

January 17, 2023

City of Holyoke Office of Planning & Economic Development  
ATTN: Aaron Vega, Director of Planning and Economic Development  
City Hall Annex, Room 406  
20 Korean Veterans Plaza  
Holyoke, MA 01040  
VIA EMAIL: [vegaa@holyoke.org](mailto:vegaa@holyoke.org)

**Re: Annual Report Pursuant to the Host Community Agreement by and between Rise Holdings, Inc. and the City of Holyoke**

Dear Mr. Vega:

Please accept this correspondence on behalf of Rise Holdings, Inc. (“**Rise**” or the “**Operator**”) relative to its conformance with all requirements set forth by its Host Community Agreement (“**HCA**”) with the City of Holyoke (the “**City**”), pertaining to Rise’s operations of a Marijuana Retailer at 28 Appleton Street (the “**Establishment**”). The Applicant respectfully submits that it has satisfied all requirements outlined in the HCA (the “**City of Holyoke Requirements**”) as outlined below

- 1. City of Holyoke Requirement:** The gross revenue for the preceding calendar year. The report shall specify the Host Community Fee as calculated under this section.  
**Rise Response:** The gross revenue of the Establishment in 2022 was \$34,221,241. Please refer to **Exhibit A** for a monthly breakdown of gross revenue. In compliance with Chapter 180 of the Acts of 2022, the Establishment’s Host Community Fee for the relevant period is \$912,060.01.
- 2. City of Holyoke Requirement:** Any seed-to-sale tracking records required to be reported to the Cannabis Control Commission (“**CCC**”) under 935 CMR 500.105(8)(e) and .105(9)(c)  
**Rise Response:** Due to the page count of the requested documents, we have included all such seed-to-sale records using the following link: <https://tinyurl.com/2s464pyr>
- 3. City of Holyoke Requirement:** Descriptions of any incidents on-site at the Establishment that required a public safety response.  
**Rise Response:** There were six (6) incidents on-site at the Establishment that required a public safety response in 2022. Please find copies of the Incident Reports attached herein as **Exhibit B**.

4. **City of Holyoke Requirement:** Records pertaining to the Operator's employment level and the number of Holyoke residents employed at the Establishment.

**Rise Response:** The Establishment currently employs 96 individuals. 23 of these employees are Holyoke residents.

5. **City of Holyoke Requirement:** A description of the measures taken to fulfill the workforce hiring commitment outlined in the HCA.

**Rise Response:** Rise has partnered with the Holyoke Community College to pursue its workforce hiring commitment. Rise accepts students from Holyoke Community College's Cannabis Education Center as interns and employees.

Rise prioritizes local hiring efforts within the Holyoke area through online job posting practices and routine on-site interview opportunities.

Please be advised that Rise has not yet obtained licenses from the Cannabis Control Commission to operate at 100 Water Street.

Should further information be required for the City's review, please do not hesitate to reach out to me directly.

Respectfully,



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Anthony Georgiadis

**Exhibit A**

**Profit and Loss**

Reporting Book: ACCRUAL  
As of Date: 12/31/2022  
Location: Holyoke Cultivation/Processing

	Year To Date 12/31/2022	31-Jan	28-Feb	31-Mar	30-Apr	31-May	30-Jun	31-Jul	31-Aug	30-Sep	31-Oct	30-Nov	31-Dec
	Actual												
<b>Revenue</b>													
Revenue - Products	34,012,308	3,009,375	2,921,576	2,955,864	2,119,350	2,524,152	2,603,230	3,098,257	2,543,688	2,858,979	3,321,141	2,744,040	3,312,656
Revenue - Other	208,933	39,436	(59,489)	15,898	43,006	35,482	34,210	13,570	37,427	13,060	24,932	10,829	572
Total Revenue	34,221,241	3,048,811	2,862,087	2,971,762	2,162,356	2,559,634	2,637,440	3,111,827	2,581,115	2,872,039	3,346,073	2,754,869	3,313,228

**Exhibit B**



**INCIDENT REPORT**

**RISE HOLDINGS, INC.  
HOLYOKE CULTIVATION**

28 Appleton Street  
Holyoke, MA. 01040  
O 413.561.9110

**RMD 645-P, RMD 645-C, MP 281453, MC 281674**

**Date/Time of Incident:** 4/14/2022 12:15 PM EST

**Event:** Panic Alarm Accidentally Activated

**Description of event:**

On Thursday, April 14, 2022, at 12:15 PM EST the Holyoke Police Department responded to a panic alarm that had been activated at the RISE location.

**Investigation:**

Three mobile, clip-on panic alarms were being stored under a desk in the security office. One of the panic alarms was accidentally activated when other items under the desk were being moved around.

**Preventive Actions:**

The panic alarms have been moved to a new location where they will not be accidentally activated.

**Corrective Action:**

Holyoke Police responded to the panic alarm and verified that the RISE facility was not under duress.

**Report filed by Gretchen Kauffman**

**Signature:**  **Date:** 04/15/22

**Title:** Quality & Compliance Manager



**INCIDENT REPORT**

**RISE HOLDINGS, INC.  
HOLYOKE CULTIVATION**

28 Appleton Street  
Holyoke, MA. 01040  
O 413.561.9110

**RMD 645-P, RMD 645-C, MP 281453, MC 281674**

**Date/Time of Incident:** Monday, July 11, 2022, at approximately 4:00 PM EST

**Event:** Police called to monitor parking lot during end of day departures

**Description of event:**

An employee was terminated from RISE on Friday, July 8, 2022, for making threatening gestures toward another RISE employee. The terminated employee's significant other continues to work at RISE. The terminated employee drove their significant other to work on the morning of Monday, July 11, 2022. As the terminated employee was dropping their significant other off at RISE the terminated employee made threatening gestures toward multiple RISE employees. RISE employees park in a City of Holyoke parking lot located across the street from the RISE facility. The Holyoke Police were notified and scheduled to monitor the parking lot at the end of the day on Monday, July 11, 2022, when RISE employees were walking to their cars. No further incidents occurred while the police were monitoring the parking lot.

**Investigation:**

Security footage of the original threatening gesture was reviewed and confirmed to be a threat toward the other employee. Multiple employees reported threatening gestures made toward them by the terminated employee on the morning of Monday, July 11, 2022. The Holyoke Police Department took notes on the incident and have not yet completed a police report.

**Preventive Actions:**

Continue to deactivate an employee's agent registration and employee badge access whenever an employee's employment is terminated. Continue to monitor the current situation and escalate to law enforcement as needed. Continue to schedule police presence whenever there is a credible concern for the safety of employees.

**Corrective Action:**

Continue to encourage employees to report any threats made against them and/or any safety concerns they have. Continue to investigate any accusations of employees making threats of violence toward any other employees.

**Report filed by Gretchen Kauffman**

**Signature:**  **Date:** 07/12/2022

**Title:** Quality & Compliance Manager




**INCIDENT REPORT UPDATE**

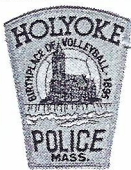
**RISE HOLDINGS, INC.  
HOLYOKE CULTIVATION**

28 Appleton Street  
Holyoke, MA. 01040  
O 413.561.9110

**RMD 645-P, RMD 645-C, MP 281453, MC 281674**

<b>Original Incident Report Title:</b>	INCIDENT REPORT 2022.07.12
<b>Original Incident Report Date of Submission to CCC:</b>	Monday, July 11, 2022, at approximately 4:00 PM EST
<b>Original Event:</b>	Police called to monitor parking lot during end of day departures
<b>Titles of Previous Updates:</b>	N/A
<b>Updates since the time of the original incident report:</b> Please find attached the police report mentioned in the prior incident report. Since 07/11/2022, RISE has requested the presence of the Holyoke Police on three additional occasions. RISE made these requests due to continued escalation of threatening behavior between the terminated employee and employees of RISE. One employee who suffered threats is on a temporary leave of absence. RISE's Asset Protection team is working with this individual. Human Resources is partnering with Employee Resources and Asset Protection to increase the visible presence of security on site. RISE will continue to request the presence of the Holyoke Police as RISE and/or the police deem necessary. The CCC will be made aware of any additional reportable incidents related to this matter.	
<b>List of attached documents:</b> <ul style="list-style-type: none"><li>• Police Incident Report # 22-3252-OF</li><li>• INCIDENT REPORT 2022.07.12</li></ul>	
<b>Report filed by Gretchen Kauffman</b>	
<b>Signature:</b> 	<b>Date:</b> <u>07/15/2022</u>
<b>Title:</b>	<u>Quality &amp; Compliance Manager</u>





Holyoke Police Department  
Incident Report

Incident #: 22-3252-OF  
Call #: 22-21478

Date/Time Reported: 07/11/2022 1558  
Report Date/Time: 07/11/2022 2059  
Status: Incident Open

Reporting Officer: OFFICER THOMAS SPAFFORD  
Approving Officer: Lieutenant MARK HARRISON

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

#	SUSPECT (S)	SEX	RACE	AGE	SSN	PHONE
1	SANTIAGO, JONELL ***** *****	M	W	36	*****	*****

Military Active Duty: \*

DOB: \*\*\*\*\* PLACE OF BIRTH: \*\*\*\*\*  
LICENSE NUMBER: \*\*\*\*\* ETHNICITY: HISPANIC

#	OFFENSE (S)	ATTEMPTED	TYPE
	LOCATION TYPE: Other/Unknown GTI 28 APPLETON ST HOLYOKE MA 01040		Zone: RA-1
1	THREAT TO COMMIT CRIME c275 §2 275/2 275 2 OCCURRED: 07/11/2022 1558	N	Misdemeanor

#	VICTIM(S)	SEX	RACE	AGE	SSN	PHONE
1	BOUTIN, RONALD Jr ***** *****	M	W	39	*****	*****

DOB: \*\*\*\*\*  
EMPLOYER: \*\*\*\*\*  
ETHNICITY: Not of Hispanic Origin  
RESIDENT STATUS: Resident  
VICTIM CONNECTED TO OFFENSE NUMBER(S): 1

#	PERSON (S)	PERSON TYPE	SEX	RACE	AGE	SSN	PHONE
1	FATHALLAH, SARA ***** *****	REPORTING PARTY	F	W	37	*****	*****

DOB: \*\*\*\*\*

Holyoke Police Department

Page: 1

NARRATIVE FOR OFFICER THOMAS SPAFFORD

07/14/2022

Ref: 22-3252-OF

Entered: 07/11/2022 @ 2103      Entry ID: 387  
Modified: 07/11/2022 @ 2232      Modified ID: 387  
Approved: 07/11/2022 @ 2234      Approval ID: 320

On July 11, 2022 at approximately 03:48 PM while assigned to fully marked Car #1 on active patrol, I Officer Spafford responded to 28 Appleton st. for a past disturbance.

Upon arriving on scene, I made contact with SARA FATHALLAH who stated she works in human resources. FATHALLAH stated that on friday they had to terminate one of their employees who she identified as JONELL SANTIAGO. FATHALLAH stated that the SANTIAGO then showed back up to drop his girlfriend DALIZA CRUZ who is also an employee at 28 Appleton st. this morning at approximately 07:20 AM in the public parking lot across the street located off Canal st.

At this time, SANTIAGO made a gesture with his finger in the manner consistent with pretending to have a firearm. SANTIAGO made this gesture towards an employee RONALD BOUTIN. SANTIAGO proceeded to give the middle finger towards BOUTIN before driving off. I advised FATHALLAH a report would be on file and if SANTIAGO returned to call us back and we would issue a trespass notice.

Respectfully submitted,

Officer Thomas R. Spafford #387

\*\* Portions of this report have been redacted \*\*



**INCIDENT REPORT**

**RISE HOLDINGS, INC.  
HOLYOKE CULTIVATION**

28 Appleton Street  
Holyoke, MA. 01040  
O 413.561.9110

**RMD 645-P, RMD 645-C, MP 281453, MC 281674**

**Date/Time of Incident:** Monday, July 11, 2022, at approximately 4:00 PM EST

**Event:** Police called to monitor parking lot during end of day departures

**Description of event:**

An employee was terminated from RISE on Friday, July 8, 2022, for making threatening gestures toward another RISE employee. The terminated employee's significant other continues to work at RISE. The terminated employee drove their significant other to work on the morning of Monday, July 11, 2022. As the terminated employee was dropping their significant other off at RISE the terminated employee made threatening gestures toward multiple RISE employees. RISE employees park in a City of Holyoke parking lot located across the street from the RISE facility. The Holyoke Police were notified and scheduled to monitor the parking lot at the end of the day on Monday, July 11, 2022, when RISE employees were walking to their cars. No further incidents occurred while the police were monitoring the parking lot.

**Investigation:**

Security footage of the original threatening gesture was reviewed and confirmed to be a threat toward the other employee. Multiple employees reported threatening gestures made toward them by the terminated employee on the morning of Monday, July 11, 2022. The Holyoke Police Department took notes on the incident and have not yet completed a police report.


**Preventive Actions:**

Continue to deactivate an employee's agent registration and employee badge access whenever an employee's employment is terminated. Continue to monitor the current situation and escalate to law enforcement as needed. Continue to schedule police presence whenever there is a credible concern for the safety of employees.

**Corrective Action:**

Continue to encourage employees to report any threats made against them and/or any safety concerns they have. Continue to investigate any accusations of employees making threats of violence toward any other employees.

**Report filed by Gretchen Kauffman**

**Signature:**  **Date:** 07/12/2022

**Title:** Quality & Compliance Manager



**INCIDENT REPORT**

**RISE HOLDINGS, INC.  
HOLYOKE CULTIVATION**

28 Appleton Street  
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O 413.561.9110

**RMD 645-P, RMD 645-C, MP 281453, MC 281674**

**Date/Time of Incident:** Friday, August 26, 2022, at 10:57 AM EST

**Event:** Employee Taken to Hospital by Ambulance after Fainting

**Description of event and investigation:**

On Friday, August 26, 2022, at 10:57 AM an employee at RISE Holdings, Inc. fainted and then regained consciousness. An ambulance was called to RISE Holdings, Inc. and out of an abundance of caution the employee was taken to the hospital.

**Preventive Actions:**

None identified.

**Corrective Action:**

None identified.

**Report filed by Gretchen Kauffman**

**Signature:**  **Date:** 08/26/22

**Title:** Quality & Compliance Manager



**INCIDENT REPORT**

**RISE HOLDINGS, INC.  
HOLYOKE CULTIVATION**

28 Appleton Street  
Holyoke, MA. 01040  
O 413.561.9110

**RMD 645-P, RMD 645-C, MP 281453, MC 281674**

**Date/Time of Incident:** Thursday, September 8, 2022, at approximately 8:35 AM EST

**Event:** Fire Department Responded to Fire Alarm at RISE Holdings, Inc.

**Description of event:**

On Thursday, September 8, 2022, at approximately 8:35 AM the fire alarm sounded at RISE Holdings, Inc. All employees evacuated the building and the Holyoke Fire Department responded to the facility.

**Investigation:**

A foliar treatment was being applied to the plants in the mother room with a cold fogger and the air handler pulled the treatment into the duct work which triggered the particle sensor smoke detector to alarm. The same treatment method is typically used in the mother room but this time more treatment was applied. The additional treatment caused a denser fog which set off the particle sensor smoke detector. Upon arrival the fireman inspected the mother room, determined that the building was safe, and all employees returned to the building.

**Preventive Actions:**

Employees will turn off the air handler in the mother room when using the cold fogger for foliar treatment.

**Corrective Action:**

All employees evacuated the building when the alarm sounded. The fire department entered the building and determined the building was safe for employees to re-enter.

**Report filed by Gretchen Kauffman**

**Signature:**  **Date:** 09/09/22

**Title:** Quality & Compliance Manager



**INCIDENT REPORT**

**RISE HOLDINGS, INC.**

28 Appleton Street  
Holyoke, MA. 01040  
O 413.561.9110

**RMD 645-P, RMD 645-C, MP 281453, MC 281674**

**Date/Time of Incident:** Thursday, November 3, 2022, at 11:47 AM EST

**Event:** Fire Department Responded to Fire Alarm

**Description of event:**

At 11:47 AM EST the fire alarm sounded at RISE Holdings, Inc. The Holyoke Fire Department responded to the alarm and entered the building.

**Investigation:**

The maintenance department was using a circular saw on the floor of a room to repair a defect on the floor. The room was free of additional people and marijuana products. The maintenance team set up a portable dust collection system to collect the dust from the grinder. The dust collection system did not collect all the dust and, as a result, some dust was pulled into the air handling system which contains a smoke detector. The dust blocked the particle detection light in the smoke detector which triggered the fire alarm.

**Preventive Actions:**

Use a wet saw or equivalent on future projects that require concrete cutting.

**Corrective Action:**

All employees evacuated the building to the designated evacuation area across the street. Employees waited for the Fire Department’s permission to reenter the building.

**Report filed by Gretchen Kauffman**

**Signature:**  **Date:** 11/03/2022

**Title:** Quality & Compliance Manager



**INCIDENT REPORT**

**RISE HOLDINGS, INC.  
HOLYOKE CULTIVATION**

28 Appleton Street  
Holyoke, MA. 01040  
O 413.561.9110

**RMD 645-P, RMD 645-C, MP 281453, MC 281674**

**Date/Time of Incident:** Wednesday, November 30, 2022, at 9:53 AM EST

**Event:** Police Responded to Panic Alarm

**Description of event:**

On Wednesday, November 30, 2022, at 9:53 AM EST a Holyoke Police Officer arrived at RMD 645-P, RMD 645-C, MP 281453, MC 281674 in response to a panic alarm being activated. The police officer verified that the alarm was activated by mistake and left RMD 645-P, RMD 645-C, MP 281453, MC 281674 at 9:57 AM EST.

**Investigation:**

The panic alarm was mistakenly activated. The panic alarm that was activated is located under the desk in the security booth. Boxes were being moved under the desk and triggered the alarm.

**Preventive Actions:**

The employees working in the security booth will be more vigilant when moving items near the panic alarm.

**Corrective Action:**

The responding police officer verified that the panic alarm was activated by mistake.

**Report filed by Gretchen Kauffman**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**12/01/2022**

**Title:** \_\_\_\_\_

**Quality & Compliance Manager**