

FRESH FIELDS, LLC
MRN282952

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Fresh Fields, LLC
350-354 Rantoul Street, Beverly, MA 01915

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):

Individuals and entities associated with this application are also associated with two (2) other retail applications under the names of Fresh Fields Gloucester, LLC and Fresh Fields Lowell, LLC.

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

Individual	Role
Jeffrey Black	Owner / Partner

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

Entity	Role
Reverie 73, LLC	Parent Company
Jeffrey R. Black Business Trust	Entity with Direct or Indirect Authority

6. Applicant's priority status:



General Applicant

- 7. The applicant and municipality executed a Host Community Agreement on November 26, 2019.
- 8. The applicant conducted a community outreach meeting on September 9, 2019 and provided documentation demonstrating compliance with Commission regulations.
- 9. The Commission sent the municipal notice to the City/Town of Beverly on July 24, 2020. To date, the Commission has not received a response.
- 10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Recruit 20% of employees that derive from Haverhill and Lynn for its hiring initiatives.
2	Complete two (2) hours of community service and volunteer work every six (6) months with approved charities and non-profits whose missions are improving the communities of Haverhill.
3	Establish an annual food drive supporting approved charities and non-profits in Haverhill.
4	Donate money through sponsorship opportunities and regular donations (up to \$5,000) to charities and non-profits whose missions are improving the communities of Haverhill.
5	Organize or host three (3) educational, training, or skill development events annually.

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 nine (9) months of receiving the provisional license(s).
- 14. The applicant’s proposed hours of operation are the following:

Monday – Friday: 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	Recruit 50% women, 20% minorities, and 10% veterans for its hiring initiatives.
2	Host bi-annual internal training workshops that focus on topics such as public speaking, professional development, resume writing, management, and leadership.
3	Distribute quarterly internal workplace newsletters that encourage current employees to recommend individuals who are women, minorities, veterans, people with disabilities, and/or individuals who are LGBTQ+.
4	Contract with at least one (1) diverse business for its supply and wholesale needs.

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

Fresh Fields, LLC will obtain marijuana or marijuana products by contracting with other licensed establishments.

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.

