



RED CARDINAL at MECHANICS HALL

RC Retail Princeton LLC ~ A Red Cardinal Company

COMMUNITY OUTREACH MEETING

September 10, 2020

Red Cardinal's Mission in Princeton

1. To develop and operate a premier adult-use marijuana retail dispensary.
2. To restore and preserve the historic Greek Revival style of Mechanics Hall.
3. To enhance community life and well being in Princeton through:
 - Economic Development
 - Engagement with local civic, business and philanthropic organizations.
 - Hiring local employees, vendors and contractors.



Team Representatives



Salvatore (Sam) R. Carabetta - Principal and CEO

Founder and Senior Executive

- 40-year career in residential real estate development, finance, construction, and asset management
- Created thousands of temporary and permanent jobs
- Disbursed millions of dollars to public coffers and private charities
- Reputation as a good neighbor and contributor in all communities in which he has done business
- Proven ability to plan, organize, execute and sustain complex business operations

Salvatore Carabetta Jr. - Operations Manager

- Eight years experience in commercial and residential real estate acquisition and development
- Leader of commercial and residential real estate marketing initiatives
- Certified Financial and Occupancy Specialist from the National Center for Housing Management
- Extensive work in the retail and hospitality industries specializing in client based positive experiences
- Master's Degree in Business Administration from Lynn University

Team Representatives



Jeff Roblyer - Director of Operations and Construction

- 32 years experience conceptualizing, managing, and executing development projects
- \$1.4 billion of completed projects including retail, residential, office, maritime, and civil infrastructure
- Reputation as a valued collaborator by government and municipal officials and by community groups
- Served as licensed building contractor in Connecticut, Florida, Massachusetts and Michigan
- United States Marine Corps veteran
- Master's Degree in Organizational Management from the University of Phoenix

The Honorable Stan Rosenberg - Community Liaison

- Lifelong Massachusetts resident who has devoted his life to public service
- Over 30 years in elected office as a Massachusetts State Representative, State Senator and Senate President
- Oversaw a \$10 million budget and a staff of 70 as Massachusetts Senate President
- Founder of the Massachusetts Legislature's Foster Kid Caucus
- Former Community Organizer for the Arts for UMass Amherst, Division of Continuing Education



Why Princeton?



- **Princeton is a welcoming, business friendly community.**
- **Princeton seeks to save the treasured Mechanics Hall without burdening local taxpayers.**
- **Princeton voters approved the legalization of adult use cannabis in Massachusetts.**
- **Princeton seeks additional tax revenue from new sources.**
- **Princeton values community partnerships that will endure.**



Benefits to Princeton



- The renovation of Mechanics Hall without burdening local taxpayers.
- Red Cardinal's operation will provide funding to the Town:
 - A Host Community Agreement, which directs a percentage of gross sales to the Town each year.
 - Local option sales tax on products sold.
 - Increased property taxes.
- Red Cardinal will employ 15 to 20 people, full time.

Business Plan Summary

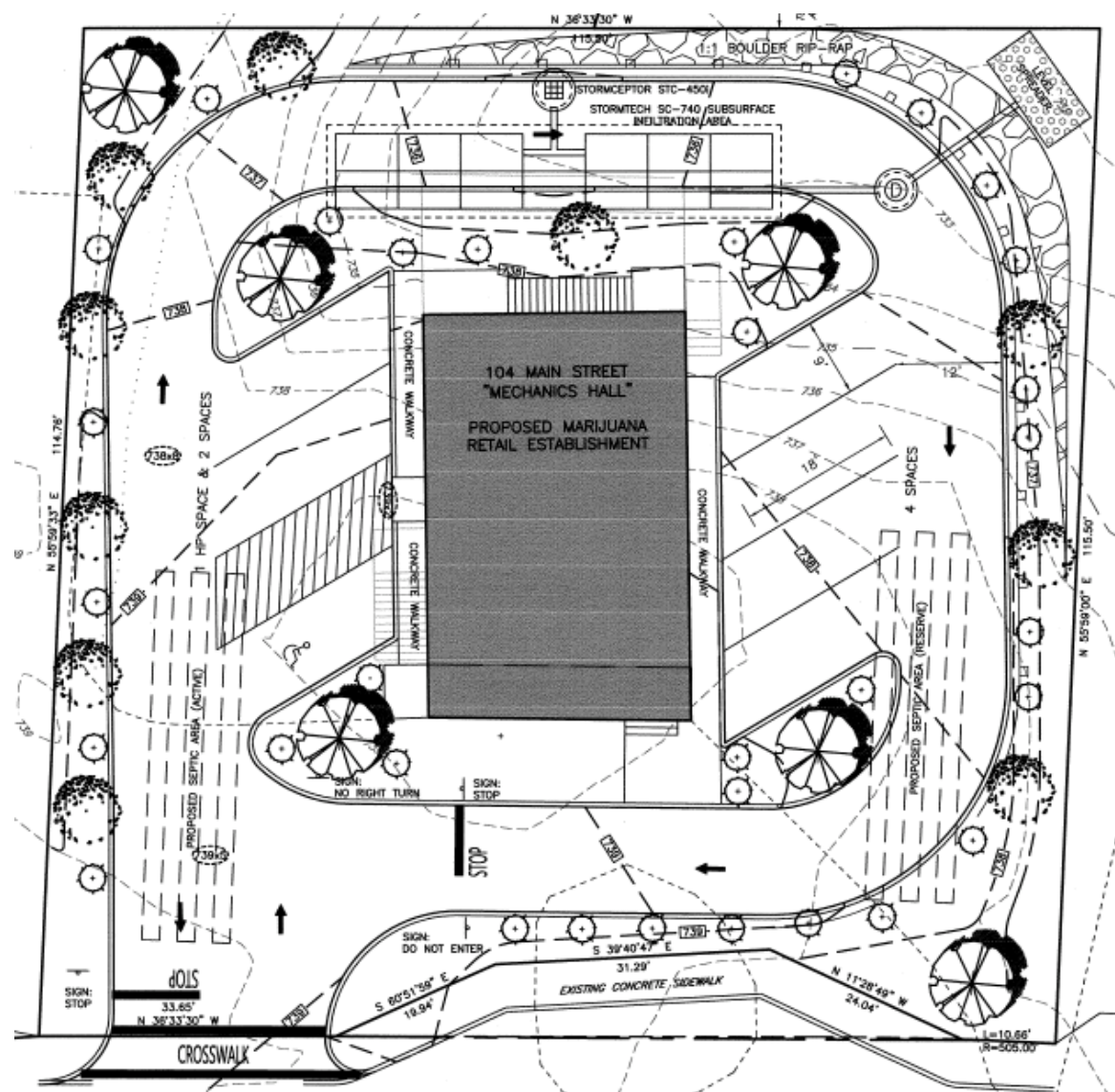


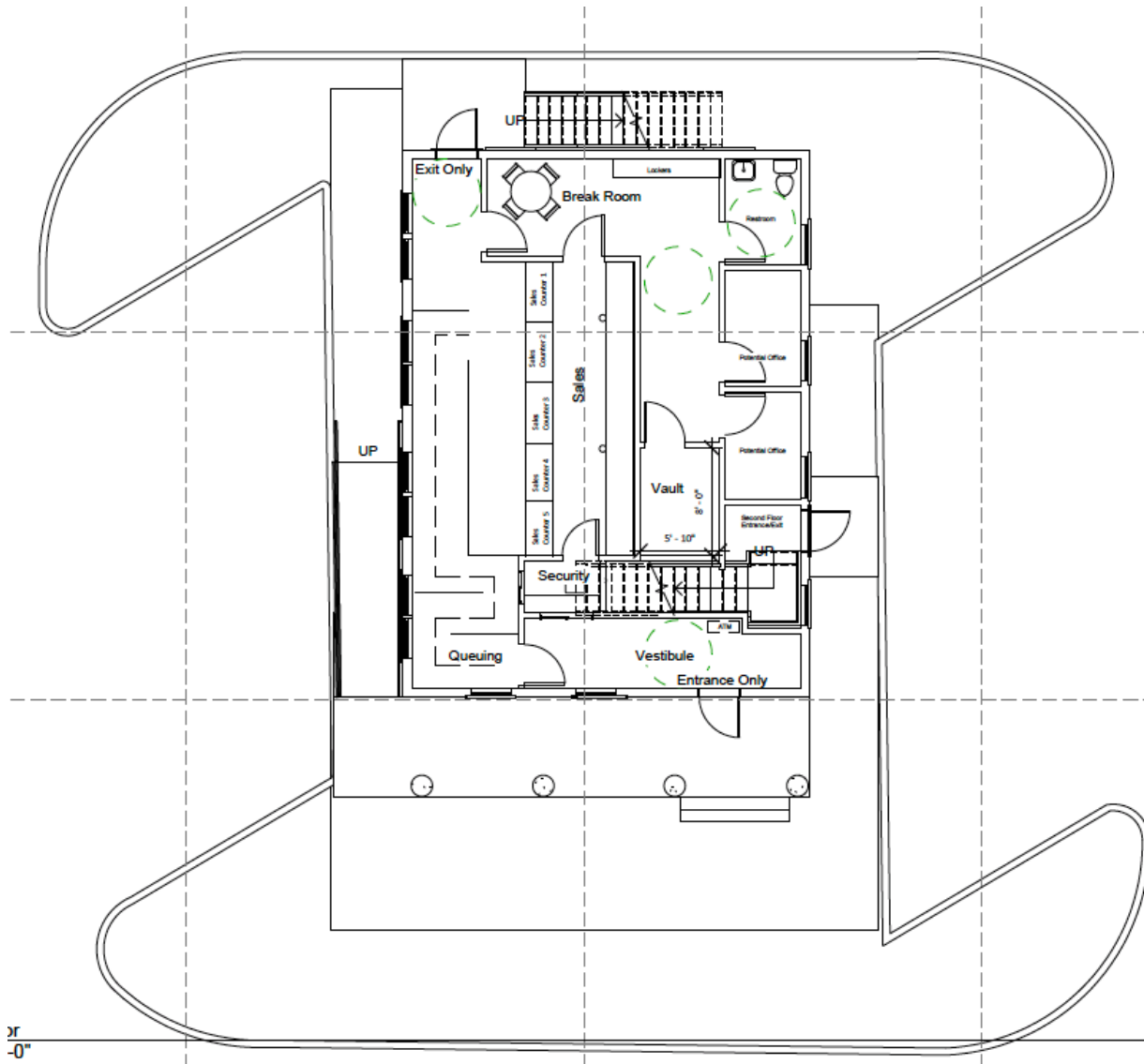
1. Enter into the Host Community Agreement to operate a Retail Marijuana Establishment.
2. Conduct continued community engagement for feedback on Red Cardinal's plans and operations.
3. Finalize the building and site plans; renovate the property using local contractors and vendors.
4. Advertise employment opportunities in local media.
5. Conduct one or more local job fairs in order for candidates to learn about available positions.
6. Hire and train 15 to 20 full-time employees with preference given to Town residents and those disproportionately affected by enforcement of marijuana policies.
7. Coordinate with the Princeton Police Department for traffic control, as needed.

Business Plan Summary (cont.)



8. Provide an exemplary experience for customers including:
 - Superior product quality and variety.
 - A simple and easy purchasing process.
 - Convenient vehicle access with adequate parking.
9. Maintain Mechanics Hall and its property in pristine condition.
10. Engage and support community organizations by:
 - Volunteering employee time.
 - Making monetary contributions.
 - Assisting in other ways identified as beneficial by the organizations.
11. Ensure that Red Cardinal at Mechanics Hall is a source of pride to the Town of Princeton.





2r
-0"

Security Plan Summary

1. Randomized routes and times for product delivery and pickups.
2. 24/7 video surveillance, both interior and exterior.
3. Additional security equipment to include:
 - Interior panic alarms.
 - Parking lot lighting.
 - Perimeter alarms.
 - Alarm failure notification system.
4. Secure entry and exit vestibules.
5. Periodic meetings with the Princeton Police Department to review any operational issues, as well as to assist in investigations.
6. Immediate reporting of any suspicious activities to the Princeton Police Department.



Security Plan Summary (cont.)

7. Trained security agents on duty at all times during business hours.
8. Employees trained in diversion prevention, purchase limitations and security protocols.
9. Interior limited access areas for employees and Red Cardinal agents only.
10. Interior vault for the storage of marijuana products.
11. Inventory control using the state mandated METRC system.
12. Marijuana waste products will be stored in the vault until picked up by Red Cardinal agents.
 - Waste will be transported off-site and disposed of according to all applicable regulations.
 - No marijuana waste will be stored outside of the dispensary.

Preventing Diversion



1. Any employee found to have illegally diverted product will be terminated immediately and reported to law enforcement.
2. Any customer found to have illegally diverted product will be banned from the Red Cardinal facility and reported to law enforcement.
3. Customers will be strictly required to demonstrate that they are age 21 or older.
4. Red Cardinal will not engage in any marketing initiatives that are designed to appeal to minors.
5. All visitors to the Red Cardinal website will be asked to confirm that they are over the age of 21.
6. Customers will have access to educational materials demonstrating safe manners to store, transport, and consume their products, reducing the risk of unintended diversion after sale.

Preventing Nuisance



1. Parking.

- The proposed development includes one accessible and six regular parking spaces.
- Hayes Engineering determined that the parking spaces can accommodate 28 vehicles per hour.
- Red Cardinal may explore parking agreements with abutting parcels.
- Red Cardinal will bear the cost of any traffic or parking control measures needed.

2. Traffic. Hayes Engineering determined that customer traffic generated by Red Cardinal at Mechanics Hall will have an insignificant impact on traffic traveling in both directions on Route 140.

3. Odor. There will be no marijuana odors emanating from Mechanics Hall or the property.

- All products will be delivered pre-packaged.
- All waste products will be returned in their original packaging.
- No packaging or repackaging will occur at the site.



Questions?

Community members seeking to have a socially-distanced in person meeting with a Red Cardinal team member are encouraged to make an appointment for open office hours.

September 14, 2020
2:00-4:00 PM, 6:00-8:00 PM

September 16, 2020
10:00 AM - 12:00 PM

All office hours will be held at the Town Hall Annex located at 6 Town Hall Drive behind Bagg Hall. Please email rebecca@vicentesederberg.com to make an appointment. Red Cardinal will also accommodate telephone meetings or meetings during alternate times if desired.



Disclaimer

This presentation is the property of RC Retail Princeton LLC. Any unauthorized copying, alteration, distribution, transmission, performance, display or use of this material is prohibited.

The information presented in this presentation is subject to change based on continued collaboration with the Town of Princeton.