

**Rooted In, LLC**  
MRN284261

**APPLICATION OF INTENT REVIEW**

1. Name and address of the proposed Marijuana Establishment:

Rooted In, LLC  
d/b/a Rooted In Roxbury  
331 Newbury Street, Boston, MA 02115

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 roles in the Marijuana Establishment:

Individual	Role
Brian Keith	Person Having Direct/Indirect Control
Joanne Francois Keith	Person Having Direct/Indirect Control
Rokeya Begum	Person Having Direct/Indirect Control
Solomon Chowdhury	Person Having Direct/Indirect Control

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

Entity	Role
GTI Core, LLC	Capital Contributor

6. Applicant's priority status:



Expedited Applicant (Social Equity Program Participant/  
 (Rokeya Begum / 41% Ownership / SE306235)  
 (Solmon Chowdhury/10% Ownership/SE305360)

7. The applicant and municipality executed a Host Community Agreement on May 26, 2021.
8. The applicant conducted a community outreach meeting on February 23, 2021 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the City/Town of Boston on August 6, 2021 stating the applicant was in compliance with all local ordinances or bylaws.
10. The applicant proposed the following goals for its Plan to Positively Impact Disproportionately Harmed People:

#	Goal
1	Create a small business support program tentatively named “Shop BIPOC Boston” to drive customers who shop with Rooted In Roxbury, to also patronize small businesses in areas of disproportionate impact, such as Roxbury’s Nubian Square (Census Tract 804.01).
2	Set hiring goals of 80% Boston Residents, 50% Roxbury Residents, 51% people of color, and 51% women. Additionally, reward employees, 80% of whom will live in Boston which contains the highest number of disproportionately impacted census tracts in Massachusetts, with a profit share of 5% based on company profits.
3	Create an employee down payment assistance program for first time homebuyers providing the opportunity for employees to remain and own in Boston. The down payment assistance program will be funded at \$50,000 per year, which will create ten (10) \$5,000 grants for employees who are first time homebuyers.

**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) months of receiving the provisional license(s).



14. The applicant’s proposed hours of operation are the following:

<b>Day(s)</b>	<b>Hours of Operation</b>
Monday-Saturday	10:00 a.m. to 10:00 p.m.
Sunday	11:00 a.m. to 8:00 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:

<b>#</b>	<b>Goal</b>
1	Recruit, Hire, Train and Promote a diversified staff of managers and agents, with minimums of 51% People of Color, 51% Women, 10% Veterans, 5% LGBTQ+, and 5% persons with disabilities.
2	Empower the next generation of BIPOC adult learners and veterans to participate in the Cannabis industry with hands-on project-based experience via an annual internship program.

17. Summary of cultivation plan (if applicable):

Not applicable.

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

Not applicable.

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

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.
5. Prior to performing job functions, all provisional licensees shall ensure that all current Marijuana Establishment, Medical Treatment Center, and Independent Testing Laboratory



Agents involved in the handling or sale of Marijuana for adult and medical use shall have attended and successfully completed the Basic Core Curriculum of the Responsible Vendor Training Program to be designated a "Responsible Vendor" and provide a "certificate of completion" to the Commission upon request. In addition, all newly hired employees involved in the handling or sale of marijuana or marijuana products must also successfully complete the Basic Core Curriculum of the Responsible Vendor Training Program within 90 days of hire, 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.

