



Virtual Community Outreach Meeting
December 6, 2021

Flower & Soul

Relax your mind, calm your soul

Topics We will Cover

- **The Flower & Soul Team**
- **Specifics of the Proposed Marijuana Establishment**
- **How the Proposed Establishment will be Secured**
- **Steps taken to Prevent Diversion**
- **Benefits to and a Positive Impact on the Community**
 - **A Good Neighbor**
 - **Outreach and Positive Economic Impact**
 - **Hiring Local**
- **Questions**

Flower & Soul Team



Brian Wall / Founder & CEO

Brian is a Whitman, MA native and proven entrepreneur with hands-on professional experiences in the world of service, technology, and finance.

Brian's experience includes founding AdaptiveHR, senior finance positions at Clough Capital Partners, Eze Castle Integration, BL Trading, and worked for Cape Cod Express in their MA and CT locations.

Brian has Bachelor of Science degrees in accounting and computer science from Quinnipiac University, as well as a Master in Business Administration from Boston University.



Brendan McKee / Consultant

Brendan is a Hull, MA native and a proven entrepreneur being the co-founder of two companies in fitness and cannabis industries.

Brendan's experience includes co-founding Silver Therapeutics, a MA cannabis company, and Pedestal Footwear, as well as marketing leadership positions at Park Ave. BMW, InnerCity Weightlifting, fundraiser.com, and playing professional football for Danube Dragons.

Brendan has Bachelor of Science degrees in political science and fine arts from Amherst College. Brendan believes in wellness through cannabis.

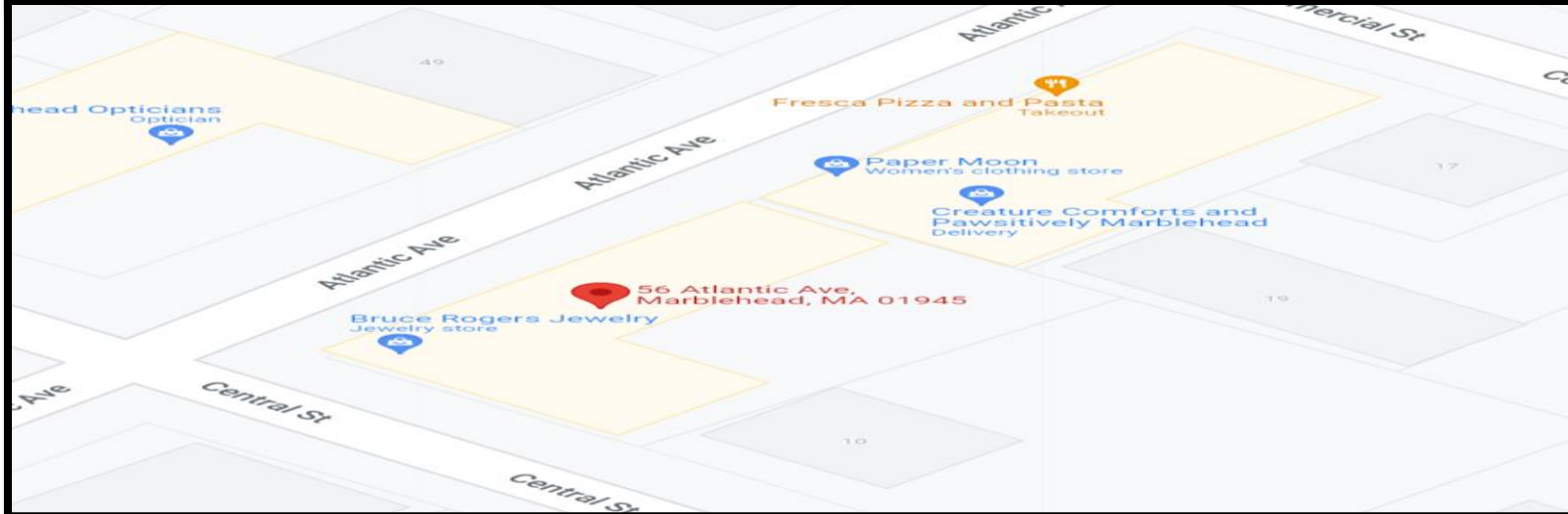
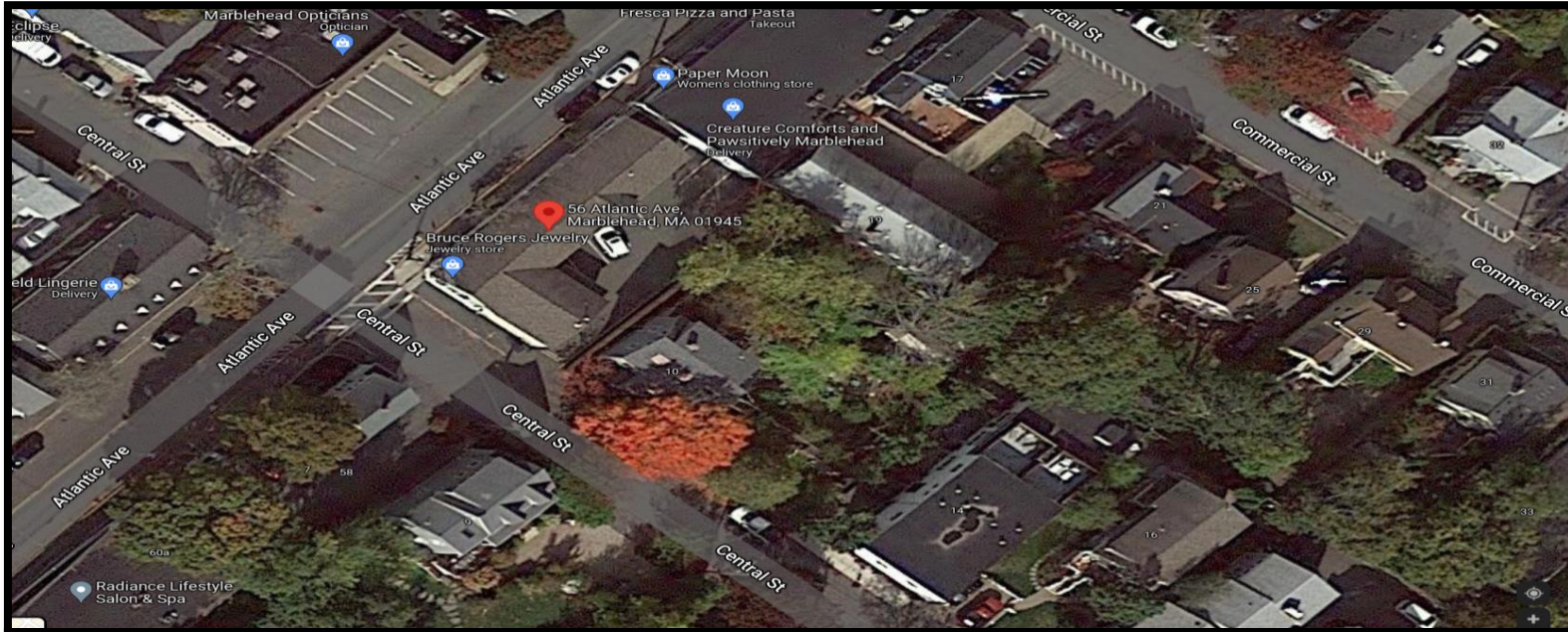
- Highly experienced in the cannabis industry and operates a portfolio of retail stores
- Flower & Soul has a store under construction in Halifax
- Private company - no out-of-state money
- Company founder is from Massachusetts
- Track record of working closely with the communities we operate in
- We operate high-quality, compliant, and safe cannabis businesses
- We use local contractors when possible

Introduction

- Flower & Soul is proposing to open an adult-use Marijuana Retailer Establishment at 56 Atlantic Ave. in the town of Marblehead.
- The property on which the Establishment is located meets all current zoning requirements with the Town of Marblehead and is located in B-1 zoning district, as well as the 500-buffer zone pursuant to 935CMR500.
- Flower & Soul will make interior renovations on the site, including signage that fits with existing business signage.
- Flower & Soul will go through the state licensing process conducted by the Cannabis Control Commission (CCC).



Site Plan



- 4 on sight parking spaces, in the rear of the Property.
- 2 additional parking spaces on the side of the building, along Central Street.
- 100+ parking spaces on Atlantic street within 3 blocks of the building.
- B1 Zoning district, allows retail use and light manufacturing by right.

Parking & Foot Traffic

- **Dedicated onsite parking spots – 4**
- **Street parking within 3 Blocks – 100+ on Atlantic**
- **Average Customers at one time – 4-6**
- **Average Customer visit - 8 Minutes**
- **75% customer use online ordering**
- **Employee Parking will be offsite at the Flower & Soul office space**

How the Proposed Establishment will be Secured

- Employees stationed at entrance to monitor and ensure no parking / double-parking.
- 24/7 video surveillance of exterior and interior areas.
- All marijuana products will be secured in a vault during and outside of operational hours.
- Panic buttons are installed at reception and all POS stations.
- Alarm system monitored by third-party security firm as well as local law enforcement and fire department.
- Flower & Soul will implement a number of security measures to ensure the safety of its employees, visitors, and community members and that will prevent unauthorized access.
- Comprehensive ID verification process which requires ID checks twice through ID verification scanners during the transaction process.

Prevention of Diversion

- The company will only provide access to the facility to individuals 21 years of age or older.
- All employees will have age verified upon hiring and only individuals 21 years of age or older will be eligible for employment.
- All visitors must go through an identification process at check-in and provide identification to access the facility.
- The company uses an ID scanner to verify age and all IDs are checked at least twice before a transaction occurs.



Prevention of Diversion, cont.

- All employees will complete responsible vendor training and eight hours of annual training per year.
- As part of onboarding, each employee will be trained on
 - Acceptable forms of customer identification
 - Identifying counterfeit identification and identification alterations
- All marijuana products are tracked through METRC.

Positive Impact on the Community

- The team has built positive relationships with each community they operate in and intends to do the same in the Town of Marblehead.
- The company's team members are respected and active members in their communities with a history of community service and good corporate citizenship.
- Flower & Soul will be an active and contributing member of the Marblehead business community and will contribute in both financial and other ways to the community.
- The company will seek to employ a majority of its workforce from the local community (specifically, candidates that reside within the Town of Marblehead).
- The company will encourage applications from and the recruitment of women, veterans, and minority candidates.
- The company will enter into a Host Community Agreement with the Town of Marblehead that will provide for a 3% fee on gross revenues to be paid to the Town and a 3% cannabis state sales tax on all sales.

Outreach and Economic Impact

- Mailed Notices : notification of proposed business/location comprising 300' abutters
- Economic Impact
 - Flower & Soul looks forward to working with the town of Marblehead to ensure that we operate as a responsible, contributing member of the Marblehead community.
 - Enter into a Host Community Agreement that provides for a 3% fee (estimated to be approximately \$166,000-\$280,000, once fully operational) on gross revenues to be paid to the Town of Marblehead.
 - 3% Sales Tax on gross sales (estimated to be approximately \$166,000-\$280,000, once fully operational).
- Commit to annual charitable contributions to local organizations.
- Hire most employees from local area and provide a living wage and comprehensive benefits package.
- Implement positive impact and diversity plans that will be submitted as part of the state licensing application and designed to benefit the local community and disadvantaged groups.
- Host community education events at least twice a year.

Hiring and Compensation

- The company will create a significant number of full-time, living wage jobs
- The company estimates it will hire up to 20 full-time and part-time employees
- The company will go above and beyond what the Cannabis Control Commission requires for a diversity plan
- The company will seek to employ a majority of its workforce from the local community (specifically, candidates that reside within the town of Marblehead) and the vast majority of its workforce will be from within the local area
- The company will encourage applications from and the recruitment of women, veterans, and minority candidates

Questions

Thank you!

Contact us:

Flower & Soul

hello@myflowersoul.com



Thank
you!