



MEMORANDUM

Date: April 15, 2019
To: Esteemed Members of Denver City Council
From: Kristi Kelly, Executive Director, Marijuana Industry Group
Re: CB19-0439 Statement of Support

My name is Kristi Kelly and I'm the executive director of the Marijuana Industry Group (MIG), Colorado's oldest, largest, most diverse trade association representing licensed cannabis businesses. Our members include small, single-license start-ups as well as some of the largest and most mature brands in the cannabis industry.

After Denver voters passed i300, the City commenced rulemaking. The composition of the rulemaking workgroup included representation from members of industry, as well as members of the community and city agencies. As a participant of the i300 rulemaking workgroup, known as the Social Consumption Advisory Committee (SCAC), I wanted to take an opportunity to express MIG's support of Council Bill 19-0439.

Conversations have explored, in depth, the additional distance requirements, above and beyond the ordinance provisions for a 1000 ft setback from schools, the intent of i300 (the initiated ordinance related to social consumption), and whether the current environment supports the existing demand in Denver for social consumption establishments. There have also been discussions about other barriers to entry, including efficacy of the business model, and Colorado's Liquor Enforcement Division position regarding the dual possession of liquor and cannabis licenses.

Regardless of reasons, we know today that only a handful of businesses have been able to leverage the opportunity to open a social consumption establishment, while Denver represents 1/3 of the licenses, sales and taxes of Colorado's cannabis economy. There continues to be a dearth of options for cannabis consumers looking for a legal place to consume and congregate.

While Denver City Council may not be able to control every barrier to entry, this council *can* adopt CB 19-0439, and we respectfully request that they do.