

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

INTRODUCED

LLS NO. 21-0812.01 Esther van Mourik x4215

HOUSE BILL 21-1223

HOUSE SPONSORSHIP

McLachlan, Soper,

SENATE SPONSORSHIP

Story and Coram,

House Committees

Agriculture, Livestock, & Water

Senate Committees

A BILL FOR AN ACT

101 **CONCERNING THE CREATION OF THE OUTDOOR RECREATION INDUSTRY**

102 **OFFICE IN THE OFFICE OF ECONOMIC DEVELOPMENT.**

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 outdoor recreation industry office in the office of economic development. The director of the outdoor recreation industry office is designated by and reports to the director of the office of economic development.

The outdoor recreation industry office serves as a central coordinator of outdoor recreation industry matters.

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.

1 *Be it enacted by the General Assembly of the State of Colorado:*

2 **SECTION 1.** In Colorado Revised Statutes, **add** 24-48.5-127 as
3 follows:

4 **24-48.5-127. Outdoor recreation industry office - creation -**
5 **duties - legislative declaration.** (1)(a) THE GENERAL ASSEMBLY HEREBY
6 FINDS AND DECLARES THAT:

7 (I) COLORADO'S OUTDOOR RECREATION INDUSTRY IS VITAL TO
8 COLORADO'S DIVERSE ECONOMY AND THE GENERAL WELFARE OF
9 COLORADANS;

10 (II) THE CONTINUED GROWTH AND HEALTH OF THE OUTDOOR
11 RECREATION ECONOMY REQUIRES THE STATE'S COORDINATION,
12 PROMOTION, AND SUPPORT;

13 (III) COLORADO'S NATURAL BEAUTY, INCLUDING TWENTY-TWO
14 MILLION ACRES OF PUBLIC LAND, ONE HUNDRED FIVE THOUSAND THREE
15 HUNDRED FORTY-FOUR MILES OF RIVERS, SIX HUNDRED NINETY PEAKS
16 OVER THIRTEEN THOUSAND FEET HIGH, AS WELL AS PRAIRIES, MOUNTAIN
17 VALLEYS, AND DESERT CANYONS, FORM THE BACKBONE OF THE OUTDOOR
18 RECREATION INDUSTRY AND PROVIDE DIVERSE RECREATION
19 OPPORTUNITIES THAT IMPROVE COLORADANS' HEALTH, ENHANCE
20 COLORADANS' QUALITY OF LIFE, AND STRENGTHEN COLORADO'S
21 ECONOMY;

22 (IV) SINCE THE GOVERNOR FORMED THE OUTDOOR RECREATION
23 INDUSTRY OFFICE IN THE OFFICE OF ECONOMIC DEVELOPMENT IN 2015, THE
24 OUTDOOR RECREATION INDUSTRY OFFICE HAS:

25 (A) COORDINATED RESOURCES AND INDUSTRY PROMOTION AND
26 INFORMED POLICY;

1 (B) ENGAGED FEDERAL, TRIBAL, STATE, AND LOCAL
2 GOVERNMENTS AND ECONOMIC DEVELOPMENT ORGANIZATIONS TO
3 ATTRACT, RETAIN, AND EXPAND BUSINESSES AND MARKET THE OUTDOOR
4 RECREATION ECONOMY;

5 (C) PROMOTED WORKFORCE TRAINING PROGRAMS, SKILL
6 MASTERY, AND LIFELONG LEARNING OPPORTUNITIES; AND

7 (D) FACILITATED PUBLIC-PRIVATE PARTNERSHIPS TO ENHANCE
8 PUBLIC OUTDOOR RECREATIONAL ACCESS, INFRASTRUCTURE
9 IMPROVEMENTS, AND CONSERVATION EFFORTS;

10 (V) COLORADO'S OUTDOOR RECREATION INDUSTRY OFFICE
11 SUPPORTS AND GROWS THE ECONOMIC VALUE OF COLORADO'S NATURAL
12 ASSETS, WHICH DRAW MILLIONS OF VISITORS EACH YEAR, GENERATE
13 BILLIONS OF DOLLARS IN TAX REVENUE, AND EMPLOY OVER HALF A
14 MILLION COLORADANS; AND

15 (VI) COLORADO'S OUTDOOR RECREATION INDUSTRY BUILDS THE
16 ECONOMY IN LESSER-KNOWN WAYS, SUCH AS AIDING EMPLOYEE
17 RECRUITMENT AND RETENTION, DRIVING DEVELOPMENT NEAR
18 RECREATION OPPORTUNITIES, FOSTERING PRODUCT MANUFACTURING AND
19 ENTREPRENEURIALISM, ATTRACTING TELECOMMUTERS AND RETIREES, AND
20 BRINGING HIGH-TECH AND ADVANCED INDUSTRIES TO COLORADO.

21 (b) THE GENERAL ASSEMBLY, THEREFORE, DECLARES IT TO BE THE
22 POLICY OF COLORADO TO CONTINUE TO:

23 (I) CULTIVATE AND PROMOTE THE STATE'S COORDINATED
24 DEVELOPMENT OF THE OUTDOOR RECREATION INDUSTRY IN COLORADO;

25 (II) PROTECT AND CONSERVE OUR PUBLIC LANDS, WATERS, AIR,
26 AND CLIMATE; AND

27 (III) PARTNER WITH THE OUTDOOR RECREATION INDUSTRY TO

1 ENSURE THAT THE INDUSTRY SERVES AS A GOOD STEWARD OF COLORADO'S
2 UNIQUE NATURAL BEAUTY AND ASSETS.

3 (c) THE GENERAL ASSEMBLY FURTHER FINDS AND DECLARES THAT
4 THE STATE MUST PARTNER WITH THE OUTDOOR INDUSTRY TO PROMOTE
5 EFFORTS THAT INCREASE DIVERSITY, EQUITY, AND INCLUSION IN THE
6 OUTDOORS AND MUST ENSURE ALL COLORADANS CAN PARTAKE IN AND
7 BENEFIT FROM COLORADO'S MANY OUTDOOR RECREATION OPPORTUNITIES.

8 (d) THE GENERAL ASSEMBLY FURTHER FINDS AND DECLARES THAT
9 CULTIVATION AND DEVELOPMENT OF THE OUTDOOR RECREATION
10 INDUSTRY REQUIRES A UNIFIED AND COLLABORATIVE STATEWIDE EFFORT,
11 AND THE OUTDOOR RECREATION INDUSTRY OFFICE, AS CODIFIED BY THIS
12 SECTION SHALL, TO THE EXTENT POSSIBLE, SERVE AS THE STATE'S PRIMARY
13 COORDINATING BODY TO WORK WITH RELEVANT FEDERAL, STATE, AND
14 LOCAL GOVERNMENTS AND NONGOVERNMENTAL ORGANIZATIONS TO
15 PROMOTE AND SUPPORT THE OUTDOOR RECREATION INDUSTRY.

16 (2) THE OUTDOOR RECREATION INDUSTRY OFFICE IS HEREBY
17 CREATED WITHIN THE OFFICE OF ECONOMIC DEVELOPMENT. THE DIRECTOR
18 OF THE OUTDOOR RECREATION INDUSTRY OFFICE IS DESIGNATED BY AND
19 SHALL REPORT TO THE DIRECTOR OF THE OFFICE OF ECONOMIC
20 DEVELOPMENT.

21 (3) THE OUTDOOR RECREATION INDUSTRY OFFICE SHALL:

22 (a) SERVE AS COLORADO'S CENTRAL COORDINATOR OF OUTDOOR
23 RECREATION INDUSTRY MATTERS, WHICH INCLUDES RESOURCE
24 DEVELOPMENT, INDUSTRY PROMOTION, AND CONNECTION WITH THE
25 CONSTITUENTS, BUSINESSES, AND COMMUNITIES THAT RELY ON THE
26 HEALTH OF COLORADO'S OUTDOOR RECREATION ECONOMY;

27 (b) MAKE RECOMMENDATIONS THAT INFORM THE GOVERNOR'S

1 POLICY ON OUTDOOR RECREATION INDUSTRY MATTERS, INCLUDING POLICY
2 ON BUSINESS ISSUES UNIQUE TO THE OUTDOOR RECREATION INDUSTRY;

3 (c) COORDINATE AND SUPPORT THE OUTDOOR RECREATION
4 INDUSTRY IN COLORADO BY PROMOTING ECONOMIC DEVELOPMENT,
5 CONSERVATION, STEWARDSHIP, EDUCATION, WORKFORCE TRAINING, AND
6 PUBLIC HEALTH AND WELLNESS; AND

7 (d) ADDRESS THE CHRONIC AND SYSTEMIC INEQUITIES THAT
8 PREVENT UNDERSERVED YOUTH AND COMMUNITIES FROM ENGAGING IN
9 MEANINGFUL OUTDOOR RECREATION EXPERIENCES AND CAREER
10 PATHWAYS IN THE OUTDOOR RECREATION INDUSTRY.

11 **SECTION 2. Act subject to petition - effective date.** This act
12 takes effect at 12:01 a.m. on the day following the expiration of the
13 ninety-day period after final adjournment of the general assembly; except
14 that, if a referendum petition is filed pursuant to section 1 (3) of article V
15 of the state constitution against this act or an item, section, or part of this
16 act within such period, then the act, item, section, or part will not take
17 effect unless approved by the people at the general election to be held in
18 November 2022 and, in such case, will take effect on the date of the
19 official declaration of the vote thereon by the governor.