



CB2 CLC Questionnaire

EndoMen Ilc. 55 Spring Street 10012
(between 6th & 7th Aves./Jones St. & Cornelia St.)

Hearing date: 11/8/23

Questions/Comments: <https://bit.ly/ask-clc>

Timestamp	11/4/2023 21:44:06
Email Address	[REDACTED]
NOTICES How many Notification to Municipality OCM-06009 (NTM) Forms have you submitted to CB2?	1
NYS APPLICATION TYPE	FULL license - with proof of control of premises
LEGAL BUSINESS NAME & PROPOSED PREMISES Please list the names of any and all corporate entities (i.e. LLC), and corresponding addresses for which you have submitted Municipal Notice form to CB2: (include DBA(s) if applicable)	EndoMen Ilc. 55 Spring Street New York, NY 10012
LICENSE TYPE SOUGHT:	Adult-Use Retail Dispensary
YOUR NAME: Name, email address & phone number of individual completing this questionnaire	Ronnie Almani [REDACTED]
REPRESENTATIVE: Name & Contact information of Applicant's Legal Representative/Agent for Service of Process (if different than above)	Simon Malinowski [REDACTED]
AUTHORIZATION: Name of the party providing authorization Representative and that party's relationship to the Applicant	
PRINCIPAL: Principle owner's name, home address, & phone number	Rotem Moyal [REDACTED] New York, NY Ronnie Almani [REDACTED] New York, NY

TRUE PARTIES OF INTEREST: Name of all individuals with financial interest in this business and percentage of ownership for each	Rotem Moyal 50% Ronnie Almani 50%
OPENING DATE: What is your projected opening date	May 2024
Social & Economic Equity Applicant Definitions APPLICANT CATEGORY (check all that apply):	Born and raised in New York, 1st generation
CAURD: If you participated in the Conditional Adult-Use Retail Dispensary program, please share your most recent status	N/A
PRESENTER: Name of principal representative who will present to CB2 on behalf of the business, and their relationship (i.e. applicant/self, attorney, consultant, lobbyist...) to applicant/licensee	Ronnie Almani (Applicant)
LANDLORD: Property Owner/Landlord Information: Name, Phone Number, Business Address & Email Address:	NORTHSIDE LOFTS LLC, Mayer Brunman [REDACTED]
PREMISES CONTROL: Please upload one of the documents listed below showing proof of the status of control over your proposed location: a) Fully Executed Lease b) Deed c) Binding Letter of Intent (LOI) d) Non-binding LOI	[REDACTED]
INGRESS & EGRESS: Please list the addresses of all exits and entrances your business will utilize:	Entrance and Exit is at 55 Spring Street New York, NY 10012
CB2 INTEREST: Does any individual, group or entity with financial or operational interest in your business have a connection to Community District 2?	Business Owner
PROXIMITY CHECK 1: Please list all: Retail Dispensaries within 1000 ft., Houses of Worship within 200 ft., and Schools/School Grounds within 500 ft. of your proposed premises. If none, write N/A	N/A
PROXIMITY CHECK 2: Are there any drug treatment facilities, harm reduction facilities, playgrounds or parks within 1000 ft. of the proposed cannabis business location? If yes, please list:	N/A
SIDEWALK STEWARDSHIP: What is the anticipated increase in sidewalk traffic? How will you manage the sidewalk, crowd control, vehicular traffic? Will you utilize stanchions and ropes?	Although the first round of dispensaries opening in a newly legalized state can garner much press and an initial swell of traffic, we do not anticipate a noticeable increase in pedestrian or vehicular traffic by the time we are operational. To further mitigate the possibility of crowds, we will have a soft

	<p>opening for our loyal customers, neighborhood supporters, friends and family. After week two of opening, we will ramp up marketing efforts and monitor traffic. If the need arises for stanchions, although we can provide them, our goal is to maintain our current neighborhood character. We will incentivize customers to return during off-peak hours with for example, free merchandise for off-peak customers. Additionally, we will be in continual contact with residents and adjacent business owners to monitor their assessment of traffic. We are confident that increased foot traffic to our store will benefit our commercial neighbors but not disrupt resident access to our building.</p>
<p>IMPACT: Please describe how you plan to handle patron noise, loitering and prevent smoking outside your establishment:</p>	<p>Being a good neighbor and representing a more sophisticated retail culture in line with our neighbors is part of our business model. To address potential concerns about patron noise, loitering, and smoking outside our establishment, we intend to implement several measures. We'll place clear signage at key areas, reminding patrons to be mindful of noise and discouraging loitering and outdoor smoking. We're committed to open communication and will host regular feedback sessions with the community to address any concerns or incidences where customers might be misrepresenting our company culture. Additionally, we'll run educational campaigns emphasizing respectful behavior and responsible consumption by providing educational and safe consumption materials with every purchase. Owners will provide adjacent businesses with personal cell numbers if the need arises for community members to report disturbances, ensuring prompt resolution.</p>
<p>STAFF: How many people will work at the address listed on your NTM form? Please list titles & positions</p>	<p>4 security personnel, 8 sales associates, 1 manager, 2 assistant managers, 1 CEO (General Management)</p>

<p>ADA Compliance Guides for Small Business Owners</p> <p>ADA COMPLIANCE: Is your business ADA compliant? If not, what is your plan to bring it into compliance?</p>	<p>Our location is on the ground floor and is compliant with ADA. In the event that our retail is selected by the State and CLC, we will seek to update any aspect of our facility with the most current ADA code.</p>
<p>EVENTS: Will you close for private events? How many times per year?</p>	<p>N/A We will not be doing events</p>
<p>SECURITY: Please describe your interior & exterior security plan:</p>	<p>We have written a comprehensive security plan compliant with state regulations detailing our process for securing our retail facility and cannabis product. Along with standard 24hr video surveillance, break glass sensors, panic alarms, motion sensors, and RFID access door locks, we will also have designated areas limited to specific personnel. To build a security culture among staff, each staff member will be trained in their role as well as trained as a store "security agent." Staff will learn protocols for checking IDs for counterfeit, robbery events, or natural and other disasters.</p>
<p>PRODUCT PRICE LIST Please provide a list of products/services, and associated prices, to be offered at the address listed on your NTM form:</p>	
<p>ON-SITE CONSUMPTION: If this Establishment includes or plans to include on-site consumption at any point, please describe how it will be managed. What is the capacity of the consumption area? 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.</p>	<p>N/A</p>
<p>DELIVERY: Will the dispensary offer delivery?</p>	<p>Yes</p>
<p>DELIVERY PLAN: 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?</p>	<p>We plan to offer non-electric bicycle delivery for customers with a 12-hour delivery time window (only during business hours) which will reduce potential congestion of delivery agents in the public way. Bicycle will be store in storage room at back of the retail store. Over a several hour period, delivery orders will be accumulated and then delivered in a single trip so as not to increase repeated trips to and from the store.</p>

PREMISES CATEGORY: What type of building is the proposed location? Please check all that apply.	PREDOMINANTLY RESIDENTIAL W/ COMMERCIAL
FACADE: Will you be making any changes to the building facade? If yes, please describe the changes:	No
Discover NYC Landmarks LANDMARK DISTRICT: Much of CB2 is a Historic District, and many of its buildings have landmark status. What is your proposed location's landmark designation?	Building is not a landmark
OUTDOOR SPACE: Whether or not your business will utilize outdoor space, does your proposed premises allow access to any?	No
OUTDOOR OPERATIONS: If applicable, please describe how your business will use outdoor space:	Will not be operating outdoor
HOURS OF OPERATION: What are your proposed Hours of Operation (each day of the week)?	10am-12am Sun-Wed, 10am-1am Thu-Sat (Depending on what is most compatible with our community)
SOUND ATTENUATION 1: Will any amplified sounds from computers, monitors, televisions or speakers be at "background" volume at all times, and inaudible to neighboring residents and businesses at all times?	No
<p>COMMUNITY ENGAGEMENT</p> <p>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:</p>	<p>We have reached out to our adjacent commercial neighbors, "Beyond the Pale" (pub next door) as well as Min and Mon (handbag store,) both of which were enthusiastic in their support of our endeavor to become a licensed cannabis retailer. We have shared our proposed license to residents as well. Kala Jerzy, 4th floor, has been an enthusiastic supporter and is helping to share the news with other residents. We have had no detractors to date, but the neighborhood is aware that our current look and feel will be maintained if we are given the opportunity to increase our retail offerings to adult-use cannabis products.</p>

<p>CO-TENANTS</p> <p>If your business is located in, or congruent with a residential building(s) or commercial business(es), please describe your outreach efforts to these neighbors:</p>	<p>(same as above) We have reached out to our adjacent commercial neighbors, "Beyond the Pale" (pub next door) as well as Min and Mon (handbag store,) both of which were enthusiastic in their support of our endeavor to become a licensed cannabis retailer. We have shared our proposed license to residents as well. Kala Jerzy, 4th floor, has been an enthusiastic supporter and is helping to share the news with other residents. We have had no detractors to date, but the neighborhood is aware that our current look and feel will be maintained if we are given the opportunity to increase our retail offerings to adult-use cannabis products.</p>
<p>PUBLIC BENEFIT</p> <p>How will your business be of benefit to the surrounding community?</p>	<p>Currently we operate a retail at this location and are committed to benefitting the surrounding community. Each year at Thanksgiving we provide a food tent on Lafayette Street and hand out meals to those in need. Through our congregation Shuva Israel on 58th, we support and volunteer in the weekly meal giveaway for 2000+ families & orphans. We are also in the store daily and know our customers. We look out for them, learn about their lives and families and strengthen our neighbors' and customers' local network of those who can provide a hand in a time of need. As a retail we also provide jobs, community security, and with a cannabis license, we will provide safe, compliant access to legal cannabis, chipping away at the unregulated market and providing tax benefits to the state.</p>
<p>ADVERTISING</p> <p>How will you advertise your business?</p>	<p>In an extremely limited regulatory market that does not allow printed, painted, or electric signage of any kind (without express permission,) our strongest advertising will be our loyal customers who will share our service with others. We intend to follow the strict state regulations which generally limit marketing on the standard digital platforms of WeedMaps and Leafly. Additionally, we will partner with other 21+ businesses such as with our neighbor "Beyond The Pale" to cross-market our offerings.</p>

<p>PREMISES CAPACITY/AUTHORIZED USE Please upload a Certificate of Occupancy &/or Letter of No Objection</p>	https://drive.google.com/open?id=1GHEn15cyVHcMrRIYZIYyaR3bpTWbTgmD
<p>INCORPORATION Please provide proof that you are authorized to conduct business in NYS (State Dept. Letter, Articles of Incorporation, EIN letter...)</p>	https://drive.google.com/open?id=1oH5UR-mcHyDBgHNBWYWyCJmhgxHHeJ1V
<p>CANNABIS SECTOR Does any individual, group or entity with financial or operational interest in this business have interest in or connection with any other cannabis business(es) anywhere in the world?</p>	<p>No</p>
<p>CANNABIS SECTOR Does any individual, group or entity with financial or operational interest in this business have any interest in or connection with another cannabis business under consideration by CB2 Manhattan?</p>	<p>Yes</p>
<p>OUT OF DISTRICT NOTICE Have you submitted NTM form(s) to a NYC Community Board other than CB2 Manhattan?</p>	<p>No</p>
<p>SMOKE SHOP Have you ever owned, operated or managed a shop selling cannabis, hemp, CBD, tobacco products, vapes, or ancillary paraphernalia for the purpose of smoking?</p>	<p>No</p>
<p>Please upload: The Site Plan/Floor Plan for your business:</p>	https://drive.google.com/open?id=157-hZWocMW8jDMipQL8gB97TpZag0l6Y
<p>Please upload photos of: Interior/Exterior Site & Design Renderings:</p>	<p> https://drive.google.com/open?id=1ZTopRIDm6ZnueV4v7cfwChp_zShhuP6B, https://drive.google.com/open?id=1GsJRDFnaUBgvf9a7_R62tHZrRHrY1W9, https://drive.google.com/open?id=1Gy3-3xNv263whq0U4m7DaigxoXydlw62 </p>
<p>Please upload: Your product menu & price list:</p>	https://drive.google.com/open?id=1KB1IODCHEETDtQpRWERzSvPS3tfnD9e
<p>Please upload: Letters of support and/or petitions:</p>	https://drive.google.com/open?id=14lh1u4eJgTNYKw-QfgTfxXkvp2qdlboK
<p>RSVP for 11/8/23 CB2 CLC Hearing Who will present this application before the CB2 Cannabis Licensing Committee on Wed. Nov. 8, 2023? Please list the names of all parties that will be</p>	<p>Ronnie Almani, Rotem Moyal</p>

in attendance.	
APPLICANT CATEGORY 2 Please review the ADULT-USE SOCIAL & ECONOMIC EQUITY APPLICANT OVERVIEW	
WITHDRAWAL Do you wish to, for any reason, withdraw your Notification to Municipality from consideration by CB2 Manhattan?	No
PREMISES SIZE How many floors of this premises will your business utilize? What is the square footage of each floor?	1000 SF, 1 Floor
SOUND ATTENUATION 2 Have you installed soundproofing?	We will install soundproofing