

SIMPLICITY



DISPENSARY

LEADERSHIP TEAM:

Colonel Boothe

Marcus Johnson-Smith

Michael Pires

Akeem Raphael

Michael Ortoll

PREMIUM RETAIL CANNABIS

Retail Cannabis Dispensary, 313 Old Colony Ave, Boston, MA 02127

HAZE OF SOUTH BOSTON, LLC D/B/A SIMPLICITY DISPENSARY

MISSION & VALUES

ENCOURAGE DIVERSITY IN HIRING.
PURSUE EXCELLENCE IN BUSINESS OPERATIONS.
PROVIDE OUTSTANDING CUSTOMER SERVICE.
BECOME A+ COMPLIANT CANNABIS OPERATORS.
SERVE AS VALUABLE COMMUNITY SERVANTS.

Simplicity Dispensary

LEADERSHIP TEAM & FOUNDERS

Colonel is co-founder & former Cultivation Director of Holistic Health Group Inc., a vertically integrated MA based cannabis company. Colonel helped design & manage their 34,000 sqft cannabis facility which includes outdoor cultivation, greenhouse cultivation, hydrocarbon extraction, edibles manufacturing and retail sales. Mike & Marcus are both experienced retail owner-operators & brand marketers w/20+ years combined experience and hold retail cannabis licenses in Cambridge, Boston and Brockton, MA. Marcus and Colonel are founding board members of the Massachusetts Cannabis Business Association. Michael Ortoll recently launched a delivery courier service in Holyoke, MA



COLONEL BOOTHE



MARCUS JOHNSON-SMITH



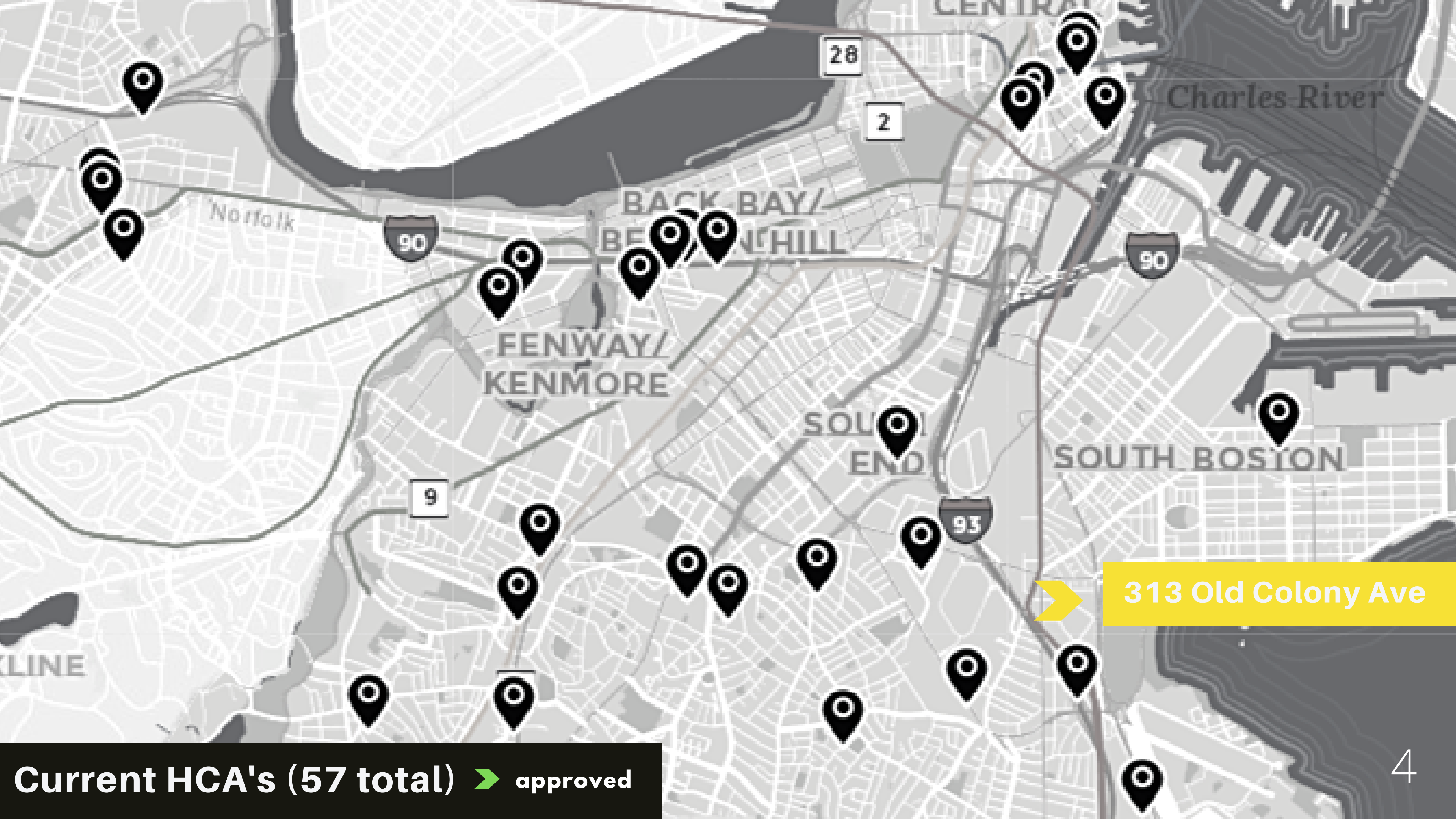
MICHAEL PIRES



MICHAEL ORTOLL

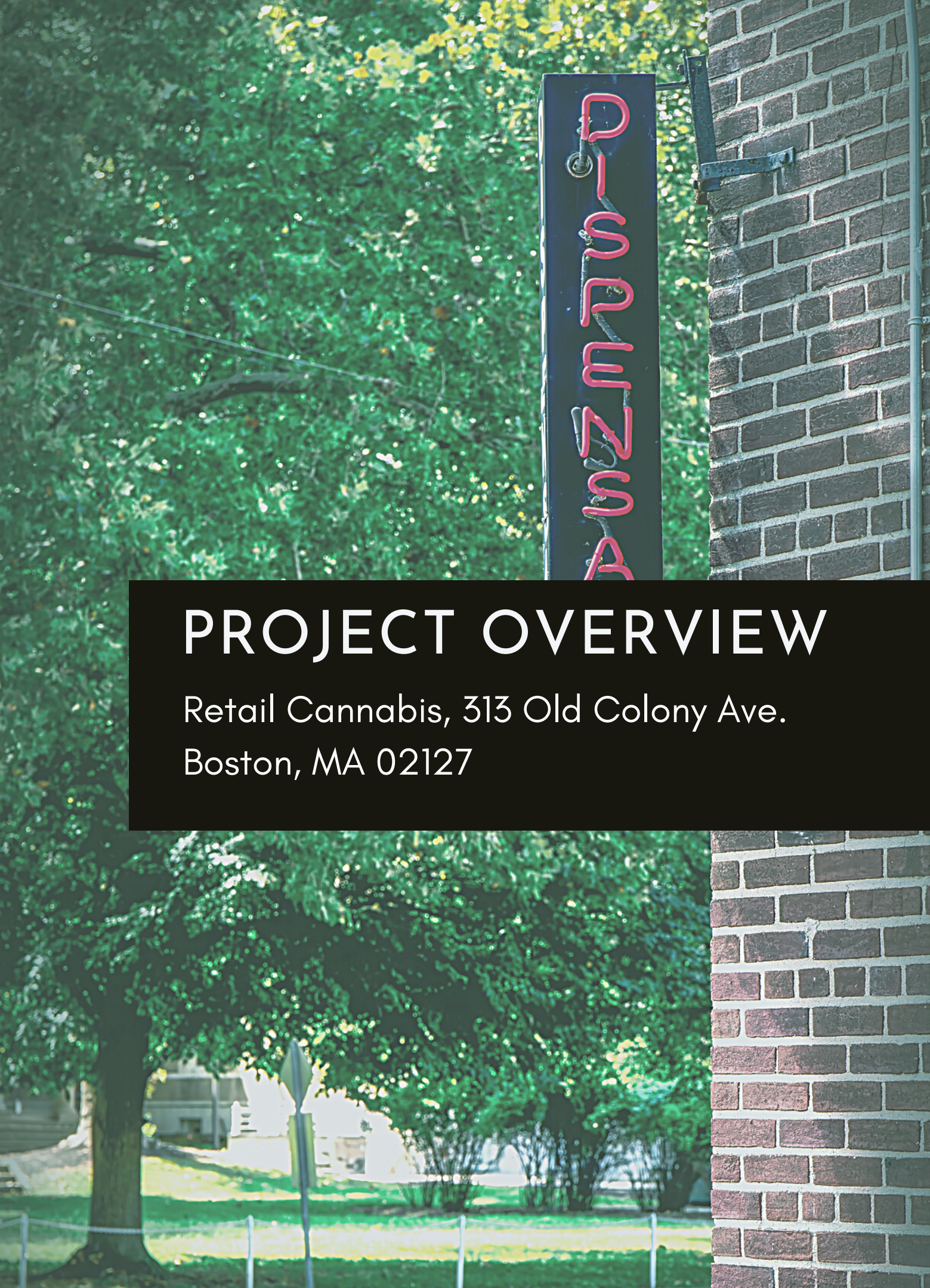


AKEEM RAPHAEL



313 Old Colony Ave

Current HCA's (57 total) ➤ approved



PROJECT OVERVIEW

Retail Cannabis, 313 Old Colony Ave.
Boston, MA 02127

SIMPLICITY



DISPENSARY



RETAIL CANNABIS DISPENSARY

313 Old Colony Ave. Boston, MA 02127

5 year lease secured at prime location

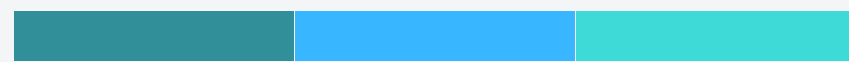
- Retail cannabis business is zoned for operations at this property.

Economic Empowerment & Social Equity

- Our team members are certified with CCC as economic empowerment & social equity designation

Late 2023 Opening Date

PROGRESS



1/22

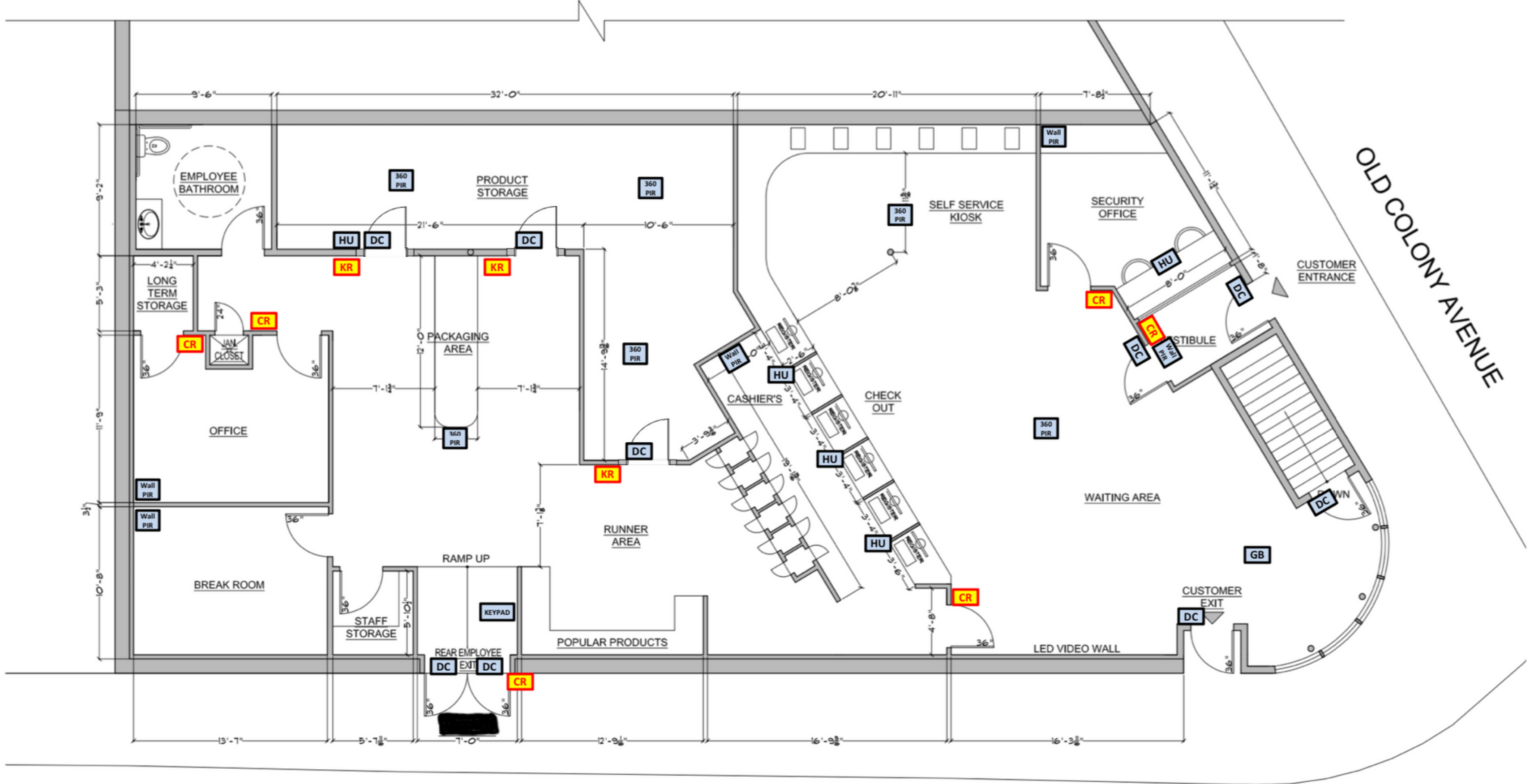
Location secured under property agreement

7/22

Community outreach process with South Boston Community

Q4/23

OPEN DATE

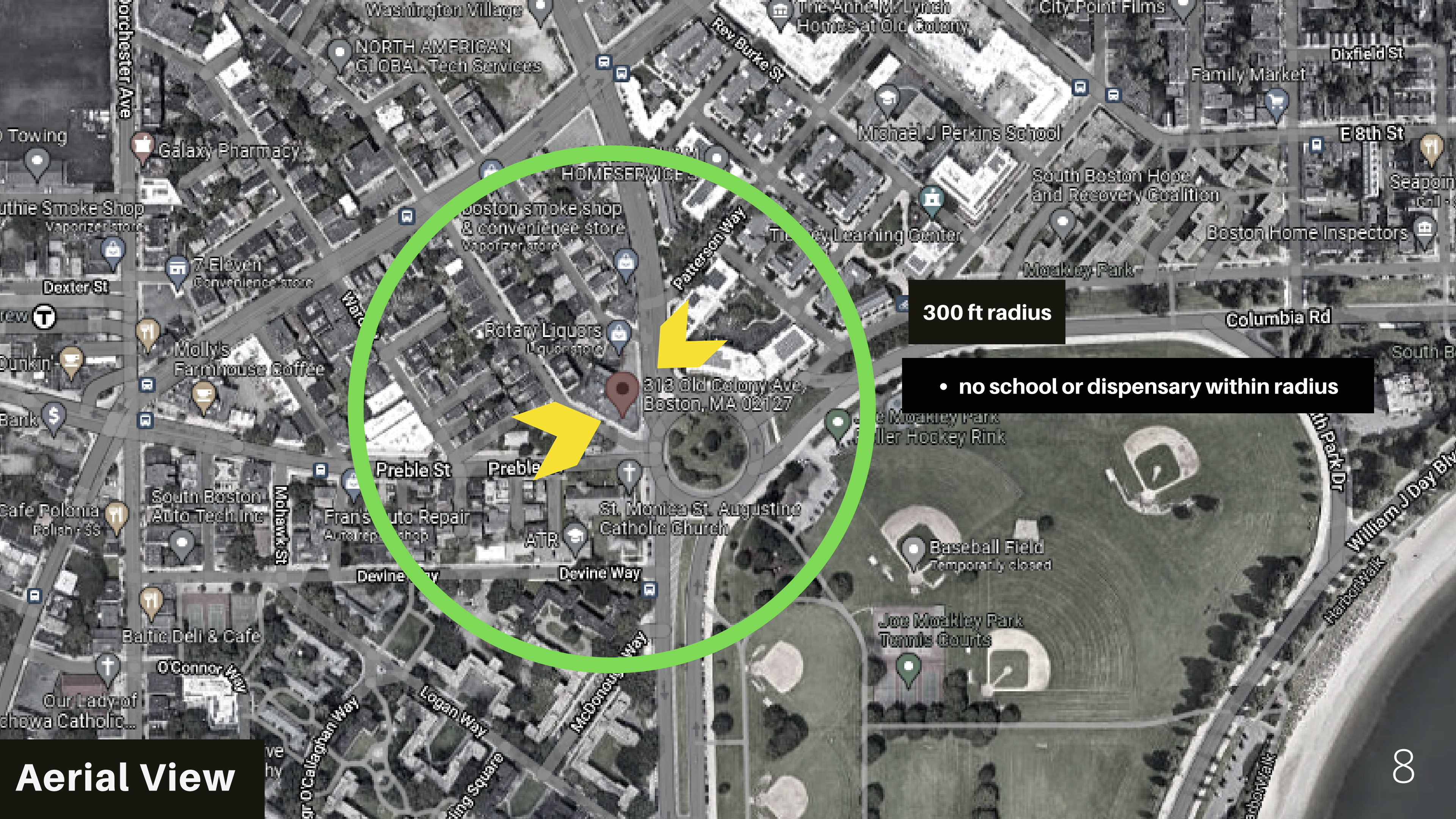


OLD COLONY AVENUE

VINTON STREET



Loading Location



300 ft radius


• no school or dispensary within radius

313 Old Colony Ave,
Boston, MA 02127

Aerial View

TIMELINE OF ACTIVITIES

313 Old Colony Ave., Boston – Retail Cannabis Dispensary

	BOSTON	
Secure Zoned Locations		
HCA Outreach Meetings	7/28	
Win HCA Approval	est. 11/22	
Submit App to CCC	est. 1/23	
Provisional Licensure	est. 3/23	
Buildout	est. 5/23	
Final Inspection	est. 8/23	
Commence Operations	est. 10/23	



Community Concerns

In preparation of the Haze of South Boston, LLC application and community presentation, our team took the time to identify a list of potentially outstanding concerns about the projects viability. These concerns relate to safety, parking & transportation and commitment to the community.

These concerns are addressed on the following slides.

HAZE OF SOUTH BOSTON, LLC

d/b/a Simplicity Dispensary

Addressing Cannabis Myths

Myth #1: Cannabis is a GATEWAY Drug

The National Institute on Drug Abuse reports that the majority of people who use marijuana do not go on to use other, "harder" substances. An analysis of three waves of data from the National Longitudinal Study of Adolescent to Adult Health found that marijuana use is not a reliable gateway cause of illicit drug use. (Source: NIDA and NLSAAH)

Myth #2: Cannabis = More Adolescent Use

A 15 year study analyzed over one million responses to the CDC's Youth Risk Behavior Survey and found An analysis of data from the Substance Abuse and Mental Health Services Administration's National Survey on Drug Use and Health found a 27% overall reduction in the proportion of adolescents reporting it would be "very easy" for them to obtain marijuana. No evidence of increased marijuana use among adolescents in states that legalized marijuana. (Source: CDC and NSDUH)

Myth #3: Cannabis = Increased Crime

A review of national crime datasets between 2000 and 2019 found no evidence of increased property crimes or violent offenses in states that legalized marijuana. Furthermore, the opening of marijuana dispensaries appears to decrease neighborhood crime rates. A review of municipal crime data for Denver, Colorado found the addition of a dispensary to a neighborhood was associated with a 19% reduction in local crime rates. (Source: ScienceDirect)

STAFFED ONSITE SECURITY

Location will be staffed with professional security staff during operational hours.

BUILDING SECURITY

24 hr indoor/outdoor video surveillance systems + carded entry for each facility door.

PRODUCT SECURITY

Fenced in secure product receiving area.

YOUTH SAFETY

No persons under 21, per law, allowed entry; prepackaged products in secure childproof packaging.

GENERAL COMMUNITY SAFETY

Security staff will monitor site at night with exterior walk throughs.



Addressing **safety.**

ACCESS TO PUBLIC TRANSIT

MBTA bus route #16 available by Preble St.; a 10 min walk to Andrew Sq. MBTA train.

ON SITE LOADING AREA

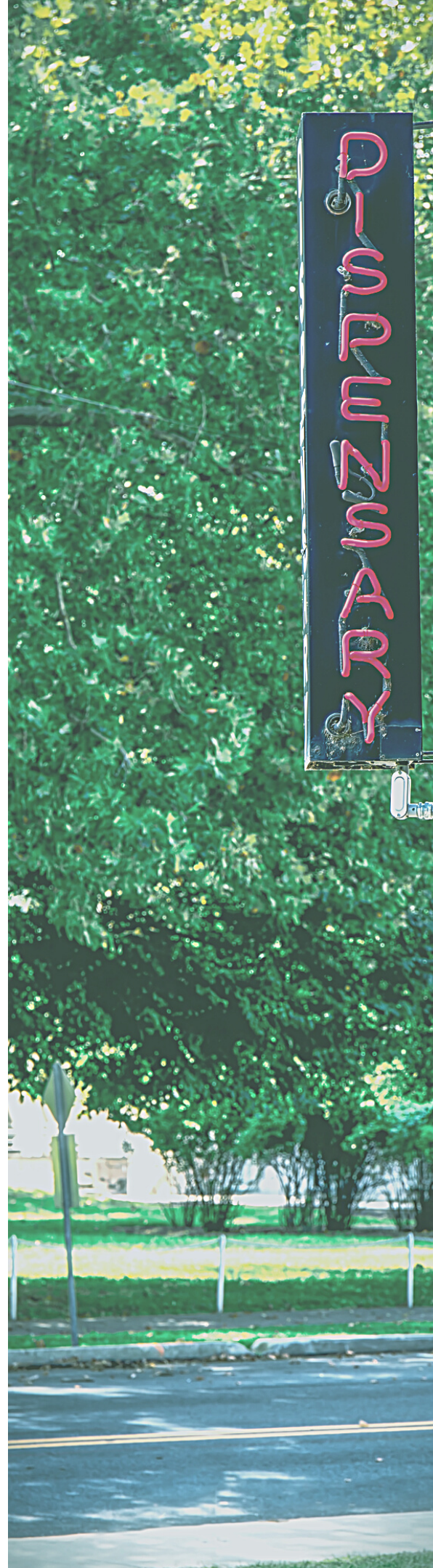
Fenced in parking area for product delivery.

TRANSPORT OF MONIES

Coordinated with designated bank partner.

PARKING OPTIONS

10 shared parking spots with plenty of street parking.



Addressing parking & transportation

STARTING WAGES FOR EMPLOYEES

Starting wages will be \$19/hr. for PT employees with bonus opportunities.

EMPLOYEE BENEFITS

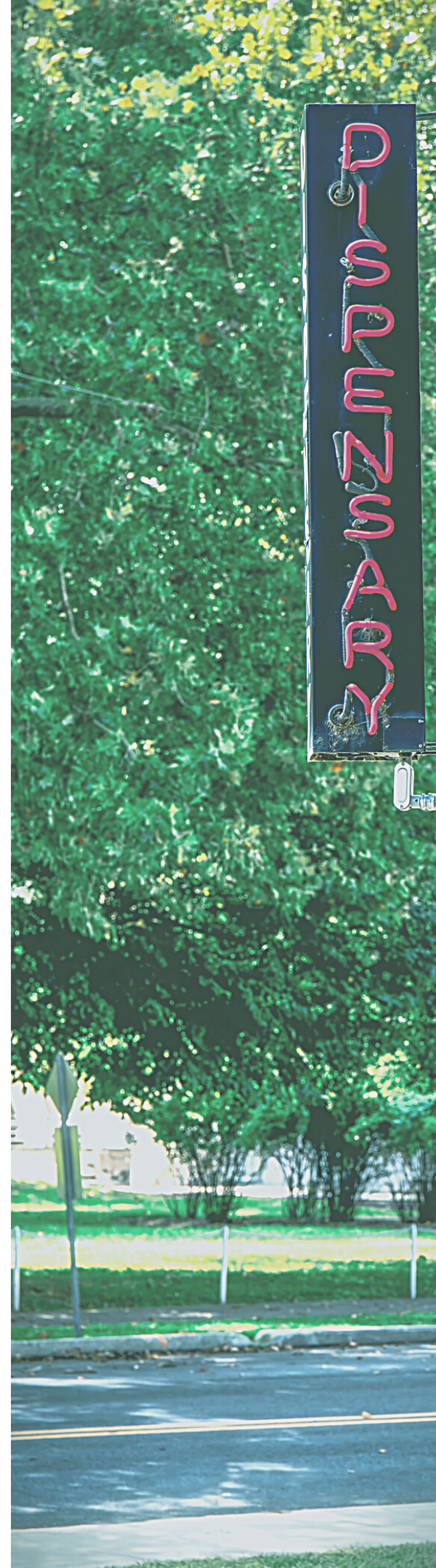
Employee benefits will include, but not limited to, medical, paid time off, paid Holidays + 401k.

TRAINING AND EDUCATION

Provide 20 hours of free training and educational seminars to individuals who meet the criteria outlined in our Plan Populations.

LOCAL HIRING & RECRUITMENT

Min. 75% of staff will be Boston residents, 50% will be Women and 75% of Simplicity staff will be minorities, veterans, people with disabilities and/or people who are LBGTO+. We will host 2 career fairs & postings will be listed with the MassHire Greater Career Center & via local organizations.



Hiring Plan

ONSITE SAFETY COORDINATOR

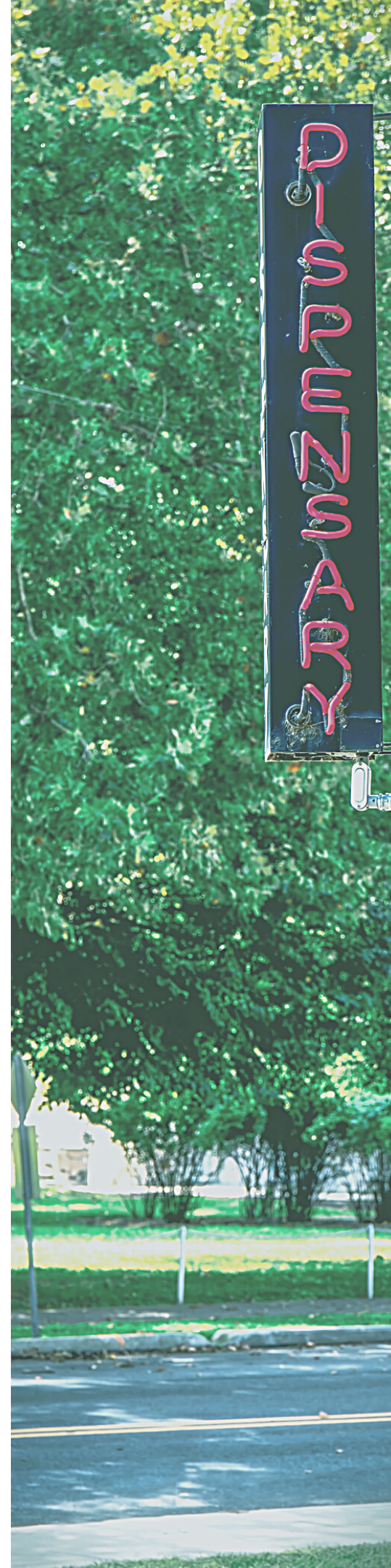
We've heard from community so far that traffic + safety are a concern. Our exterior lights and cameras will help monitor and prevent criminal activity.

IMPACT ON LOCAL AREA TRAFFIC

With existing traffic accidents caused by the rotary being a concern for residents, we can commit to emphasizing pedestrian friendly options available for consumers in our customer outreach efforts. Dispensaries no longer add to significant traffic issues.

IMPACT OF LOCAL YOUNG PEOPLE

The business operates rather discreetly, not causing too much attention, especially to people under 21.



Specific Responses to Neighborhood Concerns

POSITIVE COMMUNITY IMPACT

313 Old Colony Ave., Boston – Retail Cannabis Dispensary

IMMEDIATE COMMUNITY IMPACT

BUSINESS REVITALIZATION

Haze Cannabis will invest \$500k towards interior and exterior renovations.

LOCAL JOBS CREATION

This location will likely require a workforce of 15+ individuals w/moderate retail skills, offering good starting wages, benefits and career pathways into emerging industry. Our primary focus will be to hire from the local community.

COMMUNITY GIVEBACK

Haze Cannabis will donate \$5k for up to 5 years, to help with criminal expungement of records.



Continued Community Outreach

Meet with community members to address any concerns raised from presentations & present plans for response.

ZBA Approval

After outreach portion, the team will work with an architect and building engineer to design plans to submit to City for approval.

CCC State Approval

The team will then submit an application to the Cannabis Control Commission for state review of the cultivation project.


Establish direct line of communication with ASCA

Develop exterior plan with landlord



Next Steps?

Questions, Feedback, Comments



Contact Us:

cboothe@simplicitydispensary.com

Data & Links

Reduction in Crime:

- <https://www.bostonglobe.com/news/marijuana/2019/08/29/crime-rates-drop-after-marijuana-dispensaries-open-nearby-study-finds/mv4Ri4Bbc36OG8EaKXffXN/story.html>
- <https://www.marijuanamoment.net/crime-rates-drop-after-marijuana-dispensaries-open-nearby-study-finds/>
- <https://www.sciencedirect.com/science/article/abs/pii/S016604621830293X?via%3Dihub>
- <https://citizentruth.org/new-study-marijuana-dispensaries-associated-with-19-reduction-in-crime/>

Decline Usage Amongst Teens:

- <https://www.reuters.com/article/us-health-teens-marijuana-laws/legalizing-pot-tied-to-less-teen-marijuana-use-idUSKCN1U32HL>
- <https://www.usnews.com/news/healthiest-communities/articles/2019-07-08/study-teen-use-of-marijuana-drops-in-states-where-it-is-legal>
- <https://www.washington.edu/news/2020/07/20/legal-marijuana-may-be-slowing-reductions-in-teen-marijuana-use-study-says/>

Gateway Drug Theory:

- <https://www.cdc.gov/marijuana/faqs/does-marijuana-lead-to-other-drugs.html>
- <https://drugpolicy.org/marijuana-gateway-drug>
- <https://www.vox.com/2016/4/29/11528410/cannabis-gateway-drug-theory>