



ADVOCACY **2022** SUMMIT

The Essential Elements of Community Shared Value

October 26-28, 2022 | Bloomington, MN, USA

Cannabis & Hemp as Part of *Our* Ecosystem

Research and Insights from the Cannabis & Hemp Taskforce

Our Discussion Today



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DI CANNABIS & HEMP TASK FORCE

Research. Data. Education. Best Practices.

TASK FORCE MISSION

Our mission is to strategically navigate the intersection of hemp/cannabis and travel. With both destination development and the visitor economy in mind, we utilize data, case studies, and tools to provide insights and solutions to DI membership.

Acknowledgement of Our Taskforce

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VisitNorfolk

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Hocking Hills Tourism Association

Destination Toronto

Treat 'em Right

Traverse City Convention & Visitors
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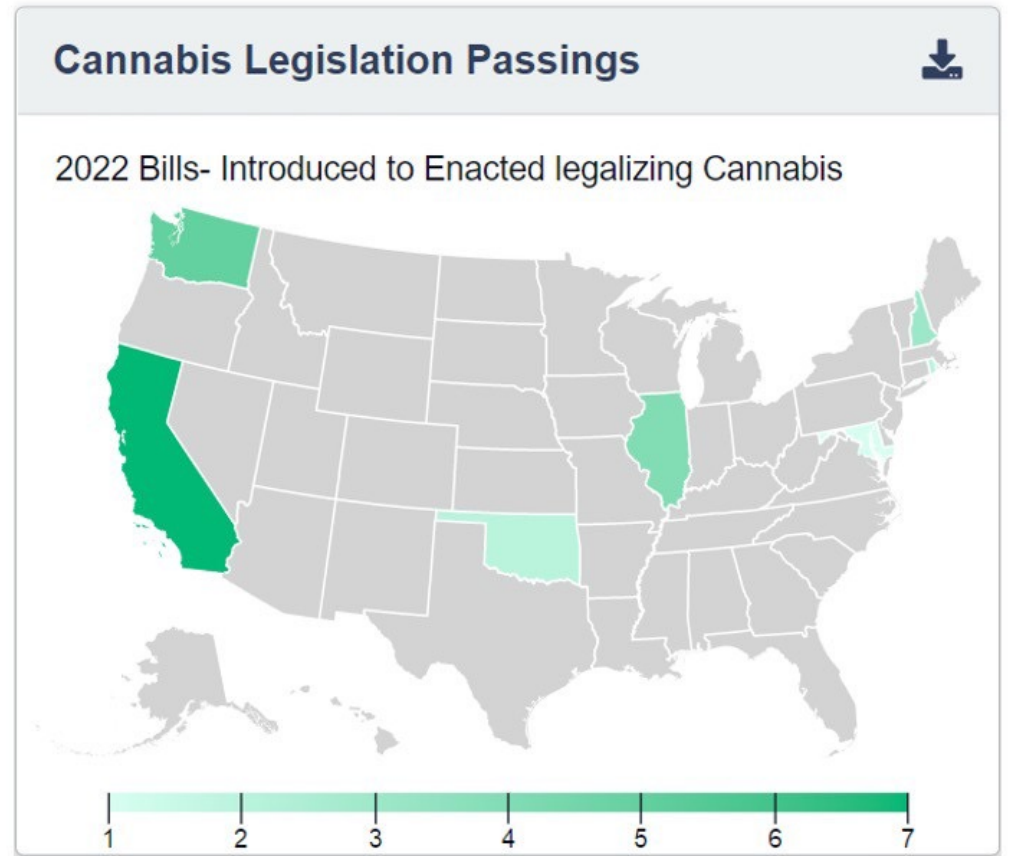


Why Cannabis & Hemp?

Cannabis & Hemp Stats

- Currently, 19 out of 50 US states have legalized cannabis – Either Medicinal or Recreational
- Canada is the first G7 country to Legalize the cultivation, possession, acquisition, and consumption of cannabis and its by-products
- Nebraska, South Dakota, New Hampshire, and North Carolina making pushes at legalization of either Medical or Recreational cannabis in the upcoming months. CT retail sales expected at the end of 2022. NM retail sales began in April 2022

Bills in 2022 that have been introduced or Enacted

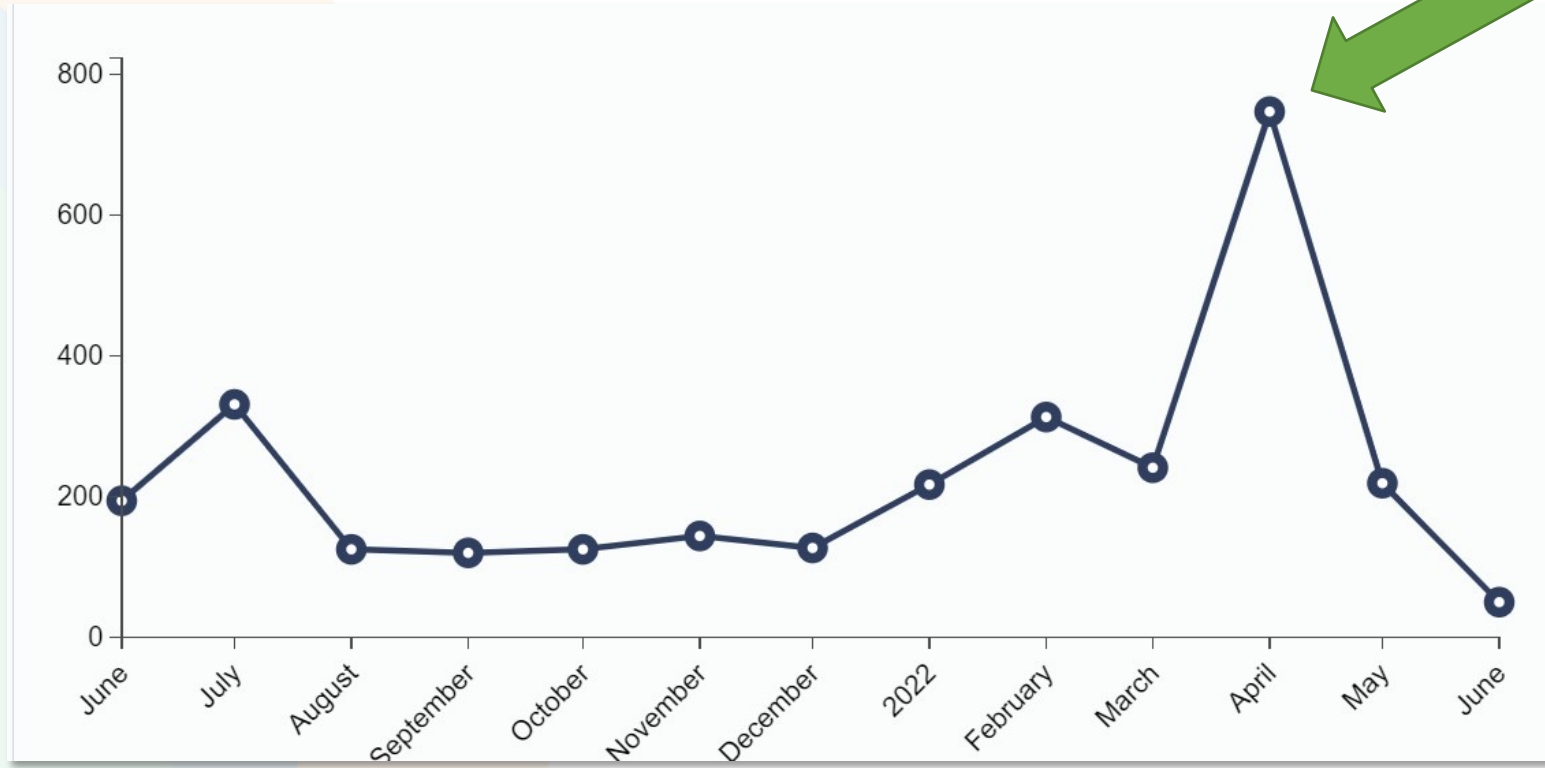


Current Bills Moving Through Legislation

- **CA AB2155-** Cannabis Beverages This bill would define the term “cannabis beverages” for this purpose as a form of edible cannabis product that is intended to be consumed in its final state as a beverage. Passed senate on June 13
- **MA SB 2823-** An Act relative to equity in the Cannabis Industry. Defines a social equity Business as a cannabis establishment with not less than 51% majority ownership of individuals who are eligible for a social equity program. Passed Senate May 18
- **RI SB2430-** Rhode Island Cannabis Act. Legalizes adult use of cannabis and provides licensing for Cultivation, Manufacturing, and Retail sale of Cannabis. Signed by Gov May 27
- **IL SB 3865-** Illinois will charge a tax rate for retail based on the relative potency of the cannabis and the type of product. The more concentrated THC is, the higher the tax rate. 10% tax rate will apply for products less than 35% of THC, 20% for Cannabis infused products, 25% tax rate for concentrations higher than 35% THC. Enacted May 27
- **US HR 3617-** Marijuana Opportunity Reinvestment and Expungement Act. Decriminalizes Cannabis on a Federal Level. Passed House of Representatives April 1, 2022

Political Sentiment





Tracking Political Cannabis Dialogue

Spike in conversation March through June 2022

Tracking Cannabis Revenue Spend

CA - In 2021, the legal cannabis industry in California accounted for approximately 800 million in state tax revenue, 300 million in local taxes, and created an estimated 100,000 jobs.

OR- Cannabis Revenue has taken a health-based approach directing funds to substance abuse programs and overdose prevention programs

ME- 12% percent of revenue received goes towards the Adult use Cannabis public health and safety fund. The rest goes towards the general fund

IL- Revenue is issued through a Restore, Reinvest, and Renew program aimed at providing funding for disadvantaged people including legal aid, youth development, community reentry, and financial support.

IL- Cannabis Tax funding equity initiatives in the state including in communities that were most harmed by the drug war

CO- Health Care, Education, Violence reduction programs, and funding for mental health programs

**Additional Resources <https://www.newsnationnow.com/business/your-money/cannabis-state-tax-revenue-use/#:~:text=Marijuana%20retail%20sales%20tax%20revenue,treatment%20programs%20and%20law%20enforcement>

DI MEMBERSHIP - CANNABIS & HEMP SURVEY



Baselines

Familiarity/Definitions

Opportunities

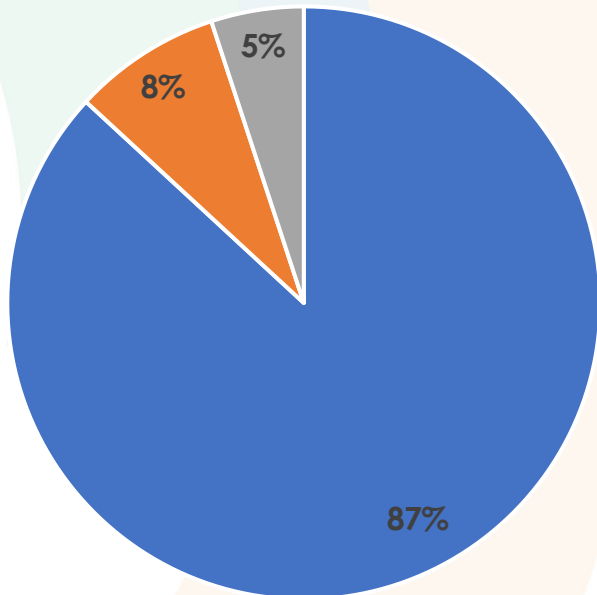
Leadership/Impact

Detractors

Resistance/Stakeholders

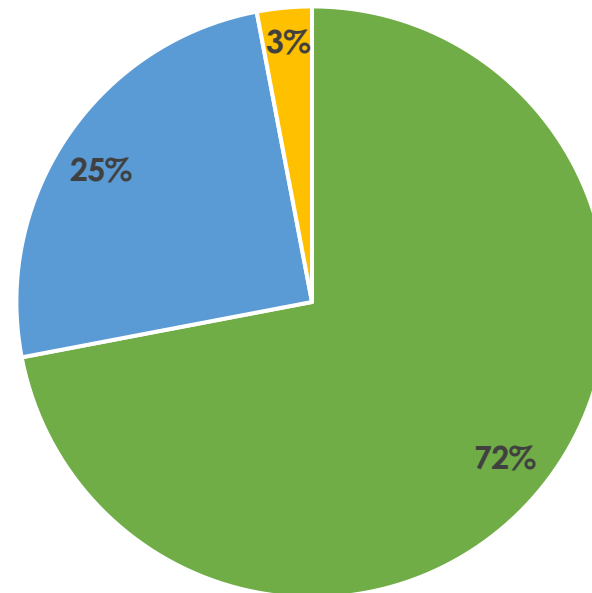
Baselines

Do you know the difference between Hemp & Cannabis?



- Yes
- No
- Unsure

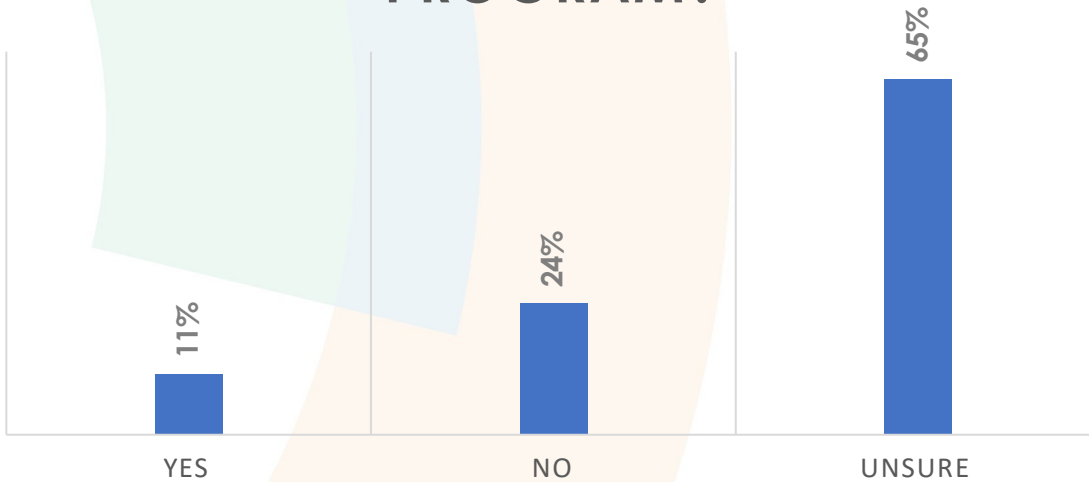
Is Cannabis Legal in your State/Province?



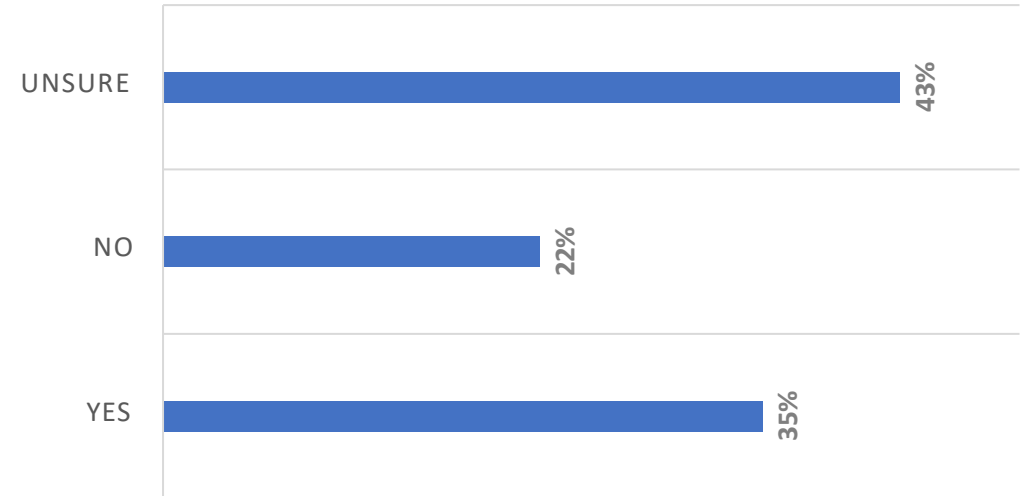
- Yes
- No
- Unsure

Uncertainty

GOVERNMENT STAKEHOLDER SUPPORT FOR A CANNABIS/HEMP TRAVEL PROGRAM?

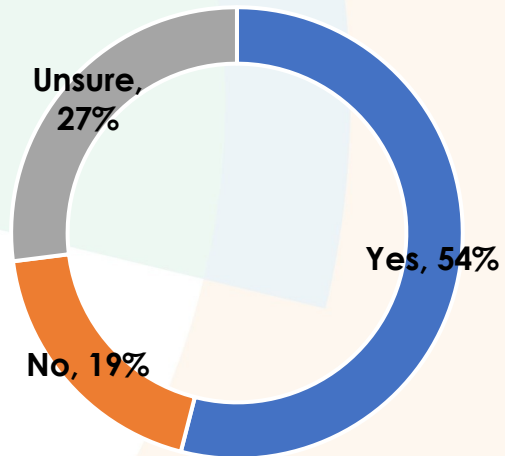


ARE YOU INTERESTED IN ATTRACTING A CANNABIS TRAVEL AUDIENCE?

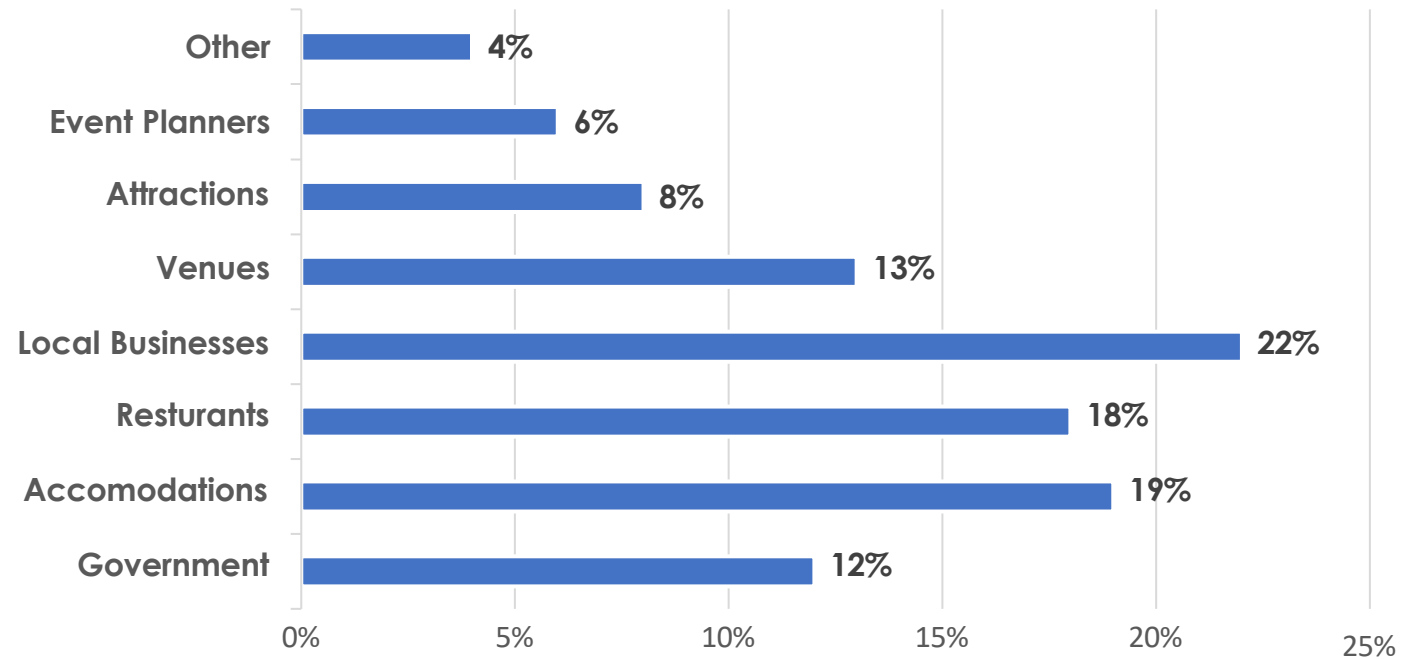


Opportunities

Cannabis & Hemp as Vital Drivers of Economic Impact for Your Destination?

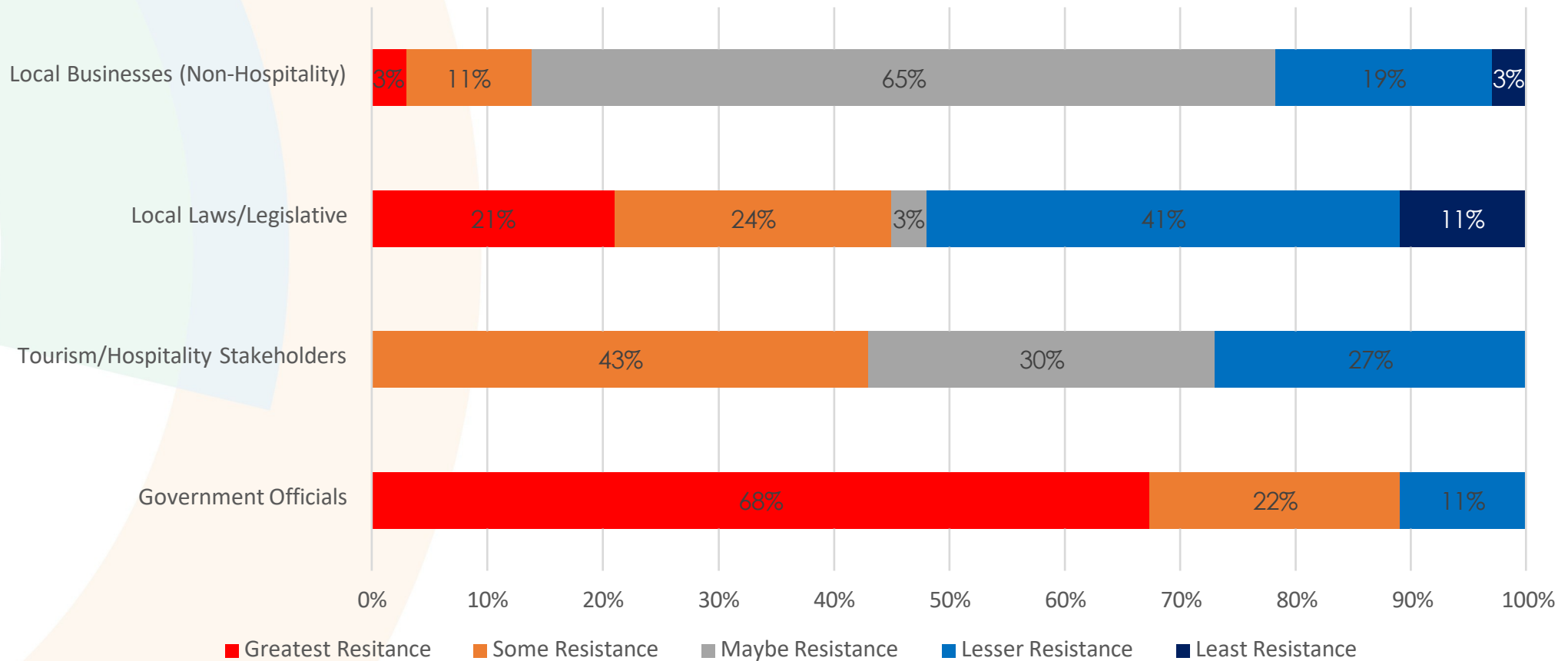


Top Three Sectors of Your Travel Stakeholders who Would Benefit From a Cannabis & Hemp Travel Program/Strategy?



Detractors

Where do you experience the greatest resistance to cannabis & hemp in your destination?





Brian Applegarth

Founder, Cultivar Brands

Cannabis & Hemp Taskforce Chair

By the Numbers

Today, there are approximately:

50 countries with legal hemp industries

30 countries with legal cannabis industries

Allied Market Research reports that by:

2027 the global industrial hemp market size is projected to reach **\$18.6 billion**

2031 the global cannabis market size is projected to reach **\$148.9 billion**

Cannabis Travel



TOURISTS ✈️
+\$12.6B

\$17B
Cannabis Travel
Valuation

Multiplier Effect

\$1 = +\$2.80

spent at
cannabis retailer

injected into
local economy



The Cannabis Traveler

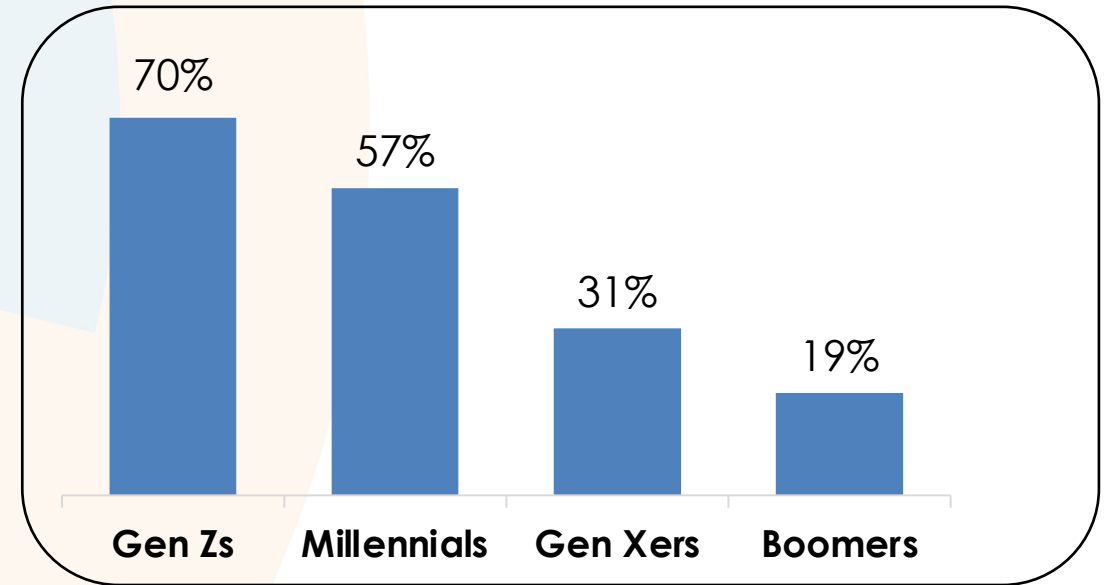
an active leisure traveler interested in a cannabis-related activity while on vacation

37%

of Active Leisure
Travelers (+ 8%
from 2020)

3.4

Number of leisure trips
expected to take
during the next year



DESTINATION NEEDS

DMOs need help and support:

- Educating government and travel stakeholders
- Up-to-date data, resources, and insights
- Assessing the cannabis and hemp industry assets and story
- Integrating cannabis businesses into the travel economy
- Developing experiences, events, and infrastructure
- Navigating cannabis legalities and marketing restrictions

Simply put, cannabis and hemp are misunderstood by communities at all levels.

THE OPPORTUNITY

Through strategic programs centered around cannabis and hemp travel, DMOs can facilitate:

1. **Stewardship** – be a knowledgeable, trusted, and influential resource
2. **Community Alignment** – nurture stakeholder collaboration around a sustainable and on-brand strategy
3. **Destination Development** – informing infrastructure
4. **Visitor Economy Expansion** – including licensed cannabis and hemp businesses and experiences into the travel ecosystem
5. **Media & Publicity** – generate awareness through innovative content, campaigns, and offerings

TAKING ON DETRACTORS

We are emerging from an era of misinformation and stigma:

- Reefer Madness
- Smoking
- THC

GETTING STARTED



STANDING UP PROGRAMS

VISIT
Oakland



VISIT
MODESTO
CALIFORNIA



STANDING UP PROGRAMS



Montana's Road to Cannabis Legalization

Western Montana Tourism Industry Response

Montana's Road to Cannabis Legalization



Racene Friede

President CEO

Western Montana's Glacier Country

Timeline of legalization

2004

State voters adopted Montana's first medical marijuana law through a voter initiative

2011

Legislature changes law making reasonable access impossible

2016

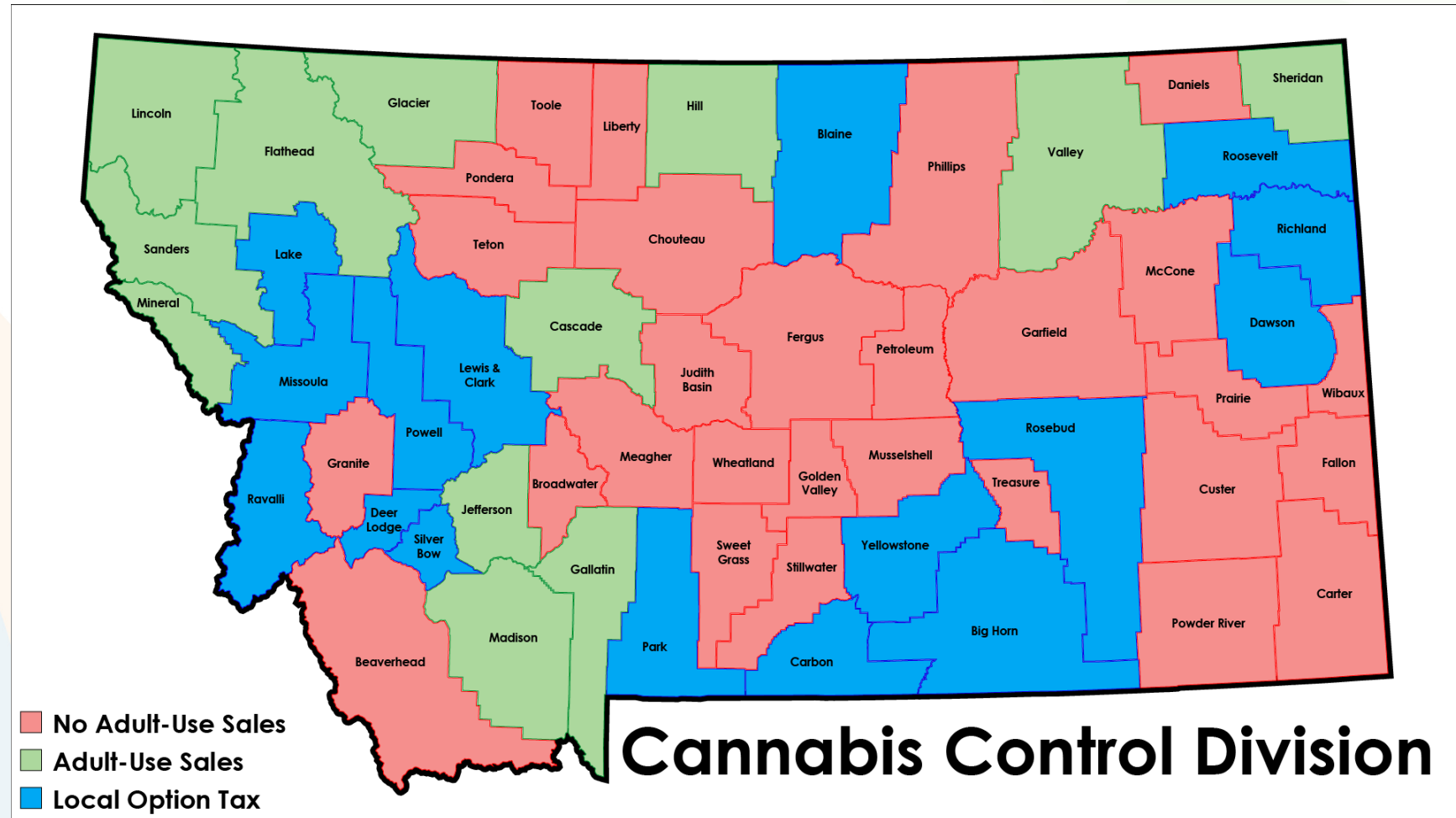
Voters reverse harmful 2011 legislature changes

2020

56.9% of voters approved legalizing possession and use of marijuana for adults

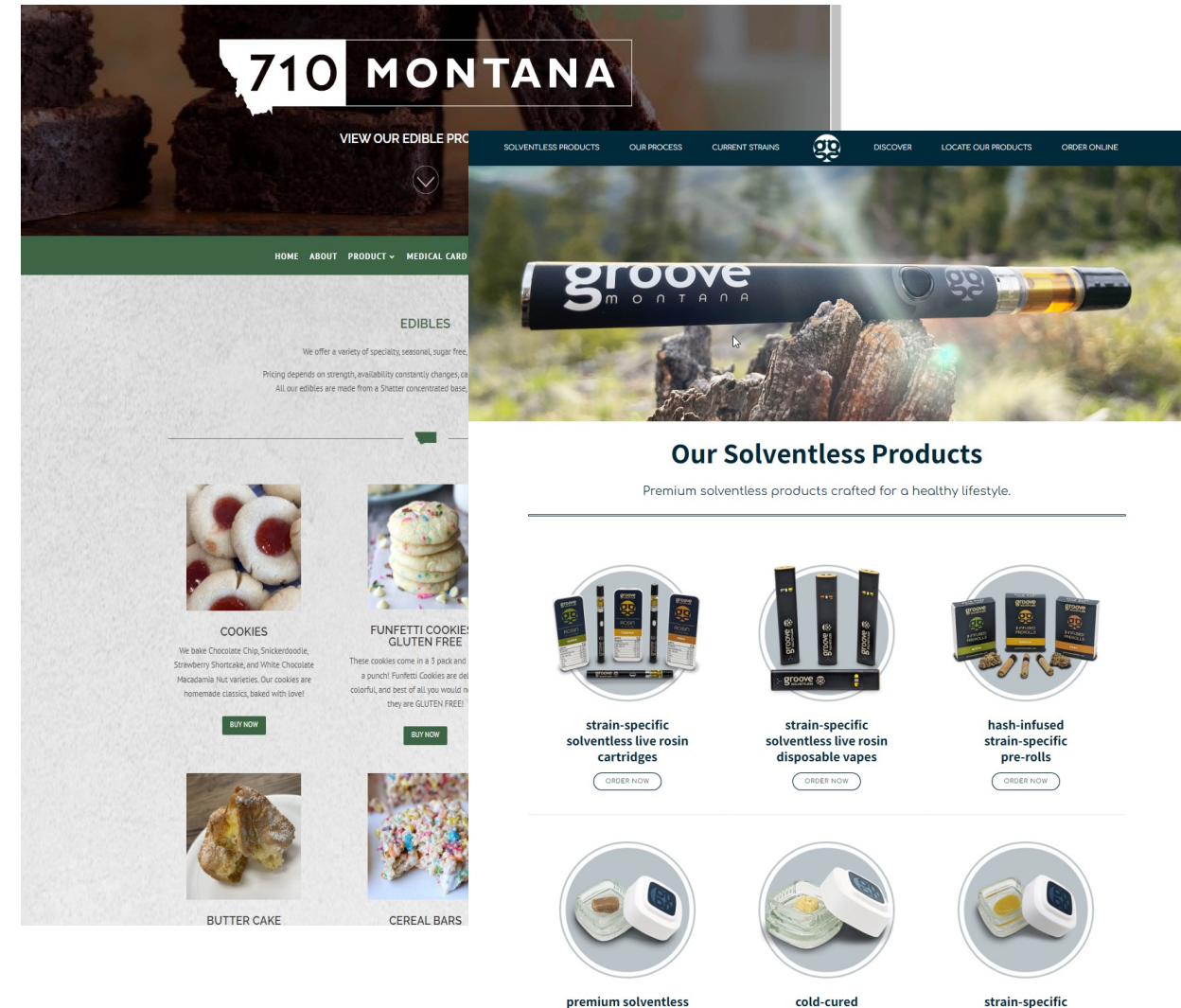
County by County

- Majority vote in each county determined if legal to sell/purchase
- Legal to consume in ALL counties
- County can change status by independent vote
- Legal in all 8 counties of Glacier Country



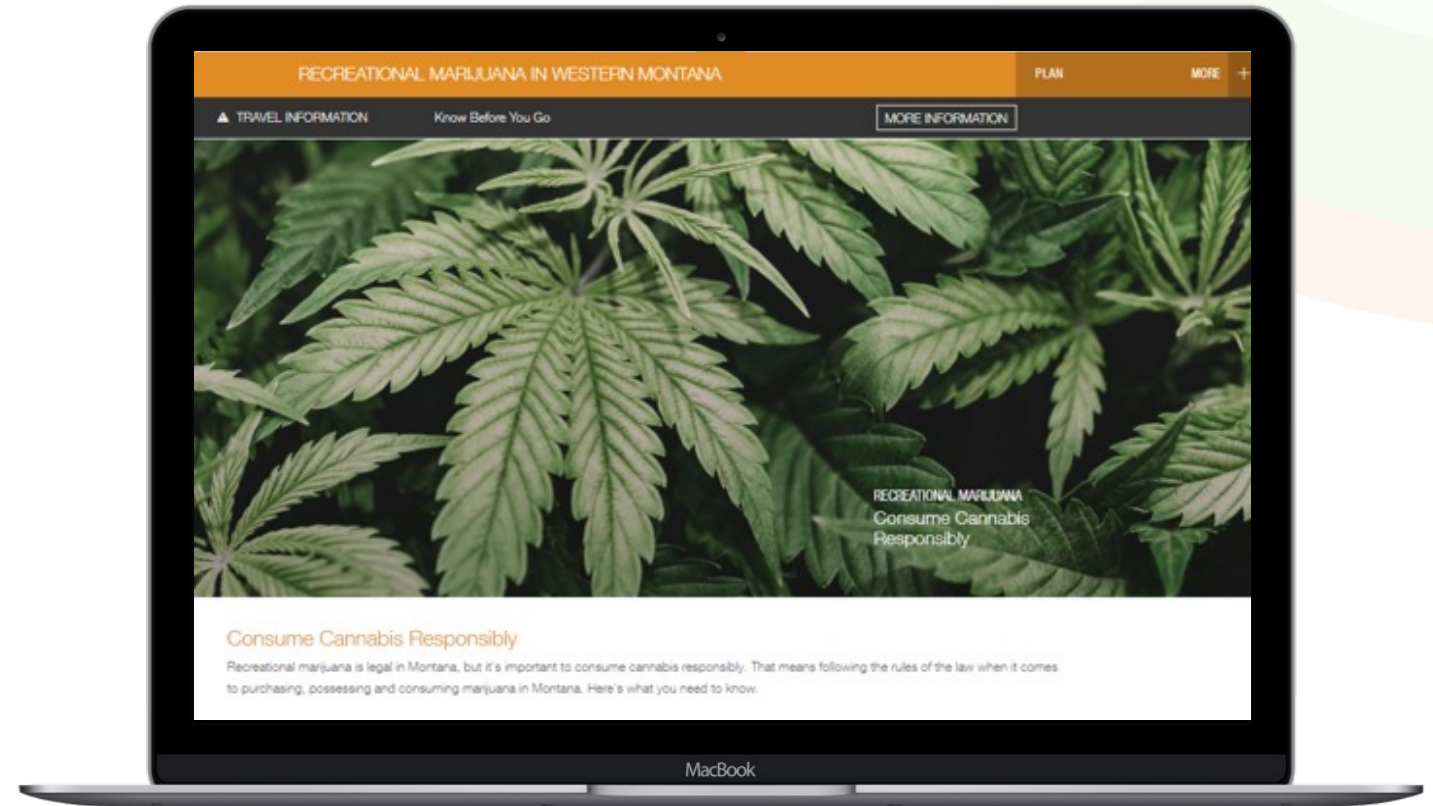
Tourism Industry Adoption

- Private business diversification
- Product expansion
- Festivals
- Education/outreach



Webpage

- Buying Recreational Marijuana
- Purchasing Marijuana From a Dispensary
- Possession Amounts
- Driving With Marijuana in Your Vehicle
- Where You May Consume/Possess Marijuana
- Crossing State Lines



Travel Guide



Recreational marijuana is legal in Montana, but it's important to follow the rules of the law.

BUYING RECREATIONAL MARIJUANA IN MONTANA: Adults age 21 or older can purchase marijuana and marijuana products in Montana, including Montana residents, residents of other U.S. states and territories and international travelers. Valid identification is required for purchase, such as a driver's license or passport.

PURCHASING MARIJUANA FROM A DISPENSARY: Dispensaries sell marijuana flower, edibles, tinctures, vaporizer cartridges, concentrates, topicals, smoking accessories and CBD products. Talk to the experienced "budtenders" to find out which products/strains are the safest and best for you. It is only legal to purchase marijuana from an approved dispensary, not from another individual.

DRIVING IN MONTANA WITH MARIJUANA IN YOUR VEHICLE: You may drive with marijuana in your vehicle. It must be in its unopened, original packaging and stored outside of the car's passenger area. It is **ILLEGAL** to drive under the influence of marijuana in Montana.

WHERE YOU MAY CONSUME/POSSESS MARIJUANA IN MONTANA: You may consume marijuana in private accommodations and private residences/property with the owner's permission.

You may **NOT** consume marijuana in outdoor public spaces or enclosed public spaces (including hotel rooms).

Possessing and consuming marijuana on Indian Reservations in Montana is complicated; check Tribal Nation websites.

You may **NOT** possess or consume marijuana in Glacier National Park.

CROSSING STATE LINES: It is illegal to cross state lines with marijuana in your possession. It is also illegal to fly with marijuana.



Learn more about consuming cannabis responsibly in Montana, including legal purchase and possession amounts, at glaciermt.com/recreational-marijuana.

Advocacy

From:

16-12-108. Limitations of act. (1) This chapter does not permit:

- **possession or consumption** of marijuana or marijuana products or possession of marijuana paraphernalia:
in a hotel or motel room

To:

16-12-108. Limitations of act. (1) This chapter does not permit:

- **possession or consumption** of marijuana or marijuana products or possession of marijuana paraphernalia:
 - **smoking marijuana in a hotel or motel room, except for a hotel or motel room that is designated as a smoking room and rented to a guest;**

DI CANNABIS & HEMP TASK FORCE

LOOKING AHEAD TO 2023

- Meet 1x per month
- Open to DI membership
- Work includes: Data, Education, and Toolkits Development
- Workshops

WORKSHOPS

Proposed Three Workshops

A three-part workshop series curated for DMO leadership to expand understanding about the maturity, positioning, and opportunities related to the hemp and cannabis industries in your destination.

Each Workshop will coincide with the release of a new actionable Tool for DMO Membership that support hemp and cannabis stakeholder advocacy and education.

WORKSHOPS

Held in 2023

Q1: Understanding the Audiences & the Opportunities

Q2: Destination Development with Hemp & Cannabis

Q3: Evolving the Visitor Economy with Hemp & Cannabis

THANK YOU!

Q & A