

HOUSE COMMITTEE OF REFERENCE AMENDMENT
Committee on Finance.

HB22-1117 be amended as follows:

1 Amend printed bill, page 2, after line 1 insert:

2 **"SECTION 1. Legislative declaration.** (1) The general assembly
3 hereby finds and declares that:

4 (a) In recent years, the role of destination marketing and
5 management organizations in Colorado has evolved to not only support
6 economic growth through tourism, but also to address the social, cultural,
7 and environmental issues related to tourism. In addition to inspiring travel
8 to and within a destination and enhancing a visitor's experience,
9 destination marketing and management organizations now use their
10 expertise to protect our destinations' cultural and natural assets and
11 improve our residents' quality of life. For example, the Colorado tourism
12 office has embedded destination stewardship and sustainable travel
13 principles into its strategic plans, annual campaigns, and key
14 programming.

15 (b) Destination marketing and management organizations across
16 the state are increasingly using their marketing budgets and robust
17 communication channels to disperse travelers and educate visitors on how
18 to travel responsibly and lessen their impact. With values-based
19 marketing campaigns and educational programs like the Colorado tourism
20 office's "Care for Colorado" and "Do Colorado Right", these
21 organizations are well-positioned to deliver messages that encourage the
22 positive change our communities ask all visitors--local, domestic, and
23 international--to adopt while in Colorado.

24 (c) The strides and responsive nature of this marketing approach
25 play a key role in ensuring that visitors responsibly enjoy their stays in the
26 state. A visitor's experience is also heavily influenced by the host
27 community's ability to support their residents and local workforce with
28 housing and other essential services, as well as a strong quality of life that
29 comes with our amazing natural and cultural assets. A thriving
30 community ensures more positive visitor interactions and experiences in
31 our restaurants, on our trails, and throughout our main streets. This, in
32 turn, increases the likelihood that a visitor will return and continue to
33 support our local businesses. Robust support for our residents' needs is
34 essential to the long-term health of both our communities and our
35 economy.".

36 Renumber succeeding sections accordingly.

37 Page 8, line 2, strike "3" and substitute "4".

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