

Applicant License Type (choose one): *

- Retail Dispensary
- On-site Consumption Site
- Retail Dispensary & Limited Retail Consumption Facility
- Microbusiness
- Other: _____

Business Entity Name (please include DBA if applicable): *

The Doe Store LLC, DBA Union Square Travel Agency: A Cannabis Store

Principle owner's name, home address, and phone number: *

Arana Hankin-Biggers, _____

Proposed location of Licensee (physical location w/ cross streets) *

835 Broadway, corner of 13th Street & Broadway

What is you expected opening date: *

MM DD YYYY

/ /

[Social & Economic Equity Applicant Definitions](#) *

Applicant Priority (check all that apply):

- CAURD Individual/Business
- CAURD Organization/Nonprofit
- Service-Disabled Veteran
- Minority Owned Business
- Women Owned Business
- Communities disproportionately impacted
- Other: _____

Please list all individuals and entities with a primary or principal financial interest in this business: *


The Doe Fund, Paul Yau, Arana Hankin-Biggers, Adam Semler, Alex Friedman

Name of Representative completing this questionnaire: *

Arana Hankin-Biggers


Name of the party providing authorization for Representative and that party's relationship to the Applicant: *

Arana Hankin-Biggers, President

Name of principal representative who will present to the Board on behalf of the business, and their relationship to applicant/licensee 

Arana Hankin-Biggers, President

Name and Contact of Applicant's Legal Representative/Agent for Service of Process: *

Justin Singer, 

Your relationship to the applicant/conditional licensee: *

Applicant/Licensee (Self)

Attorney


NYC SBS

Other: _____

Entity/Sole Proprietor Mailing Address: *

835 Broadway, New York, NY 10003

Property Owner Information: Name, Phone Number, Business Address & Email Address: *

Premier Equities, 1151 Broadway, Ste. 2S, New York, NY 10001, 



Full term of lease and cost: *

XXXXXXXXXX

Please list the addresses of all exits and entrances your business will utilize: *

835 Broadway & a new delivery entrance on the western most corner of the retail space. 62 East 13th Street will be used for outgoing delivery orders.

What is the anticipated increase in sidewalk traffic? How will you manage the sidewalk, crowd control, vehicular traffic? Will you use utilize stanchions and ropes? *

We do not anticipate any additional sidewalk traffic because we are constructing a secure vestibule just inside the front door that will be able to queue close to 15 people. We will have stanchions on hand if the line needs to continue along the length of the building outside (and only in front of our leased space), around the corner along 13th Street. To date the average customer transaction time has been 3-5 minutes in our pop-up space, so we do not expect to have any queueing outside of the building. To ensure operational efficiencies we will also be adding 3 additional POS stations, 2 more self serve kiosks, and close to 5 additional budtenders on the floor who will be able to effectuate transactions.

Please describe how you plan to manage your dispensary in relation to its impact on the neighborhood in terms of staff size, possible second hand smoke, pedestrian and patron noise or loitering during the hours of operation? *

Our operational efficiencies ensures minimal impact in the community. We do not have customers queueing outside of the dispensary typically. Our management and security teams have been stewards in the neighborhood, and incredibly responsive to quality of life issues. We have successfully been able to discourage customers from loitering and smoking outside. We also have gone above and beyond by requesting support from adjacent businesses and employees with reducing their noise in the area, and altering our construction foot print to prevent homeless from defecating and urinating in front of the property. Additionally, we have hired a local super to maintain clean and clear sidewalks around the length of the entire building. We have adequate staff to handle all expected and unexpected operational needs. To date we have hired over 50 budtenders.

[ADA Compliance Guides for Small Business Owners](#) *

Is your business ADA compliant? If not, what is your plan to bring it into compliance?

Yes, our business is ADA compliant.

Will you close for private events? How many times per year? *

We do not intend to close for private events

Please, briefly, describe your security plan: *

We intend to have 3 security guards on staff at all times when we are open. The guards will also arrive an hour before and stay at least an hour after we close. We will be installing close to 40 cameras, 20 motion detectors, and 20 panic buttons, that will be monitored 24 hours a day, 7 days a week by DGA.

Please provide a brief description of the types of products/services (to be) provided at the physical location: *

We will be selling cannabis, hemp and accessories at the dispensary.

If this dispensary includes a Limited Retail Consumption Facility, please describe how it will be managed. What is the capacity? What environmental monitoring and ventilation measures will be taken to protect shoppers and staff from second hand smoke and other potential hazards? If not, please write n/a. *

No

Will the dispensary offer delivery? *

Yes

No

Maybe

Other: _____

If the dispensary offers delivery, briefly describe your delivery structure. How will you prevent delivery staff/messengers from congregating in front of the store or parking/riding bikes on the sidewalk? *

Our delivery method is a wheel and spoke model so that there will be one mid-sized van that will be fulfilling orders and passing orders off to cyclists in adjacent neighborhoods. The delivery managers will be the only ones that enter the dispensary. Therefore, we will not have delivery staff/ messengers congregating outside the dispensary.

Will you be making any changes to the building facade? If yes, please describe the changes: *

The landlord has already made upgrades to the facade on our behalf.

Do you use/plan to use any outdoor space? *

- Backyard
- Terrace
- Roof
- This business will not utilize outdoor space
- Other: _____

If applicable, please describe your usage of outdoor space:

What are your proposed Hours of Operation (each day of the week)? *

We will be maintaining the same hours - Sunday - Thursday: 9am - 11pm, Friday & Saturday: 9am - 12am

Have you installed soundproofing? Will any amplified sounds from computers, monitors, televisions or speakers at "background" volume at all times, and inaudible to neighboring residents and businesses at all times? *

Yes

No

Other:

We are installing extensive drywall, a drop ceiling, and sufficient insulation to ensure that noise in the retail space does not carry. The only amplified sound we will have in the space is music at a low volume.

Please describe your community outreach efforts and include the names of community groups, neighboring businesses, nearby schools, harm-reduction facilities, parks, playgrounds - and any other stakeholders you've contacted: *

We have been in constant contact with the residents who live above. We have also had ongoing communication with the Community Affairs and Risk Units at the 6th Police Precinct. We have also met with the Union Square Partnership to see how we can support their efforts. And we have an open line of communication with local businesses such as the Strand Bookstore, Pure Barre, and Everything's Jake. We are also in contact with our local City Councilmember Carlina Rivera and are forging relationships with all of our State elected representatives as well.

If your business is located in, or congruent with a residential building(s), or please describe your outreach efforts to residents: *

We met with condo board officers and residents who live above us prior to our opening. We gave them a tour of our space and introduced them to our leadership team. We have been incredibly responsive to their minor concerns, and have kept them in the loop of all changes. The residents are very happy with our performance and some have become frequent customers.

How will your business be of benefit to the surrounding community? *

We have certainly contributed to improving the quality of life on the block as described above and continue to be good stewards. Our VP of Retail is teaching a Continuing Education course at NYU on Dispensary Operations - essentially volunteering his time. We have partnered with the Cannabis Justice & Equity Initiative (CJEI) that was started by Terrance Coffie, a Doe Fund graduate and Adjunct Professor at NYU. CJEI will be training formerly incarcerated who are interested in working in the legal cannabis space, using a curriculum accredited by Cornell University. We will be hiring the graduates of this program. We are also working with Unloc to hire legacy operators who are committed to working in legal cannabis industry.

How will you advertise your business?

We have limited means to advertise our business given the stringent state regulations, but we use earned media, SEO, our website, IG page and other social media, as well as cross-marketing with local businesses.