

Stockton Borough Cannabis Business Application Scoring Rubric

Applicant must meet all elements of a description in order to earn the points at that description's level.

The Borough reserves the right to conduct its own independent investigation of each Applicant's responses and to verify the contents and/or statements made in an application.

Qualifications, Experience & Responsibility (Part 1.B, C)

Applicant's qualifications, responsibility, and experience to open and operate the cannabis business in a manner that serves the Borough's and community's best interests.

Score	Score Range	Description
	0	Either the Applicant lacks any relevant qualifications and/or experience to operate a cannabis business in the Borough or there is evidence to support that the Applicant is not responsible. As used in this category, "not responsible" shall mean that there is evidence that the Applicant has made material misrepresentations in its application in connection with this category; or there is evidence that the Applicant lacks moral integrity to operate a business in the Borough; or the Applicant or one or more owners, principles, or named employees is not in compliance with N.J.A.C. 17:30-6.8, N.J.S.A. 17:30-7.11 and/or N.J.S.A. 17:30-7.12.
	5	The Applicant includes documentation that either it or one or more of its owners possesses minimal qualifications and experience to operate a cannabis retail business, and there is no evidence to support that the Applicant and owners are not responsible. Minimal qualifications and/or experience shall include at least 12 months of experience in operating in the cannabis industry or another highly regulated industry.
	10	The Applicant includes documentation that either it or one or more of its owners has limited qualifications and/or experience to operate a cannabis retail business, and there is no evidence to support that the Applicant and owners are not responsible. Limited qualifications and/or experience shall include between 12- and 18 months of experience in operating in the cannabis industry or another highly regulated industry.
	15	The Applicant includes documentation that either it or one or more of its owners has moderate experience to operate a cannabis retail business, and there is no evidence to support that the Applicant and owners are not responsible. Moderate experience shall include between 19- and 24 months of experience in operating in the cannabis industry or in another highly regulated industry.
	20	The Applicant includes documentation that either it or one or more of its owners has significant experience in operating in the cannabis industry, specifically; there is no evidence to support that the Applicant and owners are not responsible. Significant experience shall mean 18+ months operating a licensed retail cannabis business.
	25	The Applicant includes documentation that either it or one or more of its owners has extensive experience in operating in the cannabis industry, specifically; there is no evidence to support that the Applicant and owners are not responsible. Extensive experience in operating in the cannabis industry shall mean 24+ months operating a licensed retail cannabis business.

Financial Capacity (Part 1.D)

Applicant's financial capacity to open and operate the business, including cash on hand to open and continue to operate the business.

Score	Score Range	Description
	0	Failed to submit sufficient documentation or detail of demonstrated financial capability. Evidence that the Applicant has made material misrepresentations in its application in connection with the elements of this category shall also result in a zero score in this category.
	5	Minimal financial resources that barely meet basic operational requirements. Limited financial planning. A minimum of \$500,000.00 of liquid assets net, after the costs of setting up retail space in compliance with the Borough ordinance, or liquid assets to cover 6 months of projected operating expenses, whichever is greater.
	10	Adequate financial resources for initial operations. Basic financial planning with limited contingencies. A minimum of \$750,000.00 of liquid assets net, after the costs of setting up retail space in compliance with the Borough ordinance, or liquid assets to cover 9 months of projected operating expenses, whichever is greater.
	15	Solid financial resources exceeding basic operational needs. Detailed financial planning with some contingencies. A minimum of \$1,000,000.00 of liquid assets net, after the costs of setting up retail space in compliance with the Borough ordinance, or liquid assets to cover 12 months of projected operating expenses, whichever is greater.
	20	Strong financial position with significant resources for establishment and operations. Comprehensive financial planning with multiple contingencies. A minimum of \$1,500,000.00 of liquid assets net, after the costs of setting up retail space in compliance with the Borough ordinance, or liquid assets to cover 18 months of projected operating expenses, whichever is greater.
	25	Exceptional financial capacity with abundant resources for establishment, operation, and expansion. Sophisticated financial planning with robust contingencies and growth strategies. A minimum of \$2,000,000.00 of liquid assets net, after the costs of setting up retail space in compliance with the Borough ordinance, or liquid assets to cover 24 months of projected operating expenses, whichever is greater.

Safety & Security Plan (Part 3.F)

Applicant's safety and security plan, including details on how it will prevent minors from access to the site and from purchasing cannabis and cannabis-related products.

Score	Score Range	Description
	0	No meaningful safety and security plan is provided, or it fails to address basic safety and security requirements. Evidence that the Applicant has made material misrepresentations in its application in connection with the elements of this category shall also result in a zero score in this category.
	5	Minimal safety and security planning with limited detail provided. These may include basic locks, reactive police contact, meeting Borough ordinance requirements for full camera coverage of interior and exterior areas of the property and retention strategies but providing minimal details, unspecified or deficient qualifications of security personnel, minimal barriers or screening, simple entry procedures, and age verification at point of sale only. Limited protocols for preventing minor access and on-site consumption.
	10	Basic security needs meet minimum requirements without comprehensive details. Standard locks and alarms, acknowledged need for police communication, meets Borough ordinance requirements for full camera coverage of interior and exterior areas of the property and retention strategies, qualified security personnel with limited details regarding responsibilities, meets Borough ordinance requirements for property barriers or screening, minimal visitor and age verification procedures, strategy for preventing minors from entering the property and retail space, and monitored consumption prevention.
	15	Good security plan addressing most requirements. Secure storage rooms, reinforced entry points with alarms, established police communication protocols, meets Borough ordinance requirements for full camera coverage of interior and exterior areas of the property and retention strategies, qualified security personnel with clearly defined responsibilities, appropriate physical barriers and screening, clear visitor procedures, comprehensive ID verification plan, strategy for preventing minors from entering the property and retail space, and monitored consumption prevention.
	20	Comprehensive security plan exceeding requirements in most areas. Vault-like product storage, enhanced entry security, established police relationships and communication protocols, meets or exceeds Borough ordinance requirements for full camera coverage of interior and exterior areas of the property and retention strategies, qualified security personnel with clearly defined responsibilities, integrated barrier systems and screening, structured visitor management, technology aided ID verification, strategy for preventing minors from entering the property and retail space, and active consumption monitoring throughout the property.
	25	Exceptional, detailed security plan demonstrating industry-leading practices and providing for contingencies. Advanced vault systems for product storage, multi-layered physical defenses, formalized police partnerships, meets or exceeds Borough ordinance requirements for full camera coverage of interior and exterior areas of the property and retention strategies, qualified security team with clearly defined responsibilities, professional property and building perimeter design with barrier systems and screening, sophisticated visitor tracking, advanced age verification technology, strategic facility and property designed to prevent consumption, comprehensive strategy for preventing minors from entering the property and retail space, and active consumption monitoring throughout the property.

Workforce Development & Job Creation Plan (Part 3.G)

Applicant's workforce development and job creation plan, including its plans for diversity and local hiring.

Score	Score Range	Description
	0	Limited workforce development and job creation plan. Limited to no consideration for diversity or local hiring. Evidence that the Applicant has made material misrepresentations in its application in connection with the elements of this category shall also result in a zero score in this category.
	5	Comprehensive workforce development and job creation plan, which may include specific targets for diversity and local hiring. Includes items such as training programs, career advancement opportunities, and plans to promote inclusive employment practices.

Commitment to Meet State and Local Requirements (Part 3.H)

Applicant's plans to meet obligations under applicable federal, state, and local law; meet obligations for local transfer tax payment and fiscal reporting requirements; and meet other obligations of Ordinance 2024-12 and state licensing requirements.

Score	Score Range	Description
	0	The Applicant fails to adequately address compliance with federal, state, and local requirements. Limited information concerning transfer tax payment procedures, fiscal reporting methods, records provision, or compliance with state licensing and other state requirements and the Borough ordinance. Evidence of a lack of compliance with state licensing and other state requirements and/or Borough/local municipal ordinance(s). The Applicant demonstrates a lack of or limited understanding of regulatory obligations. Evidence that the Applicant has made material misrepresentations in its application in connection with the elements of this category shall also result in a zero score in this category.
	5	The Applicant minimally addresses regulatory compliance with vague statements lacking specific implementation details. Contains superficial acknowledgment of federal, state, and local requirements without concrete plans. Transfer tax payment procedures and fiscal reporting methods lack detail. Records provision plan is limited or inadequate. References to state licensing and the Borough ordinance are cursory without demonstrating a full understanding of the requirements.
	10	The Applicant adequately addresses basic compliance requirements but may lack comprehensive planning. Includes general plans for meeting federal, state, and local regulations with some specific references. Outlines basic transfer tax payment procedures and fiscal reporting methods. Provides standard records and video access protocols. Demonstrates basic familiarity with state licensing requirements and the Borough ordinance without detailed implementation strategies.
	15	The Applicant demonstrates thorough planning for regulatory compliance across all required areas, based on demonstrated experience. Contains specific strategies for federal, state, and local compliance including zoning, land use, nuisance prevention, noise control, and any applicable historic preservation requirements. Details clear transfer tax payment procedures, comprehensive fiscal reporting and accountability protocols, and efficient protocols for complying with records and video requests. Shows strong understanding of state licensing obligations and the Borough ordinance with implementation plans.
	20	The Applicant presents exceptional, comprehensive compliance planning that exceeds basic requirements, based on demonstrated experience. Features detailed implementation strategies for all federal, state, and local regulations with specific procedures addressing zoning, land use, nuisance prevention, noise control, and any applicable historic preservation requirements. Includes clear transfer tax payment systems, advanced fiscal reporting mechanisms and accountability protocols, and transparent records and video management protocols in response to requests for production of same. Demonstrates expert level understanding of state licensing requirements and the Borough ordinance with clear compliance strategies.

Community Impact & Social Responsibility (Part 3.I)

Applicant's commitment to the local community, including social responsibility, customer service standards, and education and research related to cannabis.

Score	Score Range	Description
	0	The Applicant fails to address community impact and lacks evidence of the Applicant's commitment to the local community, provides few or no details of customer service standards, and offers little or no plan for addressing community complaints. No evidence of education or research commitments related to cannabis. No clear record of social responsibility, volunteerism, or philanthropy presented. Evidence that the Applicant has made material misrepresentations in its application in connection with the elements of this category shall also result in a zero score in this category.
	5	The Applicant minimally addresses community impact with vague or generic statements and limited local commitment. Customer service standards are generic without specific implementation plans. The response plan for community complaints is basic and reactive. Minimal commitment to cannabis education and research through superficial initiatives. Limited or unsubstantiated history of social responsibility, volunteerism, or philanthropy.
	10	The Applicant presents a solid community impact plan with specific commitments to the local community. Includes clear customer service standards with implementation processes. Provides a structured approach to addressing community complaints arising from the operation of the business with designated response protocols. Demonstrates meaningful commitment to cannabis education and research through specific programs or partnerships. Shows documented history of social responsibility, volunteerism, and/or philanthropy with some relevance to the local community.
	15	The Applicant features an exceptional community impact plan with substantial, measurable commitments to the local community. Presents comprehensive customer service standards with quality assurance mechanisms and staff training programs. Offers proactive system for addressing community concerns arising from the operation of the business with dedicated personnel and transparent resolution tracking. Demonstrates significant commitment to cannabis education and research through formal partnerships, funding initiatives, and/or original research programs. Provides extensive, verified history of impactful social responsibility, volunteerism, and/or philanthropy with direct benefits to the local community.

OVERALL SCORE CALCULATION:

CORE CATEGORY	CRITERIA	SCORE RANGE	SCORE
Qualifications, Experience & Responsibility (Part 1.B, C)	Applicant's qualifications, responsibility and experience to open and operate the cannabis business in a manner that serves the Borough's and community's best interests.	0/5/10/15/20/25	
Financial Capacity (Part 1.D)	Applicant's financial capacity to open and operate the business, including cash on hand to open and continue to operate the business.	0/5/10/15/20/25	
Safety & Security Plan (Part 3.F)	Applicant's safety and security plan, including details on how it will prevent minors from access to the site and from purchasing cannabis and cannabis-related products.	0/5/10/15/20/25	
Workforce Development & Job Creation Plan (Part 3.G)	Applicant's workforce development and job creation plan, including its plans for diversity and local hiring.	0/5	
Commitment to Meet State and Local Requirements (Part 3.H)	Applicant's plans and ability to: <ul style="list-style-type: none"> Meet its obligations under applicable federal, state (including but not limited to the D&R Canal Commission), and local law (including but not limited to the Borough's administrative, zoning, land use, nuisance, noise control, and historic preservation (if applicable) requirements; Meet its obligations for local transfer tax payment and fiscal reporting requirements; providing records upon reasonable request (including but not limited to financial records or video surveillance); meeting other state, county, and municipal requirements; and Meet other obligations of Ordinance 2024-12 and state licensing requirements. 	0/5/10/15/20	
Community Impact & Social Responsibility (Part 3.I)	Applicant's commitment to the local community, including social responsibility, customer service standards (including addressing any community or residents' concerns/ complaints), and education and research related to cannabis.	0/5/10/15	
TOTAL SCORE – CORE CATEGORIES	<i>For Borough Use Only</i>	Actual Total Out of 115 Possible Points	
BONUS POINTS Bonus Points will be available only to qualified applicants that achieve the minimum passing score of 80 from the core categories above.	Diversely Owned Business (Part 1.F)	5	
	Social Equity Business (Part 1.G)	5	
	Fills Vacant Storefront (Part 3.D)	5	
	Total Bonus Points – For Borough use only		
	Total Overall Points – For Borough use only		