

**Second Regular Session  
Seventy-second General Assembly  
STATE OF COLORADO**

**REENGROSSED**

*This Version Includes All Amendments  
Adopted in the House of Introduction*

LLS NO. 20-0848.01 Esther van Mourik x4215

**HOUSE BILL 20-1191**

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**A BILL FOR AN ACT**

101 **CONCERNING THE CREATION OF THE OUTDOOR RECREATION INDUSTRY**  
102 **OFFICE IN THE OFFICE OF ECONOMIC DEVELOPMENT.**

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**Bill Summary**

*(Note: This summary applies to this bill as introduced and does not reflect any amendments that may be subsequently adopted. If this bill passes third reading in the house of introduction, a bill summary that applies to the reengrossed version of this bill will be available at <http://leg.colorado.gov>.)*

The bill creates the outdoor recreation industry office in the office of economic development. The director of the outdoor recreation industry office is designated by and reports to the director of the office of economic development.

The outdoor recreation industry office serves as a central coordinator of outdoor recreation industry matters.

Shading denotes HOUSE amendment. Double underlining denotes SENATE amendment.  
Capital letters or bold & italic numbers indicate new material to be added to existing statute.  
Dashes through the words indicate deletions from existing statute.

HOUSE  
3rd Reading Unamended  
March 9, 2020

HOUSE  
Amended 2nd Reading  
March 6, 2020

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1 *Be it enacted by the General Assembly of the State of Colorado:*

2           **SECTION 1.** In Colorado Revised Statutes, **add** 24-48.5-126 as  
3 follows:

4           **24-48.5-126. Outdoor recreation industry office - creation -**  
5 **duties - legislative declaration.** (1) THE GENERAL ASSEMBLY HEREBY  
6 FINDS AND DECLARES THAT:

7           (a) COLORADO'S OUTDOOR RECREATION INDUSTRY IS VITAL TO  
8 COLORADO'S DIVERSE ECONOMY AND THE GENERAL WELFARE OF  
9 COLORADANS;

10           (b) THE CONTINUED GROWTH AND HEALTH OF THE OUTDOOR  
11 RECREATION ECONOMY REQUIRES THE STATE'S COORDINATION,  
12 PROMOTION, AND SUPPORT;

13           (c) COLORADO'S NATURAL BEAUTY, INCLUDING TWENTY-TWO  
14 MILLION ACRES OF PUBLIC LAND, ONE HUNDRED FIVE THOUSAND THREE  
15 HUNDRED FORTY-FOUR MILES OF RIVERS, SIX HUNDRED NINETY PEAKS  
16 OVER THIRTEEN THOUSAND FEET HIGH, AS WELL AS PRAIRIES, MOUNTAIN  
17 VALLEYS, AND DESERT CANYONS, FORM THE BACKBONE OF THE OUTDOOR  
18 RECREATION INDUSTRY AND PROVIDE DIVERSE RECREATION  
19 OPPORTUNITIES THAT IMPROVE COLORADANS' HEALTH, ENHANCE  
20 COLORADANS' QUALITY OF LIFE, AND STRENGTHEN COLORADO'S  
21 ECONOMY;

22           (d) SINCE THE GOVERNOR FORMED THE OUTDOOR RECREATION  
23 INDUSTRY OFFICE IN THE OFFICE OF ECONOMIC DEVELOPMENT IN 2015, THE  
24 OUTDOOR RECREATION INDUSTRY OFFICE HAS:

25           (I) COORDINATED RESOURCES AND INDUSTRY PROMOTION AND  
26 INFORMED POLICY;

1           (II)    ENGAGED FEDERAL, TRIBAL, STATE, AND LOCAL  
2 GOVERNMENTS AND ECONOMIC DEVELOPMENT ORGANIZATIONS TO  
3 ATTRACT, RETAIN, AND EXPAND BUSINESSES AND MARKET THE OUTDOOR  
4 RECREATION ECONOMY;

5           (III) PROMOTED WORKFORCE TRAINING PROGRAMS, SKILL  
6 MASTERY, AND LEARNING OPPORTUNITIES; AND

7           (IV) FACILITATED PUBLIC-PRIVATE PARTNERSHIPS TO ENHANCE  
8 PUBLIC OUTDOOR RECREATIONAL ACCESS, INFRASTRUCTURE  
9 IMPROVEMENTS, AND CONSERVATION EFFORTS;

10          (e) COLORADO'S OUTDOOR RECREATION INDUSTRY OFFICE  
11 SUPPORTS AND GROWS THE ECONOMIC VALUE OF COLORADO'S NATURAL  
12 ASSETS, WHICH DRAW MILLIONS OF VISITORS EACH YEAR, GENERATE  
13 BILLIONS OF DOLLARS IN TAX REVENUE, AND EMPLOY OVER HALF A  
14 MILLION COLORADANS; AND

15          (f) COLORADO'S OUTDOOR RECREATION INDUSTRY BUILDS THE  
16 ECONOMY IN LESSER-KNOWN WAYS, SUCH AS AIDING EMPLOYEE  
17 RECRUITMENT AND RETENTION, DRIVING DEVELOPMENT NEAR  
18 RECREATION OPPORTUNITIES, FOSTERING PRODUCT MANUFACTURING AND  
19 ENTREPRENEURIALISM, ATTRACTING TELECOMMUTERS AND RETIREES, AND  
20 BRINGING HIGH-TECH AND ADVANCED INDUSTRIES TO COLORADO.

21          (2) THE GENERAL ASSEMBLY, THEREFORE, DECLARES IT TO BE THE  
22 POLICY OF COLORADO TO CONTINUE TO:

23          (a) CULTIVATE AND PROMOTE THE STATE'S COORDINATED  
24 DEVELOPMENT OF THE OUTDOOR RECREATION INDUSTRY IN COLORADO;

25          (b) PROTECT AND CONSERVE OUR PUBLIC LANDS, WATERS, AIR,  
26 AND CLIMATE; AND

27          (c) PARTNER WITH THE OUTDOOR RECREATION INDUSTRY TO

1 ENSURE THAT THE INDUSTRY SERVES AS A GOOD STEWARD OF COLORADO'S  
2 UNIQUE NATURAL BEAUTY AND ASSETS.

3 (3) THE GENERAL ASSEMBLY FURTHER FINDS AND DECLARES THAT  
4 THE STATE MUST PARTNER WITH THE OUTDOOR INDUSTRY TO PROMOTE  
5 EFFORTS THAT INCREASE DIVERSITY, EQUITY, AND INCLUSION IN THE  
6 OUTDOORS AND MUST ENSURE ALL COLORADANS CAN PARTAKE IN AND  
7 BENEFIT FROM COLORADO'S MANY OUTDOOR RECREATION OPPORTUNITIES.

8 (4) THE GENERAL ASSEMBLY FURTHER FINDS AND DECLARES THAT  
9 CULTIVATION AND DEVELOPMENT OF THE OUTDOOR RECREATION  
10 INDUSTRY REQUIRES A UNIFIED AND COLLABORATIVE STATEWIDE EFFORT,  
11 AND THE OUTDOOR RECREATION INDUSTRY OFFICE, AS CODIFIED BY THIS  
12 SECTION SHALL, TO THE EXTENT POSSIBLE, SERVE AS THE STATE'S PRIMARY  
13 COORDINATING BODY TO WORK WITH RELEVANT FEDERAL, STATE, AND  
14 LOCAL GOVERNMENTS AND NONGOVERNMENTAL ORGANIZATIONS TO  
15 PROMOTE AND SUPPORT THE OUTDOOR RECREATION INDUSTRY.

16 (5) THE OUTDOOR RECREATION INDUSTRY OFFICE IS HEREBY  
17 CREATED WITHIN THE OFFICE OF ECONOMIC DEVELOPMENT. THE DIRECTOR  
18 OF THE OUTDOOR RECREATION INDUSTRY OFFICE IS DESIGNATED BY AND  
19 SHALL REPORT TO THE DIRECTOR OF THE OFFICE OF ECONOMIC  
20 DEVELOPMENT.

21 (6) THE OUTDOOR RECREATION INDUSTRY OFFICE SHALL:

22 (a) SERVE AS COLORADO'S CENTRAL COORDINATOR OF OUTDOOR  
23 RECREATION INDUSTRY MATTERS, WHICH INCLUDES RESOURCE  
24 DEVELOPMENT, INDUSTRY PROMOTION, AND CONNECTION WITH THE  
25 CONSTITUENTS, BUSINESSES, AND COMMUNITIES THAT RELY ON THE  
26 HEALTH OF COLORADO'S OUTDOOR RECREATION ECONOMY;

27 (b) MAKE RECOMMENDATIONS THAT INFORM THE GOVERNOR'S

1 POLICY ON OUTDOOR RECREATION INDUSTRY MATTERS, INCLUDING POLICY  
2 ON BUSINESS ISSUES UNIQUE TO THE OUTDOOR RECREATION INDUSTRY;  
3 AND

4 (c) COORDINATE AND SUPPORT THE OUTDOOR RECREATION  
5 INDUSTRY IN COLORADO BY PROMOTING ECONOMIC DEVELOPMENT,  
6 CONSERVATION, STEWARDSHIP, EDUCATION, WORKFORCE TRAINING, AND  
7 PUBLIC HEALTH AND WELLNESS.

8 **SECTION 2. Act subject to petition - effective date.** This act  
9 takes effect at 12:01 a.m. on the day following the expiration of the  
10 ninety-day period after final adjournment of the general assembly (August  
11 5, 2020, if adjournment sine die is on May 6, 2020); except that, if a  
12 referendum petition is filed pursuant to section 1 (3) of article V of the  
13 state constitution against this act or an item, section, or part of this act  
14 within such period, then the act, item, section, or part will not take effect  
15 unless approved by the people at the general election to be held in  
16 November 2020 and, in such case, will take effect on the date of the  
17 official declaration of the vote thereon by the governor.