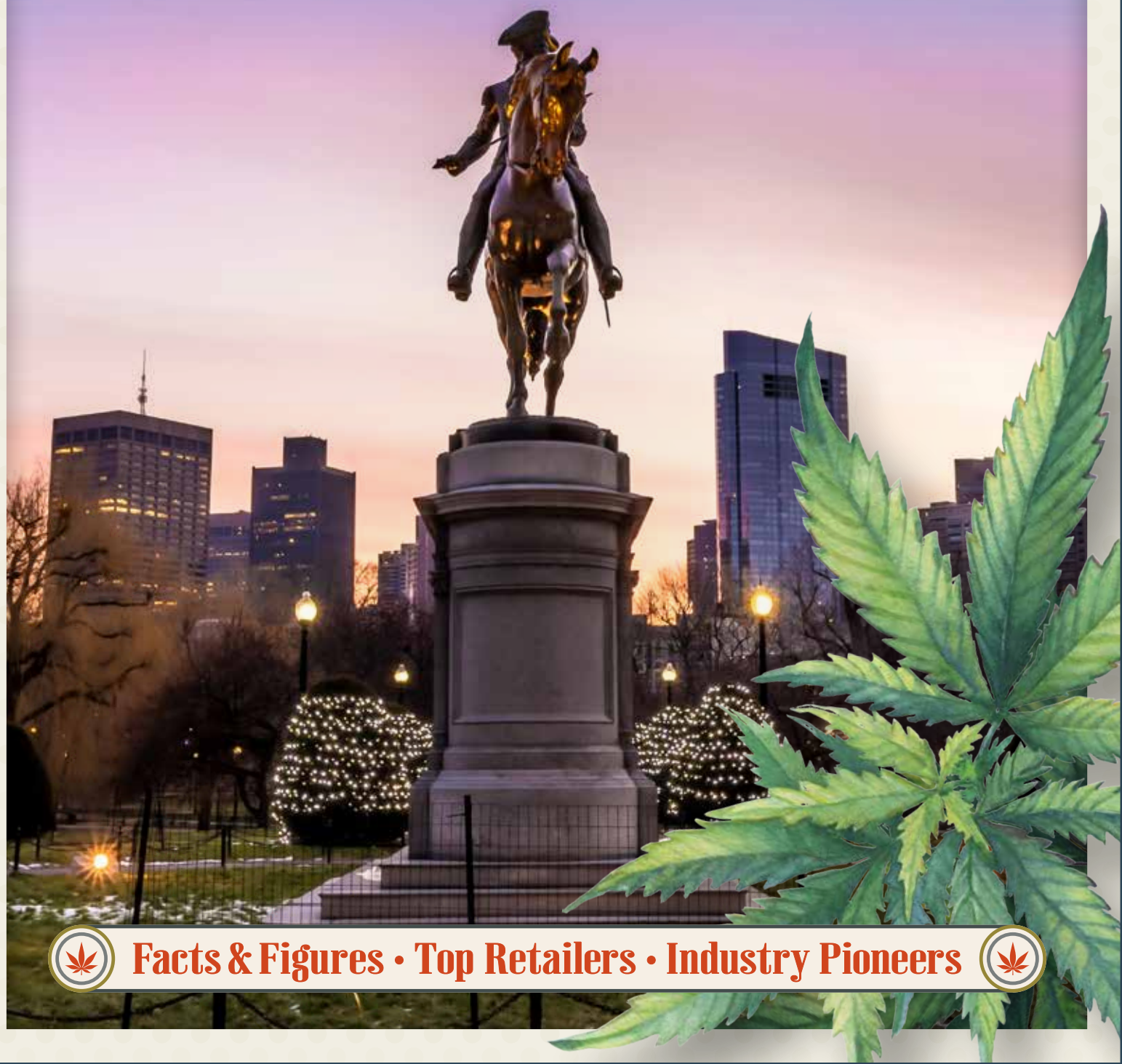


Cannabis and
Massachusetts



Facts & Figures • Top Retailers • Industry Pioneers



CANNABIS IN

MASSACHUSETTS



Marijuana Venture's ongoing series on every legal market in the United States explores the ever-changing rules and regulations, market trends, demographics, business leaders and more for each state that has legalized recreational marijuana. This month takes an in-depth look at Massachusetts, the first state on the East Coast to create an adult-use market.

Massachusetts was also the first state in the country to criminalize cannabis more than a century ago, but the perception of the "Indian hemp" has changed radically since then. In 1989, Boston advocates established the Boston Freedom Rally, one of the largest cannabis advocacy, education and culture events in the nation with tens of thousands of attendees flocking to the event on the third weekend of September annually.

Nearly 20 years later, the Bay State's outlook on cannabis began to change rapidly, while politicians remained somewhat steadfast in opposition. Voters in 2008 decriminalized possession of up to an ounce for adults and replaced the criminal charges with a \$100 civil fine. In 2012, voters approved the Massachusetts Medical Marijuana Initiative, allowing the formation of a medical market and 35 dispensaries, only to have it hamstrung by opposition which made it nearly impossible for dispensaries to open. In 2016, 54% of voters approved the formation of an adult-use cannabis market, though Governor Charlie Baker increased the tax rate for cannabis and muddled regulations by creating a dual licensing process that requires authorization from both state and local authorities.

In June 2018, the state awarded its first cannabis cultivation license, and the market has been growing steadily, albeit, slowly, ever since.

Next month, Marijuana Venture will look at Michigan. For information about upcoming issues or to learn about advertising and sponsorship opportunities, email Editor@MarijuanaVenture.com.

SPECIAL THANKS

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ABOUT MARIJUANA VENTURE

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Legal Overview

BY ROBERT MUNNELLY

Massachusetts' nascent adult-use cannabis industry is growing rapidly by all public measures.

As of early spring 2021, the CCC had issued approximately 800 adult-use business licenses throughout the commonwealth, and hundreds of additional license applications remain in process.

While most licenses have been issued in non-retail categories, including cultivation, microbusiness and independent laboratories, the CCC has approved licenses for more than 100 retail stores.

Total cannabis sales revenues exceeded \$1 billion as of October 2020 and surpassed \$1.5 billion in the spring of 2021. Monthly sales are nearing \$100 million. However, Suffolk County, which includes Boston and is the second largest county in the commonwealth, continues to show relatively minimal activity.

The state's tax structure includes a 10.75% excise tax, a 6.25% sales tax, an optional local sales tax of up to 3% and an optional community impact fee of up to 3% and total payments to state and local coffers have exceeded \$300 million for the many specific Massachusetts assessments under applicable state law.

Despite these successes, as with almost any new industry, the Massachusetts adult-use industry is facing challenges, many of which have yet to be overcome by the CCC, local officials or industry participants.

Over the past year, four of the five CCC commissioners — all but the chairman — have stepped down or have been

replaced. The policy impact of these new decisionmakers remains to be seen.

Industry growth has also been challenged by actions of municipalities denying or limiting cannabis establishments, requesting costly and poorly justified conditions in host community agreements, or moving slowly on deciding between competing candidates (the latter issue contributing to the delayed Suffolk County rollout). Legislative, judicial and policymaking interventions have yet to alleviate these

bottlenecks.

Although efforts to foster diversity are only beginning to bear fruit, the Legislature and CCC remain focused on a variety of measures, including: requiring plans from all licensees to benefit 29 Massachusetts municipalities or census tract districts that were adversely affected by heavy-handed cannabis enforcement; expediting license application processing for applicants with diverse leadership;

granting three years of preferential access to delivery and social consumption licenses to “social equity” candidates adversely affected by cannabis criminal charges or living in adversely affected municipalities; and sponsoring specialized training opportunities for social equity candidates.

The industry expects that additional progress this year will cement the status of Massachusetts as the leading adult-use market in the eastern United States.

Robert J. Munnelly is a regulatory lawyer at the Boston law firm of Davis Malm. He has extensive experience dealing with legal issues in highly regulated industries, leading him to represent new and existing business in the emerging Massachusetts cannabis market.

**TOTAL PAYMENTS TO
STATE AND LOCAL
COFFERS HAVE EXCEEDED
\$300 MILLION.**

MASSACHUSETTS: BUZZ-WORTHY

••• BY BRIAN BECKLEY AND GARRETT RUDOLPH



STARTS AND STOPS.....

Massachusetts has dealt with numerous self-inflicted challenges in getting its cannabis industry up and running — and keeping it that way.

When the COVID pandemic broke out in the United States in early 2020, Massachusetts deemed the limited number of medical dispensaries to be “essential” businesses, but put the adult-use market on hiatus.

“We were wondering how we got labeled as ‘non-essential’ when we saw that the alcohol stores and the tobacco stores could remain open,” Pure Oasis co-founder Kevin Hart told Marijuana Venture in a 2020 interview.

Similarly, when a rash of mysterious deaths and respiratory illnesses in 2019 were associated with vaping, Massachusetts immediately banned all vape products, forcing 619,000 cannabis vapes to be quarantined. The vape ban was kept in place for four months, but the quarantined cartridges remained off limits for nearly a year.

The COVID shutdown and vape crisis were just two hurdles among many in the commonwealth’s journey to full legalization, putting significant financial burden on dozens of fledgling companies. Massachusetts voters decriminalized cannabis possession in 2008, legalized medical marijuana in 2012 and legalized recreational cannabis in 2016. Yet, each step of the way, lawmakers and a variety of state and local officials put up roadblocks that years’ worth of delays.



SCANDAL.....

The former mayor of Fall River, Massachusetts, was convicted on federal charges related to an extortion scheme in which he solicited bribes from cannabis businesses looking to receive permission to locate in his city.

Jasiel Correia, 29, was found guilty of extortion, fraud and filing false tax returns. He was acquitted on three counts, including accusations that he forced his chief of staff to give him half of her salary in order to keep her city job.

“Jasiel Correia made many promises in business and politics, but today’s verdict speaks the truth: Correia defrauded people who trusted him, he lied on his taxes and he extorted hundreds of thousands of dollars in bribes as the mayor of Fall River,” Acting U.S. Attorney Nathaniel R. Mendell said in a statement.

Correia was arrested in 2019 on charges that he stole money from investors and charged cannabis businesses up to \$250,000 for a “letter of non-opposition,” required for state licensing.

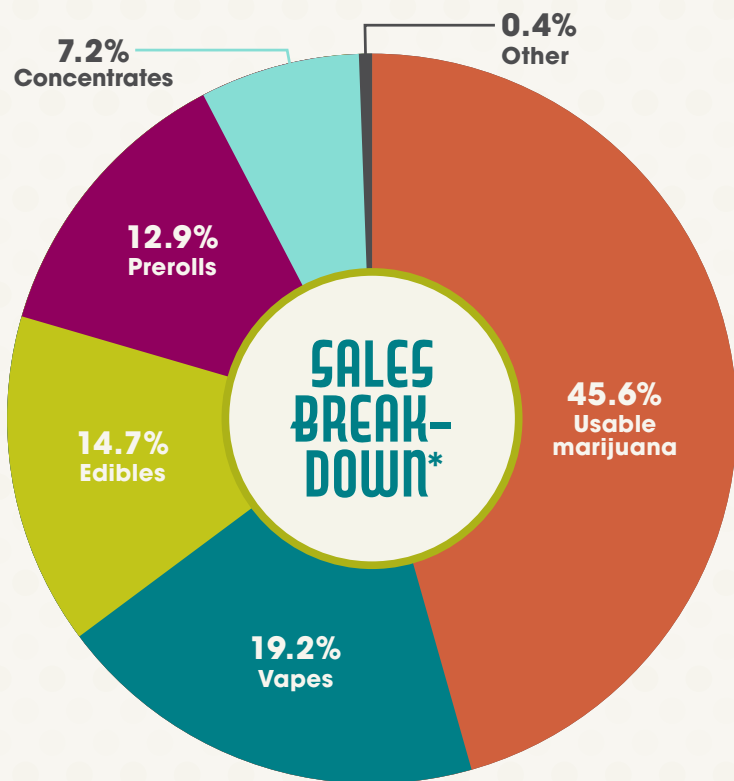
According to reports in The Herald News, a witness for the prosecution who was seeking a cannabis license testified that Correia asked for \$250,000 in order to receive the letter. The witness testified that he negotiated the bribe down to \$75,000 with the promise of additional funds when he received approval from the state.

Following the conviction, Correia told reporters the “fight is not over” and said he would be “vindicated” on appeal.

MASSACHUSETTS: MARKET TRENDS

Adult-use marijuana sales since 2018

\$1,579,354,617



YEAR-TO-DATE SALES AS OF MAY 20, 2021
\$416 million

ESTIMATED TAX REVENUE
\$268,490,285

EMPLOYEES
7,923

*Based on sales from the week of May 3 to May 9

CHEERS

Although cannabis beverages are considered one of the exciting product categories throughout North America, the trend has yet to catch on in Massachusetts. Drinks currently account for just 0.9% of the total market and 6.5% of the edibles market.

GAINING POPULARITY

When comparing the current market breakdown, the biggest change since a year one report from the Cannabis Control Commission is the rising popularity of concentrates and vapes, which now account for 26.4% of all sales — up from 19% from November 2018 to November 2019.

LOSING GROUND

While the popularity of concentrates has increased, almost every other product category has lost market share as the Massachusetts industry has matured. Edibles lost 2.3%, while usable marijuana, including flower and trim, lost 6.4%. However, prerolls gained 3.9%.

230

The Cannabis Control Commission has awarded 230 final licenses to applicants, while another 413 applicants are in some stage of a provisional license. Among the companies awaiting their final license are 157 retailers, 131 cultivators and 105 product manufacturers.

\$2.97 million

Cannabis retailers in Massachusetts are averaging just under \$3 million a day in total sales, putting the commonwealth on pace for its first \$1 billion year. For comparison, Washington retailers averaged \$3.89 million per day in 2020, and Colorado is averaging about \$6.24 million per day.

\$2.46 million

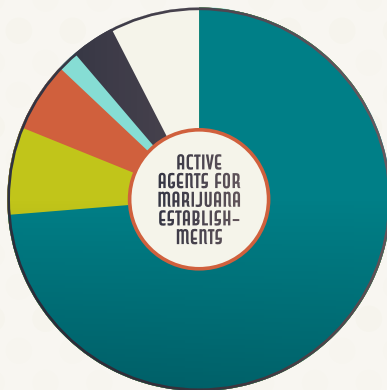
A report sponsored by the Massachusetts Cannabis Business Association indicates nearly \$2.5 million worth of fees, donations and other payments related to host community agreements may have been illegally collected by municipalities across the commonwealth.

The study, written by Dr. Jeffrey Moyer at the University of Massachusetts Boston and based on a review of 460 host community agreements, covered about 85% of the issued licenses in the state.

“A significant proportion of the agreements we analyzed required additional payments from business beyond the legal limit, amounting to an excess of at least \$2.46 million whether through reimbursements, local charity donations, so-called ‘community benefit payments,’ or donations of employee time to education efforts,” Moyer said in a press release.

17-20%

The tax rate on retail sales of marijuana is anywhere from 17% to 20%, based on a state excise tax of 10.75%, a state sales tax of 6.25% and a local option for cities or towns of up to 3%.



- White
- Hispanic/Latino
- Black
- Asian
- Other
- Decline to answer

26

Though not without its flaws, Massachusetts has been lauded for its efforts to ensure the state’s legal cannabis industry is racially diverse and inclusive, with opportunities for communities most impacted by the War on Drugs.

Currently, 26 of the state’s 230 licensed cannabis businesses are officially labeled as a disadvantaged business enterprise.

Among active agents for marijuana establishments, 73.6% are white, 7.3% are Hispanic or Latino, 6% are Black and 1.7% are Asian (7.6% of agents declined to answer, while other races/ethnicities comprise 3.6% of the registered agents). For comparison, about 71% of Massachusetts residents are white, 12% are Hispanic, 9% are Black and 7.2% are Asian.

Board members, directors, executives, managers, employees and volunteers of marijuana establishments must all apply for agent registrations.

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Timeline of Events

1911

Massachusetts becomes the first state to outlaw marijuana, prohibiting the sale of "Indian hemp" except by a licensed pharmacist with a prescription from a doctor.

1989

The first Boston Freedom Rally is hosted by the nonprofit Massachusetts Cannabis Reform Coalition, a public education organization working for the moderation of marijuana laws. It would become a mainstay, happening every year on the third Saturday of September. It is the second-largest gathering in the country that promotes marijuana law reform, following Seattle's Hempfest.

2008

More than 65% of Bay State voters approve the Massachusetts Sensible Marijuana Policy Initiative, decriminalizing possession of up to an ounce by adults and replacing the criminal charges with a \$100 civil fine with the proceeds going to the city where the offense took place.

2012

Voters approve the Massachusetts Medical Marijuana Initiative, allowing for possession and use by patients with a doctor's recommendation for treatment of cancer, glaucoma, and other medical conditions. It allowed for 35 dispensaries to open in the state, but because of entrenched opposition and complicated licensing laws, only four dispensaries had opened by 2015.

2016

Voters by a margin of 54%-46% approve the Massachusetts Legalization, Regulation and Taxation of Marijuana Initiative, approving the legalization of cannabis with regulations similar to the alcohol industry.

2017

Governor Charlie Baker, an opponent of legalization, signs a revamped legalization bill that changes aspects of the one approved by voters, including increasing the tax rate and merging oversight of the medical and recreational industries. The new law also changes the process municipalities can use to ban cannabis business and creates a complicated system of local and state licensing.

2018

The Cannabis Control Commission in June 2018 issues the first license, to a cultivation facility. Sales at the state's first two recreational stores begin in November with the first official sale going to an Iraq war veteran at the Cultivate dispensary in Leicester.

2020

Boston's first recreational shop, Pure Oasis, finally opens as total sales in the state surpass \$1 billion.



Cannabis Connection

Even before Cannabis Connection opened its doors in June 2020, CEO and co-owner Tom Keenan was busy building relationships with the state's licensed producers and processors to ensure that his shop would have the widest variety of products at the lowest prices.

"We've spent the past two years forming partnerships with existing medical companies to supply us with products, and we're constantly trying to make new connections with new companies to keep our variety of products and brands as full and diversified as possible," Keenan says.

Today his store in Westfield, Massachusetts, has one of the largest selections in the state and provides an unparalleled destination for guests to discover the endless potential of cannabis. And the relationships built over the past two years help ensure Cannabis Connection has the best prices for consumers in any product category.

"I'm always working with our vendors to keep the price down," Keenan says.

Cannabis Connection keeps its menu fresh with new brands and products and offers an ever-changing array of special deals so customers can always try something new if they want.

"Every week it's something different," he says.

The store's wide-open sales floor and clean, modern lines allow customers to browse the products at their own pace, while digital menus for each category display the variety of flavors and brands. Customers who know exactly what they want can head straight to the sales counter to pick up an online order or make a quick purchase with little interference.

But when asked what separates Cannabis Connection from its competitors, Keenan doesn't hesitate.

"It really is the team we've put together here," he says. "Everyone is so welcoming and knowledgeable."

The friendly sales associates receive constant training to ensure that they are up-to-date on the store's variety of products to accurately describe the effects and benefits of each. Keenan says he is always thrilled to read online reviews of the shop that praise staff.

A lawyer by trade, Keenan had experience setting up non-profits and got involved in the cannabis industry when several operators came to him for assistance when regulations initially required medical licensees to be non-profit corporations. After guiding a few other companies



through the complex application process for medical licenses, Keenan decided he wanted to be involved and when Massachusetts finalized its adult-use regulations, he partnered with a couple colleagues and formed the company in 2018. They filed for a retail license in early 2019 and after an 18-month review process, Cannabis Connection opened its doors to customers in June of 2020. This year, he hopes to expand to other parts of the state and open a second and possibly third location.

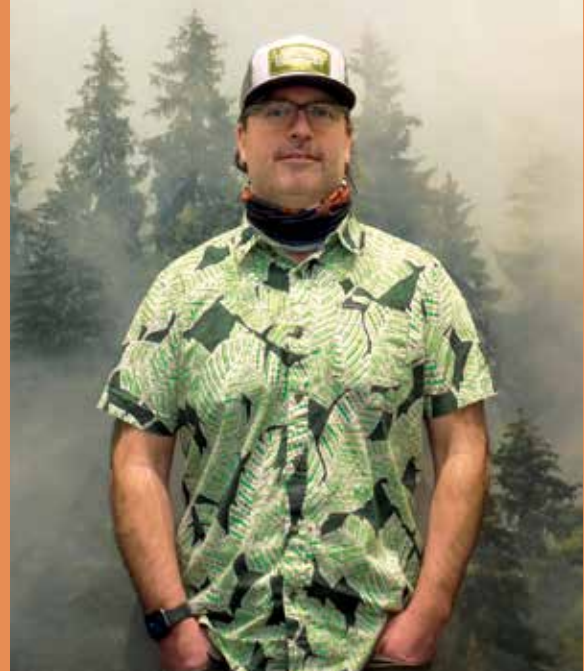
The combination of product variety and amazing employees immediately resonated with the local community and in less than a year of being open, Cannabis Connection made an appearance as a finalist in the Valley Advocate's "Best of the Valley 2021 Readers Poll" for Best Retail Cannabis Dispensary.

And as proud as he is of those accolades, Keenan has higher aspirations in mind.

"We want Cannabis Connection to set the standard of the *right* way for a cannabis business to operate," he says. "Offering the widest variety of products at the best prices is important, but taking the time with every customer to make sure they leave the store with the right product is what really sets us apart."



**Cannabis
Connection**
OF WESTFIELD





"YOUR MIND SHINES BRIGHTEST
WHEN YOU ENLIGHTEN OTHERS;
YOUR HEART, WHEN YOU ENCOURAGE
OTHERS; YOUR SOUL, WHEN YOU
ELEVATE OTHERS; AND YOUR LIFE,
WHEN YOU EMPOWER OTHERS."

— MATSHONA DHLIWAYO

ELEVATE Northeast

ELEVATE Northeast Events and Education, Inc. is a Massachusetts-based, women-founded 501(c)3 nonprofit organization that exists for the good of the cannabis industry. Created in 2017 to support the Northeast United States' growing cannabis industry and corresponding need for inclusive workforce and community education, advocacy and networking, ELEVATE produces a variety of exceptional events and experiences that connect attendees to opportunity and elevate the perception of what cannabis professionals are and can do.

And because cannabis businesses cannot succeed without inclusion of diverse perspectives, an educated community and informed customers, ELEVATE's three-fold mission is to:

- Educate the public to better understand the cannabis plant
- Empower underrepresented populations to work and lead in the cannabis industry
- Encourage businesses to be socially responsible employers that make a positive impact in their communities

ELEVATE fulfills its mission by engaging businesses and individuals to support and maintain a compliant and inclusive industry through education, corporate social responsibility and restorative justice practices. The award-winning nonprofit is also known for fearlessly breaking down doors between established industries and cannabis by proactively engaging diverse perspectives from traditional media, regulators and elected officials and including them in ELEVATE's events and educational programs.

Rooted in advocacy — for good

Founded by longtime activists Beth Waterfall, TaShonda Vincent-Lee and Cara Crabb-Burnham, ELEVATE Northeast has grown to include an executive leadership team, board of directors and staff composed of cannabis educators, social justice and drug policy reform advocates, healers, finance and legal advisors, cannabis patients and entrepreneurs with a shared passion for creating opportunity and breaking stigma against the cannabis plant and those who consume and work with it.



ELEVATE also partners with other nonprofit and community organizations providing resources and information to communities disproportionately harmed by the War on Drugs, as well as social equity and economic empowerment program participants.

Workforce development focus

The team at ELEVATE Northeast believes that breaking stigma, empowering communities and transforming careers can all be achieved through education and living examples of positive participation and community impact. In 2020, ELEVATE teamed up with Holyoke Community College of Massachusetts to offer a variety of core and career track education programs for students of all backgrounds to develop and build upon a foundation of knowledge about the cannabis plant and its colorful history of prohibition and healing. Additionally, since the beginning of the COVID-19 pandemic, ELEVATE hosted more than 20 educational programs and partnered with other organizations on several more events, never skipping a beat in delivering quality, accessible cannabis education.

Get elevated #forthegoodofthecannabisindustry

ELEVATE Northeast membership is more than just a business deal that's "good for marketing." It's a promise to your community, customers, employees and regulators that you care about elevating others as your business grows. ELEVATE welcomes businesses and individuals who share a commitment to the collective good of the cannabis industry to join as members. Visit elevatene.org/membership to learn more about pricing options and perks and to join today!

Cannabis businesses and others can also help make workforce development trainings and other education programs more accessible to students facing financial barriers by donating to the ELEVATE Northeast 2021 Educational Scholarship Fund. With a waiting list of more than 30 students who need scholarships, ELEVATE welcomes donations in any amount at elevatene.org/elevate-northeast-scholarship-fund.

Learn more about ELEVATE Northeast and its educational events and programs at elevatene.org.



CannAssist

With 6.8 million residents, Massachusetts is an untapped market, and there is perhaps no one more prepared to help operators capitalize on its potential than the team at CannAssist Consulting Group.

“We can save you millions of dollars in design, construction, and regulatory mistakes,” says owner and co-founder David Noble. “There’s a lot of people out there looking to take advantage of new cannabis entrepreneurs, and it’s impossible to know who to trust. You need someone like us on board, who are pioneers in the Massachusetts market. That expertise is required, especially with these large-scale build-outs because operators are investing significant capital, and there’s just no room for error or delays.”

To date, Noble estimates that CannAssist has built out more than 250,000 square feet of canopy space for licensed cannabis operators along with more than seven licensed retail stores.

“People didn’t know how to build these correctly,” Noble says. “Building a cannabis cultivation, manufacturing or retail facility takes experience. It is not like building a commercial or residential building, it is a whole different process. Our architects, engineers and contractors learned

throughout the years that the cannabis industry was much different than their traditional projects. Therefore, our team can add a lot of value to a new cannabis project.

Cannassist Consulting is composed of experienced professionals that cover every aspect of cannabis business, including cultivation, security, compliance, retail, extraction, accounting, financing/lending, payroll/benefits, delivery and supply.

“We are a one stop shop. We can do your applications, help you out at the municipal level and get you through the local approval process. Our team can walk you through the step-by-step process of how to fund, design, and build your cannabis venture” Noble says. “We’ll help train your staff, and create your customized menu. We can get you financing, banks, and third-party leasing solutions.”

CannAssist does more than just help businesses launch; its supply arm, CannAssist Supply provides all cultivation supplies, consumables, and retail supplies. The company can deliver anything customers need for day-to-day operations, from processing equipment to soil and nutrients to packaging needs.



"We use our network of group purchasing to leverage our suppliers so we can get the best deals for our clients," says Ben Abrams, President of Cannassist Supply Group.

Noble co-founded CannAssist with Jon Napoli, who spent more than 26 years working to build the state's cannabis industry before there was a legal market. Napoli founded Boston's iconic hemp clothing store chain, Hempest, in 1995, where he not only sold hemp apparel but also advocated for legalization. In 2009, he opened Boston Gardener, a hydroponics shop where customers could discuss cannabis growing methods. In 2012, when Massachusetts legalized medical marijuana, Napoli hosted cannabis cultivation classes, which brought him a lot of media attention.

That media exposure caught the attention of several entrepreneurs looking to open their own cannabis businesses, and Napoli became the go-to guy for help

on license applications. He helped Noble open the state's second dispensary, the first in Massachusetts to operate like a West Coast dispensary, where people could walk in without appointments and purchase a variety of cannabis products.

With that success and more hopeful applicants seeking Napoli's help, he partnered with the dispensary's co-founders to form CannAssist, the state's premier cannabis consulting firm. Noble says the CannAssist team is now preparing to help the commonwealth enter its second phase of commercial cannabis as well as new operators where states are legalizing on the East Coast.

"The Massachusetts market is underserved. This is just the beginning for the green rush on the East Coast and we look forward to more consulting projects in the upcoming years," says Noble.

Cannassistconsulting.com | 857-301-0409
Ben@cannassistsupply.com



The High End

Everything they do at The High End is focused on the purity of the flower, and with very good reason: the co-founders began this journey when their daughter needed cannabis as medicine to treat her epilepsy.

"As parents of a now 11-year-old medical cannabis patient, the integrity of the flower is of utmost importance; this is our high end, and drives how we're building our company," says CEO Helen Gomez Andrews, who founded the business with her husband Chris Andrews in 2018.

With that in mind, the vertically integrated company is building an organic, living soil cultivation operation in a 60,000-square-foot production/processing facility, along with a nearly 12,000-square-foot retail space, both in historic, downtown Holyoke, Massachusetts.

Plans call for the store to be paired with a "turn-of-the-century-pharmacy-inspired coffee shop," designed as a warm, inviting venue for educational purposes, as well as a place for customers to buy hemp-derived CBD products and accessories, coffee, house-made botanical elixirs and some good munchies. The idea comes from Chris' experience in New York's hospitality industry.

"Coffee shops are where people go to share, learn, to chat and chill," he says, adding that he envisions farmers



being able to come and talk with customers about their products — which would be available next door. “An interactive experience for our customers, a place where they feel welcome while they wait.”

The couple were still living in Brooklyn, New York, at the time of their daughter’s diagnosis in 2015, Chris working in the restaurant scene and Helen in finance. They were some of the first people to receive caregiver licenses under the Empire State’s highly restrictive medical marijuana program, which Helen says was “terrible” at the time.

“It became very important to us to secure the cleanest cannabis possible. It really opened our eyes to what was lacking in the industry, from a patient-centric, consumer-focused perspective,” says Helen. It’s the reason The High End is committed to using living soil, which “produces the highest quality, healthiest, most balanced and complex plant, in our opinion.”

This core ethos of wellness and sustainability flows through their entire vertical, including clean extraction and an artisanal culinary program.

They also firmly believe that true sustainability can’t be achieved without social justice. The High End is the first company in Massachusetts cannabis to be certified as both

women-owned and minority-owned, and they hope to be a champion for social equity. For example, they are dedicated to finding ways to bring opportunities like equity crowdfunding to the attention of the Cannabis Control Commission, not just for their own ongoing capital raise, but to benefit industry peers as well. They also look forward to partnering with other founders and say they have several thousand square feet of unallocated space in their production facility to offer in support of social equity applicants and independent startups, like aspiring home delivery businesses.

“A rising tide lifts all ships,” Helen says. “We have an opportunity to build a foundation for our company that is based upon ethical, equitable and sustainable values and to have earned the distinction as the first WMBE cannabis company in Massachusetts is incredibly meaningful to us as a mission-driven enterprise. It’s our duty to pay it forward.”

It’s a busy year ahead for the company, as they are breaking ground on their cultivation facility, dispensary and coffee shop. After that, the couple has their sights set on expanding back into New York and its new adult-use program, always with the goal of bringing the purest possible cannabis to market.

“We can do better, and should do better,” Chris says.



Hempest

The East Coast has very few bastions of cannabis advocacy and education that are as prominent or as old as Boston's Hempest. The iconic, locally owned chain has two locations, and each sells a vastly different selection of products. The Northampton location is a modern, licensed dispensary that is packed wall-to-wall with the best cannabis products produced in the commonwealth. And in Boston, Hempest has been a fixture on Newbury Street, the city's most popular shopping district, selling hemp products and apparel since 1995.

From that humble Back Bay location, owner and founder Jon Napoli has educated countless tourists and Bostonians alike on the virtues of hemp and cannabis.

"Just getting people to think about it sometimes is the most important thing. You don't have to win the argument, you just have to get them to think about it," Napoli says. "That was my way of helping the cause: putting the actual products made from hemp in front of people's fac-

es to help demystify it. It's tough to argue against it when you're in a store full of products made from one plant."

Napoli says just by virtue of the store's name, which hangs at eye-level for the multitudes of passersby, and its outdoor displays and mannequins, it is already getting people to think a little more critically about hemp and cannabis. But when they enter the Newbury Street location, that's when shoppers are really amazed. Instead of the hippie clothing many people expect, they find on-trend apparel comparable to what they could find in major, modern clothing stores, except everything is made from hemp.

"We wanted to give it a new look to break the stereotypes and change people's reservations and whatever hang-ups they had about this plant," Napoli says. "This plant is not what you have been taught it is; it's something completely different. That's what we are going for."

While the Boston Hempest has been a stronghold for ad-



vocacy and education for 26 years, the chain's Northampton location is very much the fruits of those labors. When Napoli and his partners Mitch Rosenfield, Jon Sheeley and Steve Cox received their license to sell cannabis, the company leased the remaining space at the Northampton location they had been operating in since 2001.

"Converting The Hempest into a dispensary was just like adding a new product line to an existing business — we already carried all the hemp gear and all the CBD products. All that was missing was some THC," Napoli says. "We want to encourage people to take advantage of every part of this amazing plant."

When Napoli and his partners Mitch Rosenfield, Jon Sheeley and Steve Cox received their license to sell cannabis, the company leased the remaining space at the Northampton location they had been operating in since 2001. They renovated the interior of the building into a stylish, 21st-century cannabis dispensary, while keeping

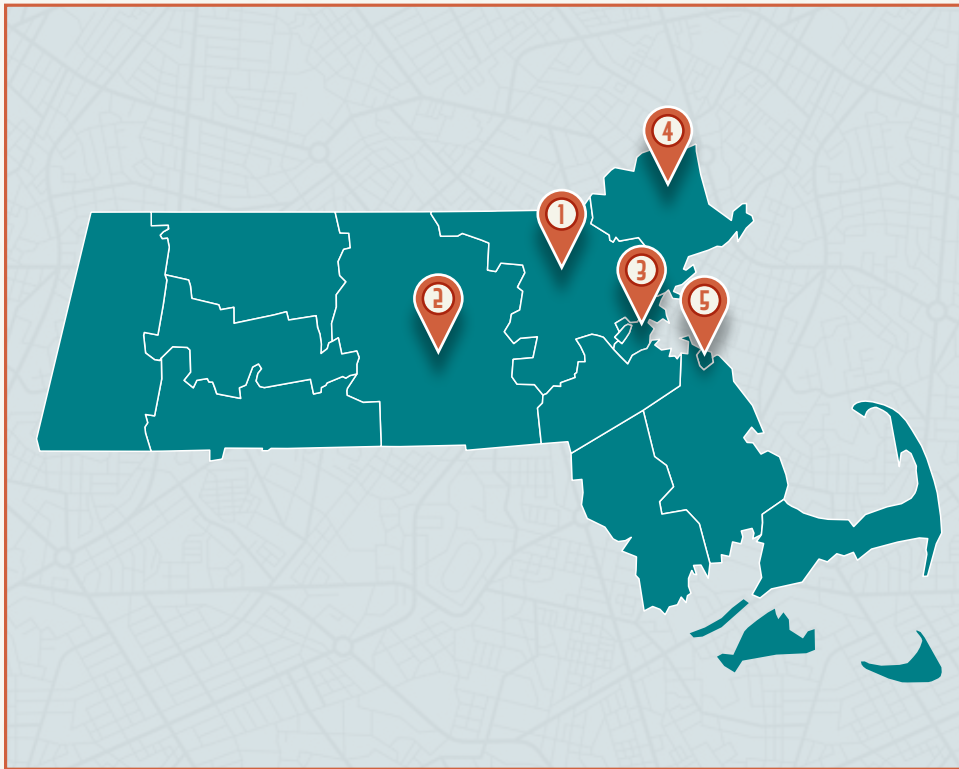
the distinctly New England, Georgian façade intact. The redesigned interior is a mixture of old and new elements; the digital menus, glass display cases and framed artwork contrast nicely against the dark hardwood floors and matching hardwood ceiling near the entryway, while the lime-green accent walls and embroidered metal walls provide an extra splash of color and style.

The Northampton Hempest, which began adult-use sales in February, carries more than 200 SKUs, including pre-rolls, vaporizers, concentrates, edibles, tinctures, topicals, an impressive selection of glass and approximately 40 different flower SKUs. While Napoli says sales for pre-rolls and cartridges are growing steadily, flower is still king among the growing number of consumers who stop by daily.

"Right now, we're seeing about 100 people per day," Napoli says. "But every month is better than the last."

Hempestdispensary.com

MASSACHUSETTS: AT A GLANCE



5 MOST POPULATED COUNTIES

1. Middlesex County

Population: 1,611,699
Largest City: Lowell

2. Worcester County

Population: 830,622
Largest City: Worcester

3. Suffolk County

Population: 803,907
Largest City: Boston

4. Essex County

Population: 789,034
Largest City: Lynn

5. Norfolk County

Population: 706,775
Largest City: Quincy

Population

6.9 MILLION
RANK: 15
Comparable to Arizona and Tennessee

Median Household Income

\$79,835
RANK: 5
Comparable to Hawaii and Connecticut

Geographic Area

10,554 SQUARE MILES
RANK: 44
Comparable to Hawaii and Vermont

DID YOU KNOW?

The Bay State's **DIVORCE RATE** of 2.2 divorces per 1,000 marriages is the lowest in the country.



BASKETBALL & VOLLEYBALL were both invented in Massachusetts.

The largest art theft in history occurred at the Isabella Stewart Gardner Museum in Boston in 1990 when thieves posing as Boston Police walked out with 12 paintings worth more than **\$100 MILLION.**



THE CHOCOLATE CHIP COOKIE

was invented at the Toll House Restaurant in Whitman by Ruth Graves Wakefield and her husband in 1930.

Massachusetts is home to the **NATION'S FIRST** public school, public secondary school, college, library and newspaper.





MASSACHUSETTS NUMBERS

14

Despite being only 394 square miles of land, Cape Cod in Barnstable County is home to 14 different lighthouses.



1,700

Salem became a hub for privateering during the Revolutionary War and an estimated 1,700 letters of marque were issued to privateers who captured or destroyed approximately 600 British ships.



387

At 387 years old, Boston Commons is the first and oldest public park in the United States.



2 million

In 1919, 2 million gallons of molten molasses burst from a storage tank, sending a massive wave of scolding syrup onto Boston streets, killing 21 and injuring more than 100.



145

The Flying Horses Carousel in Martha's Vineyard was built in 1876 and is still in operation today, making it the country's oldest operating platform carousel at 145 years old.



45

Lake Chaggogaggoggmanchaggaggogchaubunagungamaugg in Webster holds the distinction of being the longest name for a place in the United States. At 45 letters long (and 14 syllables), it means "English knifemen and Nipmuck Indians at the boundary or neutral fishing place," in the Loup dialect of the Algonquin language. For sheer simplicity, Webster Lake is the more common moniker.

