

## EXECUTIVE SUMMARY

The Nevada Department of Taxation needed help on two elements: first, facilitating activities for the Governor's Retail Marijuana Task Force, and second, help in drafting the Regulations for the State Retail Marijuana program. The regulations needed buy-in on ownership of the scope, activities, and desired outcomes by all stakeholders (internal and external), have positive and truthful messaging around the product, keep the communities of Nevada safe, and make sure they were practical, efficient and effective.



## CHALLENGES

The task force challenges included reaching a consensus that fit everyone's needs, concerns, etc. and doing so within the needed time crunch. The regulation challenges included messaging a "controversial" product, maintaining full buy-in from multiple stakeholders, abiding by state laws, and ensuring they were easy to understand and could rollout efficiently.

## SOLUTIONS

QuantumMark created a diverse project plan that included: project setup for the Marijuana Task Force; facilitating all Task Force and Working Group meetings; writing of final report to be submitted to the Governor; conduct benchmarking activities; finalizing the retail marijuana regulations for submission; and conducting informal status updates with the Department.

## RESULTS

The project successfully completed all tasks in our scope, and resulted in positive feedback from all parties involved. QuantumMark's benchmarking activities during the Task Force facilitation allowed for streamlining of the regulation language, saving the state of Nevada both time and money. The regulations were submitted and approved by the Nevada Department of Taxation, and rolled for the early start launch in July of 2017. At that time, Nevada's program was designated the most successful retail marijuana program launched in the U.S. QuantumMark was engaged a second time to assist with drafting of the permanent regulations for the program starting January 1, 2018. These were submitted for final approval in late 2017.