

December 11, 2024

South End Cannabis, LLC

Wellness for 605 Mass Ave



ABOUT US

- South End Cannabis, LLC
- 605 Massachusetts Ave, Boston, MA 02118
- Applying for a Marijuana Retailer License
- MA CCC Social Equity Program
- Current applicant to the Boston Cannabis Equity Program.

Management Team:

- Derek D'Ambrosio – CMO (51% Owner & Social Equity Licensee)
- Ruben Marques – CEO (49% Owner)
- Antonella Velaoras – CCO
- Max Cerosky – COO & Security Director

605 Massachusetts Ave



605 Massachusetts Ave is a mixed use building, with 9 residential units and 1 commercial unit

OUR PURPOSE

Harm Reduction Option for “Mass and Cass” Crisis

- We cannot fix the “Mass and Cass” issue alone; however, working with the community and the City of Boston, South End Cannabis can be used as an added resource to combat the opioid crisis in the area.

Clean Up the South End

- We have already committed to cleaning up our neighborhood. In collaboration with Beantown Greentown, we already participated in community cleanups, and will be hosting more in the future.

Education on Responsible Consumption

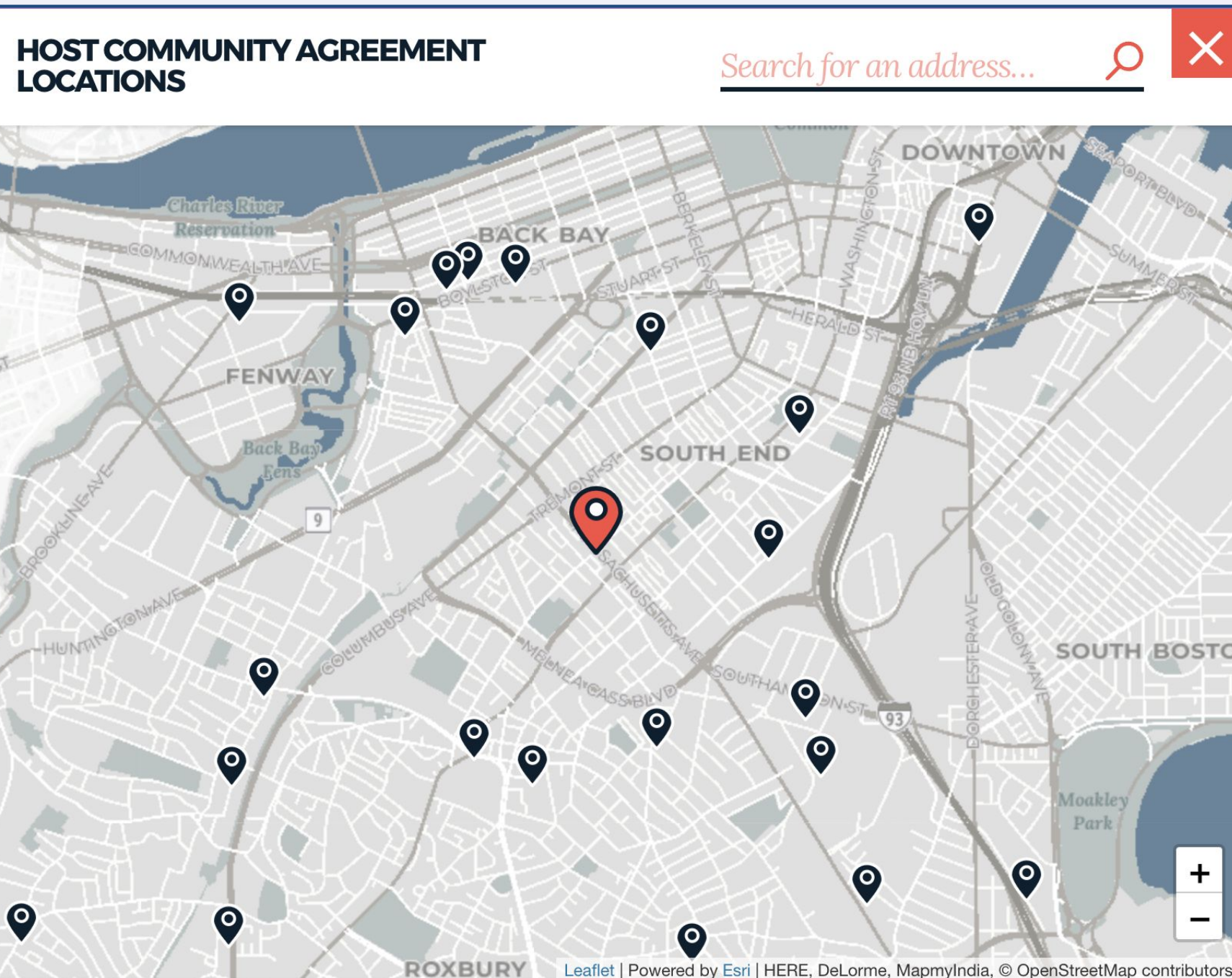
- We believe the only way to ensure the community is using cannabis in a healthy and responsible ways is through education.
- We plan on hosting monthly educational seminars to reduce stigma, promote consumption with intention, and clear misconceptions about various cannabinoids.

Catering to an underserved neighborhood

- Our location in the South End would be the only marijuana retailer within a 0.5 mile radius. This location would allow us to cater to an underserved area of Boston, permitting local residents to access safe cannabis without the need to travel far.

LOCATION

- Located between Shawmut Street & Washington Street
- Nearby schools:
 - Hurley K-8 School (Public K-8 school) – (70 Worcester St)
 - Distance: Approximately 0.2 miles (1056ft)
 - Croft School (Preschool to Grade 1) – (1525 Washington St)
 - Distance: Approximately 0.4 miles
- 605 Mass Ave is highly accessible by public transportation:
 - Bus Routes 1, 8, 43, CT3, 47 all have stops within walking distance:
 - 8 – Washington St @ Massachusetts Ave
 - Distance: 375 feet – Walk Time: 2 mins
 - 1 – Massachusetts Ave @ Tremont St
 - Distance: 0.2 miles – Walk Time: 5 mins
 - Massachusetts Ave Station (Orange Line)
 - Distance: 0.5 miles – Walk Time: 9 mins
 - Symphony Station (Green Line)
 - Distance: 0.5 miles – Walk Time: 10 mins
- Accessibility:
 - Street parking
 - Request for 10-minute parking spot near storefront
 - Back entrance in alleyway for deliveries only
 - Proposed bike rack near entrance



GOALS & PROGRAMS

Goal 1: Diverse Workforce Representation

- Achieve a workforce where at least 60% of employees belong to the following demographics: Minorities (35%), Women (30%), Veterans (10%), Persons with Disabilities (5%), LGBTQ+ Individuals (10%), and Social Equity Applicants (15%).
 - **TARGETED RECRUITMENT INITIATIVES:**
 - Partner with local organizations for recruitment, host semi-annual job fairs and resume writing workshops focused on underrepresented groups, including Social Equity Applicants, and advertise job openings on social media and online platforms that cater to target demographics and Social Equity Applicants.

Goal 2: Inclusive Leadership and Management

- Ensure that at least 50% of leadership positions are held by individuals from the above demographics, including Social Equity Applicants
- **INCLUSIVE WORKPLACE TRAINING AND DEVELOPMENT PROGRAMS:**
 - Mandatory diversity and inclusion trainings, Employee Resource Groups (ERGs) to foster community, mentorship programs for employees from underrepresented groups and Social Equity Applicants with mentors to support professional growth, and hosting career advancement workshops to prepare employees are management roles.

GOALS & PROGRAMS

Goal 3: Supplier Diversity

- Allocate at least 35% of our annual procurement budget to businesses owned by minorities, women, veterans, persons with disabilities, LGBTQ+ individuals, and Social Equity Applicants
- **SUPPLIER DIVERSITY PROGRAM:**
 - Create and maintain a database of certified diverse suppliers, emphasizing those who are Social Equity Applicants, host annual supplier diversity networking events, inviting Social Equity-owned businesses, and provide resources on becoming a certified vendor and doing business with us.
 - Set internal procurement policies that prioritize diverse suppliers, including those who are Social Equity Applicants

Goal 4: Community Engagement

- Implement community programs that benefit the target demographics, aiming to reach at least 1,000 individuals annually.
- **COMMUNITY ENGAGEMENT AND EDUCATION PROGRAMS:**
 - Educational partnerships, where we will partner with local schools to offer internships and educational programs about careers in the cannabis industry, specifically encouraging participation from Social Equity Applicants
 - Implement community initiatives like the Opioid to Cannabinoid Transition Program to support individuals affected by the opioid crisis
 - Encourage employee participation in community service, providing paid volunteer hours

MEASUREMENTS

Qualitative and Quantitative Measures:

- Workforce Metrics:
 - Hiring Ratios: Track the percentage of hires from each target demographic, including Social Equity Applicants, monthly
 - Promotion Rates: Monitor advancement rates of underrepresented employees and Social Equity Applicants
 - Retention Rates: Assess annual retention rates within target demographics and among Social Equity Applicants
- Employee Satisfaction:
 - Surveys: Conduct quarterly anonymous surveys to gauge inclusivity
 - Focus Groups: Hold bi-annual focus groups with ERGs, including Social Equity Applicant groups, for feedback
- Supplier Diversity Metrics:
 - Spend Analysis: Calculate the percentage of procurement dollars spent with diverse suppliers, including Social Equity Applicants, quarterly
 - Supplier Feedback: Collect feedback through annual surveys
- Community Impact:
 - Program Participation: Record the number of participants in community programs
 - Outcome Tracking: Measure outcomes such as employment placements from our programs

MEASUREMENTS (cont.)

Metrics with Data Sources and Tracking Methods:

- Data Sources:
 - HR Information System (HRIS): For tracking employee demographics, including Social Equity status, hiring, promotions, and retention
 - Procurement System: For supplier diversity spend analysis
 - Survey Tools: For employee and supplier feedback
 - Community Program Records: For tracking participation and outcomes
- Tracking Methods:
 - Monthly Reporting: Generate reports reviewed by management and the Diversity and Inclusion Committee
 - Annual Audits: Conduct third-party audits to ensure data accuracy
 - Key Performance Indicators (KPIs): Establish KPIs for each goal
 - Transparency: Publish an annual Diversity and Inclusion Report

Security

- Two individuals for security will be on-site at all times during hours of operation.
- Perimeter security (motion sensors, intrusion detection alarms, and video surveillance) will be installed to protect the property.
- Access card readers and extensive video surveillance will be installed in both the interior and exterior of the premises. (at least 4 outdoor cameras and 12 indoor cameras)
- Third-party security company will monitor cameras 24/7.
- Panic buttons will be strategically placed around the facility in case of emergency.
- All marijuana and marijuana products will be in a designated, limited access vault room.

SECURITY (cont.)

Protecting Youth

- Identification verification:
 - ID checks at entrance and again before purchase.
- Diversion prevention and detection:
 - Employee trainings to identify when a customer or peer may be diverting product
- No samples of marijuana or marijuana products shall ever be given out.
- Child-proof or tamper-proof packaging shall be used in all products sold.
- Marketing practices that do not appeal to those under the age of 21.

Transportation

- Deliveries of Marijuana or Marijuana Products:
 - All deliveries of marijuana and marijuana products will be scheduled.
 - Delivery vans will use the back entrance in the alleyway and will be accompanied by security.
 - All product will be brought into the vault room and reconciled on camera.
- Transportation of Monies:
 - Utilization of Empyreal, a Commission-approved, third-party cash-transportation company.

Employment Plan

Total employees: 5–6 Budtenders, 2–3 Managers, and 2–4 Security Guards

- Goals:
 - 85% of employees will be Boston residents
 - Minorities: 40% of the workforce
 - Women: 35% of the workforce
 - Social Equity Applicants/individuals with criminal records: 15% of the workforce
- Starting Wages/Benefits:
 - Budtenders: \$20.00 per hour
 - Managers: \$65,000 a year
 - Health Insurance: Medical, dental, and vision coverage
 - Retirement Savings: 401(k) plan
 - Paid Time Off: PTO policy, including sick leave and vacation days
 - Wellness Programs: Access to fitness memberships and wellness workshops
 - Tuition Reimbursement: For job-related courses and certifications
 - Employee Assistance Program (EAP): Confidential counseling and support services
 - Professional development opportunities
 - Access to mentorship programs

Questions?

Ruben Marques – ruben@ervaherb.com

Derek D'Ambrosio – derekd@ervaherb.com

Antonella Velaoras – nella@ervaherb.com

Max Cerosky – max@ervaherb.com

