



# THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

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Andrea Gordillo, 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
- Community Impact Plan (see page 5)

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### GENERAL INFORMATION

1. Type of License:

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

2. Entity Name: \_\_\_\_\_

3. Trade Name ("Doing Business As"): \_\_\_\_\_

### LOCATION INFORMATION

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

\_\_\_\_\_

\_\_\_\_\_

Cross streets: \_\_\_\_\_

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.

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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?

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12. How many **cannabis events** will you be hosting per year? \_\_\_\_\_

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? \_\_\_\_\_
16. What are your proposed hours?
- Sundays: \_\_\_\_\_
  - Mondays: \_\_\_\_\_
  - Tuesdays: \_\_\_\_\_
  - Wednesdays: \_\_\_\_\_
  - Thursdays: \_\_\_\_\_
  - Fridays: \_\_\_\_\_
  - Saturdays: \_\_\_\_\_

**APPLICANT/LICENSEE REPRESENTATIVE INFORMATION**

17. Applicant Full Name: \_\_\_\_\_
18. Attorney/Representative Full Name: \_\_\_\_\_
19. Attorney/Representative Address: \_\_\_\_\_  
\_\_\_\_\_
20. Attorney/Representative Address Phone Number: \_\_\_\_\_
21. How many cannabis licenses does the applicant currently hold? \_\_\_\_\_

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

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

- Yes
- 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

# TRU Cannabis

## Community Impact Plan

Mad NY 1 LLC | 68 Clinton Street, New York, NY

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### Target Community

TRU Cannabis operates on the Lower East Side (LES), a neighborhood with a long and complex history — one that includes significant over-policing of cannabis among its Black, Latino, and low-income residents during the War on Drugs era. The LES has undergone rapid gentrification while still housing a substantial population of long-term residents in NYCHA developments including Vladeck Houses, Alfred E. Smith Houses, and LaGuardia Houses. These communities — disproportionately low-income, communities of color, and in many cases directly impacted by prior cannabis enforcement — are the intended beneficiaries of TRU Cannabis's community engagement efforts.

### Proposed Benefits

#### *Workforce Opportunities*

TRU Cannabis plans to prioritize hiring from the immediate Lower East Side and surrounding neighborhoods, with preference given to residents of nearby NYCHA developments and individuals with prior cannabis-related convictions. We anticipate that a meaningful share of our budtender, delivery, and operational staff will be drawn from the local community. We intend to offer living wages, consistent scheduling, and internal advancement opportunities. Our principals bring hands-on experience building and managing cannabis retail teams across six Oregon dispensaries, giving us practical knowledge to support entry-level employees with real career pathways.

#### *Food Access Initiative*

The LES has a number of established food pantry and mutual aid networks serving unhoused and food-insecure residents — a need that remains significant in this neighborhood. We are actively exploring a recurring partnership with a local organization to support meal distribution or food bag programs. This could take the form of financial sponsorship, in-kind contributions, or coordinating staff volunteer time. We intend to formalize this relationship around or shortly after opening, and see it as a cornerstone of our community presence.

#### *Community Resources & Education*

We plan to provide in-store resources around responsible cannabis use, harm reduction, and information about expungement for those with prior cannabis convictions — a particularly relevant issue in a community with the LES's enforcement history. Over time, we hope to co-sponsor or host community events in partnership with neighborhood organizations.

### Scale of Beneficiaries

The Lower East Side and nearby areas are home to tens of thousands of residents, with NYCHA developments alone accounting for a significant portion of the local population. Food insecurity and unemployment remain elevated among long-term LES residents relative to citywide averages. Our direct hiring at launch is expected to reach 8–15 employees, with room to grow as the business scales.

## Implementation Plan

Initiative	Planned Activity	Frequency
Local Hiring	Outreach via neighborhood job boards, community centers, NYCHA networks, and referrals	Ongoing
Food/Meal Support	Partnership with LES food pantry or mutual aid organization	Monthly or bi-monthly to start
Expungement Resources	In-store materials and potential referral or information events	Ongoing / quarterly events
Community Engagement	Participation in CB3 meetings and neighborhood events	Quarterly or as scheduled

These plans are in active development and will be refined as we establish relationships in the community.

## Demonstrated Need

The Lower East Side has historically experienced among the highest rates of cannabis-related arrests in Manhattan, concentrated in and around public housing. Despite legalization under the MRTA, the economic benefits of the legal cannabis market have been slow to reach these communities. Long-term LES residents — particularly those in NYCHA housing — continue to face elevated unemployment, food insecurity, and the lasting collateral consequences of prior drug enforcement. TRU Cannabis views its presence on Clinton Street not merely as a retail operation, but as an opportunity to direct resources back into a community that bore an outsized share of prohibition's costs.

## Resources & Partnerships

### *Organizational Experience*

Our principals bring direct experience operating multiple licensed cannabis dispensaries in Oregon, including workforce management, compliance, and community relations in regulated markets.

### *Partnerships*

We are in the process of identifying a formal community-based organization partner on the Lower East Side, with priority given to organizations focused on food access and workforce development. A written partnership agreement is a near-term goal prior to or shortly after opening.

### *Estimated Community Investment*

We plan to allocate a portion of net revenue toward community programs on a recurring basis. Specific amounts will be confirmed as the business stabilizes, but this is intended as a sustained commitment rather than a one-time contribution.

### *Staff Involvement*

Community engagement will be a shared responsibility across our team, embedded in how we operate day to day.

## Measurement & Tracking

### ***Quantitative Metrics***

Number of local hires; percentage of staff residing in LES/CB3 district; meals or food bags distributed through partner programs; community events attended or co-sponsored; dollars directed to community programs. Tracked quarterly.

### ***Qualitative Metrics***

Feedback from community partners; staff retention and advancement data; community response and relationship-building progress. Assessed quarterly.

### ***Reporting***

Internal records will be maintained and made available to OCM upon request. As our community footprint develops, we will revisit and expand this plan accordingly.

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This plan reflects our current intentions as of our license application. Specific programs, partners, and investment amounts will be confirmed and updated as TRU Cannabis becomes operational.