



Senate Bill 399: Cannabis—Advertising—Prohibited Locations

On behalf of the Maryland Dispensary Association (MDDA)
Senate Finance Committee

Support

March 7, 2024

The Maryland Dispensary Association (MDDA), formerly the Maryland Medical Dispensary Association (MDMDA), was established in May, 2017 in order to promote the common interests and goals of the Medical Cannabis Dispensaries in Maryland. MDDA advocates for laws, regulations and public policies that foster a healthy, professional and secure medical cannabis industry in the State. MDDA works on the State and local level to advance the interest of licensed dispensaries as well as to provide a forum for the exchange of information in the Medical Cannabis Industry.

Senate Bill 399 is a simple and straightforward bill. It simply restores some advertising provisions that were in place for cannabis licensees during the Maryland Medical Cannabis program. Allowing more flexibility with regard to signs, including billboards, coupled with the restrictions already in place about what can and cannot be included in advertisements balance responsible advertising with the need for licensees to market and advertise their business. This will be especially important as the social equity licensees enter the market.

For this reason, we urge a favorable vote on Senate Bill 399.