



Surf's Up

• CANNABIS CO. •



770 GALLIVAN BOULEVARD

DORCHESTER, MA 02122

Boston Cannabis Board

March 15, 2023

Experienced Team Focused on Community



Richard Parsons

*Co-Founder
Retail Manager*

**Cannabis Dispensary
Expert**



Michelle Foley

*Co-Founder
Operations Manager*

**High End Multi-Site
Cannabis Retail Expert**

EXPERIENCE & INTEGRITY

Hands-on management team who believe in the work we do and in the opportunities it creates for our employees and neighbors.

COMMITMENT TO COMMUNITY

Good companies don't exist without great relationships with communities. We are dedicated to creating a cooperative relationship with Dorchester and setting the example of what it means to be a good neighbor.

Commitment to Community Starts with Integrity

Our Team's Track Record

Successfully Managed Five (5) High-End Cannabis Retail Locations

- Boston
- Somerville
- Cambridge
- Watertown
- Needham

Successful Compliance Record

- Zero Incidents for Break-ins or Theft
- Zero Incidents for Diversion
- Zero Incidents for Public Nuisance

Record of Unparalleled Safety

- Cannabis Control Commission Inspectors Train at Our Facilities
- Helped Establish Gold Standard for Cannabis Industry

Dorchester is Home

Our History

Born and Raised in Cedar Grove

- 100 Year Family History in Dorchester
- St. Brendan's Parish

Our Name

- *No Surfin' in Dorchester Bay*
- Honor the Neighborhood while
- Creating a Safe Environment for a New Economic Opportunity



Surf's Up Application Timeline

June 1, 2022 – Surf's Up Filed ISD Appeal #ALT1341252

August 16, 2022 – Presentation to Cedar Grove Civic Association

August 17, 2022 – ISD Refusal Letter (0.5 Mile Buffer Conflict)

August 18 - October 24, 2022

- Voluntarily negotiated and agreed to community benefits package (\$110,000/year for 5 years from commence operations)
- Conducted additional community outreach, including but not limited to:
 - District Councilor Frank Baker
 - Councilor At-Large Erin Murphy
 - State Representative Dan Hunt
 - Pope's Hill Neighborhood Association

October 25, 2022 – Cedar Grove Civic Association General Membership voted in support by a vote of 61% in favor and 39% opposed

November 4, 2022 – BCB application submitted

January 18, 2023 – ONS Community Outreach meeting held

February 8, 2023 – Letter of support received from District Councilor Baker

February 22, 2023 – Letter of support from direct abutter, Mr. Steven Collette of 20 Minot Street

February - March 8, 2023 – Collection of 50+ Resident Statements of Support



Community First

\$110,000/year for 5 years in Community Benefits

- Community Benefits Program could be distributed by a local community foundation comprised only of community residents and groups
- Eligibility for funding will be determined solely by the community foundation
- Community benefits distribution to begin within 6 to 12 months after doors open

Example investments:

Dorchester Youth Hockey

Gaelic Football

Dorchester Little League

St. Brendan School

Dorchester Lacrosse

Leahy-Holloran Community Center

Dorchester First

- Committed to hiring local residents first (~30 expected positions created)
- Competitive wages with excellent benefits

Living Wages

Health Care Options

401k

Paid Time Off

Sick Leave

AD&D and Basic Life

Strong Community Support

Letters of Support:

- **Cedar Grove Civic Association**
General Membership voted in support by a vote of 61% in favor and 39% opposed
- District City Councilor **Frank Baker**
- Direct abutter **Mr. Steven Collette** of 20 Minot Street, Dorchester
- Collection of 50+ Resident Statements of Support





Location

Commercial District – Existing High-Volume Retail Site – Dedicated Parking

Existing High-Volume Commercial Use

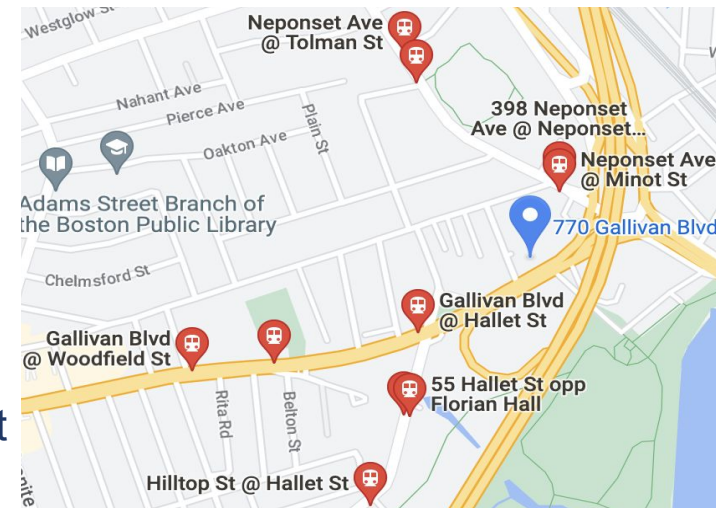
- Site is located within commercial Dorchester Neighborhood Shopping (“NS”) zoning district
- Previously hosted a high-volume Verizon retail store, as well as a busy regional COVID-19 testing site

Significant Dedicated Parking

- Would represent the largest availability of dedicated parking for any cannabis establishment in the City
- 72 existing, dedicated parking spaces

Ample Access to Public Transit Modalities

- Located at Neponset Circle with access to ample public transit
- 1 mile from the Cedar Grove MBTA Station
- Two #201 MBTA bus stops (Gallivan Blvd@Hallet Street and Neponset Ave@Minot Street)
- Two #210 MBTA bus stops (Neponset Ave@Minot Street and 398 Neponset Ave@Neponset Health Center)
- #202 MBTA bus stop (Neponset Ave@Minot Street)

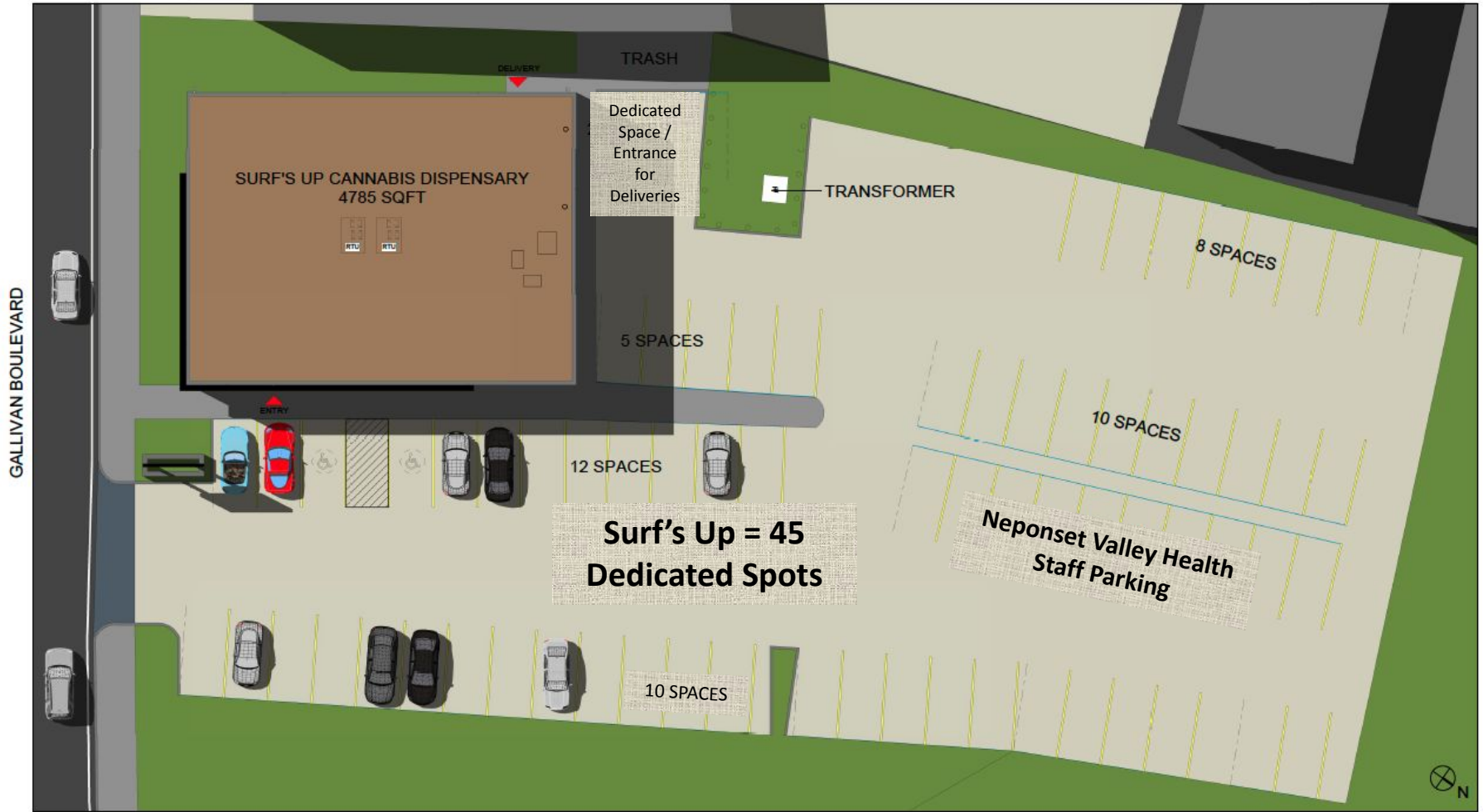


770 Gallivan Boulevard – Proposed Site View

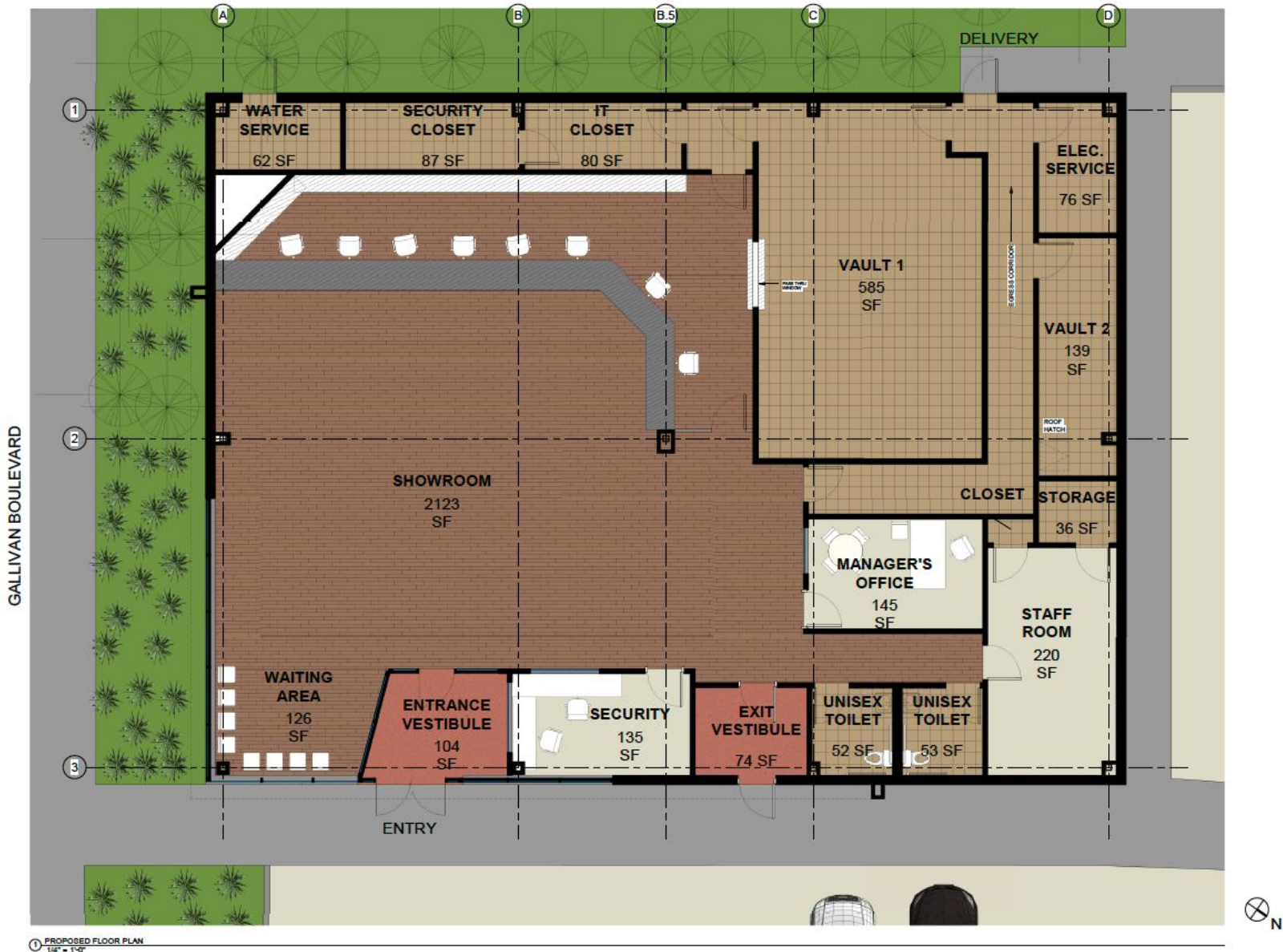


VIEW FROM GALLIVAN BOULEVARD

770 Gallivan Boulevard – Site Layout



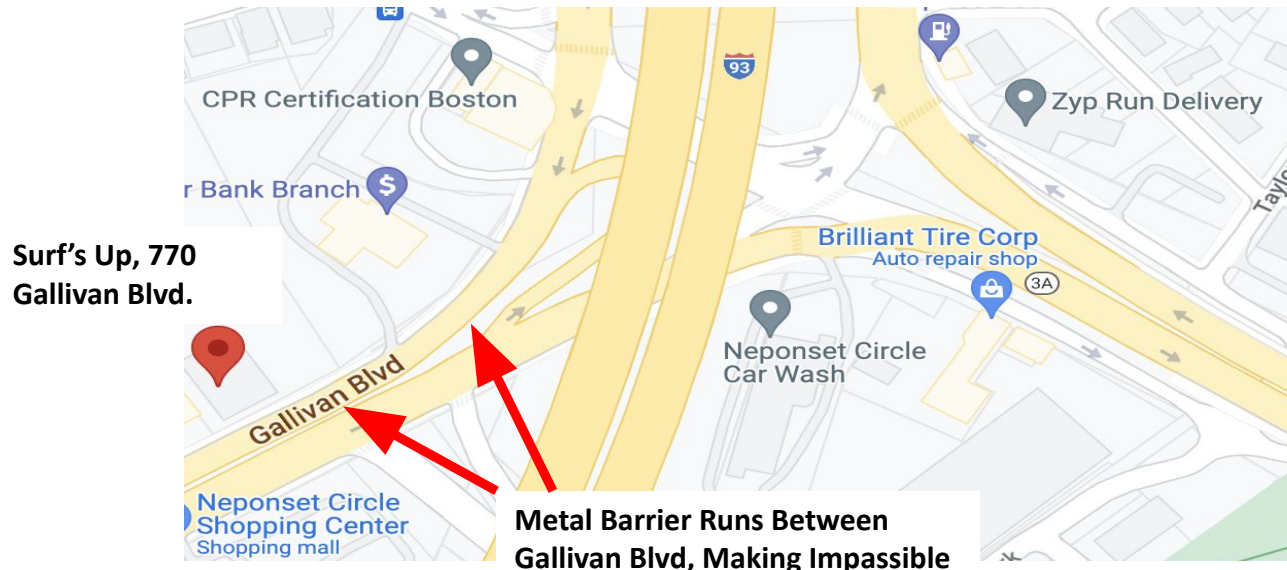
770 Gallivan Boulevard – Proposed Retail Layout



Delivery-Only Buffer Conflict – Significant Artificial Barriers

0.5 Mile Buffer Conflict w/ Delivery-Only Licensee

- Project meets all siting requirements, except for presence of existing non-retail, delivery-only marijuana facility (1170 Morrissey Blvd), located 0.3 miles away as would walk or drive
- General public—regardless of age—is **prohibited** from entering or otherwise accessing delivery-only facility
- ZypRun was approved for delivery-only and pledged, in writing, on December 8, 2021 to the BCB that it would never pursue a retail license in the community
- The express purpose of the City Council when instituting the ½ mile buffer requirement = to prevent the creation of a “Green Mile” or areas of high-density cannabis retail facilities
- 1170 Morrissey Blvd is **separated from 770 Gallivan Boulevard by four lanes of high-speed traffic, metal barriers, the I-93 overpass, and the Neponset Circle roundabout**





Diversity & Inclusion

Empowering the Community

Surf's Up is dedicated to supporting, creating, and developing programs and partnerships by and for Bostonians to ensure Surf's Up's workforce reflects the demographics of the City of Boston for minorities, women, veterans, persons with disabilities, immigrant populations, and people of all gender identities and sexual orientations by promoting the following goals:

- 1. Building careers with opportunities for economic mobility** by embracing living wages, generous benefits, flexible work hours, and diversity through targeted and intentional outreach;
- 2. Providing mentorship and meaningful economic opportunities** for Boston-based economic empowerment and social equity entrepreneurs;
- 3. Engaging in innovative outreach tools through partnerships** with legal services, faith-based organizations, and law enforcement organizations; and,
- 4. Incorporating diversity and inclusion values throughout all levels**, with particular focus on minorities and women for hiring, promotion and retention, both internally and externally through vendors.

Empowering the Community

Community Engagement

- Engaging community members where they are by holding community meetings to provide access to information about the cannabis industry to address the history and stigma for those skeptical of the industry
- Presenting historical and contextual information to build careers in cannabis
- Holding informational seminars in all areas of disproportionate impact

Workforce Development

- Engaging in innovative outreach tools through partnerships with legal service agencies, faith-based organizations, and law enforcement organizations (e.g. Suffolk DA and Sheriff's Offices)
- Engaging in targeted workforce development/training including through partnerships with "jail-to-jobs" Operation Exit and The CultivatED Program
- Expanded outreach for job postings and contracts for services
- Incorporating diversity and inclusion values throughout all levels with a particular focus on minorities and women, promoting and retaining both internally and through our vendor, professional, and contracted services relationships

Empowering Entrepreneurs

- Focusing on partnerships with local, diverse entrepreneurs to develop locally-inspired and co-owned marijuana and merchandise brands
- Requiring all management employees to commit at least 5% of their time to mentoring minority-owned cannabis businesses
- Mentoring will focus on developing business plans, applying for licenses, fundraising and entrepreneurial risks/rewards strategy



Employment Plan

Employment for Boston by Boston

Dorchester and Boston First!

- Committed to hiring local residents first (~30 expected positions created)
- Our goal is to hire 75% of store employees from the City of Boston, instituting a neighborhood and City hiring preference



Putting People First

- Career development opportunities for promotion and compensation growth
- Committed to providing work/life balance according to individual needs
- Accrual of vacation and sick time on the first day of employment and paid holidays, regardless of full- or part-time status
- Competitive wages with excellent benefits

Living Wages

401k

Sick Leave

Health Care Options

Paid Time Off

AD&D and Basic Life

Employment *for Boston by Boston*

Being Intentional

- Goal is to seek a workforce comprised of at least 65% minorities and 50% women
- Seeking partnerships with programs like City of Boston Workforce Development, City of Boston Office of Economic Development, Operation Exit, and The CultivatED Program
- Surf's Up will provide training to all staff and will not require any prior cannabis industry experience as a condition of employment



MASS CultivatED

Responding to the Failed War on Drugs

- Goal to seek a workforce comprised of at least 20% individuals with criminal records or who have a parent or spouse with a criminal record
- Seeking partnerships with organizations like The CultivatED Program, Honest Jobs, Aid to Incarcerated Mothers, Operation Exit, Suffolk County Sheriff's Department's Reentry Initiative, and the Last Prisoner Project to identify employees through participation in job fairs, as well as supporting and hosting pro bono legal aid clinics



Safety & Security

Safety & Security

Experienced Security & Operations Team

- Operations and retail management team have proven track record of strict compliance – a record that has resulted in CCC on-site trainings
 - Zero incidents for Break-ins or Theft
 - Zero incidents for Diversion
 - Zero incidents for Public Nuisance

High-End Retailer

- Retail experience, products and price points appeal directly to high-end market
- High-end consumers constitute the overwhelming majority of customers and foot traffic
 - 65+, Young Professionals, Veterans
 - Cannabis consumers are by definition self-selecting and law-abiding

Strict Zero Tolerance Policy

- No use on premises; Strictly enforced
- Security has sole discretion to refuse access
- Any person violating these regulations are permanently banned from the facility

Safety & Security

Product Security

- All cannabis products will be placed in a securely monitored and locked storage vault with limited access, and monitored by 24/7 redundant security cameras and alarms
- Access to storage areas will be restricted to only specific employees
- Multiple inventory counts performed throughout daily operations
- Seed-to-sale inventory software to track the location and weight of all cannabis products

Diversion Prevention

- Customers enter through secure vestibule; strictly limited by security to 21+ with trained security associates utilizing IDscience Scanners to ensure strict compliance
- Employees educate guests on safe storage of cannabis and reinforce the dangers of distribution to and use by minors
- All packaging will be tamper-proof, child-resistant, and labeled pursuant to 935 CMR 500.105(6)
- Selling Only Inseparable Packs of at Least Three (3) Pre-Rolls

Safety & Security

Safe Delivery of Products

- All vehicles have GPS tracking and are closely monitored throughout the transport route
- All routes and arrival times are randomized and all vehicles have two security personnel in the vehicle. Upon arrival, security remains with the vehicle while delivery is completed
- Site has dedicated and secure delivery access area at rear of building, ensuring that all deliveries do not interfere with retail operations during business hours

Secure Cash Management

- Partnership with experienced cash management security vendor through Northern Bank & Trust Co. for secure transportation of deposits
- All plainclothes officers will use unmarked vehicles and utilize randomized routes during store hours



Thank you!

Q & A