

Heart of Gold, LLC
MBN282233

APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Heart of Gold, LLC
1141 Worcester Road, New Braintree, MA 01531

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

Microbusiness (Cultivation and Product Manufacturing Operations)

The application was reopened three (3) 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 roles in the Marijuana Establishment:

Individual	Role
Pamela Perkins	Person Having Direct/Indirect Control / Capital Contributor
Erik Perkins	Person Having Direct/Indirect Control

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 (Woman-Owned Business and License Type)



7. The applicant and municipality executed a Host Community Agreement on April 12, 2021.
8. The applicant conducted a community outreach meeting on April 12, 2021 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission sent a municipal notice with a copy of the application to the City/Town of New Braintree on August 23, 2021. 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 20% of its staff from the geographic areas of disproportionate impact, specifically, Worcester and Spencer for its hiring initiatives.
2	Obtain 20% of its services from the geographic areas of disproportionate impact, specifically, Worcester and Spencer.

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 ten (10) days of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Day(s)	Hours of Operation
Monday-Sunday	Open 24 hours

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
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1	Recruit 60% Women, 10% Minorities, 10% Veterans, 10% People with Disabilities, and 10% People who identify as LGBTQ+ for its hiring initiatives.
2	Recruit service provider staff comprised of 60% Women, 10% Minorities, 10% Veterans, 10% People with Disabilities, and 10% People who identify as LGBTQ+.

17. Summary of cultivation plan (if applicable):

The applicant submitted a cultivation plan that demonstrates the ability to comply with the Commission's regulations.

18. Summary of products to be produced and/or sold (if applicable):

#	Product
1	Triple Cherry Flower
2	Triple Cherry Pre-Roll
3	Triple Cherry Rosin

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. Final licensure is subject to the applicant providing Commission staff, upon inspection, with a detailed list of all proposed products to be produced with specific information as to types, forms, shapes, colors, and flavors.
4. Final licensure is subject to the applicant ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.
5. The applicant shall cooperate with and provide information to Commission staff.
6. Provisional licensure is subject to the payment of the appropriate license fee.
7. Final license is subject to the applicant ensuring that all persons having direct or indirect control over the license, and all newly hired employees involved in the handling or sale of marijuana or marijuana products, successfully complete the Basic Core Curriculum of the Responsible Vendor Training Program and subsequently provide a "certificate of completion" to the Commission for each individual within 90 days of hire to be in compliance with 935 CMR 500.105(2) or 935 CMR 501.105(2).

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.

