



**State of New Jersey**  
**CANNABIS REGULATORY COMMISSION**

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JEFF BROWN, *Executive Director*

December 7, 2021

**VIA ELECTRONIC MAIL** to: nicole@bloommedicinals.com  
Nicole Van Rensburg  
Bloom Medicinals of PA LLC  
127 NW 13<sup>th</sup> Street  
Suite C13  
Boca Raton, Florida 33432

**Re: FINAL AGENCY DECISION**  
*Disqualification of Application for a Permit to Operate an Alternative Treatment Center (“ATC”) Pursuant to the 2019 Request for Application (“RFA”) Process Due to Acceptance of a Prior Award*

Dear Ms. Van Rensburg:

The New Jersey Cannabis Regulatory Commission (“CRC”) has received and reviewed your application for a dispensary permit endorsement in the Central region, submitted on August 19, 2019, to operate an Alternative Treatment Center (“ATC”) pursuant to N.J.S.A. 24:6I-1 *et seq.* For the reasons stated below, the CRC has disqualified your application for a dispensary permit endorsement.

During the review period for dispensary permit endorsements submitted pursuant to the 2019 Request for Applications (“RFA”), the CRC completed its scoring and review and issued awards for cultivation permit endorsements. Bloom Medicinals of PA LLC (“Bloom”) accepted a cultivation permit endorsement award by writing on October 22, 2021. Pursuant to the terms of the 2019 RFA, and as explained in a detailed letter to Bloom from the CRC on October 21, 2021, Bloom’s acceptance of the cultivation permit endorsement disqualifies Bloom from being awarded any other permit issued under either the 2019 RFA and/or the 2018 RFA.

As provided for in the RFAs, the CRC intended to limit applicants to one permit endorsement through the RFA processes (unless applying for a vertically integrated award, in which case three endorsements are available – one for cultivation, one for manufacturing, and one for dispensing). The reason for limiting awards to one permit endorsement per applicant is to ensure that patient need is met through a diverse and robust market so that potential failures in supply chains of the industry will not disrupt the entire industry. Specifically, the 2019 RFA, in Section III on Eligibility, establishes:

“... applicants cannot submit for both vertically integrated permits and individual endorsements. Applicants submitting for individual

endorsements can submit applications for up to three endorsements, but they can't be in the same region(s). No applicant shall be awarded more than one permit pursuant to this RFA, and no applicant shall hold more than 1 cultivation endorsement, 1 manufacturing endorsement, and 1 dispensary endorsement because of the awards made pursuant to this RFA.”

By way of background, on July 1, 2019, the Department of Health (“Department”) posted a RFA to operate up to twenty-four ATCs, with the opportunity to open eight such centers in the Northern and Central regions of the State, and up to seven in the Southern region of the State, with the option to issue approval for one “at-large” ATC, the region where it would be sited to be determined at the time of award. The RFA sought to award permits for up to fifteen dispensaries, five cultivation sites, and four Vertically Integrated ATCs (granting the ability to dispense, cultivate, and manufacture cannabis products). On August 2, 2019, the RFA was updated to clarify provisions related to the application fees required for vertically integrated permit applicants.

Applications for dispensary endorsements were due to the Department no later than August 21, 2019, at 3:00 PM. Applications for cultivation endorsements were due to the Department no later than August 22, 2019, at 3:00 PM. Applicants had the choice of whether to submit the application online and only submit signed coversheets and checks in person, or to submit the whole application in hard copy/paper form.

The Department received a total of 198 applications, including 40 applications for cultivation permits, 109 applications for dispensary permits, and 49 applications for vertically integrated permits. An initial completeness review of all 198 applications was conducted by the Department. Of the 198 applications, 2 were submitted as incomplete applications.

During review by the CRC, the following application submitted was found to be disqualified due to the applicant accepting a cultivation permit endorsement pursuant to the 2019 RFA:

Applicant Name: Bloom Medicinals of PA LLC

Applicant Control Number(s): 19-0022

Region: Central

Accordingly, the listed application has been **DISQUALIFIED** pursuant to the terms of the 2019 RFA.

You have the right to appeal this decision to the Superior Court of New Jersey, Appellate Division, within 45 days of the date of this letter in accordance with the Rules Governing the Courts of the State of New Jersey. All appeals should be directed to:

Superior Court of New Jersey  
Appellate Division  
Attn: Court Clerk  
P.O. Box 006  
Trenton, New Jersey 08625

Any applicant with questions regarding the 2019 RFA process and methodology, and any unsuccessful applicant that wishes to file a grievance with the Commission, may do so by submitting their question or grievance in writing to [cre.licensing@cre.nj.gov](mailto:cre.licensing@cre.nj.gov) by 5:00 p.m. Eastern Time on Wednesday, December 15, 2021. Multiple questions/grievances can be submitted together but must be numbered. Responses to submissions deemed relevant to the 2019 RFA process and methodology will be provided by 5:00 p.m. Eastern Time on Friday, January 14, 2022. The question and grievance period should only be used for the purpose of addressing questions and complaints related to the 2019 RFA process and methodology. All other questions should be submitted through the Commission website and will be answered in the regular course of business.

Thank you for your interest in operating an ATC.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jeff Brown", is centered below the word "Sincerely,".

Jeff Brown  
Executive Director  
New Jersey Cannabis Regulatory Commission