



CITY OF PORTLAND
Permitting and Inspections Department

Advertising and Information Disclosure

Background

The City of Portland's marijuana ordinance that establishes the types of marijuana businesses that can be licensed to operate in the City went into effect on Wednesday, June 17, 2020. The ordinance requires that a marijuana business disclose and display certain information about their business. To ensure an applicant is familiar with the requirements of advertising and information disclosure, the City of Portland is issuing the following guidance.

Physical Location Required Signage

The following signs must be placed in any marijuana business that is conducting operations in the City of Portland:

- Sec. 35-43(e) - A copy of the Health and Human Services (HHS) marijuana information sign (or a HHS approved equivalent) must be posted in close proximity to each point of sales system.
- Sec. 35-38(a) - A copy of the City of Portland Business License
 - Must be posted in a similar location to your State marijuana license; and
 - Should be visible from your main point of sale location.
- Sec. 35-38(d) - A sign prominently displayed at the main entrance / exit to **ALL** marijuana business containing the following information:
 - The minimum age to enter that marijuana business
 - If the business is a Medical Retail 18+ plus is required (35-43 (b)(1))
 - If the business is a Adult Use Retail 21+ plus is required (35-43 (b)(2))
 - If a retail store, the minimum age to purchase products from that location must also be displayed on this sign

Advertising, Marketing, and Promotional Materials

Sections 35-38(b) and 35-38(c) of the City ordinance require that a marijuana business clearly disclose its City business license number and public relations liaison's contact information in all written advertising, marketing, and promotional materials.

- The marijuana business license number shall be posted as follows: MJ-XXXXXX-YEAR (ex. MJ-872341-2021)
- The community relations liaison's phone number shall be posted directly after the statement "For questions or concerns contact [number]" (ex. For questions or concerns contact (207- 974-8712))
- Written advertising includes all social media posts.



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- **Advertising, Marketing, and Promotional Materials (cont.)**
- If the business is posting a video, the business license number and community relations liaison information should be made available in the video (title screen, credits, etc.)
- If the video is “live” (IG live, Facebook live, or a record and direct post video) in nature and does not plan to be edited then the information should be posted in the video description.
- If the business is tagged in a post and then reposts that information on their own page or platform, that repost will be considered a form of the business’s own advertising and must include the required information.
- Advertisements on materials less than 3 inches x 3 inches in physical size are only required to have the business licence number posted on the advertising materials. The business licence number must be posted on the front of the advertising.

Product Labeling Requirements

- Font and size must be readily legible to the average person
- If a product contains THC, the Maine Office of Marijuana Policy (OMP) universal symbol shall be displayed on the outermost marketing layer of the product's packaging.
 - More information on the universal symbol can be found by accessing [OMP's website](#).
- If a product is displaying diagnostic test results or claims of quality, purity, or potency then the name, city or town location, and OMP licence number (where applicable) shall be posted in close proximity to the testing result listing.
 - (ex. XYZ Labs, Portland, ME MTF###)
- If a product has not been tested for quality, purity, or potency by an independent third party then language stating that the product “has not been tested for quality, purity, or potency” must be placed on the product’s outermost packaging layer.

Vehicles

- Vehicles that are used as part of a marijuana business shall not have any identifying marks associating the vehicle with a marijuana business. (35-36 (b)(1))

Signs

- Signs for **ALL** marijuana businesses in the City are regulated by Maine Revised Statutes Title-28B *ADULT USE MARIJUANA* and Portland City Code Chapter 14 (35-44)