

Hi,

I wanted to write and voice my support for SB 307. I am fortunate to work with all kinds of cannabis businesses across the state - more than 55 dispensaries and many of the state's top brands. In fact, as NW Regional Director for BDS Analytics, my job is studying sales in the Oregon cannabis market full time.

Prior to working in cannabis I was the online marketing director for Travel Portland, our beloved city CVB. It is the intersection of these two worlds that causes me to write and voice my support for SB 307. **In short, to not pass social consumption is to be an ostrich.** Downtown already smells like cannabis everywhere - and contrary to what many cannabis industry experts might say, not everyone likes that 😊. When I worked at Travel Portland many of the city's top hoteliers were against legalization because they didn't want it in their hotel rooms. Well, now, here we are. We have legalized weed and no where for tourists to consume it other than in their hotel rooms which is likely illegal and/or against policy. In fact Travel Portland and Travel Oregon have been hesitant to promote our Green Trail because of this exact issue. Hoteliers fund these organizations and they don't want it in their hotels so the social consumption ban is holding back our state's tourism industry as well. So, why only solve half of the problem? Passing SB 307 isn't just a vote for social consumption, its a vote for a cleaner downtown, and a vote for happier hoteliers.

Opponents say that social consumption is a public health concern. Social consumption is the opposite of a public health problem - not having it is more of an issue and a huge liability in some respects. Just because there is no social consumption doesn't mean it doesn't happen. It's definitely happening. Is Oregon the kind of place that gets so uptight about smoke and social consumption that it can't get itself organized to pass SB 307? By not having social consumption we are more likely to have cannabis consumed elsewhere - perhaps even around children or in public parks. In fact, my six year old son found a joint package at the park and asked me, "Mommy, what's this?" Thumbs down. Let's make it happen.

Often it feels like Oregon never misses and opportunity to miss an opportunity. California just legalized and they will be hot on our heels. Let us get what little start we can to get ahead, especially with regard to tourism, where we will bring millions to the state. I know wine and beer are nervous, but we are all grown ups, we are going to have to learn to play nice in the sand box. Can we please just move on? This is a totally solvable problem. Support SB 307 because it makes logical sense, and because it strengthens the community overall.

Best,

Claire Kaufmann, MBA

Claire Kaufmann

Northwest Regional Director

BDS Analytics, Inc.

claire@bdsanalytics.com

Office: (720) 668-8946



The leader in cannabis business intelligence and market share tracking.