



July 31, 2020

To: Mendocino County Board of Supervisors,

Mendocino County Tourism Commission is writing in support of the proposed change to the cannabis cultivation ordinance that would simplify the process and make cultivation licensing a land use issue. MCTC is charged with promoting the county and all of its unique characteristics. In addition to gorgeous nature, fantastic wine and delicious farm to table cuisine, it is no secret that Mendocino County is also home to some of the world's best cannabis and most well-known cannabis brands. The Commission has been working on ways to incorporate cannabis into its tourism messaging and supports the creation of a robust industry inclusive of the entire supply chain. While Mendocino County is well known for its craft cannabis produced by artisans on 10,000 square feet, like wine, this is but a small part of the supply chain. In fact, craft cannabis makes up less than 10% of the state market. We believe that a well-balanced, innovative cannabis industry will benefit the county in terms of job creation and tax revenue. But also, that the ability to promote the cannabis industry will bring tourism dollars to our county.

Supervisor McCowen has recommended that the cannabis cultivation licensing program be viewed as a land use issue, with the county taking the lead on deciding where cannabis can be cultivated while deferring to the state for additional licensing activities, as with all other business sectors. This would alleviate some of the burden at the county level and also give the county the ability to be more mindful and open to innovative projects that will bring attention and tourism dollars to our region. Therefore, Mendocino County Tourism Commission supports the proposal to move the cannabis cultivation program into land use management.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Travis Scott".

Travis Scott
Executive Director
Mendocino County Tourism Commission