

Upper Echelon Cultivation, LLC

MBN282384

APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Upper Echelon Cultivation, LLC
420 Race St., Holyoke, MA 01040

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)

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
Juana Martinez DeJesus	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:

Expedited Applicant (License Type)



7. The applicant and municipality executed a Host Community Agreement on January 31, 2022.
8. The applicant conducted a community outreach meeting on February 28, 2022 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the City/Town of Holyoke on May 17, 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 100% of employees from Holyoke for its hiring initiatives.
2	Provide a four (4) hour industry-specific training/internship program for unskilled workers from Holyoke.

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 two (2) years of receiving the provisional license(s).
14. The applicant's proposed hours of operation are the following:

Day(s)	Hours of Operation
Monday-Sunday	8:00 a.m. to 9:00 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 50% or more women; 25% minorities, 10% LGBTQ+, 10% veterans, and 10% those with disabilities for its hiring initiatives.



2	Access a list from the Supplier Diversity Office to engage with wholesale partners, vendors, and contractors who are minority-owned, women-owned, LGBTQ+ owned, disability-owned, or veteran-owned. We have a goal of working with 25% of wholesale partners who are minority-owned, 25% women-owned, 10% disability-owned, 10% contractors and vendors who are veteran owned, and 10% LGBTQ+ owned.
3	Allow 100% of diverse staff to shadow with or apply for management or supervisory positions as they become available.

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	Pre-Rolls

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 license is subject to the applicant reviewing the diversity hiring goals within submitted Diversity Plan under 935 Code Mass. Regs. § 500.101(1)(c)8k and projected number of employees and provide any updates to CCC Licensing Division.
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.

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.

