

The Heirloom Collective, Inc.

MRN284511

APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

The Heirloom Collective, Inc.
87 Northfield Road, Bernardston, MA 01337

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) for additional information.

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

| Type | Status | Location |
|--|---------------------|--------------------|
| Cultivation, Tier 2/Indoor (5,001– 10,000 sq. ft.) | Commence Operations | Bernardston |
| Product Manufacturing | Commence Operations | Bernardston |
| Retail | Commence Operations | Hadley |
| MTC | Commence Operations | Bernardston-Hadley |

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

| Individual | Role |
|-------------------|---------------------------------------|
| James Counihan | Person Having Direct/Indirect Control |
| Timothy Van Epps | Person Having Direct/Indirect Control |
| Christopher Brown | Person Having Direct/Indirect Control |
| Patrick Cloney | Person Having Direct/Indirect Control |
| Marcus Stetson | Person Having Direct/Indirect Control |

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

Provisional License Executive Summary 1



| Entity | Role |
|-------------------------|---------------------------------------|
| THC Holding, LLC | Entity Having Direct/Indirect Control |
| C.A.N. Investments, LLC | Entity Having Direct/Indirect Control |
| Clear Power, LLC | Entity Having Direct/Indirect Control |
| Future Enterprise, LLC | Entity Having Direct/Indirect Control |

6. Applicant's priority status:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on January 3, 2022.
8. The applicant conducted a community outreach meeting on January 27, 2022 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the City/Town of Bernardston on March 15, 2022, 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 | Recruit 20% of its employees that are residents from areas of disproportionate impact, with an additional priority given to Greenfield and Amherst residents; 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 | Partner with 20% of vendors, contractors and builders from Greenfield or whose owners or employees are individuals who qualify for the Commissions Social Equity Program. |

BACKGROUND CHECK 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 PROFILE REVIEW



13. The applicant states that it can be operational within one (1) month 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 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:

| # | Goal |
|---|---|
| 1 | Recruit women (50%), minorities (12%), veterans (2%), persons with disabilities (2%), persons who identify as LGBTQ+ (4%) |
| 2 | Have a retention rate of 75% among all employees and 90% job satisfaction rate. |
| 3 | Partner with suppliers, contractors and wholesale partners that are woman (8%), minority (8%), veteran (2%), and LGBTQ+-owned (2%). |

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

The applicant plans to obtain marijuana from its affiliated licenses.

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 ensuring that all remaining required individuals be fingerprinted pursuant to previous Commission notifications.
4. The applicant shall cooperate with and provide information to Commission staff.
5. Provisional licensure is subject to the payment of the appropriate license fee.
6. Final license is subject to the applicant contacting CCC Licensing Team for an update to confirm your training and recruitment partners eligibility to support your activities.
7. Final license is subject to the applicant, in accordance with 935 CMR 500.146(5) providing the Commission with a copy of its consumer education. To ensure compliance, consumer educational materials shall include subsections; a – j, as listed in said regulation and must also include the phone number for the Massachusetts Substance Use Helpline.



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.

