



Presentation to the Boston Cannabis Board

Why Heritage?

A. Diversity & Inclusion

The Heritage Club is Social Equity and Boston Equity Certified. We are committed to furthering the opportunity by continuing to prioritize diversity & inclusion in our company credo and specific initiatives highlighted in this presentation.

B. Boston Owned & Operated

The Heritage Club is for the 617 and by the 617. Most importantly, we are local residents who will be onsite running the day to day operations ourselves.

C. Community Focused

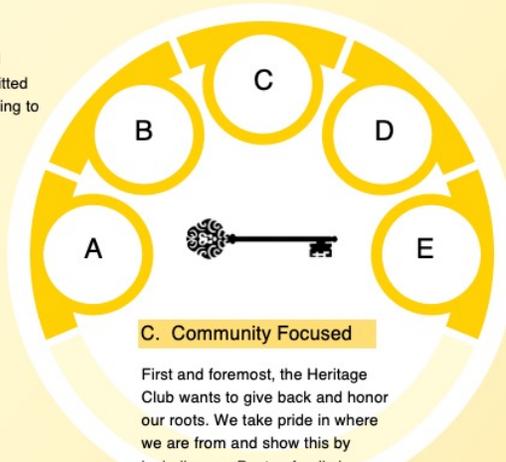
First and foremost, the Heritage Club wants to give back and honor our roots. We take pride in where we are from and show this by including our Boston family in our plans. We are focused on creating a measurable impact and leaving a legacy we are proud of.

D. People Driven Mission

In an industry where the focus tends to be anything green, Heritage sees the people as the most important thing. The people are our Heritage team, the local community we are a part of, and the people who have come before and after us.

E. Educational Offerings

The Heritage Club will provide educational opportunities at every level of the client experience. Our staff will be prepared with pertinent product information for customers. The Heritage website and store will also feature informational guides and compliant videos. An introductory info sheet included in every client's first purchase.



The Heritage Club seeks to work collaboratively with the Charlestown community to open a Cannabis Establishment engaged in the delivery of cannabis and cannabis products at 116R Cambridge Street. The Heritage Club is committed to operating its business in a manner that *does well by doing good.*

The Heritage Founder



- 9 + years of Business experience
- 8+ years Customer Service experience
- 5+ years Management experience
- 2+ years Retail Sales experience

Adenike John “Nike”

FOUNDER & OWNER
Dorchester, MA



Background

- Born & raised in Boston
- Current Boston resident
- Daughter of a first-generation immigrant and descendent of enslaved people
- Northeastern University
D’Amore McKim School of Business
B.A. ’15 - Finance & Minor in Psychology

Business Experience

- Vibe Residential - Real Estate Broker -
Founder/Owner
- BNI Legacy Charlestown
Founding President
- Apple Specialist- 2012-2013

Cannabis - Related

- Social Equity Applicant
- CCC’s Social Equity Program- ’20 -1st Cohort
- Lantern’s Delivery Accelerator- ’20
- Massachusetts Cannabis Association for Delivery (MCAD) *Founding Member; Events Coordinator*

Existing Site: 116R Cambridge Street



Heritage Club's proposed site was chosen since it meets the requirements in terms of Zoning, Security, Parking. The building is located towards the back of the lot and is in a convenient and easily accessible location. The building's footprint is currently 3,000 sq ft. This simple square frame has been redesigned for an open retail layout that allows ample space for social-distancing, crowd control, and efficient flow of customers.

Key Features:

Zoned: Commercial

Walkability; Very Close to Transit

Dedicated Customer Parking

Standalone Building for Increased Security

Ample waiting room to minimize queue

Spacious back of house space

Key Security Features



24-hour
Surveillance System



Increased Lighting



Limited Access Areas



Local Law Enforcement
& Grounds Patrol



Secure Storage Vaults
for Product & Cash

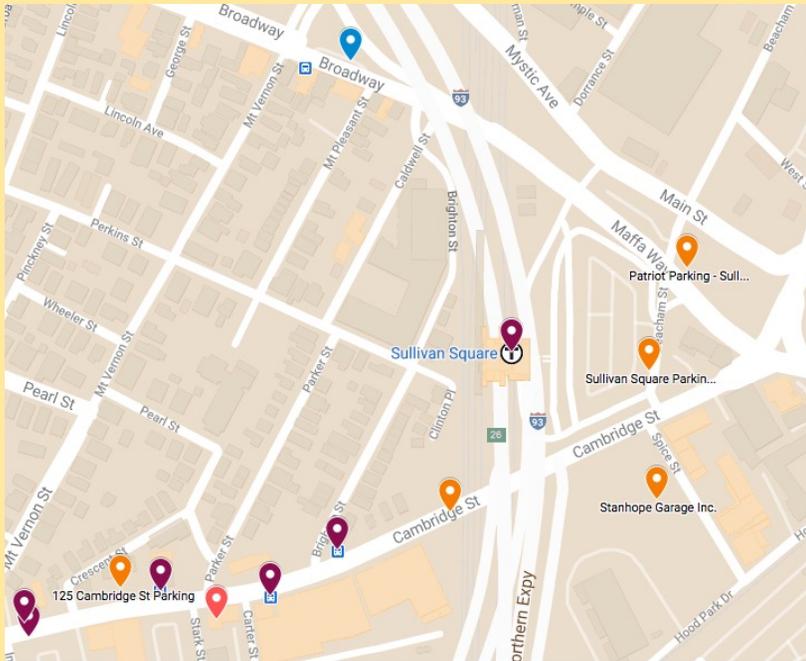


CCC Compliant
Operating Procedures

Public Transportation



Local Transit & Parking Map



- Proposed Location
- Public Parking
- MBTA T & Bus Stops
- Blue Bike Station

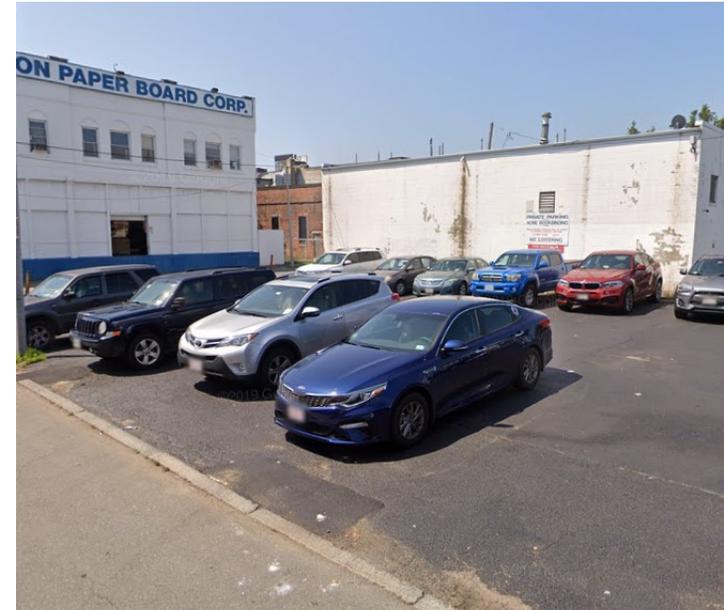
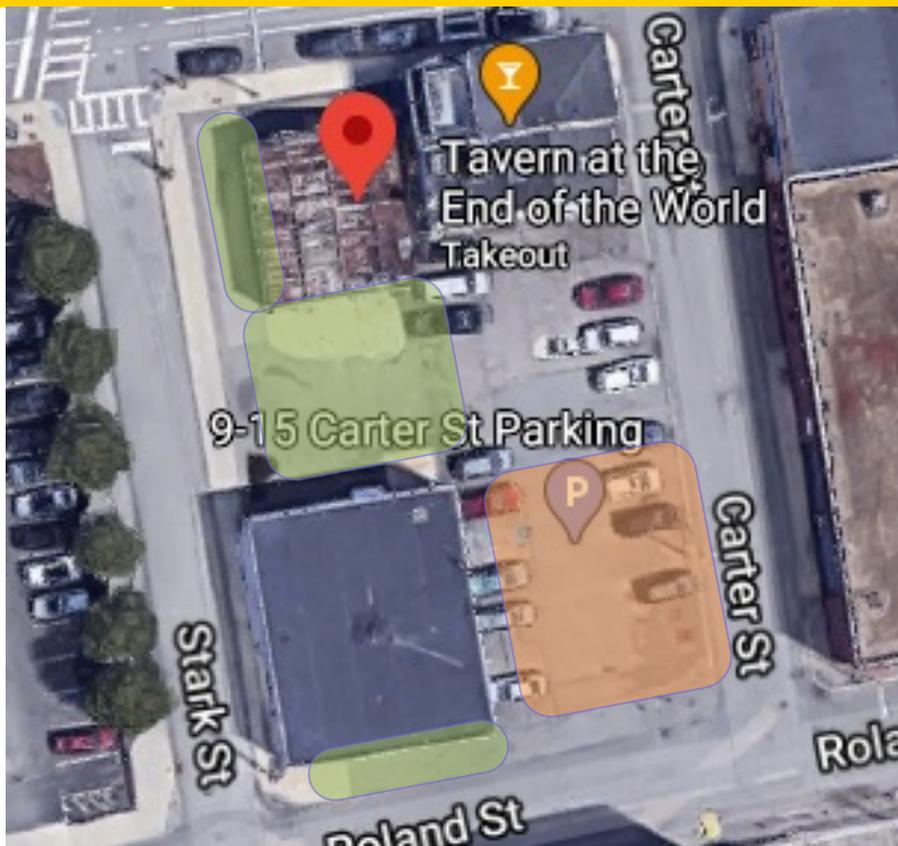
Very Accessible by Public Transportation

- **MBTA Orange Line - Sullivan Square: 0.2 miles, 5-minute walk**
- **MBTA Bus (Over 10+ Lines nearby)**
 - Closest bus stop #86/91: **500 feet, 2-minute walk**

Other Affordable Transportation Options

- **Ride-share** Drop-off Point – to be located on Roland
- **BC/BS Blue Bike** stations – nearby at Broadway, Sullivan Station, and corner of Washington & New Washington in Somerville
- **Employee Transportation Program** – subsidized T-pass /Bike Share Membership

Parking Features



Parking

11 dedicated spaces, (green area) including, and 12 overflow spaces:

- 1 (ADA dedicated space)
- 2 Spaces for Delivery Vehicles
- 2 Spaces for Curbside Pick-up (during pandemic)

Also several paid lots and garages less than 0.25 mile away

During Peak Hours

12 additional dedicated spaces (orange area) for **23 total** available onsite during our peak hours

Employees

No onsite parking. Violators will be given one time warning, then terminated.

Subsidies for alternate transportation options



Positive Impact Plan

Where we are from is where we give back!

- Lost Village Community Trust - We pledge to donate 3% of our annual net profits to the Lost Village. A board made up of Lost Village residents and Heritage leaders will be created and meet quarterly to determine the allocation of funds.
 - The group will be made up of 4 to 7 members, including 1 seat for a Heritage executive. The goal is that at least half of the committee be made up of Lost Village residents. David Lucier, a Lost Village resident and Quality and Safety Chair of Mass General Hospital has expressed interest.
 - This goal is actionable and measurable as it will procure funds depending on the revenues of The Heritage Club and seek to expend those funds in the following fiscal year.
- The Boston Heritage Fund - We will launch a home buying assistance program to help affected communities begin to build wealth. By leveraging our previous real estate experience, we will host financial planning and home buying seminars. The Heritage Club pledges to cover the closing costs for 10 qualifying residents per year, up to a total of \$150,000/year.
 - Other companies have proposed similar initiatives, including Rooted In, LLC; Verdant Reparative, Inc.; and Cypress Tree Management Fenway, Inc.
- Purchase 30% of Products from other Economic Empowerment/Social Equity Vendors as available
- Purchase 30% from Women Owned or Led Vendors as available



Employment



Adaptive offers an entire spectrum of HR services, freeing us to focus on our core business activities.

Certified HR Experts to guide and support us & keep our business compliant



DI & Local Hire Goals

Total hire – 20-30 people

51% Charlestown Residents

20% other Boston Residents

20% from ADIs

51% Women

51% People of Color

20% with a CORI

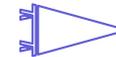
(or have parents or spouses with past drug convictions)

See previous slide for hiring & accountability plans



Wage & Benefits

- Living Wage – Currently \$16.70/hr
 - First to sign a UFCW union agreement
 - CCC, OSHA, Safety, other Trainings
 - Benefit package for FT
Paid Time Off, other
- Health Insurance
- Blue Bike Membership (\$100/yr)
or MBTA Pass subsidy
 - Parking subsidy for existing lots and Stanhope garage, if they live more than 2 miles from public transit stop. (receipts and proof of residence required quarterly)



Special Programs

- Onsite covered bike rack
- FinFit Budget Planning support
- Zay Zoom offers early wage access
- Telehealth options
- Dental and Vision insurance options
- Trainings
 - Management Courses
 - Leadership Development
 - Skills Development
 - Pandemic Awareness
 - Difficult Customer
 - Customer Service Training



Employment/ Diversity & Inclusion

Hiring Plan

Recruit

- Set hiring goals Host biannual career fairs in ADIs
- Advertise in local & community newspapers
- MassHire, Operation Exit Plan
- Connect with local groups that serve the communities we aim to include on our team
- Outreach to LGBTQ+, Veterans

Training & Promotion Plan

Train

- Create a culture of respect for both colleagues and customers
- Implicit bias training, within 60 days and annually
- Customer service training

Retain

- Educational opportunities
- Promote from within

Accountability Plan

Measurements

- Events – attendance
- Postings – number, where
- Engagement/followups
- Diverse hire numbers
- Education & Promotion tracking
- Quarterly review & progress assessment
- Semi-annual improvement plan if indicated
- Annual report

Thank you for your attendance, support & time.

Questions?



Contact info: www.617Heritage.com