



THE CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 3
59 East 4th Street - New York, NY 10003
Phone (212) 533-5300
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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)

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.

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?

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?

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

Community Benefits Plan

A Commitment to the Lower East Side Community

Submitted to
Manhattan Community Board 3

Submitted by
Eshè Holdings LLC

Licensee
Ayanna Eshè Harrington

Proposed Adult-Use Retail Dispensary
156 Delancey Street
New York, NY 10002

Executive Commitment

Eshè Holdings LLC seeks to operate a safe, compliant, and responsible adult-use cannabis dispensary while contributing positively to the Lower East Side community.

Founded by someone who grew up on the Lower East Side, Eshè Holdings LLC was established with a deep appreciation for the neighborhood and a desire to invest in the community where its founder grew up.

We recognize that operating a licensed cannabis business carries important responsibilities. Our goal is to operate in compliance with New York State law, conduct our business professionally, and be a respectful neighbor.

We appreciate the opportunity to present this Community Benefits Plan to Manhattan Community Board 3 and look forward to participating in the public review process.

Guiding Principles

Responsibility

Operating in compliance with New York State laws and regulations while maintaining high standards of professionalism.

Respect

Treating customers, neighbors, employees, and community partners with courtesy, professionalism, and consideration.

Opportunity

Supporting local economic activity and creating employment opportunities whenever practical.

Community

Honoring our connection to the Lower East Side by operating responsibly, supporting the neighborhood whenever practical, and contributing positively to the community where our founder grew up.

Connection to the Lower East Side

My name is Ayanna Eshè Harrington, and I am the founder of Eshè Holdings LLC.

The Lower East Side is more than the location of our proposed business - it is the neighborhood where I grew up and the community I have long called home.

I attended school in the neighborhood, volunteered in community gardens, served meals at the nearby Bowery Mission, participated in fundraising efforts supporting breast cancer awareness through my school, and took part in programs offered by the Lower East Side Girls Club. These experiences taught me the importance of service, responsibility, and giving back.

At the age of twenty-three, I received approval for a New York State Adult-Use Retail Dispensary license, becoming one of the youngest licensed cannabis entrepreneurs in New York. Before and since receiving my license, I have worked in licensed cannabis dispensaries, gaining practical experience in compliance, inventory management, customer education, responsible retail practices, and day-to-day operations.

Opening this business represents more than a professional milestone. It is an opportunity to invest in the neighborhood where I grew up by building a business that reflects the values of the community that helped shape my life.

Those experiences continue to guide the way Eshè Holdings LLC intends to operate.

Approach

Eshè Holdings LLC is a locally owned small business established to operate a responsible cannabis retail business that reflects the character of the Lower East Side.

We recognize the important role neighborhood businesses play in preserving the area's character, diversity, and economic vitality. Whenever practical, we intend to support local commerce and build positive relationships throughout the neighborhood.

As our business grows, we intend to remain engaged with the neighborhood, operate transparently, and continue learning from the community we serve.

Community Benefits

During the first year of operation, Eshè Holdings LLC anticipates creating approximately 3-5 local jobs, with the potential for additional employment opportunities as the business grows.

Employees will receive training in responsible cannabis retail practices, New York cannabis regulations, compliance procedures, inventory management, customer education, and professional workplace standards.

Eshè Holdings LLC intends to maintain information within the dispensary identifying local organizations that provide workforce development, education, healthcare, housing assistance, entrepreneurship, and other community resources.

Whenever practical, Eshè Holdings LLC intends to prioritize purchasing goods and services from local businesses, minority-owned businesses, women-owned businesses, and New York City-based vendors.

Community Partnerships

The organizations listed below have not endorsed this application or entered into partnership agreements with Eshè Holdings LLC. Any future collaboration would be developed independently and only through mutual interest and agreement.

- Avenues for Justice - Workforce awareness, community education, and civic engagement.
- Henry Street Settlement - Employment resources, community education, and neighborhood programming.
- Lower East Side Girls Club - Women's initiatives, educational programming, and community wellness.
- Fourth Arts Block - Arts and cultural programming, community events, and artist engagement.
- Community Gardens - Environmental stewardship, neighborhood beautification, and community engagement.

Our Commitment to the Neighborhood

We intend to:

- Maintain a clean, welcoming storefront and surrounding sidewalk.
- Encourage respectful customer behavior.
- Respond professionally to reasonable concerns.
- Value open communication with neighbors.
- Seek opportunities to contribute positively to the neighborhood as our business grows.

We recognize that members of the community may hold differing views about cannabis businesses and intend to conduct our business with consideration for the surrounding neighborhood.

Responsible Retail Operations

Eshè Holdings LLC intends to operate in compliance with all applicable New York State laws and regulations, verify customer identification as required by law, maintain appropriate security measures, train employees on responsible retail practices, provide customer education regarding

responsible cannabis consumption and New York State cannabis laws, and maintain a professional, safe, and welcoming retail environment.

Measuring Community Impact

As our business grows, we intend to periodically evaluate our local hiring efforts, neighborhood engagement, community relationships, and support for local businesses to identify opportunities for continued improvement.

Our goal is to remain responsive to the neighborhood while continuing to operate thoughtfully and responsibly.

Closing Statement

Eshè Holdings LLC seeks to operate a business that reflects the character and values of the Lower East Side through professionalism, integrity, and respect.

We understand that trust is earned through responsible operations, open communication, and consistent actions over time.

Thank you for considering this Community Benefits Plan.

Eshè Holdings LLC appreciates the opportunity to invest in the Lower East Side through a locally owned small business. We look forward to earning the community's trust through our actions.