

THE HIGH END CHOCOLATE COMPANY, LLC
MCN281364

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

The High End Chocolate Company, LLC
d/b/a The High End
110 Winter Street, Holyoke, MA 01040

2. Type of license sought (if cultivation, its tier level and outside/inside operation) and information regarding the application submission:

Cultivation, Tier 4/Indoor (20,001 – 30,000 sq. ft.)

The application was reopened two (2) times for additional information.

3. The applicant is a licensee or applicant for other Marijuana Establishment and/or Medical Marijuana Treatment Center license(s):

Type	Status	Location
Product Manufacturing	Application Submitted	Holyoke

Individuals and entities associated with this application are also associated with a retail application under the name The High End Wellness Company, LLC.

4. List of all required individuals and their business roles in the Marijuana Establishment:

Individual	Role
Helen Gomez	Executive / Officer
Rudolfo Ellenbogen Rivero	Close Associate

5. List of all required entities and their roles in the Marijuana Establishment:

Entity	Role
Eureka Enterprises, LLC	Personal Holding Company
Capstone Business Funding, LLC	Capital Contributor



6. Applicant's priority status:
Expedited Applicant (Disadvantaged Business Enterprise)
7. The applicant and municipality executed a Host Community Agreement on November 5, 2018.
8. The applicant conducted a community outreach meeting on September 23, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 19, 2020 stating the applicant was in compliance with all local ordinances or bylaws.
10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Develop and provide 12 educational events per year, free of charge to Holyoke residents.
2	Provide annual donations of at least \$1,000 per annum to an organization that supports entrepreneurship in Holyoke (SPARK Holyoke / E-for-All / E-para-Todos)
3	Provide at least \$1,000 to an organization that supports urban agriculture in Holyoke (OneHolyoke CDC).

SUITABILITY REVIEW

11. There were no disclosures of any past civil or criminal actions, occupational license issues, or marijuana-related business interests in other jurisdictions.
12. There were no concerns arising from background checks on the individuals or entities associated with the application.

MANAGEMENT AND OPERATIONS REVIEW

13. The applicant states that it can be operational within eight (8) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:
Monday – Saturday: 8:00 a.m. – 8:00 p.m.
Sunday: 8:00 a.m. – 5:00 p.m.



15. The applicant submitted all applicable and required summaries of plans, policies, and procedures for the operation of the proposed establishment. The summaries were determined to be substantially compliant with the Commission’s regulations.

16. The applicant proposed the following goals for its Diversity Plan:

#	Goal
1	Recruit at least 50% women, minorities, persons with disabilities LGBTQ+ and veterans for its hiring initiatives.

17. Summary of cultivation plan (if applicable):

The applicant submitted a cultivation plan that demonstrates the ability to comply with the Commission’s regulations.

18. Summary of products to be produced and/or sold (if applicable):

Not applicable

19. Plan for obtaining marijuana or marijuana products (if applicable):

Not applicable

RECOMMENDATION

Commission staff recommend provisional licensure with the following conditions:

1. Final license is subject to inspection to ascertain compliance with Commission regulations;
2. Final license is subject to inspection to ascertain compliance with applicable state laws and local codes, ordinances, and bylaws;
3. The applicant shall cooperate with and provide information to Commission staff;
4. Provisional licensure is subject to the payment of the appropriate license fee; and
5. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.

The applicant has demonstrated compliance with the laws and regulations of the Commonwealth and suitability for licensure. Therefore, the applicant is recommended for provisional licensure.

