

Oasis of Tranquility: Cannabis Business Proposal

A vertically-integrated adult-use cannabis business for Hyde Park

Presented by Geneise Israel, CEO





Company Overview & Leadership


About Oasis of Tranquility

- Minority woman-owned cannabis business
- Vertically-integrated: Retail, Manufacturing, Home Delivery
- Social Equity and Boston Equity Awardee status
- Focus on restorative justice and community impact


Meet Our CEO

Geneise Israel

- Northeastern University graduate
- Local realtor with 20+ years experience
- Cannabis industry entrepreneur for 4 years
- Certified Boston Equity and Social Equity status
- Extensive CCC training (Social Equity Program 2nd Cohort)

 <div>FLOWER</div> <div>pricing by gram, 1/8 ounce, 1/4 ounce</div>		
<div>Sativa</div> <div>SMOKE MONSTER Sativa THC: 29.81% CBD: 0.51% 7.00 19.00 37.00</div> <div>ODIN'S RAVEN Sativa THC: 38.76% CBD: 1.21% 10.00 30.00 54.00</div> <div>LOGO LILLY Sativa THC: 29.45% CBD: 1.56% 12.00 32.00 60.00</div> <div>BLACK MAMBA Sativa THC: 19.42% CBD: 0.02% 10.00 32.00 60.00</div> <div>CRAZY CHRON Sativa THC: 28.23% CBD: 0.32% 11.00 34.00 61.00</div> <div>SHERBERT HERBERT Sativa THC: 34.87% CBD: 2.45% 6.00 15.00 30.00</div>	<div>Indica</div> <div>KING KONG FINGERS Indica THC: 24.23% CBD 1.24% 10.00 28.00 54.00</div> <div>FUNKEE FLOWER Indica THC: 12.42% CBD: 3.21% 7.00 20.00 36.00</div> <div>THE NON PARANOID KIND Indica THC: 12.45% CBD: 2.65% 10.00 27.00 49.00</div> <div>GARDEN GIGGLE Indica THC: 18.97% CBD: 3.45% 6.00 15.00 28.00</div> <div>SOUR DIESEL Indica THC: 22.84% CBD: 1.45% 9.00 25.00 48.00</div> <div>PLUMDOG MILLIONAIRE Indica THC: 21.87% CBD: 4.94% 9.00 26.00 48.00</div>	<div>Hybrid</div> <div>BONANZA BUDDY Hybrid THC: 29.78% CBD: 6.54% 6.00 20.00 38.00</div> <div>GARDEN GIGGLE Hybrid THC: 38.97% CBD: 3.45% 9.00 27.00 52.00</div> <div>PIRATE'S DELIGHT Hybrid THC: 27.34% CBD: 1.08% 6.00 18.00 34.00</div> <div>BIG WILLY STYLE Hybrid THC: 25.16% CBD: .98% 8.00 20.00 38.00</div> <div>COUGHING CACTUS Hybrid THC: 17.90% CBD: 4.26% 8.00 25.00 40.00</div> <div>MELON BALLER Hybrid THC: 25.12% CBD: 2.31% 8.00 22.00 40.00</div>

<div>PRE-ROLLS</div> <div>pricing by 1/2 gram, gram</div>	<div>CARTRIDGES</div> <div>pricing by 1/2 gram, gram</div>
<div>BIG WILLY STYLE Sativa THC: 25.16% CBD: .98% 4.75 8.00</div> <div>ODIN'S RAVEN Hybrid THC: 18.76% CBD: 1.21% 5.25 8.75</div> <div>SOUR DIESEL Sativa THC: 22.84% CBD: 1.45% 4.25 7.75</div> <div>SEE YA LATER Indica THC: 9.21% CBD: 3.72% 4.00 7.50</div> <div>GARDEN GIGGLE Indica THC: 18.97% CBD: 3.45% 4.50 7.75</div> <div>PA POW! Hybrid THC: 18.78% CBD 3.8% 5.50 8.75</div>	<div>FUNKEE FLOWER Indica THC: 22.42% CBD: 3.21% 3.50 6.00</div> <div>MELON BALLER Indica THC: 15.12% CBD: 2.31% 3.75 6.50</div> <div>SMOKE MONSTER Hybrid THC: 29.81% CBD: 4.51% 3.00 5.00</div> <div>PIRATE'S DELIGHT Sativa THC: 37.34% CBD: 1.08% 4.50 8.00</div> <div>BONANZA BUDDY Hybrid THC: 19.78% CBD: 6.54% 5.00 9.00</div> <div>TANTRUM TAMER CBD THC: 0.0% CBD: 12.78% 4.00 7.00</div>



Suite 420 Wellness
Cannabis Dispensary Hidden Treasure

Products & Services

Product Offerings

- Premium flower
- Pre-rolls
- Concentrates
- Edibles
- Topicals
- Tinctures and wellness products

All products sourced from licensed Massachusetts cultivators and manufacturers, with emphasis on local and social equity brands.

Customer Experience

- Knowledgeable staff with cannabis expertise
- Educational materials and one-on-one consultations
- Online ordering for fast pickup or home delivery
- Express checkout options
- Relationship Management software for personalized service
- 'Responsible Hyde Park Community Customer Agreement'

Intake packages

Scan to count audits

Discrepancy resolution

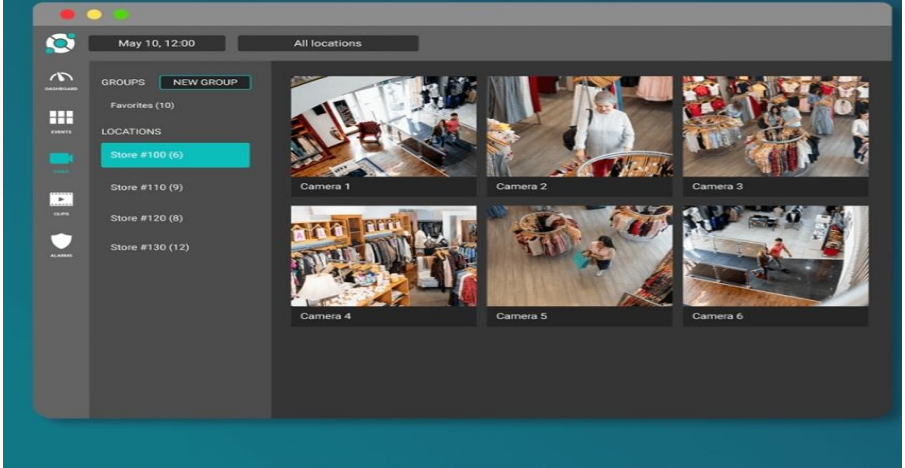
Custom inventory categories

Custom labels

Tags & effects

Distribution

Activity tracking



Cloud VMS

Maximize efficiency with remote video access across unlimited locations. Search, view, and share video footage from a user-friendly app on any device.

The Affordable Care Act

I-9 Management & Employment Eligibility

Employee and Manager Training

Onboarding

Family Medical Leave Act

Harassment and Discrimination Training

Employment Law Updates

Terminations

Technology Partners

Flowhub POS

Compliance-focused dispensary management platform

Solink & Cure8

Integrated security and IT infrastructure

Greenlef HR Solutions

Employee Benefits and payroll

Equity Works Career Hub

Workforce Development and Talent Searches

Proposed Location & Zoning

51 Fairmount Ave, Hyde Park

1,000 sq ft retail space in line with other area retail stores

Commercial zoning for shopping center

Hours: 8 AM – 11:30 PM, 7 days per week

Fairmount/Truman Local Convenience Subdistrict

Zoning supports small retail and service businesses

Built-in local customer base with steady foot traffic

Lower costs than major commercial zones

Strong community connection and support

Buffer Zone Exception Request

Not within 500ft of schools or treatment centers

Different use than nearby cultivation facility

Previous location (1295-1297 River St) proved unsuitable

Project aligns with zoning goals without contradicting intent



Transportation & Accessibility

Public Transit Options

Bus 24	Fairmount Ave @ Pierce St	~1-2 min walk
Other buses (32,33,39)	Various nearby stops	~5-7 min walk
Commuter Rail	Readville station	~9 min walk
Mattapan Trolley	River St/Hyde Park Ave	~5-7 min walk

Parking & Traffic

- On-street parking on Fairmount Ave and adjacent streets
- MBTA Fairmount Station Lot (32 spaces, 2-min walk)
- MBTA Hyde Park Station Lot (121 spaces, 8-min walk)
- Municipal Lot near Hyde Park Library (0.2 miles)

Daily traffic: 11,059 vehicles per day on Fairmount Avenue

Delivers 16,589 daily impressions (with 1.5 people per vehicle)

Security & Compliance Measures



Surveillance Systems

24/7 cameras around facility, storage areas, and delivery vehicles

Solink cloud-based video surveillance with POS integration

Real-time monitoring and smart alerts for suspicious activity



Facility Security

Limited access areas with proper signage and restricted entry

Anti-break alarms on all windows

Secure storage in locked safes or vaults

ID verification at entrance with on-site security personnel



Delivery Security

Two employees in vehicle at all times

Products kept in locked box

No stops between dispensary and customer

Vehicle tracking via physical GPS

Body cameras for delivery personnel



Diversion Prevention

State-approved seed-to-sale tracking system

Chain of custody policies and procedures

Anti-diversion training for employees

Automated compliance with technology integration

Diversity, Inclusion & Employment

Diversity Goals

100% commitment to diversity, inclusion and equity

Diverse team across staff, management, leadership and partnerships

51%+ Massachusetts residents for 12+ months

Education

50+ hours of educational seminars for residents of Areas of Disproportionate Impact

Training in cultivation, manufacturing, retailing, and business



Employment Plan

8-10 permanent jobs in Year 1

Priority hiring for Hyde Park residents

Focus on individuals from areas of disproportionate impact

Adherence to Boston Living Wages Ordinance

Accountability

D&I scorecard to hold leaders accountable

Monthly review of quantitative and qualitative metrics

Executive bonuses tied to diversity performance

Community Impact & Business Timeline

Positive Community Impact

- Local inclusive job creation
- Enhanced security inside and outside the facility
- Renovation of building to add value
- Support for local initiatives
- Increased tax revenue
- Educational seminars for the community
- Creating Space for Cannabis program to help other entrepreneurs

Business Timeline & Projections

1

Q3 2025

Secure final city approvals and complete tenant improvements

2

Q4 2025

Final inspections, staff onboarding, inventory sourcing

3

Q1 2026

Grand Opening (contingent on CCC final license approval)

Year 1 Projections:

- Gross revenue: \$1.2-1.5 million
- Customer volume: 200-300 transactions per week initially

Oasis of Tranquility

51 Fairmount Ave
Boston, MA 02136 (0 - 3 mi)

Two-way Average Daily Traffic on Fairmount Avenue

11,059 Vehicles per **Day**

331,770 Vehicles per **Month**

4,036,535 Vehicles per **Year**

With a load factor of 1.5 people 18+ years of age per vehicle, traffic at your location delivers 16,589 daily impressions.



Population Statistics

Summary

2020 Census	159,711
2024 Estimate	160,409
2029 Projection	159,440
'20 - '24 % Change	0.4%
'24 - '29 % Change	-0.6%

Age Cohorts

Population: < 18	32,436	20.2%
Population: 18 - 35	34,246	21.3%
Population: 35 - 50	31,862	19.9%
Population: 50 - 65	31,188	19.4%
Population: > 65	30,677	19.1%

Median Age: 41.0

Education

HS grad. or less	36,247	31.8%
Some college	17,515	15.4%
Assoc./prof. degree	13,468	11.8%
Bachelor's degree	26,623	23.4%
Master's or higher	19,962	17.5%

Mode of Transportation to Work

Car, truck, or van	53,286	72.3%
Public trans.	15,916	21.6%
Motorcycle	28	0.0%
Bicycle	680	0.9%
Walked	2,231	3.0%
Other means	1,263	2.0%

Yearly Income by Household

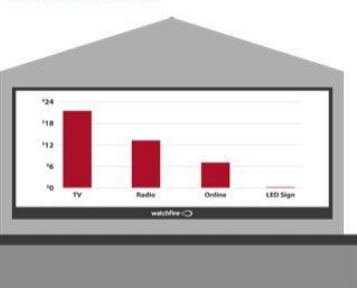
Average HH Income:	\$140,865
Median HH Income:	\$105,367

Your Local Watchfire Contact

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CPM Comparison



An LED display's CPM is often far lower than the CPM of traditional media.

To calculate your estimated cost per thousand impressions, or CPM, divide the daily cost of your new display by the number of impressions per day, and multiply by 1000.

Watchfire makes no representation concerning the accuracy of data obtained from state or national geodatabase sources.

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