

# 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

Be known as a business friendly city

- Streamline the development process
- Pursue mutually attractive incentives
- Ensure staffing meets development demand

Build Cannatourism to enhance the Spa City heritage

- 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

- Adjust the General Plan to address non-cultivation and/or needed zoning changes.
- Take action on economic development plans.

Support Public Safety

- Ensure public safety through analysis, resourcing, and engagement.
- Promote safety by educating residents about responsible consumption.

