

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

INTRODUCED

LLS NO. R25-0922.01 Jessica Wigent x3701

SJR25-008

SENATE SPONSORSHIP

Bridges and Amabile,

HOUSE SPONSORSHIP

Bird and Taggart,

Senate Committees

House Committees

SENATE JOINT RESOLUTION 25-008

101 **CONCERNING DESIGNATING MARCH 3, 2025, AS "BUY COLORADO**
102 **DAY" AND MARCH 3-10, 2025, AS "BUY COLORADO WEEK" IN**
103 **COLORADO, AND, IN CONNECTION THEREWITH,**
104 **ACKNOWLEDGING THE SIGNIFICANT GLOBAL CONTRIBUTIONS OF**
105 **HOMEGROWN COLORADO BRANDS AND BUSINESSES.**

1 WHEREAS, Colorado is home to nearly 700,000 small businesses
2 that employ more than 1.2 million people; and

3 WHEREAS, Nine Fortune 500 companies have chosen Colorado
4 for their global headquarters, and more are on their way; and

5 WHEREAS, Colorado was the first home for products now
6 recognized the whole world over, including Crocs, the snap-button

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

1 Western shirt, Jolly Ranchers, Coors Banquet Beer, the Denver Boot, the
2 Polar Bottle, the Denver omelet, the cowboy hat, the Chipotle burrito,
3 outdoor Christmas lights, Celestial Seasonings teas, the root beer float,
4 OtterBox, the slopper, PopSockets, and even the cheeseburger, among
5 others; and

6 WHEREAS, The Centennial State's stunning natural beauty and
7 unparalleled access to spectacular outdoor recreation have inspired local
8 entrepreneurs to produce and sell everything from bicycles to fly-fishing
9 reels to backpacks, sleeping bags, cylinder stoves, rafts, tents, coolers,
10 campers, and more; and

11 WHEREAS, The state's more than 13,000 restaurants and taverns,
12 69% of which are independently owned and operated, generate more than
13 \$20 billion in economic activity and employ 11% of the state's labor
14 force; and

15 WHEREAS, Colorado is home to more than 100 craft distilleries,
16 the sixth most of any state, whose products are savored globally,
17 especially in mountain towns stretching from Steamboat Springs to
18 Salida; and

19 WHEREAS, The state's legendary brewing industry has cemented
20 our status as the State of Craft Beer, with more than 400 craft breweries
21 generating more than \$2.4 billion in economic impact; and

22 WHEREAS, Colorado is one of the nation's top agricultural states,
23 generating \$47 billion annually in economic activity and employing more
24 than 195,000 people who produce world-famous cattle, dairy, sheep and
25 lambs, wool, alfalfa, potatoes, cantaloupes, onions, apples, peaches,
26 grapes, and lemons and more; and

27 WHEREAS, Colorado's natural products and consumer packaged
28 goods businesses, or "CPG businesses", repeatedly set global examples
29 for conscious capitalism, with the state's annual food manufacturing
30 exports topping \$2.3 billion; and

31 WHEREAS, The state is home to the first licensed, adult-use
32 cannabis brands and retailers in the world, which paved the way for
33 Colorado's groundbreaking business opportunities in the nascent natural
34 medicine market; and

1 WHEREAS, The most important thing Coloradans can do to grow
2 their communities, spark innovation, inspire meaning, and create jobs is
3 to spend their money close to home; and

4 WHEREAS, The 303 area code was one of the country's first area
5 codes and initially covered the entire state of Colorado; and

6 WHEREAS, March 3 can be marked on calendars as 3/03; now,
7 therefore,

8 *Be It Resolved by the Senate of the Seventy-fifth General Assembly*
9 *of the State of Colorado, the House of Representatives concurring herein:*

10 That we, the members of the Colorado General Assembly:

11 (1) Recognize that Colorado businesses and brands are one of the
12 many reasons that Colorado is the best state in the country;

13 (2) Designate Monday, March 3, 2025, or "303 Day", to be "Buy
14 Colorado Day" in the state of Colorado;

15 (3) Designate the week of March 3-10, 2025, to be "Buy Colorado
16 Week" in the state of Colorado; and

17 (4) Urge Coloradans, this week, today, and every day, to spend
18 their hard-earned dollars at local businesses that benefit us all.

19 *Be It Further Resolved,* That copies of this Joint Resolution be sent
20 to History Colorado, Governor Jared Polis, and the members of
21 Colorado's congressional delegation.