



Build A Life Legacy LLC
dba
The POT

538 River Street,
Mattapan, MA 02126
Cannabis Retail License Type
Boston Equity Applicant

Company Overview



Our Story

- ❖ Build A Life Legacy LLC was formed in January 2021
- ❖ We are 100% owned by people of color
- ❖ Majority owned by a 41-year Mattapan resident.
- ❖ Our leadership team are all BPS graduates (Boston Latin School, Boston Latin Academy and Hyde Park High School)
- ❖ Leadership Team with over 50 years of combined leadership and professional experience

Our Values

Our values are our guiding principles:

- ❖ Integrity
- ❖ Financial Stewardship
- ❖ Community Empowerment
- ❖ Social Equity & Social Justice

Our Mission

Our mission is to add to the Mattapan Square commercial district, by opening a minority owned retail cannabis dispensary in Mattapan. We strive to make “The POT” the model for training, educating and empowering our Mattapan community and other entrepreneurs. We are Mattapan natives with strong ties to the community and are passionate about serving and giving back to Mattapan.

Our Commitment to Mattapan

1. Be a good neighbor and exemplary business owner.
2. Serve as a trusted educational resource for our patrons and community to help erase the stigma around marijuana.
3. Provide an upscale shopping experience and exceptional customer service to all our clients.
4. Increase access to whole foods by supporting urban agriculture in our community.

Who we are...



Marquis Cohen
Chief Executive
Officer
Co-Founder



Kerlee Nicolas
Chief Financial Officer



Dru Ledbetter
Chief Operating
Officer
Co-Founder



Leslie Pascual
Director of Technology



Karen Chacon
Director of DEI &
Community Outreach

Diversity and Inclusion Plan



Build A Life Legacy LLC d/b/a The POT is committed to a diverse and culturally competent workplace. In addition to hiring a diverse and culturally competent team of individuals, the organization will work to ensure an accessible and safe work environment for all.

100 % Minority Owned

Create a JDEI Committee of employees and company leadership to oversee all JDEI goals, programs and report progress

Comprehensive recruitment and hiring with a focus on Mattapan residents and candidates with previous marijuana convictions

Accessible and safe workplace for all staff regardless of race, ethnicity, religion, gender, gender identity, sexual orientation. Including gender neutral bathrooms.

Cultivate diversity among suppliers, vendors, and service providers

Diversity and Inclusion Plan Measurements



JDEI is core to BALL LLC's purpose and is a critical priority for the company. We will have a dedicated full time Director of DEI and Community Outreach to ensure we stay on top of our stated goals.

To ensure transparency and accountability, BALL LLC will create a JDEI Committee to regularly report out to the larger community our progress in meeting our JDEI goals. JDEI Committee made up 5-8 staff, leadership, and vendor representatives to oversee JDEI activities and BALL LLC's JDEI goal progress including:

- Review and reporting of BALL LLC's JDEI goals as listed in this document
- Staff hiring and retention data and demographics
- Annual staff JDEI survey to capture qualitative information from staff
- Regular reporting of goals to entire company, local community, and to the city and state
- Will serve as body to review and handle any grievances filed

All hiring data will be captured in an appropriate system and used to provide reports and analytics on applicants, interviews, hired staff, transitioned staff, and retention activity data. BALL LLC will report on a quarterly basis and will work with the local community, city, and state to share this information.

Specifically, BALL LLC will collect and report the following:

- All new applicant demographic information
- All new hire staff demographic information
- All terminated/transitioned staff demographic information
- Retention activity statistics

Location- 538 River Street



Hours of Operation

Monday-Saturday

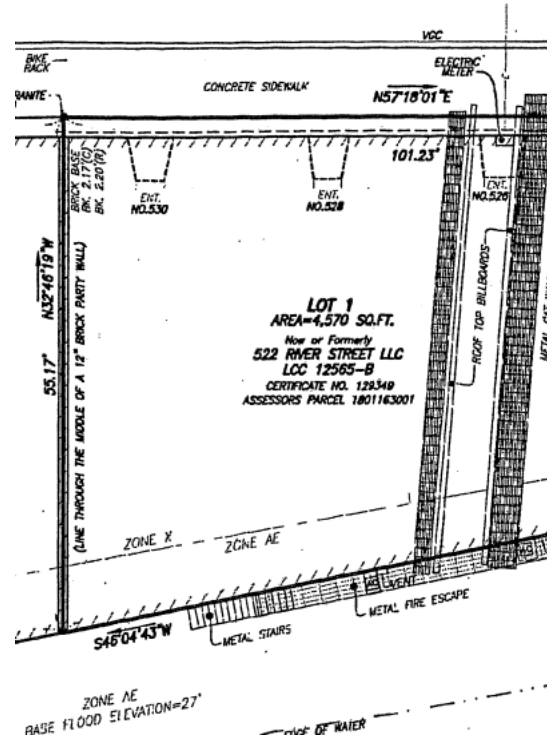
- 10:00am to 10:00pm

Sunday

- 11:00am to 8:00pm

Facility

- Commercially Zoned
- Central to Public Transit
- Secure Brick Building
- All exterior lighting will be code conforming
- Loitering is strictly prohibited and managed by our Client Concierge staff
- An air filtration system will be used to eliminate any possible odor
- City Parking Lot also available about 0.1 miles from proposed location



Client Flow to Reduce Nuisance

We will continue to work with the community to ensure a smooth roll out

- Client cueing outside in the back alleyway and inside in exhibit area to avoid sidewalk congestion, in addition indoor cueing will be made available
- Multiple POS stations
 - 2-3 min for express transactions (order ahead)
 - 5-7 min for traditional transactions



Client Management & Client Agreement

Upon their first visit to our facility, clients will sign a *'Mattapan Community Client Agreement'* agreeing that they have been educated on how to adequately handle, transport, and consume their product.

Also agreeing the following behavior will not be permitted and risk being banned from the establishment.

We will have a **ZERO TOLERANCE**

- ✓ Public consumption of cannabis
- ✓ Illegal activity under state or local law
- ✓ Littering
- ✓ Loitering / Vehicular traffic
- ✓ Illegal parking or “other” violations of traffic ordinances



Positive Community Impact



Participation in the
*PLAN Mattapan Public
Art Project*

Membership in
Community Gardens
with a focus on
improving urban
agriculture

Focus on community
education by having
educational Kiosks

Mattapan Culture
Exhibit

Full time Community
Outreach Director to
interface with
community

Employment Plan



Hiring Plan

1. 80% City of Boston residents, with a priority placed on local Mattapan community members
2. 51% BIPOC
3. 51% Women
4. Over 30 new jobs created

Salary and Wages

1. Starting hourly wage of **\$16.50** per hour
2. “Percentage of profit-based” bonus programs for all employees

Comprehensive Benefits Package that Includes:

1. Medical, dental, and retirement
2. Monthly subsidized T pass and Blue Bike memberships
3. Health and wellness incentives

Non-Discriminatory Hiring Process

1. Use transitional programs/ re-entry programs for recruitment of staff
2. Not use citizenship status as a factor in hiring staff

Other Employee Programs

1. Paid Time Off for volunteer opportunities within the Mattapan community
2. Subsidized Membership in Community Gardens Trustee’s and Kennedy Garden
3. Support with Emergency Childcare

Full Time Director of DEI and Community Outreach

Security Plan



setronics

We have partnered with an industry leader in security and innovation for our cameras, controlled access and environmental alarms.



- Perimeter Alarms and Limited Entry Points- 365 days of all “door event” footage saved
- Proper Lighting and External High Impact Windows with sensors
- Motion Detection cameras for perimeter and parking
- 24/7 Recording Video Surveillance- with facial recognition and license plate recognition
- 24/7 Monitoring Station with 90-day cloud backup at 24 frames per second
- Indoor and Outdoor security personnel on staff at all times during hours of operation
- Outside Security Personnel to monitor perimeter, parking and sidewalks during hours of operation
- Control Access Doors with Multifactor Authentication for access
- 24 total cameras- all cameras are National Defense authorization Act (NDAA) compliant
 - 4 perimeter cameras
 - 2 cameras in indoor cueing area
 - 5 cameras directly over each POS station
 - 5 cameras on sales floor
 - 2 vault fisheye camera for 365 degree visibility of vault always
- Secure and fire rated Vault with fisheye camera
- Silent distress alarms connected to local safety and law enforcement
- Control Access Doors with Multifactor Authentication for access
- Electronic Security Log shall be maintained for all outside vendors and visitors
 - 2 staff members to check in all vendors

Security Plan- Product, Monies and Diversion Prevention



- We have partnered with a social equity company that is secure and CCC compliant for our product and monies transport.
- They are an all-inclusive solution for safe transport of cash and wholesale product deliveries.



Diversion Prevention

We are dedicated to ensuring that cannabis is accessible only to adults over age 21 and certified medical patients

- Secured entry- ID scan to verify 21+
- Comprehensive enforcement of our security plan
- Identification and visitor badge requirements
- Inventory policies enforced through compliance procedures and METRC seed to sale tracking will prevent and detect any instances of theft
- All marketing will be geared toward those 21+



“We will create a culture of business ownership that sets the standard for how business in Mattapan should be done. We deserve the best, so we will be the best.”

**- Marquis Cohen,
Co-Founder and CEO**