



Nevada's only consumption lounge is owned and operated by the Las Vegas Paiute Tribe at its Downtown Las Vegas NuWu Cannabis Marketplace dispensary. It opened in October 2019 but is currently closed due to Covid-19 restrictions.

THE CONSUMPTION LOUNGE CONUNDRUM

After stalling during the 2017 and 2019 legislative sessions, could social use venues come to fruition in 2021?

by Beth Schwartz

The idea of cannabis consumption lounges has always been a sticky wicket. And not just for Nevada. There has yet to be a state that has a good handle on how best to implement social use venues. While several attempts have been made to put regulations for social use lounges in place, success remains elusive. The chief issue being how a consumption lounge sustains itself and generates revenue.

When Nevadans voted to make recreational marijuana legal in November 2016, the ballot measure's language specifically barred retail marijuana stores from allowing public consumption. Leaving the state's 56 million tourists (average in a non-pandemic year) with no place to use cannabis. "The most compelling argument for the consumption lounges is you can buy it, you can possess it but there's nowhere where you can legally consume it," said David Goldwater, partner at Inyo Fine Cannabis dispensary located in Las Vegas.

After much debate on the topic during the 2019 Nevada Legislative Session, legislators decided to table legislation

and order a study of consumption lounges be completed by January 2021. The cannabis industry's governing body, Cannabis Compliance Board (CCB), released the study earlier this year. (It's available at [elevatenv.com/CCB Study](http://elevatenv.com/CCB%20Study).)

While the study was being prepared, the Las Vegas Paiute Tribe opened a consumption lounge at its Downtown NuWu Cannabis Marketplace dispensary in October 2019. It is the state's only consumption lounge. The Paiutes were able to open a lounge because it sits on sovereign land and therefore is not beholden to the same restrictions as the rest of the state.

The 2021 Nevada Legislative Session convened in February and as you might have guessed consumption lounges are once again in play. Leading the charge is the newly formed Chamber of Cannabis which has made advocacy efforts to legalize social use venues in Nevada a priority, throwing their support behind Assembly Bill 341, sponsored by Assembly Judiciary Chairman Steve Yeager. (To follow this bill throughout the legislative session as it is debated and amended, go to www.leg.state.nv.us and use the Nelis function to search for the bill under legislation.)



Nevada dispensary association exec: 'Cannabis industry is hugely important to our recovery'

By Bryan Horwath
Photo by Christopher DeVargas

As the new executive director of the Nevada Dispensary Association, Layke Martin will be tasked with overseeing governmental affairs and public outreach for the group that represents dispensaries throughout the state.

The association promotes a safe and regulated industry in Nevada, where recreational marijuana use has been legal since July 2017.

Martin comes from the UNLV Boyd School of Law, where she was the assistant dean for external relations and in charge of fundraising, communications and career development. She also taught public policy and leadership courses.

Martin, a native Las Vegas, previously spent five years practicing business litigation. In 2015, she was named "Young Lawyer of the Year" by the State Bar of Nevada.

Martin's background, especially her time at UNLV, helped prepare her for this new challenge. She replaced Riana Durrett, who was named to the Nevada Cannabis Compliance Board by Gov. Steve Sisolak.

Martin spoke to Vegas Inc about what's ahead. The interview was edited for clarity.

At Boyd, you did a lot of work with fundraising, alumni relations and event planning and execution. How did work help prepare you for this new position?

Frankly, a lot of that is similar to what we provide at NDA in terms of member services. I think my background both in law and in higher education will help. This is, of course, a very regulated industry. NDA does a lot of education programming, and we do policy forums and are in constant communication with our members.

NDA also works with other stakeholders, like the Legislature, and everyone, including regulators, who comes in contact with the industry. The community outreach, and relationship-building that I've done in the past will be beneficial.

Dispensaries were required to shut down for a time this year because of COVID-19. What's your top priority right now as the industry gradually returns?

Short-term, with respect to COVID-19, the initial shutdown impacted our retailers, as it did all local businesses. Since then, our members have been able to find innovative ways to stay safe and serve their consumers. Options like delivery and curbside service have helped. As the industry's trade



association, we help with all that. We encourage compliance with different regulations, including the new COVID-19 regulations. We do a lot of education and training with things like safety and delivery.

In terms of long-term issues, I think legalization at the federal level is constantly an issue. Because of banking and other traditional business practices, it's difficult without legalization at the federal level. It seems to be the view of many in the industry that we'll see it in the next handful of years. I can't speculate if that will be the case, but many think it will.

The industry seems to have bounced back. In July, the state's dispensaries generated about \$82 million in sales, which was up 37% from July 2019 and up more than 20% in June. Has the industry regained its footing?

It's a good sign. It's just one month, so we want to make sure it's a trend that continues. We want to make sure the market is stable. We want the market to grow at a reasonable pace.

What are you most looking forward to as you continue to get your feet wet in the executive director role?

I look forward to getting to know our members and working with all the different stakeholders involved. This is a new industry, and the landscape has been consistently changing in the years since legalization. One of the challenges and opportunities will be bringing members together to make sure we're all united. Building that consensus among folks to achieve different goals. We also have to develop and maintain an effective relationship with the CCB because that's new, too.

Las Vegas is in a tough spot economically because of the pandemic. Will it bounce back? What role could the cannabis industry play in that recovery?

I do think Las Vegas will bounce back, and the cannabis industry is a key player in that. For example, in 2019, there were 8,200 jobs in cannabis establishments. In fiscal year 2020, the cannabis excise tax brought in \$105 million for the state, so yes, the cannabis industry is hugely important to our recovery.

<https://vegasinc.lasvegassun.com/business/2020/oct/19/dispensary-association-exec-cannabis-industry-is-h/>

Can cryptocurrency solve cannabis' financial needs?

The conflict between state and federal laws has caused issues in the cannabis industry for decades—especially for companies needing to secure their cash.

When will federal law catch up to the states?

In February, United States Senate leader Chuck Schumer vowed to reform federal law and end prohibition of cannabis on the federal level. This announcement provided hope for many in the cannabis industry who are hindered by the inability to bank safely. Working with senators Cory Booker and Ron Wyden, advocates are anticipating that the comprehensive reform bill will be introduced soon.

Because federally, cannabis remains a Schedule I controlled substance, banking institutions cannot insure—and will not accept funds—from the multibillion-dollar industry, forcing cannabis companies to operate outside of insured banking systems. As an increasing number of states legalize both medical and recreational marijuana, the problems associated with this legal discrepancy continue to grow, and the cannabis industry is seeking financial solutions.

One being experimented with is cryptocurrency. There are several marijuana-specific token exchanges that offer dispensaries, cultivators and consumers an alternative to cash transactions.

Cryptocurrency is a buzzy option in tech circles, but the legality of crypto exchanges and the technology used remains murky for many consumers—including potential users within the cannabis industry. Fortunately for those in Nevada, the state has partnered with a crypto company to provide a cashless payment system for licensed marijuana businesses using tokenized credits.



In January, Multichain Ventures Inc., a blockchain cryptocurrency company, announced its contract with the state to fulfill the requirements of Assembly Bill 466. The bill requires the State Treasurer to create a pilot program establishing a closed-loop payment processing system that safely and efficiently enables financial transactions for marijuana companies. Aimed to provide a secure and convenient method to pay state and local taxes, the bill also offers an alternative to banking for eligible cannabis providers. Once implemented, it could deliver a significant boon to the industry by offering a first-of-its-kind option.

Beyond the state-endorsed program being built, there are other blockchain cryptocurrencies centered on marijuana business. As with many coin exchanges, they are considered volatile investments.

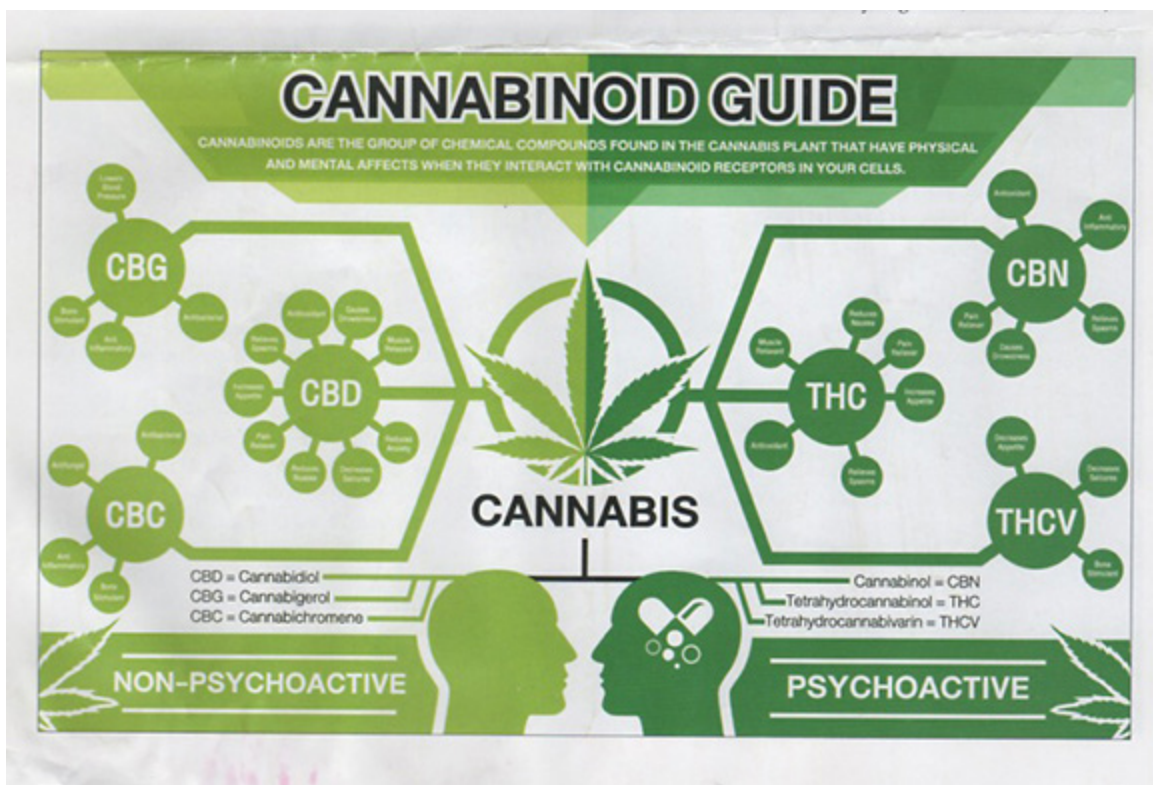
PotCoin. One of the first cryptocurrencies created for the marijuana industry, PotCoin was launched in 2014. It reports that it has more than 408,000 network participants with more than 224 million coins in circulation.

CannabisCoin: Launched a few months after PotCoin, CannabisCoin is a peer-to-peer cryptocurrency that has experienced many dips in value over the years. There are 77 million coins in circulation.

HempCoin: HempCoin was designed to be used specifically by farmers and is one of the first 30 coins created in 2014. There are 253 million coins in circulation.

<https://vegasinc.lasvegassun.com/business/2021/apr/18/can-cryptocurrency-solve-cannabis-financial-needs/>

DIGITAL BRAINPOWER ANTICIPATING WHAT YOU WANT



Northern Nevada **RESOURCES**

CBD

Tahoe Petrichor
tahoeptrichor.com

One Love CBD
onelovecbd.com

CannaWix CBD
cannawixcbd.com

CBD by Tia - Hempworx
cbdbytia.com

Sugar Leaf CBD
1540 Hwy 395, #6, Gardnerville

LOCAL SERVICES

Can Care Collective LLC
cancarecollective.com

Reno Soup for the Soul
linktr.ee/renosoupforthesoul

GROW

GrowGeneration
5635 Riggins Ct, #21, Reno,

The Grow Shop
1030 E. 4th St, Reno

High Mountain Greenery
2229 Lake Tahoe Blvd, F, Tahoe

INDUSTRY ORGANIZATIONS

Reno NORML
norml.org



The Reno Gleaning Project
www.renogleaningproject.org

SMOKE/GLASS SHOPS

The Glass Shack
947 N. Carson St, Carson City

Shops of Glass
375 S Carson St. Carson City

Lavi Smoke Shop
743 S. Virginia St, Reno

Smok' N Ray's Smoke Shop
1207 California Ave, Reno
2975 Vista Blvd, Sparks
319 E. Moana Lane, Reno

The Buttermuffin Smoke Shop
2540 Lake Tahoe Blvd. #12,
Tahoe

Tahoe Hemp Company
3564 Lake Tahoe Blvd. Ste B,
Tahoe

The Spot
2701 Lake Tahoe Blvd, Tahoe

Puff's Smoke Shop
1208 N. Carson St, Carson City

Getz Smoked S.S.
5365 Sun Valley Blvd, Sun
Valley

Slushee's Vapor
2005 Sierra Highlands, Reno

Heads-Up
2176 Lake Tahoe Blvd.

The Tahoe Vapory
31 US-50 #203 Stateline, NV

Lady Luck Skate & Smoke
799 Southwood, #10, Incline
8520 Brooke Ave, Kings Beach,
CA

Honeycomb Hideout
467 E. Plumb Ln, Reno

Pyramid Vapory & Art Studio
2955 N. McCarran Blvd,
Ste108

Linger Smoke Shop
1055 S. Rock Blvd, Sparks

The Hot Spot Smoke Shop
1501 Fairview Dr, Ste16

Yum Yum Smoke & Gifts
2303 S. Virginia St. #4, Reno
3652 S. Virginia St. # C4, Reno
1702 G St., Sparks

Ranchos Vape & Smoke
1302 Langley Dr. #2,
Gardnerville

LOCAL BUSINESSES

Mandala Apothecary
865 S. Wells Ave, Reno,
templeoflifeoils.com

Ping Pow Poom Shaved Ice
@pingpowpoomshavedice on
Facebook or Instagram

Under Your Skin Tattoo
2900 Clear Acre Ln. #B1, Reno

Shades of Gray Studios
1708 H St, Sparks

Sugar Pine Bakery
3564 Lake Tahoe Blvd, # G,
Tahoe

Mind Muscle Health/Kylie Ross
235 West Pueblo Street, Reno

Lee's Discount Liquor
8165 S. Virginia St, Reno.
2950 Northtowne Ln, Reno

Recycled Records
822 S. Virginia St, Reno

South Town Tattoo Collective
7675 S. Virginia St. Ste C, Reno

Beach Hut Deli @ the "Y"
1072 Emerald Bay Road, South
Lake, CA

El Charro Avitia
4389 S. Carson St., Carson City

SuP
669 S. Virginia St, Reno

Will The Screen Guy
775-223-4266

JB Liquor And Smoke
1086 S. Virginia St, Reno

Lakeshore Lodge & Spa
930 Bal Bijou Road, So. Tahoe

Junkee Clothing Exchange
960 S. Virginia St, Reno

Zunuz Shoes
zunuzshoes.com

The Sleep Shop
7485 Longley Ln, Reno

Glazed & Confused Donut

3447 Lake Tahoe Blvd. #1,
Tahoe

Sierra Nevada Skateboards
1243 Baring Blvd, Sparks

Crysi's Cake Scene
(775) 790 4088

Little Philadelphia
2755 Kietzke Lane, Reno

Crazy D's Hot Chicken
101 University Terrace, Reno

The Happiest Hour
damonpacking.com

Doe's Cheesecake
facebook.com/DoesCheese-
cake

Taylor's Scissors n' Clippers
IG: @hairbytaylor1997

Tahoe Taffy Co.
tahoetaffy.com

Misbeehaven Farm LLC
misbeehavenfarm.com

Amato's Family Kitchen
AFKjams.com

KNIT Designing Community
knitstudios.com

ART & MUSIC

Raven Bird Art
Ig: @Ravenbirdart . 775 781
4571

Vincenzo Thomas Amato
VTA420.com

PRODUCTION/ CULTIVATION

MMG Agriculture
mmgagriculture.com

SoL Cannabis
solisbetter.com

Nuleaf Cultivation
nuleafnv.com

The Real McCoy
therealmccoy.us

Sugar Pine Cannabis Co.
sugarpinecannabis.com

RESOURCES

Southern Nevada

SUPPORT
LOCAL

ATTORNEYS

Mitchell S. Bisson
Callister Law Group
330 E. Charleston Blvd,
Ste. 100, Las Vegas, (702)
333-3334, callcallister.com

BRANDING & DESIGN

Chronic Infusion
(702) 521-3113
ChronicInfusion.com

CBD

Smooch's Cure
Inside the Meadow Mall,
4300 Meadows Lane, Las
Vegas, (702) 530-6185,
smoochscure.com

Cohen Medicinal Hemp CBD
cohenmedicalcenters.com

Tahoe Petrichor
tahopetrichor.com

One Love CBD
onelovecbd.com
Enter code VCM420 at
checkout & receive \$5 off
your order

Crooked Cactus CBD
crookedcactuscbd.com

DOCTORS

Cohen Medical Center
3650 S. Decatur Blvd, #23
(702) 564-6420,
cohenmedicalcenters.com

EDUCATION

Budtender Fight Club
budtenderfightclubvegas.com

UNLV
continuingeducation.unlv.edu/
catalog/cannabis-classes

INDUSTRY ORGANIZATIONS

Las Vegas Medical Marijuana Association - A Chamber of Commerce for Medical Marijuana
LVMMMA.org

LABS

Digipath Labs
(702) 209-2429,
info@digipath.com,
digipathlabs.com.

Ace Analytical
(702) 749-7429,
aceanalytical.com

PATIENT SUPPORT

WECAN: Wellness Education Cannabis Advocates of Nevada
WeCan702.org,
facebook.com/wecan702,
meetup.com/wecan702

HIV/AIDS Health Education
Golden Rainbow
(702) 384-2899, goldenrainbow.org

PHOTOGRAPHY

Talbot Snow
Photography & Video
2970 Galit Ave.
Las Vegas, NV 89121
(702) 534-8649
TalbotSnow.com
DJSnowmanLV.com

PRODUCTION/CULTIVATION

Green Life Productions
greenlifeproduction.com

City Trees
citytrees.com

Redwood Cultivation
redwoodcultivation.com

Remedy
remedyyourself.com

OMG THC
omgthc.vegas

Experience Premium Cannabis (EPC)
epclasvegas.com

MMG Agriculture
mmgagriculture.com

Reina
premiumproducenv.com

Bond Road
bondroadcannabis.com

Nuleaf Cultivation
nuleafnv.com

Highland Brothers
mjholdingsinc.com

Culture & Cannabis
cultureandcannabislv.com

SMOKE SHOPS

Still Smoking
2605 S. Decatur, #107, Las
Vegas, (702) 227-3021

Gorilla Radio
4225 S. Eastern, #5, Las
Vegas, (702) 818-4400

Cloud Wars
4130 S. Sandhill Rd, #A-9,
Las Vegas & 5105 S. Ft.
Apache, #D115, Las Vegas

LOCAL BUSINESSES

Cannabis Business Den
701 E. Bridger Ave, Ste 400,
Las Vegas, (888) 609-6766,
cannabisbusinessden.com

Tayla Hart, Hairstylist
Inside Posare Salon, 3030
W. Ann Rd, North Las Vegas,
(702) 580-6971, hairbytayla.com

Just Go Suck It
justgosuckit.com

Nu World Graphics
(702) 671-0000
nuworldgraphicslv.com

DISPENSARY MAP

A Guide to Cannabis in Southern Nevada

1. Acres Cannabis

acrescannabis.com
2320 Western Ave
702.399.4200

2. Apothecarium

apothecariumlv.com
7885 W Sahara Ave
702.778.7987

3. Cultivate Las Vegas

cultivatelv.com
3615 Spring Mountain Rd
702.778.1173

4. Curaleaf

curaleaf.com
1736 S Las Vegas Blvd
702.545.0026

5a. Essence Cannabis Dispensary

essencevegas.com
2307 S Las Vegas Blvd
702.978.7591

5b. Essence Cannabis Dispensary

essencevegas.com
4300 E Sunset Rd Ste #A3
702.978.7687

5c. Essence Cannabis Dispensary

essencevegas.com
5765 W Tropicana Ave
702.500.1714

5d. Essence Cannabis Dispensary

essencevegas.com
7260 S Rainbow Blvd #104
725.206.6911

5e. Essence Cannabis Dispensary

essencevegas.com
6410 S Durango Dr #115
775.877.9367

6. Euphoria Wellness

euphoraiwellnessnv.com
7780 S Jones Blvd Ste #105
702.960.7200

7. Exhale Dispensary

exhalebrands.com
4310 W Flamingo Rd.
702.447.1250

8. Green Cannabis Co.

greennv.com
3650 S Decatur Blvd., #7
702.357.5491

9. Inyo Fine Cannabis Dispensary

inyolasvegas.com
2520 S Maryland Pkwy #2
702.707.8888

10. Jardin

jardincannabis.com
2900 E Desert Inn Rd Ste #102
Las Vegas, NV 89121
702.331.6511

11. Jenny's Dispensary

Jennysdispensary.com
10420 S Eastern Ave
702.718.0420

12. Medizin

medizinv.com
4850 W. Sunset Rd #130
702.248.0346

13. Vegas Treehouse

vegastreehouse.com
4660 S Decatur Blvd
702.565.9333

14a. Nevada Made Marijuana

nevadamademarijuana.com
3195 St. Rose Pkwy Ste #212
702.737.7777

14b. Nevada Made Marijuana

nevadamademarijuana.com
1975 S Casino Dr
702.737.7777

14c. Nevada Made Marijuana

nevadamademarijuana.com
310 E. Warm Springs Rd.
702.298.4830

15. NuLeaf

nuleafnv.com
430 E. Twain Ave
702.297.5323

16a. NuWu Cannabis Marketplace

Nuwucannabis.com
1235 Paiute Circle
702.844.2707

16b. NuWu North

nuwu.vegas
1157 Nu-Wav Kaiv Blvd
702.844.2438

17. Oasis Cannabis Dispensary

oasiscannabis.com
1800 S. Industrial Rd. #180
702.420.2405

18. Planet 13

planet13lasvegas.com
2548 W Desert Inn Rd #100
702.206.1313

19a. Reef Dispensaries

reefdispensaries.com
3400 Western Ave
702.475.6520

19b. Reef Dispensaries

reefdispensaries.com
1366 W Cheyenne Ave
702.410.8032

20. Shango

goshango.com
4380 Boulder Hwy
702.444.4824

21. ShowGrow

showgrowlv.com
4850 S Fort Apache Rd Ste #100
702.227.0511

22. Silver Sage Wellness

sswlv.com
4626 W Charleston Blvd
702.802.3757

23. The Apothecary Shoppe

theapothecaryshoppe.com
4240 W Flamingo Rd #100
702.740.4372

24a. The Dispensary

thedispensarynv.com
5347 S. Decatur Blvd #100
702.476.0420

24b. The Dispensary

thedispensarynv.com
50 N. Gibson Rd. #170
702.476.0420

24c. The Dispensary

thedispensarynv.com
8605 South Eastern Ave #A
702.476.0420

25a. The Sanctuary

thesanctuarynv.com
2113 N. Las Vegas Blvd
702.420.2902

25b. The Sanctuary

thesanctuarynv.com
1324 3rd. St
702.420.2902

26a. The Source

thesourcnv.com
2550 S Rainbow Blvd #8
702.708.2000

26b. The Source

thesourcnv.com
9480 S Eastern Ave Ste #185
702.708.2222

27. Thrive Cannabis Marketplace

thrivevegas.com
3698 W Cactus Ave
702.776.4144

28. Top Notch THC

topnotchthc.com
5630 Stephanie St
702.418.0420

29. Wallflower Cannabis House

6450 Blue Diamond Rd
Las Vegas, NV 89139
725-205-2714

30a. Zen Leaf

zenleafdispensaries.com
9120 West Post Rd #103
702.462.6706

30b. Zen Leaf North

4444 W Craig Rd
N Las Vegas, 89032
725.206.7937



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