Strategic Partnership

Cannabis Tourism Strategy

[Logos and images of various partners associated with cannabis tourism in Smiths Falls, Ontario, Canada.]

NOT YET APPROVED
SMITHS FALLS

CANNACORD

CANADA'S CANNABIS
PROJECT

DTS

le boat®
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Cannabis Tourism Strategy
Executive Summary

The legalization of cannabis, combined with Canopy Growth’s headquarters in Smiths Falls, has presented Smiths Falls with an unparalleled opportunity to become a leader in the cannabis tourism industry.

In other parts of the world where legalization has been introduced, cannabis tourism has injected hundreds of millions of dollars in direct and indirect revenue.

*In 2016, the state of Colorado attracted 6.5 million cannabis tourists. This is the market that Smiths Falls has the potential to access.*

There are no clear answers when it comes to cannabis tourism and charting a path forward. The town must shape its future fluidly, and carve its mark in an industry where there are no benchmarks or comparables to turn to for assistance.

The strategy identified in this document is to brand Smiths Falls as the top cannabis tourism destination. This can be achieved foremost by beginning the process of strategy development early, and maintaining its focus in the coming years.

The strategic priorities identified through this strategy are the following:

1. Continue to revisit this strategy and maintain fluidity to meet the changing landscape of cannabis tourism.
2. Assist with the development of business opportunities to incubate cannabis-centered tourism experiences in Smiths Falls.
3. Draw insight from successful wine tourism and cannabis tourism destinations for marketing and strategic planning.
4. Control the marketing message to better establish Smiths Falls as the Cannabis Capital.

1 - Cannabis Tourism Strategy
Smiths Falls as the Cannabis Capital

When talk of cannabis takes place around the world, the name ‘Smiths Falls’ is inevitably mentioned. Home to the world’s largest licensed cannabis producer, Canopy Growth Corporation (formerly Tweed), Smiths Falls is attracting some of the best and brightest minds in cannabis-related industries on the continent.

The appeal of Smiths Falls' story is understandable – it’s a tale of a struggling economy bolstered and reborn thanks in great part to Tweed’s decision to set up shop in the former Hershey Chocolate factory in Smiths Falls.

Since Tweed’s opening in 2014, the town has been focusing on embracing and capitalizing on the legalization of cannabis, along with the potential positive impacts this new and burgeoning industry can bring to the community.

“Smiths Falls has evolved from our blue-collar industrial past and has the potential to become the Silicon Valley of the cannabis industry. We are experiencing an economic and social rebirth like nothing we had ever experienced before.”

Smiths Falls Mayor Shawn Pankow addressing U.S. Congress
Introduction

When cannabis was legalized across Canada on Oct. 17, 2018, the economic and tourism landscape of the country was forever changed. With legalization, the opportunities for growth and development increased for communities like Smiths Falls, home to the largest cannabis manufacturer in the world.

From a tourism perspective, Canada can look to areas where legalization has already taken place, like California or Colorado, to see the impacts of legalization on tourism. Based on these comparisons, an anticipated $2 billion per year in tourism revenue can be expected in the coming years.

As the Cannabis Capital of Canada, Smiths Falls needs to lay the groundwork to embrace and capitalize on cannabis tourism, or “cannatourism.”

In anticipation of legalization, the Town of Smiths Falls commissioned the production of a Cannabis Content Strategy, to identify the best ways in which to incorporate cannabis into the corporate and community culture. In early 2019, a Cannabis Tourism Committee was established, bringing together representatives from the Smiths Falls community, including cannabis, business, and tourism experts, to combine resources and chart a path forward for cannabis tourism in Smiths Falls. The result is this strategy.

Given the recent legalization, there is a general lack of information about cannabis tourism markets and statistics for this exciting new industry. In search of comparable markets and benchmarks, it was decided to use wine tourism as a comparable, and this will be the focus of this document.
Strategic Direction

VISION:

For several years Smiths Falls has been featured in media around the world. The coverage is typically the story of a small town that was down on its luck, only to have its fortunes turned around when a large cannabis company set up shop. We are proud of that origin story, but we are excited to turn the page and reveal to the world what our next chapter has to offer.

*This is the story of a town building on its success by creating a world-class cannabis tourism destination.*

This strategy's intent is to make cannabis tourism the new wine tourism. An existing and mature industry, wine tourism offers statistics to better understand trends and best practices, allowing us to learn and maximize the opportunity for the new cannabis tourism industry.

OBJECTIVE:

The objective for this strategy is the creation of a stylish and sophisticated cannabis tourism experience in Smiths Falls, modelled after wine tourism destinations.
Market Analysis at a Glance

ANNUAL IMPACT OF WINE TOURISM IN CANADA

3M+ Visitors To Canadian Wineries

$476M Direct Revenue From Wine Tourism

$1.2B in Tourism Related Economic Activity

5,520 Jobs Directly Related to Wine Tourism

TRAVEL & TOURISM’S ANNUAL FOOTPRINT IN CANADA

$88.5B In Economic Activity

$17.2B In Export Revenue (#1 service export sector)

$9.6B In Federal Government Revenue

627,000 Jobs
207,000 Youth Jobs (Under 25)

Source: Tourism Industry Association of Canada, 2015
The wine tourism industry is a robust and thriving Canadian industry, one which continues to evolve. The wine tourism industry offers statistics and surveys to better understand trends and best practices. Wine tourism is a competitive market with established and well-marketed destinations in Europe and North America.

To help us do this effectively, the following is a market analysis based partly on the wine tourism industry, highlighting the strategies that these locations use. This way we can learn how to best appeal to their target markets.

Translating that information to the cannabis tourism industry is the challenge that must be overcome in order to effectively target this new market.

"Every year over 3M people spend about half a billion dollars while visiting Canadian wineries, contributing $1.2B in tourism-related economic activity. Internationally, culinary tourism is a growing trend that Canada is poised to capitalize on with our world-class wines and beautiful and accessible wineries."

Charlotte Bell, President and Chief Executive Officer, Tourism Industry Association of Canada

We will be competing directly with cannabis and wine tourism destinations, by appealing to their customer base.
Market Analysis - Wine Tourism

“Gastronomic [Wine & Culinary] Tourism is a local phenomenon of universal scope that is in a clear growth phase; It has a positive impact on the economy, employment & local heritage...”

United Nations World Tourism Organization

Between 2011 and 2015, the number of wineries in Canada grew from 476 to 604, a more than 25 per cent increase. The numbers speak for themselves when considering the corresponding economic impact this growing industry offers.

The Canadian wine industry contributes more than $9 billion in economic impact each year, of which $1.5 billion is direct and indirect revenue specific to wine tourism ($500 million direct spending). In Ontario alone, wine tourism contributes nearly $850 million in economic impact. In 2018, 21,998,025 litres of wine were sold in Ontario, for a retail value of more than $474 million, a 10.5% increase over last year.

It's possible that one day cannabis tourism could surpass wine tourism in popularity. Based on market analyses, it's anticipated that five per cent of Canada's wine tourists will be attracted to Smiths Falls as a tourism destination.

Source: The Economic Impact of Wine and Grape Industry Canada, 2015
Market Analysis - Wine Tourism

There are eight destinations considered to be the great wine capitals of the world:

- Cape Town, South Africa
- Bilbao-Rioja, Spain
- San Francisco-Napa Valley
- Porto, Portugal
- Mainz-Rheinhessen, Germany
- Bordeaux, France
- Florence, Italy
- Mendoza, Argentina

Within the United States, there are six major wine tourism destinations:

- State of Oregon
- Washington State
- Napa County, California
- Sonoma County, California
- State of Virginia
- New York State

8 - Cannabis Tourism Strategy
Market Analysis - Wine Tourism

**BRITISH COLUMBIA**
- Vancouver Island
- Fraser Valley
- Gulf Island
- Similkameen Valley
- Okanagan Valley

**NOVA SCOTIA**
- Northumberland Shore
- Bay of Fundy
- Annapolis Valley
- South Shore
- Cape Breton Island

**QUEBEC**
- Abitibi-Temiscamingue
- Outaouais
- Laurentides
- Lanaudiere
- Monteregie
- Centre-du-Quebec
- Estrie
- Chaudiere-Appalaches
- Capitale-Nationale

**ONTARIO**
- Lake Erie North Shore
- Niagara Peninsula
- Prince Edward County

9 - Cannabis Tourism Strategy
As can be seen in the summary of U.S. winery visitor sales and fees according to region, growth within the industry can be stalled based on cost to participate.

In the examples here, tasting fees appear to have an impact on the annual visitation growth rate.

**Takeaway:** Decisions made at the ground level can have an impact on tourism results down the line.

### Winery Visitor Sales & Fees

<table>
<thead>
<tr>
<th></th>
<th>Oregon</th>
<th>Washington</th>
<th>Napa County</th>
<th>Sonoma County</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Tasting-Room Purchase</strong></td>
<td>$77</td>
<td>$69</td>
<td>$304</td>
<td>$140</td>
</tr>
<tr>
<td><strong>Standard Tasting Fees</strong></td>
<td>$13</td>
<td>$9</td>
<td>$38</td>
<td>$21</td>
</tr>
<tr>
<td><strong>Reserve Tasting Fees</strong></td>
<td>$25</td>
<td>$18</td>
<td>$66</td>
<td>$39</td>
</tr>
<tr>
<td><strong>Net Wine Club Growth Rate</strong></td>
<td>10.8%</td>
<td>14.0%</td>
<td>12.7%</td>
<td>13.9%</td>
</tr>
<tr>
<td><strong>Annual Visitation Growth (2013-2016)</strong></td>
<td>3.0%</td>
<td>-7.9%</td>
<td>-2.8%</td>
<td>-6.0%</td>
</tr>
</tbody>
</table>
By looking to other countries and regions where cannabis has been legalized, assumptions can also be made about expected cannabis tourism visits.

**In 2016, Colorado attracted 6.5 million cannabis tourists.** Given Colorado is one-seventh the size of Canada, the opportunities for cannabis tourism in Canada are significant.

Some estimates suggest the sales of recreational cannabis in Canada could be as much as $5 billion per year, attracting between 150,000 to 250,000 cannabis tourists annually.

Around the world, there are also other “Cannabis regions” where legalization has already taken place and who will surely also look to tourism competition:

- Amsterdam Netherlands
- Denver, Colorado
- California
- Canadian provinces and cities

*Early positioning of Smiths Falls as a cannabis tourism leader is critical to competing with existing and new markets.*
Market Analysis - Cannabis Tourism

The state of Colorado has invested time and effort in quantifying the impact of cannabis on both tourism and the economy. Colorado’s experience with cannatourism tells us there is a difference between general tourism visitors and cannabis-driven visitors, and that approximately five per cent of visits are directly related to cannabis. *(Source: Travelling High, World Travel & Tourism Council)*

Similar results can be expected for cannabis tourism in Canada, and particularly Smiths Falls, which can offer cannabis experiences in connection with Tweed's location in the community. The development of other cannabis-tourism related experiences will provide more incentive for visitation.

“If people come here for cannabis, the fact is, they are still going to spend money on hotels, and meals and experiences and perhaps shopping on all sorts of things in addition to cannabis. That is good for our economy.”

Trina Fraser, Canadian cannabis lawyer, as quoted by Global News, March 4, 2019.

12 - Cannabis Tourism Strategy
Given the recent legalization of cannabis in Canada, information and statistics relating to cannabis tourism is a challenge to source, particularly in reference to consumption and user or tourism demographics. Estimates of cannabis consumption in Canada has been tracked by Statistics Canada and provide some information, gleaned prior to legalization, but still informative.

These statistics show that in 2015, the majority of cannabis users were between the ages of 25 to 44, consuming an average of 308 tonnes in that age demographic.

These numbers support using this demographic as the target market for cannabis tourism in Smiths Falls.

“The results suggest that on sales of recreational marijuana alone, the Canadian marketplace could be as much as $5 billion per year to start – a number on par with the Canadian spirit market (whiskey, vodka, rum, etc.). At the upper threshold, which takes into account the people who are ‘likely to consume,’ marijuana sales alone could be as high as $8.7B, similar to sales generated by wine.”


13 - Cannabis Tourism Strategy
One of the biggest challenges of promoting cannabis tourism will lie with governmental restrictions to marketing and advertising. This will result in the need for creative solutions as to where and how to market Smiths Falls as a cannabis tourism destination. When considering marketing and promotion, it’s important to keep in mind the following prohibitions for cannabis promotion, including:

- Any promotion to young people. This includes any place that can be accessed and viewed by anyone 18 or under.
- Any communication on prices of cannabis or services.
- Testimonials or endorsements or a depiction of a person, character or animal, whether real or fictional that evokes “a way of life such as one that includes glamour, recreation, excitement, vitality, risk or daring.”  
  *(Source: Cannabis Act, 2018)*

When it comes to cannabis in the news, Smiths Falls receives the most earned media attention. The recommendation for marketing direction is to brand Smiths Falls as the top cannabis tourism destination by building on the success of attracting free media attention.
Identifying the best venues for cannabis tourism marketing for Smiths Falls will be challenging given the current restrictions for marketing of cannabis.

That said, wine tourism also faces restrictions, and Smiths Falls can look to those marketing venues for inspiration on how to best get its messaging out. The chart to the right identifies the ways in which wineries are able to promote their destinations. Primary marketing venues include:

- Tourist info office
- Participation in tourism
- Participation in wine fairs
- Specialized media
- Wine tasting events
- Traditional advertising
- Social media
- Mailing/Newsletter

*We need to think outside the box when it comes to marketing, and look to tactics like influencers, celebrity endorsements, and special events to promote messaging.*
Marketing & Promotion - Demographics

Wine Tourist Demographics (45+)

The average wine tourist demographic can be broken down into:

1. Specialty tourists who travel specifically for a winery experience; and,
2. General tourists, those who choose to visit a winery during a visit to a specific region.

Other statistics can assist in targeting a specific demographic. According to a global wine study, wine tourists typically have the following characteristics:

- Have a household income of more than $100,000 a year
- Are over the age of 45
- Have post-secondary education

Cannabis Tourist Demographics (25-44)

The province of Ontario has identified the following tourism trends for visitors to Lanark County:

- Traveled within a one-to-three hour radius
- Adults without children
- Traveling for leisure
- Visiting the area during the summer months

Ontario’s Highlands Tourism Organization (OHTO) has identified the “Connected Explorer” as among the sought-after visitor types for the region. This supports other statistics for targeting cannabis tourism markets.

- Youthful
- Confident
- Optimistic
- Enjoy travel as a break from the everyday

“The results suggest that on sales of recreational marijuana alone, the Canadian marketplace could be as much as $5B a year to start - a number on par with the Canadian spirit market (whiskey, vodka, rum, etc.)

Marketing & Promotion - Target Markets

It can be assumed that the target markets for cannabis tourism will be similar to wine tourism, and can be broken down into these descriptions:

1. **The Wine Lover**: For people who normally enjoy wine tasting, this is an opportunity to try something new by exploring the finer side of cannabis.

2. **The Cannabis Lover**: For people who already enjoy cannabis, this is an opportunity to enjoy cannabis in style, develop their pallet, and discover new products.

3. **The Newbie**: For people new to cannabis, wine tasting is a familiar concept, even if it is not something they have done before. Wine tasting tours, except with cannabis instead of wine, is easy for anyone to understand.

Understanding the motivations behind cannabis consumption can also assist in targeting the appropriate market. The motivation to consume cannabis is broken down in the chart to the right; understanding these metrics can help determine content streamlining.

*It’s important that everyone be on message when dealing with any form of media or communication.*

Source: Deloitte - Recreational Marijuana Insights and Opportunities
### Marketing & Promotion - Messaging Strategy

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<th>MOTIVATOR</th>
<th>LANGUAGE</th>
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</thead>
<tbody>
<tr>
<td>RELAX/AID SLEEP (51%)</td>
<td>We are a relaxed small town, the perfect place to get away from the stresses of city life.</td>
</tr>
<tr>
<td>REDUCE STRESS (49%)</td>
<td>Smiths Falls offers a stress-free cannabis tourism experience. Serene, peaceful parks along the Rideau Canal. Get out into the natural wilderness along the Cataraqui Trail.</td>
</tr>
<tr>
<td>FUN WITH FRIENDS 35%</td>
<td>Smiths Falls is the perfect place for a group of friends to go on vacation. Meeting interesting people and making new friends is a big part of why people travel to Smiths Falls.</td>
</tr>
<tr>
<td>IMPROVE MY MOOD (33%)</td>
<td>Our town is a happy place, full of happy Canadians, merrily working together to make great cannabis products.</td>
</tr>
<tr>
<td>MAKE ACTIVITIES INTERESTING (30%)</td>
<td>Smiths Falls offers many interesting and cannabis-friendly activities to enjoy.</td>
</tr>
</tbody>
</table>
### MOTIVATOR

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Creativity (24%)</td>
<td>Cannabis and art have always gone hand-in-hand. As the Cannabis Capital, we embrace the arts in a big way. This includes music festivals, glass blowing, live theatre, art galleries, and studios.</td>
</tr>
<tr>
<td>Help Concentration/Thinking (23%)</td>
<td>Cannabis tasting involves much more science than wine tasting. People learn a lot when they come to Smiths Falls. Cannabis tourism is like wine tourism, only smarter.</td>
</tr>
<tr>
<td>Meditation/Spiritual Reasons (22%)</td>
<td>Smiths Falls is a great way for people looking to try cannabis-assisted meditation. Smiths Falls’ RISE Yoga Festival is held annually in June.</td>
</tr>
<tr>
<td>Improving Sex Life (19%)</td>
<td>Smiths Falls is a romantic getaway. It’s a great place for a destination wedding, or to rekindle the spark in any relationship.</td>
</tr>
<tr>
<td>To Heighten the Senses (18%)</td>
<td>Smiths Falls offers the perfect experience for the healthy hedonist. A vacation here is a time to indulge the senses and treat yourself to new experiences.</td>
</tr>
</tbody>
</table>
Cannabis tourism is about more than just experiencing the euphoria from THC. The first step in marketing and promotion is to foster and encourage a range of cannabis-centric tourism experiences in Smiths Falls, and then promote them creatively without violating marketing restrictions. In essence, this means adhering to the “If you build it, they will come” mindset.

This strategy has identified the following experiences that can be offered in Smiths Falls to enhance its reputation as a cannabis tourism destination:

1. Tweed Visitor Centre
2. The Living Laboratory
3. Cannabis-friendly hotels
4. Cannabis spas
5. Cannabis themed golf
6. Vapour bars*
7. Cafés, restaurants and breweries*
8. Rare cannabinoid products
9. Glass art
10. Music

* Pending legalization of edibles
Performance Measures

The success of this strategy will determine how Smiths Falls is progressing at becoming the world’s number one cannabis tourism destination. Quantitative values from the following are the metrics to be used to evaluate this performance:

1. Restaurants offering cannabis-infused options
2. Cafés and bakeries offering cannabis-infused options
3. Participants in the Living Laboratory Research
4. Cannabis infused option delivery businesses
5. Cannabis spas
6. Cannabis vapor establishments
7. Cannabis retail locations
8. Cannabis glass and accessory shops
9. Increase in visitor numbers to Smiths Falls
10. Cannabis-friendly hotel rooms

Smiths Falls needs many more cannabis friendly hotels and establishments. Even the lowest estimates anticipate more than 150,000 new visitors every year. It could easily be many orders of magnitude larger than anticipated.

Meeting this demand will require a massive increase in establishments that serve cannabis products, offer activities to cannabis tourists, and otherwise cater to the new cannabis tourism industry.
The primary challenge faced in branding Smiths Falls as a cannabis tourism destination is creating, and scaling up, the tourism infrastructure needed to meet the scale of the opportunity.

Smiths Falls faces the same challenge that all wine tourism destinations faced when they were just starting: the classic chicken or egg problem. It is difficult to attract tourists without first having a wide selection of business to cater to their needs. It is hard to attract those businesses before there are large numbers of tourists to serve as customers.

Smiths Falls needs many more cannabis friendly hotels and establishments, particularly in light of pending legalization of edible cannabis. Even the lowest estimates anticipate more than 150,000 new visitors every year. It could easily be many orders of magnitude larger than expected.

Meeting this demand will require a massive increase in establishments that serve cannabis products, offer activities to cannabis tourists, and otherwise cater to the new cannabis tourism industry.

Other challenges include:

- Government Regulations
- Being first to market
- Consumer Perception (bias)
- Timing and legalization of edibles
- Availability of trained and educated staff and entrepreneurs
- Marketing Restrictions
The Town of Smiths Falls is also partnering with the Smiths Falls Chamber of Commerce and Canada’s Cannabis Project (CCP) to create a Cannabis Business Accelerator.

This three-way (public, private, non-profit) partnership is responsible for the implementation and operation of the Smart City Project known as the Living Laboratory.

*Actions that support cannabis friendly businesses will fast-track the scaling up of our cannabis tourism infrastructure, and help to curate the experience so that it stays stylish and sophisticated.*
# Challenges & Solutions

<table>
<thead>
<tr>
<th>CHALLENGE</th>
<th>DESCRIPTION</th>
<th>SOLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government regulations</td>
<td>Currently a lottery to sell the product. Large funds needed for licensing that could be a deterrent for small business owners.</td>
<td>Lobby government at provincial level to institute change at local level. Keep on top of regulations.</td>
</tr>
<tr>
<td>Consumer intent to visit (perception)</td>
<td>Some negative preconceptions about cannabis. Potential for non-cannabis users to see Smiths Falls as non family-friendly.</td>
<td>Continue to market Smiths Falls as a tourism destination beyond cannabis. Create education messaging to remove preconceptions about cannabis.</td>
</tr>
<tr>
<td>Education and training</td>
<td>Possibility of specialized training to serve cannabis/edibles. Can training be performed at local level?</td>
<td>Confer with education partners (St. Lawrence College, onTrac, Loyalist College, Universities in Kingston and Ottawa).</td>
</tr>
</tbody>
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**23 - Cannabis Tourism Strategy**
The Cannabis Tourism Strategy is intended to lay out a path forward for the Town of Smiths Falls to establish themselves as the premiere cannabis tourism destination in Canada.

Key to this endeavour is establishing key strategic partnerships with industry, municipal and tourism partners in the region. This strengthening process will involve continuing to develop a relationship with Canopy Growth Corporation, St. Lawrence College, and the Town of Smiths Falls.

One of the first tasks the committee will face will be to establish partnership parameters and memorandums of understanding with partners.
# Action Plan

## Cannabis Tourism Strategic Plan Action Items

<table>
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<tr>
<th>Project</th>
<th>Partner</th>
<th>Target Completion</th>
<th>Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/20 Party</td>
<td>Canada’s Cannabis Project &amp; Chamber of Commerce</td>
<td>X</td>
<td>Launch tourism season with a 4/20 Party</td>
<td>TBD</td>
</tr>
<tr>
<td>Cannabis Challenge Festival</td>
<td>Chamber of Commerce</td>
<td>X</td>
<td>Annual event to announce winners of the Cannabis Challenge</td>
<td>TBD</td>
</tr>
<tr>
<td>Cannabis Retail Location</td>
<td>TBD by lottery</td>
<td>X</td>
<td>Retail Cannabis location to open and sell cannabis</td>
<td>TBD</td>
</tr>
<tr>
<td>Micro-Grow LP</td>
<td>Company TBA</td>
<td>X</td>
<td>Micro-grow to grow craft, small batch cannabis - with possible exclusivity to The Town of Smiths Falls</td>
<td>TBD</td>
</tr>
<tr>
<td>Analytical Lab</td>
<td>Dow Testing</td>
<td>X</td>
<td>Lab capable of cannabis testing</td>
<td>Victoria Ave</td>
</tr>
<tr>
<td>Hemp-crete Buildings</td>
<td>The Town of Smiths Falls</td>
<td>X</td>
<td>Replace, as needed, storage buildings in parks with a Hemp-crete building</td>
<td>Town of Smiths Falls Parks</td>
</tr>
<tr>
<td>Cannabis Business Accelerator</td>
<td>Canada’s Cannabis Project &amp; Chamber of Commerce</td>
<td>X</td>
<td>Encourage and support cannabis business in the community</td>
<td>Virtual &amp; Lab</td>
</tr>
<tr>
<td>Community Awareness</td>
<td>Chamber of Commerce</td>
<td>X</td>
<td>Provide public with education on cannabis and cannabis tourism</td>
<td>Social Media &amp; public meetings</td>
</tr>
<tr>
<td>SmartCity Challenge</td>
<td>CCP &amp; Chamber of Commerce</td>
<td>X</td>
<td>Enter SmartCity Challenge. Launch SmartCity App</td>
<td>Town of Smiths Falls</td>
</tr>
<tr>
<td>Consumption Area</td>
<td>CCP &amp; Chamber of Commerce</td>
<td>X</td>
<td>Turn peninsula between locks into adult only consumption area</td>
<td>Combination Locks</td>
</tr>
<tr>
<td>Experimental Cannabis Restaurant</td>
<td>TBD</td>
<td>X</td>
<td>Apply for research licence - cannabis infused foods</td>
<td>TBD</td>
</tr>
<tr>
<td>Experimental Cannabis Vape Lounge</td>
<td>TBD</td>
<td>X</td>
<td>Apply for research licence - indoor cannabis consumption</td>
<td>TBD</td>
</tr>
<tr>
<td>Cannabis Spa &amp; Yoga</td>
<td>TBD</td>
<td>X</td>
<td>Apply for research licence - cannabis spa &amp; yoga</td>
<td>TBD</td>
</tr>
<tr>
<td>Hemp + BECCS</td>
<td>CCP &amp; Chamber of Commerce</td>
<td>X</td>
<td>Encourage biofuel companies to participate in business accelerator</td>
<td>TBD</td>
</tr>
</tbody>
</table>

## Cannabis Tourism Strategy