



April 6, 2026

Representative Steven Woodrow, Chair  
House Finance Committee  
Colorado State Capitol  
200 E Colfax Ave  
Denver, CO 80203

RE: Support SB26-128

Dear Chair Woodrow, Vice Chair Titone, and Members of the Committee,

I am writing on behalf of Visit Denver, Denver's convention and visitors bureau, to express our strong support for Senate Bill 26-128.

Tourism is a major economic driver in Colorado. Statewide, our industry generates nearly \$1.8 billion in state and local tax revenue annually and supports more than 187,000 jobs. That visitor spending helps offset the tax burden on Colorado residents and supports communities across our state.

Visit Denver operates in a national marketplace, competing every day for conventions, meetings, and major events. In that environment, cost competitiveness and pricing clarity are critical to winning business.

Destination Management Companies are essential partners in that effort. They provide specialized local expertise and coordinate the services that make large-scale events possible. However, under current law, DMCs may face sales and use tax on both the goods and services they procure and the management fees they charge, creating the potential for tax layering.

SB26-128 addresses this issue and helps ensure Colorado remains competitive with other destinations when responding to national RFPs. For a destination like Denver, that competitiveness has real consequences. It directly impacts our ability to secure events that drive hotel room nights, restaurant spending, transportation usage, and retail activity across the state.

Importantly, the bill includes a defined sunset and performance review requirement, ensuring accountability and allowing the state to evaluate its effectiveness in generating economic activity.

For these reasons, Visit Denver respectfully urges a yes vote on Senate Bill 26-128. Thank you for your consideration.

Sincerely,

Richard Scharf  
President & CEO  
Visit Denver