

THE HEIRLOOM COLLECTIVE, INC.

MRN283029

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

The Heirloom Collective, Inc.
457 Russell Street, Hadley, MA 01035

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):

Type	Status	Location
Cultivation – Tier 2 / Indoor (5,001 – 10,000 sq. ft.)	Provisional License	Bernardston
Product Manufacturer	Provisional License	Bernardston
MTC	Provisional License	Greenfield
MTC	Final License	Hadley

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

Individual	Role
James Counihan	Executive / Officer
Timothy Van Epps	Executive / Officer
Patrick Cloney	Executive / Officer
Christopher Brown	Director

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:

The applicant received, and was reviewed as, an MTC Priority Applicant as they submitted their application prior to the Commission’s policy clarification on October 10, 2019. Under this policy, the applicant would still be classified as an MTC Priority Applicant for this application as it will be co-located with an MTC.

- 7. The applicant and municipality executed a Host Community Agreement on September 25, 2019.
- 8. The applicant conducted a community outreach meeting on September 26, 2019 and provided documentation demonstrating compliance with Commission regulations.
- 9. The Commission received a municipal response from the municipality on January 16, 2020 stating the applicant was in compliance with all local ordinances and bylaws.
- 10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Give hiring priority to 20% of individuals from Greenfield and Amherst, Social Equity Program participants, Massachusetts resident who have past drug convictions and/or Massachusetts residents with parents or spouses who have drug convictions.
2	Source 20% of vendors, contractors and builders locally from Greenfield or whose owners or employees are individuals who qualify for the Commissions Social Equity Program.

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 three (3) months of receiving the provisional license(s).
- 14. The applicant’s proposed hours of operation are the following:

Monday – Sunday: 10:00 a.m. – 8:00 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	Hire 50% of women, 20% of minorities, veterans, persons with a disability or persons who are LGBTQ.
2	Partner with suppliers, contractors and wholesale businesses owned by minorities, veterans, persons with a disability or persons who are LGBTQ.

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):

The applicant plans to obtain marijuana from its affiliated licenses.

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;
5. Prior to final licensure, the applicant shall submit to Commission staff, upon inspection, an updated timeline as to when its MTC licenses will become operational.

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.

