-creator of *Purient Bedroom Cannabis*, the first cannabis infused topical for women and couples produced and sold on the East Coast, available in over 25 retail dispensaries throughout Massachusetts and poised to grow nationwide. She is the CEO and co-owner of *Yamba Boutique*, an adult-use cannabis retail space in Harvard Square that seeks to create a curated cannabis experience for the discerning consumer. Leah is the President of *Cannabis By Default Inc.*, a cannabis consulting company that focuses on real pathways to employment and ownership for people who have been disproportionately harmed by the grotesque enforcement policies of cannabis prohibition.

As someone who has witnessed such policies first-hand, Leah is committed not only to ending the misguided war on people caused by cannabis prohibition, but to being a mentor and guiding light for those who look to the cannabis industry as a means to create pathways to economic freedom. Leah has a long history of contributions to the Boston community as a former employee of United South End Settlements, the Dewitt Center, and the Urban League of Eastern Massachusetts. She is a former adjunct professor at Roxbury Community College.



Boston-born entrepreneur hopes to educate and empower women at Cambridge cannabis shop, Yamba Boutique



A BRAND WITH AN ETHOS OF EQUITY



Louis Freese, better known as the performing artist B-Real of Cypress Hill, launched the regulated cannabis brand Dr. Greenthumbs' with a product line and retail stores in 2018 at the inception of adult use cannabis in California. Dr. Greenthumb's mission is to actively support inclusivity within the cannabis industry and use its presence to enhance and enrich local communities. Louis' team owns 40% of Dr. Greenthumb's Allston.



“The one thing we know about the cannabis industry is people want to know you’ve been in the industry at any point—could be advocacy, activism, or actually someone in the culture who was cultivating. I felt like it would be an easy transition for me, because I’ve been an advocate, I’ve been an activist. Initially, my team and I had planned to put out our own products—concentrates, flower—but then I realized **the power in the brand.**”

PROVEN PARTNERS & COLLABORATORS

Our Allston facility will have access to our proven procedures relative to security, compliance, personnel, and operational resources gleaned from lessons learned from a local and international footprint.



Cookies holds 9% of Dr. GreenThumb's Allston's membership interests. The company will be advising on lessons learned from decades of legal cannabis experience, 35+ cannabis licenses with 0 regulatory infractions, and as the number one selling cannabis brand in the nation.

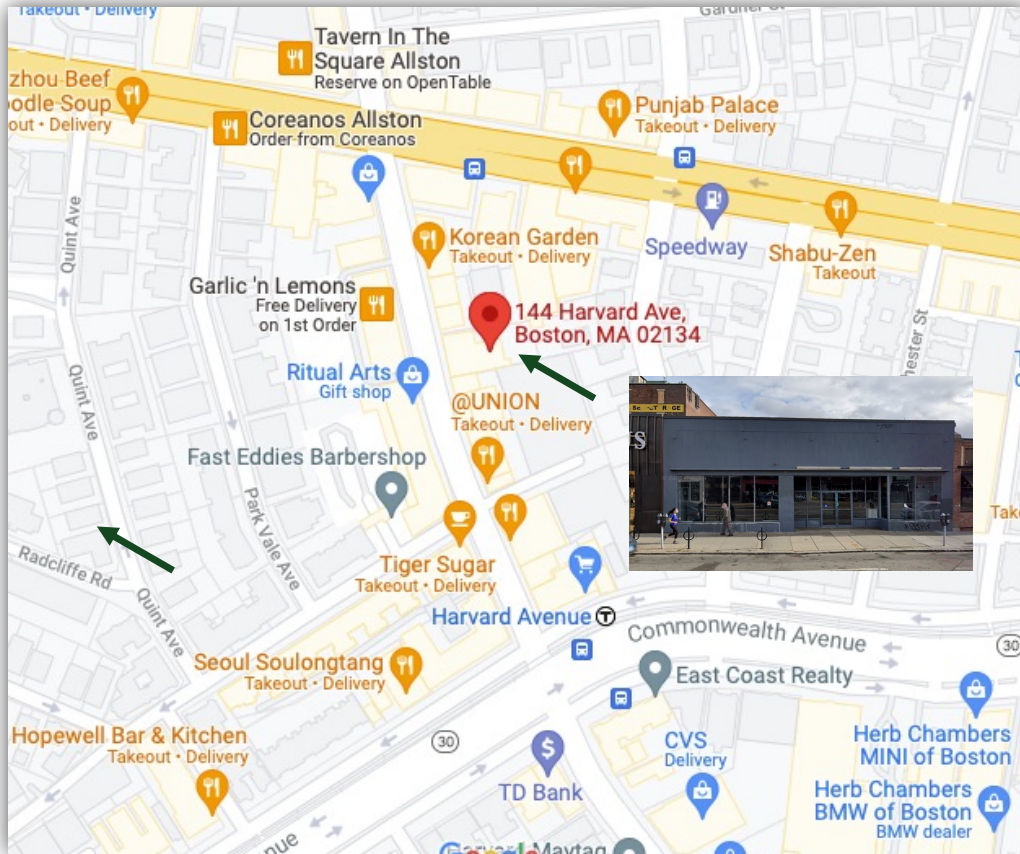


Leah and her husband Sieh were the first company to be accepted into the Sira Accelerator program to launch cannabis infused products. Sira's business guidance and unparalleled understanding of local and state licensing and operations will be invaluable to the company.



The company is committed to dedicating prime shelf space to products and brands owned by other Economic Empowerment Applicants, Boston Equity or Social Equity Program participants, Massachusetts MBE / VBE / WBE companies, or Boston-owned companies. Products featured will include Purient, a cannabis topical designed by the Samura family, and CommCan, a Massachusetts WBE that is the designated partner for the Cookies brand.

144 HARVARD AVE: PROPOSAL OUTLINE



The company seeks to site a Cannabis Retailer at 144 Harvard Avenue, a longtime vacant retail storefront. The site is located along a retail corridor of similarly sized commercial establishments that would all benefit greatly from the foot traffic that a new cannabis company would yield. It will require a Conditional Use Permit from the Zoning Board of Appeal.

The facility has 12 parking spaces and bicycle parking directly behind it that will be utilized for staff and secure deliveries. The company also has secured site control over an additional 10 off street spaces along Glenville Ave for use by customers, in addition to street parking along Harvard Avenue and Brighton Avenue and nearby municipal parking lots. The site is also in close proximity to the Harvard Avenue MBTA stop, 57 and 66 bus lines, and BlueBikes docks. Employees will receive full public transit subsidies.

144 HARVARD AVE: EXTERIOR STOREFRONT



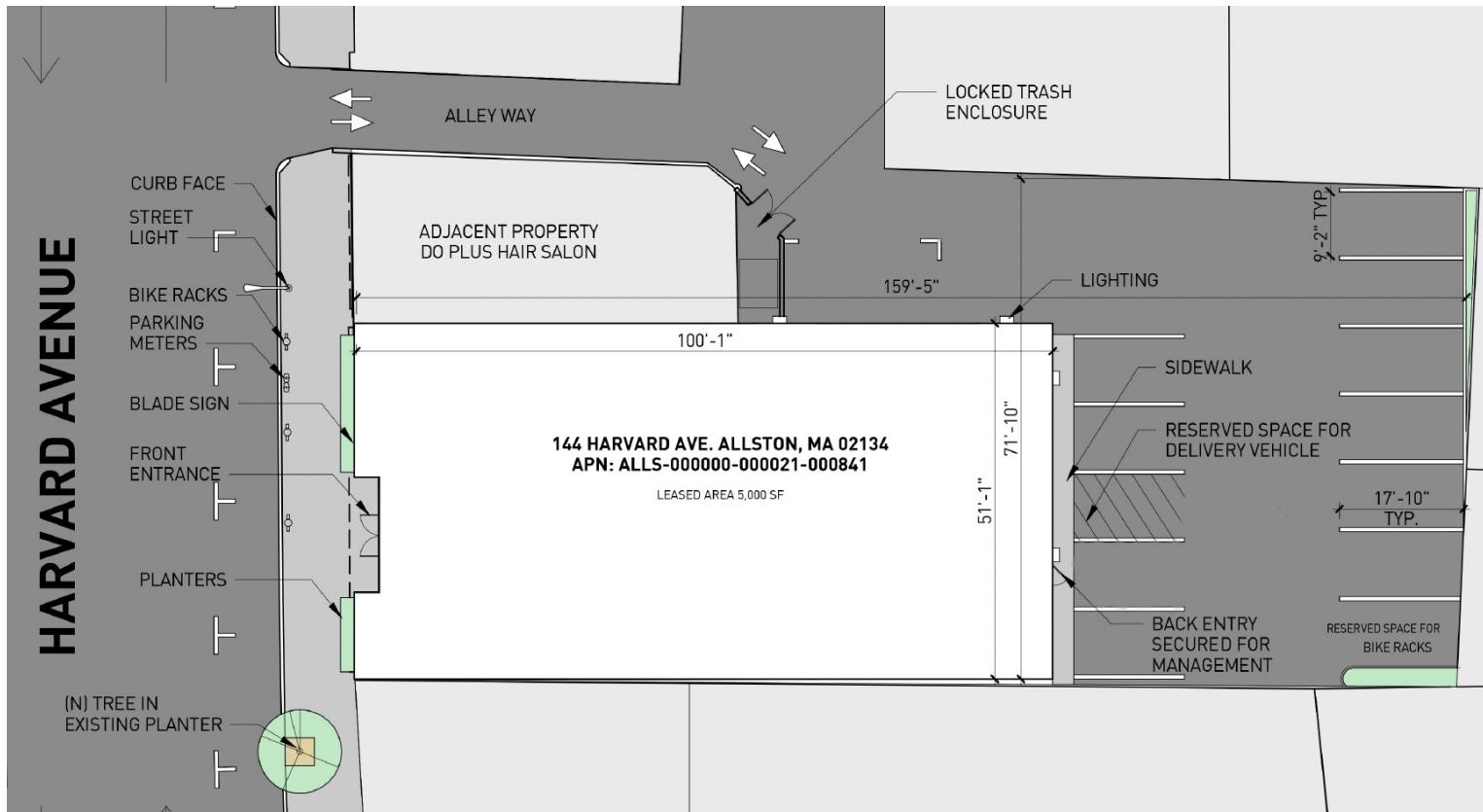
BEFORE



AFTER



144 HARVARD AVE: EXTERIOR SITE PLAN



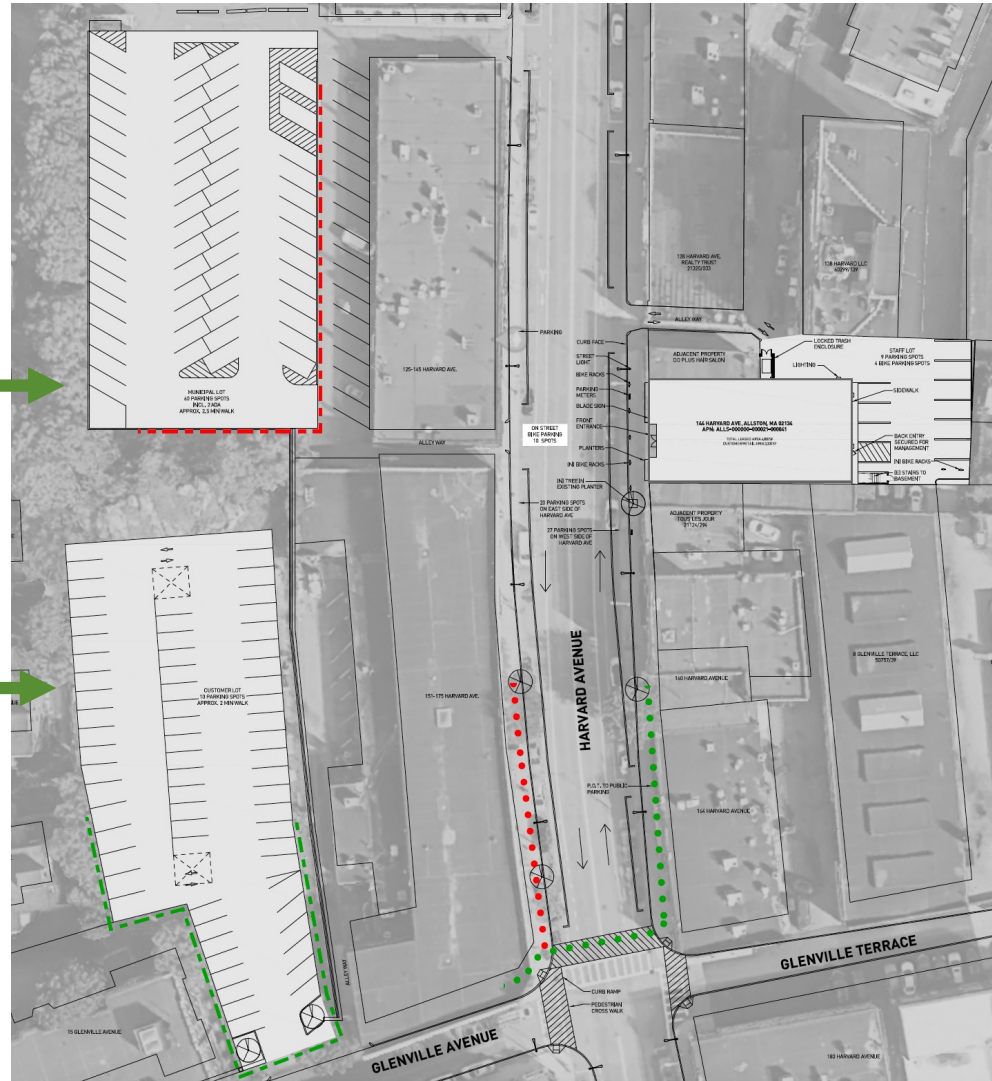
- Secured area for staff parking, deliveries, loading and trash with 24 hour surveillance
- Additional 10 offsite parking spaces within a block on Glenville Ave for customer use
- No exterior queuing
- Hours: 9A-9P
- Downcast lighting to illuminate property without shining light into adjacent properties

ADDITIONAL PARKING

municipal lot
60 spaces

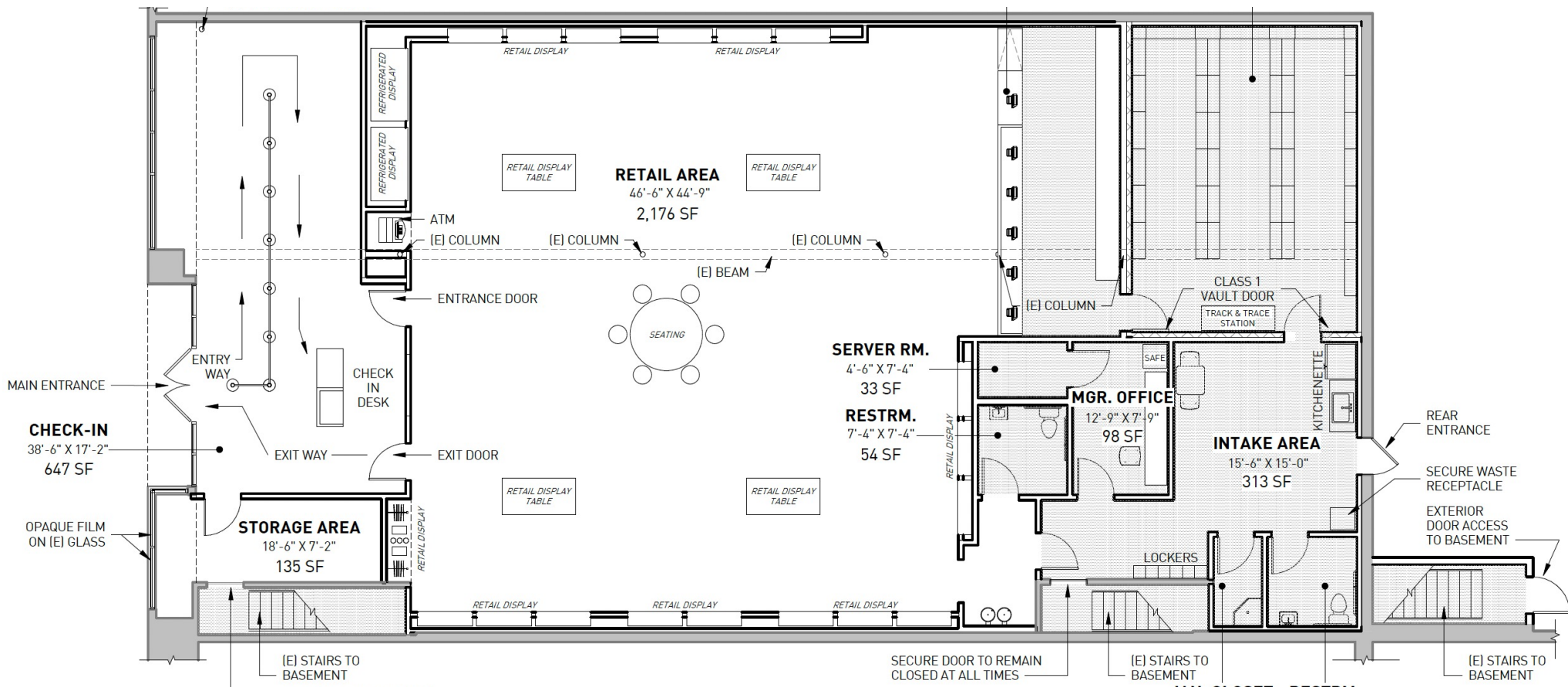


customer lot
10 exclusive + marked spaces



employee lot
9 spaces + secure loading





- Large security vestibule and retail area to prevent exterior queuing, totaling 2,500 SF of 4,500 SF space
- Two separate points of ID verification – at check in and at the service counter

144 HARVARD AVE: INTERIOR FLOOR PLAN

OPERATIONAL EXCELLENCE: NUISANCE

A 24/7 contact phone number will be provided to the police, interested abutters or nearby residents, local civic associations and the City so that concerns are addressed in real-time. The General Manager will attend all local neighborhood meetings to solicit feedback and remain aware of neighborhood issues and happenings.

External security personnel will be employed to ensure vehicles, bicycles, and pedestrians are able to safely traverse the area near the facility. The external security guards will also monitor the exterior of the premises to protect against loitering, public consumption, double parking, littering, or any other nuisance.

Absolutely **NO** public consumption is allowed on site or in adjacent areas. If City officials express that there are any areas of concern nearby, the company will offer to install video surveillance at any location.

The facility has been carefully designed to mitigate noise, light pollution, and odor concerns.

We understand that a rising tide lifts all boats, so our efforts to mitigate nuisance in the community will extend beyond items that are directly related to our presence. In response to feedback received from local elected and appointed officials and nearby business owners, we plan to kick off our operations by working with the immediate community to address local graffiti issues. Following local permitting, we will allocate up to \$10,000 to facilitate the installation of anti graffiti sealant on the facades of local businesses on Harvard Avenue to provide a long-term solution to graffiti issues that have plagued the commercial business corridor.



OPERATIONAL EXCELLENCE: SECURITY

- A laser focus on security, inventory control, and diversion prevention throughout all SOPs and practices, with physical security provided by Astronaut Security, a Massachusetts cannabis security veteran and desire to collaborate with the district police captain to contribute to **secure outcomes for the entire community.**



- Perimeter security, including motion sensors, alarms, and video surveillance, will be installed to protect the site from unauthorized intrusion. Intrusion detection sensors will be placed on all exit and entry points, including windows. Extensive video surveillance will be placed on the exterior of the facility and all interior locations that may contain cannabis. Duress, panic, and hold-up alarms will be located strategically throughout the facility.
- Multiple redundant alarm systems will be operating to ensure that the system does not fail in the case of power outage or any other service disruption.
- Live security guards will monitor camera feeds on site during all hours of operation. Additionally, feeds will be remotely monitored by offsite 24/7 dispatch team at all times in addition to looping into the Police Department if desired.
- Stringent access control procedures maintain strict control over who is in the facility at any given moment. Security agents will monitor the interior and exterior of the facility on alert for suspicious behaviors. They will be trained on Standard Operating Procedures to respond instantly in crisis situations.
- Products will be located in locked, secure vaults under video surveillance. Only designated staff will have access to the vault, with layered access badges prohibiting free staff movement throughout the building. No more than the anticipated inventory required for two days will be stored on site.

OPERATIONAL EXCELLENCE: PREVENTING DIVERSION

ACCESS CONTROL

Only consumers 21 years of age or older with a verified and valid, government-issued photo ID will be allowed to enter the facility and conduct a transaction. IDs are checked on numerous occasions during a customer transaction. Employees are empowered to deny sales to individuals if they are concerned that they may not be of age. A scanner will be used to detect fake IDs. Back up IDs will be required for out of state patrons.

EMPLOYEE PROTOCOL

Controls are in place to prevent the diversion of marijuana internally, including the use of a seed to sale tracking system. Employees undergo exhaustive training that underscores diversion prevention through all facets of operations, including facility access, sales, chain of custody, and security. If an employee intentionally or negligently sells marijuana to an individual under the age of 21 they will be terminated. The company will immediately notify the the Cannabis Control Commission of any suspected diversion. The company will only hire individuals 21 years of age or older.

CONTRIBUTING TO POSITIVE PUBLIC HEALTH OUTCOMES

According to a 2021 study published by the Journal of the American Medical Association, regulated cannabis models lead to lower marijuana use among adolescents based on data studied from 10 medical and adult use states. The company will actively participate in the Cannabis Control Commission's "More About Marijuana" campaign which seeks to reduce youth use of and access to cannabis. It will distribute programs and policies geared towards parents, youth, and community members, including fact sheets, storage guidelines, public health information, and tips on having informative conversations about cannabis.



VALUES FIRST PROFIT SECOND

- 100 percent of employees will be Boston residents, diverse, or have a history of disproportionate impact from drug law enforcement. An estimated 30-35 employees will be required.
- Both full-time and part-time employees will be paid a REAL living wage (no less than \$20/hour and averaging at \$24/hour), and have access to comprehensive benefits, 401k, workforce development opportunities, and 40 hours of paid volunteer time. Most employees will be full time.
- The general manager will attend all local business and civic association meetings as a mandatory job function to stay abreast of current community happenings.
- Active participation in local and national civic, business, and philanthropic organizations.

OUR PROMISE TO YOU.

JOIN	community organizations
DONATE	to local neighborhood priorities
SPONSOR	events and efforts of local organizations
ATTEND	regular meetings and special events
VOLUNTEER	time and resources to support community led efforts
LISTEN	to concerns by having a dedicated liaison
ACT	when needed to find solutions




• The project principals have a demonstrated track record working collaboratively with organized labor across the nation, and a deep commitment to furthering the values and mission of UFCW.

VALUES INTO ACTION

Dr. Greenthumb's Allston has already:

- Presented before and committed to joining Allston Village Main Streets at the highest level and made a \$1,500 contribution for holiday lights;
- Presented before and committed to having an active presence at the Allston Civic Association and Brighton-Allston Improvement Association
- Presented before and committed to having the highest level of membership of the Allston Board of Trade;
- Signed a Labor Peace Agreement with UFCW Local 1445;
- Met with Councilor Breadon, Representative Honan, and Representative Moran;
- Made a \$500 contribution to the Holiday Toy Drive sponsored by Representative Moran;
- Made a \$500 contribution to the Bais Yaakov of Boston located in Brighton; and
- Sought out information relative to in kind donations required after a local Allston house fire.

We will:

- Following local permitting, we will allocate up to \$10,000 to facilitate the installation of anti-graffiti sealant on the facades of local businesses on Harvard Avenue to provide a long-term solution to graffiti issues that have plagued the commercial business corridor.
 - We seek to become annual contributors of the West End House in support of their efforts to serve over 1,700 local youth ages 8-24.
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QUESTIONS?