



OFFICE OF  
Community  
& Civic Life

CANNABIS PROGRAM

# City of Portland Equity in Cannabis

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# Cannabis Program Overview

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The Portland Cannabis Program is an **equity-centered** regulatory management framework operationally designed to *deliver* on the reparative and restorative potential of the global cannabis decriminalization movement.

**The City's program continues to be an aspirational benchmark** for local, state and federal jurisdictions demonstrating the cannabis industry's ability to impact systemic racism globally.



# Program Revenue Streams



## Cannabis Licensing Revenue

Money received for **businesses licensing fees or compliance fines**.  
Funds Cannabis Program, including SEED Initiatives administration.



## Cannabis Tax Revenue

Ballot Measure 26-180 established a **3% tax on recreational marijuana sales** in the City of Portland.  
A portion of the 3% tax funds SEED Initiatives & CERF

# Strategic Objectives

**STRENGTHEN**

**EDUCATE**

**LEAD**

**Strengthen** program operations & foundational framework prioritizing equity, education & access in all areas of operations

**Educate** and empower the Portland community to support the industry via SEED Initiatives

**Lead** local, state and national cannabis regulatory, equity and sustainability reform to positively impact the global cannabis economy

# Cannabis Emergency Relief Fund (CERF)

CERF provides grants of up to \$25,000 to small licensed cannabis businesses within Portland city limits and up to \$5,000 to cannabis industry workers economically impacted by COVID, vandalism, robberies, wildfire, and the residual effects of illness, trauma, and grief suffered from such impacts.



Barbari, CERF Recipient

# CERF Details

- Historic 5-0 vote from Council allowed Portland to become the first government jurisdiction in country to provide emergency relief to cannabis businesses and workers by allocating \$1.33 million in cannabis tax revenue in FY 21/22 budget
- Funds were prioritized for historically disadvantaged populations (minority, women, veteran, small business)
- Cannabis Program requested additional \$500,000 in March 2022 during the Economic Recovery & Stabilization Work Session.
- Council approved allocation of \$456,901 in FY2022-23 budget



CERF helped cannabis businesses impacted by robberies

# CERF Metrics



CERF awarded \$25,000 to small, licensed cannabis businesses and up to \$5,000 to cannabis industry workers.

**96%**

Met CERF Priority of  
historically  
disadvantaged  
populations

**11%**

Prior Cannabis  
Convictions

**53**

Cannabis  
Businesses  
Funded

**120**

Cannabis  
Employees  
Funded

# SEED Initiatives

Launched in 2017, SEED Initiatives (formerly Cannabis Social Equity Grants) is the first U.S. government program to fund equity-centered community investment grants from local cannabis tax revenue.



Elevate Oregon, 2021 SEED Grantee



# 2020-23 SEED Initiatives

## *Long-term objectives*

Establish *mission-driven initiatives* to support the highest return on equity investment for City's *total* cannabis tax revenue, prioritizing investment into historically disadvantaged communities.

- Support and **grow the SEED Grant Fund** as the core community investment vehicle for the City of Portland
- Provide **general education and technical assistance** opportunities to support more participation in SEED Initiatives
- Drive **long-term equity outcomes** for internal and external stakeholders through ongoing single-source monitoring, measuring & reporting of cannabis tax revenue



POIC/RAHS, 2021 SEED Grantee

# SEED Initiatives Overview

**SEED Initiatives Financial:** \$1 million ongoing via cannabis tax revenue

**SEED Grant Fund:** 2023 is our 6th cycle

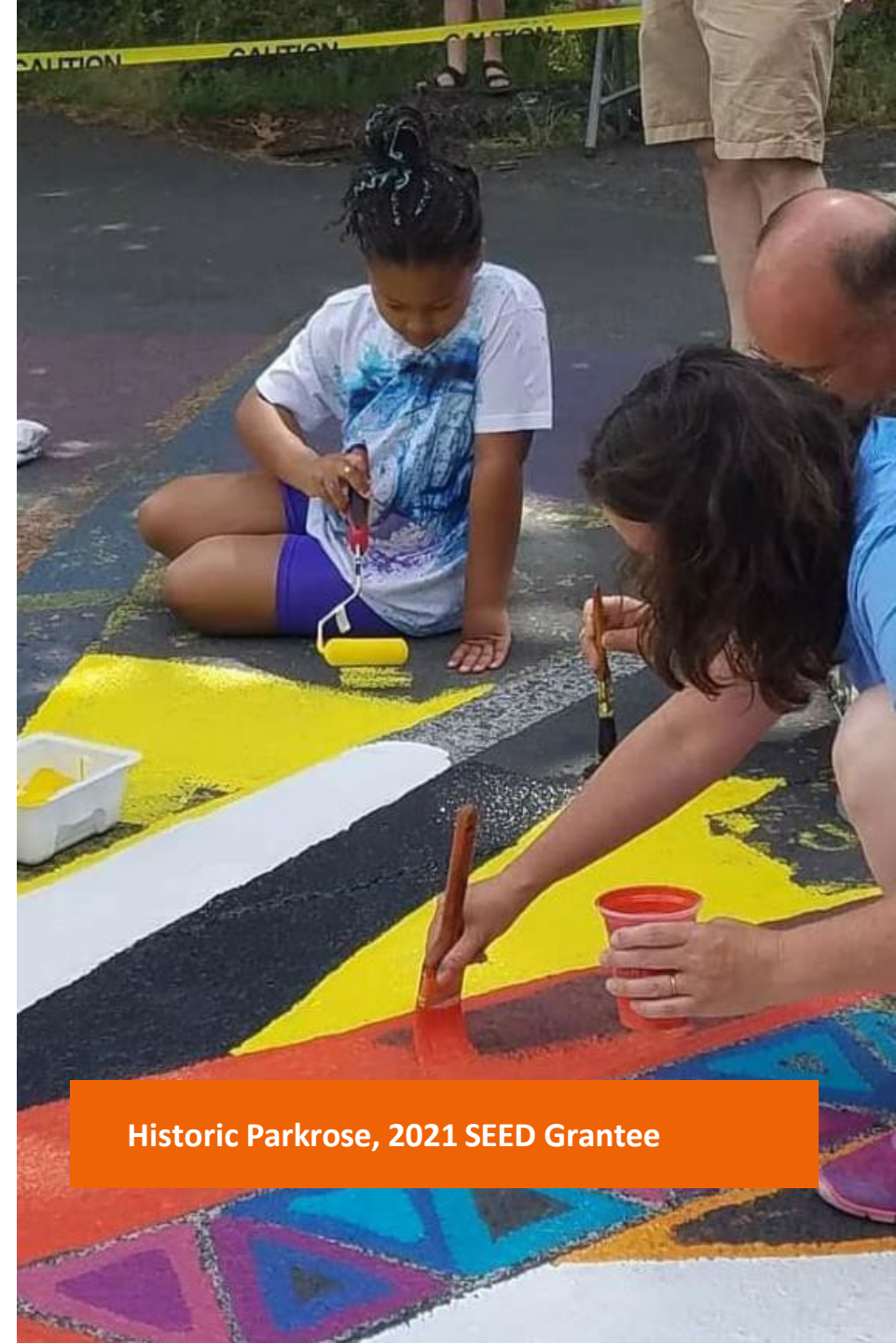
**SEED Technical Assistance Program:** \$200K allocated; Web Grants implementation and Technology Improvements

**SEED Partnerships:** Opportunity to grow funds through public-private partnerships and improve monitoring, measuring, and reporting.

- Matching funds in 2022 via **Reimagine Oregon**
- Established reporting partnership with **Prosper Portland**
- Other private corporation matching opportunities in the works

**National Benchmark** for Equity & Restorative Justice community reinvestment tied to cannabis tax revenue

- Illinois: Rockford REGROW Grant Fund; Cook County
- California: LA SEED Grant
- Maryland Recreational Cannabis Program ( Pending Legislation )



Historic Parkrose, 2021 SEED Grantee

# SEED Grant Fund

The SEED Grant Fund aims to aid, strengthen, and serve restorative justice, community reinvestment, and wealth creation in Black, Indigenous, and other communities of color, along with those disproportionately impacted by over 80 years of cannabis prohibition laws.

## *3 Priority Funding Areas:*

- Education
- Entrepreneurship & Economic Development
- Social Justice

### Education Development

- Youth training and development
- Workforce development
- Community and health education
- STEAMM education



### Entrepreneurship & Economic Development

- Business incubation and acceleration
- Business support for entrepreneurs
- Co-working spaces
- Networking and mentorship



### Social Justice

- Criminal justice reform projects and services
- Legal services and case management support
- Re-entry housing support and services
- Health equity services



# SEED Grant Objectives

**Objective 1:** To support programs, projects, initiatives, and/or businesses that **uniquely serve BIPOC/ Disenfranchised communities** across three priority areas

**Objective 2:** To increase the number of **BIPOC-led and women-led small businesses** and projects funded by SEED

The SEED Grant Fund awarded \$5,379,415 through 46 grants in its Fifth cycle.

	2018	2019	2020	2021	2022
Applications submitted	9	32	31	123	90
Applications awarded	3	6	6	17	14
Grant funds awarded	\$350,000	\$631,321	\$548,094	\$1,800,000	\$2,050,000
Majority BIPOC-led recipients	33%	17%	67%	89%	80%
Majority Women-led recipients	0%	0%	17%	29%	50%

# Applicant Demographics



## Gender

68% self-identified as women-led/owned



## Self-Reported Identities

46% self-identified as Black/African-American

14% self-identified as Latino/a/x

7% self-identified as Indigenous

17% self-identified as Asian/Pacific Islander



## SEED's Priority Areas

57% Education

52% Economic Development & Entrepreneurship

13% Social justice



# Final Thoughts & Acknowledgements



## This Cannabis Regulator Is Working To Make The Weed Industry Safer For People of Color

Hired by the city of Portland, Oregon, to supervise the local cannabis industry, Dasheeda Dawson is working to reverse regulation that's hurt Black, Indigenous, and Latinx communities.

By Alexis Jones | January 03, 2022



Michael Montoya, Interim Director