

Fenway Cannabis Company

Presentation to the Boston Cannabis Board
January 17, 2024

Location:
120 Brookline Avenue, Fenway-Boston, MA

WELCOME
Fenway Cannabis Company
Proposal

Medmen Boston, is in the process of selling/transferring all of the assets of its dispensary located at 120 Brookline Avenue to the proposed new licensee, Fenway Cannabis Company. Fenway Cannabis Company is a wholly-owned subsidiary of BeWell Organic Medicine, a Massachusetts-based vertically-integrated cannabis operator, which has been operating compliantly in Massachusetts since 2019.

There are no significant changes proposed for this site.

WHO ARE WE?

BeWell Organic Medicine/Fenway Cannabis Company

- *BeWell Organic Medicine is the 100% owner of Fenway Cannabis Company, the proposed new licensed entity at Fenway.*
- *Received vertically integrated medical license in 2018, allowing retail, cultivation, and product manufacturing.*
- *Our administration, cultivation, and product manufacturing facility is in Lowell.*
- *Our retail facility is in Merrimac.*
- *We commenced cultivation and manufacturing operations in September 2019.*
- *We commenced medical retail operations in 2020.*
- *We obtained and commenced an adult-use retail license in May 2023.*

WHO ARE WE? (cont.)

BeWell/Fenway Cannabis

- *We're a small, Massachusetts-only legal cannabis business.*
- *We're privately owned and well-capitalized.*
- *We own our cultivation and retail facilities in Lowell and Merrimac.*
- *We're committed to being the best and producing the highest-quality products.*
- *We're environmentally conscious.*
- *We pursue and develop diverse relationships and partnerships.*
- *We recruit, hire, and promote a diverse and inclusive workforce.*
- *We have a proven record of industry and community support.*
- *We provide charitable contributions to local organizations.*

Fenway Leadership Team

- *BeWell is owned 50% each by Anthony Banks and Paul Hearn. Mr. Banks and Mr. Hearn have independently owned and operated their own businesses for decades and have been investors in BeWell since 2017. They are committed to excellence and are knowledgeable about the Massachusetts cannabis industry and regulations. Both come from medical services backgrounds and award-winning medical companies.*
- *Mr. Richman has led and managed cannabis businesses in Colorado and Massachusetts since early 2018. He moved to Massachusetts and joined BeWell in May 2022. Matthew has almost 30 years of business and financial leadership experience. In addition to his cannabis experience, he has been CFO and COO of public and private companies in technology, retail, and manufacturing/distribution, among others. He began his career at Deloitte as a CPA in the audit and risk services practices.*

Core Values

- *Passion for Customers and Team Members, Integrity, Accountability, Respect, Diversity, Equity, Inclusion, Safety and High-Quality Cannabis*

Community Commitment

- *Be a Good Neighbor*
- *Be Compliant*
- *Be Responsible*
- *Be Kind*
- *Be Happy*
- *Be Positively Impactful*
- *Be Successful*

Industry Commitment

- *We are a state-certified, vertically integrated cannabis business committed to cultivating, processing, and dispensing high-quality, independently tested medical and adult-use cannabis products.*
- *We are committed to providing safe and high-quality products at a fair price to consumers.*
- *We support a healthy, compliant, and properly regulated industry.*
- *We support diversity, recruit in areas likely to attract a diverse population, and include residence priority hiring language in job postings.*
- *We support local businesses and seek diverse partnerships with women-owned, veteran-owned, minority-owned, and Social Equity businesses, including Full Harvest Moon, CNA, Rooted In, Trade Roots, Garden Remedies, LCSquared, Sam's Auto, OMG Cannabis, Green Path, Harbor House, Wemelco, etc.*

Training for All Dispensary Team Members

- *Responsible Vendor Training*
- *Workplace Safety*
- *Security Plan*
- *Confidentiality & Privacy*
- *Visitor Verification*
- *Compliance*
- *Inventory Management*
- *Diversion Prevention*
- *Prohibited Sales to Minors*
- *Dispensing of Products*
- *Cash Handling*
- *Dispensing Protocols for Adult-Use Sales*
- *Nuisance Prevention*

Security

- *Comprehensive security and safety plan to ensure the safety of employees, customers, vendors, and the local community and is compliant with CCC regulations.*
- *The state-of-the-art security system consists of a perimeter alarm on all exit and entry points, perimeter alarms on windows, and duress/panic alarms connected to local law enforcement for prompt notification and response in the event of a threat.*
- *In addition, the system includes a failure notification system that will immediately alert the executive management team and a secondary backup alarm system to ensure continuous security is maintained.*
- *The system has 24/7 interior and exterior HD video surveillance in all areas that contain cannabis and is available to the Boston Police Department.*
- *The facility has a backup power generator, allowing the surveillance cameras to remain active even during a power outage.*
- *The exterior and surrounding area of the facility will maintain ample lighting, cameras free of debris, and no obstructions outside the facility.*
- *All safety equipment requires monthly testing and third-party annual security audits, including perimeter alarms, confirming enough battery backup, and an interrupted power source for all security systems. In addition, employees monitor daily safety and access logs.*

Security (Cont.)

- *Only registered agents, lawful visitors (e.g., contractors, vendors), and law enforcement/emergency services have authorized access to the facility.*
- *All authorized visitors must show an approved form of ID to prove they are 21.*
- *Acceptable Forms of ID: Driver's License, State-Issued ID, US Military ID, and Passport.*
- *Agents and visitors must visibly display their agent or visitor ID badge at all times.*
- *Agents entering facility must swipe their assigned security access card at access points.*
- *Only authorized personnel will have access to the inventory vault.*
- *Retail agents will return any inventory removed from the vault at the beginning of the day and secure it in the vault.*
- *Any live product display on the floor will always be secured and locked.*
- *Onsite consumption of cannabis, alcohol, and tobacco is strictly prohibited.*
- *Per the CCC regulations, we will report security and safety incidents to the Boston Police Department and the CCC within 24 hours.*

Preventing Diversion to Minors

- *We will not hire individuals under 21 or persons convicted of distributing controlled substances to minors.*
- *Our Agents will ensure that only individuals 21 or older with a verified, valid, government-issued photo ID can enter the premises.*
- *We use state-of-the-art ID scanning and verification systems to validate ID's.*
- *We will not engage in marketing, advertising, or branding practices targeted to, deemed to appeal to, or portray minors under 21. All labels and packaging will comply with the CCC regulations.*
- *We will not sell edible products that resemble a realistic or fictional human, animal, or fruit, including artistic, caricature, or cartoon renderings.*
- *Our website requires all visitors to verify they are 21 or older before accessing the site.*
- *All inventory is closely tracked through the Massachusetts Metrc seed-to-sale system.*

Nuisance Prevention

- *Our success as a cannabis operator directly reflects our commitment to the surrounding community.*
- *Staff and security personnel undergo rigorous training to implement a series of Standard Operating Procedures to ensure onsite safety and security protocols, product storage, diversion to unauthorized parties, and prevention of neighborhood nuisance.*
- *Any disturbance of the peace, loitering, littering, or the consumption of cannabis onsite or in the immediate neighborhood will not be tolerated.*
- *Any employee violating these provisions will be reported to law enforcement and may be terminated.*
- *Local business owners and residents will have direct contact information for our store management and leadership team, who will be available to address and immediately remedy any issues.*

Positive Impact

We are committed to work cooperatively with the City of Boston and maintaining its operation as a responsible, contributing community member. Moreover, we intend to develop a solid and supportive relationship with community members, businesses, and workers in the Fenway-Kenmore and the immediate surrounding store area(s).

We are committed to establishing a strong partnership with residents and organizations in the City of Boston to support positive outcomes. Benefits include:

JOB

- *We will add 8-13 full-time jobs paying above market rate with employer subsidized health insurance*
- *Committed to hiring qualified local residents, contractors and vendors*

MONETARY BENEFITS

- *Local sales taxes of 3% of adult-use sales*
- *Charitable donations*
- *Community service*
- *Support for community initiatives*

Thank you!
Any Questions?