## HOUSE COMMITTEE OF REFERENCE REPORT

		February 10, 2022
Chair of Committee	Date	•

Committee on Finance.

After consideration on the merits, the Committee recommends the following:

HB22-1117 be amended as follows, and as so amended, be referred to the Committee of the Whole with favorable recommendation:

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

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

- (a) In recent years, the role of destination marketing and management organizations in Colorado has evolved to not only support economic growth through tourism, but also to address the social, cultural, and environmental issues related to tourism. In addition to inspiring travel to and within a destination and enhancing a visitor's experience, destination marketing and management organizations now use their expertise to protect our destinations' cultural and natural assets and improve our residents' quality of life. For example, the Colorado tourism office has embedded destination stewardship and sustainable travel principles into its strategic plans, annual campaigns, and key programming.
- (b) Destination marketing and management organizations across the state are increasingly using their marketing budgets and robust communication channels to disperse travelers and educate visitors on how to travel responsibly and lessen their impact. With values-based marketing campaigns and educational programs like the Colorado tourism office's "Care for Colorado" and "Do Colorado Right", these organizations are well-positioned to deliver messages that encourage the positive change our communities ask all visitors--local, domestic, and international--to adopt while in Colorado.
- (c) The strides and responsive nature of this marketing approach play a key role in ensuring that visitors responsibly enjoy their stays in the state. A visitor's experience is also heavily influenced by the host community's ability to support their residents and local workforce with

- housing and other essential services, as well as a strong quality of life that
- 2 comes with our amazing natural and cultural assets. A thriving
- 3 community ensures more positive visitor interactions and experiences in
- 4 our restaurants, on our trails, and throughout our main streets. This, in
- 5 turn, increases the likelihood that a visitor will return and continue to
- 6 support our local businesses. Robust support for our residents' needs is
- 7 essential to the long-term health of both our communities and our
- 8 economy.".
- 9 Renumber succeeding sections accordingly.
- 10 Page 2, line 9, strike "WORKFORCE OR".
- 11 Page 2, line 11, strike "OR".
- 12 Page 2, after line 11 insert:
- 13 "(D) HOUSING AND CHILDCARE FOR THE TOURISM-RELATED
- 14 WORKFORCE, INCLUDING SEASONAL WORKERS, AND FOR OTHER WORKERS
- 15 IN THE COMMUNITY; OR".
- 16 Reletter succeeding sub-subparagraph accordingly.
- 17 Page 3, strike lines 2 and 3 and substitute:
- 18 "(A) CAPITAL EXPENDITURES FOR HOUSING AND CHILDCARE FOR
- 19 THE TOURISM-RELATED WORKFORCE, INCLUDING SEASONAL WORKERS,
- 20 AND FOR OTHER WORKERS IN THE COMMUNITY;".
- Page 3, line 17, after "purpose." insert "IF A DISTRICT SEEKS TO USE THE
- 22 TAX REVENUE FOR A PURPOSE SPECIFIED IN SUBSECTION (1)(e)(I)(D) OR
- 23 (1)(e)(I)(E) OF THIS SECTION, THEN THE BALLOT ISSUE AUTHORIZING THE
- 24 USE MUST SPECIFY HOW THE DISTRICT WILL SPEND THE TAX REVENUE
- 25 UNDER EITHER SUBSECTION.".
- 26 Page 3, line 22, after "ELECTION." insert "IF, AFTER JANUARY 1, 2022,
- THERE IS A NEW TAX CREATED OR THE ALLOWABLE USES OF AN EXISTING
- 28 TAX ARE EXPANDED, AT LEAST TEN PERCENT OF THE TAX REVENUE MUST
- 29 BE USED FOR PURPOSES THAT WERE AUTHORIZED UNDER SECTION
- 30 29-25-111 (1)(e) PRIOR TO JANUARY 1, 2022.".
- 31 Page 4, line 6, strike "(2)(c),".
- 32 Page 4, lines 6 and 7, strike "(1.5) and (3)(a.5)" and substitute "(1.5),
- 33 (3)(a.5), and (3)(g)".

- Page 4, line 17, strike "(1.5) A" and substitute "(1.5) (a) SUBJECT TO THE
- 2 LIMITATION SET FORTH IN SUBSECTION (1.5)(b) OF THIS SECTION, A".
- 3 Page 4, line 19, strike "(a)" and substitute "(I)".
- 4 Page 4, strike lines 20 through 22 and substitute:
- 5 "(II) HOUSING AND CHILDCARE FOR THE TOURISM-RELATED
- 6 WORKFORCE, INCLUDING SEASONAL WORKERS, AND FOR OTHER WORKERS
- 7 IN THE COMMUNITY; OR".
- 8 Page 4, line 23, strike "(d)" and substitute "(III)".
- 9 Page 4, after line 23 insert:
- 10 "(b) If, After January 1, 2022, there is a new lodging tax
- 11 CREATED OR THE ALLOWABLE USES OF AN EXISTING LODGING TAX ARE
- 12 EXPANDED IN ACCORDANCE WITH SUBSECTION (3)(a.5) OF THIS SECTION,
- 13 AT LEAST TEN PERCENT OF THE LODGING TAX REVENUE MUST BE USED FOR
- 14 THE PURPOSE OF ADVERTISING AND MARKETING LOCAL TOURISM.".
- 15 Page 4, strike lines 24 through 27.
- 16 Page 5, strike lines 1 through 6.
- 17 Page 6, after line 18 insert:
- 18 "(g) If a county seeks to use lodging tax revenue for a
- 19 PURPOSE SPECIFIED IN SUBSECTION (1.5)(a)(II) OR (1.5)(a)(III) OF THIS
- 20 SECTION, THEN THE BALLOT ISSUE AUTHORIZING THE USE MUST SPECIFY
- HOW THE COUNTY WILL SPEND THE LODGING TAX REVENUE UNDER EITHER
- 22 SUBSECTION.".
- 23 Page 7, line17, strike "(1)".
- 24 Page 7, line 19, strike "assembly or on".
- 25 Page 7, line 20, strike "January 1, 2023, as specified in subsection (2) of
- this section;" and substitute "assembly;".
- 27 Page 8, strike lines 1 and 2.

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