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Mass Greenwoods

d/b/a **M.U.S.E.**

Marijuana United for Social Equity

Proposal for Adult-Use Retail Cannabis Establishment

116 Harvard Ave, Allston, Ma 02134



Mass Greenwoods, LLC - is a Massachusetts Economic Empowerment and Social Equity Applicant.

M.U.S.E. Mission • Vision

M.U.S.E. mission is to operate a sustainable, premium retail establishment that makes a positive social impact through providing living-wage job opportunities, career development, and entrepreneurial mentorship to those who have been disproportionately affected by cannabis prohibition.

Core Values

Embracing an **inclusive company culture** • Advocating for **economic empowerment and social equity** • Promoting **diversity and sustainability**

Leadership Team



Eric Lawrence
CEO

Current owner-operator at Lawrence and Co General Contracting. 20 years of previous experience in big box retail management at Home Depot and Toy-R-Us, where he opened six new retail locations and has been responsible for the management of over \$100 million in revenue.



Tram Vu
Compliance Director

Tram has worked in compliance within the Medicare Healthcare Industry for the past seven years. Focusing on federal and state regulations, compliance research, and audits, Tram will assist the Mass Greenwoods team in meeting all state compliance guidelines.



Maya Gaul
Vice President

Current realtor and residential real estate agent at Unlimited Sotheby's. Maya has been a sales and marketing professional for over 10 years. She has spent the last five as a worker-owner and sales manager at CERO Cooperative where she managed the sales and marketing teams and focused on business development.



Chris Fetau
Security Director

Previously on the security team for various night clubs, Chris Fetau focuses on diversion prevention, nuisance reduction, and overall security and store surveillance.

Disparities in Representation in the Cannabis Industry

Black people are 3.3 times more likely than whites to be arrested for marijuana possession.

Arrest Rates per 100,000

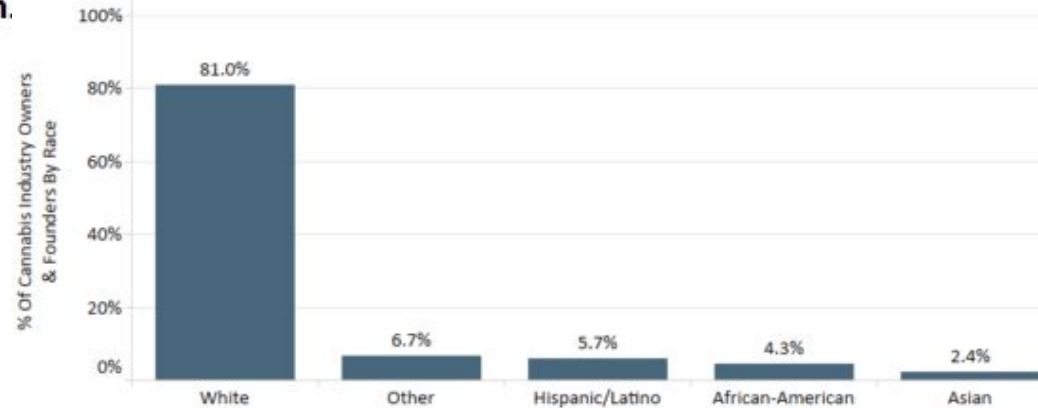


Massachusetts, 2014

Massachusetts ACLU

<https://www.aclum.org/en/aclu-supports-question-4-taxation-and-regulation-marijuana>

Breakdown of Marijuana Business Owners & Founders By Race



Note: Results reflect the percentage of respondents with any ownership stake in a marijuana business.

Source: Marijuana Business Daily August 2017 reader survey

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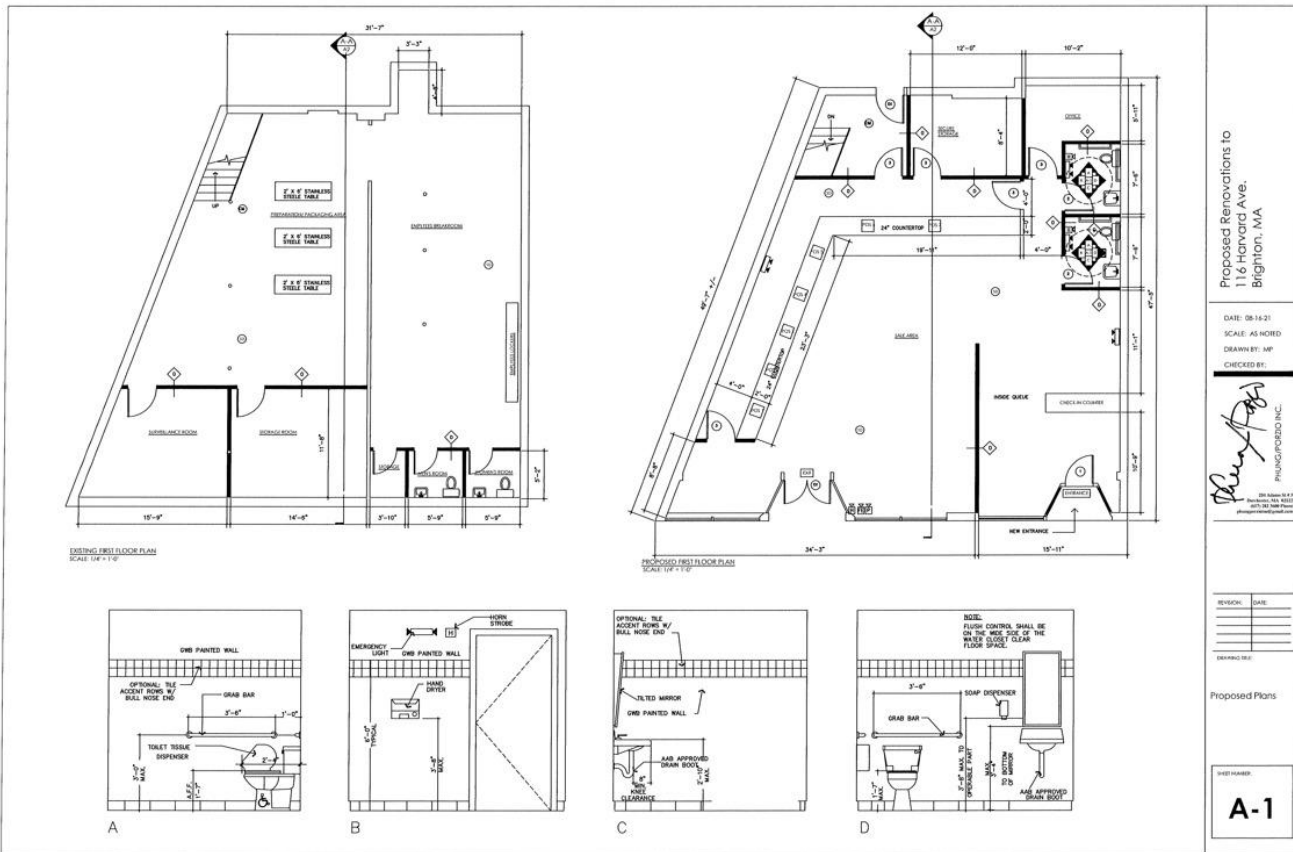
Location



116 Harvard Ave Allston Ma 02134

We have obtained his location through a lease agreement. It is 2,000 sq ft street level retail, 2,000 sq ft basement.

Site Plan



Community Engagement & Positive Impact Plan

- Economic growth and job creation for Allston neighborhood
- 3% of gross profit tax goes to the City of Boston
- Increased Area Security
- Additional patronage to neighboring businesses
- Neighborhood Revitalization
 - Investment into and beautification of building facade - One less shuttered building on Harvard Ave
 - Support for Local Initiatives, Harvard Ave Community Clean Up Initiatives
 - Work with other businesses to combat graffiti
- Expungement Clinics
- Joining Allston Village Main Streets and Allston Civic Association, attend and participate in monthly meetings, provide, & obtain feedback

Diversion Prevention Program

- Product tracking through seed-to-sale regulatory software METRC
- Customers are required to provide acceptable 21+ ID verified by ID scanner. If ID is not valid, entry will be denied
- Customers or associates who divert product will be banned from the facility and reported to law enforcement
- We retain the right to deny sales to any individual
- Randomized and discreet product delivery
- We will only participate in state approved marketing initiatives and use only audience-appropriate packaging and labeling

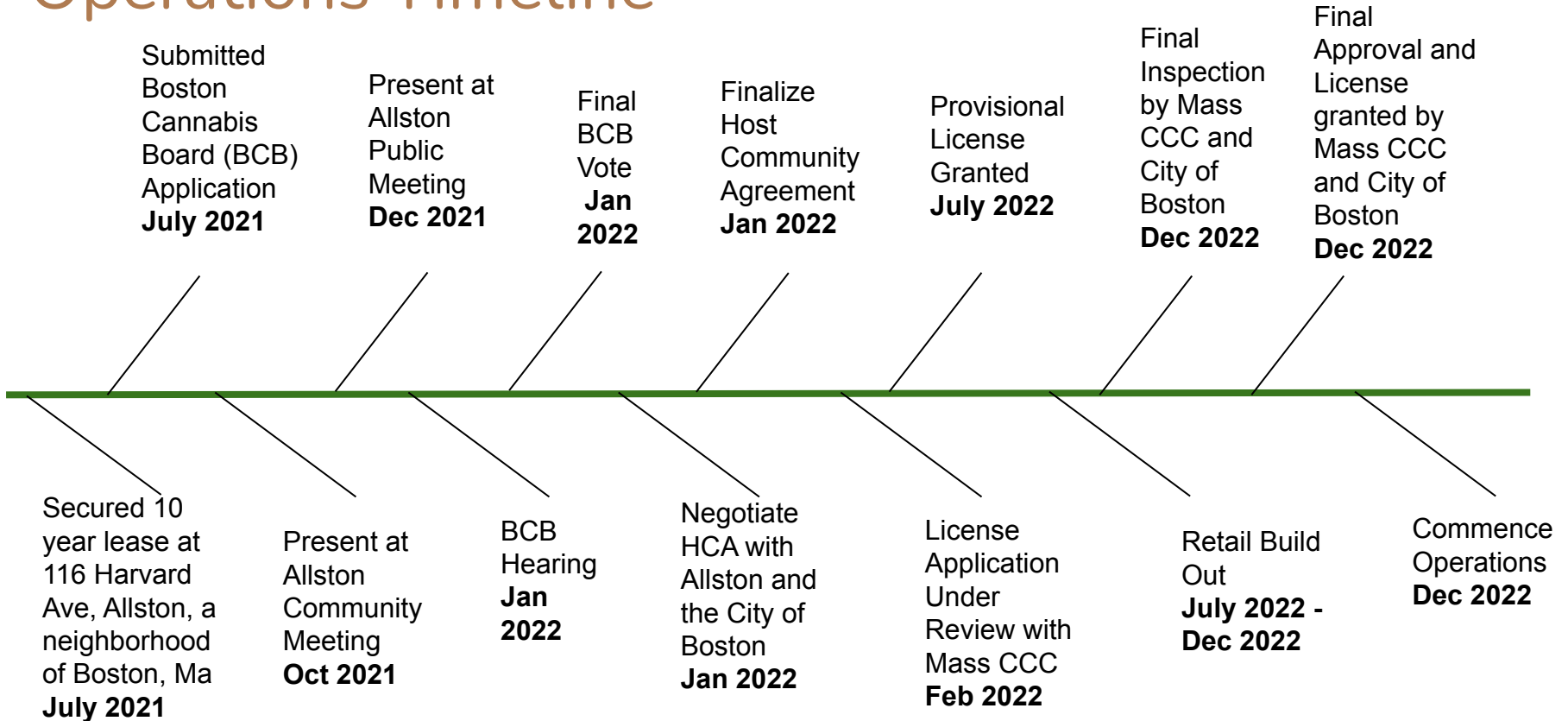
Security

- The Mass CCC has set up strict regulations to ensure our operation is safe and secure. We will maintain a strict focus on our compliance with all CCC regulations including rigorous verification of customer age.
- As a result of the regulations we are required to follow, employees are required to pass state and national background checks as well as train and register with state as a Marijuana Agent
- Security systems will be constantly monitored. This includes video surveillance, hold-up alarms, etc.
- The nature of our security system is comprehensive due to the regulations. We are required to establish and maintain redundant surveillance coverage of all areas where Cannabis could be stored, as well as the entire facility perimeter.
- We have hired a firm that specializes in regulated security and already successfully maintains security for dozens of existing cannabis facilities.

Nuisance Prevention

- We expect all customer that visit our facility will comply with our Nuisance Prevention Policy
- No public consumption, diversion, loitering and littering will be tolerated
- Parking - 60-space municipal lot across the street and 2hr on-street metered parking
- Accessible via Local MBTA public transportation (Green Line, Bus 66, 57) and blue bike station (.3 Miles)
- Security will monitor storefront sidewalk to prevent nuisance behaviors
- Inside Waiting Area for Queuing

Operations Timeline





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