



## DISPELLING MYTHS OF THE CANNABIS INDUSTRY

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# LEARNING OUTCOMES

Upon completing this course, participants will be able to effectively:

- Synthesize existing perceptions of cannabis with facts and impressions about cannabis businesses in states in which adult use (recreational) cannabis is legal
- Understand basic elements of how the cannabis industry is regulated
- Compare a representative case study of Great Barrington, Massachusetts with the potentialities of their own municipality



**“THE DEVIL’S LETTUCE”**

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Cannabis Products

Legacy (Black) Market

Grey Market

Legal Market

**WHAT DO YOU THINK?**

**WHAT DO YOU KNOW?**

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# SOME THINGS THAT MIGHT SURPRISE YOU

- ✓ Social Equity
- ✓ Strict Regulation/Strict Enforcement
- ✓ Value-Driven Workplace Cultures
- ✓ Extensive and Meticulous Product Education
- ✓ Seed-to-Sale Tracking
- ✓ Youth Prevention

# REGULATORY STRUCTURES

STATE

MUNICIPALITY

HOUSE

# REGULATORY STRUCTURES

ADULT USE

MEDICAL

OTHER  
BUSINESSES

# What are things for which a cannabis business can be held criminally liable?



Overselling  
Product



Selling to a Minor/  
Not Checking ID



Consuming  
on Premises



Selling Outside  
of Seed-to-Sale Tracker

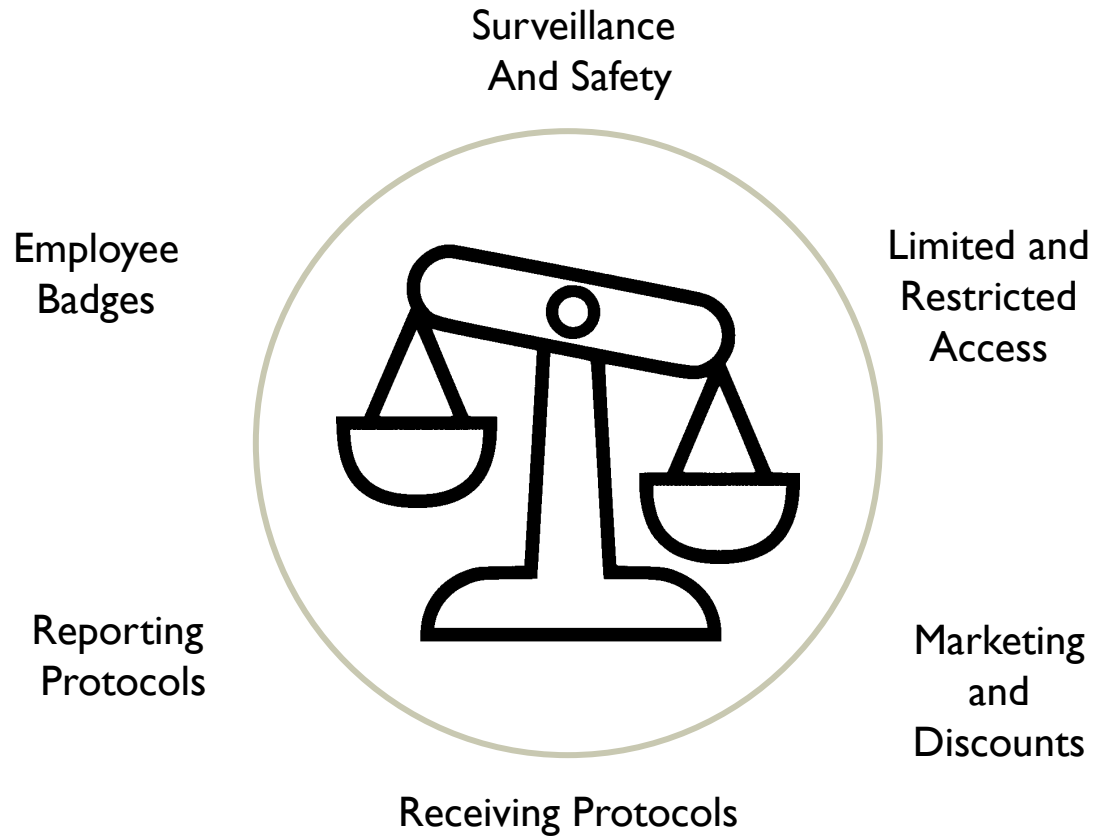


Not Disposing  
Properly

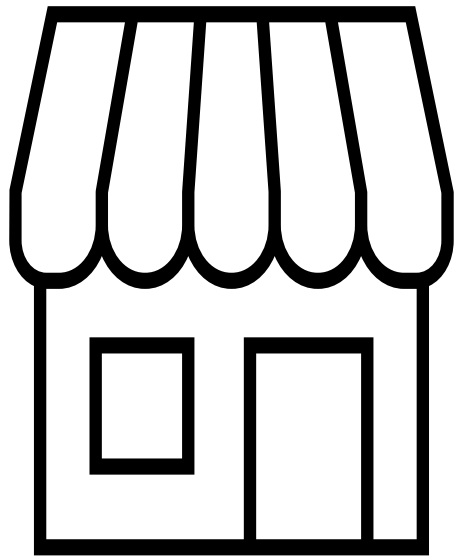


Improper Packaging  
and Labels

# OTHER STATE REGULATIONS



# MUNICIPALITY (HOST COMMUNITY) ADD-ONS



Hours

ID Checks

Staff  
Oversight

Unlimited  
Access

Delivery Opt-  
Out

Incident  
Protocols

Additional  
Sales Tax

Community  
Impact Fee

# EDUCATING THE PUBLIC



Dosing/Effects/Experiences



General Language/  
Ask a Doctor



Traveling and  
DUI



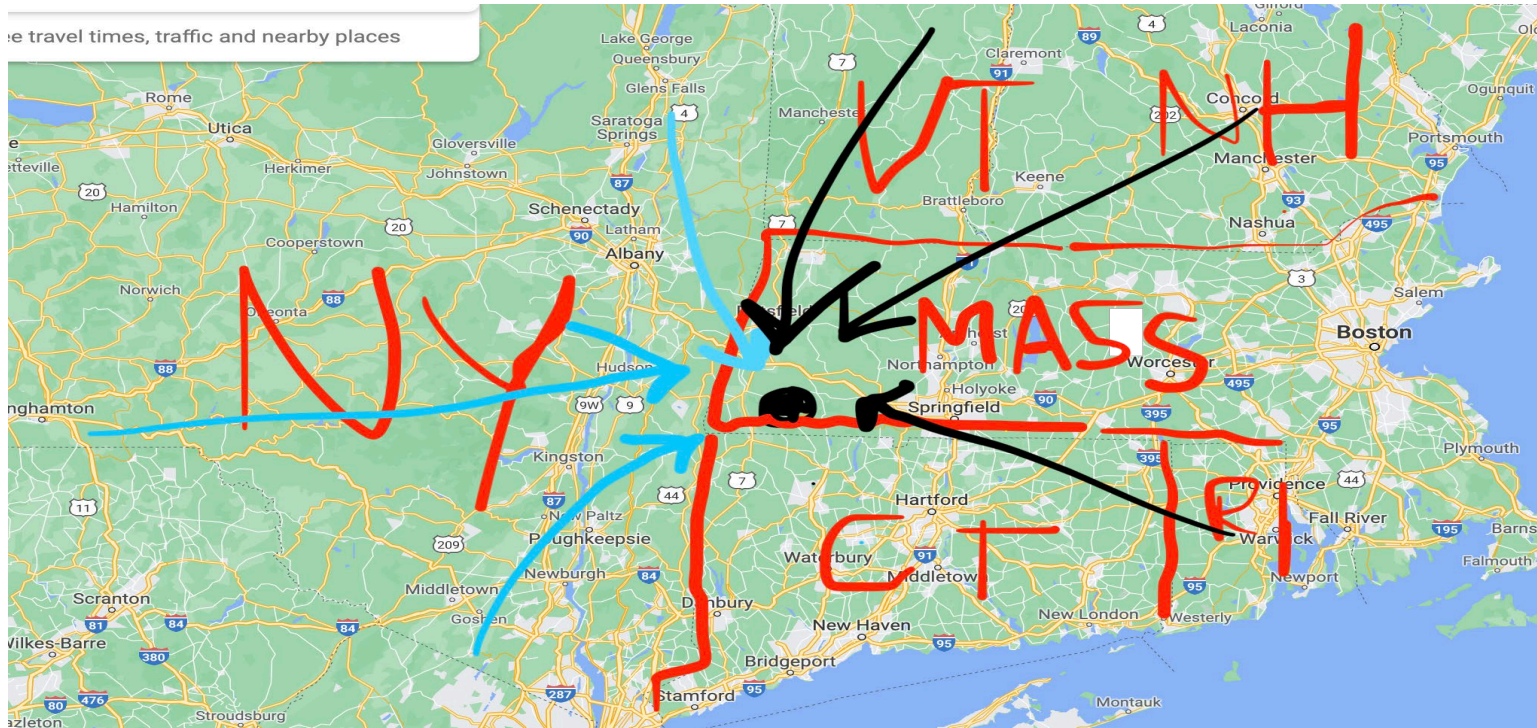
Safe Storage and  
Youth Prevention



Overuse and  
Use Disorder  
Prevention



Shoulder Tapping



# CASE STUDY: GREAT BARRINGTON MASSACHUSETTS

# TAX REVENUE!

## Cannabis Revenue

State Distribution/Local Option tax	1st Qtr Sept 30th (Jun-Aug)	2nd Qtr Dec 30th (Sep-Nov)	3rd Qtr Mar 30th (Dec-Feb)	4th Qtr June 30th (Mar-May)	Total
FY2019	-	-	45,661.79	225,798.13	271,459.92
FY2020	357,274.39	415,133.14	406,456.38	247,476.94	1,426,340.85
FY2021	339,967.03	487,927.27	437,916.76	489,940.44	1,755,751.50
	\$ 697,241.42	\$ 903,060.41	\$ 890,034.93	\$ 963,215.51	\$ 3,453,552.27

Community Impact Fee	1st pymt Jul 15th (Apr-Jun)	2nd pymt Sept 15th (July-Sept)	3rd pymt Jan 15th (Oct-Dec)	4th pymt April 15th (Jan-Mar)	Total
FY2019	-	-	-	185,807.22	185,807.22
FY2020	309,293.37	414,374.51	405,986.23	382,287.76	1,511,941.87
FY2021	175,129.46	488,521.36	438,344.73	472,772.27	1,574,767.82
FY2022	423,518.91	-	-	-	423,518.91
					\$ 3,272,516.91

Totals	
FY2019	457,267.14
FY2020	2,938,282.72
FY2021	3,330,519.32
<b>Total 6/30/21</b>	<b>6,726,069.18</b>

Great Barrington's cannabis revenues from 2019 through the first quarter of FY 2022. Info courtesy Town of GB

# TAX REVENUE!

- 3%** State Excise Tax  
(non-discretionary)
- 3%** Municipality Add-On  
(non-discretionary)
- 3%** Community-Impact Fee  
(discretionary)



## COMMUNITY IMPACT FEE

“After more than two years of legal cannabis sales, it’s hard to make a case that towns have incurred any such costs,” wrote “There have been no reported incidents of sales to minors, no reports of increased crime around cannabis stores, no reported increase in cannabis-intoxicated driving arrests, no reported impacts on nearby businesses or neighborhoods, and no reported staffing or budget increases in police, fire, or health departments attributable to cannabis stores.”

*James Borghesani, Communications Director, 2016 Cannabis Legalization Campaign*

## COMMUNITY IMPACT FEE

“We had to create a committee to find any negative impacts to the community—and when we did, we couldn’t agree on what they were.”

“It’s very expensive—if people can afford it [in the legalized market], they are probably not going to commit crimes.”

*Committee Members, Great Barrington Community Impact Fund*

# TANGIBLE FINDINGS

- ✓ One attempted theft in parking lot
- ✓ Anecdotal increase in traffic
- ✓ Observed decline in available parking
- ✓ No observed additional wear and tear on roads

# INTANGIBLE FINDINGS

- ✓ Reputation of town
- ✓ Kids and culture
- ✓ Children's health
- ✓ Lack of community building
- ✓ **Social justice**

# ACTUAL USAGE

- ✓ Wellness instructor at HS
- ✓ Medical group that provides free care to people w/o insurance and use alternative pain management without opioids
- ✓ Youth community group that focuses on talking to kids about drugs
- ✓ Police program (yet to be determined because of no identifiable focus/need)

# TAX REVENUE!

**New York** establishes three taxes on adult-use cannabis:

1. Distributor: based on the milligrams (mg) of total THC in the product
2. Retail Consumer: 9% state excise tax
3. Retail Consumer: 4% local excise tax

*The two retail taxes do not apply to medical cannabis*

All cannabis taxes would be deposited in the New York state cannabis revenue fund. Revenue covers reasonable costs to administer the program and implement the law. The remaining funding would be split:

- 40 Percent to Education
- 40 Percent to Community Grants Reinvestment Fund
- 20 Percent to Drug Treatment and Public Education Fund



**DISCUSSION:  
ANSWERS TO YOUR QUESTIONS**

<https://cannabis.ny.gov/adult-use>

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**CONTACT ME!**

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