

THEORY

W E L L N E S S

A LEADER IN MASSACHUSETTS CANNABIS

Medford Community Outreach Meeting | July 26th, 2021
Proposed Marijuana Retailer – 162 Mystic Avenue

MEETING AGENDA



- I. Meeting Guidelines / Overview
- II. Overview of Medford Process
- III. Introduction to Theory
- IV. Mystic Avenue Proposal Details
- V. Question and Answer Period



MEETING GUIDELINES



Your connection will be on mute until the Question and Answer section at the end of the presentation.



During the presentation, you may at any time utilize the “Question and Answer” feature to ask a question. These questions will be answered at the end of the presentation.

ADDITIONAL MEETING DETAILS



- Meeting notice has been published in the Medford Transcript, mailed to abutters within 300 feet of our proposed location, and provided to several City departments.
- This meeting will be recorded and posted on **www.theorywellness.org/ma/medford**
- Questions that were sent in prior to the meeting will be addressed during the Q & A period.



CANNABIS IN MEDFORD – WHY ARE WE HERE?

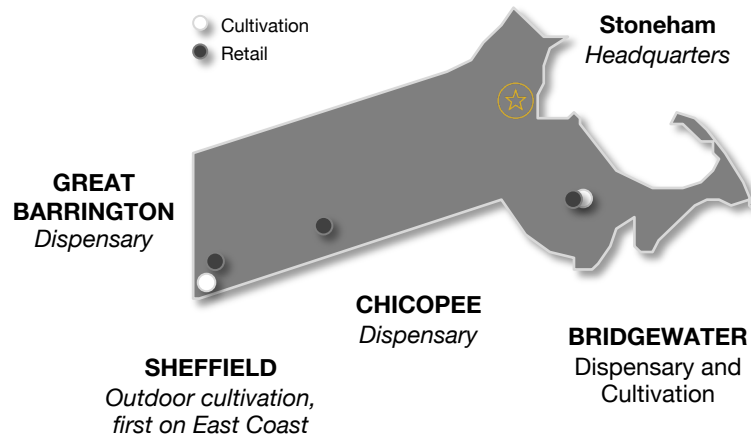


- In 2016, **57.4% of Medford voters** endorsed the ballot question to legalize recreational marijuana.
- Throughout the next few years, the City carefully considered how to safely and effectively implement this new law in Medford.
- The City passed comprehensive ordinances to permit up to **three (3) recreational marijuana dispensaries in Medford**.
- At this point, the Cannabis Advisory Committee (CAC) is evaluating proposals to open recreational dispensaries – recommendations will be made to the Mayor at the end of the summer.

THEORY OVERVIEW



- Theory Wellness (“TW”) began in Massachusetts in 2015 and has quickly become a well respected, top performing cannabis company in Massachusetts.
- Headquartered in Stoneham, our ownership and management team is local and committed to ensuring excellence in Medford.
- We operate 10 licenses in the State, have served over one million customers, have maintained a 99th percentile customer rating score, and have never been subject to any fines or material disciplinary action from our regulators.



MA Operations Overview

COMMITTED TO OUR COMMUNITIES



A community first track record with excellent relationships across our four host communities.

"The principals of Theory Wellness have been exceptional...they have run a well-kept, secure facility and are happy to work with all Town Departments in any way they can."

–Michael Dutton, Bridgewater Town Manager

Launched educational series, sponsored charitable events, and supports over 20 non-profit organizations.

"Theory has demonstrated a strong commitment to the responsibility of education and youth usage prevention. Based on our experience with Theory, they would be a great addition to the business community in Medford...I expect they will do their part to mindfully integrate into the community and support local organizations and initiatives in the City of Medford."

–Gena Johnson, Executive Director of Berkshire Area Health Education Center (AHEC)

**GREAT
BARRINGTON
FARMERS'
MARKET**



Theory Medford Overview

Site Plan

Discrete location.
59 parking stalls.



USGS MAP
SCALE: 6" = 1" X 2"
NEARBY: BOSTON NORTH

REVISIONS			
REV	DATE	COMMENT	APPROVED
1	1/28/24	ISSUANCE & RECORD	JAK

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ZONING ANALYSIS TABLE	
REQUIRED PERMIT	EXISTING
1. ZONING DISTRICT	2. ZONING DISTRICT
3. LOT AREA	4. LOT AREA
5. LOT FRONTAGE	6. LOT FRONTAGE
7. LOT DEPTH	8. LOT DEPTH
9. MAX. BUILD COVERAGE	10. MAX. BUILD COVERAGE
11. MAX. POINT SETBACK	12. MAX. POINT SETBACK
13. MAX. SIDE SETBACK	14. MAX. SIDE SETBACK
15. MAX. REAR SETBACK	16. MAX. REAR SETBACK
17. MAX. BUILDING HEIGHT	18. MAX. BUILDING HEIGHT
19. MAX. IMPER. COVERAGE	20. MAX. IMPER. COVERAGE
21. MAX. TOTAL OFFICE	22. MAX. TOTAL OFFICE
23. MAX. TOTAL OFFICE	24. MAX. TOTAL OFFICE
25. MAX. TOTAL OFFICE	26. MAX. TOTAL OFFICE
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59. MAX. TOTAL OFFICE	60. MAX. TOTAL OFFICE

CONCEPT LAYOUT PLAN NOTES

- THIS PLAN HAS BEEN PREPARED BASED ON REFERENCES INCLUDING:
 - 1.1. "CONCEPT LAYOUT PLAN" BY J. A. KUCICH, INC., DATED 11/11/2023.
 - 1.2. "CONCEPT LAYOUT PLAN" BY J. A. KUCICH, INC., DATED 11/11/2023.
- EXACT LOCATION OF PROPOSED WORKS SHALL BE DETERMINED AND EVALUATED UPON COMPLETION OF SITE DESIGN.
- THIS PLAN IS SUBMITTED FOR CONCEPTUAL REVIEW PURPOSES ONLY.

PROPOSED SITE PLAN DOCUMENTS

FOR

THEORY WELLNESS

PROPOSED DEVELOPMENT

MAP SHEET LOT #12
160 MYSTIC AVENUE
CITY OF MEDFORD
MIDDLESEX COUNTY,
MASSACHUSETTS

BOHLER

352 TERNPIKE ROAD
SOUTHBOROUGH, MA 01772
PHONE: (508) 862-0000
www.BohlerEngineering.com

J.A. KUCICH

PROFESSIONAL ENGINEER
MASSACHUSETTS REG. NO. 4756
NEW HAMPSHIRE REG. NO. 3625
VERMONT REG. NO. 4756
RHODE ISLAND REG. NO. 4756

CONCEPTUAL LAYOUT PLAN

CA-01

REVISION 1 - 03/24/2024

Theory Medford Overview

Zoning Compliance

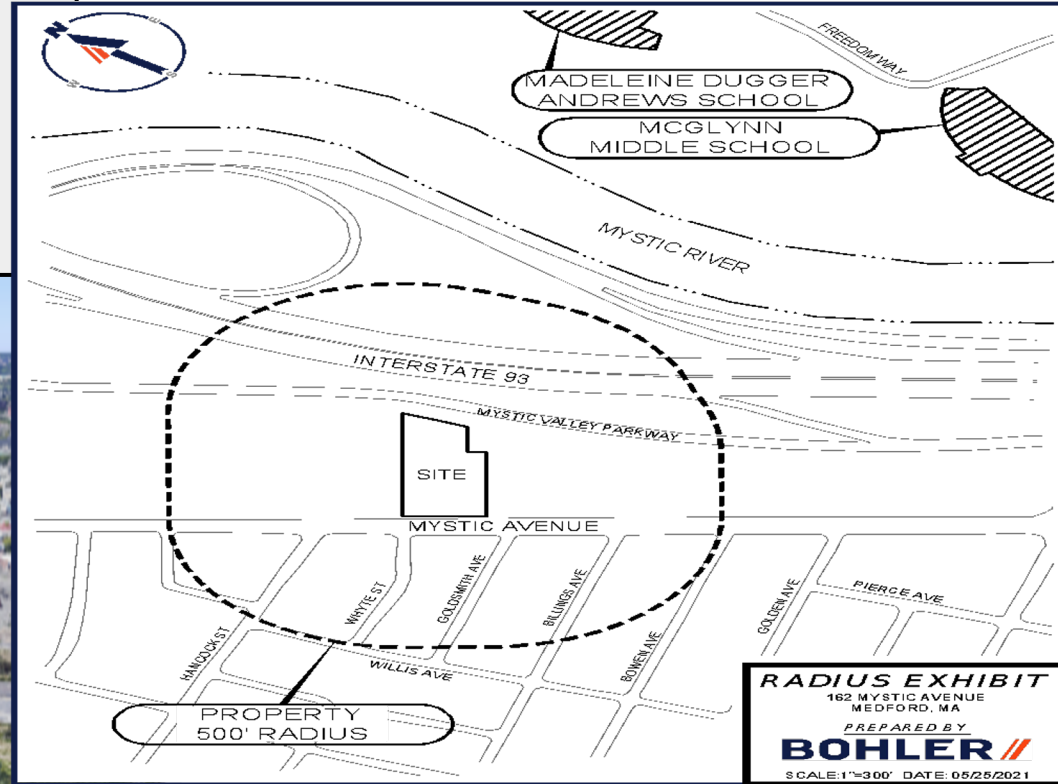
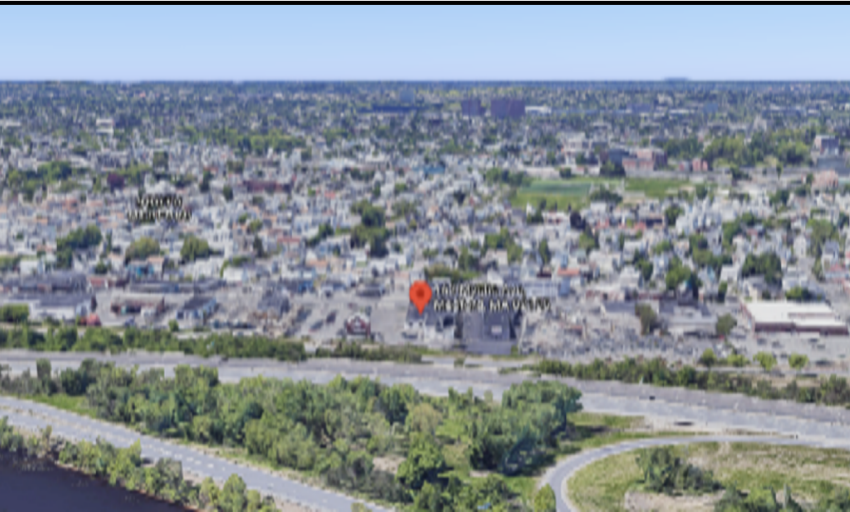


Complies with all applicable zoning and buffer zones.

Located in C2 zoning district.

Will require special permit from ZBA.

Complies with 500 foot buffer zone from any K-12 school.



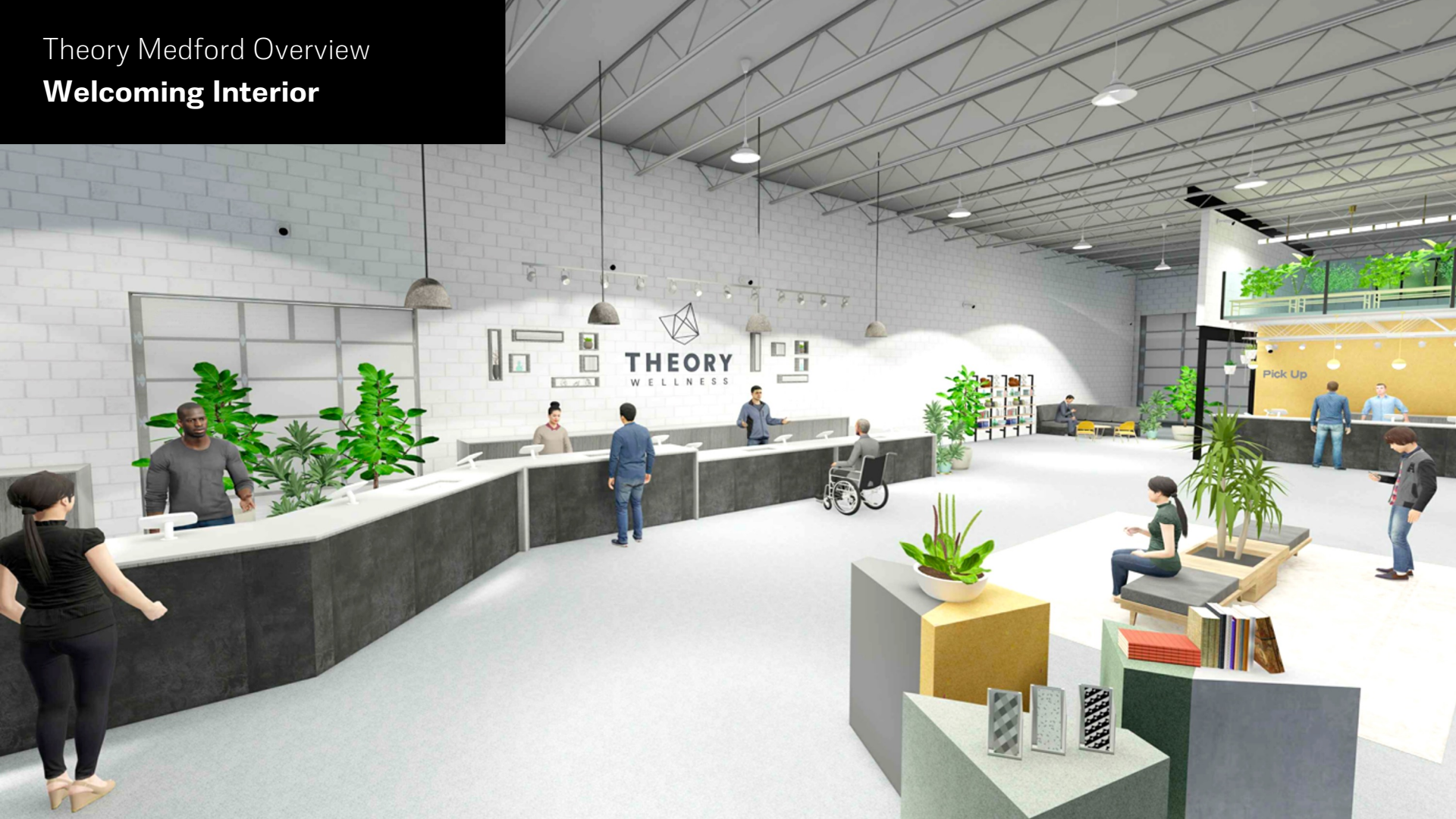
Theory Medford Overview

Exterior Beautification



Theory Medford Overview

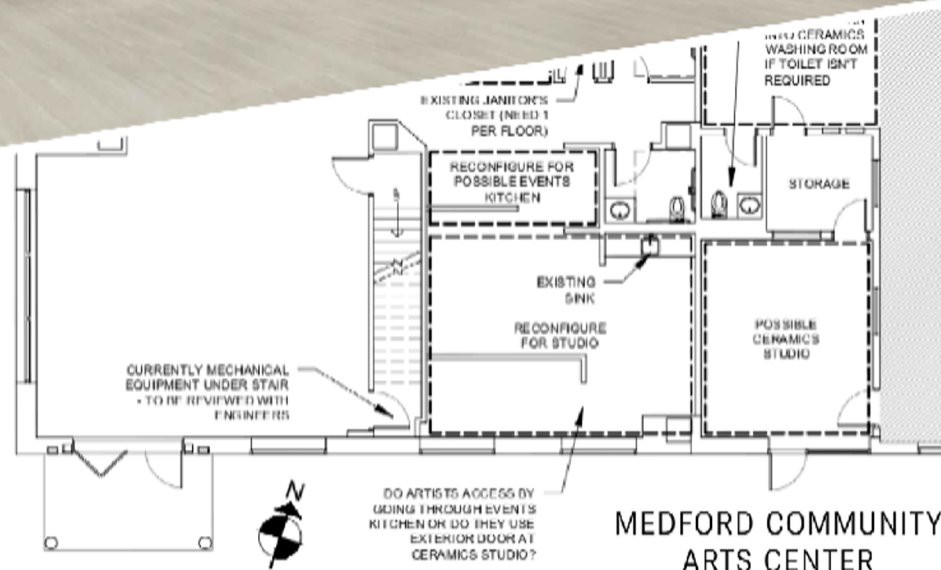
Welcoming Interior



COMMUNITY BENEFITS: ARTS COLLABORATIVE

Theory has Committed to providing the Medford Arts Community a first ever “Center for the Arts”

- In collaboration with the “Arts Collaborative” in Medford.
- Theory will build, finance, and donate a 10,000 square foot space for ongoing use.
- Operational by May 2022.
- A partnership of historic value.



MEDFORD COMMUNITY
ARTS CENTER

COMMITMENT TO EQUITY AND DIVERSITY

- Theory operates a first of its kind Social Equity Program that provides **\$250K in interest free financing and mentorship** to entrepreneurs.
- This led to the first black women owned dispensary opening in Brockton this year, **Legal Greens**.
- Theory will be extending this program to Medford.
- Diversity hiring goals and diversity plan that has been refined with input and support from the Mystic Valley Branch of the NAACP.
- We will create a team in Medford that is **at least 50% women, 35% diverse, and 5% veteran.**



Legal Greens recreational marijuana dispensary opens in Brockton

22 PHOTOS

1:07 p.m. EDT Mar. 28, 2021



Legal Greens owners Mark Bouquet, of Boston, fourth from left, Vanessa

ECONOMIC BENEFITS



- Proven track record – Theory has generated over **\$8.2 million in payments** to our existing host communities, one of if not the largest amount contributed out of any cannabis company in Massachusetts.
- We will be hiring **68 new team members in Medford**, at least 75% of whom will be Medford residents.
- Theory will contribute over **\$2 million per year to the City** in direct payments from taxes and host community benefits.
- An additional **\$50K in annual charitable donations**.
- We provide our employees living wages and comprehensive benefits, including a 401K plan.

-

PREVENTION OF DIVERSION



- Theory has served **over one million customers without a single instance of diversion or underage sales.**
- Identification is checked three (3) times prior to a sale taking place, using top of the line identification verification technology.
- All cannabis is stored in a secure vault.
- Zero tolerance policy for consumption on site, parking lot is continually monitored by our safety and security team.

SAFETY AND SECURITY



Served over a million guests in Massachusetts with a terrific track record on safety and security.

Have built and maintained collaborative relationships with local law enforcement.

"The business as a whole has been a pleasure to work with...the transition has been seamless and I would recommend their operational team as a model for others to follow." - Chief Paul Storti, Great Barrington Police Department

Safety and security team monitors the inside and outside of our locations, at all times.

Facility includes a robust security and surveillance system using the best in modern technology.

Excellent track record with regulators.

"Theory Wellness was a constant leader in the industry and operated on a principal of integrity, honesty and was always in compliance with the regulatory structure and framework initiated by the Department of Public Health." - Joe Nicholson, Former Director of Compliance for the Department of Public Health

COMMITMENT TO SUSTAINABILITY



- Theory will be installing **solar panels** on our building that will supply over **100% of our electricity needs**.
- **90% of our cannabis plant canopy is grown outdoors**, which is far more sustainable than indoor grown cannabis.
- 85% of current energy is sourced from renewables.
- Our transportation fleet includes fuel efficient and hybrid vehicles, and will be 100% electric by 2025.
- Design/construction of our dispensary will include energy conservation initiatives and use sustainable materials.
- Part of a **79-point sustainability action plan**.

SunBug Solar®



- Distribution map of local Letters of Recommendation for Theory.***



THEORY MEDFORD | SUMMARY



Experienced Operator with Industry Leading Track Record

- Served over one million customers, maintaining a 99th percentile customer rating
- Well respected by regulators - never been subject to a fine or regulatory disciplinary action
- Our existing operations demonstrate our ability to operate safely and securely

Positive Impacts to the Medford Community

- Historic collaboration with the Arts Community
- Theory will bring local residents well paying jobs with terrific opportunities for advancement
- Over \$2M in annual financial contributions to the City
- Committed to fostering diversity and supporting local entrepreneurs

Carefully Chosen Location With Respect to Community Priorities

- The proposed location at 162 Mystic Avenue will not cause any traffic issues, has more than sufficient parking, and allows Theory to operate discreetly in the rear of the building
- Revitalization of site with an emphasis on sustainability

QUESTIONS & ANSWERS



- I. Questions & comments submitted in advance
- II. Questions received in Zoom “Question and Answer” during meeting
- III. Open questions to all participants



When called on, you may need to unmute yourself by clicking on the microphone button.

Thank you!

Please reach out for further discussion at:
community@theorywellness.org

THEORY
W E L L N E S S