



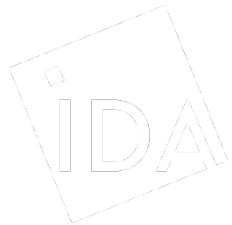
West Coast Urban District Forum

Downtown and the Green Rush
Economy

West Coast Urban District Forum

Walnut Creek, CA

March 2018



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#WCUDF18

Downtown and the Green Rush Economy

March 15, 2018 | 8:30 AM

Moderator:

Dominic Tartaglia Executive Director, Downtown SLO

Speakers:

Sean Maher CEO, Downtown Boulder Partnership

David McPherson Cannabis Compliance Directory, HDL Companies



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Contact Information:

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#WCUDF18

Downtown and the Green Rush Economy

Thursday, March 15, 2018 | 8:30 a.m. – 10:00 a.m.



#WCUDF18



Colorado Marijuana

- Legalized in 2013
- \$1.5 billion in 2017
- \$247 million in statewide taxes



Colorado Marijuana

- **491 Retail MJ dispensaries**
- **382 Starbucks**
- **202 McDonalds**
- **66% of cities have banned MJ sales**



Recreational Impacts In Colorado (since 2013)

- Youth (12-17 yrs.) - MJ use up 12%
- College-aged use up 16%
- Adult use up 71%



Marijuana In Boulder

- **20 Recreational dispensaries**
- **13 Medical outlets**
- **53 Grow facilities**
- **10 MIPS**
(MJ-Infused Product Manufacturers)
- **1 Testing facility**



MJ is BIG Money In Boulder

- **\$5.5 million in sales tax**
- **Rec MJ sales up 21% in 2017**
- **MJ sales more than furniture or apparel**
- **Revenue goes to General Fund**

MJ in Downtown Boulder



- Customer demographics 40+
- Visitors majority % of market
- FAQ from tourists
- Transient profile changing:
 - Younger
 - More travelers
- Not a major problem

The Rules in Boulder



- **1,000 ft. from schools**
- **500 ft. from another MJ business**
- **Tougher signage restrictions**
- **Product & cash storage requirements**
- **Far less problems than Denver experiences**



Trill
alternatives



MJ In Downtown Boulder

- 6 retail outlets in the BID
- No storefront locations allowed
- Major sales tax generator

Denver



Boulder



Denver



Boulder





Recommendations

- Do not ban MJ
- Restrict signage
- Do not allow retail storefronts
- Implement 500 ft. rule
- Ban smoking downtown
- Increase police presence – enforcement is key!

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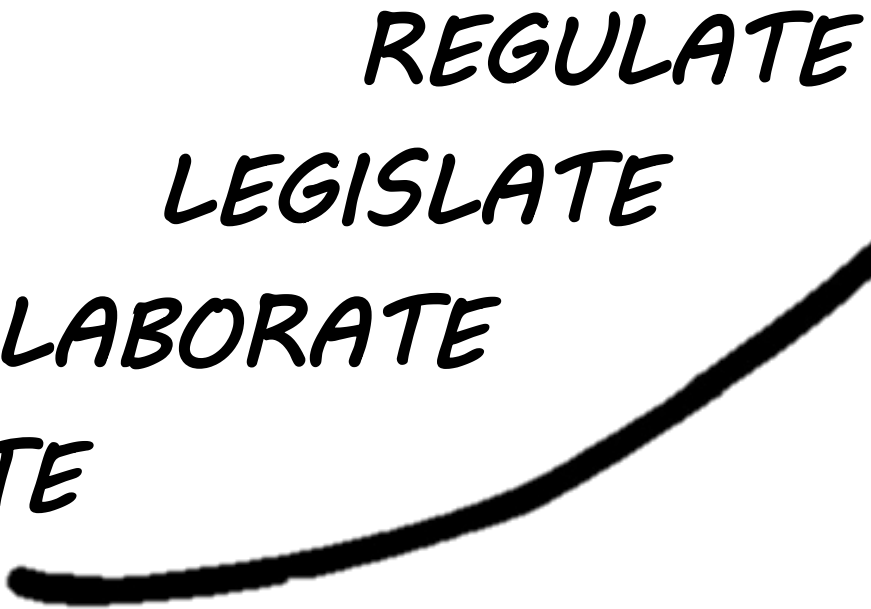
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SUCCESS

REGULATE
LEGISLATE
COLLABORATE
EDUCATE



THE PATH TO SUCCESS FOR CITIES THAT
CHOOSE TO REGULATE CANNABIS

Expressly protects local licensing practices, zoning ordinances,
and local actions taken under police powers

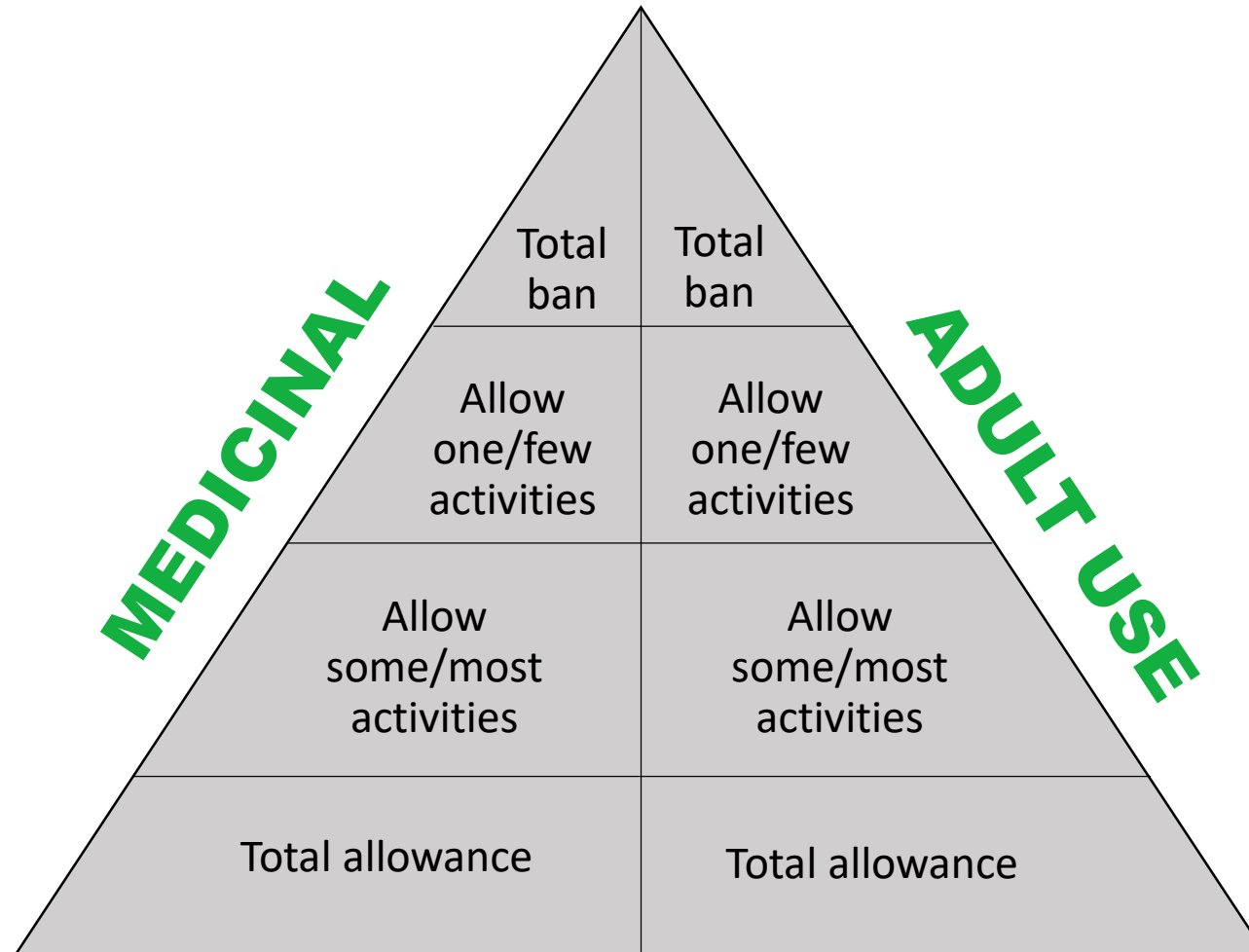
Time

Place

Manner

LEGISLATION PROTECTS LOCAL CONTROL

REGULATORY OPTIONS





RETAILER / DISPENSARY



RETAILER / DISPENSARY



RETAILER / DISPENSARY

Average Annual Revenue Per Square Foot

Apple Retail Stores	\$4,799
Luxury Jewelry Stores	\$3,132
Costco Wholesale Stores	\$1,032
MMJ Dispensary Stores	\$974
Department Stores	\$180



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Key Issues with Cannabis Businesses in Downtown Districts

- Impacts to surrounding businesses
- Loitering from transients
- Theft or robberies
- Illegal sales in parking Lots
- Parking issues in streets and garages
- Display of signs
- Property Purchases/Leases of retail space



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