



**THEORY WELLNESS INC.**  
MCN281928

**BACKGROUND & APPLICATION OF INTENT REVIEW**

1. Name and address of the proposed Marijuana Establishment:

Theory Wellness, Inc  
237 Bow Wow Road, Sheffield, MA 01257

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

Cultivation – Tier 6/Outdoor (40,001 – 50,000 sq. ft)

3. Applicant is a licensee or applicant for other Marijuana Establishment license(s):

Cultivation, Tier 1/Indoor (up to 5,000 sq. ft) (provisionally licensed in Bridgewater)  
Product Manufacturing (provisionally licensed in Bridgewater)  
Retail (operations commenced in Great Barrington)  
Retail (application submitted for Chicopee)

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

Nick Friedman—Board Member  
Brandon Pollock—Board Member  
Hunter Pollock—Board Member  
Andrew Linegar—Board Member  
Steven Derrey—Board Member  
Asher Woodworth—Board Member  
Benjamin Friedman—Board Member

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

No other entity, other than the applicant, appear to have direct or indirect authority over the Marijuana Establishment.



6. Applicant's priority status and information pertaining to co-located operations:

RMD Priority (RPA201916)

The RMD has a Final Certificate of Registration for dispensing, cultivation, and processing. The adult-use establishment will not be collocated with an RMD in Sheffield.

7. The applicant and municipality executed a Host Community Agreement on December 28, 2018.
8. The applicant conducted a community outreach meeting on January 23, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 18, 2019 stating the applicant was in compliance with all local ordinances and bylaws.
10. The applicant proposed the following programs for its Positive Impact Plan:
  - a. Host a career fair once per year in Pittsfield;
  - b. Give priority to local businesses, suppliers, contractors, builders, and vendors in Pittsfield for services to the Marijuana Establishment; and
  - c. Donate at least \$5,000.00 to organizations and/or non-profits whose missions are to improve areas of disproportionate impact.

### **SUITABILITY REVIEW**

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

### **MANAGEMENT AND OPERATIONS REVIEW**

13. The applicant states that it can be operational within a month of receiving their provisional license.
14. The applicant's proposed hours of operation are the following:

Monday – Sunday: 6:00 a.m. – 6:00 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 programs for its Diversity Plan:

- a. Implement hiring practices to reduce bias, promote participants in the Commission’s Social Equity Program, and advertise positions to reach diverse individuals;
- b. Hold training sessions in Pittsfield at least once a year; and
- c. Institute hiring practices with a goal of having a workforce equally if not more diverse than the average demographics in Berkshire County; and
- d. Comprise a management team of at least 30% of individuals that are women, veterans, minorities, or people with disabilities.

17. Summary of cultivation plan (if applicable):

The applicant submitted a detailed cultivation plan that demonstrated 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.

20. ISO 17025 Certifying Body and Certificate Number (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; and
4. Provisional licensure is subject to the payment of the appropriate license fee.

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. 3

