

Hoop City Ventures, LLC

MR284806

APPLICATION OF INTENT REVIEW

1. Name and address of the proposed Marijuana Establishment:

Hoop City Ventures, LLC
d/b/a Dazed
399 Boston Road W, Monson, MA 01057

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 one (1) time 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 cultivation, product manufacturing, and retail licenses under the names of Tigertown, LLC, Flying Goose, LLC and Dark Stream, LLC.

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

Individual	Role
Richard Rainone	Person Having Direct/Indirect Control
Christopher Vianello	Person Having Direct/Indirect Control
Keshawn Warner	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:

General Applicant

7. The applicant and municipality executed a Host Community Agreement on June 14, 2022.
8. The applicant conducted a community outreach meeting on May 5, 2023 and provided documentation demonstrating compliance with Commission regulations.
9. The Commission received a municipal response from the City/Town of Monson on June 7, 2023, 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 at least 25% of its staff that are from Monson, Holyoke and Springfield, and Massachusetts residents who have or have parents or spouses who have past drug convictions.
2	Provide industry specific educational programs and informational sessions twice a year for Massachusetts residents of Monson, Holyoke, and Springfield and Massachusetts residents who have or have parents or spouses who have past drug convictions.

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 six (6) 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	8:00 a.m. to 11:00 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 48.8% women, 20.7% minorities, 12% persons with disabilities, 7% veterans, and 10% LGBTQ+ for its hiring initiatives.
2	Offer advancement to management and executive positions, internally, thereby providing opportunities to diverse workforce.
3	Provide training on diversity and sensitivity annually.

17. 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 final licensure, in accordance with 935 CMR 500.140(6) please include the phone number for the Massachusetts Substance Use Helpline on your consumer education.
6. Prior to final licensure, consider review and update diversity hiring goals in Diversity Plan based on statistics of host community and region in accordance with 935 CMR 500.101(1)(c)(8)(k) and provide any updates to licensing.

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.

