

GRANVILLE-HAVENWOODS ADVISORY COUNCIL

Date

BUSINESS QUESTIONNAIRE

The Granville-Havenwoods Advisory Council reviews plans and proposals for redevelopment projects in the Granville-Havenwoods Development Area for consistency with the goals, needs, and desires of the Granville-Havenwoods community and its residents, businesses, property owners and other stakeholders. The Granville-Havenwoods Development Area is bounded by W. County Line Road, Good Hope Road, N. 43rd Street, and N. 107th Street. Additionally, the council would like to be informed of new businesses or developments coming into the Granville-Havenwoods Development Area or altering operations within the area. The council would like to review those businesses/developments and possibly offer recommendations or provide input on them. Any recommendations made by this council are advisory only to other required processes.

Please be prepared to present on your business or proposed business for roughly 5 minutes. If you are not confident in your command of English, please bring a translator with you. Applicants must meet with the local Council member prior to appearing at this meeting and may be moved to the next meeting date, if the meeting runs long.

Individual Name: Devan Lindgren

INCLUDE ALIASES AND PRIOR NAMES

Email: sales@homagehemp.com

1. What is the legal name and D/B/A name of your business?

Homage Hemp LLC DBA Homage Dispensary

2. What is the address of your business or proposed business?

8923 West Brown Deer Road

3a. Are you a new or existing business?

We are an existing company expanding into the retail market in Milwaukee

3b. How many years have you been in business?

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4. Describe the product(s) or service(s) you offer.

Include specific activities to be held at the proposed location. Include all licensing needed/applied for.

We sell federal and state compliant hemp and cbd products with a focus on natural compounds and stringent testing

5. What problem does your business solve?

1. Access to Trusted, High-Quality Hemp Products

Problem: The hemp & traditional market is flooded with low-quality, mislabeled, or unsafe products.

Solution: We provide lab-tested, compliant hemp products that customers can trust: clean, consistent, and transparently sourced. We bridge the trust gap that exists between consumers and the chaotic hemp industry.

2. Education & Normalization

Problem: Most people, including many store owners and consumers, don't understand hemp products, legality, or how to use it safely and effectively.

Solution: We serve as an education hub, teaching customers about hemp, safe consumption, and the difference between hemp and marijuana. We normalize responsible hemp use and build credibility for the industry.

3. Community & Economic Empowerment

Problem: The cannabis & hemp spaces often overlook local communities and independent entrepreneurs.

Solution: We reinvest in the community, through events like the Gas Mask Cypher, collaborations with local artists, and "Packs with a Purpose." We're building a cultural movement, not just a retail store, and positioning hemp as a tool for economic growth and creative empowerment focusing on disadvantaged communities to level the playing field.

6a. How will you involve the community?

Host cultural events like *The Gas Mask Cypher* to spotlight local artists and entrepreneurs.
Collaborate with nearby businesses and community organizations to boost neighborhood visibility and foot traffic.
Provide opportunities for residents to participate in events, and community outreach.

6b. How will you give back to the community?

1. Create local jobs and offer training programs focused on sales, retail management, and marketing skills.
2. Prioritize hiring locals & individuals impacted by past convictions and help connect them with the resources they need to succeed.
3. Support justice reform and community empowerment initiatives through event proceeds and partnerships.
4. Focus on long-term empowerment: giving people tools, knowledge, and opportunities to build stable futures rather than temporary handouts.

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GRANVILLE-HAVENWOODS ADVISORY COUNCIL

GRANVILLE DEVELOPMENT DISTRICT

BUSINESS QUESTIONNAIRE

CITY OF MILWAUKEE

7. What are the business hours of operation?
9am-7pm Monday through Saturday, 12-5pm Sunday

8. Who is your target audience?

Our target audience includes adults between the ages of 21 and 55+ who value quality, transparency, and wellness in hemp products. Most are based in Milwaukee and the surrounding areas. They're interested in hemp flower, edibles, and other hemp-derived products that deliver consistency and trusted results. These customers care about authenticity, culture, and supporting local businesses that stand for something bigger than just sales.

We also aim to engage community supporters: local residents, artists, and small business owners who believe in positive neighborhood growth and opportunity. Many of them care about justice reform, local hiring, and real community empowerment. Our store gives them a responsible, locally owned option they can stand behind, blending quality products with purpose and education.

9a. Why do you want your business to be located within the 9th district?

We want to open our business in the 9th District because it represents the kind of community we want to grow with: diverse, hard-working, and full of potential. This area is home to people who value authenticity and local ownership, and we believe our store can contribute to both the culture and the economy here.

9b. How will your business improve the 9th district?

Our goal is to create a positive community presence that adds value beyond sales. By hosting events like the Gas Mask Cypher, hiring locally, and supporting social-impact initiatives, we can bring energy and opportunity to the district. We see the 9th District as more than a location, it's a place where we can build relationships, provide jobs, and help strengthen the local economy through empowerment and education.

10. Who will maintain the exterior premise of your establishment?

Our team will handle all exterior maintenance to ensure the property always reflects well on the neighborhood and the city. This includes regular cleaning, trash removal, landscaping, and snow or ice removal as needed. We'll keep the area around the storefront clean, well-lit, and welcoming at all times. When needed, we'll also work with local maintenance and landscaping services to make sure the exterior remains in top condition year-round.

11. Are you leasing or buying the building where your business will be located?

Leasing

12. Describe your security design.

Our security plan is built around safety, compliance, and community trust. The store will have 24/7 monitored security cameras covering all entrances, exits, sales areas, storage rooms, and the exterior perimeter. Footage will be stored securely and retained in accordance with state regulations.

All entry points will be reinforced with commercial-grade locks and alarm systems connected to a licensed security monitoring company. Only authorized employees will have access to restricted areas, with keycard or code-based entry systems to prevent unauthorized access.

During business hours, a trained staff member will monitor cameras and manage customer flow to maintain a safe and orderly environment. After hours, the building will remain locked, alarmed, and under live surveillance.

Our approach prioritizes prevention, visibility, and accountability, ensuring a safe environment for employees, customers, and the surrounding community.

13. Does your proposal involve any City approvals? If so, what are those approval processes?

No

14. What is the project timeline or schedule for your development or business, including any City approvals that are required?

Target Grand Opening: Monday, Nov 17, 2025

Oct 23–25

- File any remaining city and state paperwork. Confirm occupancy and inspection requirements.
- Bind insurance. Order cameras, alarm, access control, safe, POS, signage, and networking gear.
- Finalize floor plan, counters, display cases, and security coverage map.
- Post job listings. Start background checks for short-list candidates.

Oct 26–31

- Light buildout: paint, fixtures, counters, low-voltage runs for cameras and alarms.
- Internet installed and tested. POS merchant setup initiated.
- Vendor accounts confirmed. Initial product POs placed with delivery windows.

Nov 1–5

- Install and test security systems, DVR/NVR, alarm, access control.
- Install POS, barcode scanners, label printer, cash management, receipt printers.
- First-round interviews and working interviews.

Nov 6–8

- Receive first inventory. Intake, label, reconcile with COAs. Set shelf plan and pricing tiers.
- Staff offers out. Training schedule locked.
- Request inspections for **Nov 11–12** to allow buffer for reinspection if needed.

Nov 9–12

- Staff training: compliance, POS, customer flow, security protocols, product knowledge.
- Mock days with test transactions and loss-prevention drills.
- Building, fire, and security inspections **Nov 11–12**. Address any punch-list items same day.

Nov 13–14

- Soft opening for neighbors and partners. Gather feedback. Fix final issues.
- Final merchandising. Set opening cash, deposit workflows, and daily checklists.

Nov 15–16

- Marketing push: Google Business Profile, maps pins, updated hours, website, socials, SMS to interest list.
- Final readiness review: compliance binder, camera retention settings, alarm call tree, incident reporting.

Nov 17

- **Grand Opening.** Ribbon cut, track KPIs, run opening-week promotions.

Critical Dependencies and Buffers

- Inspections booked for **Nov 11–12** with a reinspection hold on **Nov 14** if needed.
- Internet and security installs complete by **Nov 5** to avoid inspection delays.
- Inventory lands by **Nov 8** for training and merchandising.
- At least two fully trained openers and two closers ready by **Nov 12**.

15a. Do you have a written business plan?

Yes, we have a detailed business plan that outlines our operations, compliance strategy, and community engagement model. We've built it from the ground up based on real-world experience in the hemp industry and a clear understanding of how to make this location successful.

15b. Does your plan include a marketing plan?

Yes, we have an in-house marketing team that leverages GBP, and social media to draw in community members. We also have tight connections with the local neighborhoods so we'll leverage those connections as well.

15c. Are you doing financing? If yes, with whom?

No, not necessary

15d. What is your plan on hiring and how many full/part-time employees?

Our goal is to hire locally and provide stable employment opportunities within the 9th District. We plan to start with a **team of 5-6 employees**:

- **2 full-time staff members** to manage day-to-day operations, compliance, inventory, and sales.
- **3-4 part-time employees** to assist with customer service, merchandising, events, and general support.

As the business grows, we plan to expand staffing to include additional sales and community outreach roles. Every team member will receive training in compliance, safety, and customer education to ensure professionalism and community trust.

Our long-term plan is to promote from within and create a pathway for employees to develop skills in management, marketing, and business operations.

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GRANVILLE-HAVENWOODS ADVISORY COUNCIL BUSINESS
QUESTIONNAIRE

GRANVILLE DEVELOPMENT DISTRICT CITY OF MILWAUKEE

15e. Are you going to hire within the community and how do you plan to recruit/train these individuals?

Yes, we are committed to hiring from within the local community. Our goal is to create opportunities for residents of the 9th District who want to grow in a legitimate, fast-developing industry.

We will recruit through local job boards, community centers, and partnerships with neighborhood organizations that help connect residents to employment opportunities. We also plan to announce openings during community events and on social media to reach local talent directly.

Training will cover compliance, customer service, product knowledge, and safety procedures. We'll provide ongoing education so every team member can build valuable skills in sales, operations, and leadership. Our focus is on empowering local residents to develop long-term careers, not just short-term jobs.

15f. What insurance coverage do you have?

General Liability Insurance to cover any potential injuries or damages on the premises.

Property Insurance for the building's interior, equipment, and inventory.

Product Liability Insurance specific to hemp and CBD products to ensure compliance and consumer protection.

Workers' Compensation Insurance for all employees.

Commercial Auto Insurance if deliveries or business transportation are added in the future.

16. If needed, have you contacted the Department of Public Works?

17. Do you have a contractor for plumbing, HVAC, and architect? If yes, who are they?

No

18. Have you obtained your seller's permit?

We are in the process of obtaining our seller's permit through the **Wisconsin Department of Revenue**. The application has been initiated and will be finalized prior to opening. All required documentation will be submitted to the city once the permit is issued.

<p>19. Have you registered with the Department of Financial Institutions?</p> <p>We are in the process of registering our business and will provide documentation once the registration is complete.</p>
<p>20. Do you have an accountant and a lawyer? If yes, who are they?</p> <p>Accountant: South Shore Bookkeeping Lawyer: Aaron Peli</p>
<p>21. Do you currently have any unpaid financial judgments against you personally or any businesses you are involved with and/or in?</p> <p>No</p>

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GRANVILLE-HAVENWOODS ADVISORY COUNCIL

Date

INDIVIDUAL QUESTIONNAIRE

All individuals involved in the business must complete this form, including:

- sole proprietor • all officers, directors, and agent of a corporation or nonprofit organization • all partners of a partnership • members and agent of a limited liability company

Your application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information
<p>1. Legal Business Name (individual name if sole proprietor) Homage Hemp LLC</p>
<p>2. Business Trade Name or DBA Homage Dispensary</p>
<p>3. Entity Type (check one)</p> <p><input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization</p>

Part B: Individual Information				
1. Last Name Lindgren		2. First Name Devan		3. M.I. S
4. Relationship to Business (Title) Manager		5. Email sales@homagehemp.com		6. Phone 336-223-4773
7. Home Address W9833 Miscauno Island Lane				
8. City Daggett		9. State MI	10. Zip Code 49821	11. Date of Birth 09/07/1993
12. Driver License/State ID Number L 900 000 012 077			13. Driver License/State ID State of Issuance MI	

Part C: Address History

1. Do you currently reside in Wisconsin? ☐

Yes ☐ No ☐

I	f yes to 1 above continuously lived in W date of application?							Years	Months
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2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.

Previous Address 1	City	State	Zip Code
Previous Address 2	City	State	Zip Code
Previous Address 3	City	State	Zip Code
Previous Address 4	City	State	Zip Code
Previous Address 5	City	State	Zip Code

3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.

State	County	State	County	State	County	State	County
State	County	State	County	State	County	State	County

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GRANVILLE-HAVENWOODS ADVISORY COUNCIL INDIVIDUAL
QUESTIONNAIRE

GRANVILLE DEVELOPMENT DISTRICT CITY OF MILWAUKEE

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses)
for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐

Yes ☐ No ☐ If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	

2. Are charges for any offenses currently pending against you (excluding traffic offenses)
for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐

Yes ☒ No If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully.

Signature Devan Lindgren

Date 10/23/2025