



**OPCO ALLSTON, LLC  
DBA  
DR. GREENTHUMB'S  
ALLSTON**

**144 HARVARD AVENUE, ALLSTON**

**PRESENTATION TO THE  
BOSTON CANNABIS BOARD**

# WHO WE ARE: LOCAL ROOTS, NATIONAL EXPERTISE

## LEAH SAMURA, CHIEF EXECUTIVE OFFICER & 51% OWNER



- ❖ Lifelong Mattapan resident.
- ❖ Co-creator of *Purient Bedroom Cannabis*, a cannabis topical for women and couples, available in over 25 dispensaries.
- ❖ Co-owner of *Yamba Boutique*, a cannabis retailer in Harvard Square
- ❖ President of *Cannabis By Default*, providing pathways to employment and ownership for people who have been harmed by cannabis prohibition.
- ❖ Director of Training of Cannabis for City Farm in Roslindale, a community learning lab designed to reduce barriers to entering the industry
- ❖ Former employee of United South End Settlements, the Dewitt Center, and the Urban League of Eastern Massachusetts.
- ❖ Former adjunct professor at Roxbury Community College.



## LOUIS FREESE AKA B-REAL: 32% OWNER



Best known as performing artist Cypress Hill, Louis Freese launched the celebrated Dr. GreenThumb's cannabis brand 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 to use its presence to enhance and enrich local communities. The brand celebrates music, culture, and self expression.

## 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.**



The project principals have executed a Labor Peace Agreement with UFCW Local 1445.



Some of the founders of Cookies Retail hold 9% of the company's membership interests. Cookies maintains 35+ cannabis licenses with 0 regulatory infractions and is the #1 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.



The company is committed to dedicating at least 20% of shelf space to products and brands owned by other EEA applicants, Boston Equity or Social Equity Program participants, MA MBE / VBE / WBE companies, or Boston-owned companies. Products featured will include Purient, a cannabis topical designed by Leah.

# VALUES BEFORE PROFIT

- **100 percent** of employees will be Boston residents, diverse, OR have a history of disproportionate impact from drug law enforcement.
- 30-35 full-time employees will be required. Employees will be paid a REAL living wage (starting at \$20/hour & averaging \$24/hour), and have **comprehensive healthcare benefits**, 401k, full public transit subsidies, & 20 hours of paid volunteer time. There will be whistleblower protection and nonretaliation policies clearly in place.
- Job openings will be advertised through local workforce development groups (My Brother's Keeper, Office of Returning Citizens, Office of New Bostonians, MassJobs), local civic and business associations, local job fairs, and within the facility.

## our commitment to Allston

<b>80%</b>	of employees will be Boston residents, with an Allston Brighton hiring preference
<b>75%</b>	of employees will identify as minorities
<b>60%</b>	of employees will identify as women / nonbinary
<b>100%</b>	of initial managerial staff will identify as women / nonbinary or minorities
<b>10%</b>	of employees will have a drug-related CORI

- All employees will receive access to Green Flower's online cannabis **workforce development** program and an on-site **mentorship** program.



# DOING WELL BY DOING GOOD



## storefront improvement

### GOAL

Support diversely owned Allston businesses through a \$10,000/year graffiti prevention initiative.

### PROGRAM

Through collaboration with local business associations to identify diversely owned local businesses, coordinate & fund the installation of graffiti prevention solvent up to \$10,000 / year.

### MEASUREMENT

Financial and business information records, feedback from businesses



## charitable initiatives

### GOAL

Provide 250+ annual hours of community service to businesses promoting diversity + inclusion

### PROGRAM

Through an opt in program, employees will have 20 hours of paid community service time per year to direct towards charitable initiatives enhancing DEI efforts.

### MEASUREMENT

Payroll records, community service event materials



## products for good

### GOAL

Help EEA, SEP, BEP, diverse, and local companies to stand up their companies, brands, & products.

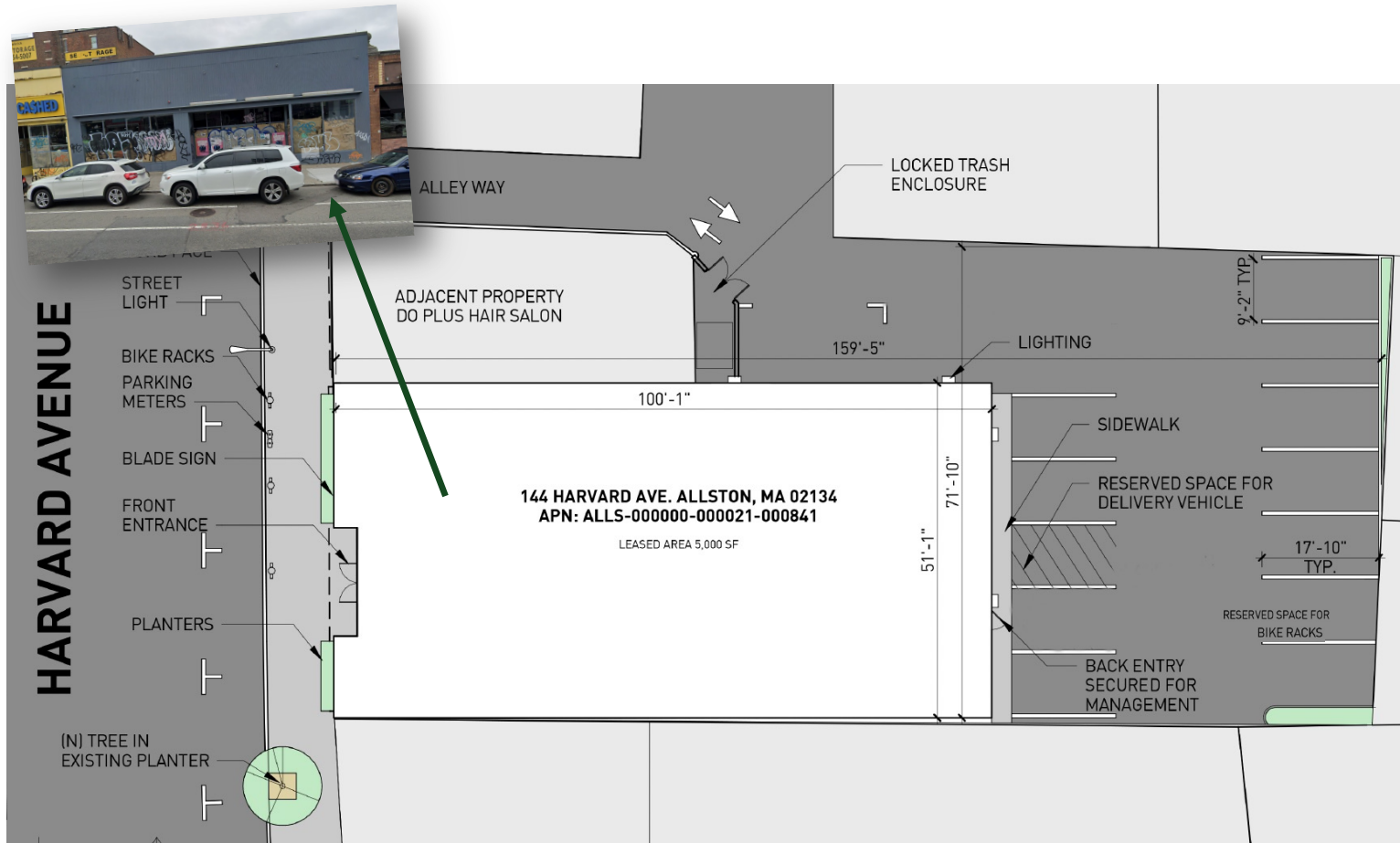
### PROGRAM

20% of shelf space will be designated to brands that meet the above criteria through an inclusive procurement program.

### MEASUREMENT

Financial and business information records.

# 144 HARVARD AVE: EXTERIOR SITE PLAN



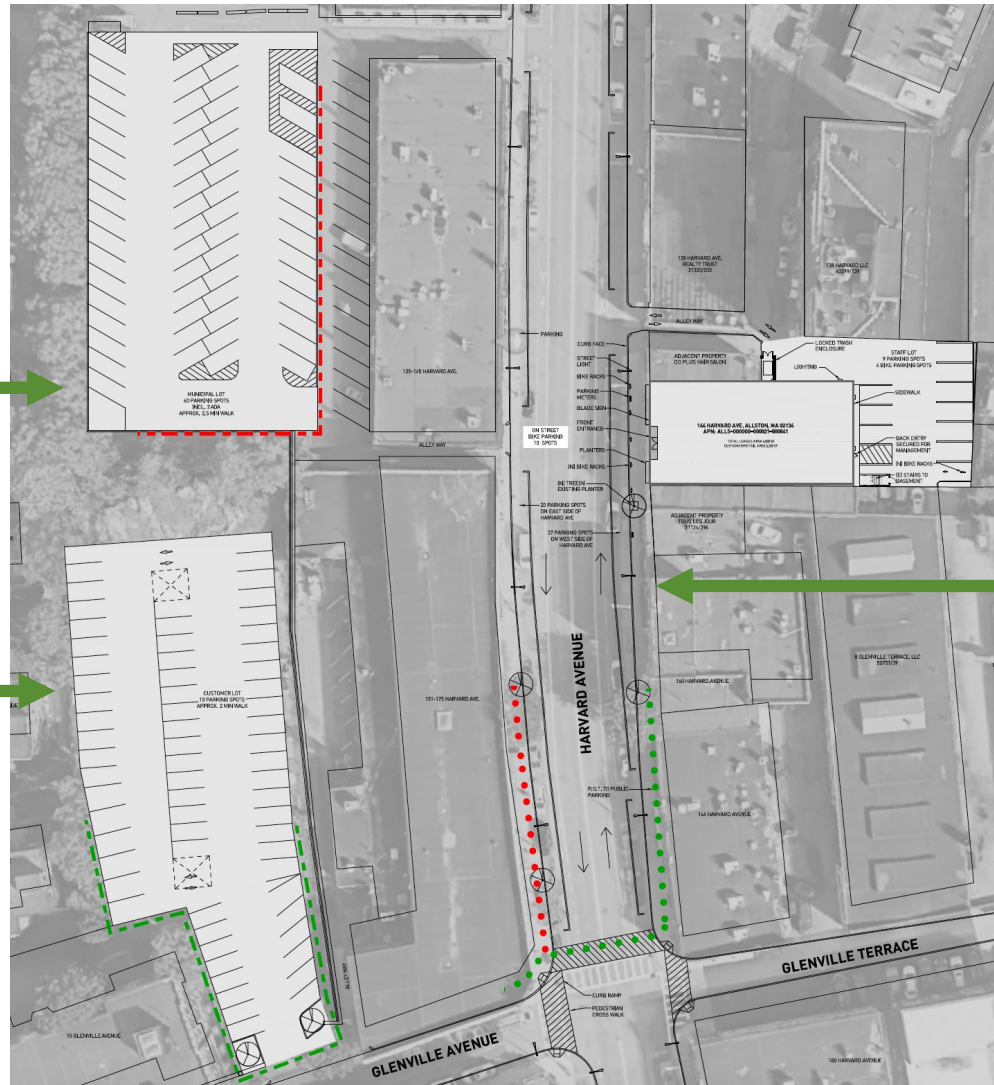
- Secured area for staff parking, deliveries, loading and trash with 24 hour surveillance
- Additional 10 offsite parking spaces within a block on Glenville Ave for customer use
- No exterior queuing
- Hours: 9A-9P
- Downcast lighting to illuminate property without shining light into adjacent properties

# SITE ACCESS

**municipal lot**  
60 spaces



**customer lot**  
10 exclusive, marked spaces



**public transit**  
57,66 bus lines - 2 blocks



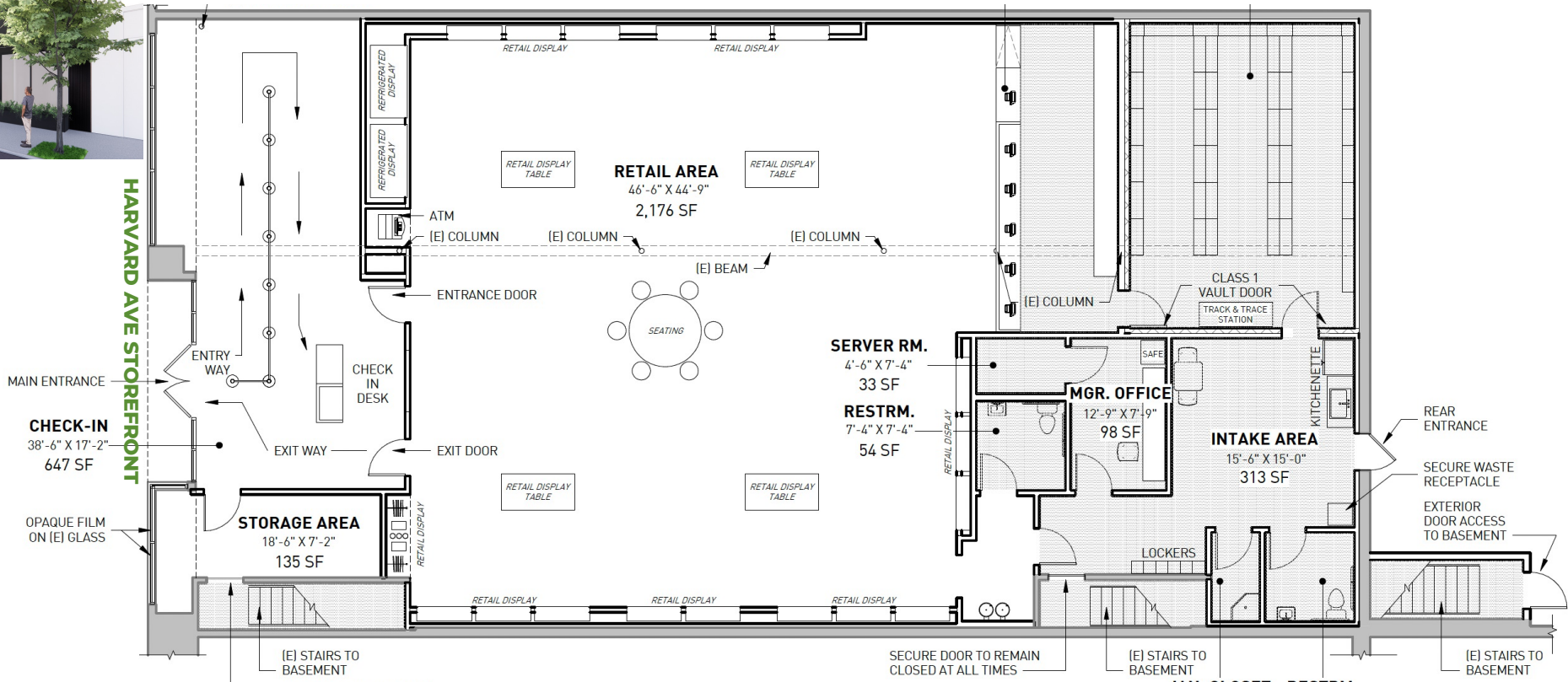
**employee lot**  
6 dedicated vehicle spaces,  
3 bike racks, + secure loading



**street parking**  
27 vehicle parking spaces +  
numerous bike racks



**public transit**  
MBTA Green Line - 1 block  
66 bus line - 1 block  
bluebikes dock - 2 blocks

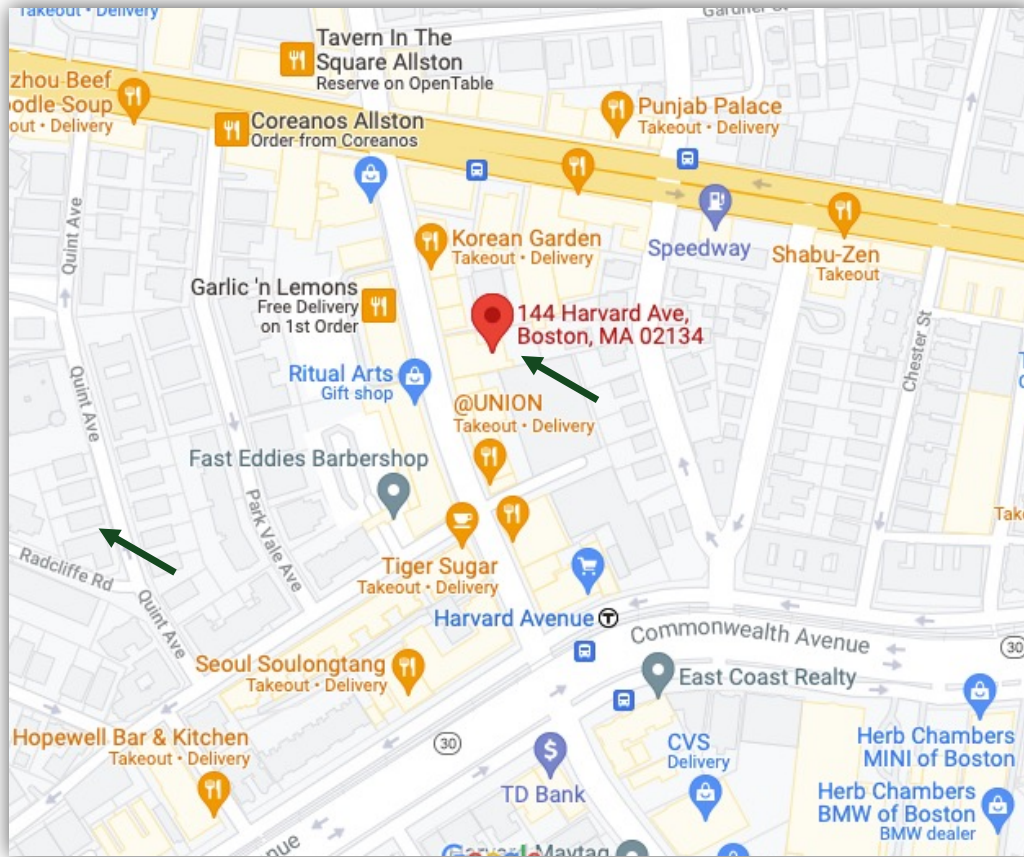


- Designed to exceed the security and operational requirements set forth within 935 CMR 500 and the Boston Cannabis Board's rules and regulations and with the safety of security of consumers, employees, and the general public in mind.
- Three separate points of ID verification – at entry, check in, and at the counter – using state-of-the-art scanning technology, back up IDs for out of state licenses, and visual ID verification.

## 144 HARVARD AVE: INTERIOR FLOOR PLAN



# DENSITY + CANNABIS COMPETITION IN ALLSTON



Already one of the densest communities in Boston, Allston is poised for growth with over 1,000 residential units permitted within a ½ mile of the site within the last two years.

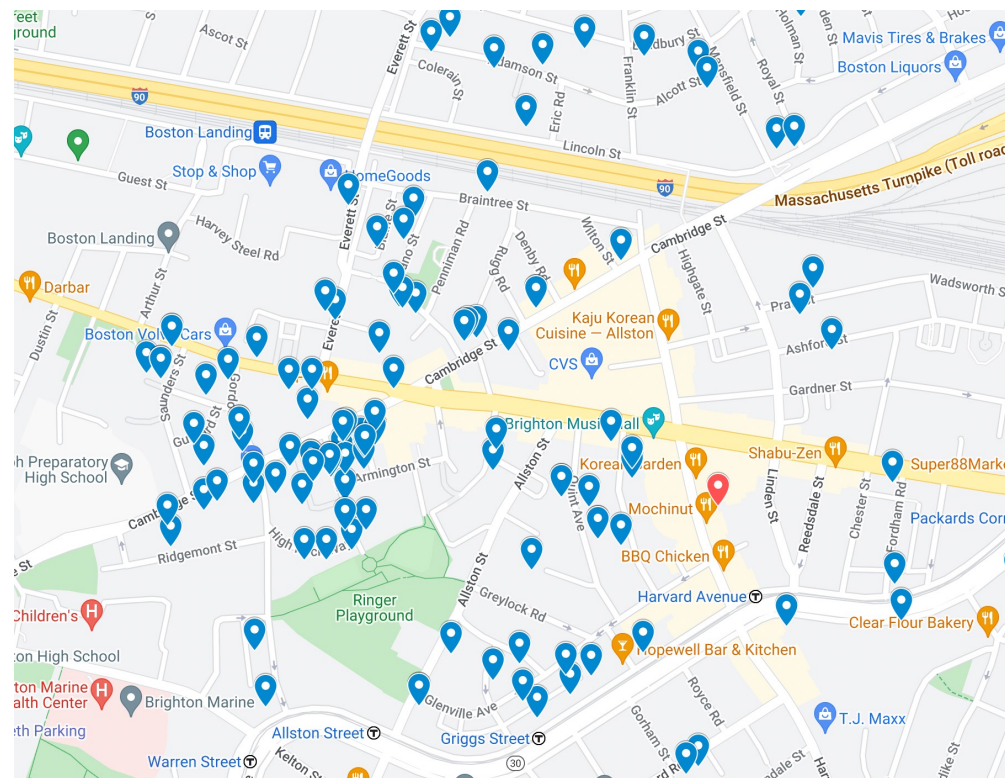
As a result of its density, multiple businesses can compete and thrive, enhancing the quality of service and providing superior products to consumers. Within a ½ mile of 144 Harvard Avenue, there are:

- 7 pizza shops
- 15 bodegas
- 5 liquor stores
- 5 laundromats
- 8 hair salons
- 5 fast food establishments
- 3 CVS's
- 3 Seven Elevens
- 8 bubble tea stores
- 9 bars
- 8 coffee shops

# VALUES INTO ACTION

## Dr. Greenthumb's Allston has already:

- Conducted business walks and residential canvassing resulting in over **200 letters of support** from local businesses, residents, and other community stakeholders, including a letter of non-opposition from Councilor Liz Breadon;
- Presented before and committed to joining Allston Village Main Streets at the highest level;
- Commissioned the local 'Postcards from Allston' photographic art series to have a storefront display during permitting;
- Offered the use of its space to host Allston open studios;
- 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;
- Made a \$1,500 contribution for holiday lights along Harvard Avenue;
- Met with Representative Honan and Representative Moran;
- Made a \$500 contribution to the Holiday Toy Drive sponsored by Representative Moran; and
- Made a \$500 contribution to the Bais Yaakov of Boston located in Brighton.



**MAP OF LOCAL SIGNATURES IN SUPPORT**



**QUESTIONS?**