



# Oregon

Kate Brown, Governor

**Liquor Control Commission**

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Tuesday, July 27, 2021

Dear OLCC Partner –

Next week the Oregon Liquor Control Commission will be making a change. It's significant, but it won't affect our mission, the work of the agency, or our relationship with you. In fact it will be business as usual as we embrace and get used to a new name.

On Monday, August 2, 2021 we'll be officially known as the Oregon Liquor and Cannabis Commission. The Oregon legislature approved the name change to more accurately reflect the work the agency has been doing for the state of Oregon since voters approved Measure 91 in November, 2014.

Our agency now supports cannabis and distilled spirits programs responsible for generating millions of dollars in revenue for the state of Oregon. Through licensing and other regulatory oversight we also support other drivers of the state economy - the hospitality industry, and other commodity creators in the brewing, distilling, grape-growing and wine-making industries. And we also support, although unknown to many Oregonians, compliance for Oregon's iconic Bottle Bill.

The OLCC's work to establish the state's legal cannabis industry proves we have the ability and acumen to be a thoughtful regulator, balancing industry needs with public safety, while reducing or removing barriers to economic growth.

Through the five plus years the OLCC has been regulating the cannabis industry we've learned how to become better regulators. We listen to our stakeholders, we seek common ground and understanding, and then we adjust and modify our rules and regulations accordingly. And then we do it again.

That was good preparation for when the pandemic hit. Our agency responded by relaxing rules, streamlining our processes, and where needed advocating to the legislature for financial and regulatory relief for our licensees.

As we slowly emerge from the pandemic we will continue to pivot to help our regulated industries while protecting consumers and public health. The "controls" for regulating alcohol in Oregon were built on our post-Prohibition formation as the Oregon Liquor Control Commission. Many of those rules are antiquated, so going forward we will apply the same approach we've taken to regulating cannabis as we continue to modernize the regulation of alcohol.

Despite the name change, there's no change in our dedication to helping our licensees, ensuring a steady stream of revenue for the state, and maintaining our vigilance as a guardian of public safety. There is one thing that won't change. We'll still be referred to as the "O-L-C-C", and our commitment to our mission and our dedication to serving Oregonians is still something you can count on. Thanks for being our partner.

Sincerely,

Steve Marks

Executive Director

Oregon Liquor and Cannabis Commission