

**Date: 2-24-2026**

**Senate Bill 0594– Testimony of Robert Davis R.Ph**

**Position: Support with Amendments**

**Owner hi Tide dispensary/OC botanicals LLC (SD 38) Ocean City Maryland.**

Good afternoon,

I would like to voice my support with amendments for Senate Bill 0594. I am the owner and operator of a Maryland licensed cannabis dispensary that has been operating since 2018. I support less restrictive advertising policies as currently the Maryland Cannabis Administration and its interpretation of the regulations has made any advertising practically impossible. Legal state approved licensees in Maryland have been fined and given guidance that make it extremely difficult to understand how to communicate their business to consumers in the state of Maryland. Licensed legal cannabis operations in Maryland have been fined for having signage that says “woman owned dispensary” and using the word “open” in front of the business. The amount of citations have increased dramatically over the past year from the Maryland cannabis administration and have made it very difficult for consumers to determine the difference between a **legal state licensed dispensary** and an **illegal intoxicating hemp business**.

The illegal market of course has no governing agency and with state licensed dispensaries being unable to advertise to Maryland consumers this has stimulated and boosted up the illegal intoxicating businesses and their ability to endanger the public safety and welfare of consumers. My business has operated at the highest standards since 2018 when we were medical cannabis only. Throughout that time, my business and the industry successfully navigated the regulations as written prior to the advertising regulations being changed before recreational cannabis was launched.

I support amendments that would deregulate cannabis advertising that would allow cannabis dispensaries to communicate with 21 and older consumers so that the business can grow and contribute to tax revenue of the state of Maryland while also creating quality high paying jobs in the state of Maryland to residents.

As you may have seen on the news the cannabis industry in the state of Maryland is flat and not expanding and one of the main reasons for this contraction is the lack of businesses being able to operate as all businesses do by advertising to their consumers. The maryland cannabis industry should be regulated like the lawful, customer centric and accountable industry it is.

Thanks for your time and the opportunity to present this statement.

Sincerely,

*Robert H Davis R.Ph*

Owner/Clinical Director

hi Tide Dispensary