



## Please Vote YES on HB22-1117, Use of Local Lodging Tax Revenue

### Expanded Uses of County Lodging Taxes

#### Sponsors: Reps. Roberts & Catlin and Sens. Coram & Donovan

HB22-1117 modifies **two** existing tools and empowers local voters to identify how their county lodging tax revenues should be invested.

#### Background:

##### *Section 1: Title 29 – Local Marketing District (LMD)*

Counties – in partnership with cities or on their own - can currently seek voter approval for a 4% excise on the purchase of hotel rooms, short term rentals and other lodging accommodations via a 'local marketing district' (CRS 29-25-101). Proceeds from this tax can support tourism but **cannot** be used for capital expenditures, except tourist information centers. To date, voters in 3 counties (and 3 cities) have approved this tool.

##### *Section 2: Title 30 - County Lodging Tax*

In addition to the Title 29 LMD authority, counties can also seek voter approval for a 2% excise tax on the purchase of hotel rooms, short term rentals and other lodging accommodations (CRS 30-11-107.5). Pursuant to this 1987 statute, any revenue generated by this tax must be committed to marketing and advertising the county. To date, voters in twenty-nine counties have approved a county lodging tax for this purpose.

Contrary to the limitations placed on counties in Title 30, home rule municipalities have **NO** limitations in the amount or the use of their lodging taxes.

#### Problem:

Local voters are restricted from using the Title 29 & Title 30 lodging taxes for purposes that enhance the visitor experience. Tourism is a critical industry in our state but the workforce supports (housing, child care centers, et.) and other investments that are needed to help Colorado retain its attractive appeal are lacking.

#### Solution:

HB22-1117 will allow local voters to expand the uses of the Title 29 & Title 30 lodging taxes to help communities address their workforce needs and the needs of their visitors.

## Please Support HB22-1117

#### Contact:

Gini Pingnot 720.255.8941 // [gpingenot@ccionline.org](mailto:gpingenot@ccionline.org)  
Susanna Mizer 970.690.8164 // [smizer@healthiercolorado.org](mailto:smizer@healthiercolorado.org)