

HOLYOKE 420, LLC
MRN282703

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Holyoke 420, LLC
d/b/a Holyoke Cannabis
380 Dwight Street, Suite 2, Holyoke, MA, 01040

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 once (1) 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. However, an individual associated with this application is also associated with two applications under “Coyote Cannabis Corporation”.

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

Individual	Role
James Jaron	Owner / Partner
Blake Mensing	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:
General Applicant
7. The applicant and municipality executed a Host Community Agreement on June 17, 2019.
8. The applicant conducted a community outreach meeting on August 15, 2019 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission sent the municipal notice to the City/Town of Holyoke on March 27, 2020. To date, the Commission has not received a response.
10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Donate a total of \$5,000.00 annually to the Cannabis Community Care and Research Network (\$2,500.00 annual donation) and the Massachusetts Recreational Consumer Council (\$2,500.00 annual donation).

SUITABILITY REVIEW

11. There were disclosures of any past civil or criminal actions, occupational license issues, or marijuana-related business interests in other jurisdictions. None of the disclosures raised suitability issues.
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 five (5) months of receiving the provisional license(s).
14. The applicant’s proposed hours of operation are the following:
Monday – Thursday: 8:00 a.m. – 8:00 p.m.
Friday – Saturday: 8:00 a.m. – 11:00 p.m.
Sunday: 8:00 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	Hire and retain at least 10% of the company's staff from people who represent diverse backgrounds.
2	Employ at least 10% of contractors, subcontractors, and suppliers who are listed in the Commonwealth of Massachusetts Directory of Certified Businesses as being a Minority Business Enterprise, a Women Business Enterprise, a Veteran Business Enterprise, a Lesbian Gay Bisexual Transgender Enterprise, a Service-Disabled Veteran-Owned Business Enterprise, or a Disability-Owned Business Enterprise, with particular consideration given to businesses classified as Disadvantaged Business Enterprises.

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):

Holyoke 420, 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;
4. Provisional licensure is subject to the payment of the appropriate license fee;
5. Final licensure is subject to the applicant providing Commission staff, upon inspection, with an updated Positive Impact Plan that includes additional goals other than just donations, eliminates donations to C3RN, specifies the demographics the establishment intends to positively impact, and clarification on how annual monetary donations to MRCC will directly impact the disproportionately harmed cohort chosen; and
6. Final licensure is subject to the applicant submitting to Commission staff, upon inspection, an updated Diversity Plan that modifies the goal relating to the percentage of people from diverse backgrounds to be objectively reasonable.



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.

