



OFFICE OF
Community
& Civic Life

CANNABIS PROGRAM

Cannabis Day At City Council

July 28, 2022

Jo Ann Hardesty, Commissioner-in-Charge

Michael Montoya, Interim Director

Dasheeda Dawson, Cannabis Program Manager

Agenda

Cannabis Program Overview

2020 Audit Report Update

Strategic Objectives & Framework

Program Updates

CPOT Annual Report

Technology Upgrade: Civic Portal

Cannabis Empowerment Day

SEED Initiatives Ordinance* (#667)

City Code 14B.130 Ordinance* (#666)

CERF Ordinance* (#668)

**Q&A After Each Ordinance*



Cannabis Program Overview

The Portland Cannabis Program is an **equity-centered** regulatory management framework operationally designed to *deliver* on the reparative and restorative potential of the global cannabis decriminalization movement.

The City's program continues to be an aspirational benchmark for local, state and federal jurisdictions demonstrating the cannabis industry's ability to impact systemic racism globally.



Program Revenue Streams



Cannabis Licensing Revenue

Money received for **businesses licensing fees or compliance fines**. Funds Cannabis Program, including SEED Initiatives administration.



Cannabis Tax Revenue

Ballot Measure 26-180 established a **3% tax on recreational marijuana sales** in the City of Portland.
A portion of the 3% tax funds SEED Initiatives & CERF

2022-23 Cannabis Program Team



**Dasheeda
Dawson**
Manager



**Christina
Coursey**
Licensing,
Compliance
& Policy
Supervisor



**Nate
Werner**
Lead
Compliance
Specialist



**Jason
Coulter**
Compliance
Specialist



**Akil
Patterson**
SEED
Initiatives
Coordinator



**Michelle
Hansberry**
Technology
Lead



**Joey
Polanco**
Licensing &
Compliance
Support
Specialist

2020 Audit Findings

- Management fundamentals needed to improve regulation of emerging industry
- Strategy not completed
- Budget and fees not based on strategy or workload
- Data on licensing, enforcement, and complaints not reliable
- Data should inform future program direction

[View Original Report](#)

CITY REGULATION				
Division	Directive	Enforcement	Application	
AUDIT FOCUS	Community and Civic Life	City Cannabis Code	Issues City Cannabis Business License, requires State Cannabis Business license	Overlap in requirements with State of Oregon to obtain
			Conducts inspections for location, inventory safety, security alarm, floorplans, odor control, etc. Charges fees for City Cannabis Business License	

STATE REGULATION			
Division	Directive	Enforcement	Application
Oregon Liquor & Cannabis Commission	State Cannabis Laws	Issues State Cannabis Business License Conducts inspections for location inventory, safety, security alarm, floor plans, odor control, etc. Charges fee for State Cannabis Business License	Some overlap in requirements with City of Portland to obtain cannabis license

2020 Audit Recommendations

1. Using the program's vision and goals, **develop and communicate a strategy** for the Cannabis Program, including coordination with other City Bureaus to streamline the licensing and enforcement process and focus work of the Cannabis Program.
2. **Implement a data management system** to consistently and accurately track data on licensing, complaints and enforcement processes. Use the data to manage program resources, adjust licensing fees, and report program performance.
3. To inform Council and the public about cannabis regulation, **develop a monitoring report or other communication tools** that include information on program performance and the cannabis industry. Use this information to revise and update the program strategy as needed.

Strategic Objectives 2020 – 2023



STRENGTHEN

Strengthen program operations & foundational framework prioritizing equity, education & access in all areas of operations

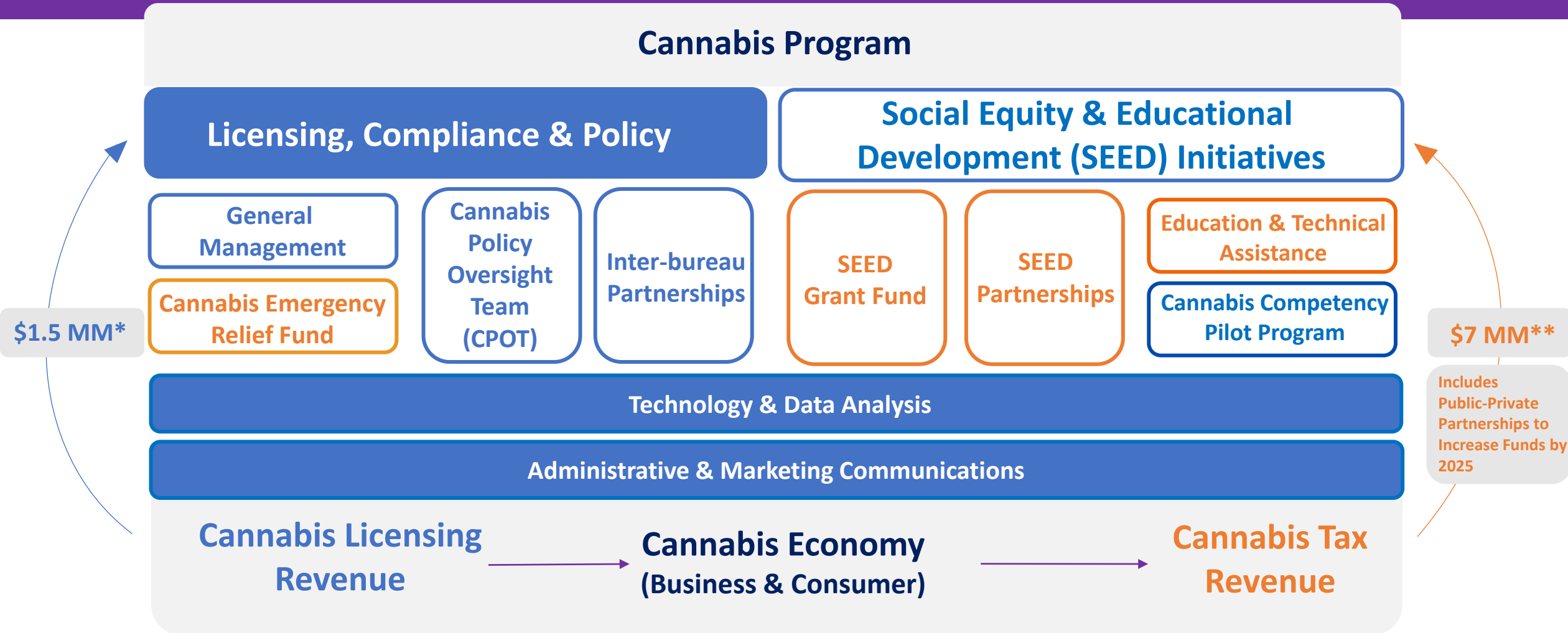
EDUCATE

Educate and empower the Portland community to support the industry via SEED Initiatives

LEAD

Lead local, state and national cannabis regulatory, equity and sustainability reform to positively impact the global cannabis economy

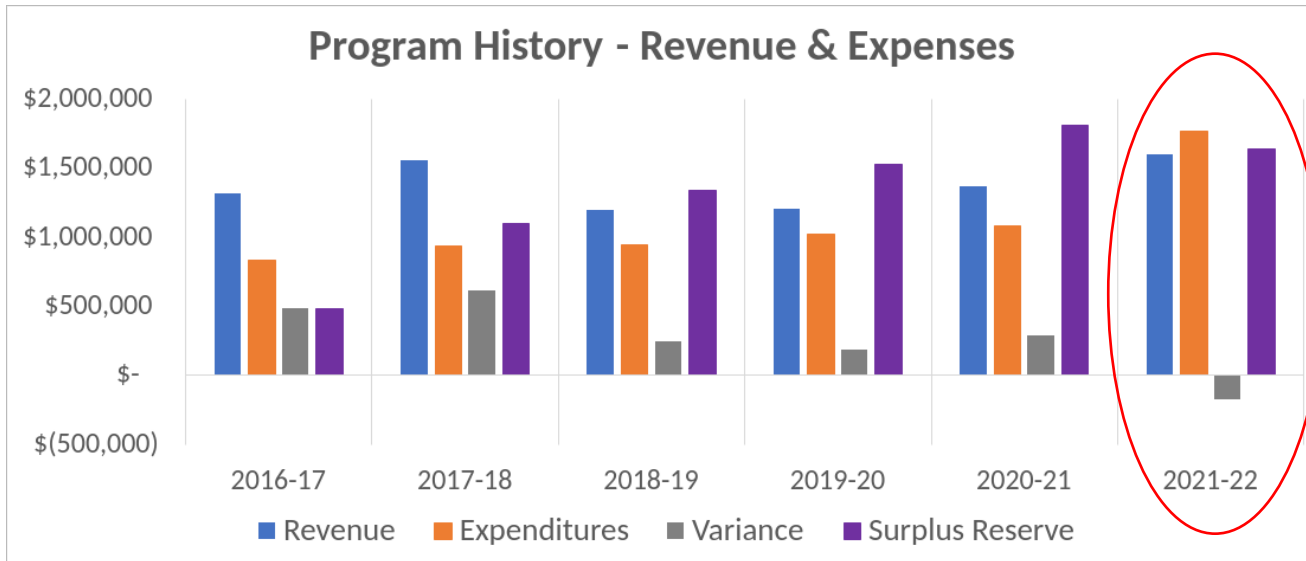
Cannabis Program Strategic Framework



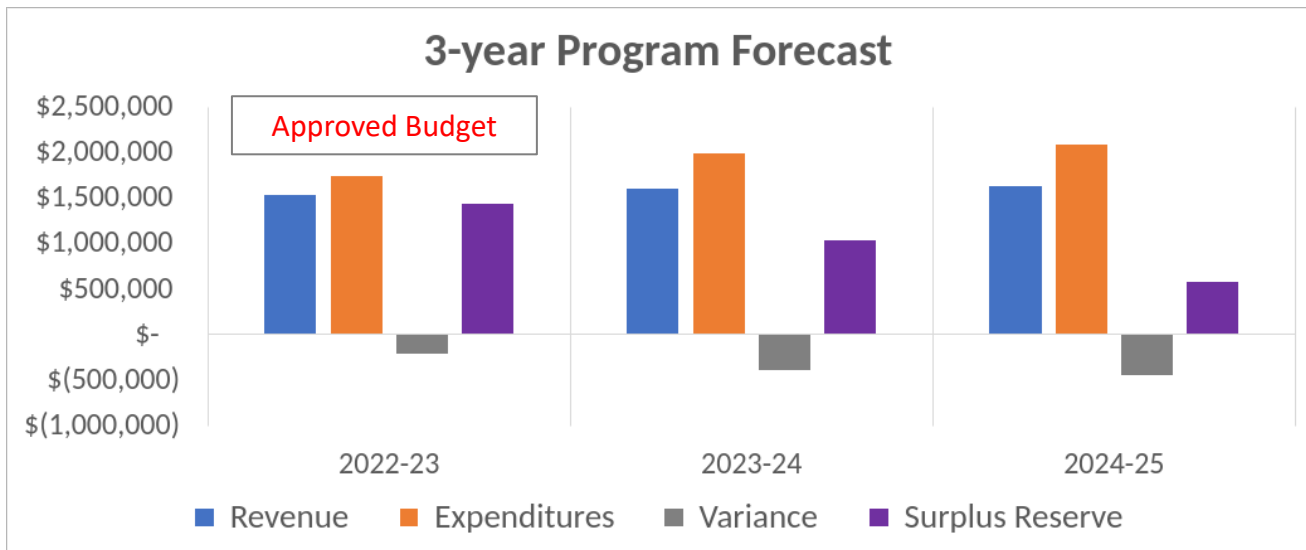
*Funded by Licensing & Compliance Fees Only

**\$1MM ongoing funded per Ballot Measure 26-180, City's Local 3% Cannabis Tax Revenue Only

Program Budget & Fees



Key Insight: Surplus driven by significant underspending across multiple areas.



Personnel
Disproportionately <65% of OLCC;
Regulatory leaders



Technology
Manual licensing reviews, processing & ongoing management; Limited-to-no data or reporting, for internal & external use



Other
Annual Reports; Communications & outreach; Industry education; Building facilities

Program Restructure & Reclassification

Supervisor I → *Manager II*

Licensing, Compliance & Policy

Coordinator II → *Coordinator IV*

OSS II → *OSS III*

(add) Coordinator I or II

(add) Coordinator I or II

SEED Initiatives

Coordinator II

(add) OSS II

(add) Coordinator I or II

Technology & Data Analyst

Code Specialist II --> *BSA III*

(add) Analyst I or II

Administrative, Marketing & Communications

OSS II → *OSS III*

Code Specialist II --> *Coordinator II*

Program Restructure & Reclassification

Dasheeda Dawson
Cannabis Program Manager

Licensing, Compliance & Policy

Christina Coursey, Licensing, Compliance & Policy Supervisor

Nate Werner, Lead Compliance Specialist

Jason Coulter, Compliance Specialist

Joey Polanco, Licensing & Compliance Support Specialist

Cannabis Policy Coordinator (CPOT), [Limited Term 2022-23]

Licensing Coordinator [TBD]

SEED Initiatives

Akil Patterson, SEED Initiatives Coordinator

SEED Grant Fund Coordinator [TBD]

SEED Support Specialist [TBD]

Technology & Data Analyst

Michelle Hansberry, Technology Lead

Data & Research Analyst [Limited Term 2022-23]

Administrative, Marketing & Communications

Marketing & Community Outreach Coordinator [Vacant]

Administrative Coordinator [Vacant]

Cannabis Policy Oversight Team (CPOT)



[April 11, 2022 CPOT Press Conference](#)

Current CPOT Members

Travis Maurer (Chair)

Gabe Cross (Vice Chair)

Rosa Cazares (Vice Chair)

Bret Born

Allison Carvalho

Al Ochoa (Immediate Past Chair)

Derek Smith (*ex officio*)

Hannah Hohendorf

Meghan Blake

Natalie Darves

Blair Denniberg

Dr. Paula Noel Macfie



CPOT Subcommittees

- Community Impact
- Competency
- Small Business



2021 Cannabis Policy Report: Key Findings



FINDING #1:

Lack of data and research mentioned in 2020 report persists, which hinders progress toward more effective, sustainable and equitable cannabis policy.



FINDING #2:

Significant work still must be done to address racial disparities and historic inequalities.



FINDING #3:

Businesses are still not getting access to the resources they need.



Policy Recommendations At-A-Glance

HUMAN EQUITY

- Pilot and adopt a cannabis competency education module.
- Launch a coding-focused STEM education program.

ENVIRONMENTAL EQUITY

- Provide fee reductions for cannabis businesses moving toward environmental sustainability.

ECONOMIC EQUITY

- Hire a research analyst to the Cannabis Program.
- Commission an economic viability report for Portland's cannabis industry.

SOCIAL EQUITY

- Create a City-led and funded criminal record expungement program.
- Collect and study data to understand cannabis industry equity impacts.

Cannabis Licensing Revenue

FY2022-23 (Current) Recommendations

Cannabis Competency Pilot

(\$30,000) Share fundamental cannabis knowledge across the public and private sectors to further the goals of a sustainable cannabis ecosystem.

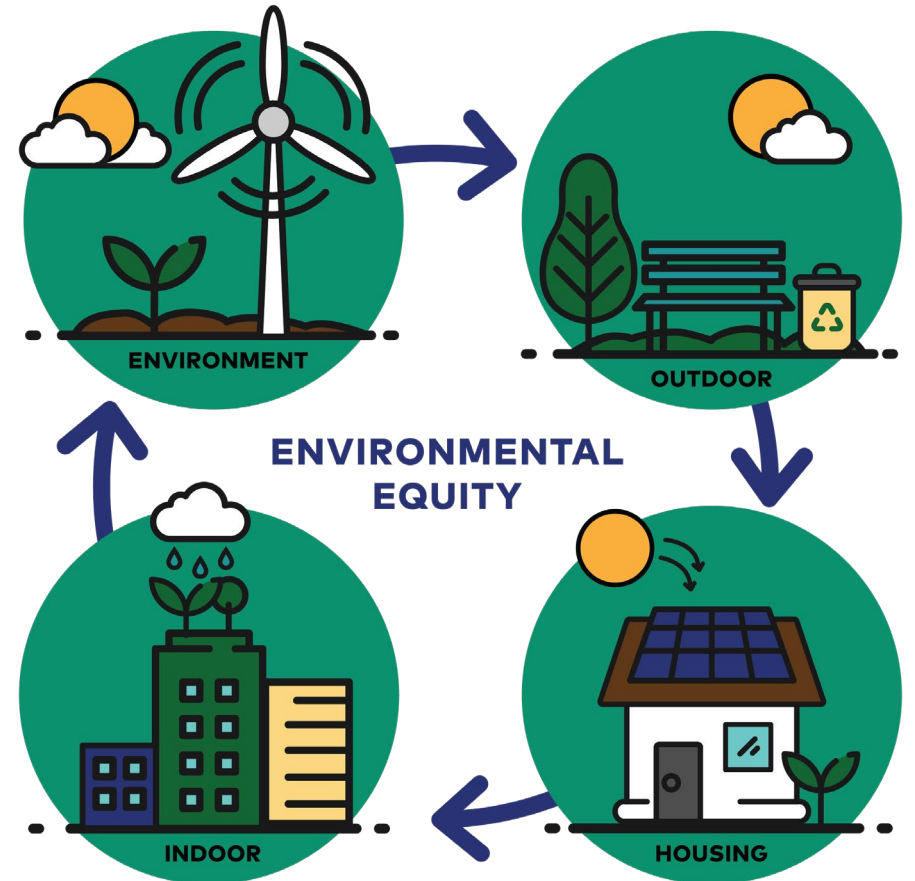
Economic Viability Research Study

(\$50,000) A dedicated assessment of PDX cannabis industry, providing transparency and guidance around licensing, fees, zoning, and overall viability.

Limited Term Hires

Recruit and hire two limited term positions:

- Research & Data Analyst
- Policy Coordinator



Cannabis Tax Revenue

FY2023-24 Proposed Recommendations

City Expungement Program

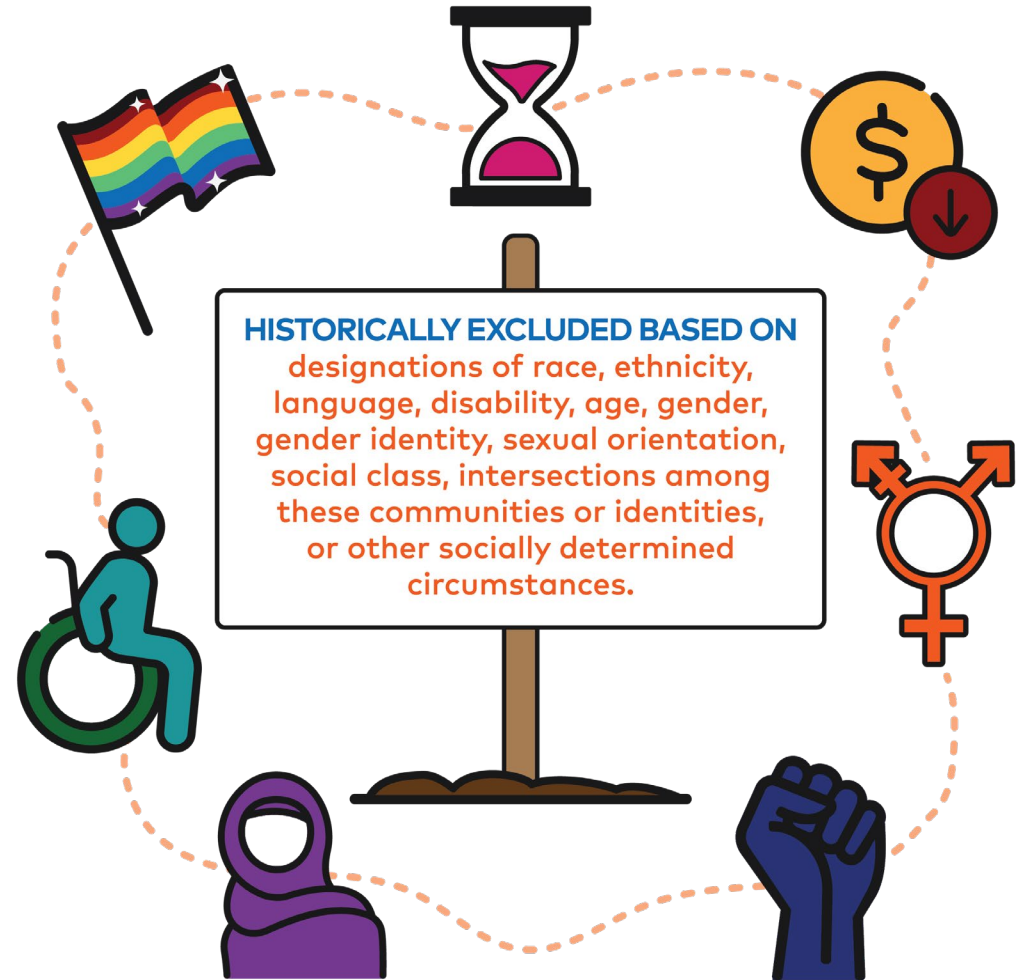
(\$500,000) Providing automatic processes and/or covering 100% of costs for Portlanders seeking expungement of non-violent criminal records due to cannabis.

STEM-related Program

(\$1,000,000) Partner with Reimagine Oregon to fund a coding-focused STEM program in the City of Portland.

Portland Cannabis Research Fund

(\$250,000) Establish a qualitative and quantitative research program to study the ongoing social, economic, environmental and human impact of the cannabis industry.



Technology Upgrade Timeline

Point of Discovery

In the first year, licensees and City staff recognized a need for an automated system

2016

Research & Analysis

Examined existing tools and started an intensive research to find a solution

2017-20

Procurement

Audit findings shared. Selected Accela and began procurement. Plans underway to hire a technology lead.

2020

Cross-Partnership Work

Hired Technology Lead to enroll multiple bureaus on a thoughtful and thorough result.

2021

Launch Civic Portal

Developed plan to work across bureaus and licensees to execute the launch of Civic Portal.

2022

How Civic Portal Is Funded?

- Cannabis Licensing Surplus Reserve (~\$1.2-\$1.5M)
- \$417K (actual cost)

Civic Portal

Value-Based Goals: Efficiency | Equity | Accountability | User-Friendly Experience



Web-Based Licensing & Case Management

- 500+ licensees with thousands of touchpoints annually
- Expedites store inspections and reporting
- Licensee uploads photos vs. mailing them
- Provides history of payment fees

Automated Communications & Reporting

- Licensee receives average of 8-12 communications annually
- Correspondence mostly on renewals and upcoming payment dates
- Provides automated noticing and speedier responses
- More accurate, timely and consistent communications and reporting

Civic Portal

Value-Based Goals: Efficiency | Equity | Accountability | User-Friendly Experience

Synched Database

- Civic Portal is connected to BDS PAD system
- Stores mailing address, phone number and email addresses

Data-Rich Dashboard & Analytics

- Allows licensees to upload and store items
- Reduces mailing and printing costs
- Information is at licensee's fingertips

Reducing Paper & Increasing Our Responsiveness

- Avoids licensees traveling to City office
- Data can be analyzed to track performance metrics
- Better management of \$1.5M in data licensing fees



Civic Portal: Collaborative Process



Internal Partners

e-Gov (BTS)	Corporate GIS (BTS)
Procurement	Information Security (BTS)
Portland Treasury	Civic Life Bus. Operations



Internal Support

Printing & Distribution
Civic Life Communications
City Attorney
311



Vendors

Accela	Elavon
Byrne	Pantheon
Carahsoft	



Program Reports, Communications & Outreach

Cannabis Program



Social Equity & Education Development (SEED) Initiatives

Launched in 2016, SEED Initiatives is supported by an ongoing \$1 million in cannabis tax revenue allocation and is a vehicle for single-source monitoring, measuring, and reporting on the city's cannabis tax revenue.

Portland City Council's decision to allocate ongoing funding to SEED Initiatives is one small step toward rectifying past racially-biased cannabis policies and disparate cannabis-related arrests. This commitment has the potential to begin to repair the lasting legal, social, economic, and inter-generational injuries past cannabis prohibition has had on Black, Indigenous, and other communities of color.

The SEED Grant Fund supports nonprofit and for-profit entities working on a range of projects, programs, and services within education, entrepreneurship, economic development, and record expungement for past cannabis convictions.

In alignment with the Ballot Measure 26-180 passed in 2016, the SEED Grant Fund prioritizes BIPOC-led and women-led small business initiatives and projects, programs or services that support economic and educational development of Black, Indigenous, and other communities of color, which were most impacted by cannabis prohibition.

Since the launch of SEED Grant, it has funded over three million dollars within the following categories:

Education

- Youth Training & Development
- Workforce Development
- Community Education
- Health Education
- STEAMM Education

- Legal services and case management support
- Re-entry housing support and services

SEED Grant Projects Funded to Date

- Friends of Zenger Farms: The Building Portland's Food Just color who live primarily east of 82nd avenue, aims to eliminate food deserts by growing and distributing fresh food for low-income Black and Brown people.
- Oregon Expungement Relief Project (OERP): OERP is correcting disparities in the criminal justice system impacting BIPOC communities.

"This is vital work as we dismantle inequitable systems locally - in this case policies that historically punished Black and brown communities."

Cannabis Program



Promoting a Safe & Equitable Industry

The City of Portland's Cannabis Program oversees all regulatory, licensing, compliance, education, and equity initiatives for the City's legal cannabis industry, both medical and adult-use.

A centralized cannabis regulatory office for the City of Portland helps businesses thrive and keeps our community safer. The Cannabis Program helps ensure Portland's cannabis business community creates local jobs, supports public health and safety, employs a diverse workforce, invests in their staff and their communities, and provides consumers with safe, legal options to buy and consume cannabis.



Since the launch of the Cannabis Program, the number of people with prior cannabis convictions who are able to obtain a cannabis license has increased. So far, the program has reduced licensing fees for 52 businesses totaling \$30,800. Visit the Cannabis Program website for more information: www.portland.gov/civic/cannabis

Social Equity & Educational Development (SEED) Initiatives

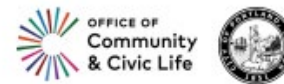
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Cannabis Program 1-pager

SEED Initiatives 1-pager



2021 Annual Cannabis Policy Report

CANNABIS POLICY OVERSIGHT TEAM

JOIN US! Cannabis Policy Press Conference

Thursday, April 11 at 10:30 am PST

You're invited to view the City's first cannabis press conference outside of the steps of Portland City Hall.



CPOT Press Conference

Cannabis Policy Oversight Team Co-Vice-Chair

Watch the livestream on YouTube and recording, visit bit.ly/3jc0Dpb

CPOT Annual Report



CANNABIS EMPOWERMENT DAY 2022

FRIDAY,
AUGUST 12

Portland's First Cannabis Empowerment Day will celebrate the important contributions made by the cannabis community for *all* Portlanders.

All Portlanders are invited to participate & exhibit:

- Local/State elected officials
- City staff
- Licensed cannabis businesses
- Community partners
- SEED/CERF recipients & applicants

Join us on Friday, Aug. 12 from 2 to 6pm

Chapman Square, SW 4th Ave and Main Street
across from the Portland Building

Social Equity & Educational Development (SEED) Initiatives



[SEED Initiatives Video Link](#)

SEED Initiatives

Item# 667

*Akil Patterson,
SEED Initiatives Coordinator*

Launched in 2017, SEED Initiatives (formerly Cannabis Social Equity Grants) is the first U.S. government program to fund equity-centered community investment grants from local cannabis tax revenue.



Elevate Oregon, 2021 SEED Grantee

SEED Topics

Mini Agenda

- Program History & Objectives Recap
- Applicant Metrics
- Selection Process
- Proposed Grant Fund Winners
- FY2022-23 Ordinance Recap



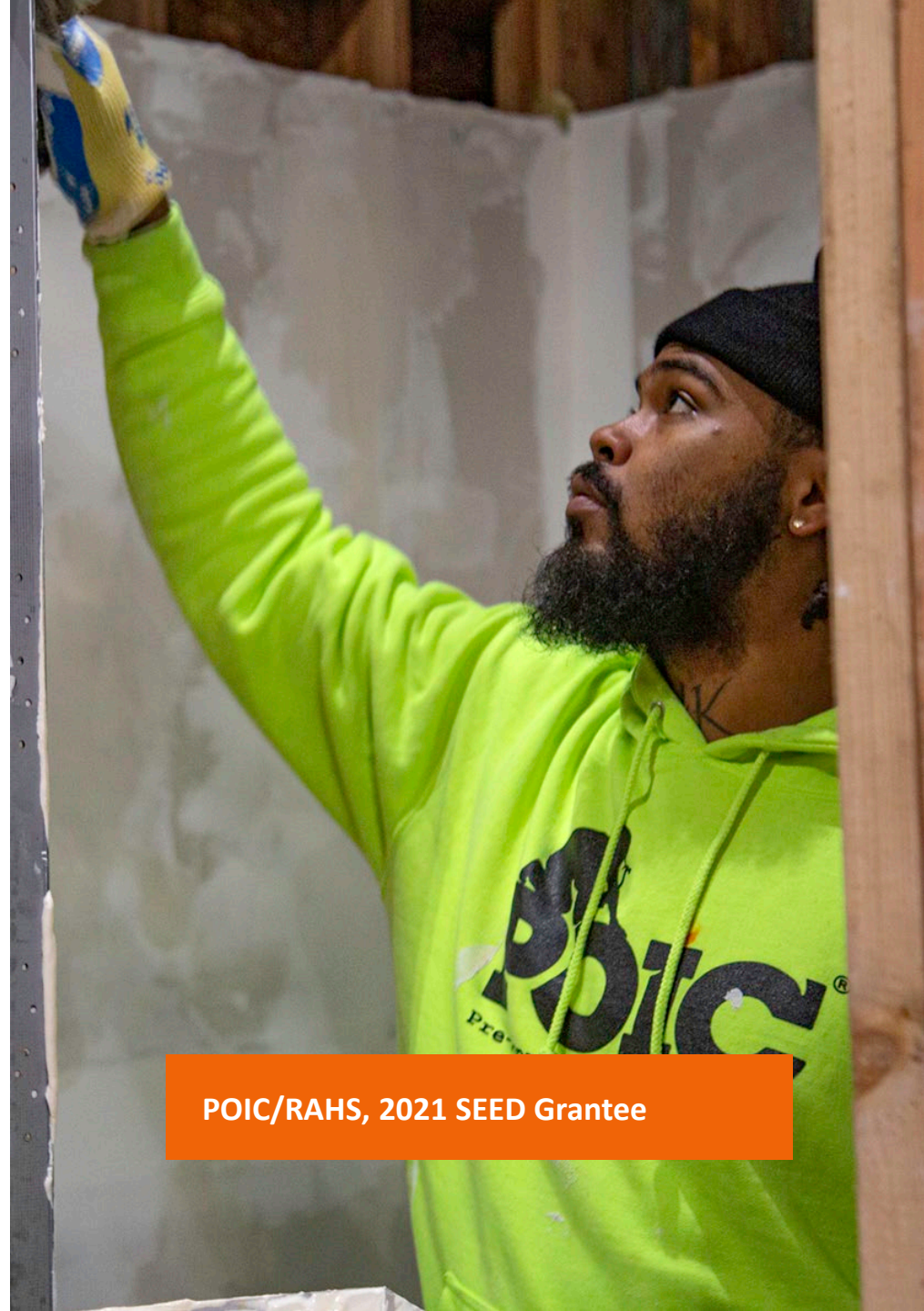
Zenger Farms, 2021 SEED Grantee

2020-23 SEED Initiatives

Long-term objectives

Establish *mission-driven initiatives* to support highest return on equity investment for City's *total* cannabis tax revenue, prioritizing investment into historically disadvantaged communities.

- Support and **grow the SEED Grant Fund** as the core community investment vehicle for the City of Portland
- Provide **general education and technical assistance** opportunities to support more participation in SEED Initiatives
- Drive **long-term equity outcomes** for internal and external stakeholders through ongoing single-source monitoring, measuring & reporting of cannabis tax revenue



POIC/RAHS, 2021 SEED Grantee

SEED Initiatives Overview

SEED Initiatives Financial: \$1 million ongoing via cannabis tax revenue

SEED Grant Fund: 2022 is our 5th cycle

SEED Technical Assistance Program: TBA Launch; \$200K allocated; Web Grants implementation

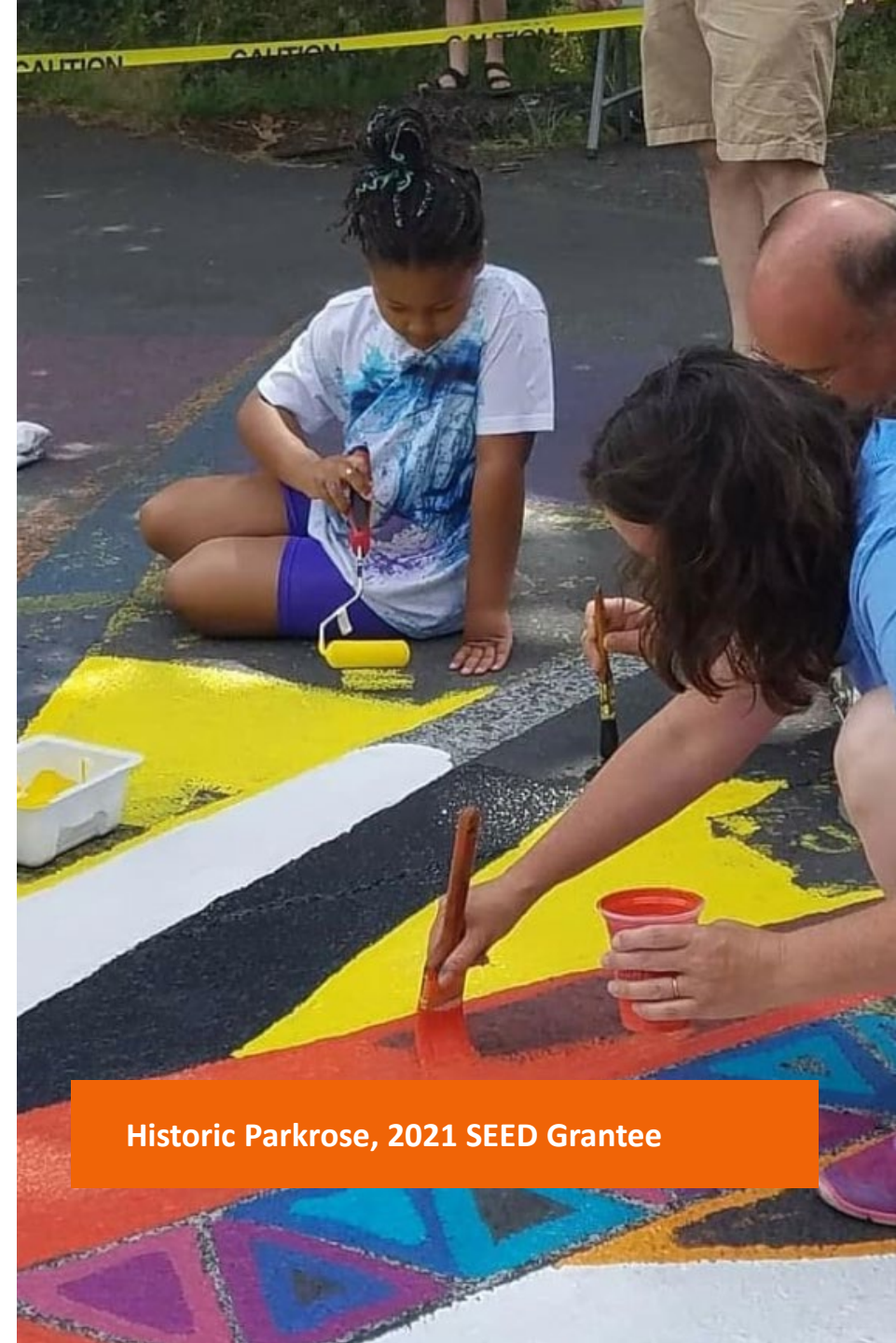
SEED Partnerships: Opportunity to grow funds through public-private partnerships and improve monitoring, measuring and reporting.

- Opportunity to match funds in 2022 via **Reimagine Oregon**
- Established reporting partnership with **Prosper Portland**
- Other private corporation matching opportunities

SEED Initiatives Annual Report: Report on cannabis tax revenue's Return on Equity Investment (ROEI) - [March 2023](#)

National Benchmark for Equity & Restorative Justice community reinvestment tied to cannabis tax revenue

- Illinois: Rockford REGROW Grant Fund; Cook County
- California: LA SEED Grant



Historic Parkrose, 2021 SEED Grantee

SEED Grant Fund

The SEED Grant Fund aims to aid, strengthen, and serve restorative justice, community reinvestment, and wealth creation in Black, Indigenous and other communities of color, which have been disproportionately impacted by over 80 years of cannabis prohibition laws.

3 Priority Funding Areas:

- Education
- Entrepreneurship & Economic Development
- Social Justice

Education Development

- Youth training and development
- Workforce development
- Community and health education
- STEAMM education



Entrepreneurship & Economic Development

- Business incubation and acceleration
- Business support for entrepreneurs
- Co-working spaces
- Networking and mentorship



Social Justice

- Criminal justice reform projects and services
- Legal services and case management support
- Re-entry housing support and services
- Health equity services



SEED Grant Objectives

Objective 1: To support programs, projects, initiatives and/or businesses that **uniquely serve BIPOC communities** across 3 priority areas

Objective 2: To **increase the number of BIPOC-led and women-led small businesses** and projects funded by SEED

After 4 cycles, the SEED Grant Fund has awarded \$3,329,415 through 32 grants.

	2018	2019	2020	2021
Applicants submitted	9	32	31	123
Applicants awarded	3	6	6	17
Grant funds awarded	\$350,000	\$631,321	\$548,094	\$1,800,000
Majority BIPOC-led recipients	0%	17%	67%	89%
Majority Women-led recipients	0%	0%	17%	29%

2022 Applicant Demographics



Gender

68% self-identified as women-led/owned



Self-Reported Identities

46% self-identified as Black/African-American

14% self-identified as Latino/a/x

7% self-identified as Indigenous

17% self-identified as Asian/Pacific Islander



SEED's Priority Areas

57% Education

52% Economic Development & Entrepreneurship

13% Social justice



SEED Selection Process

1

Application Processing

Staff conducts initial review of 90 applications ensuring applications are complete

2

Independent Selection Committee

- Committee members independently review each application
- Application scored 3 times by 3 different committee members

3

SEED Finalists

Following independent review, 33 finalists identified based on average 1st Round scores

6

SEED Grant Ordinance

Director-approved recipients pending City Council's approval of grant agreements

5

Proposed Grant Recipients

10 recipients identified:

- \$250K (2 grants)
- \$75K (5 grants)
- \$50K (3 grants)

4

Committee Deliberation

Committee independently scores top 33 finalists and deliberates further to reach final recommendations

2022 SEED Grant Fund

10 Proposed Recipients



 \$250K

Constructing Hope (2020 & 2021 SEED Recipient)
Elevate Oregon (2021 SEED Recipient)

 \$75K

Portland Playhouse
Insight Alliance
Growing Gardens
Division Midway Alliance
Oregon Expungement Relief Project
(2021 SEED Recipient)

 \$50K

Black United Fund
Self Enhancement, Inc.
Oregon Native American Council



Gender
30% self-identified as woman led



Self-Reported Identities
20% Multi-racial
60% Black
10% Indigenous
10% Asian/
Pacific Islander



SEED's Priority Areas
70% Education
40% Economic Devel.
40% Social Justice

2022-23 SEED Ordinance Recap

1. **Requesting \$1,050,000** for ongoing support for SEED Initiatives in FY2022-23
2. **10 proposed grant agreements** in the areas of Education, Economic Development and Social Justice
3. **Supporting communities** impacted by prohibition of cannabis across 3 priority funding areas
4. **Emergency Ordinance** because these groups need the funds right now for programming

SEED Initiatives Ordinance Questions or Comments?



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CANNABIS PROGRAM

City Code 14B.130

Item #666

*Nathaniel Werner,
Lead Compliance Specialist*

Portland City Code 14B.130 grants authority under Oregon statutes, as well as in exercise of the City Charter home rule authority, to regulate business operations in producing, processing, selling or transferring marijuana and marijuana items within the City.



City Code 14B.130 Topics

Mini Agenda

- Cannabis Program – Code History
- Amendment History to PCC14B.130
- Current Code Amendments Objectives
- Code Amendments - Ordinance Recap



Cannabis Program oversees 485 active & pending business licenses

Cannabis Program – Code History

Measure 91 approved, legalizing the sale and consumption of marijuana, and allowing local governments to regulations for businesses that grow, produce, sell, and transfer marijuana and marijuana items.

City Council initiated the **Portland Cannabis Program in the Bureau of Civic Life** to manage complaints, community expectations and respond with authorized enforcement mechanisms as appropriate.

2014

June 30, HB 3400 was signed into law on amending Measure 91 to significantly revise the authority of local governments to adopt regulations for cannabis businesses.

On **September 30**, Council adopted Ordinance No. 187359, **adding license procedures and requirements for cannabis businesses to Portland City Code Chapter 14B.130.**

2015

Previous Amendments to PCC 14B.130

September 30, 2015

Initial code PCC (14B.130) passes

October 21, 2015

Language cleanup

January 20, 2016

Add labs and research facilities)

March 2, 2016

Restrict drive-thrus

April 19, 2017

Allow producers and processors to use Temp. Cert. of Occupancy for permitting.

December 16, 2016

Removed permitting requirements for all but Producers and Processors. Micro-tiers and retail couriers added.

November 8, 2016

Work Session to discuss program and proposed using “Cannabis” instead of “Marijuana”

March 16, 2016

Fees raised

September 20, 2017

Allow retailers to continue operating if school opens within 1,000 feet. Create processor endorsements and removed final permitting requirements for all but extracts.

September 26, 2018

Lower fees, create Social Equity Program, create Deferred Payment Program, lower fees further for Micro-Tiers and Social Equity Program businesses, clarifies building permitting requirements for non-Extract Processors and Producers.

Intentions of Past Changes to PCC 14B.130

- Clearer focus on our commitment to help communities that were most impacted by cannabis prohibition
- Recognize that original regulations needed to be changed and some requirements needed to be softened—for example: lowering fees, building permitting requirements to focus on operations that carry the greatest level of potential risk.
- Modify regulations as we learn more and see their impact
- Reflect the views of Portland City Council at the time of the changes

Current Code Amendments Objectives

- Amend PCC14B.130 to align with current processes
- Continue the process of updating and evolving PCC14B.130 as the Cannabis industry grows



Code Amendment Ordinance Recap

The Cannabis Program recommends minor technical fixes to Portland City Code Chapter 14B.130 and other light housekeeping to align our current processes with code:

- Align to updates from Oregon Revised Statutes
- Add electronic mail delivery for official communications
- Update zones reflected in the Comprehensive Zone Change from June 2018
- Update the "Social Equity Program" to "License Fee Reduction Program"
- Remove "in consultation with the Chief of Police" for approvals and denials
- Remove notification requirements for new proposed retail locations

Code Ordinance Questions or Comments?



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CANNABIS PROGRAM

Cannabis Emergency Relief Fund



[CERF Video Link](#)



Cannabis Emergency Relief Fund (CERF)

Item# 668

*Christina Coursey,
Licensing, Compliance, & Policy Supervisor*

CERF provides grants of up to \$25,000 to small licensed cannabis businesses within Portland city limits and up to \$5,000 to cannabis industry workers economically impacted by COVID, vandalism, robberies, wildfire, and the residual effects of illness, trauma, and grief suffered from such impacts.

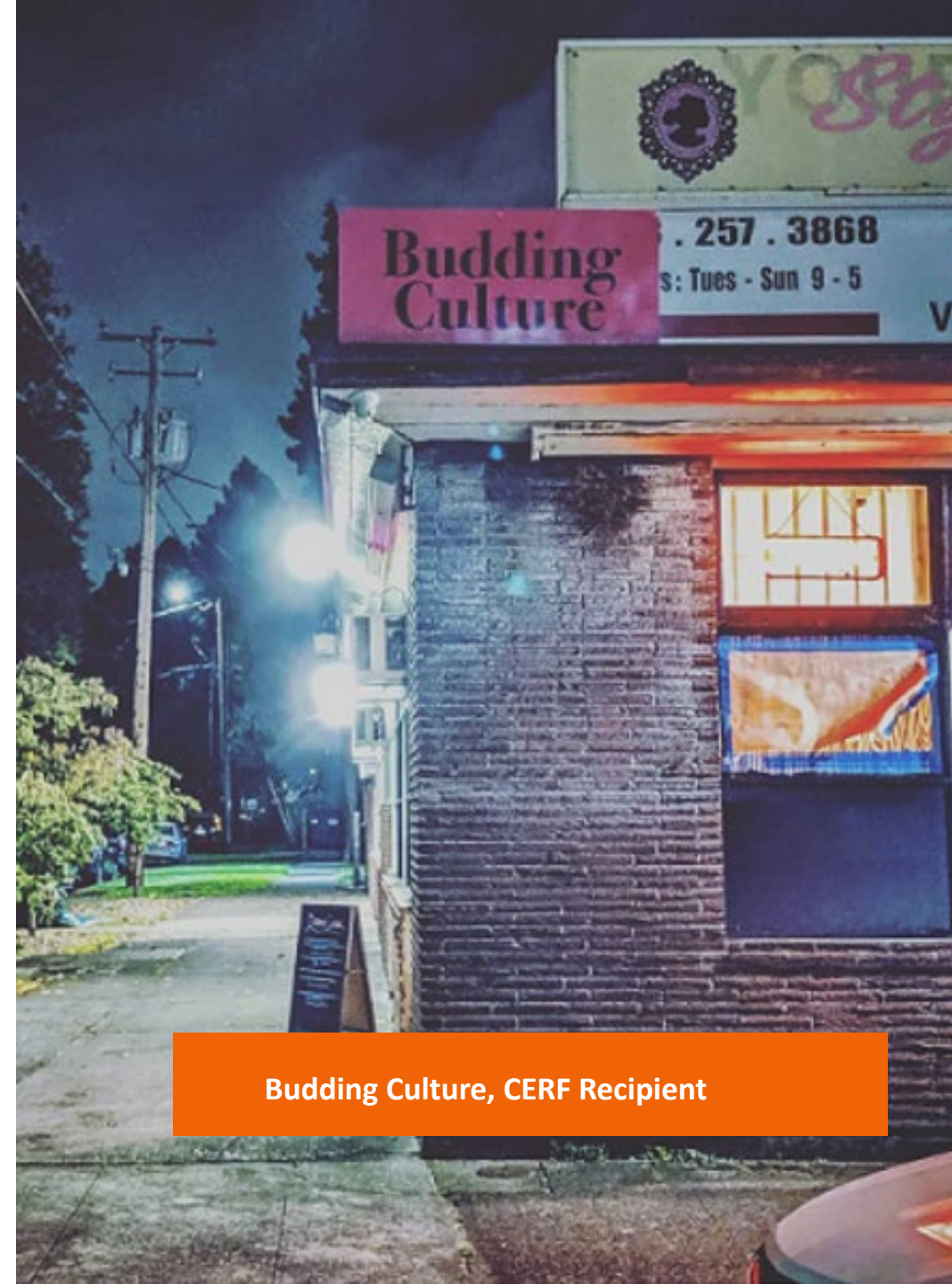


Barbari, CERF Recipient

CERF Topics

Mini Agenda

- Program History, Objectives & Recap
- Application Process & Demographics
- Ongoing Challenges
- CERF Community Partners
- FY2022-23 Ordinance Recap



Budding Culture, CERF Recipient

CERF Details

- Historic 5-0 vote from Council allowed Portland to become the first government jurisdiction in country to provide emergency relief to cannabis businesses and workers by allocating \$1.33 million in cannabis tax revenue in FY 21/22 budget
- Funds were prioritized for historically disadvantaged populations (minority, women, veteran, small business)
- Cannabis Program requested additional \$500,000 in March 2022 during the Economic Recovery & Stabilization Work Session.
- Council approved allocation of \$456,901 in FY2022-23 budget



CERF helped cannabis businesses impacted by robberies

CERF Community Partners



PROJECT

**CANNABIS
WORKERS
COALITION**

The
initiative



CERF Metrics



CERF applications open to the public on Feb. 1, 2022 and 23 days later, it was paused due to overwhelming demand.

91%

Individual
Funding Rate

70%

Business
Funding Rate

\$1,106,800

Total
CERF Funds
Disbursed*

\$2,168,572

Total
CERF Funds
Requested

*Excludes administrative overhead of \$232K

CERF Metrics



CERF awarded \$25,000 to small, licensed cannabis businesses and up to \$5,000 to cannabis industry workers.

96%

Met CERF Priority of
historically
disadvantaged
populations

11%

Prior Cannabis
Convictions

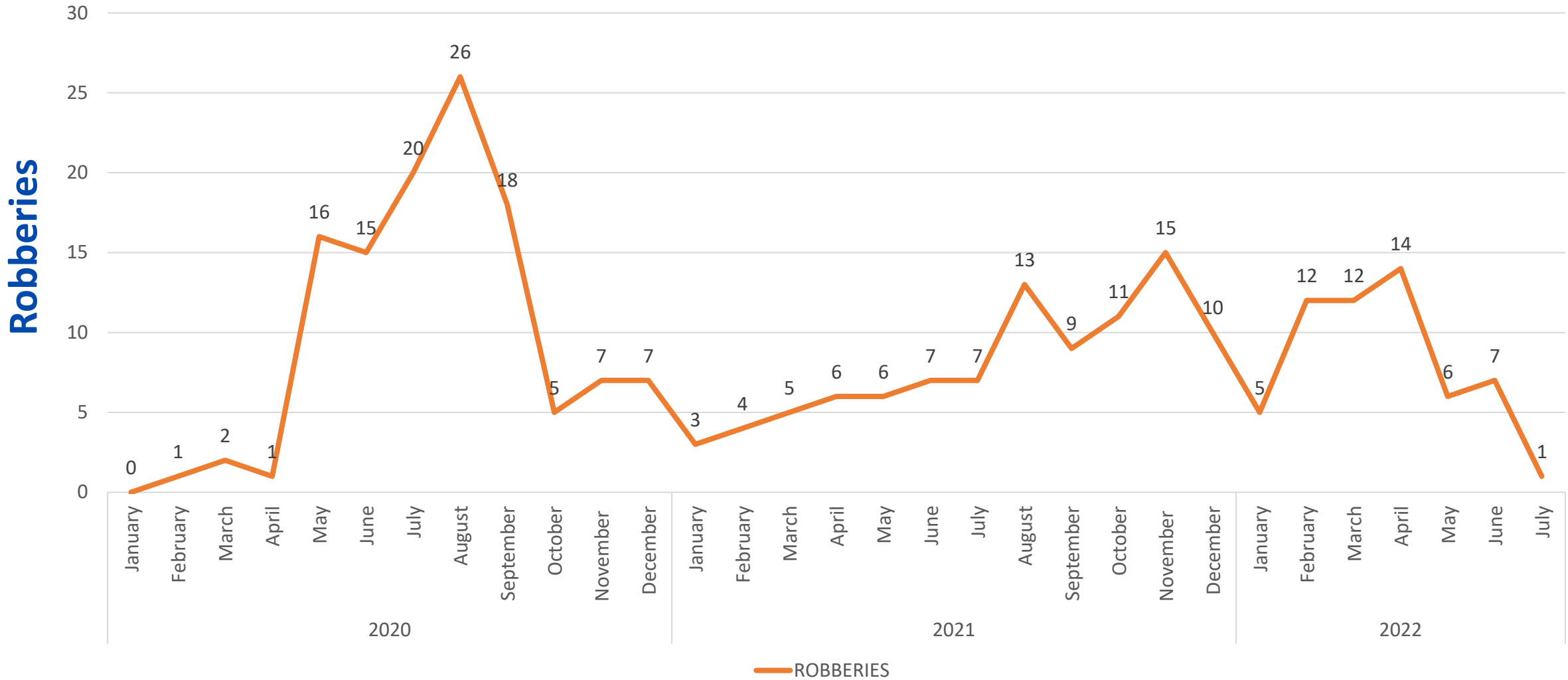
53

Cannabis
Businesses
Funded

120

Cannabis
Employees
Funded

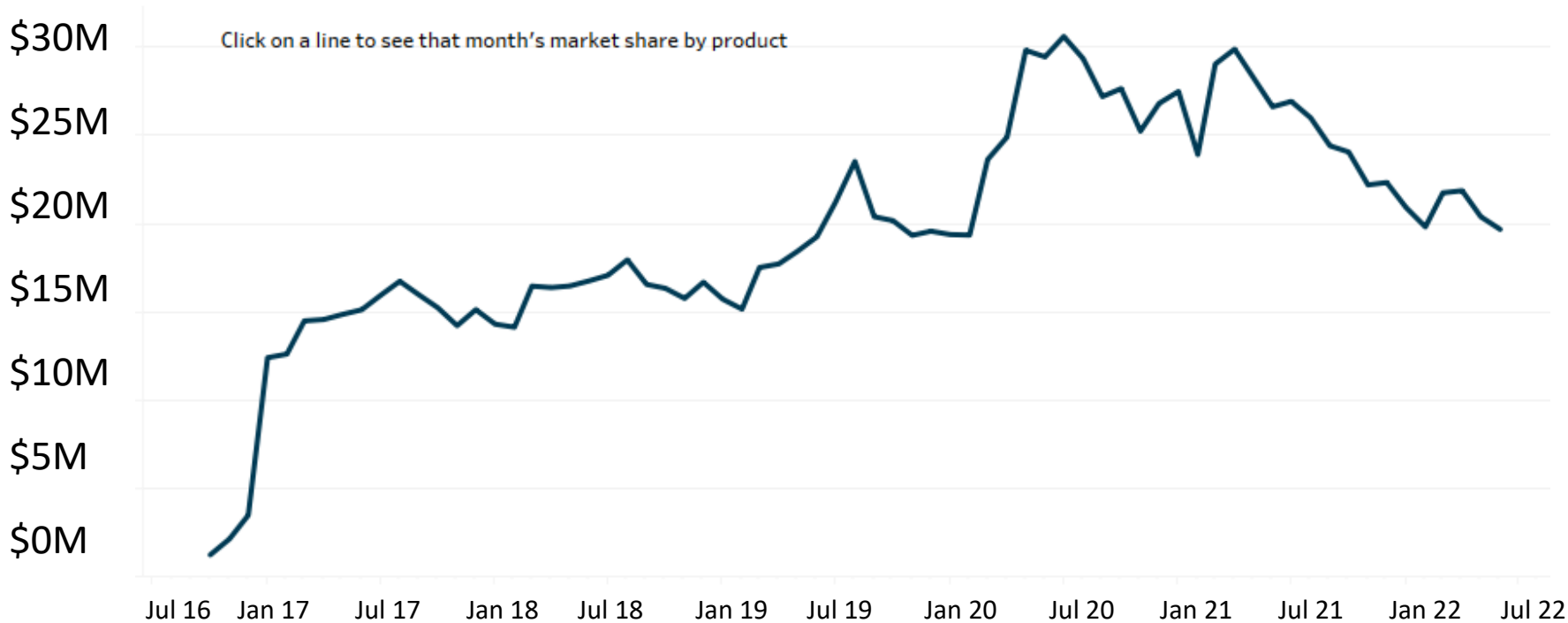
OLCC Reported Crime Data



* Data obtained from OLCC. Graph designed by Civic Life <https://www.oregon.gov/olcc/marijuana/Pages/Marijuana-Market-Data.aspx>

Ongoing Challenges

Sales between October 2016 and June 2022 were: \$4.787B



Market Share by Product Type, all customer types, October 2016 to June 2022

*Data obtained from OLCC <https://www.oregon.gov/olcc/marijuana/Pages/Marijuana-Market-Data.aspx>

TODAY'S TRENDS:

↑ Increased
Crime

↑ Increased
Overhead

↓ Decreased
Sales

NuProject | Jeanette Ward-Horton



NuProject works to increase success outcomes for people of color in the cannabis industry either as business owners or professionals.

Lead CERF Partner; granted and oversaw **\$680,000 of CERF funds** to BIPOC-led cannabis businesses and low-wage industry workers.

Cannabis Workers Coalition | Savina Monet



Cannabis Workers Coalition (CWC) is a non-profit that organizes and provides support to **low-wage cannabis workers** by reducing barriers and shifting toward more inclusive systemic practices.

Under the incubation of NuProject, **CWC granted \$150,000 to individuals** working in the cannabis industry.

The Initiative | Amy Margolis



The Initiative is an accelerator program that focuses on research and events to help create meaningful cannabis social equity program.

Granted \$350,000 of CERF funds to female-led businesses.

Oregon Cannabis Association | Meghan Walstatter



Oregon Cannabis Association (OCA) is a diverse group of cultivators, processors, retailers, entrepreneurs, and allied businesses that help one another thrive through networking events, educational workshops, and political representation.

Granted \$300,000 of CERF funds to cannabis businesses.

CERF Ordinance Recap

- Portland based Cannabis businesses continue to experience extreme financial impacts caused by increased vandalism and property damage due to the state of civil unrest as well as an alarming spike in armed robberies and burglaries of these cash-based businesses.
- Ongoing need to provide emergency relief to Cannabis Industry businesses and workers economically impacted from Covid-19, vandalism, robberies, wildfire, and the residual effects of illness, trauma, and grief suffered from such impacts.
- NuProject is uniquely qualified to administer the Cannabis Emergency Relief Fund in partnership with Cannabis Workers Coalition
- Requesting one-time funds of \$456,901 as allocated in FY22/23 city budget

CERF Ordinance

Questions or Comments?



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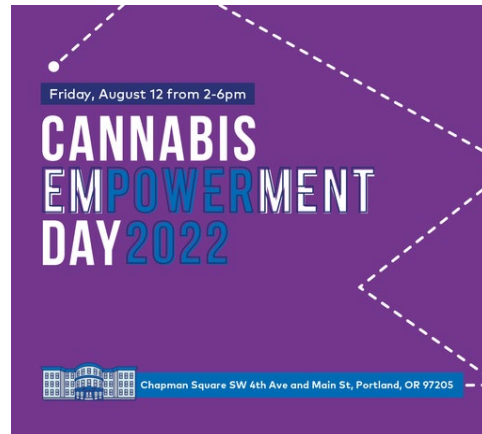
Final Thoughts & Acknowledgements



This Cannabis Regulator Is Working To Make The Weed Industry Safer For People of Color

Hired by the city of Portland, Oregon, to supervise the local cannabis industry, Dasheeda Dawson is working to reverse regulation that's hurt Black, Indigenous, and Latinx communities.

By Alexis Jones | January 03, 2022



Michael Montoya, Interim Director

