

Cannabis Strategy Map

Vision
Desert Hot Springs will integrate cannabis into the City in ways that promote sustainable economic growth, its current values, and opportunities for residents.

- Guiding Principles**
1. The City is open, supportive, even-handed, and transparent in its dealings with the industry.
 2. The City works together for mutual success and competitive advantage.
 3. The City is committed to learning; it confronts and addresses challenges.
 4. The City provides resources to staff for meeting the demands for growth.

Goals	Initiatives
Be known as a business friendly city	<ul style="list-style-type: none"> • Streamline the development process • Pursue mutually attractive incentives • Ensure staffing meets development demand
Build Cannatourism to enhance the Spa City heritage	<ul style="list-style-type: none"> • Develop a DHS Brand and maximize exposure. • Consider regulations for hotel/spa usage of cannabis products and businesses to provide off-site sampling.
Strengthen the City's long-term financial position	<ul style="list-style-type: none"> • Adjust the General Plan to address non-cultivation and/or needed zoning changes. • Take action on economic development plans.
Support Public Safety	<ul style="list-style-type: none"> • Ensure public safety through analysis, resourcing, and engagement. • Promote safety by educating residents about responsible consumption.

