



House Bill 1377: Cannabis—Advertising—Prohibited Locations (Equity in Cannabis Advertising Act)

On behalf of the Maryland Dispensary Association (MDDA)

House Economic Matters Committee

Support with Amendments

February 25, 2025

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. We appreciate the opportunity to provide comments on House Bill 1377.

Two years ago, the Maryland General Assembly passed legislation, setting up both a policy and taxing framework for cannabis for adult use. This bill focused on increasing diversity in the cannabis industry while at the same time setting up a taxing structure so as to greatly minimize the illicit market. We commend you for the work you did to create a successful cannabis program in Maryland, and we are proud to be your partners in that.

House Bill 1377 seeks to lift the sign prohibition on signs for cannabis licensees. We have consistently supported proposals like this one and others that would allow for increased, commonsense advertising opportunities for cannabis licensees. We have some concern, however, that this bill, as drafted, could inadvertently negatively impact a licensee's ability to put a sign on their building. As result, we respectfully request consideration of language that

clarifies that licensees, irrespective of advertising laws and regulations related to setbacks and the 85 percent rule, are able to have an onsite sign that identifies their actual business location.

We appreciate the opportunity to provide comments on House Bill 1377. Thank you for your support of the cannabis industry. We urge a favorable report on House Bill 1377 with the language requested in this testimony.