



CITY OF  
SOUTH LAKE TAHOE





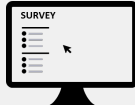
# Opinions on Cannabis Policies in South Lake Tahoe

*Highlights of a Survey of Likely Voters  
Survey Conducted February 27-March 10, 2022*



FAIRBANK, MASLIN,  
MAULLIN, METZ  
& ASSOCIATES

# Survey Specifics and Methodology

<b>Dates</b>	February 27th – March 10th, 2022
<b>Research Population</b>	South Lake Tahoe Residents Likely to Vote in November 2022
<b>Total Interviews</b>	294
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 5.7\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Languages</b>	English and Spanish

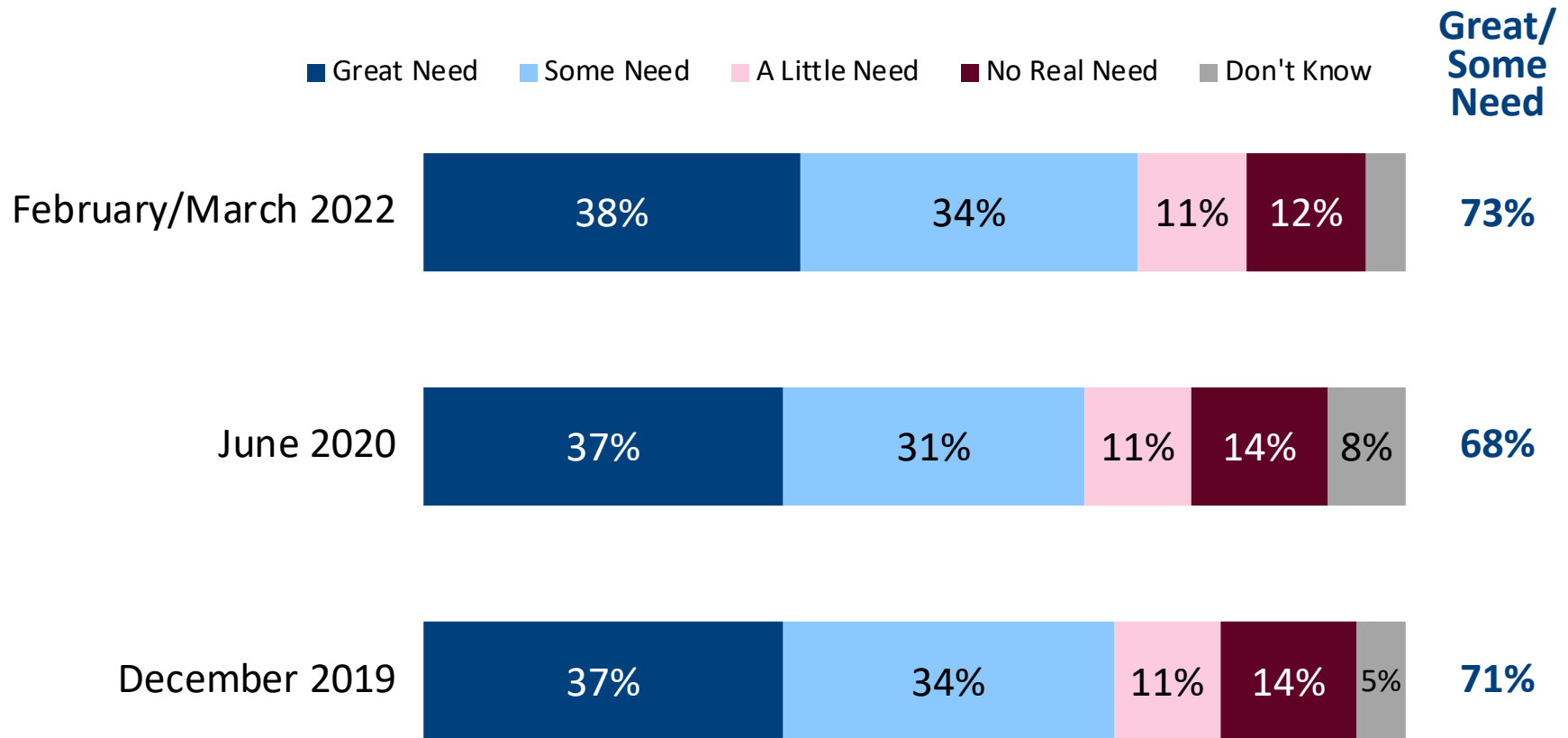
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



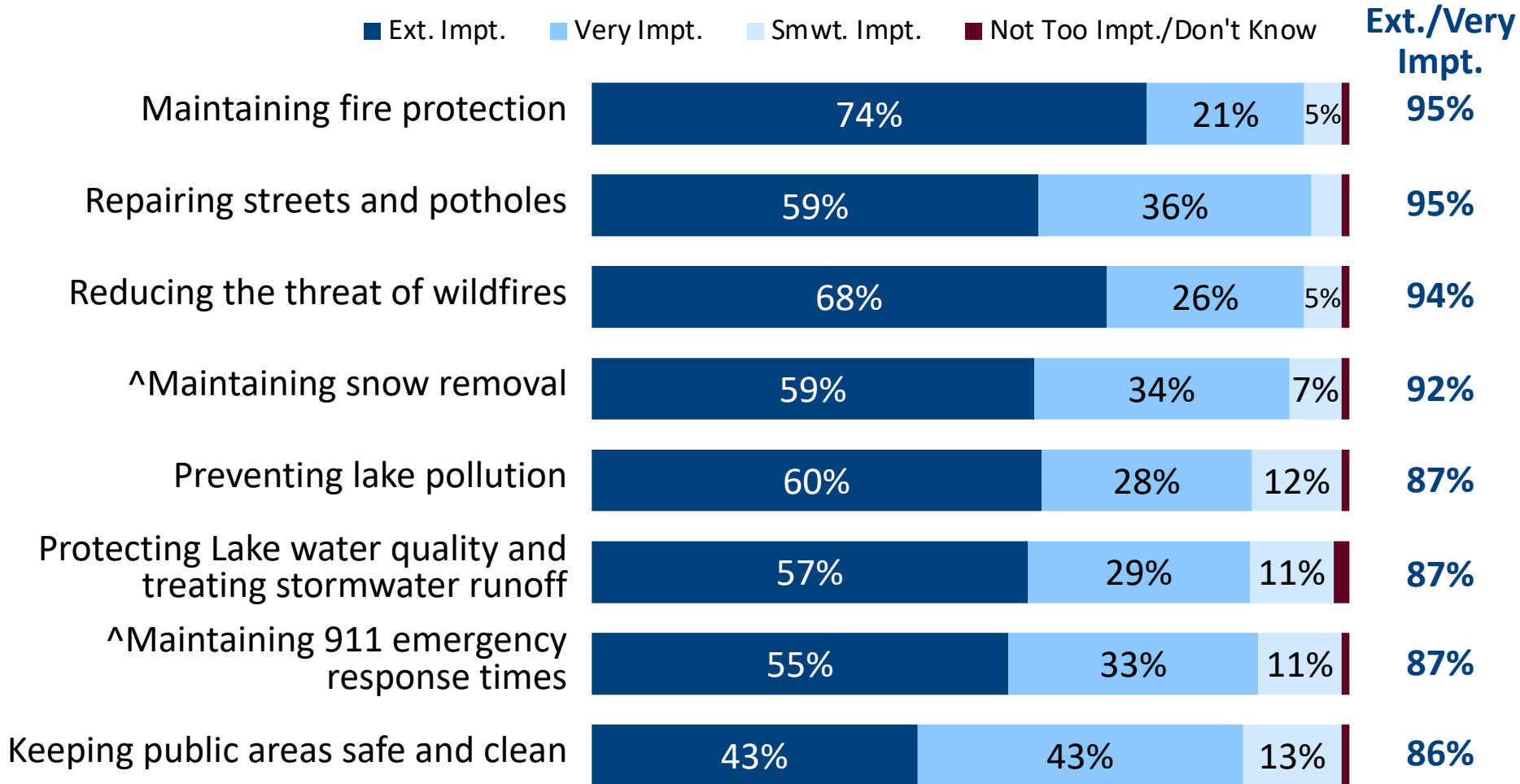
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# **Community Attitudes and Priorities**

# Nearly three-quarters of respondents perceive the City needs additional funding, even higher than before the passage of Measure S.

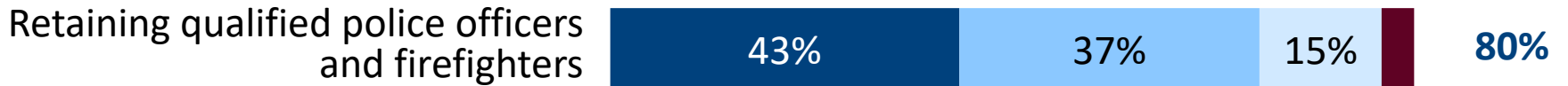
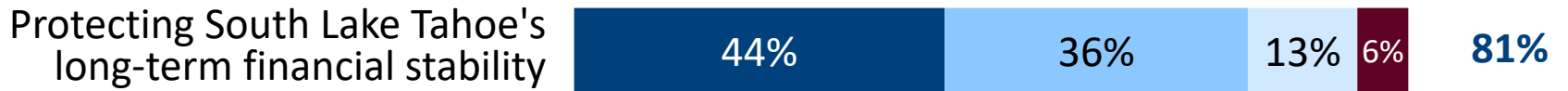


# The top priorities for City government are maintaining fire protection, repairing streets and potholes, and maintaining snow removal, among other very high priorities.

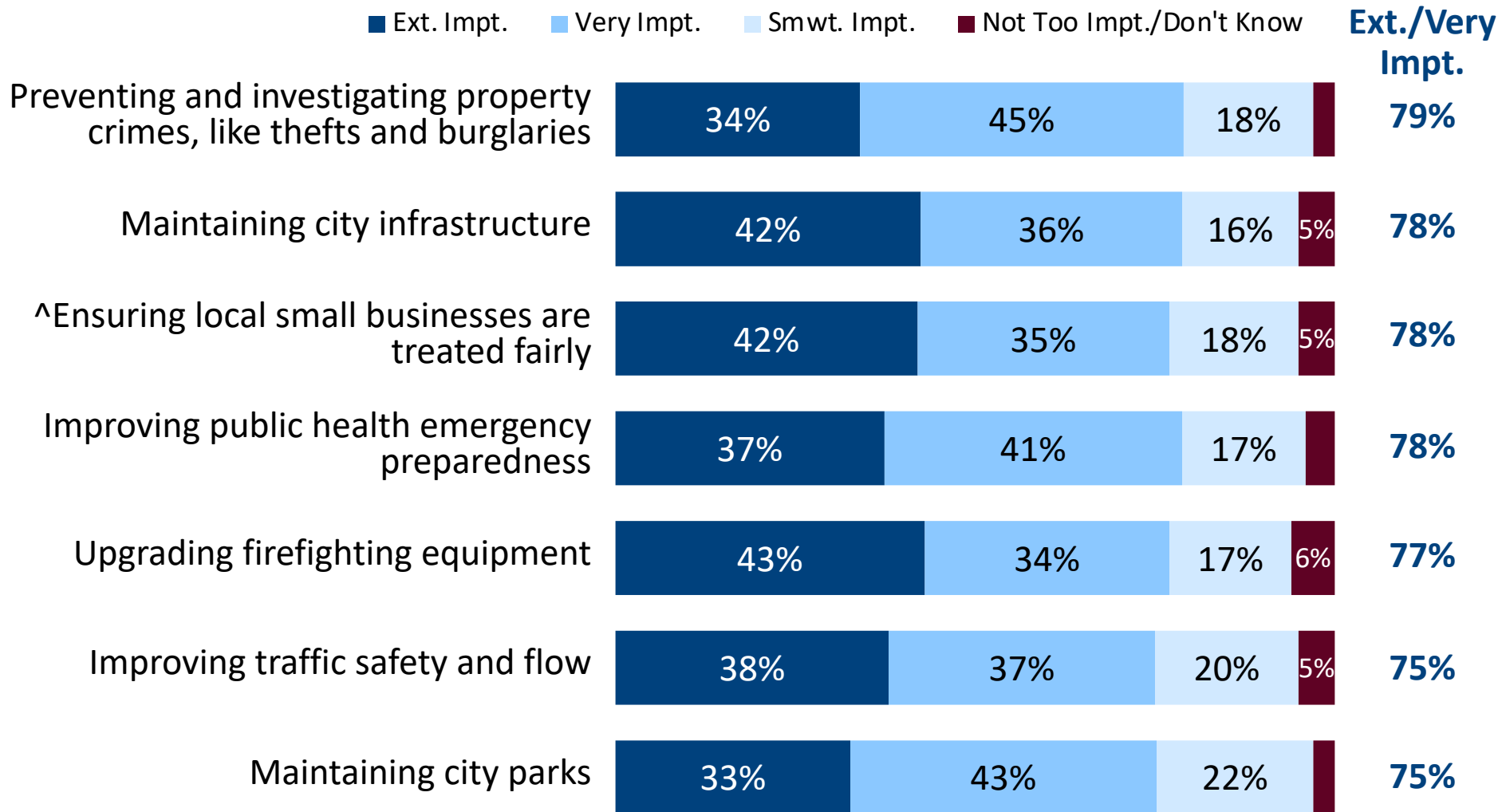


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■ Ext. Impt.   ■ Very Impt.   ■ Smwt. Impt.   ■ Not Too Impt./Don't Know   **Ext./Very Impt.**

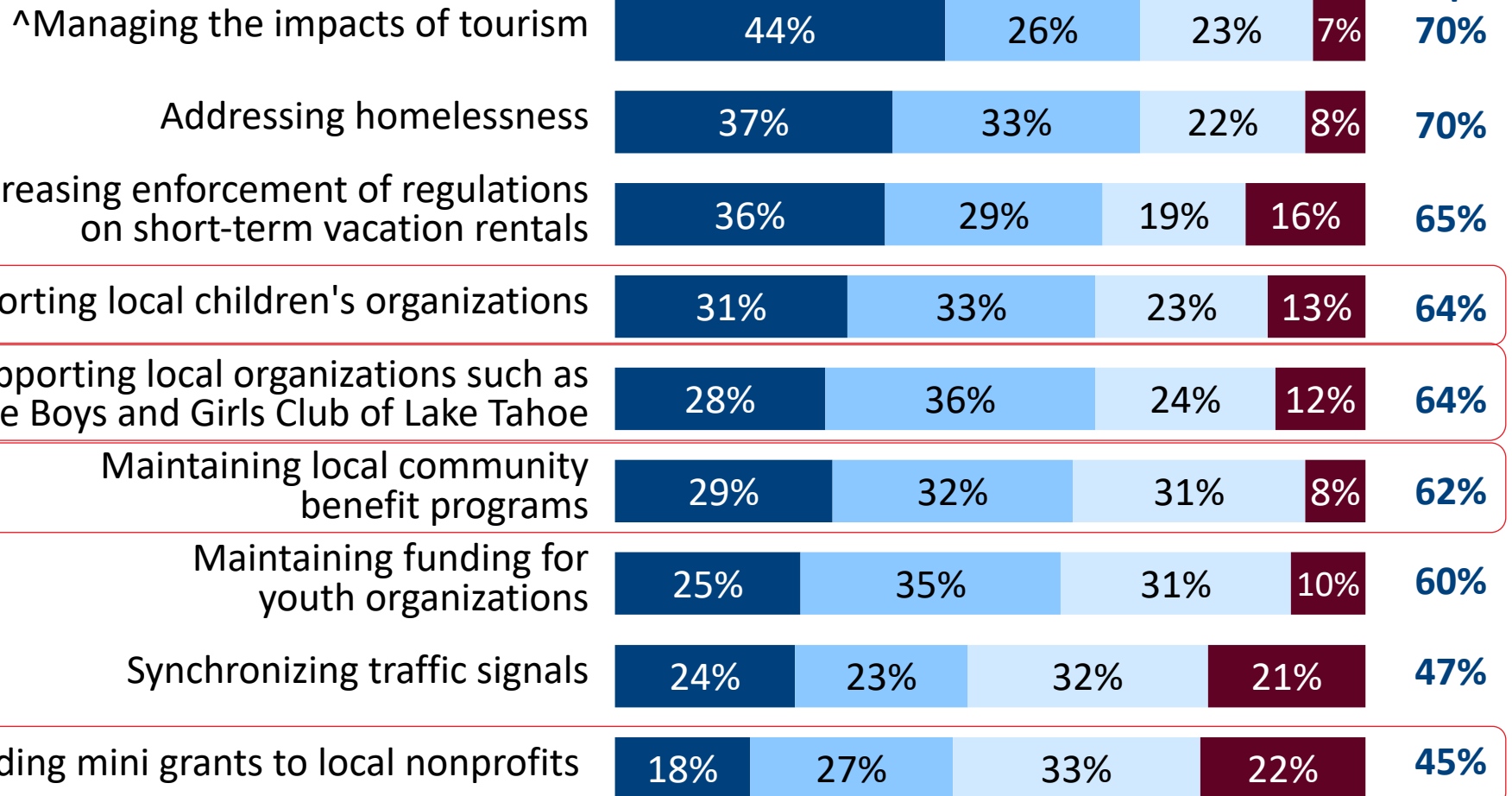


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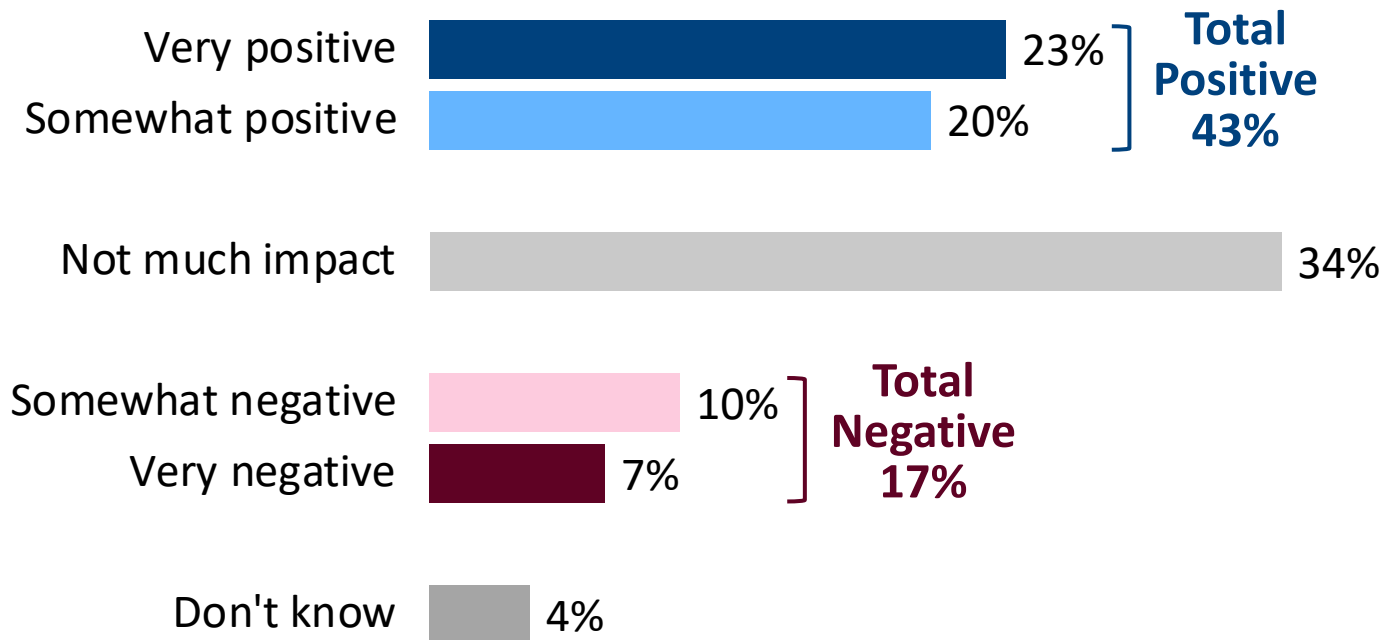


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# **Attitudes on Cannabis**

# Over four-in-ten think allowing cannabis businesses has had a positive impact on the quality of life in the city.

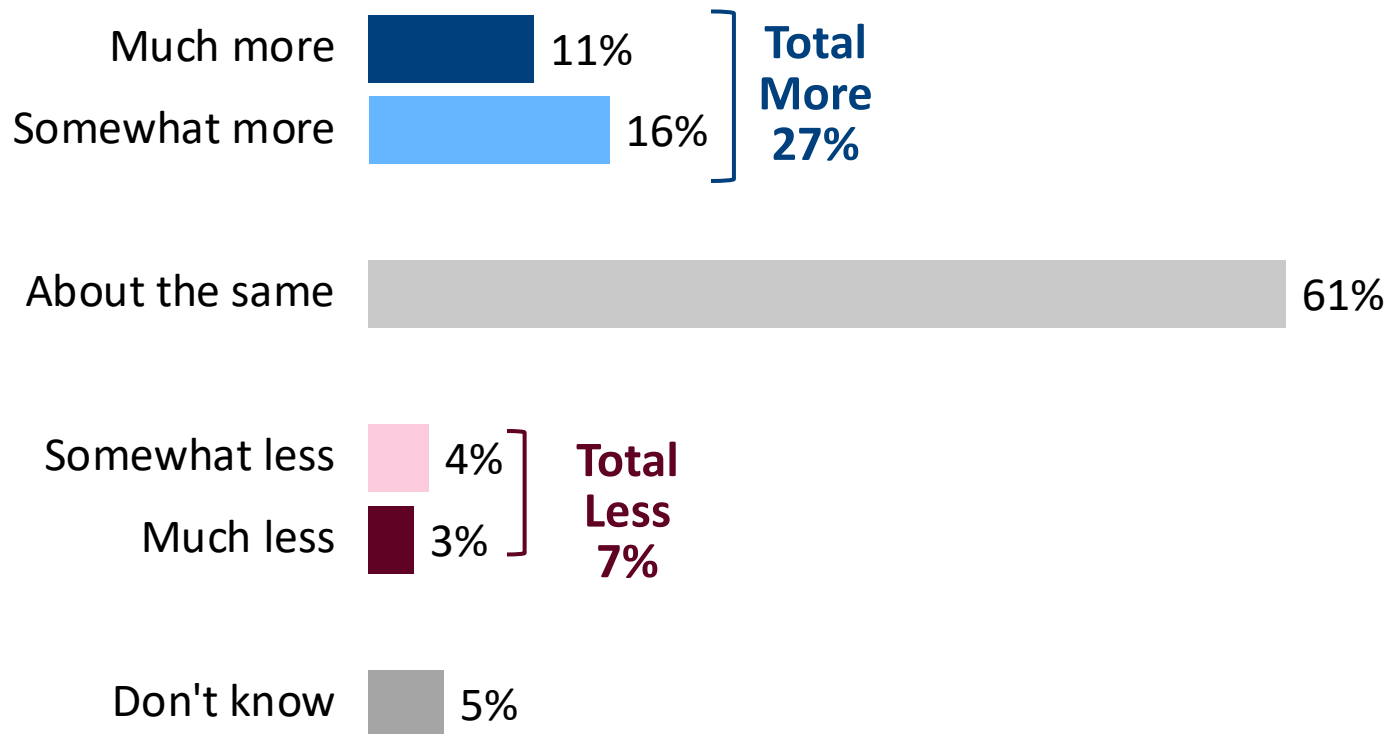
*As you may know, in 2019 South Lake Tahoe began allowing the legal sale of cannabis products to adults at retail stores and by delivery for personal and medical use, as well as the indoor cultivation of cannabis. Overall, would you say that allowing cannabis businesses in South Lake Tahoe has had a positive impact on the quality of life of residents, negative impact on the quality of life of residents, or not much of an impact at all?*



# Background on Payments by Cannabis Businesses

*Currently, stores and dispensaries that sell cannabis products to adults for recreational and medical use in South Lake Tahoe pay a fee equal to 6% of their gross receipts to the City, which has been used to provide local services and community benefit programs for residents, including closing funding gaps caused by the COVID-19 pandemic. Last fiscal year, cannabis businesses paid approximately \$1.2 million to the City from these fees. Given this, do you think cannabis businesses in South Lake Tahoe should be required to pay more to the City, pay less to the City, or should they pay about the same?*

# The strong majority of voters think cannabis businesses should continue to pay the same amount they currently pay.



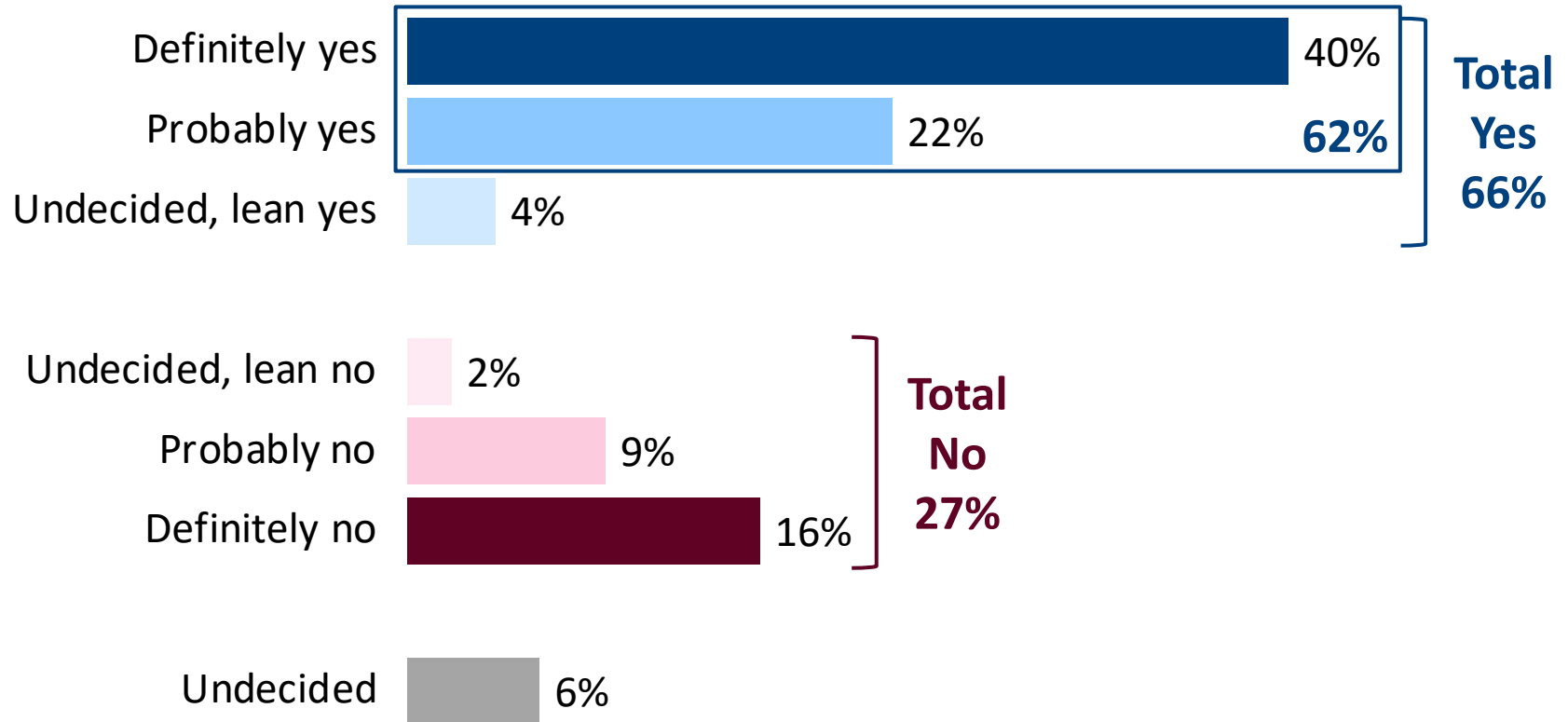
# Hypothetical Fee Collection Conversion Ballot Question Tested in Survey

*(Approved by City Attorney)*

## **SOUTH LAKE TAHOE CANNABIS FUNDING/TAXATION MEASURE**

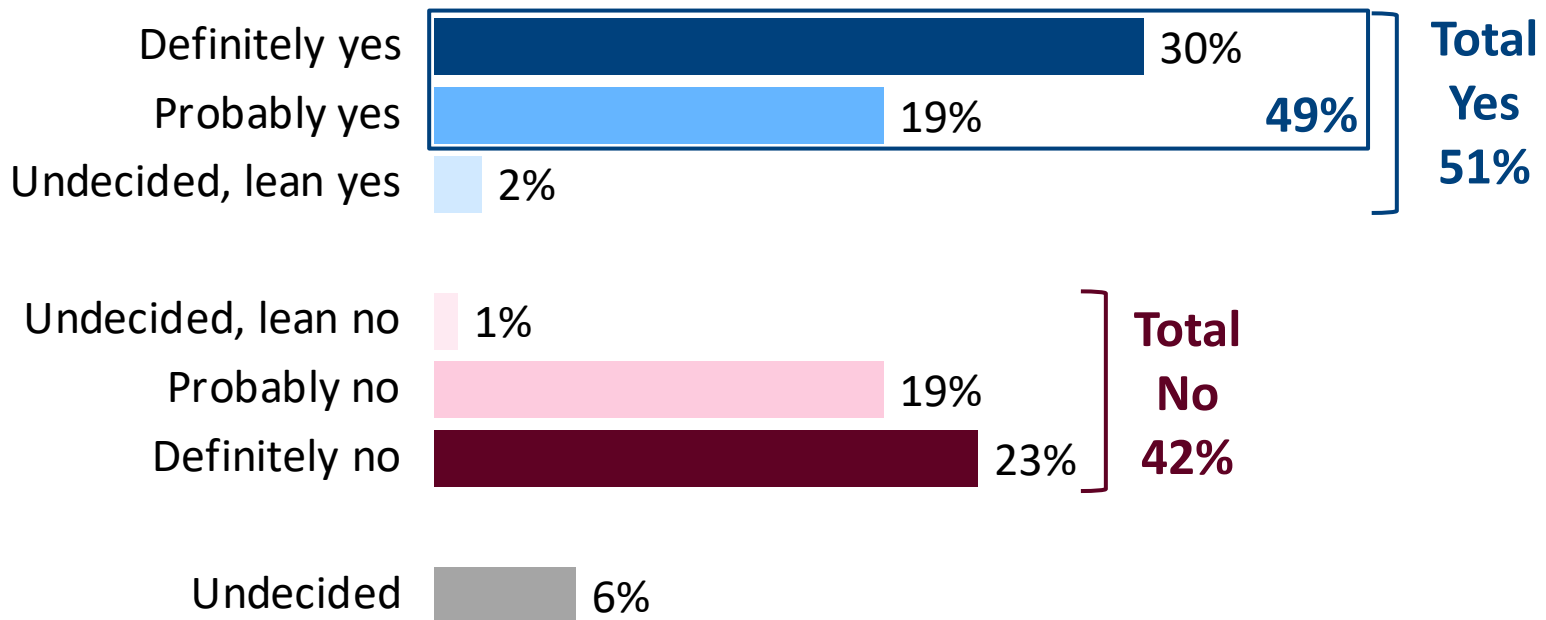
Shall the measure to maintain essential services such as wildfire prevention, safety, snow removal, road repair, youth programs, other general services by converting existing cannabis business fees to a gross receipts tax up to 6% on retail/distribution/manufacturing, \$20/square foot of canopy on cultivation, providing approximately \$950,000 annually until ended by voters, continuing regulations/limits on cannabis businesses, requiring public spending disclosure, all funds for South Lake Tahoe, be adopted?

# Two-thirds of respondents would support a measure to convert cannabis business fees to a comparable gross receipts tax and cultivation tax.



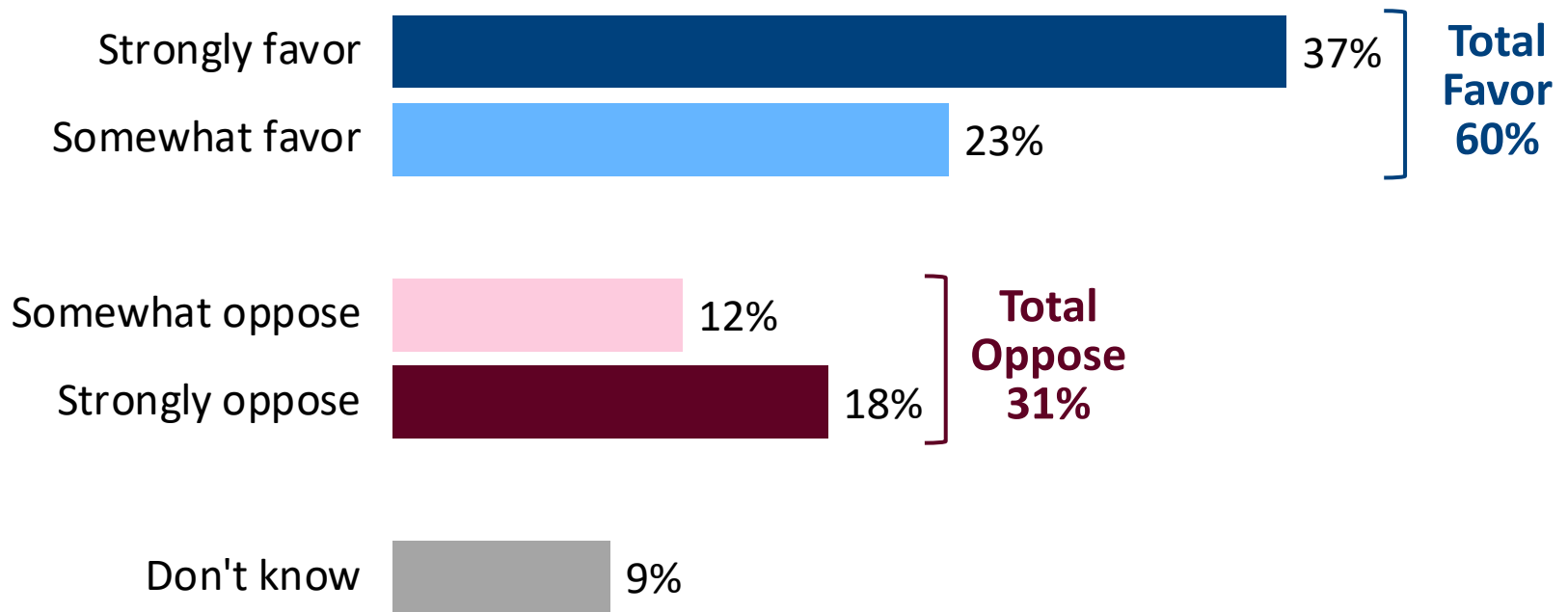
# A slim majority would support increasing the rate paid by cannabis businesses to up to 8%.

*Another ballot measure that could be considered instead of the one we just discussed would also establish a City gross receipts tax on cannabis businesses and medical marijuana dispensaries, but with a rate of up to 8%, which would generate approximately \$1.2 million annually. This would allow the City to increase funding for essential services such as 911 emergency response, wildfire prevention and preparation, snow removal, public safety, road repairs, youth programs and other services.*



# Six-in-ten favor allowing consumption lounges under certain conditions.

*Leaving aside both of these ballot measures, do you favor or oppose the City permitting businesses that allow the consumption of cannabis and marijuana products for personal or medical use on site, including smoking, vaping or eating, with regulations such as requiring all cannabis consumption to be done out of public view, with security present, and no alcohol sales at the same location?*





# For more information, contact:



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