



OKLAHOMA  
Medical Marijuana  
Authority

FY 2023

# ANNUAL REPORT







# SPECIAL THANKS TO OMMA PARTNERS

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**Bureau of Narcotics  
& Dangerous Drugs Control**  
OKLAHOMA



**OKLAHOMA  
BANKING**



**OKLAHOMA  
Environmental  
Quality**



**OKLAHOMA**  
Dept. of Agriculture,  
Food and Forestry



**OKLAHOMA**  
Secretary of State



**OKLAHOMA**  
LP Gas Administration



**OKLAHOMA**  
Water Resources Board



**OKLAHOMA**  
Tax Commission



Oklahoma County and Municipal Governments

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The Oklahoma Medical Marijuana Authority (OMMA) is the regulatory agency for Oklahoma's medical marijuana program. OMMA is responsible for processing commercial and patient license applications, providing customer service to licensees and applicants, facilitating the rulemaking process based on state statutes, enforcing rules, investigating possible violations of medical marijuana laws and more.

# FY 2023 Highlights

Completed 9,566 inspections.

Became an independent state agency, established and fully staffed departments, and completed statutorily required training on time.

Filed over 1,000 administrative cases.

Seized approximately 1,995 pounds of illegal cannabis and 201 plants.

Issued two recalls.

Released a comprehensive, third-party study of supply-and-demand within Oklahoma's medical cannabis industry.

Received 95,740 calls and responded to 59,825 emails from commercial licensees, patients and the public.

# OMMA Mission, Vision and Values



## MISSION

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Promote **public health and safety** through **regulation and enforcement** of **responsible** medical cannabis practices by **patients and commercial licensees**.



## VISION

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A **safe** medical marijuana program that is **appropriately regulated to support** responsible industry **growth and innovation**.



## VALUES

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Consumer Protection  
Integrity  
Collaboration  
Innovation  
Quality Service

# OMMA Leadership

OMMA's Executive Director is the chief executive and administrative officer managing OMMA's operations and staff. The governor appoints, and the Oklahoma State Senate confirms, OMMA's Executive Director.

The Executive Leadership Team includes a Director of Administration, Chief of Staff, Chief Compliance and Enforcement Officer, Chief Financial Officer, General Counsel, Chief Operations Officer, Chief Science Officer, Chief Technology Officer and Chief Communications Officer.



From L-R: Aaron Martin, Chief Technology Officer; Michelle Reddish, Chief Operations Officer; Mary Ann Roberts, General Counsel; Adria Berry, Executive Director; Brian Walters, Chief Financial Officer; Lee Rhoades, Chief Science Officer; Kassy French, Director of Administration; Mel Woodrow, Chief Compliance and Enforcement Officer; Linda Maisch, Chief Communications Officer; and Barrett Brown, Chief of Staff.





# Agency Finances

## Excise Tax Revenue

Patients pay the 7% State Question 788 excise tax when buying medical marijuana products at a dispensary. In fiscal year 2023, the revenue was handled as proposed in SQ 788:

- It went first to OMMA's authorized budget.
- Then, 75% of excess revenue was earmarked for education via the general fund, and 25% was earmarked for drug and alcohol rehabilitation via the state Health Department.

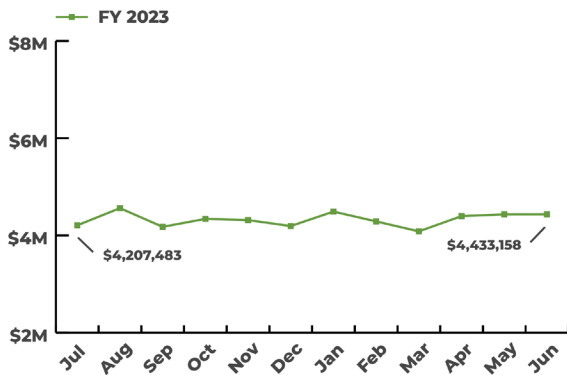
**NOTE:** As of fiscal year 2024 (July 1, 2023-June 30, 2024), OMMA does not directly receive any revenue. Instead, the Legislature appropriates OMMA's funding annually.

## State and Local Sales Tax

### SQ 788 EXCISE TAX

FY 2023 (July 2022 - June 2023) ..... **\$51,916,563**

### SQ 788 EXCISE TAX HISTORY

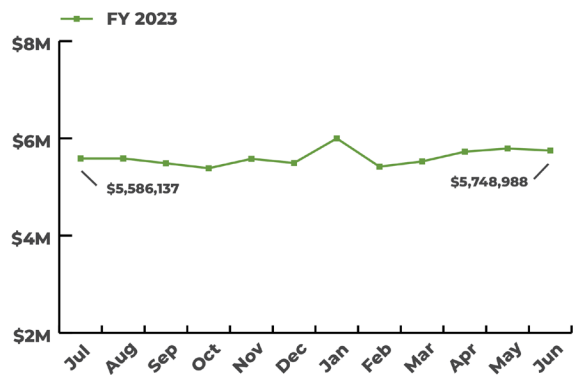


### STATE AND LOCAL SALES TAX

OMMA does not receive state or local sales tax revenue.

FY 2023 (July 2022 - June 2023) ..... **\$67,324,319**

### STATE AND LOCAL SALES TAX HISTORY



Tax reports and archived data available at [omma.ok.gov/data](http://omma.ok.gov/data)

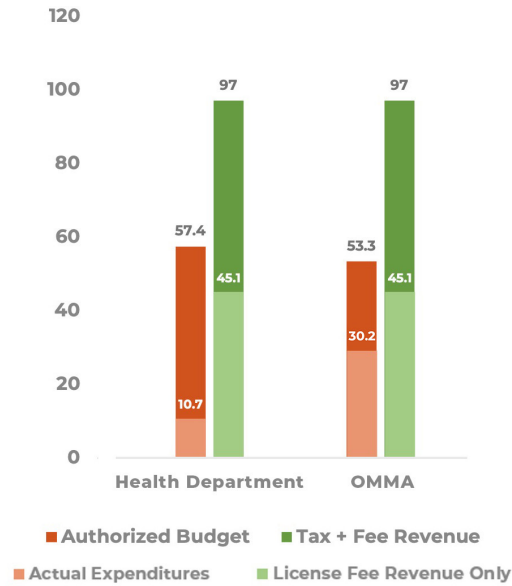
• A new state law — Senate Bill 18X (2023) — created two new funds under the Legislature's control. The Medical Marijuana Tax Fund receives medical marijuana excise tax revenue, which funds substance abuse programs and common education administered by other state agencies. The Oklahoma Medical Marijuana Authority Fund receives OMMA's fee and fine revenue, which funds OMMA's budget.

• As part of House Bill 1004X (2023), the Legislature set OMMA's fiscal year 2024 budget at \$37 million. Any excess money in the Oklahoma Medical Marijuana Authority Fund is appropriated at the Legislature's discretion.

## OMMA Finances

OMMA's total revenue includes licensing fees and OMMA's authorized share of the State Question 788 excise tax.

**Budget and Revenue (in Millions of Dollars)**

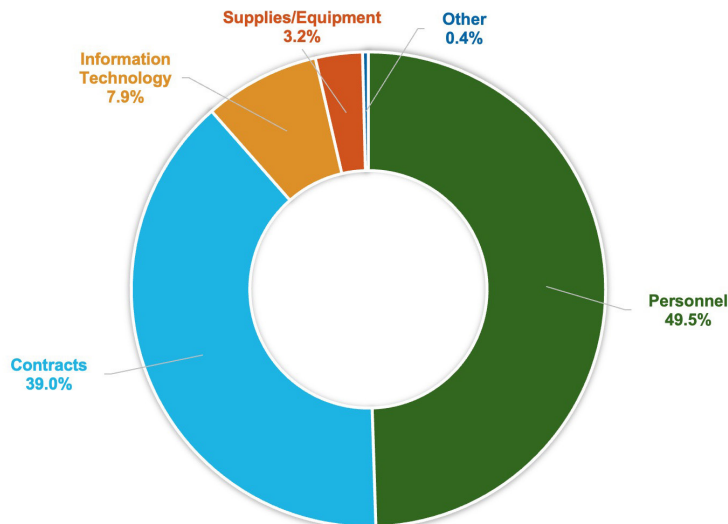


## OMMA Expenses

The "Contracts" category includes contracts for a quality assurance laboratory, the seed-to-sale tracking system, data analytics, our licensing portal, license card printing, mail services, office space leases and vehicle leases.

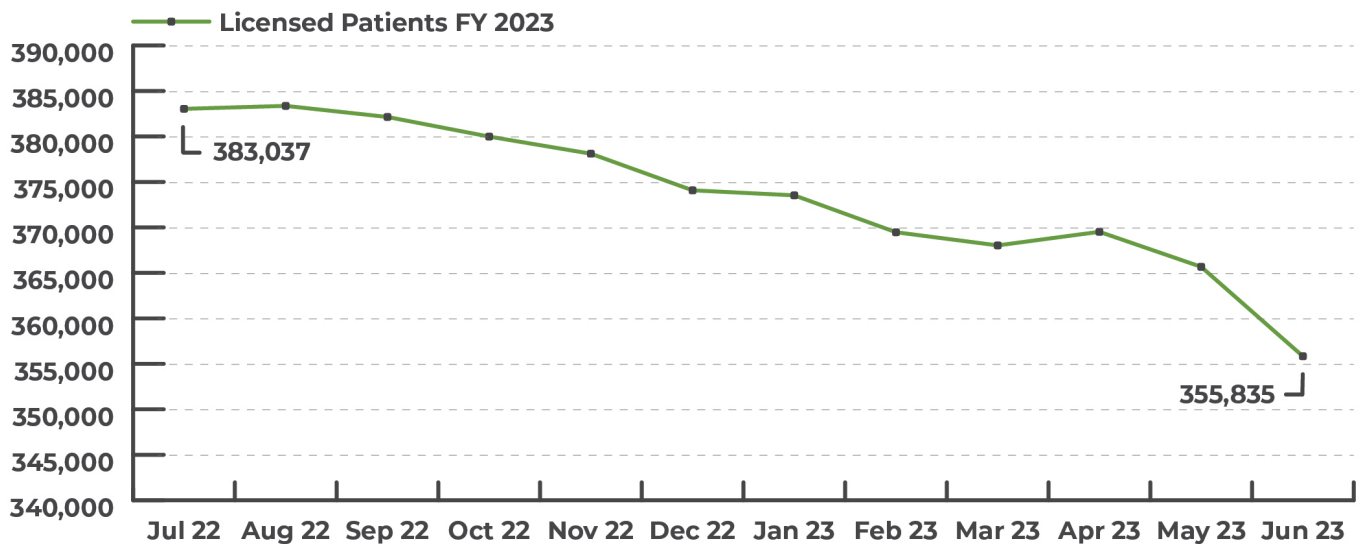
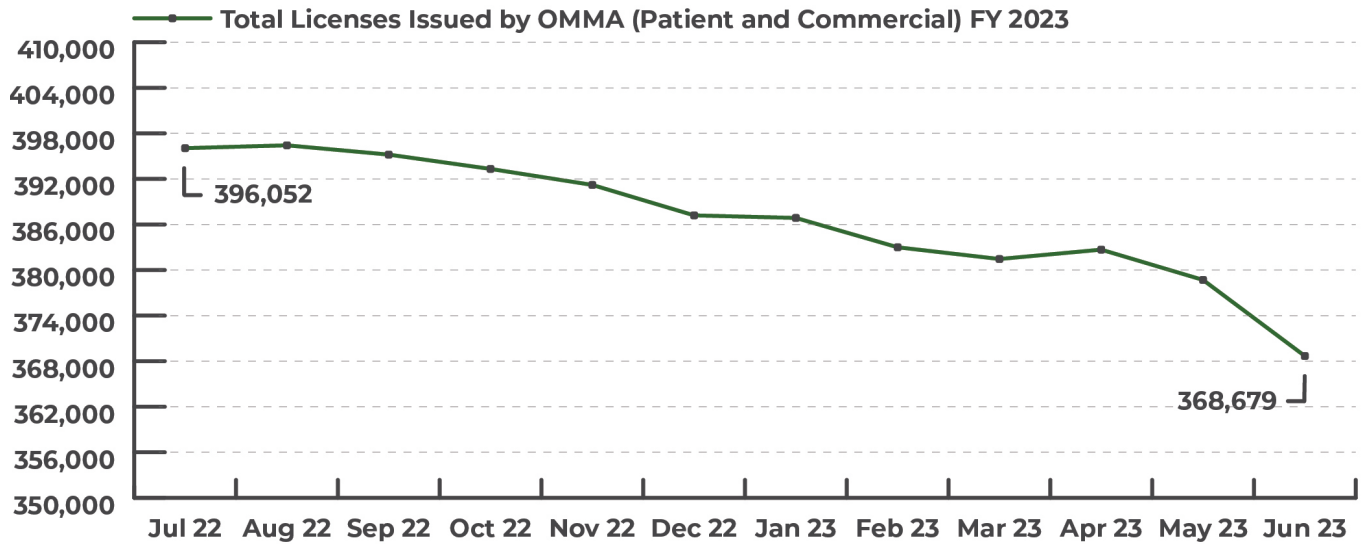
The "Information Technology" category includes IT equipment rental, computers, phones, telecommunications equipment rental, data processing software and IT equipment maintenance.

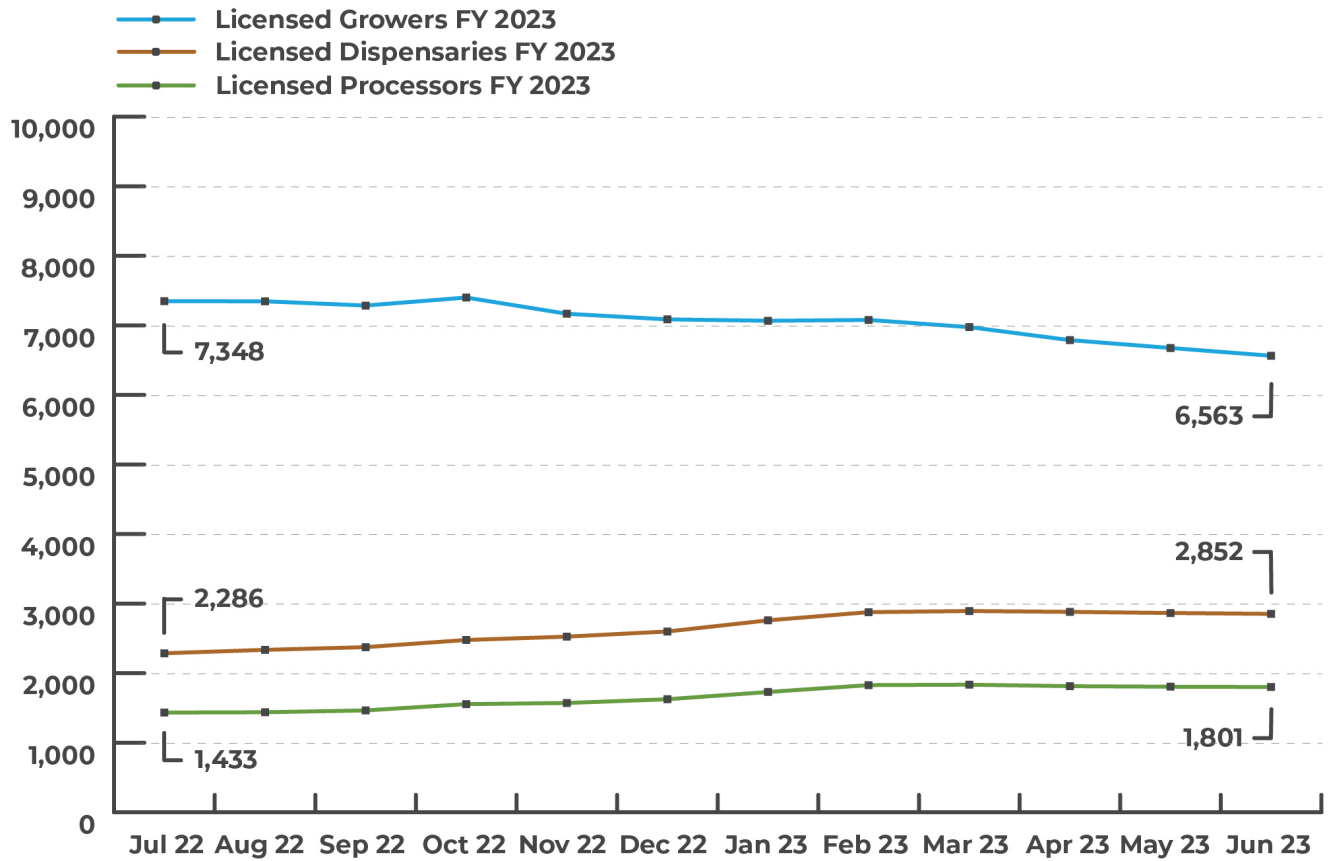
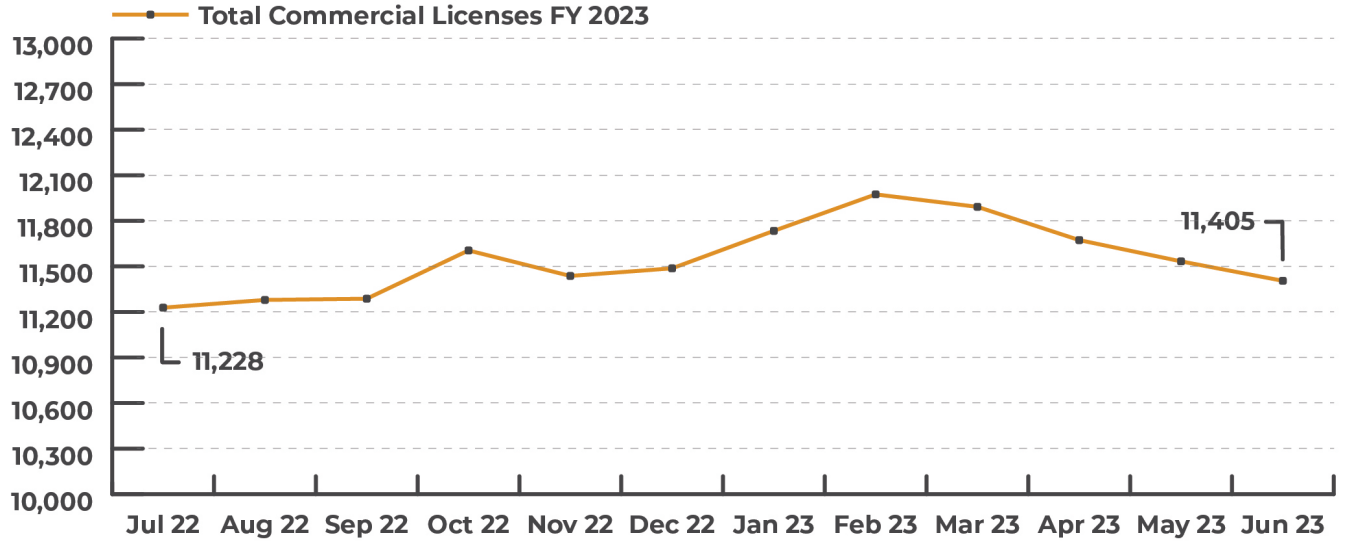
The "Other" category includes travel and other minor expenses.



# Industry Snapshot

## Licensing Data





Licensing reports and archived data available at [omma.ok.gov/data](http://omma.ok.gov/data)

# Legislation and Policy

With the support and backing of the Legislature and Gov. Kevin Stitt, many laws were passed and signed into law during fiscal year 2023, empowering OMMA to regulate the medical marijuana industry. The following medical marijuana-related bills became new state laws as part of the Legislature's 2023 regular and special sessions. Special session bill numbers include an X. Visit [omma.ok.gov/legislation](https://omma.ok.gov/legislation) for more information.

## New State Laws (2023)

- Senate Bill 18X: Creates the Medical Marijuana Tax Fund to receive all monies from sales tax proceeds collected on medical marijuana and the Oklahoma Medical Marijuana Authority Fund to receive all monies from fines and fees; to be used at the discretion of the Legislature. Authored by Sen. Roger Thompson.
- House Bill 1004X: The Legislature set OMMA's fiscal year 2024 budget at \$37 million. Authored by Rep. Kevin Wallace.
- Senate Bill 15X: Increases the registration fee for manufacturers of certain controlled dangerous substances. Authored by Sen. Roger Thompson.
- House Bill 2095: Extends the moratorium on processing and issuing new medical marijuana business licenses. Authored by Rep. Jon Echols.
- Senate Bill 813: Authorizes OMMA to operate a quality assurance lab, streamlines implementation of House Bill 2179 (2022) and House Bill 3971 (2022), and adjusts other operational powers of OMMA. Authored by Sen. Jessica Garvin.
- Senate Bill 913: Requires applicants for a commercial grower license to file a bond with their application and deems it unlawful to operate without acquiring a bond. Authored by Sen. Darcy Jech.



OMMA Executive Director Adria Berry speaks to the Oklahoma House Rural Caucus. *Photo credit: OMMA*

## Administrative Rulemaking

When lawmakers create new state laws regarding medical marijuana, OMMA enters the rulemaking process to incorporate the new state laws into OMMA's permanent rules.

Permanent rulemaking involves an extensive public comment period. As part of the permanent rulemaking process in fiscal year 2023, OMMA held a public hearing for comments on proposed rules: In all, OMMA received and reviewed 108 written and 21 oral comments from industry leaders, patients and the general public. OMMA considered the comments received, clarified rules and published a rule report. In May through Senate Joint Resolution 22, the Legislature approved and Gov. Stitt signed OMMA's permanent rules that took effect in the fall.

Visit [omma.ok.gov/rules](https://omma.ok.gov/rules) for a copy of OMMA's rules and to learn more about the rulemaking process.

## Constituent Services

In fiscal year 2023, OMMA's Policy Department answered more than 180 constituent requests sent by lawmakers.



OMMA Executive Director Adria Berry meets with Sen. Bill Coleman, Chair of the Senate Business and Commerce Committee, ahead of her Senate confirmation. *Photo credit: Legislative Service Bureau*

# Accomplishments: Regulation and Safety

## Compliance Inspections in FY 2023

OMMA completed 9,566 compliance inspections across all 77 counties in fiscal year 2023.

## Administrative Cases

In fiscal year 2023, OMMA filed over 1,000 administrative cases to bring noncompliant entities back into compliance or remove them from Oklahoma's medical marijuana industry.

## Investigations and Enforcement

OMMA's Office of Investigations and Enforcement conducts investigations and assists other law enforcement agencies. This team has a combined total of 307 years of law enforcement experience, and in fiscal year 2023, they:

- Seized approximately 1,995 pounds of illegal cannabis and 201 plants.
- Embargoed more than 1,667 pounds of illegal cannabis and 10,887 plants.
- Completed 107 requests for assistance from different regulatory agencies and law enforcement partners.

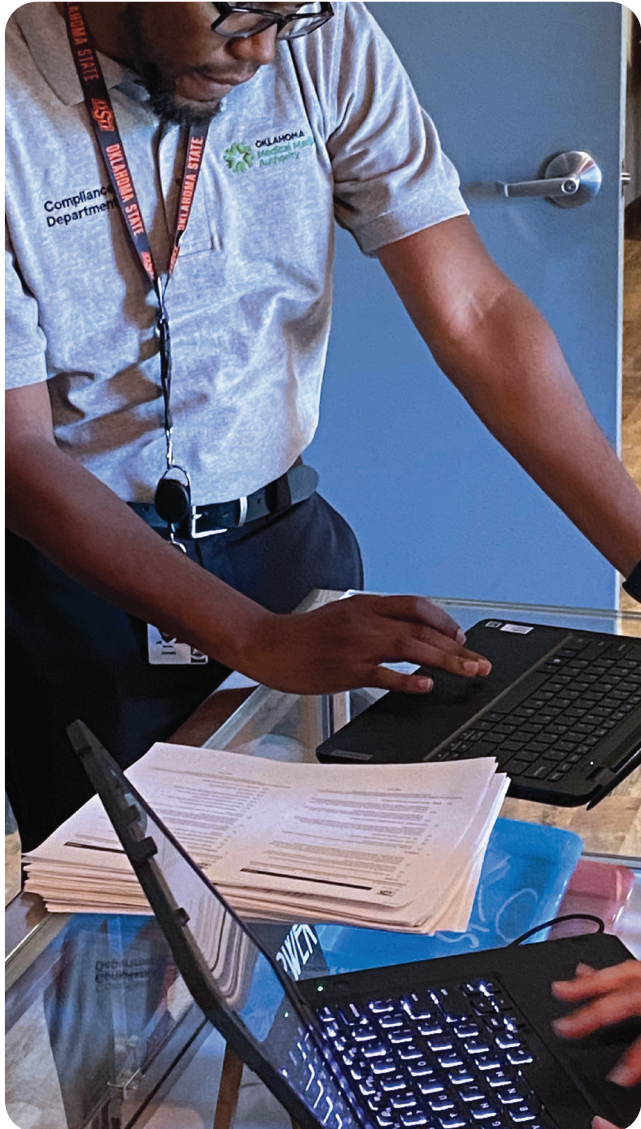
## Recalls

In fiscal year 2023, OMMA issued two recalls in the interest of public health and safety.

For details, visit [omma.ok.gov/recall](https://omma.ok.gov/recall).







# Accomplishments: Innovation and Collaboration

## An Independent OMMA

On May 11, 2022, Gov. Kevin Stitt signed into law Senate Bill 1543, making OMMA a stand-alone agency. The bill, by Senate President Pro Tempore Greg Treat and House Majority Floor Leader Jon Echols, went into effect Nov. 1, 2022 — right in the middle of fiscal year 2023. Before that day, OMMA worked diligently to complete the work required to become a new agency. OMMA:

- Created a transition team and worked with partners at the Office of Management and Enterprise Services (OMES) to help with the transfer of necessary core functions, like information technology.
- Established and fully staffed departments like human resources, finance, learning and development, project management, and operations — just to name a few.
- Developed department manuals and agency policies, and completed statutorily required training on time as a critical step in outlining OMMA's independent path forward.
- Relocated closer to the Oklahoma State Capitol and remodeled the space to suit the agency's needs.

## Data-Driven Regulation

OMMA's approach to regulation is data-driven, leveraging technology to enhance enforcement efforts. By using tools like NCS Analytics and seed-to-sale inventory tracking technology, OMMA allocates compliance resources effectively and focuses enforcement on illicit activities.

OMMA raised the bar in fiscal year 2023 by commissioning and releasing a comprehensive, third-party study of supply-and-demand within Oklahoma's medical cannabis industry. Its data showed Oklahoma has 32 times more regulated medical cannabis than is necessary to meet demand from licensed patients.

After the release of the ground-breaking study, OMMA created a strategic plan to address the oversupply issue. OMMA's strategic response to the oversupplied market employs a multi-pronged approach, including strategic partnerships, rigorous oversight, streamlined compliance monitoring, advancements of smart policies and stakeholder engagement.

Find a link to the study and more information at [omma.ok.gov/data](https://omma.ok.gov/data).

## Collaborate to Regulate

Collaboration is key to ensuring a safe, well-regulated medical marijuana industry. OMMA uses partnerships across the state to help regulate Oklahoma's diverse medical marijuana industry.

OMMA launched two new resource pages designed to enhance collaboration and harmonize the state's regulatory efforts across various state agencies and local/county governments:

- The Law Enforcement Resources page enhances the connection with local/county law enforcement partners by providing a direct line to OMMA's Office of Investigations and Enforcement. Visit [omma.ok.gov/LEO](https://omma.ok.gov/LEO) to view this resource.
- The State and Local Government Resources page creates a one-stop regulatory shop for state, local and county government officials. Visit [omma.ok.gov/gov-resources](https://omma.ok.gov/gov-resources) to see it.

## Innovation Station

OMMA strives to be as innovative and dynamic as the industry it regulates. In fiscal year 2023:

- OMMA created a dedicated Project Management Office to deliver results on complex projects including legislative mandates.
- OMMA's Licensing Department created internal quality assurance processes to reduce errors and improve consistency.
- OMMA's Science Department facilitated recurring meetings to discuss and develop recommendations for lab standardization, testing equipment and standard operating procedures.
- OMMA's Call Center developed an escalation tracking system to monitor progress with issue resolutions and reduce follow-up inquiries from licensees.



Members of OMMA's Science Department tour a facility to vet the space as a possible location for a quality assurance lab. *Photo credit: OMMA*

# Accomplishments: Outreach and Engagement

## Town Halls

OMMA hosted four town halls, giving commercial and patient licensees the opportunity to engage and provide feedback. More than 200 licensees attended these first-ever engagement sessions, which OMMA recorded, posted publicly and sent to lawmakers. The recordings received 8,081 total views across our social media channels and are available on OMMA's YouTube channel at [youtube.com/@ommaok](https://youtube.com/@ommaok).

## Veterans Roundtables

OMMA hosted three educational events for veteran patients, veteran business owners and the public. These roundtables covered topics such as product testing and patient safety.

## Speaking Engagements and Events

OMMA attended nearly 110 speaking engagements and events across the state.

## Website Updates

OMMA's updated website includes new pages and enhances others, improving the ability to engage with licensees and the public. Specifically, OMMA:

- Created a Disaster Resources page to provide commercial licensees with timely information and updates in case of severe weather or natural disasters. Visit [omma.ok.gov/disaster](https://omma.ok.gov/disaster) to view this resource.
- Revamped the Public Comment page to foster engagement. Visit [omma.ok.gov/comment](https://omma.ok.gov/comment) to see it.
- Expanded our Embargoed and Recalled Products page to increase transparency. Visit [omma.ok.gov/recall](https://omma.ok.gov/recall) for the latest.
- Developed unique pages for each commercial license type, tailored to meet their unique requirements. Visit [omma.ok.gov/businesses](https://omma.ok.gov/businesses) to explore them.

## Communication Stats in FY 2023

### **Call Center:**

OMMA's Call Center received 95,740 calls — an average of 1,841 calls per week.

### **Contact Form:**

OMMA teams responded to 59,825 emails and contact form messages — an average of 1,150 per week.

### **Digital Newsletters:**

OMMA published 23 digital newsletters for patient and commercial licensees with an average open rate of 65%, far above the government average of 29%. Visit [omma.ok.gov/news](https://omma.ok.gov/news) to read these publications.

### **Website:**

Total Visits: 1,868,651

Average Time on Site: 3:54

### **Facebook:**

Posts: 97

Total Post Impressions: 411,148

Post Shares: 1,400

Inquiries Answered: 427

Visit [omma.ok.gov/contact](https://omma.ok.gov/contact) to send us an email or contact our Call Center.



OMMA staff and guest host a Veterans Roundtable at the Oklahoma State Capitol. Photo credit: OMMA

# A Look To The Future

In its first full year as a stand-alone state agency, the Oklahoma Medical Marijuana Authority began to unleash its true potential in 2023 as a dynamic and proactive regulator in an emerging industry. Moving forward, Oklahomans can expect even better results when OMMA's quality assurance laboratory comes online, a secret shopper program rolls out and new laboratory standardization rules take effect. Here is a look at some of OMMA's objectives for next year:



## **Consumer Protection**

- Increase efficiency of embargo and recall procedures
- Implement process validation techniques
- Open a quality assurance lab
- Update testing rules for laboratories
- Implement a secret shopper program



## **Integrity**

- Continue third-party research to collect and evaluate data
- Develop broader spectrum of in-house cannabis expertise
- Build on efforts to ensure transparency in communication
- Develop an education campaign for patients and the general public



## **Collaboration**

- Host listening sessions across the state
- Increase engagement with the medical community
- Expand relationships with state and local officials
- Expand joint operations with local law enforcement



## **Innovation**

- Ensure inspectors visit all commercial operations
- Implement inspection software
- Present educational webinars and an educational conference
- Enhance professional development opportunities to ensure the agency can recruit, train and retain high-quality staff



## **Quality Service**

- Develop a chatbot for the website to provide responses 24 hours/day
- Establish satellite offices throughout the state
- Increase accountability from state vendors to ensure exceptional service delivery



