



THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003

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Tareake Dorill, Board Chair

Susan Stetzer, District Manager

Community Board 3 Cannabis License Application Questionnaire

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

The following items package are due by date listed in your email invitation:

- ☒ Questionnaire (below)
- ☒ Executed lease for the proposed location - sent October 12, 2023
- ☒ Community Impact Plan (see page 5) - attached herewith

GENERAL INFORMATION

1. Type of License:

- ☒ Adult-Use Retail Dispensary
- ☐ Micro-business (with retail)

2. Entity Name: New Amsterdam Alchemy Co.

3. Trade Name ("Doing Business As"): TBD

LOCATION INFORMATION

4. Address (including the floor location or room number, if applicable):

317 East Houston Street

NYC 10002

Cross streets: Houston and Attorney

5. Does the business, or has the business, ever sold cannabis products at this location?

- ☐ Yes
- ☐ No

6. Are there any buildings with the primary functions of a **church, synagogue, or other places of worship** on the same road and within 200-feet of this location?

- ☐ Yes
- ☐ No

7. Are there grounds occupied exclusively by a **school** on the same road and within 500-feet of this location?
☐ Yes
☐ No
8. Are there any **other retail dispensary or microbusiness retail** locations within 1,000 ft of this location?
☐ Yes
☐ No
9. If the establishment is a **transfer or previously licensed premises**, what is the name of the old establishment, and what is its registration or license number?

Name: _____

Registration or License Number: _____

PROPOSED BUSINESS

10. Please provide a brief description of the types of products/services (to be) provided at the physical location, including which products will be sold onsite and which will be available for delivery, if applicable.

Once licensed by the State of New York, New Amsterdam Alchemy will commence operation as a cannabis retail dispensary. We will sell cannabis flower grown by licensed New York cultivators and manufactured cannabis products made by licensed New York cannabis manufacturers. We will hand pick our store's products from the best New York operators, and our staff will provide customized consultations to make our customers' experience educational, relaxing and enjoyable.

11. What measures will be taken to ensure that customers do not smoke outside in areas that would cause smoke to enter apartments or businesses above and nearby?

I've had staff members providing security on the corner of Houston and Attorney for decades now and we're a single story building. I've always had a good relationship with my neighbors and one of the constant duties for my staff is making sure there aren't customers smoking in front of any of their buildings. Compared to the issues with smoking and nightlife, this will not be a challenge.

12. How many **cannabis events** will you be hosting per year? 1 to 2

13. Would you commit to playing music at background levels only?

☒ Yes

☐ No

14. Would you be willing to meet with the Lower East Side Employment Network (LESEN) to help identify local residents who meet your criteria for staffing the proposed business?

☒ Yes

☐ No

15. What are the total hours you will be open each week? 79

16. What are your proposed hours?

☒ Sundays: 10-9

☒ Mondays: 11-9

☒ Tuesdays: 11-9

☒ Wednesdays: 11-10

☒ Thursdays: 12-10

☒ Fridays: 12-12

☒ Saturdays: 10-12

APPLICANT/LICENSEE REPRESENTATIVE INFORMATION

17. Applicant Full Name: Christopher Lee

18. Attorney/Representative Full Name: Gregg H. Hilzer

19. Attorney/Representative Address: The Woolworth Building, 233 Broadway,
Suite 820, New York City, NY 10279

20. Attorney/Representative Address Phone Number: 201.639.2001

21. How many cannabis licenses does the applicant currently hold? none

22. Has the applicant completed any workforce or training programs offered by OCM? If yes, which ones?

No

23. If the applicant has an existing business at this location, have they ever received a **violation at this location?**

☒ Yes Sound Violation 2001

☐ No

24. Has the applicant received a **violation for selling unlicensed cannabis** in last 3 years?

☐ Yes

☐ No

REQUIRED ATTACHMENT GUIDANCE

Community Impact Plan: Please share your community impact plan, including the applicant's proposed strategy for community engagement, as an attachment. You should address the following points:

- Identify the community or communities and individuals disproportionately impacted that the applicant or licensee plans to benefit
- Include a description of:
 - the benefits that the applicant or licensee will provide to the community or individuals disproportionately impacted, including, but not limited to, workforce opportunities, community resources, education, and other community building programs
 - the scale or size of the disproportionately impacted target beneficiaries; and
 - the plan for implementation, including, but not limited to, actions, activities and engagements that will be performed by the applicant or licensee and frequency of engagement with the community or individuals disproportionately impacted
- Detail a demonstrated need of the proposed benefit to the community and individuals disproportionately impacted, including, but not limited to, economic and social impact
- Include identifiable resources the applicant or licensee will use to execute the community impact plan, including, but not limited to:
 - by written agreement, a demonstrable partnership or relationship with a community-based organization or other association
 - estimated expenses, if any, the applicant or licensee will incur to execute the community impact plan and its activities
 - the applicant's or licensee's demonstrated ability, knowledge, expertise or experience
 - any other information or documentation evidencing community engagement.
- Include a description of the applicant's or licensee's strategy to measure, track, and record the performance and execution of the community impact plan that identifies qualitative and quantitative metrics, and includes frequency of tracking such metrics

New Amsterdam Alchemy Co. – Community Impact Plan

As a local resident and business owner, the Community Impact Plan of New Amsterdam Alchemy Co. is very personal to me because it is how I intend to benefit my own community. Having been a part of this community for several decades, I have a unique perspective on the financial and cultural needs of the community, and plan on making an impact in both of these regards.

New Amsterdam Alchemy will look to provide financial benefits to residents of the Lower East Side in a variety of ways, but will initially look to do so by hiring 100% of its employees from the local community. New Amsterdam Alchemy will offer good jobs to local people in an industry that is poised for tremendous growth. Therefore, these jobs will be more than a paycheck. They will be a chance to learn and gain expertise in an industry that will continue to evolve for years to come. New Amsterdam Alchemy plans to hold a local job fair to solicit applications from community members as soon as possible after it receives approval of its State license application. As a bar owner I regularly attend the Community Council meetings at our local precinct, and I distinctly remember the buzz around local hiring when Essex Crossing was coming together. I hope to work with other local businesses as well as the Lower East Side Employment Network to put together a job fair like the ones they did for that project.

New Amsterdam Alchemy also plans to make a significant cultural impact on the community. Specifically, New Amsterdam Alchemy's plan is to dedicate a large portion of profits to regrowing the once vibrant independent theater community in a way that will not only fund exciting new productions, but will also have a sustainable impact for decades to come. The plan to support the local theater community is not only a deeply personal passion of mine, but it has been in the works for many years, well before I decided to enter the cannabis industry. By way of background, I founded my non-profit theatre company, SparkPlug Productions, in 2006. SparkPlug was founded to support and reinvigorate the local theater scene, and it has been part of some incredible projects. Funding provided by the profits of New Amsterdam Alchemy will allow for consistent cash flow to theater companies that need money for rehearsal spaces, theater rentals and payroll.

The need for both good paying jobs for local residents and support for the theater community are indisputable. In the wake of the COVID-19 pandemic, many retail jobs and many local small businesses disappeared. New Amsterdam Alchemy will provide an opportunity to replace some of those lost jobs in our community. From a cultural perspective, the local theater scene in the Lower East Side and surrounding areas is on life support. When I first arrived in New York City over 25 years ago, the theater scene was my life and was a big part of why I fell in love with this community. This is no exaggeration, my first performance in NYC was in this very building in 1996. I literally met my future wife while performing *Romeo and Juliet* in Tompkin's Square Park, I remember Piano's when it was "the Piano Store," and I had the pleasure of poisoning Hamlet in a parking lot on the corner of Ludlow and Broome.

As far as including identifiable resources that can be used to execute New Amsterdam Alchemy's plan to support and revitalize the local theater scene, I've been working for the past 6 months with IndieSpace to secure and fund a beautiful 5,000 square foot theater in our own neighborhood that has sat derelict for far too long. IndieSpace is an incredible organization with a brilliant track record that targets the real estate sector with the exact same goals - sustained accessibility. The space in question is 80 St. Marks St., a theater which previously had a bar attached with a liquor license. IndieSpace brought me in for my expertise in running a business in the nightlife sector to generate a dependable cash flow. For the St. Marks space, we've come together to build a theater that will be around for generations without worries of being priced out or forced out of the neighborhood by problematic landlords. At the time of my writing this, IndieSpace is actively negotiating the acquisition of this site. The St. Marks space

is just one example of a forsaken venue that I'm working to support for the betterment of our local theater community. There are many other spaces throughout New York City that need rejuvenation, and I am committed to helping as many theaters as possible.

One of the primary reasons I wish to enter the cannabis space, and one of the primary uses of the profits generated New Amsterdam Alchemy, will be to fund local theaters and provide a desperately needed financial lifeline. My strategy to measure, track and record the successful execution of this community impact plan will be quite simple. Every month a portion of the profits generated by New Amsterdam Alchemy will be provided to local independent theaters, either directly or through a designated non-profit entity. Due to my experience in the theater and experience running businesses, shortly after New Amsterdam Alchemy is licensed by the State of New York, I will identify several theaters that will be the initial recipients of our funding. Every dollar donated will be tracked on our financial software, and I will personally ensure that the funds are put to good use.