

**First Regular Session  
Seventy-third General Assembly  
STATE OF COLORADO**

**INTRODUCED**

LLS NO. 21-0916.01 Megan Waples x4348

**HOUSE BILL 21-1263**

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**HOUSE SPONSORSHIP**

**Roberts and Soper, Rich**

**SENATE SPONSORSHIP**

**Rodriguez and Hisey,**

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**House Committees**  
Business Affairs & Labor

**Senate Committees**

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**A BILL FOR AN ACT**

101      **CONCERNING THE CREATION OF THE COLORADO MEETING AND EVENTS**  
102              **INCENTIVE PROGRAM, AND, IN CONNECTION THEREWITH,**  
103              **MAKING AN APPROPRIATION.**

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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 Colorado meeting and events incentive program (program) in the Colorado tourism office (office) to provide rebates and direct support to eligible events and eligible personal events in Colorado to assist in the state's recovery from the COVID-19 pandemic.

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.

An eligible personal event means a wedding, family reunion, or other personal event that:

- Takes place in Colorado between July 1, 2021, and December 31, 2021;
- Generates at least 25 paid overnight stays in a motel, hotel, vacation rental, or other lodging establishment;
- Can demonstrate a significant economic benefit for the host community as determined by the office; and
- Meets any additional criteria established by the office.

An eligible event means an event other than an eligible personal event, including a meeting, conference, or festival, that:

- Takes place in Colorado between July 1, 2021, and December 31, 2022;
- Generates at least 25 paid overnight stays in a motel, hotel, vacation rental, or other lodging establishment; and
- Meets any additional criteria established by the office.

The program may offer rebates of up to 10% of the hard costs of an eligible event or eligible personal event. A hard cost means an actual incurred cost associated with hosting the event, as determined by the office in consultation with industry stakeholders. The program may also offer rebates of up to 25% for COVID-19-related costs, which are hard costs that are directly related to complying with public health orders or other mandates issued in response to the COVID-19 pandemic, as determined by the office in consultation with industry stakeholders.

The program may provide direct support to attract eligible events that have the potential to generate significant economic impact and affect multiple counties. The costs of all such direct support cannot exceed 5% of the total appropriation for the program.

The office is required to create guidelines for the program. In doing so, the office must consider mechanisms to:

- Make rebates and direct support available equitably and proportionally across the state;
- Prioritize events with significant economic impacts; and
- Retain existing events with a demonstrated risk of cancellation, delay, or relocation in addition to attracting new events to the state.

The program is repealed, effective July 1, 2024.

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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** 24-49.7-109 as  
3 follows:

4 **24-49.7-109. Colorado meeting and events incentive program**

1     **- creation - policies - report - legislative declaration - definitions -**  
2     **repeal.** (1) THE GENERAL ASSEMBLY HEREBY FINDS AND DECLARES THAT:

3             (a) THE COVID-19 PANDEMIC HAS HAD SEVERE IMPACTS ON  
4     COLORADO RESIDENTS AND BUSINESSES, INCLUDING THOSE IN THE  
5     TOURISM AND TRAVEL INDUSTRIES;

6             (b) THE COVID-19 PANDEMIC AND THE CAPACITY RESTRICTIONS,  
7     SOCIAL DISTANCING, AND OTHER PUBLIC HEALTH MEASURES IMPLEMENTED  
8     TO CONTAIN THE SPREAD OF THE COVID-19 PANDEMIC HAVE LED TO THE  
9     CANCELLATION OR DELAY OF CONVENTIONS, MEETINGS, FESTIVALS, AND  
10    OTHER EVENTS THAT GENERATE BUSINESS AND REVENUE FOR COLORADO  
11    COMMUNITIES;

12            (c) OTHER EVENTS HAVE BEEN REDESIGNED TO ACCOMMODATE  
13    PUBLIC HEALTH MEASURES, WHICH MAY INCREASE COSTS TO ORGANIZERS  
14    AND PARTICIPATING BUSINESSES AND INDIVIDUALS;

15            (d) THE CANCELLATIONS, DELAYS, AND ADDITIONAL COSTS HAVE  
16    FURTHERED THE ECONOMIC HARM OF THE COVID-19 PANDEMIC TO  
17    COLORADO COMMUNITIES, BUSINESSES, AND RESIDENTS ACROSS THE  
18    STATE BY ELIMINATING OR REDUCING A VALUABLE STREAM OF BUSINESS  
19    EARNINGS AND TAX REVENUES;

20            (e) CREATING INCENTIVES TO BRING MEETINGS AND EVENTS BACK  
21    TO COLORADO AND ENSURE THAT PLANNED EVENTS ARE NOT CANCELLED  
22    OR DELAYED WILL HELP PROVIDE NEEDED GROWTH AND RECOVERY TO THE  
23    TOURISM AND TRAVEL INDUSTRIES, WHICH PLAY AN ESSENTIAL ROLE IN  
24    THE STATE'S ECONOMY;

25            (f) ESTABLISHING A MEETING AND EVENTS INCENTIVE PROGRAM  
26    WILL ENCOURAGE MEETINGS AND EVENTS PLANNERS TO BOOK EVENTS IN  
27    COLORADO, BOLSTER THE TOURISM AND TRAVEL ECONOMY WITH

1 PREDICTABLE AND SIGNIFICANT REVENUES FROM EVENTS, AND BUILD  
2 COLORADO'S MARKET SHARE FOR MEETINGS AND EVENTS-BASED TOURISM;

3 (g) CREATING A MEETING AND EVENTS INCENTIVE PROGRAM  
4 PROVIDES AN IMPORTANT MECHANISM TO ENSURE THE STATE'S ECONOMIC  
5 RECOVERY FROM THE DEVASTATING IMPACTS OF THE COVID-19  
6 PANDEMIC;

7 (h) THE STATE MONEY CONTRIBUTED TO A MEETING AND EVENTS  
8 INCENTIVE PROGRAM THEREFORE SERVES AN IMPORTANT AND DISCRETE  
9 PUBLIC PURPOSE IN SECURING THE STATE'S ECONOMIC AND OVERALL  
10 RECOVERY FROM THE CRISIS CAUSED BY THE COVID-19 PANDEMIC; AND

11 (i) SUPPORTING THE STATE'S RECOVERY FROM THE CRISIS CAUSED  
12 BY THE COVID-19 PANDEMIC IS THE PRIMARY PURPOSE OF THE MEETING  
13 AND EVENTS INCENTIVE PROGRAM AND OUTWEIGHS ANY BENEFIT TO  
14 PRIVATE INDIVIDUALS OR ENTITIES.

15 (2) AS USED IN THIS SECTION, UNLESS THE CONTEXT OTHERWISE  
16 REQUIRES:

17 (a) "COVID-19-RELATED COSTS" MEANS HARD COSTS THAT ARE  
18 DIRECTLY RELATED TO COMPLYING WITH PUBLIC HEALTH ORDERS OR  
19 OTHER MANDATES ISSUED BY A COMPETENT GOVERNMENT AUTHORITY IN  
20 RESPONSE TO THE COVID-19 PANDEMIC, AS DETERMINED BY THE OFFICE  
21 IN THE GUIDELINES ESTABLISHED PURSUANT TO SUBSECTION (4) OF THIS  
22 SECTION.

23 (b) "ELIGIBLE EVENT" MEANS A MEETING, CONFERENCE, FESTIVAL,  
24 OR OTHER EVENT OTHER THAN AN ELIGIBLE PERSONAL EVENT THAT:

25 (I) TAKES PLACE IN COLORADO BETWEEN JULY 1, 2021, AND  
26 DECEMBER 31, 2022;

27 (II) GENERATES AT LEAST TWENTY-FIVE PAID OVERNIGHT STAYS

1 AT A LODGING ESTABLISHMENT AS DEFINED IN SECTION 6-25-201 (2), OR  
2 A HOTEL, MOTEL, RESORT, VACATION RENTAL, OR OTHER PUBLIC  
3 ESTABLISHMENT AS DEFINED IN SECTION 6-25-101 (3); AND

4 (III) MEETS ANY ADDITIONAL CRITERIA ESTABLISHED BY THE  
5 OFFICE IN THE GUIDELINES ESTABLISHED PURSUANT TO SUBSECTION (4) OF  
6 THIS SECTION.

7 (c) "ELIGIBLE PERSONAL EVENT" MEANS A WEDDING, FAMILY  
8 REUNION, OR OTHER SIMILAR PERSONAL EVENT ORGANIZED BY OR ON  
9 BEHALF OF ONE OR MORE INDIVIDUAL PERSONS OR FAMILIES THAT:

10 (I) TAKES PLACE IN COLORADO BETWEEN JULY 1, 2021, AND  
11 DECEMBER 31, 2021;

12 (II) GENERATES AT LEAST TWENTY-FIVE PAID OVERNIGHT STAYS  
13 AT A LODGING ESTABLISHMENT AS DEFINED IN SECTION 6-25-201 (2), OR  
14 A HOTEL, MOTEL, RESORT, VACATION RENTAL, OR OTHER PUBLIC  
15 ESTABLISHMENT AS DEFINED IN SECTION 6-25-101 (3);

16 (III) CAN DEMONSTRATE A SIGNIFICANT ECONOMIC BENEFIT FOR  
17 A HOST COMMUNITY IN ACCORDANCE WITH GUIDELINES ESTABLISHED BY  
18 THE OFFICE PURSUANT TO SUBSECTION (4) OF THIS SECTION; AND

19 (IV) MEETS ANY ADDITIONAL CRITERIA ESTABLISHED BY THE  
20 OFFICE IN THE GUIDELINES ESTABLISHED PURSUANT TO SUBSECTION (4) OF  
21 THIS SECTION.

22 (d) "FUND" MEANS THE COLORADO MEETING AND EVENTS  
23 INCENTIVE PROGRAM FUND CREATED IN SUBSECTION (5) OF THIS SECTION.

24 (e) "HARD COSTS" MEANS ACTUAL INCURRED COSTS ASSOCIATED  
25 WITH HOSTING AN ELIGIBLE EVENT OR ELIGIBLE PERSONAL EVENT,  
26 INCLUDING COSTS FOR RENTAL SPACE, FOOD, NONALCOHOLIC BEVERAGES,  
27 AUDIO-VISUAL EQUIPMENT AND OTHER TECHNOLOGY, TRANSPORTATION,

1 OR OTHER ACTUAL INCURRED COSTS AS DETERMINED BY THE OFFICE IN THE  
2 GUIDELINES ESTABLISHED PURSUANT TO SUBSECTION (4) OF THIS SECTION.  
3 "HARD COSTS" DOES NOT INCLUDE THE PURCHASE OF ALCOHOL  
4 BEVERAGES AS DEFINED IN SECTION 44-3-103 (2).

5 (f) "PROGRAM" MEANS THE COLORADO MEETING AND EVENTS  
6 INCENTIVE PROGRAM CREATED IN SUBSECTION (3) OF THIS SECTION.

7 (3) (a) THERE IS HEREBY CREATED WITHIN THE OFFICE THE  
8 COLORADO MEETING AND EVENTS INCENTIVE PROGRAM TO PROVIDE  
9 REBATES AND DIRECT SUPPORT TO ELIGIBLE EVENTS AND ELIGIBLE  
10 PERSONAL EVENTS. SUBJECT TO AVAILABLE APPROPRIATIONS, THE OFFICE  
11 SHALL PROVIDE REBATES AND DIRECT SUPPORT AS PROVIDED IN THIS  
12 SECTION AND PURSUANT TO THE GUIDELINES ADOPTED BY THE OFFICE  
13 PURSUANT TO SUBSECTION (4) OF THIS SECTION. THE COSTS OF THE  
14 PROGRAM SHALL BE PAID OUT OF THE FUND.

15 (b) THE PROGRAM MAY PROVIDE:

16 (I) A REBATE OF UP TO TEN PERCENT OF THE HARD COSTS OF AN  
17 ELIGIBLE EVENT OR ELIGIBLE PERSONAL EVENT;

18 (II) A REBATE OF UP TO TWENTY-FIVE PERCENT FOR THE  
19 COVID-19-RELATED COSTS OF AN ELIGIBLE EVENT OR ELIGIBLE PERSONAL  
20 EVENT; AND

21 (III) DIRECT SUPPORT FOR ATTRACTING ELIGIBLE EVENTS THAT  
22 AFFECT MULTIPLE COUNTIES AND HAVE THE POTENTIAL TO GENERATE  
23 SIGNIFICANT ECONOMIC IMPACT; EXCEPT THAT THE TOTAL COSTS OF ALL  
24 SUCH DIRECT SUPPORT MUST NOT EXCEED FIVE PERCENT OF THE TOTAL  
25 APPROPRIATION FOR THE PROGRAM.

26 (4) (a) THE OFFICE SHALL ESTABLISH AND PUBLICIZE GUIDELINES  
27 FOR THE PROGRAM. AT A MINIMUM, THE GUIDELINES MUST ADDRESS:

1 (I) THE PROCESS FOR APPLYING FOR AND RECEIVING A REBATE  
2 UNDER THE PROGRAM;

3 (II) ANY ADDITIONAL ELIGIBILITY CRITERIA FOR ELIGIBLE EVENTS  
4 AND ELIGIBLE PERSONAL EVENTS;

5 (III) THE DOCUMENTATION OR REPORTING REQUIRED FROM  
6 RECIPIENTS UNDER THE PROGRAM;

7 (IV) THE PERCENTAGE REBATE THAT IS AVAILABLE FOR HARD  
8 COSTS AND COVID-19-RELATED COSTS FOR ELIGIBLE EVENTS AND  
9 ELIGIBLE PERSONAL EVENTS; AND

10 (V) THE HARD COSTS AND COVID-19-RELATED COSTS THAT ARE  
11 ELIGIBLE FOR REBATES UNDER THE PROGRAM. THE OFFICE SHALL CONSULT  
12 WITH INDUSTRY STAKEHOLDERS IN DETERMINING WHICH HARD COSTS AND  
13 COVID-19-RELATED COSTS ARE ELIGIBLE FOR REBATES UNDER THE  
14 PROGRAM.

15 (b) IN ESTABLISHING THE GUIDELINES FOR THE PROGRAM, THE  
16 OFFICE SHALL CONSIDER MECHANISMS TO:

17 (I) MAKE REBATES AND DIRECT SUPPORT AVAILABLE EQUITABLY  
18 AND PROPORTIONALLY ACROSS THE STATE;

19 (II) PRIORITIZE EVENTS WITH THE POTENTIAL TO GENERATE LOCAL  
20 BUSINESS EARNINGS AND LOCAL TAX REVENUES;

21 (III) ATTRACT NEW ELIGIBLE EVENTS AND ELIGIBLE PERSONAL  
22 EVENTS TO THE STATE THROUGH THE USE OF REBATES AND DIRECT  
23 SUPPORT; AND

24 (IV) MAKE REBATES AND DIRECT SUPPORT AVAILABLE TO RETAIN  
25 EXISTING ELIGIBLE EVENTS WHERE THERE IS A DEMONSTRATED  
26 LIKELIHOOD OF CANCELLATION, DELAY, OR RELOCATION IN THE ABSENCE  
27 OF SUPPORT AND THE CANCELLATION, DELAY, OR RELOCATION WOULD

1 CREATE SIGNIFICANT HARM FOR LOCAL BUSINESS EARNINGS AND LOCAL  
2 TAX REVENUES.

3 (c) THE OFFICE MAY MODIFY OR AMEND THE GUIDELINES TO  
4 RESPOND TO CHANGES IN THE SEVERITY OF THE COVID-19 PANDEMIC,  
5 MODIFICATIONS TO PUBLIC HEALTH ORDERS AND OTHER RESPONSES TO THE  
6 COVID-19 PANDEMIC, OR CHANGES IN OTHER CIRCUMSTANCES RELATED  
7 TO THE COVID-19 PANDEMIC AND THE RECOVERY FROM THE COVID-19  
8 PANDEMIC.

9 (5) (a) THE COLORADO MEETING AND EVENTS INCENTIVE  
10 PROGRAM FUND IS HEREBY CREATED IN THE STATE TREASURY. THE FUND  
11 CONSISTS OF MONEY TRANSFERRED TO THE FUND IN ACCORDANCE WITH  
12 SUBSECTION (5)(d) OF THIS SECTION AND ANY OTHER MONEY THAT THE  
13 GENERAL ASSEMBLY APPROPRIATES OR TRANSFERS TO THE FUND.

14 (b) THE STATE TREASURER SHALL CREDIT ALL INTEREST AND  
15 INCOME DERIVED FROM THE DEPOSIT AND INVESTMENT OF MONEY IN THE  
16 FUND TO THE FUND.

17 (c) MONEY IN THE FUND IS CONTINUOUSLY APPROPRIATED TO THE  
18 OFFICE FOR THE PURPOSES SPECIFIED IN THIS SECTION. THE OFFICE MAY  
19 EXPEND A PORTION OF THE MONEY IN THE FUND TO PAY FOR ITS DIRECT  
20 AND INDIRECT COSTS IN IMPLEMENTING AND ADMINISTERING THIS  
21 SECTION.

22 (d) ON THE EFFECTIVE DATE OF THIS SECTION, THE STATE  
23 TREASURER SHALL TRANSFER TEN MILLION DOLLARS FROM THE GENERAL  
24 FUND TO THE COLORADO MEETING AND EVENTS INCENTIVE PROGRAM  
25 FUND CREATED IN SUBSECTION (5)(a) OF THIS SECTION.

26 (e) THE STATE TREASURER SHALL TRANSFER ALL UNEXPENDED  
27 AND UNENCUMBERED MONEY IN THE FUND AT THE END OF THE FISCAL

1 YEAR ON JUNE 30, 2023, TO THE GENERAL FUND.

2 (6) THE OFFICE MAY CONTRACT WITH A THIRD PARTY OR PARTIES  
3 TO ADMINISTER THE PROGRAM.

4 (7) ON OR BEFORE JULY 1, 2022, AND ON OR BEFORE JULY 1, 2023,  
5 THE OFFICE SHALL SUBMIT A REPORT DETAILING THE EXPENDITURE OF  
6 MONEY APPROPRIATED TO THE PROGRAM TO THE GOVERNOR AND TO THE  
7 HOUSE OF REPRESENTATIVES BUSINESS AFFAIRS AND LABOR COMMITTEE  
8 AND THE SENATE BUSINESS, LABOR, AND TECHNOLOGY COMMITTEE, OR  
9 THEIR SUCCESSOR COMMITTEES.

10 (8) THIS SECTION IS REPEALED, EFFECTIVE JULY 1, 2024.

11 **SECTION 2. Safety clause.** The general assembly hereby finds,  
12 determines, and declares that this act is necessary for the immediate  
13 preservation of the public peace, health, or safety.