Day" (Edwards-Levy 2012). Additionally, efforts by Colorado lawmakers in May 2013 to repeal Amendment 64 failed; the social support for legalization and its long-term success in Colorado is simply too potent (Chokshi 2013).

Third, a greater acceptance may also have been fueled by a growing number of Americans, especially leading figures in the nation (ie. politicians and celebrities), admitting to having tried the drug. Leading celebrities like talk show hosts Jon Stewart, Stephen Colbert, Bill Maher, David Letterman, Oprah Winfrey, and Rush Limbaugh; singers Jay-Z, Lady Gaga, Madonna, Justin Bieber, and Miley Cyrus; Olympic gold medalist Michael Phelps; entrepreneurs Bill Gates, Ted Turner, and Martha Stewart; comedian Seth MacFarlane; and Hollywood actors Brad Pitt, Angelina Jolie, Morgan Freeman, Jennifer Aniston, Susan Sarandon, and Johnny Depp have all either come out in support of legalization or have admitted to trying—or still actively using—marijuana (Reilly and Wilkey 2013). Even politicians, both current and past, have admitted to using marijuana, including former Presidents Bill Clinton, George W. Bush, and Barack Obama, former New York City Mayor Michael Bloomberg, Secretary of State John Kerry, former Alaska governor Sarah Palin, associate Supreme Court justice Clarence Thomas, and even Governor Hickenlooper himself. While not everyone agrees on whether marijuana should be legalized, it is clear that politicians and celebrities alike have used it; that alone has the ability to sway several factions of the public. Support for pot's medical use by several celebrities is more than matched by the public; a Gallup poll in 2010 showed that 70 percent of Americans approved the use of medical marijuana ("For First Time"). As is shown, there is a disconnect between what the majority of the public wants and what federal and many state officials have enforced; part of this disconnect deals with the lack of efficiency in enforcing said laws, which also occurred with alcohol prohibition (Okrent 135).

After evaluating the efficiency of Colorado's marijuana policy in comparison with current federal policy, it is evident that the costs of marijuana prohibition far outweigh the benefits;

however, there are still significant issues with Colorado's policy. First, federal prohibition has lost its "luster" in terms of benefits from the heyday of the "War on Drugs." Second, Colorado's policy takes an admirable approach to combating the detriments of prohibition, but more aspects of its policy still need to be addressed.

Looking first toward federal prohibition policy, it is apparent that this has largely failed. A June 2005 report by Dr. Jeffrey Miron, economics professor at Harvard University, which was endorsed by over 500 of the nation's distinguished economists, argues that a federal system of taxation and regulation could bring between $10 and $14 billion per year in revenues. In addition, it would save the federal government $7.7 billion in expenditures on prohibition enforcement; $2.4 billion of that estimate would be at the federal level and $5.3 billion at the state and local levels. To put that into perspective: the money saved would cover the full cost of anti-terrorism port security measures created by the Maritime Transportation Security Act of 2002 ("Milton Freidman"). Furthermore, the majority of drug arrests (52%) in the U.S. are for marijuana possession; this is a 193% increase from marijuana arrests in 1990 (Edwards et al. 14). This is in stark contrast to other more lethal drugs such as cocaine or heroin. Moreover, it is costing the federal government about $20 billion per year to keep marijuana illegal; in comparison, NASA's budget is $16.6 billion (Sankin 2013). With the legal marijuana industry already earning about $1.4 billion (Sankin 2013), federal marijuana prohibition has been about as successful as the prohibition of alcohol in terms of costs (Okrent 276).

Focusing on Colorado's policy, it is clear that its legalization measure is making efforts to correct the failing federal one. In enforcing prohibition, Colorado spent nearly $31 million in 2010 with 60.7% of its own drug arrests being for marijuana possession (Edwards et al. 140). To correct this, a policy similar to its regulation of alcohol is being implemented. However, instituting a system of "well-regulated" cultivation and retail use of marijuana coupled with "strict" licensing is not enough to