

The Other Side Dispensary LLC
Retail Application
Applicants Record of Social Responsibility, Philanthropy and Ties to
Jersey City

Alyza M. Brevard-Rodriguez has a strong commitment to serving her country and community. Originally from Spanish Harlem NY, in her teens Alyza grew up in a single parent household in Waterbury, CT. Searching for purpose and an opportunity to leave a place where she felt she could not be herself, she moved to Jersey City in 2007 to attend college. This afforded her the opportunity to merge her interests in criminal justice, community engagement, and health and wellness in a city she has grown to love and call home. A young LGBTQ youth from an opinionated Puerto Rican family, she struggled with her sexuality and finding her place in life. A now 15-year resident, Jersey City gave her that place of belonging. Alyza earned her bachelor's degree from NJCU, her master's from John Jay College and is back at her alma mater, NJCU as a doctoral student. As a 10-year U.S. Navy Veteran, Alyza has served 4 tours as a military police officer. In her day to day, she also serves as the Director of Policy for Metropolitan Transportation Authority but has hopes of becoming a full-time entrepreneur in the wellness space. Her military disabilities and current spiritual journey do not align with her current field of work, so she has been working tirelessly building a wellness empire to transition too full-time. A combat Veteran and woman of many hats, Alyza explored her entrepreneurial spirit back in 2015, creating SW3AT. This fitness apparel line was developed into a brick-and-mortar infrared sauna studio specializing in heat therapy. She now has 2 locations, one in Hoboken and the flagship location in JC.

On a community level, Alyza has been significantly involved. From a local babysitter working downtown while in college to a social impact entrepreneur, Alyza has strong ties and trust in the community. In 2016, she initiated "Operation Boots on the Ground" while deployed

overseas. Mayor Fulop and the Jersey City Veterans Affairs Office supported and co-sponsored this initiative. Alyza was able to collect over 50+ pairs of gently worn boots from her fellow deployed Sailors and Marines, that were donated directly to Jersey City's homeless veterans for the winter. She carried out this initiative on two of her tours. Alyza also has a tremendous track record of social impact efforts organized through her business. She has supported the VFW with monetary donations, organizations like the York St Project and frequently supports the too often forgotten local military spouse. Yearly she partners with the organization Vet Tix to provide free tickets to local military wives who need support and a day of self-care. She is active in the community, offering her time to speak at events curated to motivate the youth held at the Boys & Girls club and Bergen Lafayette community spaces, the Cove. During COVID an initiative was spearheaded by weariness of the pandemic and empathy for a young child's experience. This initiative is now going on its 3rd year of operation known as a visit with the bunny. Back in 2020, the very first holiday experienced during COVID was Easter. A new mom, Alyza knew she must do something. She ordered a bunny suit off amazon and had a friend drive her around in a bright orange convertible to socially distantly visit the kids. This initiative became reoccurring yearly as COVID restrictions began to lift with the next visit being April 16th 2022. Another COVID initiative started; Alyza knew that other local businesses were struggling, especially restaurants. With a closed business and more time on her hands, she started a go fund me through her personal network, used the funds to purchase food from local small businesses and would transport them to her fellow soldiers and sailors supporting the COVID relief efforts at the Javits Center and the USNS ships. This effort led to monetary and in-kind donations of over \$55,000 dollars. She supported businesses like El Gordo in the Heights, Ambassador Chicken on the Hill, local caterers, coffee shops, and major companies like Flow water. Alyza was also one of the inaugural business owners at the brand-new incubator retail space on MLK. With the understanding that wellness accessibility is not inclusive and often offered to those with disposable income, Alyza created an initiative aimed at those from underserved communities. She served as an education site while occupying the container space and offered anyone from that area of the city services at her facility downtown for 50% off the advertised rate. Aware of the disparity between uptown and downtown, she wanted to bridge

the gap of accessibility and cost. She knows that infrared sauna use is great for those suffering from heart disease, diabetes and other issues that disproportionately affect black and brown communities so she wanted to make her pricing more affordable so that they would explore her offering as a holistic wellness service and advocate for better health practices in underserved communities.

Alyza has received an abundance of recognition on both educational, military and entrepreneurial fronts. A decorated sailor, John Jay College awarded Alyza with their Graduate Achievement Award and the T-Mobile Graduate Award for Veterans for all of her hard work in and outside of the classroom. She was also named Sailor of the Year in 2018, Mindbody's Diversity and Inclusion Award and NJ Biz Top 40 under 40. Her business SW3AT has won Hoboken Girl's Best in Wellness JC award 3 years in a row along with the Classpass Best in Wellness award 2021. She is devoted to breaking the recurrence of generational adversity by empowering underserved communities with ownership, resources and inspiration.

CONFIDENTIAL



THE CITY OF JERSEY CITY

OPERATION BOOTS ON THE GROUND

WHAT WE DO AND WHAT WE ARE ABOUT

- » Boots on the Ground is an initiative to provide needy and homeless veterans with boots for the coming winter months
- » We are collecting used boots from military personnel
- » We are working with the City of Jersey City in New Jersey and the coalition to end Veteran Homelessness

HOW CAN YOU HELP?

- » If you are in the US military you can donate old boots
- » Even if you are not in the military, you can still donate new or used boots

For More Information Please Contact the NOSC NYC Honor's Department in Room 106 / via email AlyzaMAnderson@gmail.com or RandiFontanez@201.200.2390

CO-SPONSORED BY: Mayor Steven M. Fulop, The Jersey City Municipal Council, Office of Veterans Affairs and The Jersey City Veterans Parade Committee





news12
NEW JERSEY



Check out these pop-up retailers inside Jersey City's 'Container Village'



Posted: Nov 20, 2019 9:50 PM EST
Updated: Nov 20, 2019 9:50 PM EST

Could pop-up storefronts help revive a Jersey City neighborhood? This is what city officials hope happens thanks to the city's new "Container Village."

Officials say that it is a different take on brick-and-mortar storefronts. Retailers are setting up shop inside cargo containers.



Committed to Wellness: Accessibility and Diversity Winners

Magnolia Yoga
New Orleans, LA

The Pearl Day Spa
Eugene, OR

SW3AT Sauna
Jersey City, NJ

VISIONARY AWARDS
2020



