

ELEVATION, INC.
MRN281472

BACKGROUND & APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Elevation, Inc.
156-162 Main Street, Brockton, MA 02301

2. Type of license sought (if cultivation, its tier level and outside/inside operation) and information regarding the application submission:

Retail

The application was reopened two (2) times for additional information.

3. The applicant is a licensee or applicant for other Marijuana Establishment and/or Medical Marijuana Treatment Center license(s):

The applicant is not an applicant or licensee for any other license type.

4. List of all required individuals and their business roles in the Marijuana Establishment:

Individual	Role
Victor Teixeira	Owner / Partner
Jose Andrade	Owner / Partner

5. List of all required entities and their roles in the Marijuana Establishment:

No other entity appears to have ownership or control over this proposed Marijuana Establishment.

6. Applicant's priority status:

Expedited Applicant (Social Equity Participant) (Minority-Owned)
(51% ownership—Victor Teixeira—SE303907)



7. The applicant and municipality executed a Host Community Agreement on November 7, 2019.
8. The applicant conducted a community outreach meeting on February 5, 2020 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the municipality on February 18, 2021 stating the applicant was in compliance with all local ordinances or bylaws.
10. The applicant proposed the following goals for its Positive Impact Plan:

#	Goal
1	Recruit 10% of staff that are past or present residents of the City of Brockton and 10% of staff that are Massachusetts residents who have past drug convictions or whose parents or spouses have drug convictions.
2	Provide business assets or other benefits for past or present residents of Brockton through annual monetary donations of \$2,000 to the Old Colony YMCA.

SUITABILITY REVIEW

11. There were disclosures of any past civil or criminal actions, occupational license issues, or marijuana-related business interests in other jurisdictions. None of the disclosures raised suitability issues.
12. There were no concerns arising from background checks on the individuals or entities associated with the application.

MANAGEMENT AND OPERATIONS REVIEW

13. The applicant states that it can be operational within ten (10) months of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Monday – Sunday: 8:00 a.m. – 8:00 p.m.
15. The applicant submitted all applicable and required summaries of plans, policies, and procedures for the operation of the proposed establishment. The summaries were determined to be substantially compliant with the Commission's regulations.
16. The applicant proposed the following goals for its Diversity Plan:



#	Goal
1	Recruit and maintain a staff of individuals with diverse backgrounds consisting of women (35%) and minorities (35%).
2	Host one (1) annual career fair, in Brockton, in partnership with local organizations to assist minorities, women, veterans, people with disabilities, and individuals who identify as LGBTQ+.
3	Host, mandatory, bi-annual trainings for all staff members on cultural sensitivity and recognizing unconscious bias.

17. Plan for obtaining marijuana or marijuana products (if applicable):

Elevation, Inc. will obtain marijuana or marijuana products by contracting with other licensed establishments.

RECOMMENDATION

Commission staff recommend provisional licensure with the following conditions:

1. Final license is subject to inspection to ascertain compliance with Commission regulations;
2. Final license is subject to inspection to ascertain compliance with applicable state laws and local codes, ordinances, and bylaws;
3. Final licensure is subject to the applicant providing Commission staff, upon inspection, an updated Diversity Plan that provides any hiring goals for veterans, disabled residents, and LGBTQ residents;
4. The applicant shall cooperate with and provide information to Commission staff; and
5. Provisional licensure is subject to the payment of the appropriate license fee.

The applicant has demonstrated compliance with the laws and regulations of the Commonwealth and suitability for licensure. Therefore, the applicant is recommended for provisional licensure.

