




CB2 CLC Questionnaire

**Jack Luber/Appleseed Farms Corp DBA Cousin Marys
22 Little West 12th, NYC, NY**

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

Timestamp	1/5/2024 11:55:09
Email Address	████████████████████
NOTICES How many Notification to Municipality OCM-06009 (NTM) Forms have you submitted to CB2?	1
NYS APPLICATION TYPE	CAURD Licensee - Licensed Conditional Adult-Use Dispensary
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)	Appleseed Farms Corp DBA Cousin Marys, 22 little west 12th, NYC, NY
LICENSE TYPE SOUGHT:	Adult-Use Retail Dispensary & Consumption Facility
YOUR NAME: Name, email address & phone number of individual completing this questionnaire	Eric Olsen
REPRESENTATIVE: Name & Contact information of Applicant's Legal Representative/Agent for Service of Process (if different than above)	Andrew Cooper
PRINCIPAL: Principle owner's name, home address, & phone number	Eric Olsen ██████████ montauk, NY ██████████
TRUE PARTIES OF INTEREST: Name of all individuals with financial interest in this business and percentage of ownership for each	Jack Luber 51%, Eric Olsen 49%
OPENING DATE: What is your projected opening date	April 2024
Social & Economic Equity Applicant Definitions APPLICANT CATEGORY (check all that apply):	CAURD qualifying applicant
CAURD 1: If you participated in the Conditional	CAURD Licensee

Adult-Use Retail Dispensary program, please share your most recent status	
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	Andrew Cooper
LANDLORD: Property Owner/Landlord Information: Name, Phone Number, Business Address & Email Address:	Steven Kassin
PREMISES CONTROL 1: Please upload any document(s) that show the status of your control over your proposed location:	
INGRESS & EGRESS: Please list the addresses of all exits and entrances at the address listed on your NTM form:	22 little west 12th, New York, NY 10014 and 63 Gansevoort St, New York, NY 10014
CB2 INTEREST: Does any individual, group or entity with financial or operational interest in your business have a connection to Community District 2?	Property: Owner/Management/Leasing/Realtor
SIDEWALK STEWARDSHIP: What is the anticipated increase in sidewalk traffic? How will you manage the sidewalk, crowd control, vehicular traffic? Will you use stanchions and ropes?	Minimal increase to sidewalk or vehicular traffic and external security guards and online queuing will maintain any and all sidewalk issues.
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, social/human service providers, shelters/transitional/congregate housing, harm reduction facilities, playgrounds or parks within 1000 ft. of the proposed cannabis business location? If yes, please list:	N/A
IMPACT: Please describe how you plan to handle patron noise, loitering and prevent smoking outside your establishment:	External security procedures include the management of keeping the sidewalk free and clear from any smokers or loitering individuals
STAFF: How many people will work at the address listed on your NTM form? Please list titles & positions	(15 employees) Manager, assistant manager, 3 product fulfillment, 7 cashiers, 3 security guards
ADA Compliance Guides for Small Business Owners ADA COMPLIANCE: Is your business ADA compliant? If not, what is your plan to bring it into compliance?	Business is fully compliant with ADA guidelines, elevators are accessible to all and public bathrooms are accessible to all.
EVENTS: Will you close for private events? How many times per year?	0

SECURITY: Please describe your interior & exterior security plan:	interior and exterior will be covered by 24 hour surveillance and a 24/7 security team monitoring company. Onsite security will include 3 guards at all entrance points and on the floor to keep customers and staff safe at all times.
PRODUCT PRICE LIST Please provide a list of products/services, and associated prices, to be offered at the address listed on your NTM form:	NONE SUBMITTED - SEE ATTACHED LETTER
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.	We plan to work with HVAC professional services to create a safe and legal consumption lounge space sometime in the first 6 months of 2024. We will also work with fire safety professional to ensure that we are meeting all safety guidelines. Capacity of the consumption lounge is 96 people. We are fortunate with our location in that our consumption lounge is underground and as a result does not create any noticeable external or street sounds.
DELIVERY: Will the dispensary offer delivery?	Yes
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?	Our full-time logistics dispatcher will be working on routing all of our employees and making sure that they are scheduled to return at subsequent and non-conflicting times of the day.
PREMISES CATEGORY: What type of building is the proposed location? Please check all that apply.	PREDOMINANTLY COMMERCIAL W/ 1-6 RESIDENTIAL UNITS
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?	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:	NA
HOURS OF OPERATION: What are your proposed Hours of Operation (each day of the week)?	Hours to follow (Monday through Wednesday and Sundays will be 12PM to 8PM) (Thursday through Saturday will be from 12:30PM to 12AM) 7 days a week but not going over the 70 hour restriction mandated by the state.
SOUND ATTENUATION 1: Will any amplified sounds from computers, monitors, televisions or speakers be at "background" volume, and inaudible to neighboring residents and businesses at all times?	Our background sound will be inaudible to neighboring residents and businesses at all time.

<p>COMMUNITY ENGAGEMENT Please describe your community outreach efforts and include the names of community groups, neighboring businesses, nearby schools, human service providers, parks, playgrounds - and any other stakeholders you've contacted:</p>	<p>We have introduced ourselves to several neighboring businesses and are currently attempting to connect with nearby residence buildings. We would be happy to connect with nearby school and community groups that CB2 directs us to. We want to be careful in our approach to these groups to demonstrate our professionalism and commitment to the community given the stigmatized nature of our industry.</p> <ul style="list-style-type: none"> - Aubi & Ramsa Ice cream - The standard grill - The standard highlines - Biergarten - Hectors Café - STK Steakhouse - Cappone Italian Sandwich Shop - Common Ground bar
<p>CO-TENANTS & NEIGHBORS 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>We are in talks with the landlord to set up meetings with the residence to inform them of our presence and our mission.</p>
<p>PUBLIC BENEFIT How will your business be of benefit to the surrounding community?</p>	<p>We believe our business will benefit the surrounding businesses and be a welcomed addition to the community. We believe that as more businesses move into the meatpacking district, this area will continue to see more tourism and will be happy with the professional space we are creating.</p>
<p>ADVERTISING How will you advertise your business?</p>	<p>We have retained an external marketing agency with the purpose of helping our online campaigns, website management, social media coverage, and outreach programs.</p>
<p>PREMISES CAPACITY/AUTHORIZED USE Please upload a Certificate of Occupancy &/or Letter of No Objection</p>	<p>https://drive.google.com/open?id=1FW_gOYDqUIPfc9p6GW_9JPAEYG8pNXC</p>
<p>INCORPORATION Please provide proof that you are authorized to conduct business in NYS (State Dept. Letter, Articles of Organization/Incorporation)</p>	<p>https://drive.google.com/open?id=1_P_Oa0pwapmYyAYi7Y5VcCBSMohP5H6T</p>
<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? If yes, please list the business name and address. If no, write N/A:</p>	<p>N/A</p>
<p>CANNABIS SECTOR</p>	<p>No</p>

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?	
OUT OF DISTRICT NOTICE Have you ever submitted NTM form(s) to a NYC Community Board other than CB2 Manhattan? If so, please list the Community Board number, proposed address and date submitted. If none, write N/A:	No
SMOKE SHOP Do you now or have you ever owned, operated, managed or been employed by a shop selling cannabis, hemp, CBD, tobacco products, vapes, or ancillary paraphernalia for the purpose of smoking?	No
Please upload: The Site Plan/Floor Plan for your business:	https://drive.google.com/open?id=11UnHp7T_To6GdN6tjFN8SK7NHc8rcMFY
Please upload photos of: Interior/Exterior Site & Design Renderings:	https://drive.google.com/open?id=1uKBNaJiE79i1cOreNdsxFyUp1f4Yhfm
Please upload: Your product menu & price list:	https://drive.google.com/open?id=1zuDi0jQCBdqlqaWLu5kcOkwQK54GluQZ
Please upload: Letters of support and/or petitions:	<i>*NONE SUBMITTED*</i>
RSVP for January 2024 CB2 CLC Hearing (location TBD) Who will attend the CB2 Cannabis Licensing Committee on Tues. Jan. 9, 2024? Please list the names of all parties that will be in attendance in relation to your application.	Eric Olsen, Andrew Cooper
APPLICANT CATEGORY 2 Please share your priority status according to the ADULT-USE SOCIAL & ECONOMIC EQUITY APPLICANT OVERVIEW (Please review prior to answering as priority guidelines are specific):	Was convicted of a cannabis-related offense prior to the effective date of the MRTA
WITHDRAWAL Do you wish to, for any reason, withdraw your Notification to Municipality from consideration by CB2 Manhattan?	No
PREMISES SIZE How many floors/levels of this premises will your business utilize? What is the square footage of each floor?	Ground floor and basement, with spacing at 3700sf, 2700sf respectively
SOUND ATTENUATION 2 Have you installed soundproofing?	Any volume that exceeds the decibels defined as "background" by CB2 will be mitigated by installed soundproofing and ONLY played in our underground

	consumption lounge which has natural soundproofing.
CAURD 2: If you were granted a CAURD license, please share your license date, CAURD number and the business entity that was licensed. If none, please write "N/A"	Appleseed Farms Corp DBA Cousin Marys, OCMCAURD-2022-000476
CAURD 3: If you were granted a CAURD license, are you applying under the same corporate entity that was awarded the license?	Yes
Are you currently participating in a CGS Cannabis Growers Showcase?	
CAURD 4: If you were granted a CAURD license, are you the qualifying individual with controlling interest in that business?	Jack Luber (51% principal) cannot attend due to a death in the family overseas. However, 49% interest partner Eric Olsen will be in attendance
CAURD 5: If you were granted a CAURD license, have you obtained a lease, letter of intent or deed for a dispensary location under that license?	Yes
CAURD 6: Have you submitted a Notification to Municipality form to any municipality in New York State in relation to a CAURD license?	Yes
CAURD 7: If you have submitted a Notification to Municipality form to any municipality in New York State in relation to a CAURD license, please write the name of the municipality and the administrative body to which you submitted notice:	CB2
PREMISES CONTROL 2: What "Proof of Control" document(s) did you share with us?	Binding Letter of Intent (LOI)

Certificate of Occupancy

CO Number: 122749981F

This certifies that the premises described herein conforms substantially to the approved plans and specifications and to the requirements of all applicable laws, rules and regulations for the uses and occupancies specified. No change of use or occupancy shall be made unless a new Certificate of Occupancy is issued. *This document or a copy shall be available for inspection at the building at all reasonable times.*

A.	Borough: Manhattan	Block Number: 00644	Certificate Type: Final
	Address: 22 LITTLE WEST 12TH ST	Lot Number(s): 43	Effective Date: 08/27/2019
	Building Identification Number (BIN): 1080264	Building Type: Altered	
This building is subject to this Building Code: 1968 Code			
<i>For zoning lot metes & bounds, please see BISWeb.</i>			
B.	Construction classification: 1-A	(1968 Code designation)	
	Building Occupancy Group classification: B	(2014/2008 Code)	
	Multiple Dwelling Law Classification: None		
	No. of stories: 7	Height in feet: 100	No. of dwelling units: 0
C.	Fire Protection Equipment: Standpipe system, Fire alarm system, Sprinkler system		
D.	Type and number of open spaces: None associated with this filing.		
E.	This Certificate is issued with the following legal limitations: None		
Borough Comments: None			



Borough Commissioner

Commissioner

Certificate of Occupancy

CO Number: 122749981F

Permissible Use and Occupancy						
All Building Code occupancy group designations below are 2008 designations.						
Floor From To	Maximum persons permitted	Live load lbs per sq. ft.	Building Code occupancy group	Dwelling or Rooming Units	Zoning use group	Description of use
CEL	5	OG	U		6	MECHANICAL ROOMS
CEL	98	OG	A-2		6	EATING AND DRINKING ESTABLISHMENT
001	113	100	M		6	RETAIL
002	32	50	B		6	OFFICES
003	32	50	B		6	OFFICES
004	40	50	B		6	OFFICES
005	32	50	B		6	OFFICES
006	45	50	B		9A	DISPLAY/ SHOWROOM/ TRAINING WITH ACCESSORY OFFICE
007	33	50	B		9A	DISPLAY/ SHOWROOM/ TRAINING WITH ACCESSORY OFFICE, ACCESSORY TERRACE
RO F		100	F-1		6	MECHANICAL EQUIPMENT
ZONING EXHIBITS I FILED IN THE OFFICE OF REGISTER CRFN#2011000259980 ZONING EXHIBITS III FILED IN THE OFFICE OF CITY REGISTER CRFN# 2011000259981						
END OF SECTION						

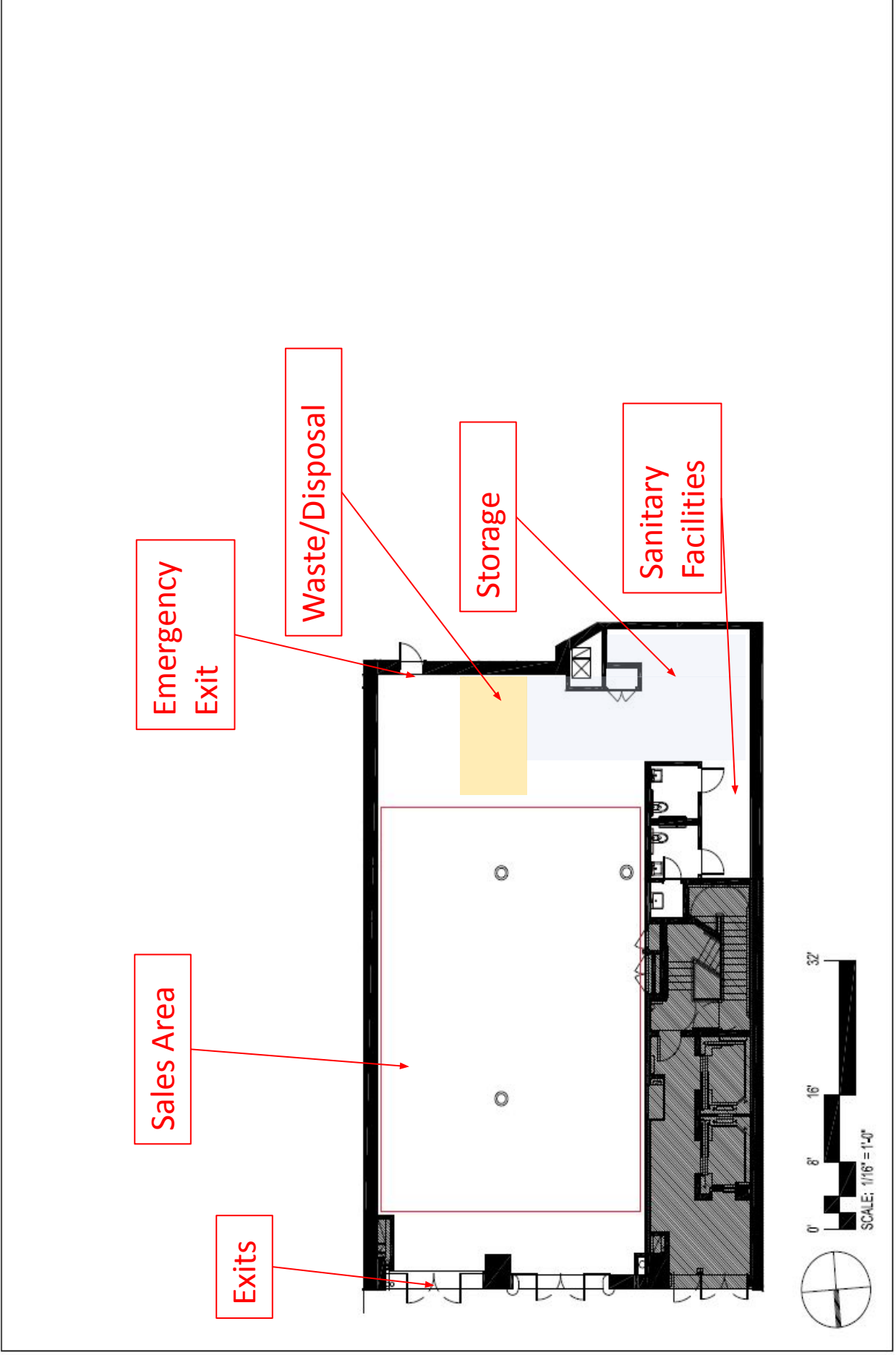


Borough Commissioner



Commissioner

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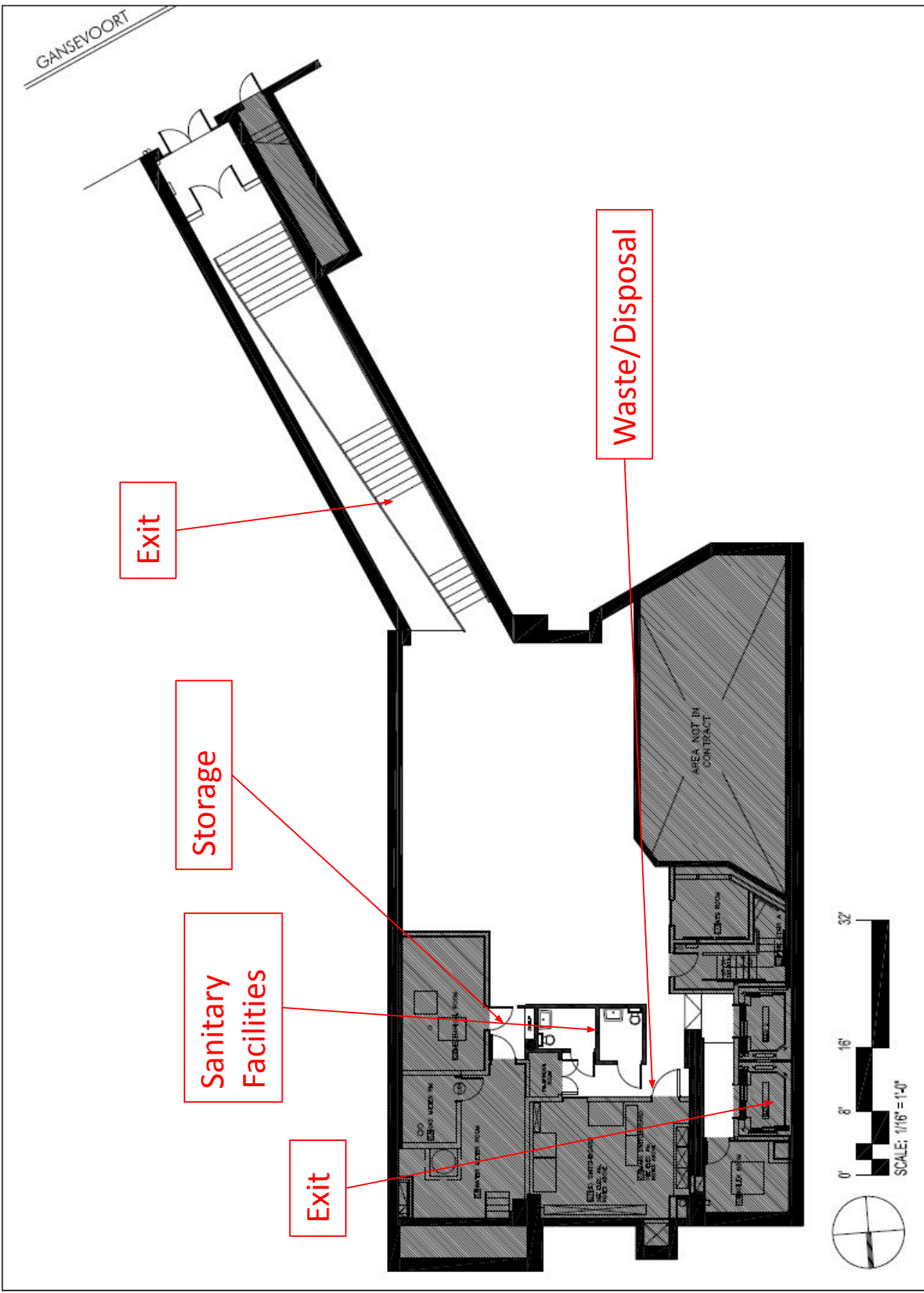


THE GARAGE
 22 Little West 12th Street | New York, NY

FIRST FLOOR LEASE PLAN

SCALE: 1/16" = 1'-0"
 DATE: 03-09-2017

A-101



THE GARAGE
 22 Little West 12th Street | New York, NY

CELLAR LEASE PLAN

SCALE: 1/16" = 1'-0"
 DATE: 03-09-2017

A-100

Eric Olsen – Cousin Mary’s Vice President

January 5, 2024

Notice to CB2:

Regarding Product Menu and Pricing

Please be advised that we are in the process of generating a full menu and pricing schedule for our POS system as we continue to communicate with and build relationships with legal suppliers (cultivators and processors). We aim to have this information incorporated into our business plan this month. January 2024

Sincerely,

Eric Olsen

Cousin Mary’s Dispensary and Consumption Lounge

Vice President



COUSIN

MARY'S

Cannabis Dispensary



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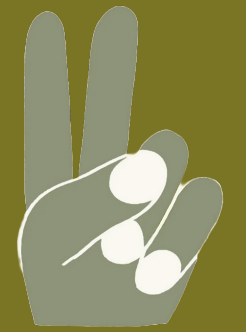
VIII. Brass Tax

Short form financials



A LOVE SUPREME





Company Description

Inspired by the Jazz and Blues era of the 1920s, our dispensary's design concept intends to blend seamlessly with Manhattan's industrial pre-war architectural aesthetic while providing a unique speakeasy-themed cannabis buying experience. Once our consumption lounge opens we aim to launch a Black Card Membership granting access to our underground club, with access to exclusive products and events.

Key Objectives

- Secure investment and fully executed Lease
- Become the premier dispensary of the Meatpacking district, Highline, and Gansevoort area
- Open consumption lounge club and become the first NYC Cannabis Speakeasy



“The biggest killer on this planet is stress, and I still think the best medicine is and always has been cannabis” -Willie Nelson

Market Analysis

Now with approximately 30 licensed adult-use retailers—New York eclipsed \$85 million in adult-use sales through the first 9 months of the year, according to the state’s Office of Cannabis Management (OCM).

Although unlicensed cannabis stores have far outpaced the regulated adult-use market in New York—including outnumbering licensed dispensaries by an 800-to-1 ratio in New York City, according to an August estimate from the New York City Council—product and brand diversity will continue to drive consumers to regulated stores.

As of September 2023, New York’s licensed retailers on average are carrying more than 50 brands, and 72% of these dispensaries have more than 200 SKUs in their stores, according to OCM. OCM Director John Kagia has stated that in addition to imminent steps being deployed to crack down on the black market, diversity of product will be a driver for moving consumers over to the legal retail markets.



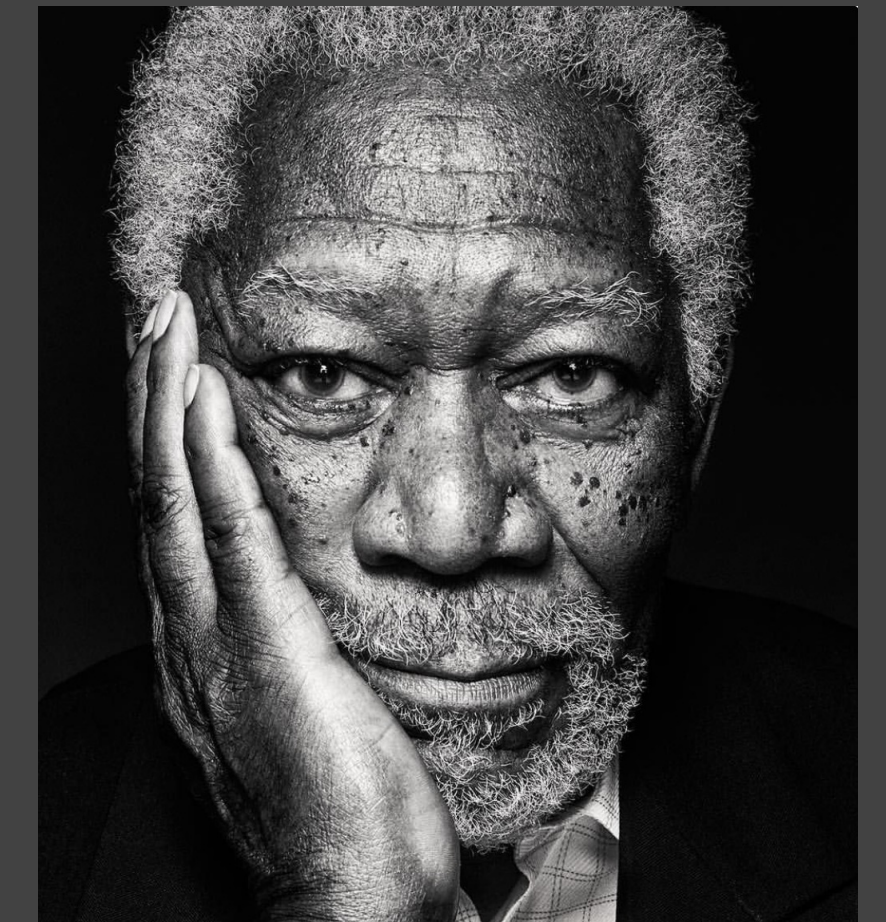
Source: New York Office of Cannabis Management

WISE WORDS

“I find it quite ironic that the most dangerous thing about weed is getting caught with it.”



-Bill Murray



“Never give up the ganja.”

-Morgan Freeman

Product Offerings

- **Flower:** It's the most recognizable and widely used form of cannabis. Raw high-end flower.
- **Pre-rolls:** These are ready-to-smoke joints. Sometimes be coated with concentrates for added potency.
- **Edibles:** Food products infused with cannabis extracts. Longer-lasting and potentially more intense.
- **Concentrates:** These are potent extractions from the cannabis plant that come in various forms, including: Shatter, Wax, Crumble, Rosin, Live Resin, Distillate, and Hash.
- **Tinctures:** These are alcohol-based cannabis extracts taken sublingually.
- **Topicals:** These are creams, balms, and lotions infused with cannabis.
- **Vape Cartridges:** Pre-filled cartridges containing cannabis oil that's vaporized using a battery.
- **Capsules/Pills:** Cannabis-infused capsules or soft gels that can be swallowed
- **Beverages:** Drinks infused with cannabis, ranging from sodas and teas to non-alcoholic beers and wines.



Meet Our Team



Jack Lubber

President of Cousin Mary's. Over 30 years of hospitality experience in NYC, Tokyo, and Paris.



Eric Olsen

Vice President of Cousin Mary's. A seasoned cannabis expert with 3 decades of experience nationally.



Aim High NY

Director of Operations. Management oversight with extensive industry and operational experience.



Ricky Figueroa

Fractional Director of Retail Strategies. 20 years of experience in Cannabis retail with MSOs and recreational

Why Us?

- ❖ **Early Mover:** CAURD License reinstated, we are poised to capture sales before the free market
- ❖ **First of its Kind:** Speakeasy's are an NYC bar classic. A marijuana twist makes us a hot spot!
- ❖ **Superior Supply:** With specific and unique genetics and ideal grow methodologies, our cultivation partners understand how to make our menu a cut above the rest.
- ❖ **Priority Supply:** Our supplier relationships go deeper than roots. First shot at all inventory with a guaranty Net 60 on every purchase.
- ❖ **Diverse Revenue Stream:** We are a dispensary, a lifestyle accessory brand, membership consumption lounge, and an event venue.
- ❖ **Meatpacking Destination:** Close to Washington Street, the Gansevoort and Plaza, and the High-Line.
- ❖ **Dream Team:** Not our first dispensary, not our first NYC business, not our first rodeo. Our team boast decades of experience in cannabis, hospitality, brand marketing, and real estate.

