

GREEN ERA, LLC
MRN282211

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Green Era, LLC
371 John Fitch Hwy, Fitchburg, MA 01420

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 one (1) time 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
Retail	Application Submitted	Mendon
Retail	Application Submitted	Fitchburg

An individual associated with this application is also associated with a retail application under the name of Green Biz, LLC.

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

Individual	Role
Wen Bing Huang	Owner / Partner
Guan Yu Chiu	Manager

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 December 7, 2018.
8. The applicant conducted a community outreach meeting on October 30, 2018 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on May 22, 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	Partner with Friends of Fitchburg Veterans to assist Fitchburg vets and their families in need by devoting \$5,000 to this program.
2	Provide payment for online courses from the Trichome Institute, an accredited online cannabis learning and certifications program, for employees who are residents of areas of disproportionate impact.
3	Collaborate with 3 Pyramids, Inc/North Central Massachusetts Minority Coalition to promote career fairs to attract minority members of the community.

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 six (6) months of receiving the provisional license(s).
14. The applicant’s proposed hours of operation are the following:

Monday – Thursday: 10:00 a.m. – 8:00 p.m.
 Friday – Saturday: 10:00 a.m. – 10:00 p.m.
 Sunday: 12:00 p.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	Create a diverse and inclusive workplace whose make-up is 50% represented by minorities, women, or veterans.
2	Create opportunities and promote entry into the cannabis industry, specifically to minorities in Massachusetts at least two (2) times a year by working with minority centric groups to assist in reaching minority individuals and making them aware of employment opportunities.
3	Work with a diverse range of vendors with a focus on working with at least three (3) vendors who are either a woman, veteran or minority owned businesses or entities.

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

Green Era, 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. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications;
4. The applicant shall cooperate with and provide information to Commission staff; and
5. 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.

