

Dear Edmonton Mayor & City Council:

On October 27, 2022, Ward papastew Councillor Michael Janz hosted Diplomat Consulting for a round table discussion about the emerging cannabis hospitality and tourism sector. Our meeting included several stakeholders with an interest in this new industry.

In attendance were: Edmonton Chamber of Commerce; Alberta Chambers of Commerce; Downtown Business Association; NAIT; Situate Inc.; SNDL; Freedom Cannabis; Nova Cannabis; High Tide; The Cannabis Sommelier; Cannabis Tolling Solutions; ACMLA; TIMBR Group; and Cheryll Watson. This letter is on behalf of these groups and individual participants. Explore Edmonton was also in attendance as an interested party from the hospitality and tourism sector.

Our definition of cannabis consumption means ingested consumables and external topical use, not inhaled combustible routes of usage.

The round table discussion focused on the hurdles that municipal zoning and licensing create when designating cannabis consumption sites. The possibilities we envisioned were:

- Restaurants creating infused dining experiences;
- Bars and coffee shops offering infused food and drink; and
- Spas, medical centres, and sports rehabilitation clinics providing topical therapeutic treatments.

In these instances, THC and CBD products would be used.

Like many cities, Edmonton is facing pressure to develop additional economic activity as we emerge from the pandemic. There is a need to bring tourists back to our city. And when we contemplate Edmonton as a destination that offers this type of activity, there are two main factors that work in Edmonton's favour:



- Approximately 62% of Americans (our next door neighbour) would like a cannabis experience as they travel; and
- Cannabis consumer profiles suggest that there is an inclination toward leisure activities and arts and culture; all activities and items that Edmonton offers in abundance.

Our request to the city is as follows:

- As per the Zoning Bylaw Renewal Initiative, make amendments to city zoning bylaw for the allowances of cannabis usage and consumption in public spaces, similar to that of alcohol;
- Develop appropriate business licensing for food and drink consumption, and for topical usage as it pertains to cannabis; and
- To advocate to other orders of government for the easement of zoning and licensing for cannabis consumption.

Updating Edmonton's zoning bylaws to create equitable access to cannabis consumption sites will help to create safe spaces for a legal product in Canada.

Thank you for taking the time on this matter. We are looking forward to continuing this discussion with City and Council.

Sincerely,



Nathan Mison, Ivan Ross Vrána, Stephanie Bach, and all other invited stakeholders

CC: Andre Corbould, City Manager

