

ELEVATION RETAIL LLC

MRN284765

APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

ELEVATION RETAIL LLC
d/b/a CANA Craft Cannabis
0 Phillips Road, New Bedford, MA 02740

2. Type of license sought 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.

Please note that individuals and/or entities associated with the proposed license are also associated with other adult-use retail licenses under the names of Elevation Retail II, LLC and Solar Retail Norton, LLC.

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

Individual	Role
Andre Arzumanyan	Person Having Direct/Indirect Control / Capital Contributor

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:



General Applicant

- 7. The applicant and municipality executed a Host Community Agreement on June 6, 2022.
- 8. The applicant conducted a community outreach meeting on September 1, 2022, and provided documentation demonstrating compliance with Commission regulations.
- 9. The Commission sent a municipal notice with a copy of the application to the City of New Bedford on February 10, 2023. The Commission did not receive a response within 60 days pursuant to 935 CMR 500.102(1)(d).
- 10. The applicant proposed the following goals for its Plan to Positively Impact Disproportionately Harmed People:

#	Goal
1	Recruit 10% of its workforce that are past or present residents of the geographic ADI which have been defined by the Commission, specifically New Bedford and Fall River, Commission-designated Economic Empowerment Priority applicants, Commission-designated Social Equity Program participants, Massachusetts residents who have past drug convictions, and Massachusetts residents with parents or spouses who have drug convictions.
2	Provide at least four (4) one-hour industry-specific educational seminars, annually.
3	Hold at least one (1) annual informational session regarding the process for sealing and expunging criminal records.

BACKGROUND CHECK REVIEW

- 11. There were no disclosures of any past civil or criminal actions, occupational license issues, or marijuana-related business interests in other jurisdictions.
- 12. There were no concerns arising from background checks on the individuals or entities associated with the application.

MANAGEMENT AND OPERATIONS PROFILE REVIEW

- 13. The applicant states that it can be operational within five (5) months of receiving the provisional license(s).
- 14. The applicant’s proposed hours of operation are the following:

Day(s)	Hours of Operation
Monday-Sunday	10:00 a.m. to 7:00 p.m.



15. The applicant submitted all 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 women (50%), racial minorities (30%), veterans (15%), persons with disabilities (15%), LGBTQ+ (15%) for its hiring initiatives.
2	Develop training programs that will increase the number of individuals that are women, racial minorities, veterans, persons with disabilities, and LGBTQ+ in management and executive positions.
3	Provide industry-specific training to at least four (4) individuals, annually.

17. Plan for obtaining marijuana or marijuana products:

The applicant 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, local codes, ordinances or bylaws, and local licensing requirements.
3. The applicant shall cooperate with and provide information to Commission staff.
4. 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.

