ADVOCACY SUMMIT 2022

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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Taskforce Chair

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Glacier Country Tourism, MT
President & CEO
DI CANNABIS & HEMP TASK FORCE

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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Cultivar Brands
Visit Mesa
Glacier Country Regional Tourism Commission
Tourism Kelowna
Destination Canada
MMGY NEXTFactor Enterprises Inc.
VisitNorfolk
New York State Tourism Industry Association
Hocking Hills Tourism Association
Destination Toronto
Treat ’em Right
Traverse City Convention & Visitors Bureau
Pulaski County Tourism Bureau
Nina B Winston Consulting
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
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

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.

DI MEMBERSHIP - CANNABIS & HEMP SURVEY

Baselines
- Familiarity/Definitions

Opportunities
- Leadership/Impact

Detractors
- Resistance/Stakeholders
Do you know the difference between Hemp & Cannabis?

- Yes: 87%
- No: 8%
- Unsure: 5%

Is Cannabis Legal in your State/Province?

- Yes: 72%
- No: 25%
- Unsure: 3%
Uncertainty

GOVERNMENT STAKEHOLDER SUPPORT FOR A CANNABIS/HEMP TRAVEL PROGRAM?

- YES: 11%
- NO: 24%
- UNSURE: 65%

ARE YOU INTERESTED IN ATTRACTING A CANNABIS TRAVEL AUDIENCE?

- UNSURE: 48%
- NO: 22%
- YES: 35%
Opportunities

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

- Yes, 54%
- No, 19%
- Unsure, 27%

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

- Local Businesses: 22%
- Restaurants: 18%
- Accommodations: 19%
- Venues: 13%
- Attractions: 8%
- Event Planners: 6%
- Other: 4%
- Government: 12%
- 0% - 25%
# Detractors

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Greatest Resistance</th>
<th>Some Resistance</th>
<th>Maybe Resistance</th>
<th>Lesser Resistance</th>
<th>Least Resistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Businesses (Non-Hospitality)</td>
<td>65%</td>
<td>11%</td>
<td>19%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Local Laws/Legislative</td>
<td>24%</td>
<td>21%</td>
<td>41%</td>
<td>3%</td>
<td>11%</td>
</tr>
<tr>
<td>Tourism/Hospitality Stakeholders</td>
<td>30%</td>
<td>43%</td>
<td>27%</td>
<td>22%</td>
<td>11%</td>
</tr>
<tr>
<td>Government Officials</td>
<td>68%</td>
<td>68%</td>
<td>22%</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>
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

Legal Cannabis Sales

$25B

$4.5B

TOURISTS

+$12.6B

$17B

Cannabis Travel Valuation

Multiplier Effect

$1 = +$2.80

spent at cannabis retailer

injected into local economy

Source: Forbes & Whitney Economics, 2022
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
STANDING UP PROGRAMS
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
State voters adopted Montana’s first medical marijuana law through a voter initiative.

Legislature changes law making reasonable access impossible.

Voters reverse harmful 2011 legislature changes.

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

Consume cannabis responsibly in Western Montana.

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. Void 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/options 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 DI 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