



Build A Life Legacy LLC d/b/a Zéb Boutique
536 – 538 River Street, Mattapan, MA 02126
Cannabis Retail License Type

Dru Ledbetter- Chief Executive Officer (Presenting)



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 women
- ❖ Our leadership team are all BPS graduates (Boston Latin School, Boston Latin Academy)
- ❖ Leadership Team with over 40 years of combined leadership and professional experience

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 “Zeb Boutique” 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 Values

Our values are our guiding principles:

- ❖ Integrity
- ❖ Financial Stewardship
- ❖ Community Empowerment through Education, Advocacy and Collaboration
- ❖ Social Equity & Social Justice

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. Increase access to whole foods by supporting urban agriculture in our community.

Who we are...



Dru Ledbetter
Chief Executive
Officer



Leslie Pascual - Esposito
Chief Technology Officer



Kerlee Nicolas
Chief Financial
Officer





Diversity and Inclusion Plan

Build A Life Legacy LLC 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 3-5 staff, leadership, and vendor representatives to oversee JDEI activities and BALL LLC's JDEI goal progress including:

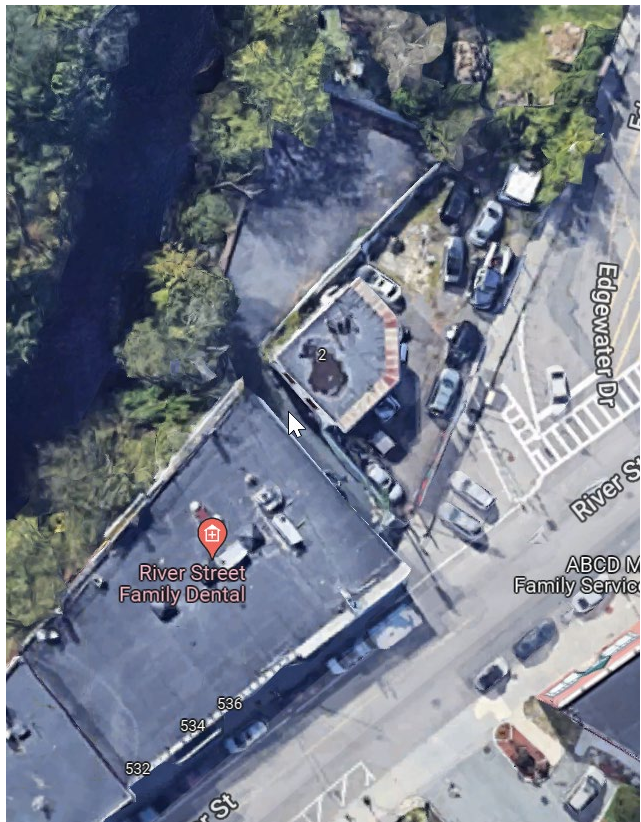
- Review and reporting of BALL LLC's JDEI goals as listed in this document
- Staff hiring and retention data and demographics
- Annual staff JDEI survey to capture qualitative information from staff
- Regular reporting of goals to entire company, local community, and to the city and state
- Will serve 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- 536- 538 River Street



Facility

- Commercially Zoned & 3.3 miles from the nearest marijuana establishment
- Central to Public Transit
- Secure Brick Building
- All exterior lighting will be code conforming
- Delivery vehicles will be parked onsite (no street parking) and deliver outside of business hours
- Loitering is strictly prohibited and managed by our Client Concierge staff
- An air filtration system will be used to eliminate any possible odor
- Clients that double park will not be allowed entry into the dispensary

Hours of Operation

Monday-Thursday

- 10:00am to 8:00pm

Friday and Saturday

- 10:00 am to 9:00pm

*Sunday**

- 11:00am to 7:00pm

- Appointment only from 11am to 2pm**

Based on feedback and request from The Church of the Holy Spirit to minimize activity during church hours.

Client Flow to Reduce Nuisance

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

- Client cueing in parking lot and inside only to avoid sidewalk congestion
- Multiple POS stations
 - 2-3 min for express transactions (order ahead)
 - 5-7 min for traditional transactions

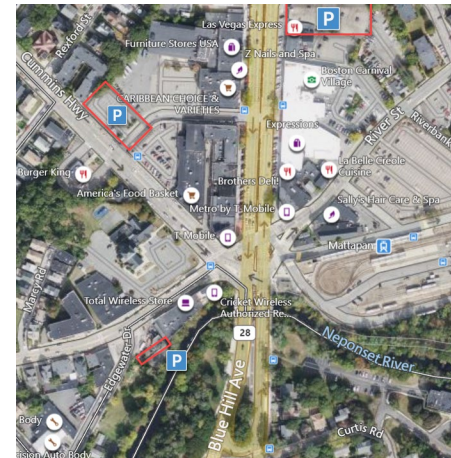
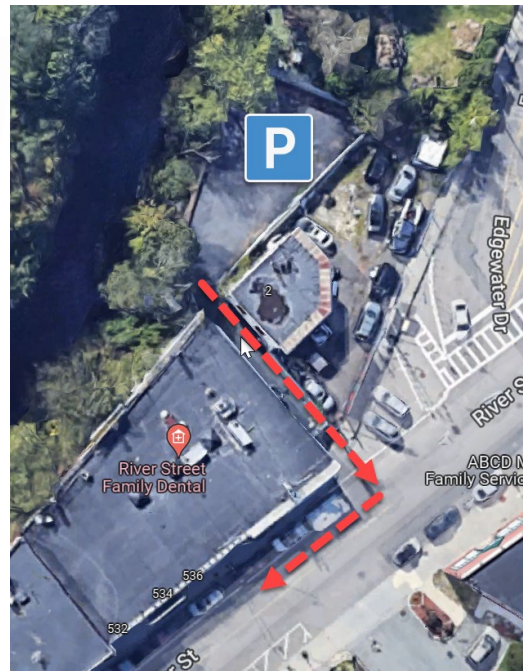
Transportation and Parking

Parking/Transportation

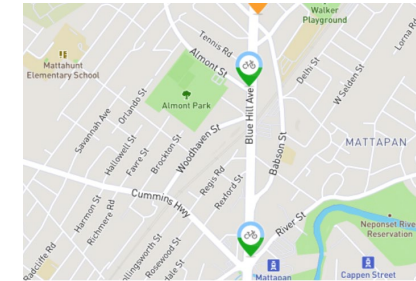
- 8-10 dedicated private spaces
- Employees will have access to subsidized T passes and Blue Bike Membership
- All employees will be encouraged to use public transit and the nearby Public Parking lots

Bus Routes

#24, #27, #28, #29, #30, #31, #33, #245 and #716



Blue Bikes
Mattapan Square 0.1 mi



Mattapan Square MBTA station within a 3-minute walk



Train and Commuter Rail
Mattapan Station & Blue Hill Ave within 0.3 mi



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.

The agreement will also include guidelines that the following behavior will not be permitted. Violators risk being banned from the establishment.

We will have a **ZERO TOLERANCE POLICY** for:

- ✓ 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 **\$18.50** 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 (Kennedy Garden, City Natives)
3. Support with Emergency Childcare

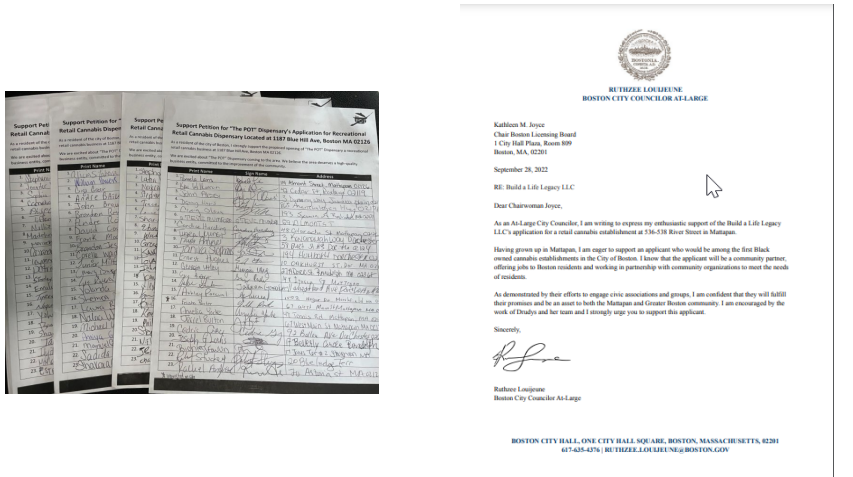
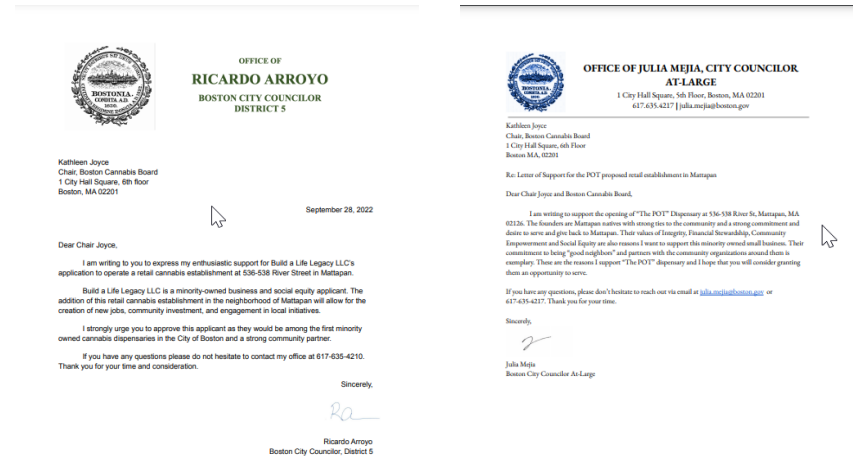
Full Time Director of DEI and Community Outreach



Community Feedback and Public Support



- ❖ Letter of Support from District 5 City Councilor Ricardo Arroyo
- ❖ Letter of Support from City Councilor at Large Julia Mejia and Ruthzee Louisjeune
- ❖ Over 65- personal letters of support were sent to the Boston Cannabis Board
- ❖ Over 270 Community Signatures with over 50% being direct abutters and 90% Boston residents
- ❖ Verbal non-opposition from State Representative Fluker Oakley
- ❖ Letter of Support from Greater Mattapan Neighborhood Council
- ❖ Verbal non-opposition from Rev. Zenetta Armstrong from Church of the Holy Spirit
- ❖ We have formed a coalition of all River Street Edgewater Business Owners in partnership with The Church of the Holy Spirit to ensure we are supporting each other and ensuring the betterment of the community



Security Plan

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

setronics



- 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
 - 5 perimeter cameras- including a 180° camera for surveillance of church parking lot
 - 3 cameras for complete surveillance of parking and walkpath to dispensary door
 - 3 cameras in indoor cueing area
 - 5 cameras directly over each POS station
 - 5 cameras on sales floor
 - 1 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.”

Dru Ledbetter, CEO



Coming to Mattapan...

A High End Shopping Experience with Zéb Boutique

Thank You!