# Town of Norton *-* Request for Information

# Marijuana Retail Establishments

The Town of Norton (the “Town”) invites interested parties (“Respondents”) to submit an application in response to this Request for Information (“RFI”) for individuals/companies seeking to operate a Marijuana Retail Establishment in the Town. Under the Town’s Zoning Bylaw, there is a limit of two (2) adult use marijuana retail establishments permitted. Selected Respondent(s) may be invited to negotiate a Host Community Agreement with the Select Board (the “Board”) and move forward with the local permitting and licensing processes.

This is not a binding Request for Proposals (RFP), but an invitation for interested parties to submit a “Marijuana Retail Establishment Plan” to the Town. The Town will use the RFI submittals to gauge interest and determine suitability of Respondents. Following analysis of the RFI submittals, the Town reserves the right to enter into negotiations with Respondents to the RFI for a Host Community Agreement. Respondents interested in any available licenses issued by the Cannabis Control Commission should follow this process.

The RFI is available at <https://www.nortonma.org/bids>.

# Deadline for Responses

The Town is currently accepting responses for available Marijuana Retail licenses issued by the Cannabis Control Commission. The deadline for submission of the RFI is Monday, August 24, 2020.

# Overview of Application Process

The information provided will be evaluated by the Marijuana Retailer Subcommittee (“MRS”) comprised of the Economic Development Commission, the Director of Planning and Economic Development and the Town Manager. The Chief of Police, the Fire Chief and/or other Town department heads deemed necessary by the MRS may be asked to act in an advisory capacity to the MRS.

The Town reserves the right to reject any application it deems to be incomplete, however it may, at its discretion, request that the omitted information or further clarifications be provided by the Respondent.

Respondents may be asked to appear before the MRS to present their information in person and respond to questions.

Upon completion of the evaluation process the MRS will present its findings to the Select Board and make recommendations regarding which, if any, Respondent(s) should receive further consideration by the Board.

Further consideration by the Board may include, but is not limited to, negotiation of a Host Community Agreement with the recommended Respondent(s).

# Submission Requirements

Respondents shall submit 5 hardcopies and one electronic copy of RFI proposals in an envelope clearly marked “Marijuana Retail Establishment RFI”. Information regarding security and any other information considered proprietary shall be redacted. Submittals shall be delivered to:

Mr. Michael Yunits, Town Manager

[MYunits@nortonmaus.com](mailto:MYunits@nortonmaus.com)

Norton Town Hall

70 East Main Street,

Norton, MA 02766

Each RFI submission shall include the following information:

1. **Cover Letter -** Please submit a 1-page cover letter summarizing the Respondent’s proposal and indicating why the Respondent should be selected to operate as a Marijuana Retailer in the Town.

# Application of Intent -

* 1. Documentation that the entity applying for the Marijuana Retailer license with the CCC is an entity registered to do business in Massachusetts.
  2. Certificate of good standing issued within the previous 90 days from submission of RFI from the Corporations Division of the Secretary of the Commonwealth.
  3. A list of all Persons or Entities having Direct or Indirect Control of the Marijuana Retailer, as defined in 935 CMR 500.002.
  4. Documentation detailing the amounts and sources of capital resources available to the Respondent from any individual or entity that will be contributing capital resources for purposes of establishing or operating the Marijuana Retailer.
  5. Documentation of the proposed address(es) and / or parcel ID(s) for the Marijuana Retailer and evidence of property interest or site control in the form of clear title, an option to purchase, a legally enforceable agreement to give title, or documentation evidencing legal authorization to use the premises, such as a lease or option to lease.
  6. Evidence that the proposed location complies with applicable buffer zones and zoning requirements as set forth in the Town’s Zoning Bylaw Article XXI which includes the Marijuana Overlay District.

# Management and Operations Profile -

* 1. Business plan to include sales revenue forecasting and market analysis.
  2. Timeline for achieving operation of the Marijuana Retail Establishment.
  3. Detailed operating policies and procedures from the Marijuana Retailer, including, but not limited to, the following (to the extent applicable to the proposed operations):
     1. Security
     2. Personnel policies
     3. Prevent access of marijuana to minors or the illicit market
     4. Marijuana storage
     5. Transportation and onsite deliveries both to and from the Marijuana Retailer
     6. Delivery to customers
     7. Parking
     8. Queuing of customers
     9. Record keeping and maintenance of financial records
  4. Qualifications of all Close Associates with managerial or operational control.
  5. Disclosure of planned or existing ownership interest of any Person Having Direct or Indirect Control of the proposed Marijuana Retailer in any other licensed Marijuana Establishment within the Commonwealth or elsewhere (license pending or otherwise approved).
  6. If applicable, disclosure and full details of any other type of Marijuana Establishment proposed to be co-located at the same site.
  7. If applicable, disclosure and full details of any plans to expand operations of other types of Marijuana Establishments in the Town at a future date.
  8. Training plans for employees.

# Plan for Positive Community Impacts -

* 1. Proposed hours of operation.
  2. Proposal for ensuring the protection of public health.
  3. Proposal for community outreach.
  4. Proposal for full and part-time employment and anticipated benefits packages for employees.
  5. A proposal demonstrating municipal benefits the Marijuana Retailer will provide to the Town, financial or otherwise.
  6. Diversity plan to promote equity among minorities, women, veterans, people with disabilities, people of all gender identities and sexual orientation.
  7. Plan for environmental sustainability in sourcing of retail products and within the overall operation of the Marijuana Retailer.
  8. Status as Economic Empowerment or Social Equity Applicant.

# Application Review

Following the submission of the RFI, the MRS may conduct a preliminary screening of Respondents’ applications to determine each Respondents’ general compliance with the submission requirements and the review criteria outlined in Addendum A. The MRS may employ this preliminary screening process as a means to cull applicants deemed less qualified or presenting less than favorable applications.

Following the preliminary screening, applications will be subject to a detailed review by the MRS for the purposes of making a recommendation to the Board. The MRS may invite Respondents to meet with it as part of the review process. The MRS may, in its discretion, assign rankings and weights to the review criteria in Addendum A to determine which Respondents have met the necessary criteria and presented proposals deemed to be in the best interest of the Town. Respondents meeting those qualifications will be recommended to the Board for negotiation of a Host Community Agreement.

The Town does not discriminate on the basis of race, sex, age, color, national origin, religion, genetic identity, disability, gender identity or expression, marital or parental status, sexual orientation, transgender status, veteran status, or any other protected status.

# Selection Process

Respondents deemed qualified by the MRS and recommended to the Select Board may be invited to enter into negotiations with the Board, which may include, but is not limited to, negotiation of a Host Community Agreement.

To augment the information provided in the submittal, additional information, interviews and/or presentations may be required by the MRS and / or the Board.

The Board reserves the right to reject any and all applications deemed not to be in the Town’s best interest, regardless of the recommendation of the MRS. Neither the Town, its Board, employees or any of its agents, attorneys, consultants or officials will be liable for any costs incurred by the Respondent for preparation of their response to this RFI or their participation in subsequent interviews or presentations.

# Compliance with RFI Requirements

Respondents providing submissions to this RFI are expected to follow its requirements. Failure to comply with the requirements of any portion of this RFI may result in disqualification from the review process.

# Ownership of Documents

Any material submitted by Respondents shall become the property of the Town.

# Public Record

Any personal or financial identifiers (e.g. SSNs, bank account numbers, etc.) contained in submittal documents shall be redacted by the Respondent prior to submittal.

All information contained in submittals and not redacted as above may be open for public inspection.

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# ADDENDUM A - REVIEW CRITERIA

The MRS shall review responses to the Marijuana Retail Establishment RFI in accordance with the following review criteria to make recommendations to the Select Board with respect to the Respondent(s) it considers to have submitted proposals deemed to be in the best interest of the Town. The MRS may, in its discretion, develop and implement a numeric or other ranking system for Respondents, assign weight to the various review criteria; and expand upon the general review categories listed below by breaking down general categories into subparts:

* Respondent demonstrates knowledge and understanding of licensing procedures.
* Respondents’ management and operations team demonstrates prior experience in commercial cannabis ventures or other relevant experience in relevant fields.
* Respondent has presented high quality and well-formulated management and operations plans.
* Respondent has presented high quality security plans.
* Respondent has established a comprehensive plan to prevent diversion of marijuana to minors and/or the illegal market.
* The Respondent’s proposal demonstrates market and financial feasibility.
* The Respondent has an acceptable development timeline and ability to bring the proposed Marijuana Retailer to timely commencement.
* The Respondent has proposed a location appropriate for the proposed use given the scale and nature of the use, including but not limited to potential impacts on parking and traffic and queuing of customers.
* The Respondent has made financial commitments and other proposals for positive community impact.
* The Respondent’s proposal fits within the Town’s goals for geographic diversity in the locations.
* The Respondent has addressed the potential detrimental municipal impacts and proposed acceptable mitigation measures.
* The Respondent’s proposal integrates into the overall goals of the Town of Norton.

In the event of a ranking tie between Respondents, the MRS may consider the following additional criteria:

* Respondents qualification as Economic Empowerment/Social Equity Applicants.