

NATURE’S EMBRACE, INC.
MRN282669

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Nature’s Embrace, Inc.
747 Centre Street, Brockton, MA 02302

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
Robert Murphy	Executive / Officer
Joseph Feeney	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:

General Applicant



7. The applicant and municipality executed a Host Community Agreement on September 25, 2018.
8. The applicant conducted a community outreach meeting on April 5, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on March 26, 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	Donate at least \$5,000 to the Commission’s Social Equity Training and Technical Assistance Fund.
2	Host two (2) clean-up days annually in Brockton

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

Monday – Sunday: 8:00 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	Recruit at least 50% women and 25% minorities, veterans, people with disabilities, and LGBTQ+ for its hiring initiative.



2	Prioritize working with businesses in its supply chain and required ancillary services that are owned and/or managed by minority groups, women, veterans, people with disabilities, and/or LGBTQ+ individuals.
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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):

Nature’s Embrace, Inc will obtain marijuana or marijuana products by contracting with other licensed establishments.

If Nature’s Embrace, Inc. decides to obtain licenses as a Marijuana Cultivator and Marijuana Product Manufacturer, its retail location will obtain its marijuana and marijuana products from its cultivation and processing facility in that city or town in Massachusetts.

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.

