



KEY-ADS, INC.
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December 4, 2023

Chairman Rulli, Vice Chair Huffman, Ranking Member DiMora, and members of the Senate General Government Committee. My name is Nick Keyes, Jr., and I am with Key-Ads in Dayton.

I am writing to request that recreational marijuana advertising be controlled on billboards, not banned. As a business owner, I have always operated under the logic, "You should be able to make a new decision based on new information". It was brought to my attention that many in the legislature were not familiar with the fact that there have been state restrictions on alcohol advertising on billboards for decades, not a ban. These regulations have done an effective job in limiting where and how frequently an alcohol ad will be seen.

We are a family-owned billboard business based in Dayton, OH. We have adhered to the alcohol regulations on billboard advertising that were set in place by the state of Ohio. I don't understand why recreational marijuana advertising, which is a legal product based on the results of the November 7th Election, should be regulated any differently than billboard advertising for alcohol.

Additionally, these recreational marijuana dispensaries are legal and will have physical locations throughout our communities. They will have signage at their location advertising their operation. I don't see a difference between their name on the dispensary's on-premise sign verse their name on an off-premise sign. Both will be viewed by the general public.

I travel quite a bit through the state of Michigan and recognize that the frequency of recreational marijuana advertising on billboards in the state of Michigan is prolific. For this reason, among others, I believe there should certainly be regulations placed on the advertising of recreational marijuana on billboards. I encourage our elected officials to take the necessary time to provide the controls on recreational marijuana billboard advertising, not to approve a knee-jerk, reactionary ban.

Respectfully,

Key-Ads, Inc.

Nicholas L. Keyes, Jr.
Vice President

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