

# **SONI DOT**

**Recreational Use  
Dispensary on Tremont**

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**1576 Tremont Street  
Mission Hill, MA 02120**

# Soni DOT Team

## Management Team



**Aditya Soni**  
*Managing Partner & CEO*

*BA, Criminal Justice and  
Economics  
UMass, Boston*



**Aditi Soni, MBA, PMP**  
*Partner & CFO*

*MBA, Massachusetts Institute of  
Technology  
VP, Saheli Boston; Ex-President, UIANE  
25 Years of Experience in Pharma Strategy  
and Operations*

## Consulting Team



**Lawrence S.  
DiCara, P.C.**



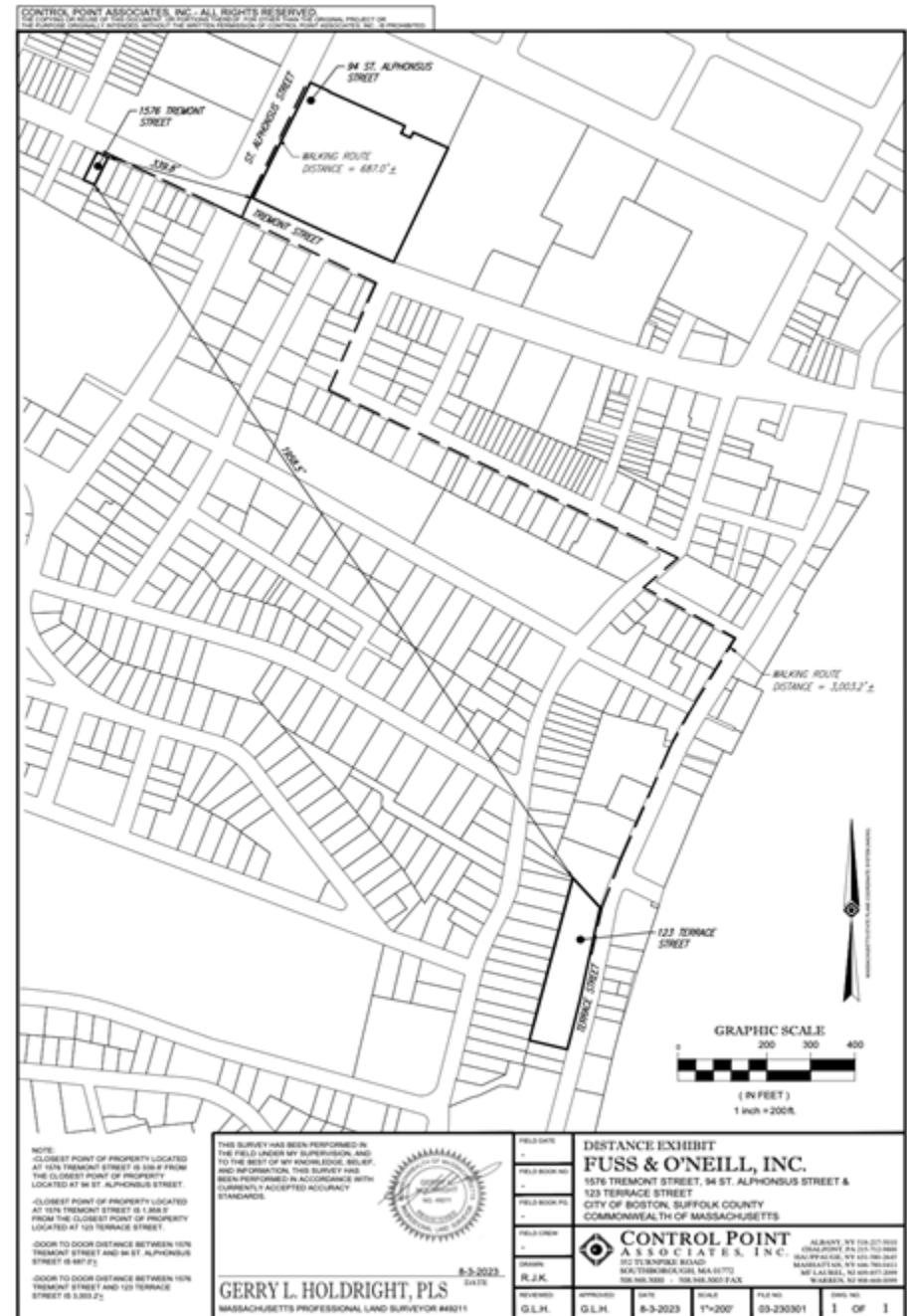
**Quinn Heath, Associate  
Cable, Fliesher & Sosebee**

# Zoning Compliance

Meets School Buffer Zone Requirements

*687 Feet from Mission Grammar School*

- 0.8 Miles from nearest operational dispensary NETA, Brookline Village*





# A New Generation of Leadership in Roxbury

## New Ownership

### **Aditya Soni**

Committed to Improvement

- Cleanliness
- Efficiency
- Reliability

## New Business

**We are dedicated to increasing access to cannabis in the community while responding to Mission Hill's needs**

## New Vision

**Revitalized Retail Space  
Remodeled Interior & Exterior  
Atractive Facility**

## New Commitment

**Committed to being available to everyone in the community**

**Aditya's Cell Phone: (617) 383-9395**

# Soni DOT – Retail Vision

## Residents Should Be Able To Do Everything in Mission Hill

- Buy groceries, eyeglasses, have dinner, and now shop for cannabis
- Local consumers are the overwhelming majority of customers and foot traffic

## Serving Mission Hill Residents

- Local stores serve local residents
- Cannabis market is no longer new or novel

## Addressing Transportation & Congestion

- This proposed facility is a 5 minute walk from busses on Huntington opposite Fenway Rd or the Green Line, and Orange Line
- Bus Route 66 and Bus Route 39 are a short walk away
- Many 2-hour parking spots nearby, in addition to many metered parking spots on Tremont Street
- Anticipate 70 percent of all orders to be online (pre-orders) to limit traffic and congestion

# Soni DOT - Security

## Professional Security Personnel & 24/7 Camera Monitoring System

- Products strictly controlled, limited employee access, stored in a separate, secure vault and monitored by 30 24/7 security cameras and alarms
- Employees educate guests on safe storage of cannabis and reinforce the dangers of distribution to and use by minors
- Customers enter through secure vestibule; entry strictly limited by security to customers 21+ through the use of an I.D scanner
- Employees will ensure that no product use is happening in or around the facility

## Zero Tolerance Policy

- No use on premises/onsite consumption; Strictly enforced
  - Periodic scans by staff
- Security has sole discretion to refuse access
- Any person violating these regulations are permanently banned from the facility

# Soni DOT – Being a Good Neighbor

## No Lines

- Average transaction times = 3 to 5 minutes
- Online Ordering shortens wait times even more

## Controlling Litter, Loitering, and Nuisances

- Zero Tolerance Policy applied to littering, loitering, and nuisances
  - Staff will refuse service to anyone who violates our policies
- Ensuring that the facility remains clean and contributes to the well-being of our neighbors and local businesses



# Soni DOT – Community Benefits

## Proposing \$25,000/year in Community Benefits Package

- Dedicated to explore models of community benefits that are responsive to the needs of the neighborhood
- 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 upon positive cash flow expected within 6 to 12 months after doors open and will last up to 3 years after opening

### **“Our Mission Hill” Initiative**

- We will be seeking local residents to apply for Soni DOT jobs
- We are encouraging people of color, veterans, and persons with disabilities to work with us
- Will reduce traffic and parking concerns if our staff are local residents

# Soni DOT – Employment Plan

- Committed to hiring local residents first (15 to 20 expected positions created)
- BIPOC, women, veterans, and persons with disabilities will be encouraged to apply
  - Advertise in Mission Hill Gazette
  - Host local job fairs and participate in job fairs at Mission Main
  - Collaborate with MassHire, partner with community organizations and Mayor's Office of Returning Citizens
- Competitive wages with excellent benefits
  - Living Wages (Minimum \$20/hour)
  - Sick Leave
  - Health Care Options
  - Paid Time Off
  - Implement bias and diversity training within the first 90 days of employment and conduct regular training sessions

# Community Support

## Earning Mission Hill's Support

- Knocking on doors, visiting local businesses, handing out flyers, and speaking to neighbors on the sidewalks and at local MBTA stations
  - We've gathered signatures from abutters, neighbors, and other business owners
- Ensuring our reputation for being accessible to our neighbors is seen in the community, not just talked about
- Held a community meeting with over 40 attendees

**17 Personal Letters of Support  
from Community Members**

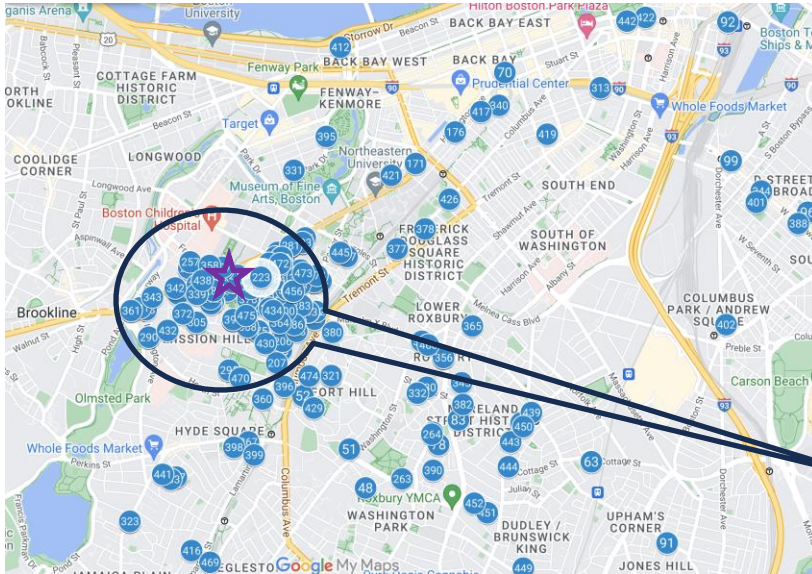
**543 Signatures of Support**

- 37 from Direct Abutters
- 468 from Community Members
- 38 from Mission Hill Businesses

**3,488 Flyers Distributed**

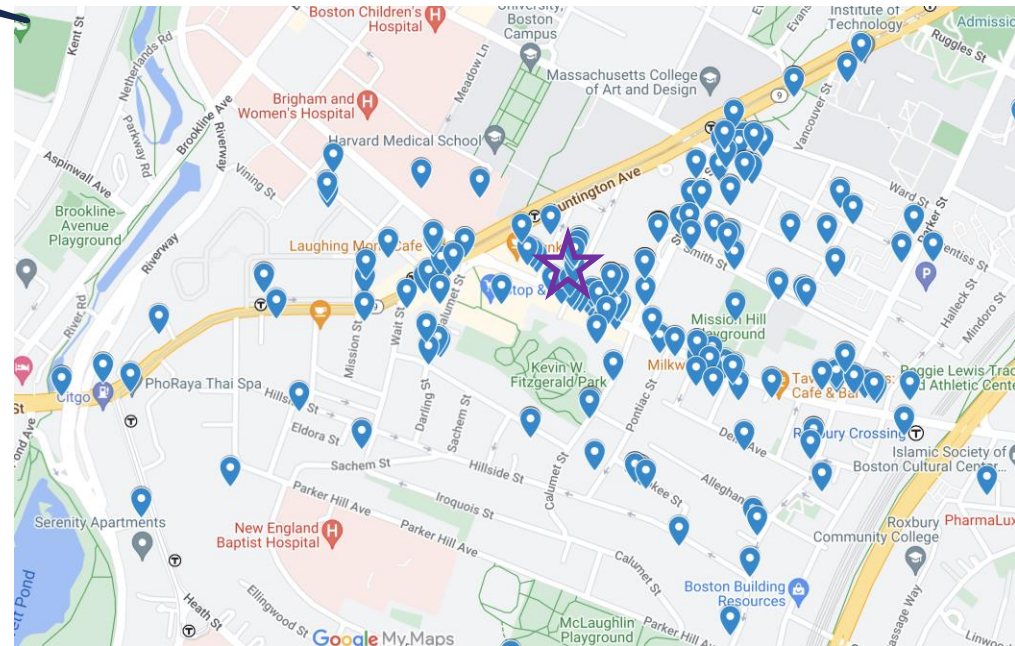


# Community Support for SONI DOT Dispensary



**Widespread Support:** The zoomed-out map highlights the broad geographic diversity of the 543 residents and community members who supported Soni DOT, demonstrating widespread community backing for the dispensary.

**Local Endorsement:** The close-up map focuses on the immediate neighborhood around 1576 Tremont Street, showcasing concentrated and strong support from local residents, emphasizing the dispensary's alignment with community needs.





# Community Support

Mission Hill

# GAZETTE

## Soni DOT - Proposed Cannabis Dispensary in Mission Hill

Dear Mission Hill Neighbors,

My name is Aditya Soni and I am the managing partner of Soni DOT, the proposed retail dispensary at 1576 Tremont Street in Mission Hill. I have taken over this location from my family and intend to be the first and only cannabis dispensary to open in Mission Hill.

When my father arrived in Roxbury

over two decades ago, he immediately began investing in our community. He opened the former Punjab Mini Mart that has served our neighborhood for 19 years, employing local residents and supporting our growing immigrant community.

As proud local business owners, my family has shown me the importance of being available to our community

and our customers. We want you, our neighbors, to be fully aware of each step that we are taking to open this dispensary and to make sure that we address any concerns that you may have.

With that in mind, I invite you to call me at (617) 383-9395 or email me at [sonidispensary@gmail.com](mailto:sonidispensary@gmail.com).

As a family-owned small business,

servicing our community is my highest priority. I'm excited to open this dispensary alongside the many friends, neighbors, and loyal customers that have welcomed us over the past 20 years.

Yours In Service,

Aditya Soni  
Managing Partner, Soni DOT



To show your support for

**Soni DOT**

please scan the QR code

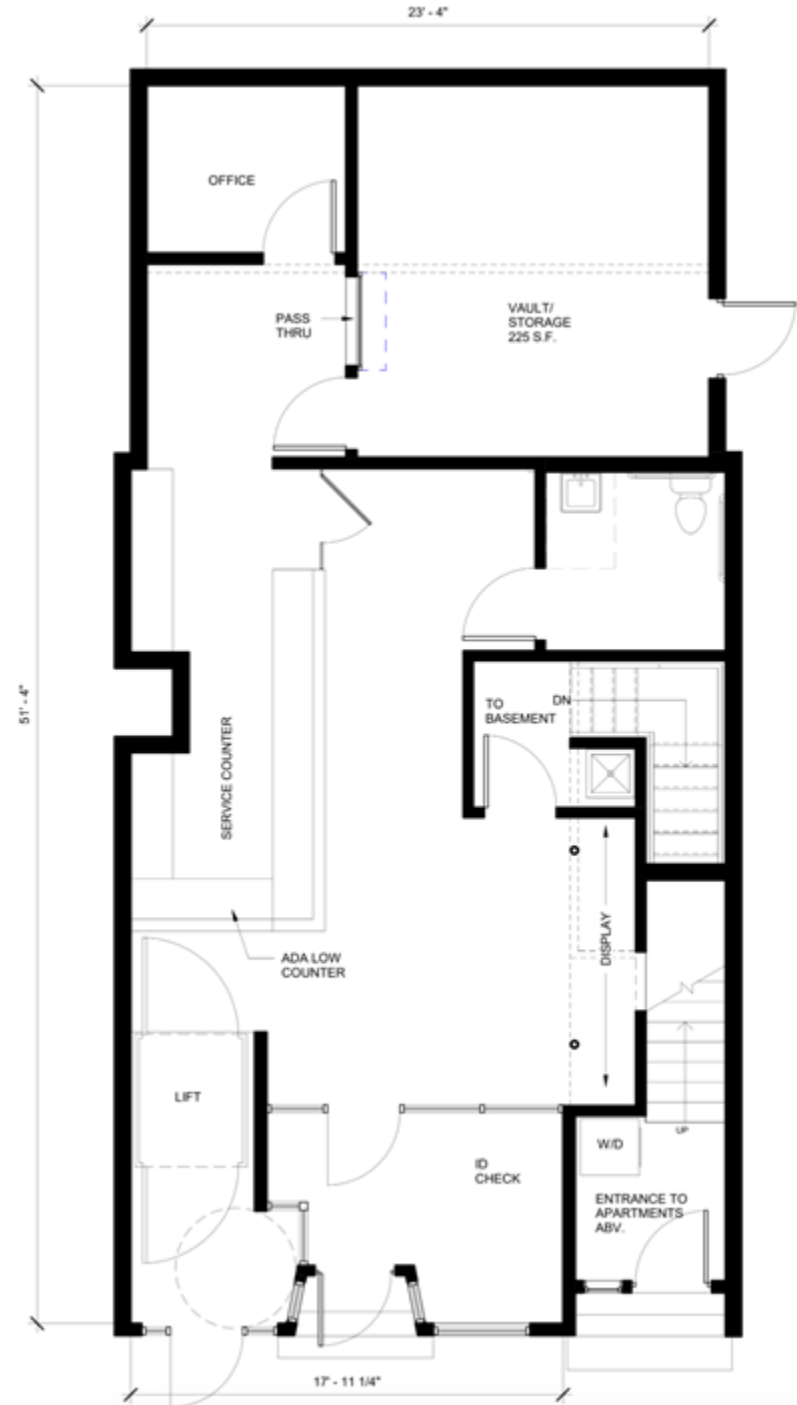


# Proposed Site View - Before & After



# Soni DOT

## Proposed 1st Floor Plan Detail



# Thank You!



**Aditya Soni**  
*Managing Partner & CEO*

**Cell: (617) 383-9395**  
**sonidispensary@gmail.com**