



**Build A Life Legacy LLC
dba
The POT**

1187 Blue Hill Avenue,
Mattapan, MA 02126
Cannabis Retail License Type
Boston Equity Applicant

Dru Ledbetter- Co-founder and COO (presenting)

Company Overview



Our Story

- ❖ Build A Life Legacy LLC was formed in January 2021
- ❖ We are 100% owned by people of color
- ❖ Majority owned by a 41-year Mattapan resident.
- ❖ Our leadership team are all BPS graduates (Boston Latin School, Boston Latin Academy and Hyde Park High School)
- ❖ Leadership Team with over 50 years of combined leadership and professional experience

Our Values

Our values are our guiding principles:

- ❖ Integrity
- ❖ Financial Stewardship
- ❖ Community Empowerment
- ❖ Social Equity & Social Justice

Our Mission

Our mission is to revitalize the Blue Hill Avenue commercial district, by opening a minority owned retail cannabis dispensary in Mattapan. We strive to make “The POT” the model for training, educating and empowering our Mattapan community and other entrepreneurs. We are Mattapan natives with strong ties to the community and are passionate about serving and giving back to Mattapan.

Our Commitment to Mattapan

1. Be a good neighbor and exemplary business owner.
2. Serve as a trusted educational resource for our patrons and community to help erase the stigma around marijuana.
3. Provide an upscale shopping experience and exceptional customer service to all our clients.
4. Increase access to whole foods by supporting urban agriculture in our community.

Who we are...



Marquis Cohen
Chief Executive
Officer
Co-Founder



Kerlee Nicolas
Chief Financial Officer



Dru Ledbetter
Chief Operating
Officer
Co-Founder



Leslie Pascual
Director of Technology



Karen Chacon
Director of DEI &
Community Outreach

Diversity and Inclusion Plan



Build A Life Legacy LLC d/b/a The POT is committed to a diverse and culturally competent workplace. In addition to hiring a diverse and culturally competent team of individuals, the organization will work to ensure an accessible and safe work environment for all.

100 % Minority Owned

Create a JDEI Committee of employees and company leadership to oversee all JDEI goals, programs and report progress

Comprehensive recruitment and hiring with a focus on Mattapan residents and candidates with previous marijuana convictions

Accessible and safe workplace for all staff regardless of race, ethnicity, religion, gender, gender identity, sexual orientation. Including gender neutral bathrooms.

Cultivate diversity among suppliers, vendors, and service providers



Diversity and Inclusion Plan Measurements

JDEI is core to BALL LLC's purpose and is a critical priority for the company. We will have a dedicated full time Director of DEI and Community Outreach to ensure we stay on top of our stated goals.

To ensure transparency and accountability, BALL LLC will create a JDEI Committee to regularly report out to the larger community our progress in meeting our JDEI goals. JDEI Committee made up 5-8 staff, leadership, and vendor representatives to oversee JDEI activities and BALL LLC's JDEI goal progress including:

- Review and reporting of BALL LLC's JDEI goals as listed in this document
- Staff hiring and retention data and demographics
- Annual staff JDEI survey to capture qualitative information from staff
- Regular reporting of goals to entire company, local community, and to the city and state
- Will serve as body to review and handle any grievances filed

All hiring data will be captured in an appropriate system and used to provide reports and analytics on applicants, interviews, hired staff, transitioned staff, and retention activity data. BALL LLC will report on a quarterly basis and will work with the local community, city, and state to share this information.

Specifically, BALL LLC will collect and report the following:

- All new applicant demographic information
- All new hire staff demographic information
- All terminated/transitioned staff demographic information
- Retention activity statistics

Location- 1187 Blue Hill Avenue



Facility

- Commercially Zoned
- Central to Public Transit (Blue Bikes less than 0.1m away)
- Secure Brick Building
- All exterior lighting will be code conforming
- All employee and delivery vehicles will be parked onsite (no street parking) and use secure rear entrance
- Loitering is strictly prohibited and managed by our Client Concierge staff
- An air filtration system will be used to eliminate any possible odor
- Clients that double park will not be allowed entry into the dispensary

Hours of Operation

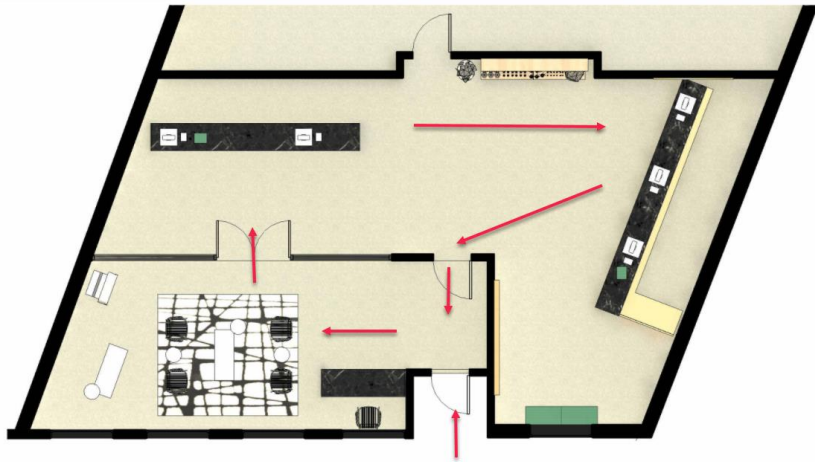
Monday-Saturday

- 10:00am to 8:00pm

*Sunday**

- 11:00am to 6:00pm

When Morning Star Baptist Church is back to 100% capacity- Sundays will be appointment only during church hours to allow for double parking on Blue Hill Ave not to be disrupted.



Client Flow to Reduce Nuisance

We will continue to work with the community to ensure a smooth roll out

- Client cueing inside only to avoid sidewalk congestion
- Multiple POS stations
 - 2-3 min for express transactions (order ahead)
 - 5-7 min for traditional transactions



Client Management & Client Agreement

Upon their first visit to our facility, clients will sign a *'Mattapan Community Client Agreement'* agreeing that they have been educated on how to adequately handle, transport, and consume their product.

Also agreeing the following behavior will not be permitted and risk being banned from the establishment.

We will have a **ZERO TOLERANCE**

- ✓ Public consumption of cannabis
- ✓ Illegal activity under state or local law
- ✓ Littering
- ✓ Loitering / Vehicular traffic
- ✓ Illegal parking or “other” violations of traffic ordinances



Buffer Zone Statement- Special Conditions



No Conflict with public or private school, social services or treatment centers

- Not located within 500ft of a public or private school
- Not located within 500ft of a social service center or treatment center

Buffer Zone Conflict

- Located within 0.5 miles of another proposed cannabis establishment

The POT Proposed dispensary is on the Southbound Direction on Blue Hill Ave



Other Proposed dispensary is on the Northbound Direction on Blue Hill Ave

This area of Blue Hill Avenue is considered a densely populated area. It's a busy commercial district with 65 individual businesses within the same 0.2 miles.

There are 41 Businesses between the two proposed locations on the Northbound side of Blue Hill Avenue

There are 24 Businesses between the two proposed locations on the Southside of Blue Hill Avenue

There is an establish precedent to have similar type business on each side of Blue Hill Ave

Hours of operation do not impact morning northbound peak traffic

70% of dispensary operation hours do not impact peak traffic times for southbound traffic

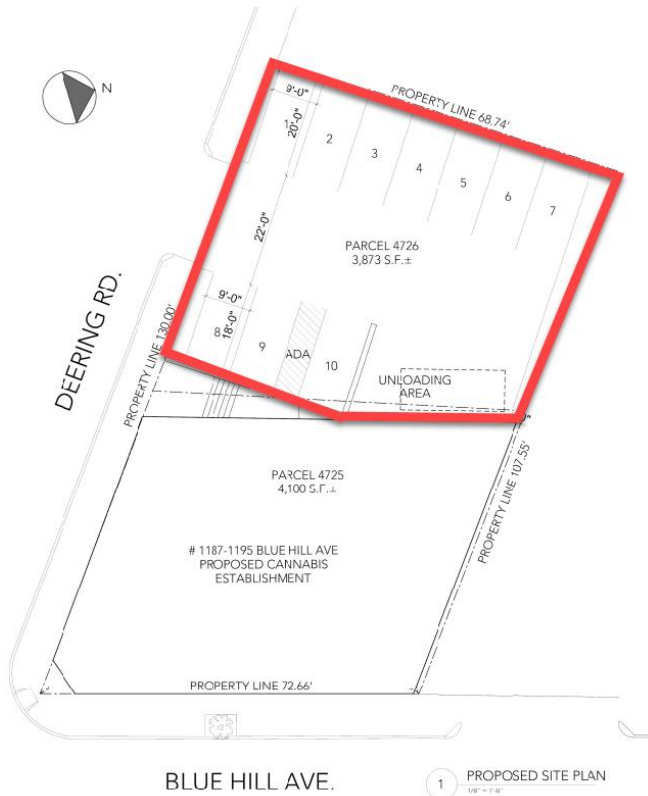
Having a dispensary on each side of Blue Hill Ave at this gateway corridor will ease any traffic congestion that may be caused by commuters attempting to make U turns on Blue Hill Ave

Transportation and Parking



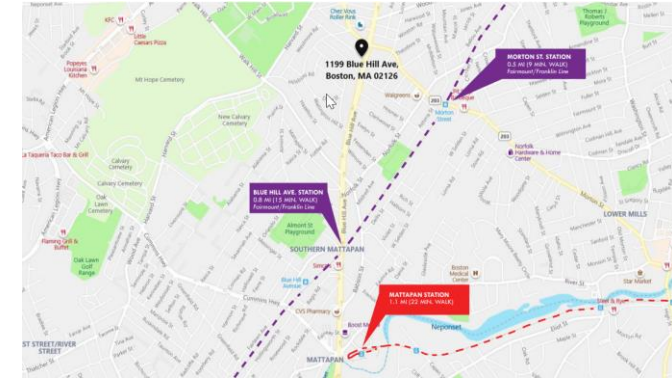
Parking/Transportation

- 10 dedicated private spaces
- Employees will have access to subsidized T passes and Blue Bike Membership
- Employees encouraged and incentivized to use public transit



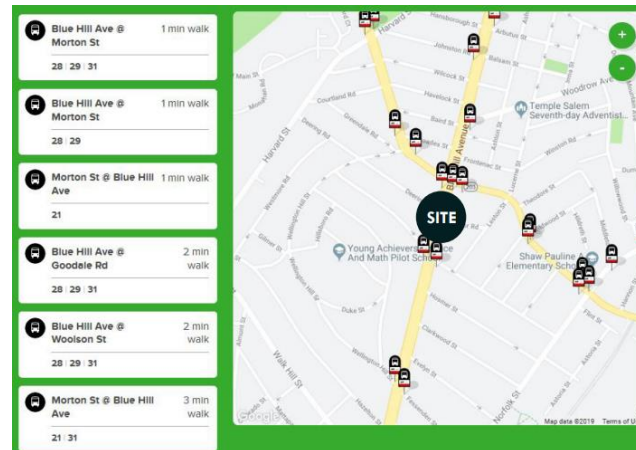
Commuter Rail

Blue Hill Ave & Morton St within 0.5m



Bus Routes

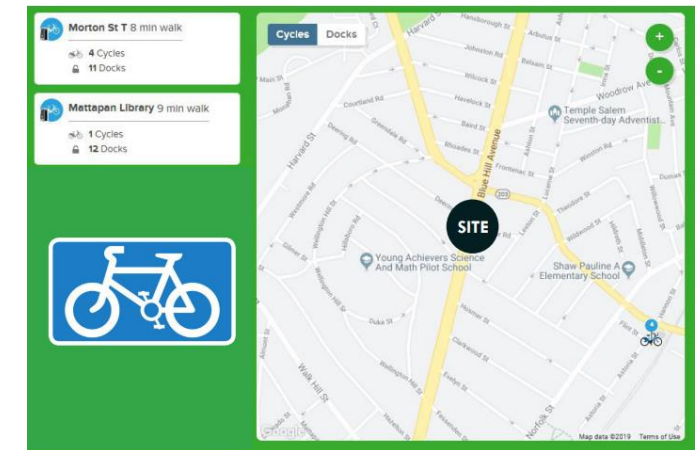
21,28,29,31



6 Bus stops within a 3 minute walk

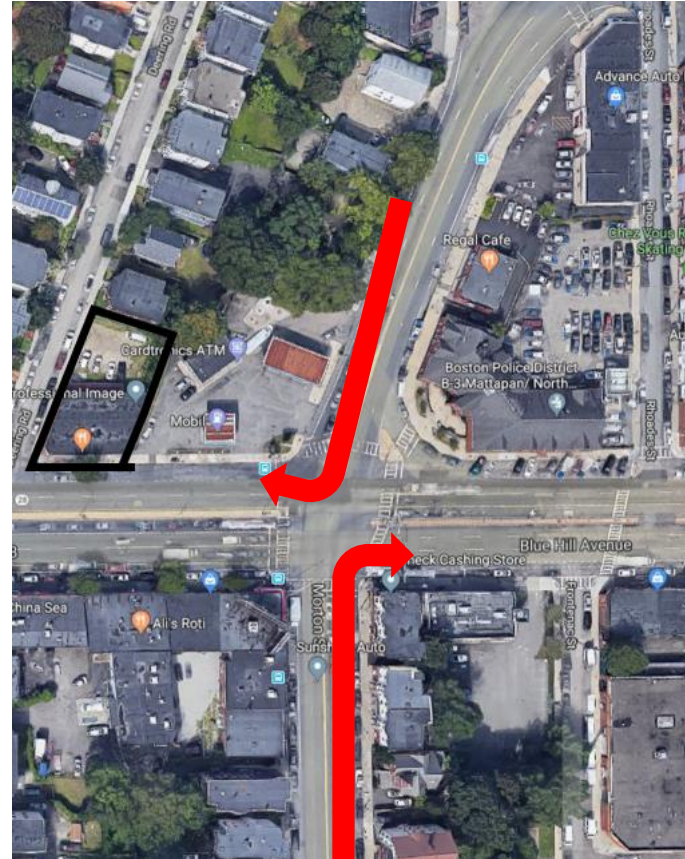
Blue Bikes

Havelock within 0.1mi



3 Blue Bike locations within a 9 minute walk

Buffer Zone Statement



Go Boston 2030 means Mattapan will have a new traffic pattern with center Bus lanes, making U turns less desirable

Having a dispensary on each side of Blue Hill Ave's traffic pattern will alleviate customers making unnecessary "U turns" and causing confusion and congestion in this already densely populated area of Blue Hill Ave.

Eastbound and West bound Traffic on Morton Street cannot make left turns.
Having a dispensary on both sides will mitigate any concerns of commuters making illegal turns to access just one location

Having a dispensary on each side of Blue Hill Ave at this gateway corridor will ease any traffic congestion that may be caused by commuters attempting to make U turns on Blue Hill Ave

Buffer Zone Statement- Positive Community Impact



Participation in the
*PLAN Mattapan Public
Art Project*

Membership in
Community Gardens
with a focus on
improving urban
agriculture

Focus on community
education by having
educational Kiosks

Mattapan Culture
Exhibit

Full time Community
Outreach Director to
interface with
community

Employment Plan



Hiring Plan

1. 80% City of Boston residents, with a priority placed on local Mattapan community members
2. 51% BIPOC
3. 51% Women
4. Over 30 new jobs created

Salary and Wages

1. Starting hourly wage of **\$16.50** per hour
2. “Percentage of profit-based” bonus programs for all employees

Comprehensive Benefits Package that Includes:

1. Medical, dental, and retirement
2. Monthly subsidized T pass and Blue Bike memberships
3. Health and wellness incentives

Non-Discriminatory Hiring Process

1. Use transitional programs/ re-entry programs for recruitment of staff
2. Not use citizenship status as a factor in hiring staff

Other Employee Programs

1. Paid Time Off for volunteer opportunities within the Mattapan community
2. Subsidized Membership in Community Gardens (Woolson/ Lucerne/ Almont)
3. Support with Emergency Childcare

Full Time Director of DEI and Community Outreach



Community Feedback and Public Support

- ❖ Letter of Support from District 5 City Councilor Ricardo Arroyo
- ❖ Letter of Support from State Representative Ted Phillips
- ❖ Over 65- personal letters of support were sent to the Boston Cannabis Board
- ❖ Over 100 Community Signatures with over 30% being direct abutters and 90% Boston residents
- ❖ Verbal Support from State Representative Russell Homes who is a direct abutter (letter pending)
- ❖ Verbal non-opposition from Wellington Hill Civic group and Greater Mattapan Neighborhood Council (letter pending)
- ❖ Verbal non-opposition from Bishop J. M. Borders III
 - ❖ Morning Star Baptist Church will be hosting an expungement/CORI event sponsored by The POT in December 2021



THE GENERAL COURT OF MASSACHUSETTS
STATE HOUSE, BOSTON 02133-1063

October 20, 2021

Boston Cannabis Board
1 City Hall Plaza
Boston, MA 02201

Dear Commissioners:

I am pleased to be writing in support of "The Pot" Dispensary's application to open at 1187 Blue Hill Avenue in Mattapan. I know that this business and the team behind it will be a welcome addition to the Mattapan community and enrich the Blue Hill Avenue commercial corridor.

The founders are Mattapan natives who have deep roots in the community and a desire to be a successful business that enriches the local culture and gives back to the neighborhood. They have gone above and beyond in their outreach and engagement efforts, which I believe serves as a strong indicator for the type of partner they will be in the shared economic development efforts for Blue Hill Avenue. Their business principles of Integrity, Financial Stewardship, Community Empowerment, & Social Equity will propel this Minority & Women-Owned Business puts them in a strong position to be a community business leader for a very long time.

For these reasons and more, I wholeheartedly support their application for licensure and hope that you will too. If you have any questions or if I may be of any further assistance, please do not hesitate to contact me. Thank you very much for your consideration in this matter.

Sincerely,


EDWARD R. PHILLIPS
State Representative



OFFICE OF
RICARDO ARROYO
BOSTON CITY COUNCILOR
DISTRICT 5

October 22, 2021

I
Kathleen Joyce
Chair, Boston Cannabis Board
1 City Hall Square, 6th floor
Boston, MA 02201

Dear Chair Joyce,

I am writing to you to express my enthusiastic support for Build a Life Legacy LLC's application to operate a retail cannabis establishment at 1187-1195 Blue Hill Avenue in Mattapan.

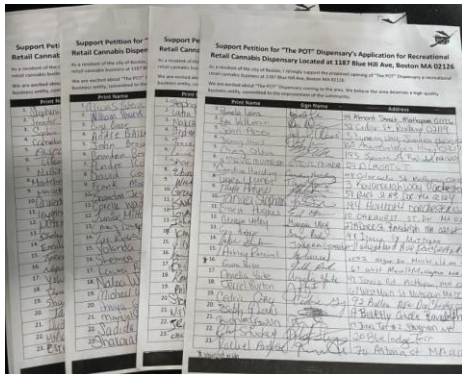
Build a Life Legacy LLC is a minority-owned business and social equity applicant. The addition of this retail cannabis establishment in the neighborhood of Mattapan will allow for the creation of new jobs, community investment, and engagement in local initiatives.

I strongly urge you to approve this applicant as they would be among the first minority owned cannabis dispensaries in the City of Boston and a strong community partner.

If you have any questions please do not hesitate to contact my office at 617-635-4210. Thank you for your time and consideration.

Sincerely,


Ricardo Arroyo



Security Plan



✓ VERKADA

We have partnered with an industry leader in security and innovation for our cameras, controlled access and environmental alarms.



- Perimeter Alarms and Limited Entry Points- 365 days of all “door event” footage saved
- Proper Lighting and External High Impact Windows with sensors
- Motion Detection cameras for perimeter and parking
- 24/7 Recording Video Surveillance- with facial recognition and license plate recognition
- 24/7 Monitoring Station with 90-day cloud backup at 24 frames per second
- Indoor and Outdoor security personnel on staff at all times during hours of operation
- Outside Security Personnel to monitor perimeter, parking and sidewalks during hours of operation
- Control Access Doors with Multifactor Authentication for access
- 24 total cameras- all cameras are National Defense authorization Act (NDAA) compliant
 - 8 perimeter cameras
 - 3 cameras in indoor cueing area
 - 5 cameras directly over each POS station
 - 5 cameras on sales floor
 - 1 vault fisheye camera for 365 degree visibility of vault always
- Secure and fire rated Vault with fisheye camera
- Silent distress alarms connected to local safety and law enforcement
- Control Access Doors with Multifactor Authentication for access
- Electronic Security Log shall be maintained for all outside vendors and visitors
 - 2 staff members to check in all vendors

Security Plan- Product, Monies and Diversion Prevention



- We have partnered with a social equity company that is secure and CCC compliant for our product and monies transport.
- They are an all-inclusive solution for safe transport of cash and wholesale product deliveries.



Diversion Prevention

We are dedicated to ensuring that cannabis is accessible only to adults over age 21 and certified medical patients

- Secured entry- ID scan to verify 21+
- Comprehensive enforcement of our security plan
- Identification and visitor badge requirements
- Inventory policies enforced through compliance procedures and METRC seed to sale tracking will prevent and detect any instances of theft
- All marketing will be geared toward those 21+



“We will create a culture of business ownership that sets the standard for how business in Mattapan should be done. We deserve the best, so we will be the best.”

**- Marquis Cohen,
Co-Founder and CEO**



Thank You