

NEW DIA
MRN281269

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

New Dia
118 Cambridge Street, Worcester, MA 01603

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

Retail

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):

The applicant is not an applicant or licensee for any other license type.

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

Individual	Role
Ross Bradshaw	Owner / Partner
Amanda Bradshaw	Owner / Partner
Shanel Lindsay	Owner / Partner
Susan Lindsay	Owner / Partner

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

No other entity appears to have ownership or control over this proposed Marijuana Establishment.

6. Applicant's priority status:

Economic Empowerment Applicant



7. The applicant and municipality executed a Host Community Agreement on April 24, 2019.
8. The applicant conducted a community outreach meeting on August 12, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission sent the municipal notice to the City of Worcester on November 4, 2019. To date, the Commission has not received a response.
10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Hosting at least four (4) company-sponsored community cleanups each year in South Worcester.
3	Host one (1) annual free educational workshops within the South Worcester community to educate and inform residents, parents, coaches, and other community stakeholders of responsible marijuana use, the legalities of recreational marijuana, and equity mandates with state regulations.
4	Host one (1) annual free resume workshop within the South Worcester community to assist individuals (21 and over) with creating resumes for employment.
5	Maintain at least 75% of employment from people residing in Worcester areas disproportionately impacted.

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 four (4) months of receiving the provisional license.
14. The applicant’s proposed hours of operation are the following:

Monday – Saturday: 10:00 a.m. – 10:00 p.m.
Sunday: 10:00 a.m. – 7:00 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	75% percentage of staff shall be minorities, women, veterans, and persons with disabilities.
2	Host one (1) annual free workshop within the community to assist minorities, women, veterans, persons with disabilities, and LGBTQ+ with creating resumes, cover letters, and references for entering the adult-use marijuana industry.
3	Assist three (3) individuals that are either a minority, woman, veteran, or a person with disabilities, successfully apply for the Social Equity Program.

17. Summary of cultivation plan (if applicable):

Not Applicable.

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

Not Applicable.

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

New Día will obtain wholesale marijuana and marijuana products from licensed marijuana cultivators and product manufacturers.

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, upon inspection, providing to Commission staff an updated Positive Impact Plan that clarifies the specific areas of disproportionate impact they will be positively impacting.

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.

