



Marblehead Selectmen Introduction

Flower & Soul
CANNABIS DISPENSARY

Relax your mind, calm your soul

Why Flower & Soul?

Flower & Soul is creating a cannabis environment where consumers can gain access and knowledge.

Flower & Soul was founded with the purpose of providing superior service and products from cultivators and manufacturers across the state. We take a wellness approach to cannabis where every customer is treated like a patient.

- 10 years of experience in the cannabis industry; operates a portfolio of retail stores.
- Halifax dispensary opening March/April.
- Consultant has opened 2 locations, with another location under construction in MA.
- Company's Founder and Consultant are from Massachusetts.
- We have a track record of working closely with the communities where we operate.
- We operate high-quality, compliant, and safe cannabis businesses.
- We use local contractors when possible.

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, fundraise.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.



Summary of Qualifications

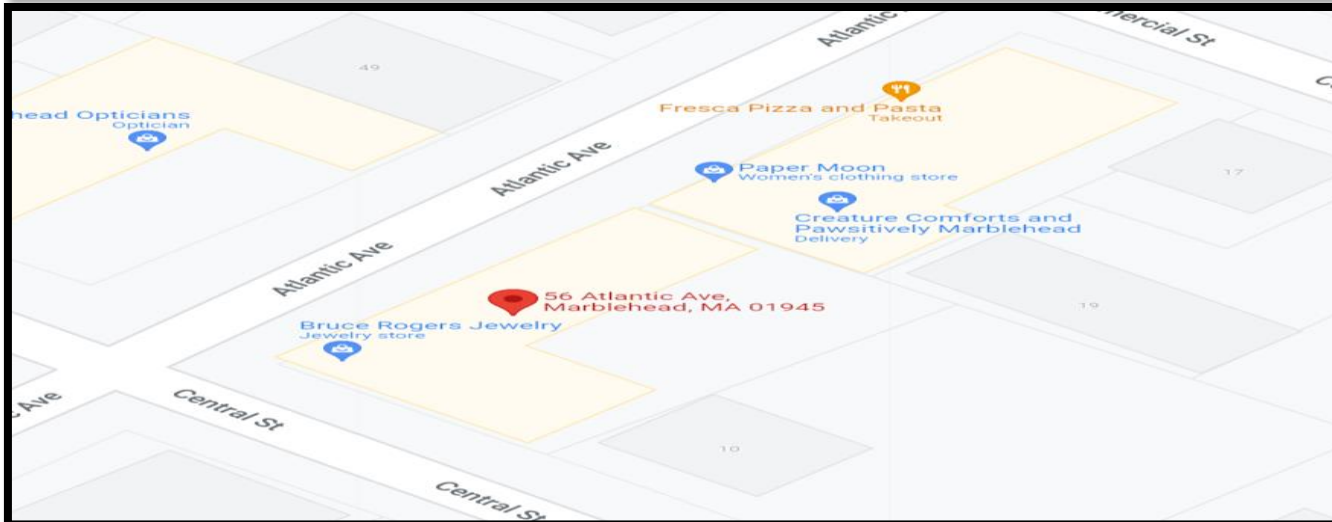
- Flower & Soul is opening a dispensary in Halifax – March/April 2022.
 - Opening will take 6-8 months from HCA approval.
 - Consultant has multiple open dispensaries in Massachusetts.
 - Consultant has been operating adult-use dispensaries for 3 years.
 - We have pre-existing relationships to ensure consistent supply of product.
 - We can provide references from communities we have worked with.
 - The team has hired a diverse workforce in their other locations.
 - The team has been supportive of the community.
 - The team has shown that it can open and succeed quickly, maximizing Marblehead revenues.
- It is important to distinguish companies with actual operating assets from those that hold or applied for licenses but have limited operations experience.
 - Proven experience in opening dispensaries in a quick and efficient time frame.
 - We have robust relationships with cultivation, manufacturing, and processors to ensure we have product to service customers.

Location – 56 Atlantic Avenue

- 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).



Location – 56 Atlantic Avenue, cont.



- 4 on-site parking spaces, in the rear of the property.
- 2 additional parking spaces on the side of the building, along Central Street.
- Employee parking will be off-site at the nearby Flower & Soul office space.
- 100+ parking spaces on Atlantic Ave. within 3 blocks of the building.
- B1 Zoning district, allows retail use and light manufacturing by right.

Parking & Foot Traffic

- Dedicated on-site parking spots – 4
- Street parking within 3 blocks – 100+ on Atlantic Ave.
- Average customers at one time – 4-6
- Average customer visit - 8 Minutes
- 75% of customers use online ordering
- Employee parking will be off-site at the nearby Flower & Soul office space.

Site Highlights

- The site is very well suited for the proposed use based on the zoning bylaws and general land use considerations.
- The site is not abutting any sensitive uses specified in the bylaws.
- The site is in an easily accessible location.
- The site will not cause any additional traffic in nearby residential neighborhoods.
- The site has onsite and street parking.
- We have secure off-site parking for employees within walking distance.
- We will work with the Town to prepare any necessary parking plans.

Location Highlights

- New and secure building
- Accessible from Atlantic Ave.
- Not on a corner or the most congested area of town
- Space has 100 feet of frontage on Atlantic Ave.
- Neighboring tenants and business are in support of the use and excited about the foot traffic to help increase business
- Use fits in with abutting tenant's medical services
- Located near the Marblehead police department
- Flower & Soul believes it could open this location within 6-8 months

Halifax Modern Store Design



How the Proposed Establishment Will be Secured

- Customers enter a secure vestibule.
- Comprehensive ID verification process which requires ID checks twice through ID verification scanners during the transaction process.
- Employees stationed at entrance to monitor and ensure no 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 that will prevent unauthorized access.

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.
- 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



Flower & Soul

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.

Community Partnership

- The team has built positive relationships with each community they operate in and intend to do the same in 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
- Flower & Soul employees will provide service hours to Marblehead organizations
- Flower & Soul will contribute both financially and other ways to the community
- Host community education events at least twice a year.

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.

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 estimates a staff of 5-7 employees working each shift.
- 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.

Real Experience and Strong Leadership

- Brian Wall founded AdaptiveHR, a cannabis payroll/HR company with over 200 clients. Consultant operates multiple dispensaries in the Commonwealth of Massachusetts, with its team having over 10 years of experience.
 - It is important to distinguish companies with actual operating assets from those that hold licenses but have limited operations experience.
 - Proven experience in opening dispensaries in a quick and efficient time frame.
- We have robust relationships with cultivation, manufacturing, and processors to ensure we have product to service customers.
- Brian and Brendan will personally ensure that our operations will be best-in-class and that we will be a positive contributing member of the Marblehead community.

Good Fit and Community Partner

- The team has demonstrated their ability to work with communities like Marblehead and has an unblemished track record of operations in cannabis.
- We are offering significant financial contributions with the 3% tax and annual contributions to Marblehead charitable organizations.
- The company is private with no out-of-state money.
- We will work closely with the Town of Marblehead leadership and constantly be incorporating feedback to improve our operations.
- Brian and Brendan will be personally available at any time if issues arise and will have a strong personal presence locally.

Why Able to Open in 6-8 Months

- Understand local permitting process
- HCA reviewed and ready for selectmen
- CCC application ready
- Architect design in progress
- Contractor engaged
- Materials same as Halifax

Steps Taken To Develop This Location

- Several calls with Becky Curran, the Town of Marblehead Town Planner
 - Discussed location and the Town's cannabis regulations.
 - Discuss any concerns with location.
- Several calls with Jason Silvia, the Town of Marblehead Town Administrator
 - Discussed location and Town's cannabis regulations.
 - Discuss any concerns with location.
 - Discuss Host Community Agreement process.
- Community Outreach meeting
 - Held a Community Outreach meeting on December 6, 2021.
- Host Community Agreement (HCA)
 - Reviewed by Flower & Soul
 - Comments ready for the Selectmen

Thank You



Relax your mind, calm your soul



Brian Wall

Founder & CEO

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