



Bay State
HERBAL SOLUTIONS

Company Overview

- ▶ BayState Herbal Solutions, Inc. is a proposed Marijuana Retail Establishment located at, 464 Hanover St., Boston, MA 02126
- ▶ Owner/Founder Liam Bennett is Boston Equity as well as Certified by the CCC as MA Social Equity.
- ▶ BayState Herbal Solutions proposed hours are 9am to 9pm, with temporary closing times TBD with local school drop-off/pickup

Who we are....

- ▶ Liam Bennett CEO
- ▶ John Terry CSO
- ▶ Shane Darcy Compliance Advisor
- ▶ Tiffini Isom Project Manager
- ▶ David Olivelli Chief of Staff
- ▶ David Mellon Labor Management Liaison
- ▶ Malik Hyatt COO/Retail/
- ▶ Johanny Viciano Community Outreach
- ▶ Edwin Piverger Chief of Training

Diversity Equity and Inclusion Plan

Our Diversity Plan will extend to both proposed licenses. BSHS is an approved Social Equity Applicant.

Goals: To provide employment, retention, and promotion paths to individuals from diverse backgrounds representing our community.

- ▶ Promote and contract vendors and contractors from diverse backgrounds that do business within our community.
 - ▶ Use social media and online platforms to promote and network our company and the emerging cannabis market to individuals that may provide different outlooks, perspectives, and capabilities, leading to a more robust company culture.
 - ▶ Plan to work with community groups and employment agencies to promote employment and training opportunities to people from diverse backgrounds and experiences.
- ▶ BSHS will make every attempt to meet the following hiring and retention goals:
 - ▶ 50% of the workforce are women
 - ▶ 30% of the workforce are people of color, particularly Black, African American, Hispanic, Latinx, and Indigenous people
 - ▶ 10% of our workforce are veterans of the United States Military
 - ▶ 5% of our workforce identify as LGBTQ+ members
 - ▶ 10% of our workforce are people with disabilities as defined by the Commission

Diversity Equity and Inclusion Plan Continued

BSHS will provide the following to ensure our company culture and structure is inclusive to potential employees and retention efforts:

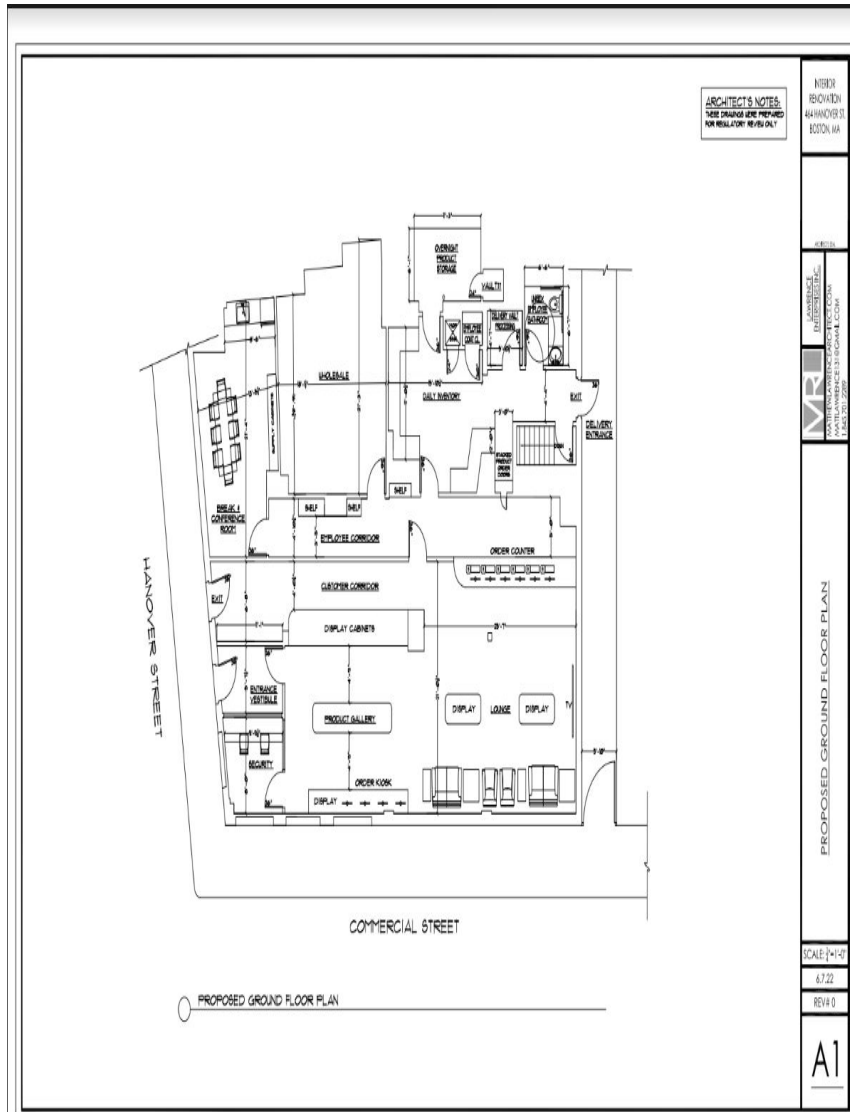
- ▶ A living wage and competitive benefits package
- ▶ Prioritize Boston residents when hiring positions.
- ▶ Clear and inclusive path to promotion and career development.
- ▶ CORI friendly employment opportunities*
- ▶ Full and part-time employment opportunities for flexible working times.
- ▶ In-house training and career development.
- ▶ In-house promotion commitments.
- ▶ Potential subsidized transit to and from work.
- ▶ Referral incentives for demographic goals.
- ▶ Welcoming and inclusive employee feedback, encouraging different perspectives.

Diversity, Equity, and Inclusion Continued

Measurements:

- ▶ BSHS will gather employee demographic data and monitor diversity goals. BSHS will meet monthly and report to leadership on progress. BSHS will strategize improvements or other procedures to attract diverse talent if goal initiatives are not met.
- ▶ BSHS will engage organizations monthly to recruit and provide employment and training resources. The Labor Management Team (LMT) will meet monthly to determine if recruitment efforts yield positive results. Data will be sent to BSHS leadership, and strategies will update based on success rate.
- ▶ One year after implementing each plan, BSHS will thoroughly review each program to measure success rates. If programs BSHS implements do not meet the stated goals, we may recommend eliminating the program and developing a new one or extending the program for another year. If a program fails for two straight years, the policy will expire automatically, and BSHS will create new initiatives to attract diverse talent.

Location



- Baystate Herbal Solutions has chosen 464 Hanover Street, Boston, MA, for a proposed Marijuana Establishment due to its deep embedded culture and optimal revenue generating business location. 464 Hanover Street is not within .5-mile distance of another Marijuana Establishment and meets all 500 feet buffer zone requirements.
- 464 Hanover Street is easily accessible by means of public transportation and has street parking on both sides. Baystate Herbal Solutions is in negotiations with local parking vendors to rent additional space. Bay State also intends to work with Fuss and Oneil to continue to work on our plans of minimal traffic and parking impact.
- The North End Population density is considered moderate to high with a average of 14,337 people per sq mile with a population of 9,107 people in 2010 (based on BDPA).

Employment Plan

Plan to Hire Boston Residents:

BSHS is committed to ensuring our retail establishment reflects the local neighborhood and the City of Boston. BSHS will do this by:

- Aggressive recruitment in local and city-wide resources
- Social media recruitment and partnerships with local employment organizations
- Market, sponsor, and recruit at city-wide cannabis events

Diversity and Inclusion Goals: Plan for Hiring Minorities and Women

BSHS believes a diverse and inclusive working environment is interictal to the company's success; this starts with transparent opportunities for all people.

Wages and Benefits:

BSHS is committed to offering employees a living wage and competitive benefits packages within the City of Boston. BSHS will analyze median income data for neighborhood and city-wide cannabis and non-cannabis retail establishments to ensure that employee pay, and benefits are competitive or industry leading

Community Impact Plan: Employment for Individuals with Criminal Records:

BSHS will follow 935 CMR 500.00 regarding hiring eligibility and practices regarding individuals will criminal records.

Community Feedback

- ▶ North End Residents signed petition
- ▶ Community Work Services Boston Community Organization letter of Support and Partnership

174 Portland St #2, Boston, MA 02114

<https://cwsnewengland.org/>

Safety and Security Procedures

There will be approx. 100 cameras installed throughout the retail establishment. Cameras will cover the entirety of the interior and exterior of the establishment. Security camera systems will be state of the art, time stamped, and footage will be stored in accordance with 935 CMR 500.110.

- ▶ On-site security personnel
- ▶ Building and product security
- ▶ Protecting youth from accessing the product
- ▶ Transportation and delivery of the product
- ▶ Transportation of monies to and from the site