

Town of Groveland Cannabis Social Equity Policies

Purpose and Scope

On August 11, 2022, Governor Charlie Baker signed S. 3096, An Act Relative to Equity in the Cannabis Industry, into law. The new law requires host municipalities to establish initial policies to promote Equity in the cannabis industry no later than July 1, 2023, or be subject to monetary penalties. On June 29, 2023, the Massachusetts Cannabis Control Commission (“CCC”) issued guidance on how to create a model a Social Equity policy that encourages cities and towns in Massachusetts to consider incentives for increased participation by Social Equity applicants in their local cannabis ecosystem.

Based on cannabis Social Equity best practices, guidance from the CCC, and lessons learned from the Town of Groveland’s current cannabis business permitting program, the Town of Groveland adopts a set of policies to further promote Equity for new Social Equity applicants seeking to establish businesses in Groveland.

Applicability

The [CCC’s Social Equity programs](#) provide training and technical assistance to applicants who have been disproportionately impacted by the War on Drugs, marijuana prohibition, arrests, and incarceration and who meet certain income and residency requirements. The Town of Groveland defines qualifying Social Equity applicants under Groveland’s Cannabis Social Equity Policies as those that have been certified as eligible to participate in the CCC Social Equity Program or are Certified Economic Empowerment Priority Applicants according to the CCC.

The Town of Groveland Cannabis Social Equity Policies:

To encourage greater participation by Social Equity applicants in Groveland’s cannabis industry, when new Host Community Agreements (“HCAs”) becomes available for new businesses, there will be an exclusive period of six months limiting the availability of the HCAs to qualifying Social Equity and Economic Empowerment applicants. After the six-month period, 50% of any available licenses, but no less than 1, shall be reserved for social equity applicants. In evaluating requests for Host Community Agreements within the Town of Groveland, an evaluation form will be made available that scores components of an application. The evaluation form will include consideration of equity in the overall evaluation score, which will comprise not less than 25 percent of the total evaluation score. This equity component will include: (i) whether a License Applicant is pre-verified as a Social Equity Business by the Commission; (ii) whether the License Applicant is a Social Equity Program Participant; (iii) whether the License Applicant is an Economic Empowerment Priority Applicant; (iv) whether the License Applicant has a prior Marijuana related criminal conviction; (v) whether the License Applicant is part of an Area of Disproportionate Impact, as identified by the Commission; or (vi) a majority of the License Applicant entity is comprised of individuals from Black, African American, Hispanic, Latino, or Native American or indigenous descent.

1. The Town of Groveland will enhance marketing and outreach to potential Social Equity applicants by promoting available HCAs to the Cannabis Control Commissions’ Social Equity program, promoting on the Town’s website and social media, and enhanced business outreach as part of the Town’s Economic Development program.

2. The Town of Groveland will provide permitting technical assistance for Social Equity and Economic Empowerment applicants navigating the Town of Groveland's cannabis permitting process. The Town will create a website with guidance and resources for applicants and a list of all required permits, including necessary forms. A municipal contact will be listed on the Town website and will work closely with Social Equity applicants in the permitting process from initial inquiry through the special permit and building permit process.
3. Wherever possible, the Town of Groveland will reduce financial barriers and expedite the permitting for Social Equity and Economic Empowerment applicants. Throughout the Town of Groveland's special permit process, the Town will endeavor to streamline permitting for these applicants.
4. The Town of Groveland will update its municipal website pages regarding its medical cannabis approval process and centralize all information on one page, including a list of all documentation required by the Host Community's local approval process in downloadable form, in order to be user friendly and transparent.
5. The Town of Groveland will offer a 5% reduction of the Special Permit Fee for Social Equity Program or Certified Economic Empowerment priority applications to reduce barriers to entry.

APPROVED Monday, December 18, 2023