

Thank you for taking the time to learn about the cannabis travel trend!

Since January 2018, residents and visitors 21+ have been legally purchasing and consuming cannabis in The Golden State. Realizing that there are quite a few dispensaries in the area, we want to provide both partners and consumers with a clear understanding of where to purchase and consume with strong considerations for personal safety. We encourage all visitors in this genre to acknowledge the Dos and Donts here when enjoying cannabis in Modesto and the rest of California. After all, our goal is to ensure that all visitors enjoy Modesto responsibly!

## DO

Visit a licensed cannabis dispensary. Even if it's just to learn more about both cannabis and CBD in a legal setting

Keep an Open Mind. Cannabis has been used by many cultures for health, wellness and experiences for centuries

Get 'hyper-local' and enjoy regional experiences; step safely and gently outside your comfort zone and try something new

Enjoy responsibly. Use ride share, have a spirit guide (designated driver) or just stay put until the right time

Be sure to follow state and local regulations regarding use and transport

## DON'T

Provide cannabis to people under the age of 21

Purchase products from individuals or businesses that are not locally licensed

Drive or work under the influence

Consume openly in public or on federal land

Fly or transmit cannabis across state lines

Miss out on the experiences and offers of the MoTownCannaPass



The Motown CannaPass was created to provide information about the safe and legal use of cannabis related products, services and experiences in the region. Visit Modesto recognizes the reality that cannabis is legal in California, and the importance of encouraging safe and legal consumption.

In our economy, hundreds of people are employed in cannabis-related businesses and millions of dollars in local taxes are generated annually by consumers of cannabis products.

The Motown CannaPass provides local businesses and employees with a tool to direct questions about cannabis related products by the cannabis and canna-curious visitor. We did not want our partners or their staff to be put in the uncomfortable position of being asked for a recommendation that may be inappropriate or misdirect a visitor. By encouraging safe and legal consumption we feel comfortable that visitors who participate in this culture will respect our local environment, participate in the local economy at a greater level and visit more frequently.

PRESENTED BY

VISIT  
**MODESTO**  
CALIFORNIA  
VISITMODESTO.COM

IN PARTNERSHIP WITH

**CULTIVAR**  
STRATEGIES



© COPYRIGHT VISIT MODESTO 2021

## *Your Guide to Understanding the Safe Use and Appropriate Purchasing of Cannabis and Cannabis Products Within State and Local Guidelines*



**MOTOWN**  
**cannapass**

**MOTOWNCANNAPASS.COM**

*We want the greater Modesto community to learn about this new category of traveler while encouraging visitors to Enjoy Responsibly and arrange safe transportation at all times.*



Visit Modesto is proud to introduce a Cannabis Travel Program we call the MoTown CannaPass. This destination program was built for the ever growing canna-curious and canna-experienced travel audience. Our region has over two dozen licensed cannabis retailers and we know how important it is that visitors stay safe and participate in cannabis use legally while here.

The MoTown CannaPass will support our economy with increased tax revenue while serving as an economic driver for other businesses throughout Modesto. The MoTown CannaPass is just one of several tools that Visit Modesto is deploying in 2021 to expedite the recovery of our valuable tourism sector in the post-COVID world.

National data has revealed the canna-consumer travel audience spends more per stay and stays more days per visit while injecting an average of \$2.50 into the economy for every \$1 spent at a dispensary. These consumers identify as family oriented, foodies, outdoorsy and pet lovers. You may also be surprised to learn that research shows cannabis users prefer edibles, drinkables and topicals over smoking and vaping.

With a primary message of safety and legal use, we are using contemporary brand positioning, education, strong community partnerships and risk-mitigation strategies to communicate this program to our partners and to visitors of Modesto.

**ENJOY**  
*responsibly*

**CBD**

**CBD IS KNOWN FOR  
INDUCING RELAXATION  
AND CALMNESS.**

**THC**

**THC BINDS WITH THE  
CANNABINOID 1 (CB1)  
RECEPTORS IN THE BRAIN.  
IT PRODUCES A HIGH OR  
SENSE OF EUPHORIA.**

**HEMP**

**HEMP REFERS TO ANY  
CANNABIS PRODUCT  
WITH 0.3% THC  
OR LESS.**



## Motown CannaPass

The Motown CannaPass program was created by Visit Modesto with the intent to help its partners better interact with cannabis users and “canna-curious” visitors of Modesto. We want visitors who are interested in cannabis and cannabis-related products to legally purchase them from licensed retailers and benefit the local economy by doing so.

Visit Modesto developed the MoTown CannaPass with Cultivar Brands to direct cannabis users to a free mobile application that provides information about legal dispensaries in the area, appropriate use standards, and local and state law. People who use the mobile app will receive deals, swag and benefits at dispensaries, restaurants and businesses throughout town.

The MoTown CannaPass program encourages the safe and legal consumption of cannabis in Modesto, and provides a tool for visitors to be able to find answers to their questions about cannabis-related products themselves, without putting pressure on Visit Modesto partners to come up with the answers or recommendations. Why? Because we want all visitors to feel welcome in Modesto while safely participating in an activity they like.

**Enjoy Responsibly!**