

Cannabis Industry Demands Equal Treatment as Alcohol

Colorado Cannabis Industry Pushes for Public Event Sales and Consumption

In a renewed effort to align cannabis regulations with those governing alcohol, Colorado's marijuana industry is pushing for the sale and consumption of cannabis at public events. This movement, which aims to streamline outdated regulations, highlights the industry's evolution since the legalization of recreational marijuana a decade ago.

Industry's Push for Public Event Sales and Consumption

The Colorado marijuana industry is advocating for significant changes in how cannabis is regulated, specifically seeking permissions to sell and consume marijuana at public events such as concerts at Red Rocks. This push is part of a broader initiative to modernize the state's regulatory framework.

Broader Initiative to Modernize Regulation

A decade after the legalization of [recreational cannabis](#), Colorado's cannabis industry leaders argue that many of the current regulations are outdated and overly restrictive. The industry's goal is to remove the "belt and suspenders" approach that was initially put in place.

Industry Leaders' Perspectives

"I think everybody recognizes that the industry has evolved ... and some of the rules and regulations put in place 10 years ago are either antiquated or duplicative," said Chuck Smith, board president of Colorado Leads, an industry advocacy group. This sentiment is echoed by many in the industry who believe that the regulations need to reflect the current state of the market.

Recent Legislative Changes

In June, a new law was signed to streamline existing [regulations on licensing](#) and sales of cannabis plants. This was seen as the first step towards more significant regulatory changes. The Marijuana Enforcement Division's rulemaking process, which began this week, is another opportunity to address issues such as higher fees and other burdensome regulations.

Upcoming Legislative Session

The discussion on further changes will continue into the state Capitol for the legislative session in January. The industry aims to use this session to push for regulations that would allow marijuana sales and consumption at events, similar to how alcohol is treated.

Major Changes Sought by the Industry

One of the significant changes the industry is advocating for is the establishment of marijuana sales and consumption areas at public events. This would allow concertgoers and festival attendees to purchase and consume cannabis in designated areas, akin to beer gardens at music festivals.

Additional Regulatory Adjustments

Other potential changes being discussed include removing caps on THC levels in products, increasing sales limits, and allowing more advertising. These changes are aimed at creating a more favorable business environment for cannabis companies in Colorado.

Industry Leaders' Vision

“The next [legislative] session is an opportunity ... to regulate our industry like alcohol. That’s what voters intended when Amendment 64 passed,” said Liz Zukowski, the public affairs director at cannabis company Native Roots. This statement reflects the industry’s long-standing goal of achieving regulatory parity with the alcohol industry.

Opposition at the Capitol

Despite the industry’s push, there is expected to be significant opposition from critics at the Capitol. Even the recent legislation aimed at streamlining regulations included new requirements for notifying consumers about potential dangers related to cannabis products.

Economic Context

The push for regulatory changes comes at a time when the cannabis industry is facing economic challenges. Sales declines and falling prices due to a post-pandemic oversupply have prompted the industry to look for ways to cut costs and generate new revenue sources.

Colorado’s marijuana industry is making a concerted effort to update and streamline regulations, with a significant focus on allowing sales and consumption at public events. As the industry continues to evolve, these changes are seen as essential to ensuring its long-term viability and success.

Email: info@cannabisriskmanager.com | Phone: +415-226-4060

© Copyright 2025 Cannabis Risk Manager. All Rights Reserved