



PROPOSED LOCATION:  
21 BROAD STREET BOSTON, MA

# BOSTON CANNABIS BOARD SCORING GUIDE

DIVERSITY & INCLUSION PLAN  
(SLIDES 5-7)

EMPLOYMENT PLAN  
(SLIDES 8-9)

COMMUNITY FEEDBACK AND SUPPORT  
(SLIDES 10-13)

PARKING/TRANSPORTATION PLAN  
(SLIDES 14-15)

LOCATION, SAFETY, AND SECURITY  
(SLIDES 16-23)



# ABOUT US

RASTA ROOTZ is a brand and cannabis dispensary that aims to bring change and financial stability to the community. Our goal is to represent the residents in communities of disproportionate impact, specifically the Eastern Massachusetts residents, and ensure their inclusion in the legal cannabis industry by providing them with career opportunities and working closely with local youth organizations.



# FERNANDO BENT-MULLINGS

## Founder & CEO

Fernando Bent-Mullings has been a certified personal trainer for over 12 years in Massachusetts (MA). Born and raised in MA, Fernando attended Johnson & Wales University in North Miami Florida where he studied sports/entertainment management.

Fernando has spent time also working for his community as a correctional officer at MCI Framingham, and as a crime scene clean-up technician for Aftermath Inc, helping families deal with tragedies in their homes or the homes of loved ones.

Fernando and his wife, Hilary are new entrepreneurs in the cannabis dispensary industry, who are excited about having a “mom and pop” style run business in their community





# DIVERSITY & INCLUSION PLAN

# DIVERSITY PLAN



## INCLUSION & DIVERSITY

The goal of Rasta Rootz is to have our staff consisting of members of all communities including, women, minorities, veterans, people with disabilities, people of all gender identities and sexual orientations.

## TRAINING

Rasta Rootz will have training for employees to help them grow as important member of our team not just for our business but also to give them the tools they would need to potentially help them pursue their own business in the cannabis industry.

## GIVING BACK

Our goal at Rasta Rootz will always be to give back to our community not just financially, but more importantly with opportunity.

# POSITIVE IMPACT PLAN

Rasta Rootz understands the devastating impact that has affected certain cities and neighborhoods throughout the state. Our goal is to work together with some of these communities of Boston to provide a sense of empowerment and inclusion in this new and rapidly growing industry. This Positive Impact Plan represents our commitment to this city and its' residents. We are dedicated to providing benefits and opportunities for the city of Boston, the business community of the Wharf District, and the residents.

1

Rasta Rootz will predominately be staffed of residents of the city of Boston. Our goal is to hire individuals from different neighborhoods, gender, race, and religions from the city Boston. We fully intend on Rasta Rootz's staff representing the great cultural differences the city of Boston has to offer which will also include upper management positions.

2

We strive to have at least twenty percent of our staff be hired from a bank of victims of the War on Drugs or have prior convictions for cannabis distribution or another charge that was cannabis related. We fully understand the difficulty of finding stable employment post prison sentences. Rasta Rootz will help these individuals in the community by giving them an opportunity to have a career in an industry that they may already know and help keep their probability of recidivism low.

3

Rasta Rootz will also be a source to locally owned female, minority, and veteran owned small businesses as a resource for direction and mentorship. Rasta Rootz fully understands the benefits of a large network while opening & running a business and will be dedicated to helping these owners in our community with introductions, follow ups and meetings all coordinated by Rasta Rootz.



# EMPLOYMENT PLAN

# EMPLOYMENT PLAN

## BOSTON RESIDENTS

We plan to hire local Boston residents as employees in our facility. Seek out past and present residents from these areas that are interested in learning about all the business sides of the cannabis, from educating them in programs about cannabis to the day to day operations that are needed to run a successful business.

## MINORITY & WOMEN

Rasta Rootz is owned by members of two of the diversity communities listed above and we understand the importance of passing on the knowledge and skills obtained in the journey of opening a business in the cannabis industry. The goal of Rasta Rootz is to have our staff consisting of members of all communities including women, minorities, people with disabilities, veterans, and people of all gender identities and sexual orientations.

## CRIMINAL RECORDS

The goal will be to have members of our staff individuals with a past drug conviction. Rasta Rootz understands the importance of giving these men and women a second chance who have been convicted of drug charges and the difficulties that they may have had with trying to financially provide for their families.

## COMPETITIVE WAGES & BENEFITS

We fully anticipate on having a diverse management team that will consist predominately of Boston residents and other surrounding cities and towns, giving competitive paying jobs to people of certain communities that have historically been overlooked or denied the opportunity. We will have a "Family Rootz" benefit package, a personalized employee benefit packaged offered that will with in expensive, quality health insurance, partial daycare expense, and public transportation cost.



COMMUNITY FEEDBACK  
& PUBLIC SUPPORT

20

LETTERS FROM LOCAL  
COMMUNITY ORGANIZATIONS

10

PERSONAL LETTERS OF SUPPORT

21

COMMUNITY MEETINGS

12.15.2020 1.19.2020 2.1.2021 3.2.2021 3.16.2021 4.15.2021 4.26.2021  
WATERFRONT DISTRICT COUNCIL MEETINGS

12.17.2020 COMMUNITY OUTREACH MEETING

12.27.2020 WHARF DISTRICT MEMBERS

1.6.2021 BOSTON FIRE DEPARTMENT

1.6.2021 BOSTON POLICE DEPARTMENT

2.1.2021 THE GREENWAY

2.2.2021 COUNCILOR FLYNN

2.18.2020 FRANKLIN PARK ZOO

2.25.2020 BOSTON ACQUARIUM

3.10.2021 4.9.2021 RED CROSS

4.15.2021 5.18.2021 WHARF DISTRICT TASK FORCE

4.26.2021 MAYORS MEETING

5.20.2021 RASTA ROOTZ BLOOD DRIVE

11

LOCAL BUSINESS SUPPORT

MIJA CANTINA & TEQUILA BAR

BOSTONIA PUBLIC HOUSE

ESPRESSO LOVE

TIKI ROCK

CENTURY BANK

THE BOSTON BARBER EXCHANGE

STARBUCKS-FANUEL HALL

BEN & JERRYS

NEWBURY COMICS

WAREHOUSE BAR & GRILLE

SERVIA



"So why do I think you should grant the license to Fern?"

Because he cares."

LUISA CHIESA

*Tufts University*



"I know they will be a great representation and inspiration for both female and black community entrepreneurs in Massachusetts."

ERIC ALEXANDER

*Mija Cantina & Tequila Bar- Faneuil Hall*





"Our neighborhood desperately needs businesses like the ones they are proposing. It is vital that we attract courageous entrepreneurs that draw the public to the Financial District. This is the only way a revitalization will take place, sooner rather than later.

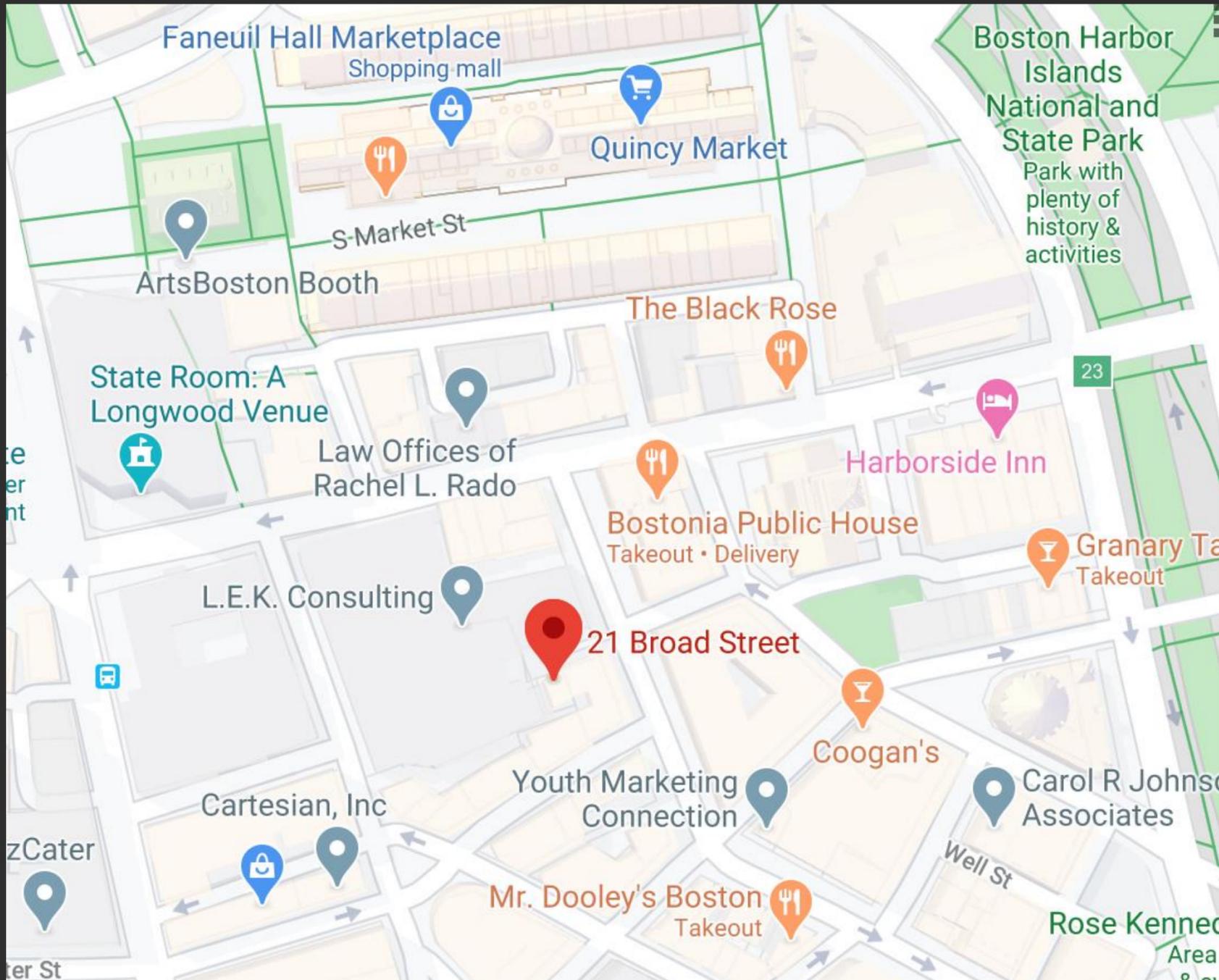
DEREK J. ALTEN

*Servia- Cunard State Building*



# PARKING & TRANSPORTATION

# ACCESS TO PUBLIC TRANSPORTATION



## MBTA

Blue Line - State Street or Aquarium

Green Line - Gov't Center

Orange Line - State Street

## PARKING GARAGES

Faneuil Hall Parking Garage

75 State St Garage

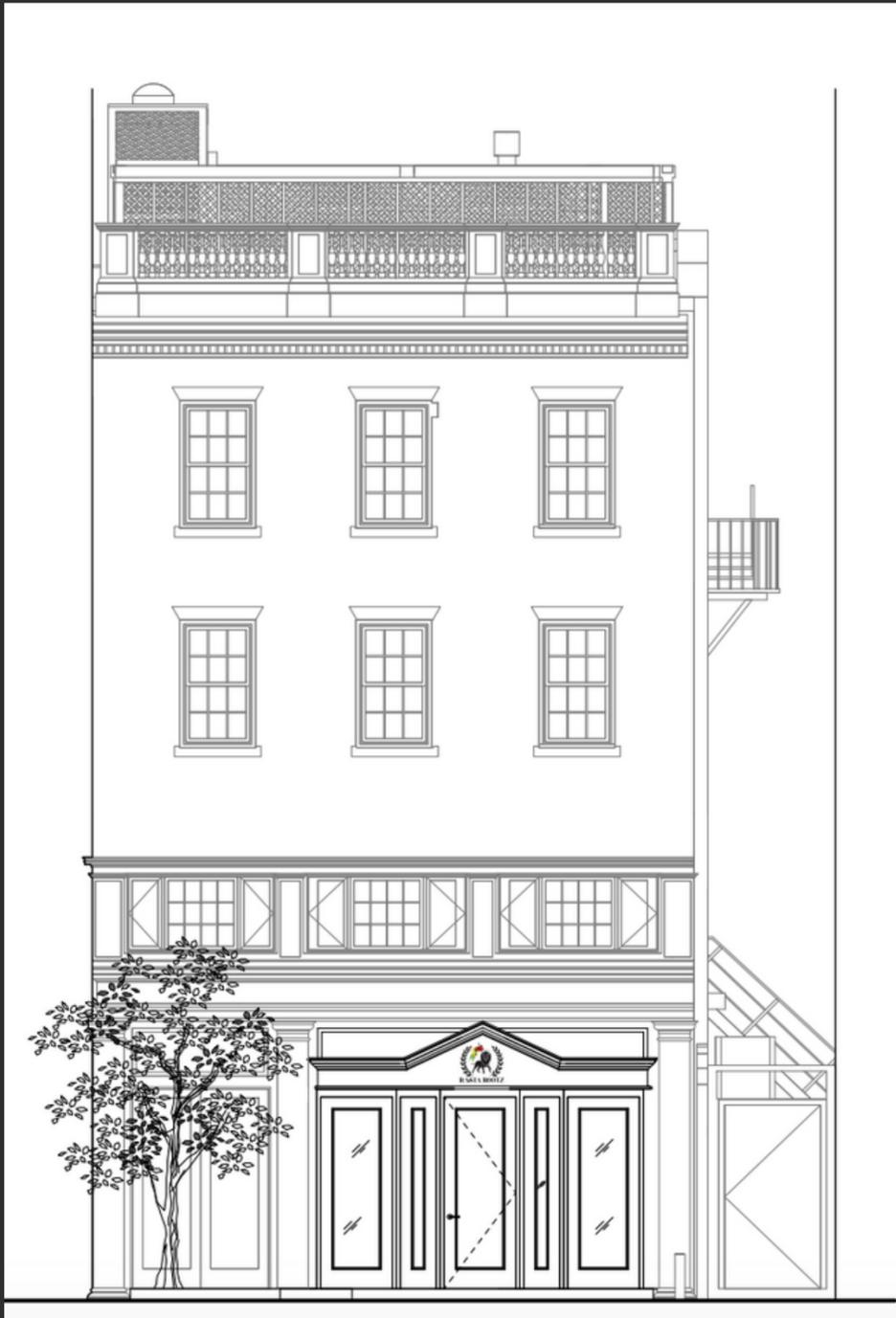
VPNE Parking Solutions

Dock Square Parking Garage

Onsite security will manage customers in a waiting area inside the building to prevent lines outside the building.



LOCATION, SAFETY, SECURITY



21 BROAD STREET  
BOSTON, MA

# SAFETY AND DIVERSION PLAN

WE HAVE A ZERO TOLERANCE POLICY AGAINST INDIVIDUALS UNDER 21 YEARS OF AGE OBTAINING CANNABIS.



## ENTRANCE

All store visitors are required to present their I.D. before entering our secured merchandise floor.



## VERIFICATION

Each customer I.D. is verified and added to their customer profile.



## POINT OF SALE

Our budtenders are required to ask for I.D. before finalizing a purchase.

We maintain live outdoor camera feeds and have a 3 step verification process before selling any products.

# ENHANCED SECURITY PLAN

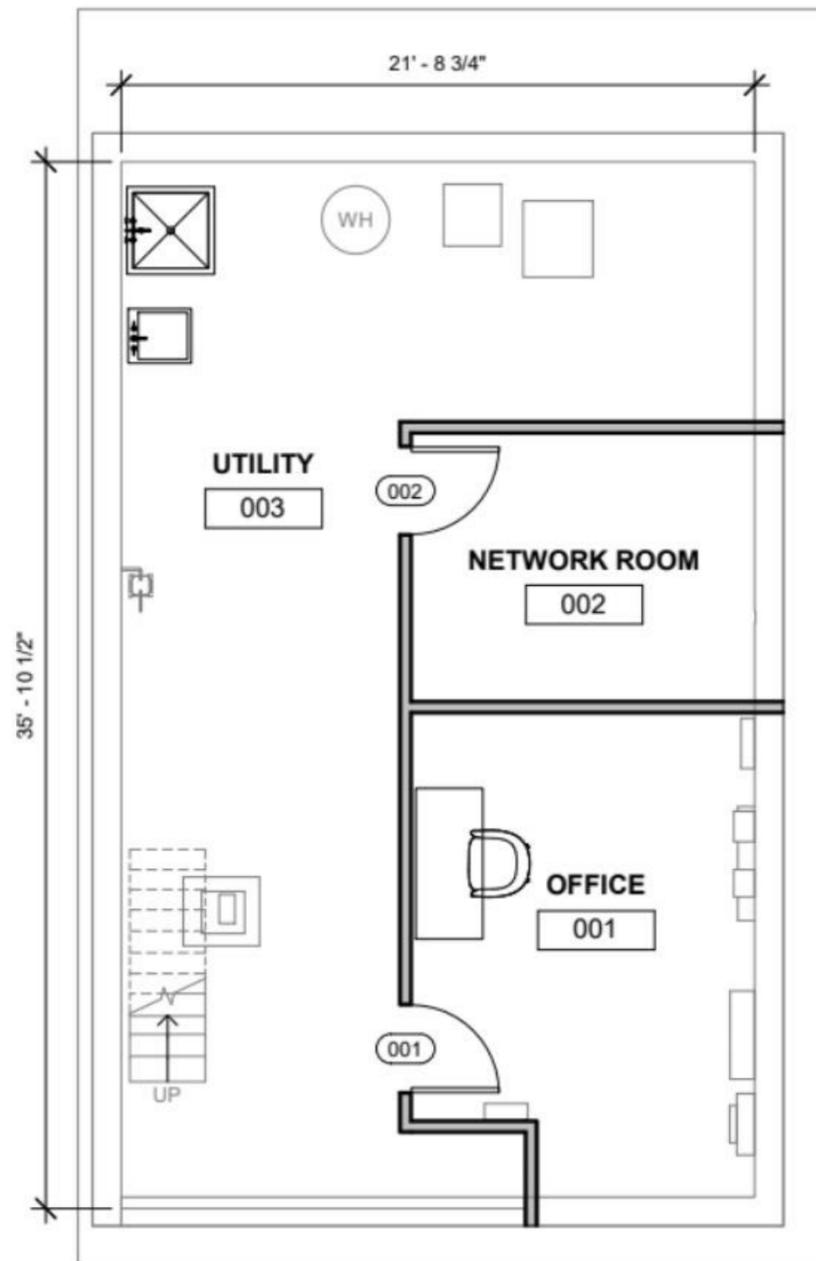
- ✓ Rasta Rootz will employ agents to monitor the sales floor, keep customers moving as swiftly as possible, and offer complimentary or discounted service provided by local area businesses to eliminate any external queuing.
- ✓ On-site security regularly monitors the premises to prevent outdoor lines or queuing, loitering, product usage, and to prevent litter. All employees receive security training to ensure the safety of customers, staff, and the public.
- ✓ All products strictly controlled, with limited employee access, stored in a separate, secure vault, and monitored by 24/7 redundant security cameras and alarms to prevent theft.
- ✓ Access to storage areas will be restricted to only specific employees
- ✓ Each day, retail management checks, tests, and monitors all door entries, cameras, monitoring, and video playback, as well as building and vault alarms. A full test of the entire security system is completed monthly by our security company., including all panic alarms, locks, cameras, and security equipment to ensure safety and compliance
- ✓ Security is the first to greet customers and wait times are strictly monitored. Rasta rootz will utilize express reservation systems, state-integrated POS systems, and wireless debit terminals that will reduce wait times in order to prevent loitering.



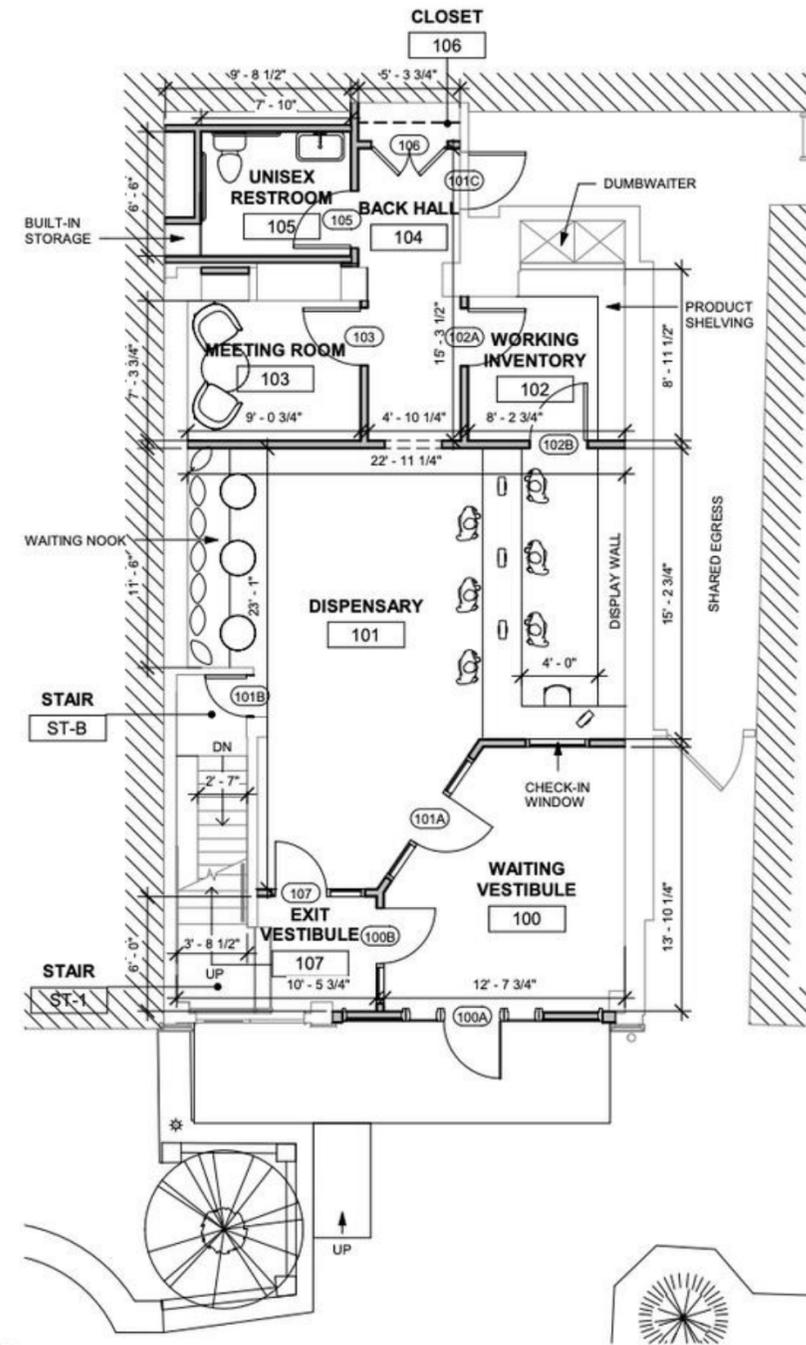


# BLUEPRINTS

## BASEMENT & LEVEL 1



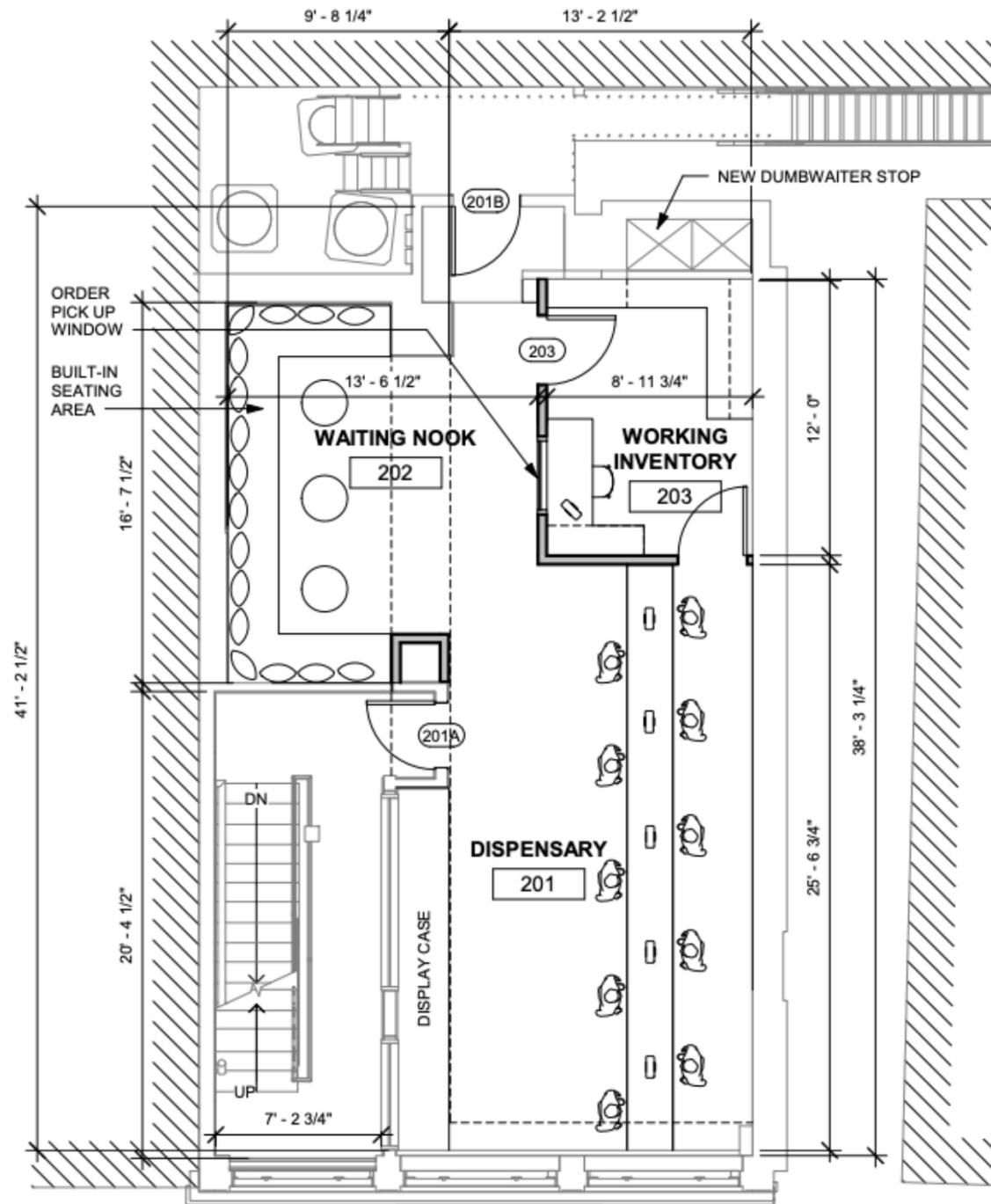
1 BASEMENT - PROPOSED FLOOR PLAN  
3/16" = 1'-0"



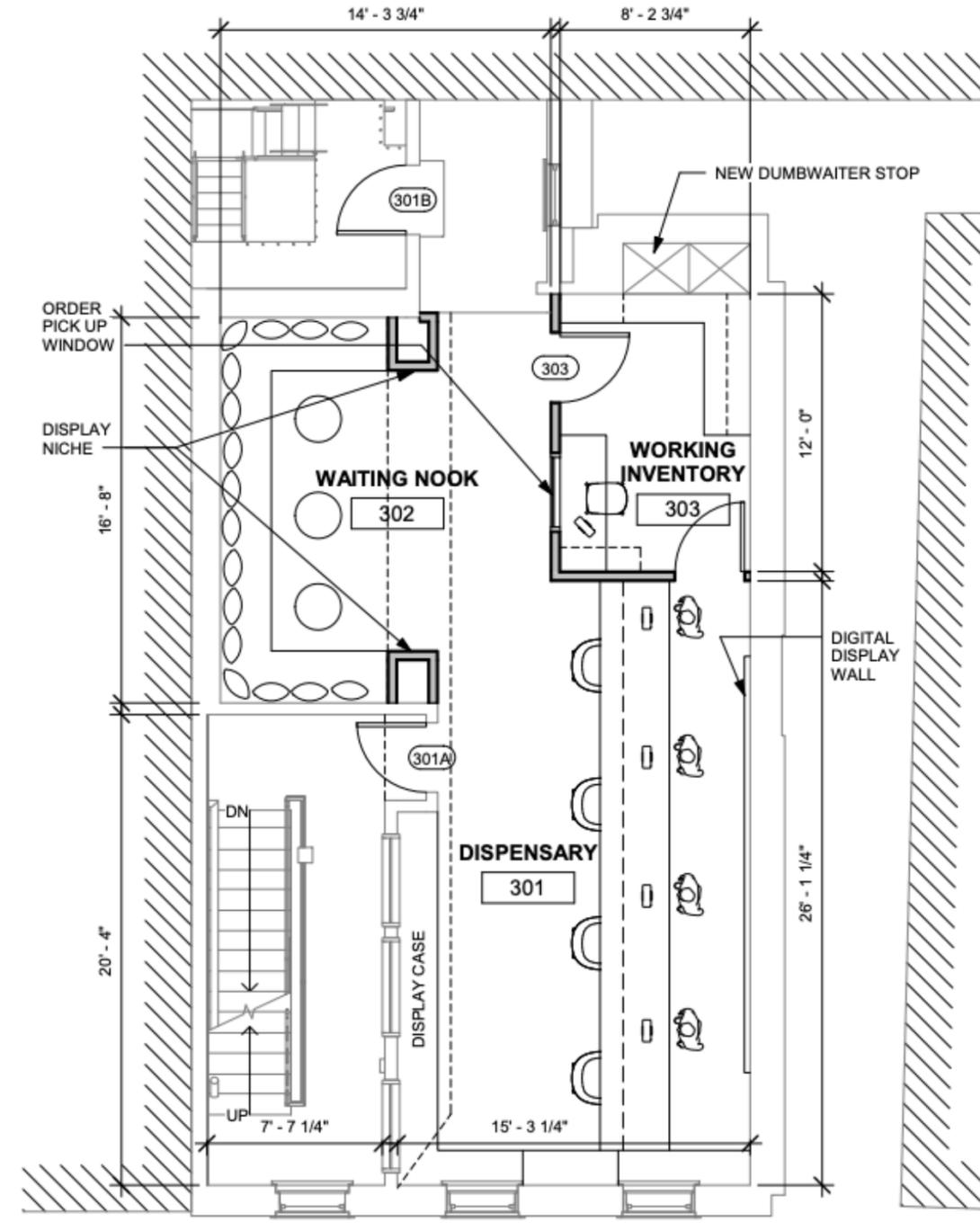
1 LEVEL 1 - PROPOSED FLOOR PLAN  
3/16" = 1'-0"

# BLUEPRINTS

## LEVELS 2 & 3



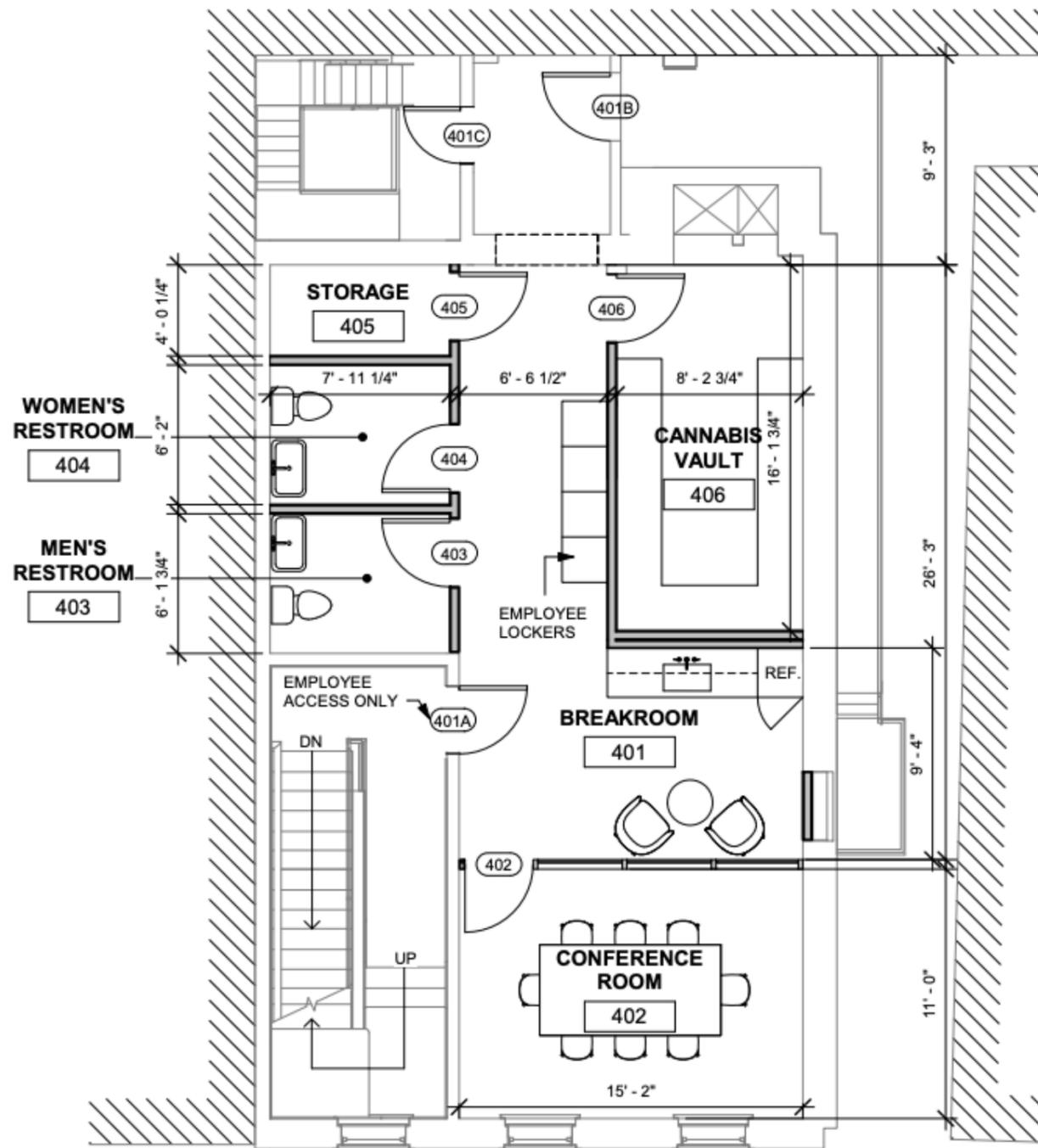
① LEVEL 2 - PROPOSED FLOOR PLAN  
3/16" = 1'-0"



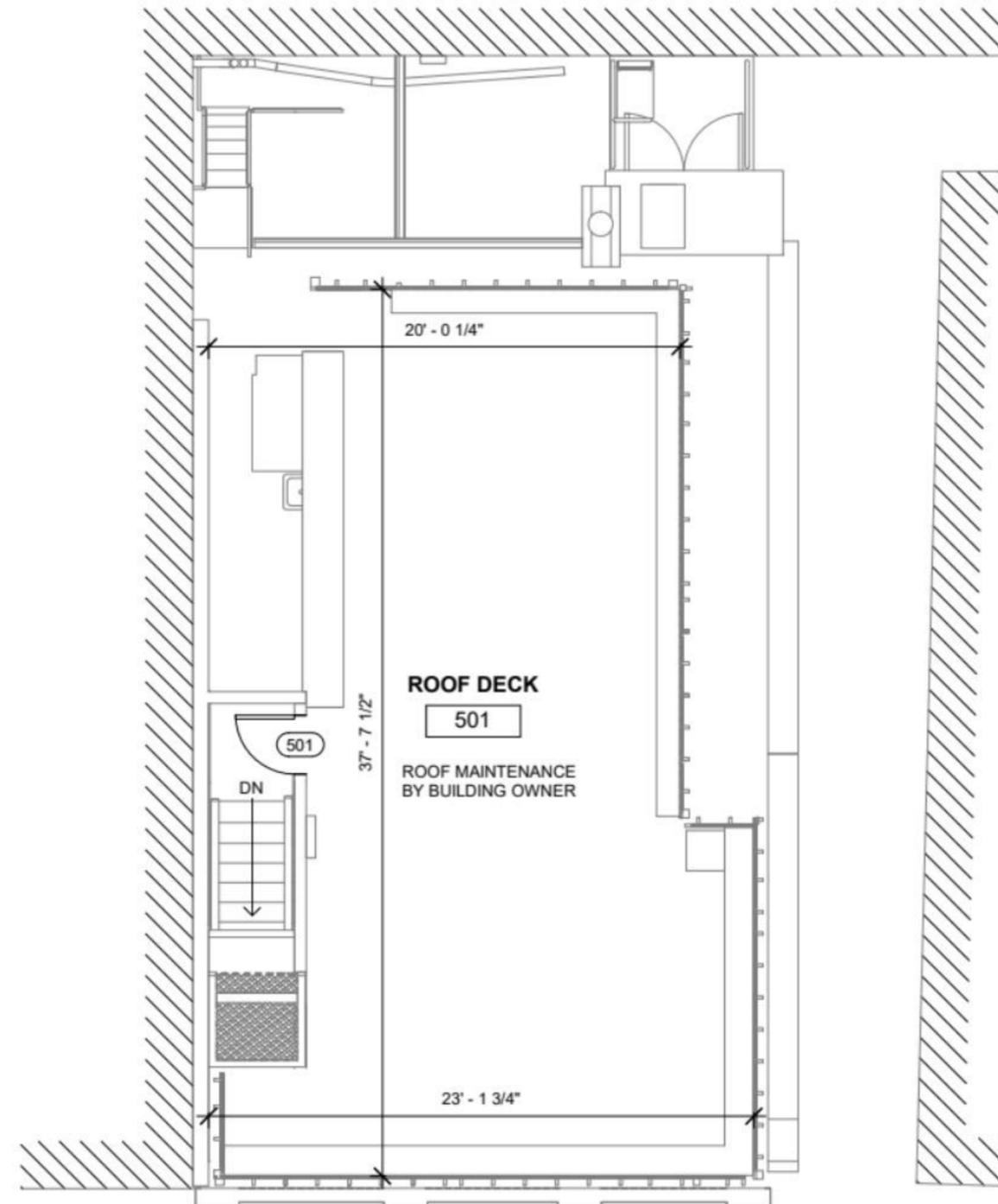
① LEVEL 3 - PROPOSED FLOOR PLAN  
3/16" = 1'-0"

# BLUEPRINTS

## LEVELS 4 & ROOF



① LEVEL 4 - PROPOSED FLOOR PLAN  
3/16" = 1'-0"



① ROOF - PROPOSED FLOOR PLAN  
3/16" = 1'-0"

RASTARROOTZ

THANK YOU FOR THIS  
OPPORTUNITY

We look forward to working together to enhance the Boston community.

FERN@RASTARROOTZ.COM

