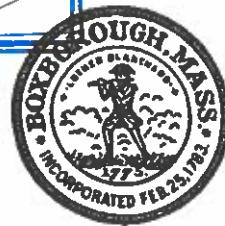


OO  
BLOSSOM BEES



[BLOSSOMBEES.COM](http://BLOSSOMBEES.COM)

[BUZZ@BLOSSOMBEES.COM](mailto:BUZZ@BLOSSOMBEES.COM)



## Boxborough Business Improvement Grant

### ATTACHMENT A – Application Cover Sheet

Applicant Name: Tyler Marchegiani Date: 28-02-2024

Business Name: Blossom Bees Honey Co. Business Address: 99 Whitcomb Rd, Boxborough MA, 01719

Preferred Email: buzz@blossombees.com Phone Number: 985-805-2347

Description of Business: apiary and honeybee farm, providing premium direct to consumer honeybee products.

Please check one:  New Business  Existing Business – Date first opened: 2021  
 Temporary Installation

Brief description of the work proposed: \_\_\_\_\_

expanding retail presence through partnerships with local businesses, establishing pop-up shops, enhancing e-commerce capabilities, implementing marketing strategies, and community education efforts, alongside increasing honey production and processing capacity, launching new product lines.

Amount of match provided: +20,000 Source of matching funds: Blossom Bees Honey Co.

#### Application Checklist

It is the applicant's responsibility to provide each of the following materials. Applications with one or more pieces missing may be deemed incomplete and may not be evaluated. Please use the checklist below to organize your application. Once complete, application materials should be emailed to [awade@boxborough-ma.gov](mailto:awade@boxborough-ma.gov) using the subject "Boxborough Business Grant Application YOUR BUSINESS NAME". Paper applications will also be accepted at the Town Clerk's Office, in sealed envelopes labeled "Boxborough Business Grant Application YOUR BUSINESS NAME".

<input checked="" type="checkbox"/> Application Cover Sheet (this form)	<input checked="" type="checkbox"/> Detailed Project Budget
<input checked="" type="checkbox"/> Project Narrative (2000 words)	<input checked="" type="checkbox"/> Proof of Business operation or Business Plan
<input checked="" type="checkbox"/> Project Summary (750 words)	<input checked="" type="checkbox"/> Proof of Match funding (bank letter, account statement, notice of award)

*Completion of this form does not constitute an award of funding. Funding is subject to competitive grant process and cannot be guaranteed. If you require reasonable accommodation completing this form, please contact the Office of Land Use and Permitting – [awade@boxborough-ma.gov](mailto:awade@boxborough-ma.gov)*

## Boxborough Business Improvement Grants

### ATTACHMENT B – Scoring Rubric



Category	Possible Points	Points Awarded
<b>Priority Goods, Services, or Cultural Business</b> – Does the grant support a business listed as a priority enterprise? (Attachment C) <ul style="list-style-type: none"> <li>• 0-8 points for a business substantially similar to a business listed in Attachment C.</li> <li>• 9-15 points for a business not listed in Attachment C, who provides services or goods direct to consumers.</li> <li>• 16-25 points for a business listed in Attachment C, who provides services or goods direct to consumers.</li> </ul>	25	
<b>Impact of COVID 19</b> – Has the COVID 19 pandemic detrimentally impacted the business or their ability to operate? Alternatively, will this business help respond to ongoing or future pandemics? <ul style="list-style-type: none"> <li>• 0-5 points for a business who was minimally impacted by the pandemic or will not help respond to the ongoing pandemic.</li> <li>• 6-10 points for a business who was moderately impacted by the pandemic or may provide minimal community benefit in future pandemics.</li> <li>• 11-15 points for a business who was detrimentally impacted by the pandemic or will provide key services in future pandemics.</li> </ul>	15	
<b>Impact to Town Center</b> – Does the proposed project add to the character of the proposed Downtown Neighborhood? <ul style="list-style-type: none"> <li>• 0-10 points for a business who is located outside of the proposed economic center and does not impact the neighborhood</li> <li>• 11-20 points for a business who is not located in the proposed economic center, but has significant positive impact to the village center.</li> <li>• 21-30 points for a business who is located in the proposed economic center and will drive commerce to the area.</li> </ul>	30	
<b>New Business Incentive</b> – Is the proposed use of funding meant to support a new business in the Town of Boxborough? <ul style="list-style-type: none"> <li>• 0-7 points for a business already in existence, with no discernable difference from an existing business.</li> <li>• 8-15 points for a business that is substantially similar to an existing business, but provides a unique and new good or service</li> <li>• 16-20 points for a business that does not currently exist in Boxborough and substantially contributes to the Town's local economy.</li> </ul>	20	
<b>Matching Funds</b> – Does the applicant provide adequate or greater match than required? <ul style="list-style-type: none"> <li>• 5 points for a business providing the minimum match (50%).</li> <li>• 6-10 points for a business providing greater match, scaled by 1 point per \$10,000.</li> </ul>	10	
<b>Total</b>	<b>Up to 100</b>	<b>SUM OF ABOVE</b>



Boxborough, MA

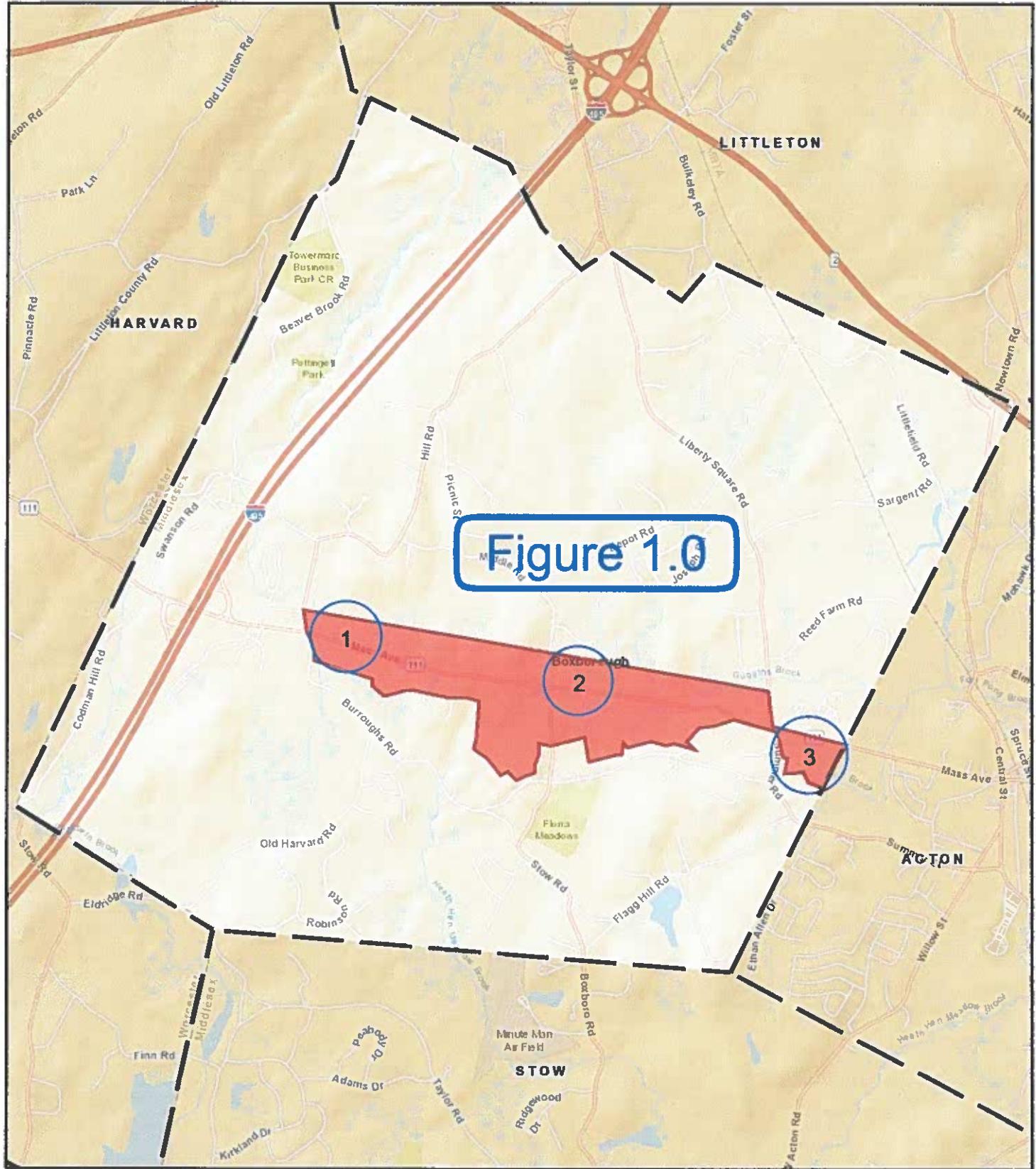
1 inch = 3200 Feet

March 10, 2023

CAI Technologies  
Precision Mapping Geospatial Solutions

www.cai-tech.com

0 3200 6400 9600



Data shown on this map is provided for planning and informational purposes only. The municipality and CAI Technologies are not responsible for any use for other purposes or misuse or misrepresentation of this map.

BLOSSOM BEES HONEY CO.

## Project Narrative and Plan

### About Blossom Bees Honey Co. (Blossom Bees or Blossom)

It's the early 2000s. I was about five at the time when I was severely attacked by thousands of bees; creating a deep-lasting fear. Fast-forward through two decades: as a Boxborough native, I graduate from BCC, Blanchard, R.J. Grey, ABRHS, and finally college; *still* flinching in fear when insects flew by my ears. They say "embrace your fears," so in 2018, after much research, I purchased my first colony of honeybees and became a beekeeper. Incidentally, my self-inflicted exposure therapy gradually transformed my terror into fascination, shortly followed by respect, and admiration, for these complex and wonderful creatures.

By 2020 and 2021, I had over eight active and thriving colonies. They yielded tremendous amounts of honey. Naturally, I began selling honey to family, friends, and locals to nurture even more bees. However, during COVID, people were unsure about in-person contact to pick-up our honeys, and as well as thinking that honey could harbour COVID. Interestingly, honey is naturally virucidal and anti-microbial ([Hossain, 2020](#)). This drastically decreased our revenue, so I adapted quickly, shifting to an online ecommerce model in 2021 to ensure continued accessibility to our products. This transition created pandemic resilience, and also provided an opportunity to educate consumers about the health benefits of honey, and the important roles honeybees play in sustainable agriculture and local ecology.

I faced a lot of obstacles just starting out: COVID-19, black bear and bald-faced hornet attacks, extreme drought and relentless rain, but all this did was cement my love for beekeeping. In 2022, after great success, I created the Blossom Bees brand and launched an entirely new website (<https://blossombees.com>) in 2023, but at its core the business' ethos the same: giving back to the place that shaped me, and our invaluable partners, the bees. As a proud Boxborough native, my ties to this community are strong, shaped by my upbringing and education. I aim to increase honey production, produce new products, expand our retail presence through partnerships with local businesses, establish pop-up shops, enhance e-commerce capabilities and community education. As we move forward, our mission remains clear: to deliver wild wellness and strengthen community connections through the natural goodness of our products.

## Project Plan – Next Steps

### Local Business, Intra- & Extra-Community Outreach

#### ***Retail — Brick-and-Mortar***

We will establish communication with local businesses to develop partnerships within three regions of the economic development zone, to establish dedicated retail space in their outlets. This will provide several retail options for our customers (see figure 1.0). Working with our partners to suit their needs, we would design and produce premium branded displays, window graphics and in-store POS as required. Honey tester evenings could also be organized to engage the public. Along side this retail launch, we will coordinate a direct mail and digital ad campaign, also incorporating social media platforms. This would then amplify awareness and send more foot traffic to our local partner outlets.

#### ***Retail — Pop up shop***

We would like to design and purchase a “honey hut,” mobile retail cart, to open pop-up shops in neighbouring towns; Wholefoods in Westford, Westward Orchards in Harvard, and Idylwilde Farms in Acton. Furthering extra-community outreach would not only increase brand awareness, but also awareness of Boxborough, as our honeys are produced by Boxborough honeybees. We would also direct customers to our local retail partners in Boxborough that reliably stock Blossom Bees products; driving traffic to our local intra-community business partners is integral. Our website will be printed on all POS material at the “honey hut.” We would like to update the “[Our Story](#)” page to link (hyperlink) to the Boxborough town website, so that visitors can learn about the town from which their honey is foraged and hand-harvested.

#### ***Retail — E-Commerce***

We would upgrade our website hosting plan, implement advanced analytics, and integrate a new backend architecture to better handle web-traffic and sales data at scale. We would create a new brand-partnership page that includes our partner’s logos and business information, as well as advanced map functions to easily locate our partners’ physical retail locations (where our honey products can be purchased at a discount). Moreover, we will also create a link to the Boxborough town website.

#### ***Retail — Marketing***

We will use direct mail and digital ad campaigns to amplify awareness to all our retail offerings. In our direct mail marketing campaigns we would specifically target the ~2,500 households in Boxborough. The double sided mailers would contain information about our beekeeping practices,

featured honey products, and special offers to purchase locally from our partners. The goal is to drive traffic to our retail partners. We would like to setup and create content on all social media platforms. With the help of a social media coordinator we will run various social ad campaigns targeting our neighbouring communities; to encourage interest in wellness, sustainability and our Boxborough bees!

### ***Retail — Community Education***

We are developing and assembling an education outreach program that would allow us to visit district schools and teach the next generation about beekeeping, ecology, and environmental sustainability. We would re-purpose our pop-up shop visual merchandising and “honey hut” mobile cart to engage with our communities through education and local community events. We will use brand merchandise to engage youth, allowing them to bring our brand home which in-turn will educate their families, and community.

## **Increase Honey Production & Processing**

### ***Operations***

We plan to double our number of bee colonies in 2024 by purchasing new colonies and queens. To handle the increased capacity and honey production, we would purchase additional equipment including, but not limited to, hives, a large honey extractor, bottling tank, uncapping knife, and bottling machine. This would enable us to harvest, extract, and package an additional 600 lbs of honey annually. We also need more jars, bottles, and labels. We design, print, and cut our own custom labels and marketing materials. A new printer and cutting machine would increase our output, quality, and efficiency for our honey products and new future product lines. Printing and labelling in-house allows us to launch marketing campaigns fast, and new products even faster, at an affordable price.

### ***Product Offerings***

Using beeswax from our hives and other local beekeepers, we would like to launch a line of three premium nature-scented candles and lip balms. Creating a new product-line requires new equipment like wax melters as well as candle-making materials: wax, wicks, jars, oils, lids, labelling, marketing and branding, etc.. We would design displays to showcase the candles in-store and online. The candle line would allow us to provide another locally hand-crafted product while expanding our brand reach. It also opens the doors for us to create a co-op with other local beekeepers for their raw materials, like wax. Another product we will be adding are “Blossom Bombs,” native wildflower seed-balls for customers to purchase and plant. The aim, make it easy for consumers to entice bees into their gardens, aid their local ecology, landscape, and pollinators.

## Project Summary

### Local Business, Intra- & Extra-Community Outreach

**Required:** \$13,550 (Grant: \$5,650 — Match: \$7,900)

**May – September 2024**

**Materials:** banners, signs, print marketing and educational materials; posters, flyers, books, brand merchandise, shirts, hats, plushies.

**Equipment:** retail cart, observation hive, retail displays, display beekeeping tools and equipment.

**Services:** Contracting attorney, visual merchandising and retail consultant.

**Upgrade website:** seo, speed and traffic optimization, web design, new pages (featuring local partners and brand merchandise), update existing content.

+ *Miscellaneous Costs (unforeseen costs, fees, materials, labor): \$1,355.00*

### Direct-to-Consumer Marketing

**Required:** \$7,525 (Grant: \$2,400 — Match: \$5,125)

**July – September 2024**

**Materials:** professional papers, cardstocks, papers, inks.

**Services:** USPS direct mail campaign, postage, social media campaign (advertising), digital advertising, graphic design, marketing and advertising consultant, social coordinator.

+ *Miscellaneous Costs (unforeseen costs, fees, materials, labor): \$752.50*

### Increase Honey Production & Processing

**Required:** \$17,950 (Grant: \$11,950 — Match: \$6,000)

**May – November 2024**

**Materials:** live honeybees, woodenware, bottom boards, outer covers, frames and wires for foundations, sustainable paints and stains, jars, lids, labels, inks, papers, transfer sheets, boxes, tapes, packing materials, gift bags, beeswax, wicks, essential oils.

**Equipment:** large honey extractor, bottling tank, uncapping knife, uncapping tank, bottling machine, gravity clarifier, holding containers, storage bags, wax melter, wax dispenser, label printer, label cutter, thermal label printer, heat press, digital scales.

**Services:** graphic design.

+ *Miscellaneous Costs (unforeseen costs, fees, materials, labor): \$1,795.00*

## Detailed Project Budget

<b>Local Business, Intra- &amp; Extra-Community Outreach</b>	<b>Grant Fund</b>	<b>Matching Funds</b>	<b>Project Subtotal</b>
In-store POS, materials		\$400.00	
Packaging	\$500.00	\$1,000.00	
Marketing, advertising		\$1,000.00	
Signage, branding	\$600.00		
Furniture, displays, equipment	\$1,250.00	\$500.00	
Services (legal, consulting, web design, etc.)	\$500.00	\$1,000.00	
<b>PopUp</b>			
Mobile retail cart ("honey hut")	\$2,000.00	\$1,500.00	
Consumables	\$300.00		
Equipment	\$500.00	\$1,000.00	
Permits		\$775.00	
Marketing POS		\$325.00	
Merchandise		\$400.00	
Miscellaneous Costs		\$1,355.00	
<b>Subtotal</b>	<b>\$5,650.00</b>	<b>\$9,255.00</b>	<b>\$14,905</b>
<b>Direct-to-Consumer Marketing</b>			
Materials	\$500.00	\$450.00	
Graphic design	\$250.00	\$500.00	
Postage	\$500.00	\$1,850.00	
Social media, marketing and advertising	\$450.00	\$1,075.00	
Printing and distribution services	\$700.00	\$1,250.00	
Miscellaneous Costs		\$752.50	
<b>Subtotal</b>	<b>\$2,400.00</b>	<b>\$5,877.50</b>	<b>\$8,278</b>
<b>Increase Honey Production &amp; Processing</b>			
Honey production materials (bees, hives, etc.)	\$1,500.00	\$1,000.00	
New product materials	\$1,500.00		
Equipment (extractors, melters, storage, etc.)	\$7,000.00	\$2,500.00	
Printers, cutters, presses	\$800.00	\$1,000.00	
Graphic and product packaging design	\$400.00	\$1,000.00	
Product branding and packaging materials	\$750.00	\$500.00	
Miscellaneous Costs		\$1,795.00	
<b>Subtotal</b>	<b>\$11,950.00</b>	<b>\$7,795.00</b>	<b>\$19,745</b>
<b>Project Projected Total Costs</b>	<b>\$20,000.00</b>	<b>\$22,927.50</b>	<b>\$42,928</b>

# Shopify Balance

Statement ID: [REDACTED]

Account: [REDACTED]

BLOSSOM BEES HONEY CO. SP

[REDACTED]



Shopify Inc.  
151 O'Connor St.  
Ground Floor  
Ottawa, ON K2P 2L8  
Canada

## Statement summary

January 01, 2024 to January 31, 2024

Starting balance	\$23,198.49
Deposits and credits	\$1,168.11
Withdrawals and debits	-\$219.74
Account balance as of 01/31/2024	\$24,148.86

Shopify partners with Stripe Payments Company for money transmission services, Evolve Bank & Trust, Member FDIC, for banking services & Celtic Bank, Member FDIC, to offer card programs.

If you have any questions or complaints, contact [Shopify Support](#)

Page 1/2

Page 2/2

**Transaction history**

January 01, 2024 to January 31, 2024

Posted Date	Transaction Date	Description	Amount	Account balance
Jan 02, 2024	Jan 01, 2024	[REDACTED]	[REDACTED]	[REDACTED]
Jan 02, 2024	Jan 01, 2024	[REDACTED]	[REDACTED]	[REDACTED]
Jan 03, 2024	Jan 03, 2024	[REDACTED]	[REDACTED]	[REDACTED]
Jan 04, 2024	Jan 04, 2024	[REDACTED]	[REDACTED]	[REDACTED]
Jan 05, 2024	Jan 05, 2024	[REDACTED]	[REDACTED]	[REDACTED]
Jan 13, 2024	Jan 13, 2024	[REDACTED]	[REDACTED]	[REDACTED]
Jan 13, 2024	Jan 13, 2024	[REDACTED]	[REDACTED]	[REDACTED]
Jan 13, 2024	Jan 13, 2024	[REDACTED]	[REDACTED]	[REDACTED]
Jan 16, 2024	Jan 16, 2024	[REDACTED]	[REDACTED]	[REDACTED]
Jan 31, 2024	Jan 31, 2024	[REDACTED]	[REDACTED]	[REDACTED]
<b>Totals</b>			<b>Amount</b>	<b>Account balance as of 01/31/2024</b>
			<b>\$948.37</b>	<b>\$24,146.86</b>

● If you have any questions or complaints, contact [Shopify Support](#)

Page 2/2

MASSACHUSETTS SUB-CLAIM DEED INDIVIDUAL (LONG FORM) SEE

I, F. John Cantino, Trustee of Cantino Homes Realty Trust u/d/t dated July 3, 1985 and recorded with Middlesex South District Deeds in Book 16270, Page 564  
of 34 Shaker Lane, Littleton, Middlesex County, Massachusetts

for consideration paid, and in full consideration of One Hundred Ninety Nine Thousand Nine Hundred and 00/100 (\$199,900.00) Dollars  
grant to Philip J. Marchegiani and Janet A. Marchegiani, Husband and Wife  
as Tenants by the Entirety  
of 99 Whitcomb Road, Boxborough, MA 01719 with split/other requirements

RECORDED

(Description and circumstances, if any)

A certain parcel of land with the buildings thereon situated on the easterly side of Whitcomb Road in Boxborough, Middlesex County, Massachusetts, being shown as Lot 3 on a plan entitled "Land in Boxborough, Mass., Surveyed for The Whitcomb Land Trust", dated October 1992, scale 1"-40', David E. Rose, Associates, Inc., Civil Engineers, which plan is recorded with Middlesex County Registry of Deeds as Plan No. 278 of 1993. Said Lot 3 is more particularly bounded and described as follows:

Beginning at the northwesterly corner of the within described tract at a point in a stone wall forming the easterly line of Whitcomb Road; thence

1) Running North 58° 00' 00" East two hundred forty-five and no hundredths (245.00') feet along the southerly line of Lot 2 as shown on said plan to a point; thence

2) Turning and running North 64° 50' 12" East, one hundred fifty-nine and Twenty-three hundredths (159.23') feet along the southerly line of Lot 2 as shown on said plan to a point; thence

3) Turning and running South 38° 16' 36" West four hundred eighty-three and forty-two hundredths (483.42') feet along remaining land now or formerly of The Whitcomb Land Trust as shown on said plan to a point in a stone wall forming the easterly line of Whitcomb Road; thence

4) Turning and running North 20° 06' 11" West thirty-seven and six hundredths (37.06') feet along said stone wall forming the easterly line of said Whitcomb Road to a drill hole in said stone wall; thence

5) Running North 15° 40' 53" West one hundred thirty-seven and forty-one hundredths (137.41') feet along said stone wall forming the easterly line of said Whitcomb Road to a drill hole in said stone wall; thence

6) Turning and running North 0° 56' 36" West fifteen and fifty-three hundredths (15.53') feet along said stone wall forming the easterly line of said Whitcomb Road to the point of beginning.

Lot 3 containing 40, 052 sq. ft. according to said plan. Hereby conveying Lot 3 as shown on said plan, however otherwise bounded and/or described.

Using the same premises conveyed to Grantor by deed of Edward R. Whitcomb, trustee of the Whitcomb Land Trust deed dated May 29, 1963 recorded with the Middlesex South District Registry of Deeds at Book 23214 Page 433.

Lot 3 Whitcomb Road  
Boxborough, MA  
912.88 48  
949 26  
949 49  
949 50  
EXCISE TAX:  
MCS 09-17/93 02-158-13  
MCS 09-17/93 02-158-13



(Individual -- Joint Tenants -- Tenants in Common.)

W. H. Morris P.S. hand and seal At this day of January 1912  
John Centino, Trustee of  
Centino Homes Realty Trust.

## Why Contamination of Measurement

## Middlesex

Exhibit 3 10-73

Then personally appeared the above named, J. John Cantino, Esquire, no appearance.

and acknowledged the foregoing instrument to be **legitimate** for all such debts, before me.

## Notes Relative to the Constitution

My immediate reply was, "I don't know."

Every child patient is followed until resolution of his/her disease, and the follow-up office address of the patient is given in Fig. 1. Out of the patients of the full-term infants there is 10% at the time of the other consideration disease. It is not difficult for a child to continue. The full-term infants should use the local group for the consecutive treatment. The average age of treatment is 10 years. In the second or third year of disease, full-term infants should be recorded as part of the full-term infants to complete with the other full-term after the child is of age. No treatment of newborn infants is done for the consecutive follow-up in comparison with the other treatment of the infants.