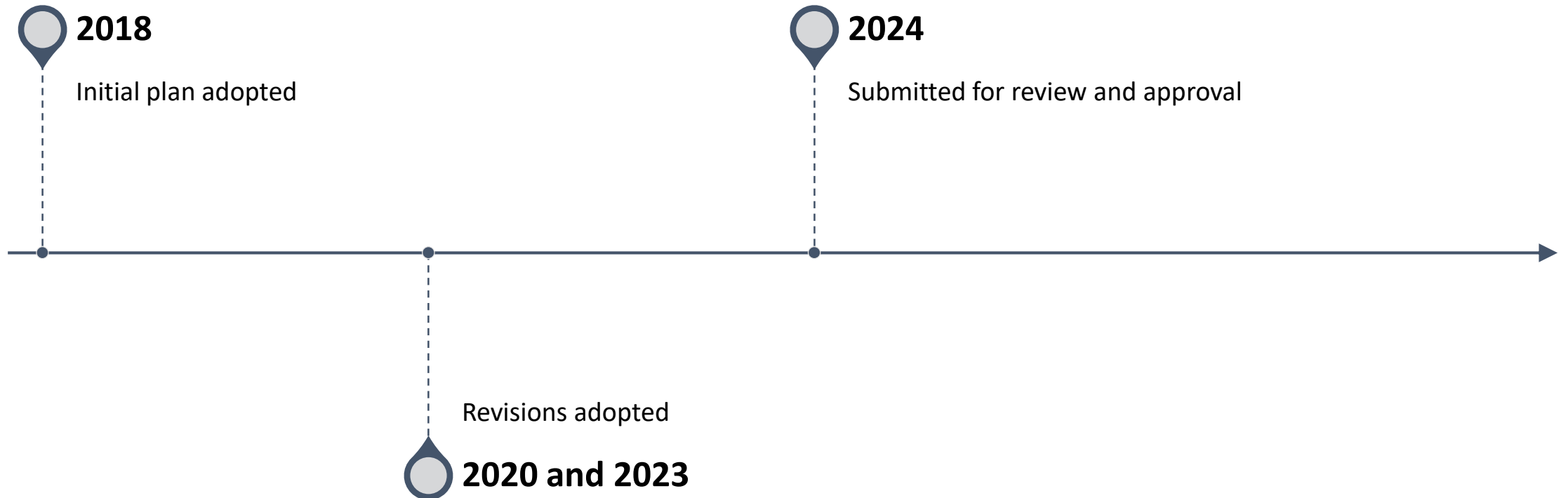




CANNABIS PROGRAM
COUNTY OF MONTEREY

Cannabis Strategic Plan Update

Strategic Plan History



2024 Strategic Plan Update

Focus Groups



7 County Departments



Fire Districts



Members of the Industry

Updated Goal Language

Goal A

Foster a resilient and innovative industry that creates sustainable economic growth.

Goal B

Protect public safety, health and the environment as the industry expands.

Goal C

Sustain a well-coordinated Program with effective, transparent, and equitable compliance and enforcement.

Goal D

Generate revenue to ensure a self-funded Program and services to the public.

Updated Priorities

Goal A

Research a data source to monitor the cannabis marketplace.

Facilitate moving from provisional to annual cannabis permits.

Goal B

Enforce cannabis laws against the illegal cannabis market.

Establish transparent EHB regulatory guidelines

Goal C

Conduct quarterly inspections.

Goal D

Collaborate with Auditor-Controller's Office and the Treasurer-Tax Collector



Overview of Changes

Goal language

Strategies

Priorities

Timeline of notable events through August 2024

Cannabis tax revenue through fiscal year 2024



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Questions