



## **ROOTED IN ROXBURY**

Recreational Cannabis Business

13-15 West St, Boston MA

[ROOTEDINROXBURY.COM](https://rootedinroxbury.com)

[ROOTEDINROXBURY.COM/SUPPORT](https://rootedinroxbury.com/support)



# WHO WE ARE

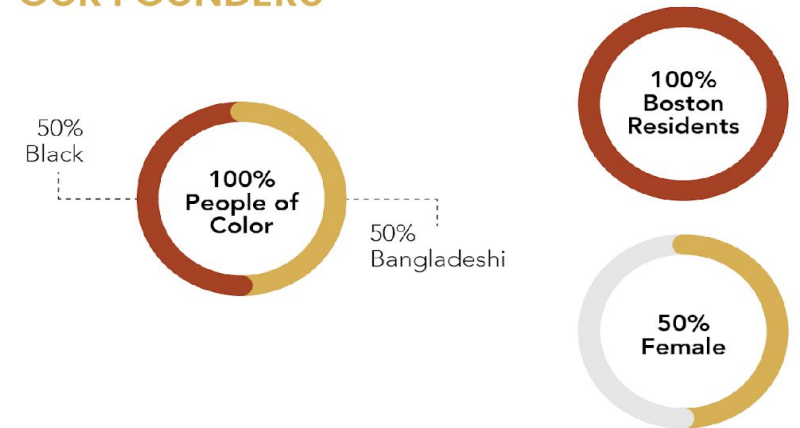
*Rooted in Roxbury is a community-conscious cannabis business committed to engaging, serving and benefiting members of our communities through financial success and social responsibility.*

# OWNERS AND FOUNDERS

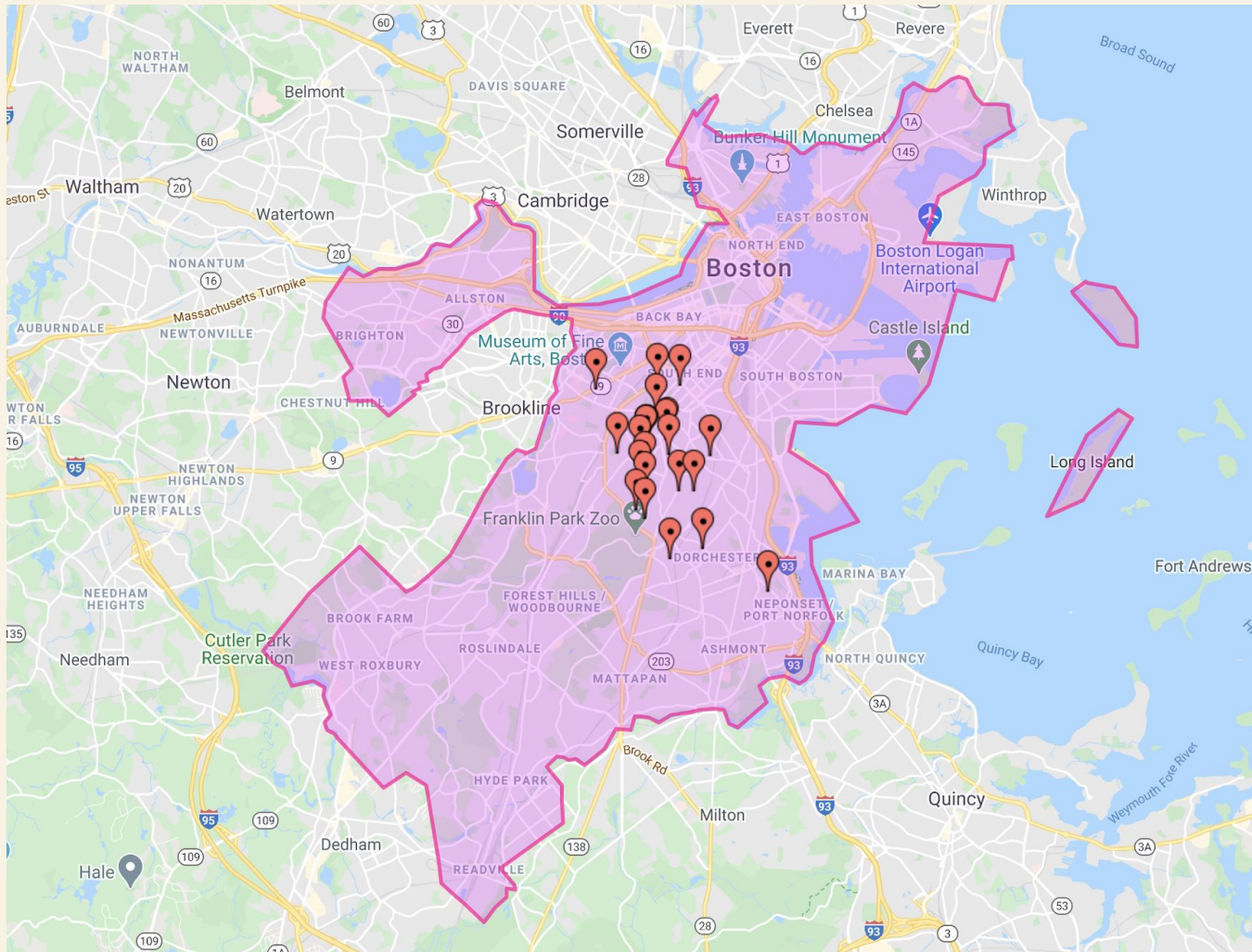


**Brian Keith, Chief Operating Officer**  
**Joanne Keith, Chief HR Officer**  
**Solmon Chowdhury, Chief Financial Officer**  
**Rokeya Begum, Chief Marketing Officer**

## OUR FOUNDERS



# OUR INVESTORS



**98%**

**People of Color**

**96% Black, 3% LatinX, 1% Cambodian**

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**51% Women**

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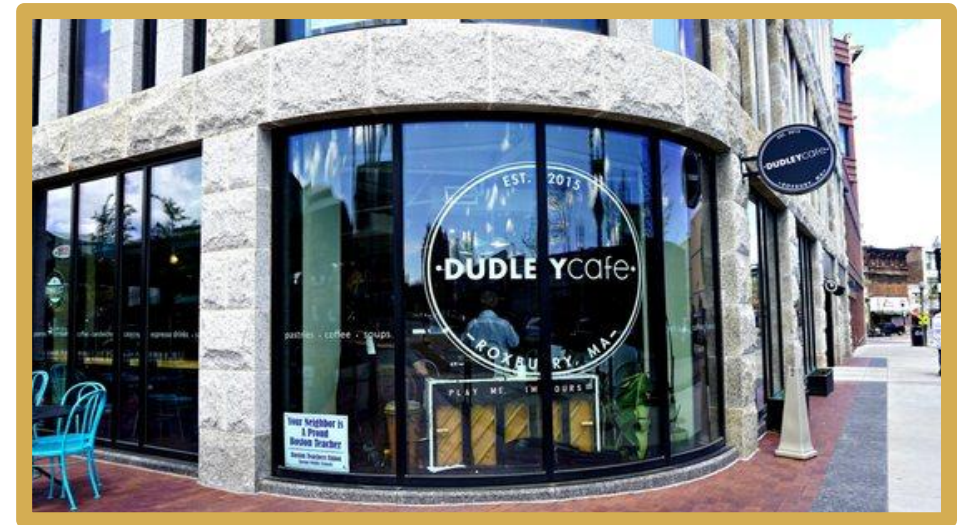
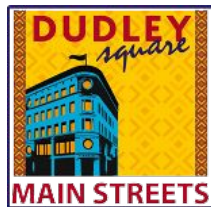
**100%**

**Boston Residents**

**(Roxbury, Dorchester, Mattapan and Hyde Park)**

# OUR EXPERIENCE

- **20+ years** as small business owners
- **30+ years** as community advocates
- Expertise in the areas of **retail operation, luxury marketing, regulated industries**
- **5+ years** of planning + research in local cannabis space





# OUR PROPOSAL FOR 13-15 WEST STREET

# Downtown Crossing Business Landscape



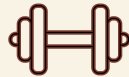
**138** Restaurants



**25** Clothing Stores



**15** Theaters + Attractions



**24** Fitness + Wellness Facilities



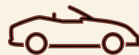
**8** Luxury Hotels



**19** Gifts + Flowers



**162** Jewelers



**14** Parking Garages



**11** Grocery, convenience + liquor stores



**39** Banks + Financial Services Companies

**ONLY  
13 or 2.9%**

of businesses in the  
Downtown  
neighborhood are  
Black-owned

*Source: City of Boston*

*Source: BID 2019 Annual Report*

# OPERATIONS OVERVIEW

## HOURS OF OPERATION

- 7 days a week
- 9AM-7PM

## LINE MANAGEMENT AND ORDER AHEAD

- Appointment only for first 6 months

## ENSURING PATRONS ARE 21+

- Patrons carded twice prior to retail section of the store, and a 3rd time prior to checking out
- “Cleared” customers will not commingle with patrons waiting to be cleared

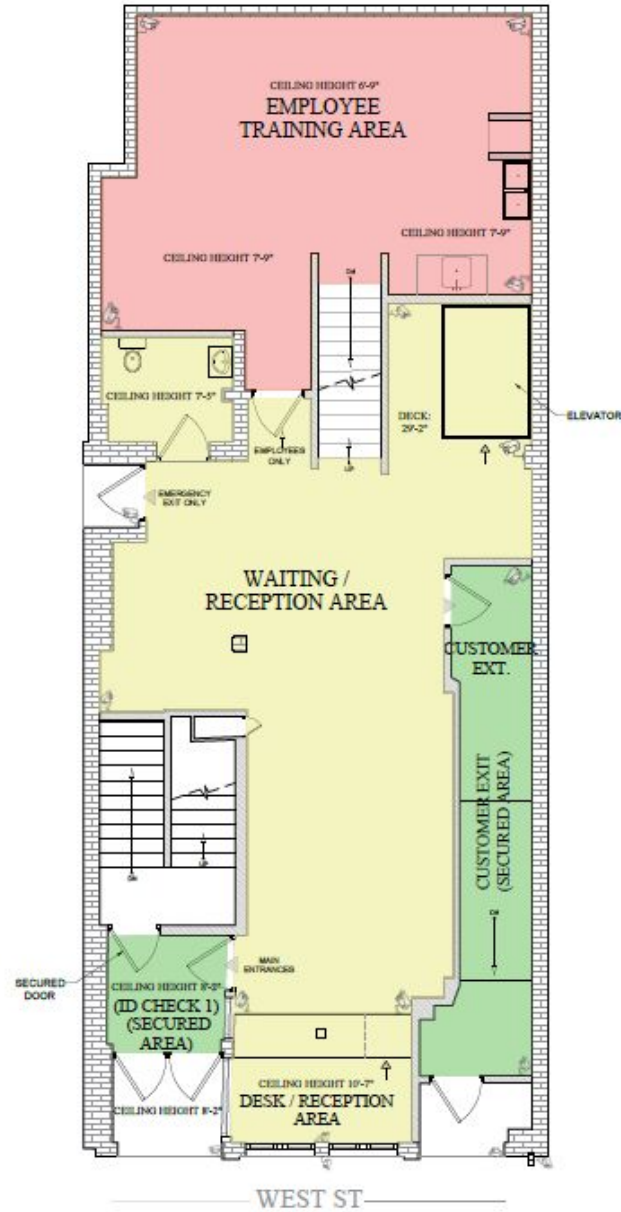


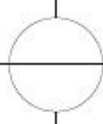
# LOCATION

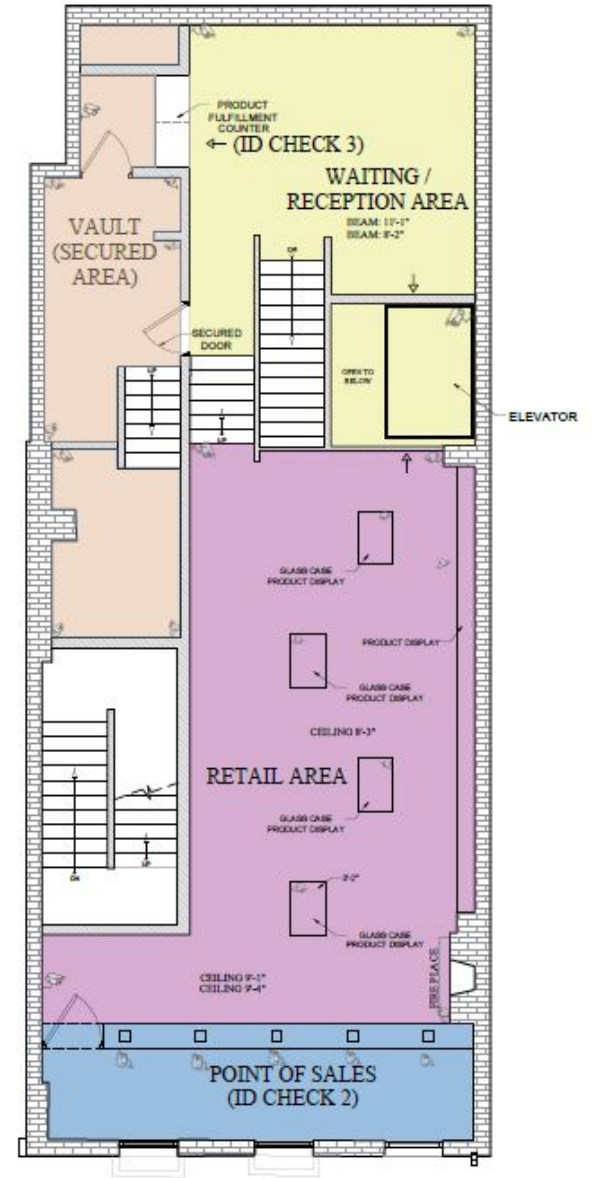
- Rooted in Roxbury holds a five-year lease at **13-15 West Street**
- ~2000-square-feet of ground-level reception space and mezzanine-level retail space
- Meets all state requirements related for siting in a conditional use zone
- Easily accessible by several modes of public transportation

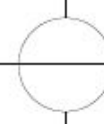


# RETAIL SPACE AND CUSTOMER FLOW




**PROPOSED FIRST FLOOR PLAN**  
 SCALE: 1/4"=1'-0"




**PROPOSED SECOND FLOOR PLAN**  
 SCALE: 1/4"=1'-0"



# WARE SECURITY



- Founded November 2002
- Family Owned, person of color security company
- City and State licensed
- 48 armed and unarmed personnel
  - 22 State Special Police Officers
  - 19 Boston Special Officers
  - 7 City and State Constables
- Contracted at 18 businesses across Boston; provide private security for Congresswoman Ayanna Pressley
- Equal opportunity employer, CORI friendly, supportive of women, persons with disabilities and Black and brown applicants

THE  
DIMOCK  
CENTER

WASHINGTON  
PARK  
MALL

NORFOLK  
HARDWARE  
HOME CENTER

St. Mary's Center  
for Women and Children  
*Change comes from the Center*

Foodie's  
Markets

# SECURITY SYSTEMS AND PROTOCOLS



- On-site security personnel
- Enhanced lighting and exterior surveillance
- Procedures to prevent loitering; customers only on premises
- Public consumption is illegal
- No products visible from public place



- Product sold in sealed containers
- Seed to sale technology allows packages to be traced Empty packages left on street can be traced to the person who purchased it through mandated seed to sale bar coded technology
- All product stored in a secure, locked safe or vault



- Access limited solely to individuals 21+
- Fully secured entrances and exits
- Limited access areas accessible only to authorized personnel



- Emergency policies and procedures for diversion, theft or loss
- Close coordination with Boston Police and Fire

# OUR GOOD NEIGHBOR POLICY

- All new customers will sign our Good Neighbor Pledge
  - Safe consumption
  - No public consumption
  - No illegal parking
  - No loitering
  - Violators will be banned
- Low-key store front (no excessive signage or product displayed in windows like liquor stores)





# TRANSPORTATION

## CAPACITY REDUCTION

## PARKING AND OPERATIONS

- Order ahead and separate line for pick-up
- Customers parked illegally will not be served
- Ongoing discussions with nearby locations to lease additional spaces for customer parking and drop off location

## ADDITIONAL MEASURES

- Encourage public transit, ridesharing, and cycling with customer discount
- Pursue designated drop off locations for ridesharing
- Appointment only at opening



# COMMITMENT TO DOWNTOWN CROSSING

- Profits set aside for a Community Benefits Fund: a board comprised of community members will determine where funds are directed
- Collaboration and participation with Downtown Crossing BID to expand security presence and support increased resources for service providers
- Investments in quality of life improvements
- Ongoing dialogue with community stakeholders
- Collaboration with local law enforcement



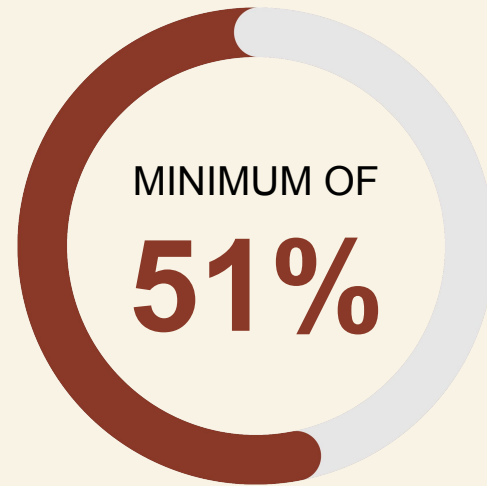
# HIRING PLAN



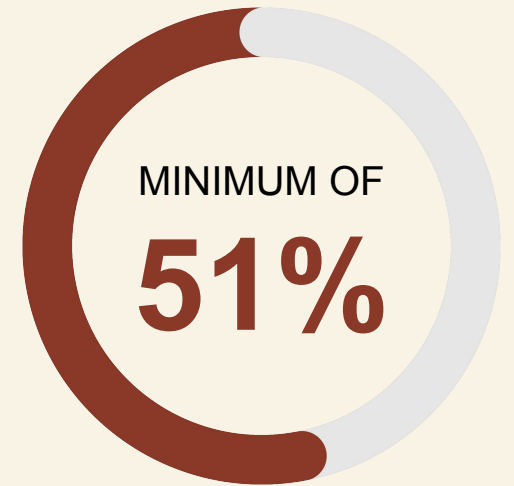
**BOSTON  
RESIDENTS**



**ROXBURY  
RESIDENTS**



**PEOPLE OF  
COLOR**



**WOMEN**

# WAGES AND BENEFITS

## **Competitive wages and benefits for local residents**

- Profit Sharing with employees based on the success of the location
- Health Benefits Including Dental and Vision
- Paid Paternal and Maternal Leave
- Downpayment Assistance for first time homebuyers to help our employees remain and own in Boston

## **Plan for employment of individuals with criminal records**

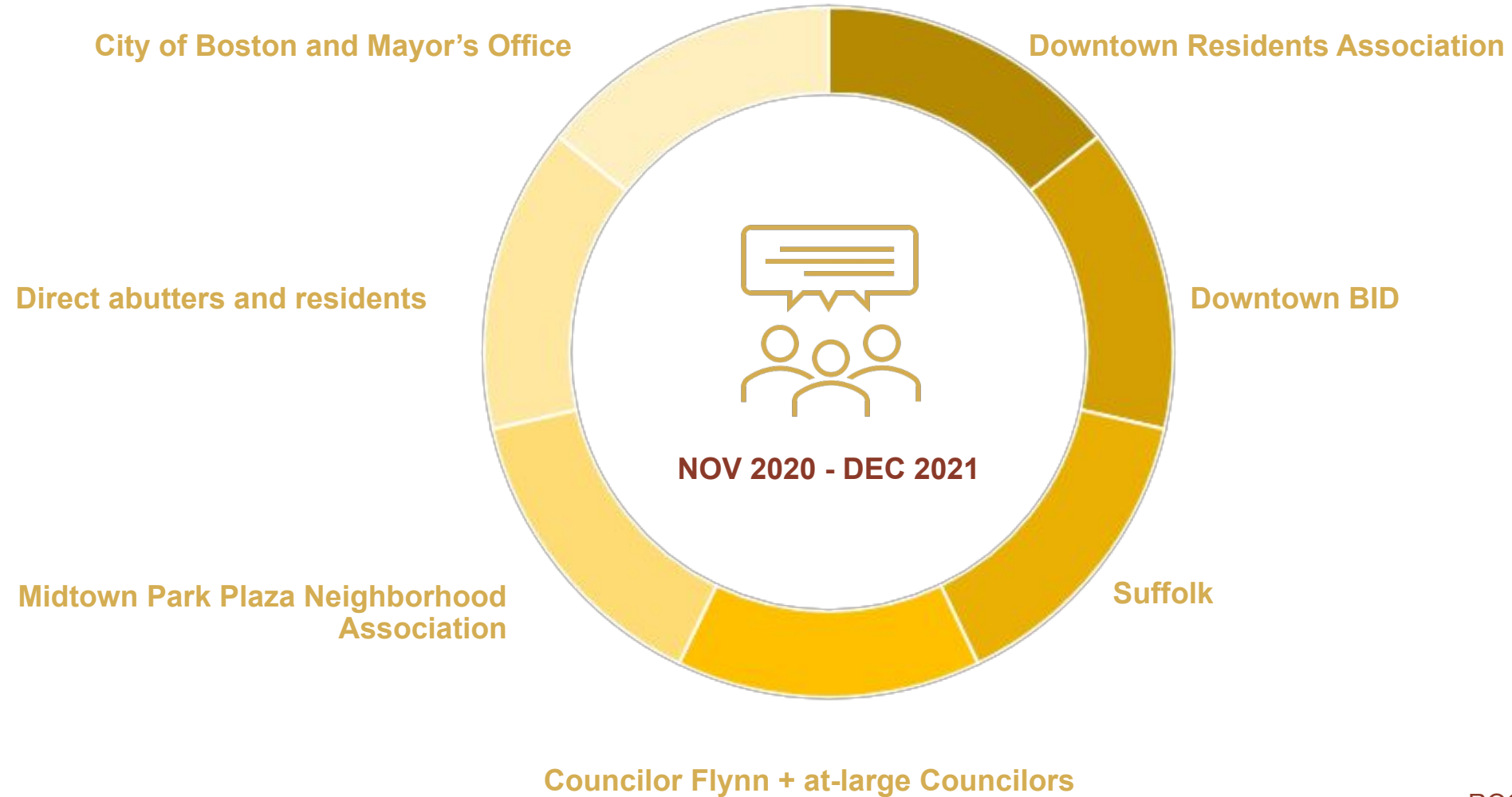
- Will develop a pipeline of talent with criminal records who are reentering the workforce
- Collaboration with Mayor's Office of Returning Citizens and MassHire



# ADDITIONAL COMMITMENTS

- Appointment-only for first six months
- Will not sell single pre-rolled joints
- Will provide educational materials with each purchase
- Every ID will be triple-checked
- Will operate daily between 9:00am and 7:00pm
- Have ongoing meetings and communication with the BID

# COMMUNITY ENGAGEMENT



# JOIN US: REVENUES, JOBS AND WEALTH CREATION

**\$400k+**

PROJECTED TAX  
REVENUE

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20% tax rate (mix of  
state excise, sales, and  
municipal)

**30**

NEW JOBS

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Focused on hiring local,  
CORI friendly with a  
preference to those with  
cannabis infractions

**100%**

LOCAL AND PERSON  
OF COLOR RUN

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50% women owned,  
51% women  
investment team

**0%**

FUNDS FROM  
OUTSIDE BOSTON

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76% within Roxbury;  
all within Boston

**Thank You!**  
QUESTIONS?

**CONTACT INFO:**

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