

Proposition ? : Increase Allowable Liquor Store Locations

Placed on the ballot by citizen initiative • Passes with a majority vote

1 **Proposition ? proposes amending the Colorado statutes to:**

- 2 • allow retail liquor stores to apply to state and local governments to open
3 additional locations on a phased-in schedule, with no limit on the number of
4 permissible locations after 2037.

5 **What Your Vote Means**

YES

6 A “yes” vote on
7 Proposition ? allows retail

8 liquor stores to apply for and, if approved,
9 increase the number of locations over time,
10 with no limit on the number of locations
11 after 2037.

NO

A “no” vote on Proposition ?
retains current law that limits
retail liquor stores to a total of three
locations in the state through 2026, and a
total of four locations thereafter.

Legislative Council Draft

Summary and Analysis for Proposition ?

Currently, retail liquor stores are limited to three locations per licensee, with four locations allowed beginning in 2027. Under this measure, retail liquor stores would be allowed to apply for the same number of locations as liquor-licensed drugstores (grocery stores with a pharmacy that sell beer, wine, and spirits), as shown in Table 1.

Table 1
Maximum Retail Liquor Store Locations
Under Current Law and Under Proposition ?*

Timeframe	Current Law	Proposition ?
Prior to January 1, 2017	1	N/A
January 1, 2017 – December 31, 2021	2	N/A
January 1, 2022 – December 31, 2026	3	8
January 1, 2027 – December 31, 2031	4	13
January 1, 2032 – December 31, 2036	4	20
After January 1, 2037	4	Unlimited

*Only stores licensed prior to 2016 may apply for additional locations, both under current law and under this measure.

Any new locations are required to be at least 1,500 feet away from other retail liquor stores. Additionally, in order to open a new retail liquor store location, licensees must follow the current state and local government licensing protocols related to background checks, documentation, and a public hearing on the needs and desires of the neighborhood. Additional information about retail liquor stores can be found in the summary and analysis for Initiative 121.

This measure does not impact grocery and convenience stores that currently sell only beer, which are allowed to have an unlimited number of locations.

For information on those issue committees that support or oppose the measures on the ballot at the November 8, 2022, election, go to the Colorado Secretary of State's elections center web site hyperlink for ballot and initiative information:

<http://www.sos.state.co.us/pubs/elections/Initiatives/InitiativesHome.html>

Argument For Proposition ?

1) This measure brings parity to retail liquor stores that have been disadvantaged by the limited number of allowed locations. Currently, grocery store chains that are licensed to sell beer, wine, and spirits are permitted many more locations than retail liquor stores, with unlimited locations beginning in 2037. Meanwhile, retail liquor stores are limited to a total of four locations beginning in 2027. Proposition ? addresses a long-term

Legislative Council Draft

1 competitive disadvantage for retail liquor stores relative to large grocery store
2 chains.

3 **Argument Against Proposition ?**

4 1) Proposition ? creates a disadvantage for small, locally owned liquor stores
5 that may not have the capacity or desire to expand, and instead benefits
6 large retail liquor store chains that have more resources. Current law is
7 designed to ensure that neighborhood liquor stores can continue to compete
8 with other retail liquor stores. Many of these small businesses are owned by
9 minorities and women, who may lose customers as a result of increased
10 competition from large retail liquor store chains.

11 **Fiscal Impact for Proposition ?**

12 **State revenue.** The measure may increase state revenue from new retail liquor
13 store licenses and ongoing renewals; however, the net impact of the change is
14 assumed to be less than \$10,000 per year. Revenue is from state and local
15 liquor licensing fees and is split between state cash funds and the General Fund.

16 **State spending.** The measure minimally increases workload for the Liquor
17 Enforcement Division in the Department of Revenue to perform rulemaking,
18 process applications for new retail liquor stores, and conduct enforcement.

19 **Local government.** The measure will minimally increase workload for local
20 licensing authorities to process applications for new retail liquor stores and
21 revenue from local application and licensing fees.

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What Your Vote Means

YES

A “yes” vote on Proposition ? allows retail

liquor stores to apply for and, if approved, gradually obtain additional locations over time, with no limit on the number of locations after 2037.

NO

A “no” vote on Proposition ? retains current law that limits retail liquor stores to a total of three locations in the state through 2026, and a total of four locations thereafter.

Summary and Analysis for Proposition ?

Currently, retail liquor stores are limited to three locations per licensee, with four locations allowed beginning in 2027. Under this measure, retail liquor stores would be allowed to apply for the same number of locations as liquor-licensed drugstores (grocery stores with a pharmacy that sell beer, wine, and spirits), as follows:

- 8 total locations beginning upon passage of the measure;
- 13 total locations beginning in 2027;
- 20 total locations beginning in 2032; and
- an unlimited number of locations beginning in 2037.

In order to open additional retail liquor store locations, licensees will follow the current state and local government licensing protocols related to background checks, documentation, and a public hearing on the needs and desires of the neighborhood.

This measure does not impact grocery and convenience stores that currently sell only beer, which are allowed to have an unlimited number of locations.

Additional information about retail liquor stores can be found in the summary and analysis for Initiative 121 on page ?.

For information on those issue committees that support or oppose the measures on the ballot at the November 8, 2022, election, go to the Colorado Secretary of State's elections center web site hyperlink for ballot and initiative information:

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Argument For Proposition ?

- 1) This measure brings parity to retail liquor stores that have been disadvantaged by the limited number of allowed locations. Currently, grocery store chains that are licensed to sell beer, wine, and spirits are permitted many more locations than retail liquor stores, with unlimited locations beginning in 2037. Meanwhile, retail liquor stores are limited to four total locations in perpetuity. Proposition ? addresses a long-term competitive disadvantage for retail liquor stores relative to large grocery store chains.

Argument Against Proposition ?

- 1) Proposition ? creates a disadvantage for locally owned liquor stores that do not have the capacity to easily expand like large liquor store chains. The measure upends current law designed to ensure that neighborhood liquor stores can continue to compete with other retail liquor stores. Many of these small businesses are owned by minorities and women, who may lose customers as a result of increased competition from large liquor store chains.

1 **Fiscal Impact for Proposition ?**

2 **State revenue.** The measure may increase state revenue from new retail liquor
3 store licenses and ongoing renewals; however, the net impact of the change is
4 assumed to be less than \$10,000 per year. Revenue is from state and local
5 liquor licensing fees and is split between state cash funds and the General Fund.

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10 licensing authorities to process applications for new retail liquor stores and
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Last Draft Comments from Interested Parties

Initiative #96 Increase Allowable Liquor Store Locations

Dominic DePapa, representing the proponents:

Thank you, and the legislative council team, for providing the second draft of the Ballot Analysis for Initiative #96 and having the follow up discussion with us.

Below are our proposed edits to the “For” and “Against” arguments. We make these suggestions hoping they build on earlier efforts to provide voters with information that helps them best understand the initiative. We appreciate the opportunity to provide input and please let us know if there is anything else we can do to support the drafting process.

Argument For Proposition ? (Revised):

This measure brings parity to retail liquor stores that have been disadvantaged by the limited number of allowed locations. Currently, grocery store chains that are licensed to sell beer, wine, and spirits are permitted many more locations than retail liquor stores, with unlimited locations beginning in 2037. Meanwhile, retail liquor stores are limited to ~~a total of four total~~ 4 locations ~~beginning in perpetuity in 2027~~. Proposition ? addresses a long-term competitive disadvantage for retail liquor stores relative to large grocery store chains, ~~and could foster greater competition among all sellers of alcohol.~~

Argument Against Proposition ? (Revised):

Proposition ? ~~would change current Colorado law which caps the number of liquor store licenses any one retailer can hold at three now and four starting in 2027. Some believe this current law protects smaller liquor retailers from undue competition. Gradually increasing and eliminating that cap over time could create~~ creates a disadvantage ~~for locally owned existing Colorado liquor stores, including ones owned by minorities and women, that are unable to not or choose not to expand their businesses beyond 4 locations in the state. the capacity to easily expand their business to the same extent as other like large liquor store chains. The measure upends current law designed to ensure that neighborhood liquor stores to can continue to compete with other retail liquor stores. Many of these small businesses are owned by minorities and women, who may lose customers as a result of increased competition from large liquor store chains.~~

Mark Grueskin, representing himself:

Mr. Grueskin's submitted comments are provided in Attachment A. Mr. Grueskin also submitted a copy a Liquor Market Analysis in Greater Denver/Boulder, conducted by the Colorado Licensed Beverage Association in March 2021 (Attachment B).

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8 liquor stores to apply for and, if approved,

9 increase the number of their locations over

10 time, until liquor stores can ultimately have an unlimited, number of

11 locations.

A “no” vote on Proposition ?

retains current law that limits

retail liquor stores to a total of three

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Deleted: gradually obtain additional

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19 Argument For Proposition ?

20 1) This measure brings allows retail liquor stores to operate without limits on
 21 the number of allowed locations. Currently, grocery
 22 store chains that are licensed to sell beer, wine, and spirits are permitted
 23 many more locations than retail liquor stores, with unlimited locations
 24 beginning in 2037. Meanwhile, retail liquor stores are limited to four total
 25 locations in perpetuity. Proposition ? addresses retail liquor stores' market position
 relative to large grocery store chains.

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Deleted: disadvantaged by

Deleted: limited

Deleted: a long-term competitive ¶

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27 Argument Against Proposition ?

28 1) Proposition ? gives large, out-of-state corporations that have resources that locally
 owned liquor stores can never access, the ability to dominate the Colorado market. These
big chains do not need more locations as studies show that just one of them does the
business of between 3 and 9 grocery stores with full liquor departments.¹ 29
 30
 31 Many of these local liquor stores are
 32 small businesses, owned by minorities and women who are committed to their local
communities but do not have the ability to withstand the unfair competitive practices used
by
 33 large, out-of-state liquor store chains.

Deleted: creates a disadvantage for

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Deleted: stores can continue to compete with other retail liquor stores.

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¹ See attached study, *Greater Denver/Boulder Colorado Liquor Market Analysis* (March 2021) at 15.

GREATER DENVER/BOULDER Colorado

Liquor market analysis

Colorado Licensed Beverage Association

March 2021



Executive Summary

The purpose of this study is to research, analyze and report on the impact large-format retail liquor stores exert on available off-premise consumption (in-home) liquor sales in the greater Denver-Boulder area versus the impact of grocery stores possessing licenses allowing the sale of beer, wine and spirits (i.e., liquor-licensed drug store licenses). The data and conclusions of the study provide an informed and objective framework for policymakers to use in evaluating proposed legislation that would increase the number of retail liquor store licenses permitted relative to the number of liquor-licensed drug (grocery) store licenses permitted. The 2016 compromise legislation established a different number and a different phase-in schedule for retail liquor store licenses than it did for liquor-licensed drug store licenses. Proponents of the proposed legislation argue that the numbers of these two different types of licenses permitted and the phase-in schedule should be identical or at least much closer in order to permit market “parity”, while opponents of the legislation argue that the two types of licenses have radically different market impacts that justify the different license cap numbers and phase-in schedules contained in current law.

This report includes an evaluation of the current share of liquor store sales in the Denver metro area today by chains (large format and grocery) and independents. The goal is to understand how in-grocery liquor departments perform compared to large freestanding liquor-only stores for the purposes of allocating the number of liquor licenses available to the different types of liquor retailers. Also incorporated in this report is an analysis of the size of the trade areas for in-grocery liquor departments vs large freestanding liquor stores to provide a visual representation of the difference in reach of both types of stores.

To guide this analysis, ROIC analytics collected competitive data for the market and employed a gravity model to simulate market dynamics to better understand sales allocation, market share of the various types of liquor retailers in the greater Denver area. The model uses the competitive data, current population data by neighborhood and weekly expenditures per person on beer, wine and liquor to simulate how consumers are purchasing liquor today by store type.

Application-based mobile activity data was used to assist in understanding the relative size of the trading area for a large-format retail liquor store versus those of a grocery store liquor department. This data tracks the approximate home and work location of shoppers of each type of store to better understand the market impact of large liquor stores versus grocery store liquor departments.

This analysis supports the conclusion that in-store grocery liquor departments do not have equivalent market impact and are not significant competition for large-format liquor operators from a sales, market share and trade area penetration perspective, as noted below:

- **Trade Area Penetration and Distribution**

Large format retail liquor stores pull shoppers from more than twice the trade area of a grocery store selling liquor, demonstrating their greater attraction for liquor shoppers in the market.

- **Market Share Analysis**

From a market share perspective, large-format liquor stores significantly outperform grocery liquor departments in overall sales, market share and trade area size. The thirteen top large-format retail liquor stores account for about 24% of the share of sales in the study area, the fifteen grocery/club stores selling liquor account for 5% of market sales and the 673 additional smaller liquor outlets make up the remainder of direct liquor sales to consumers in the market.

- **Sales Distribution by Store Type**

Large format liquor stores in this market have annual sales as high as \$48 million, with grocery liquor departments averaging \$5 - 7 million and small independents as low as \$500,000 annually.

Trade Area Penetration and Distribution

First, we will look at customers and define the size of the trading area for large-format versus in-grocery liquor departments. This analysis uses *UberMedia Vista* visitor data. UberMedia is a leading provider of application-based mobile activity data.

Visitor data is collected by tracking the travel patterns of consumers through their mobile phone applications. By measuring where consumers visit and where they are repeatedly located during the day and at night, it is possible to determine where consumers live, work and shop.

Second, we will spotlight the customers and trade areas for two large-format liquor stores and following will be two in-grocery liquor departments.

On the maps on the following page, the symbols in red are daytime visitors (work) and those in blue are nighttime (home) visitors. The majority (70%) of each store's expected visitors as captured by drive time trade area are shaded in blue. A five-mile radius ring around the selected location is also included to provide perspective on the difference in size of each of the trade areas. Large-format liquor stores are significantly larger than their in-grocery counterparts.

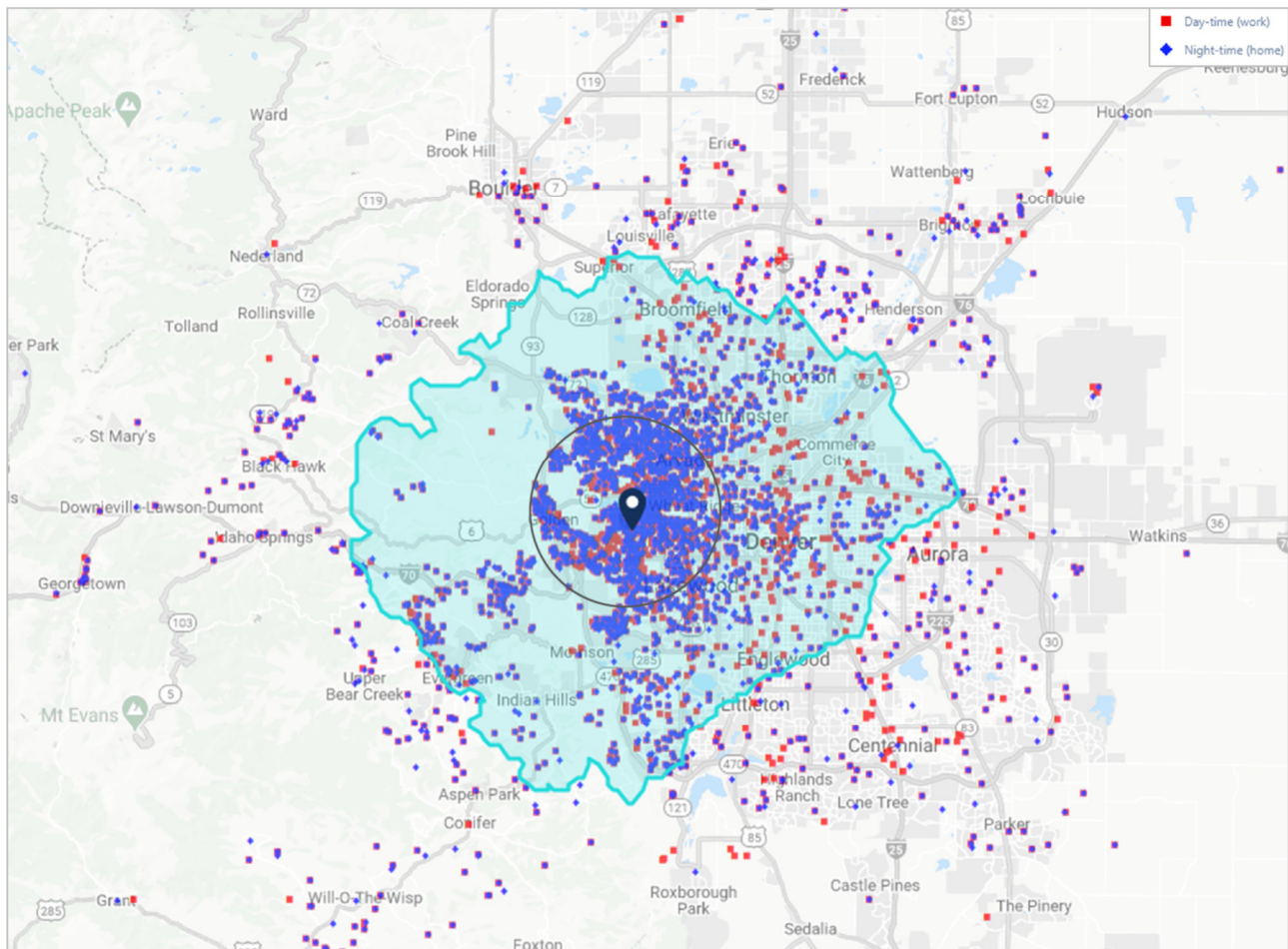
The reach of the large-format liquor stores was expected. These stores are typically significantly larger in size (up to 100,000 square feet) compared to the roughly 10,000 square feet of an average in-grocery liquor department. The large-format stores have significantly better selection and are a destination whereas in-grocery liquor departments function on a convenience basis like the rest of the grocery store. Shoppers are typically making a trip to the nearest grocery store that has the product selection, shopping experience and prices they are seeking, not venturing across the market specifically to shop for liquor at the grocery store.

The following large-format stores are pulling customers from 20 - 30 minutes away or over 15 miles.

Applejack Wine & Spirits 3320 Youngfield St, Wheat Ridge, Colorado

Applejack Wine & Spirits
3320 Youngfield St, Wheat Ridge CO

70% customer capture by drive time
31 minutes

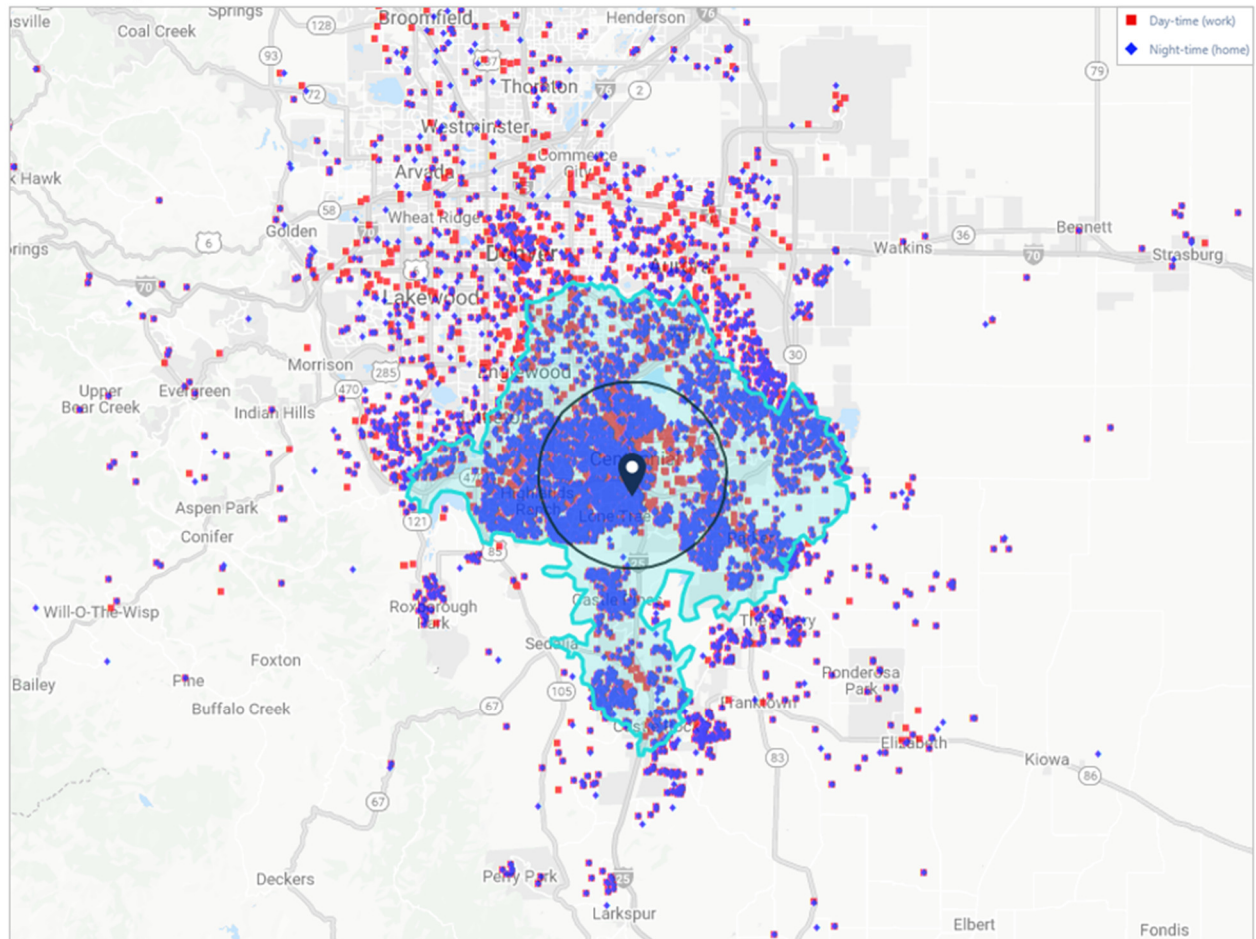


Source: UberMedia March 2021

Total Wine & More
9505 E County Line Rd, Centennial, Colorado

Total Wine & More
9505 E County Line Rd, Centennial CO

70% customer capture by drive time
21 minutes



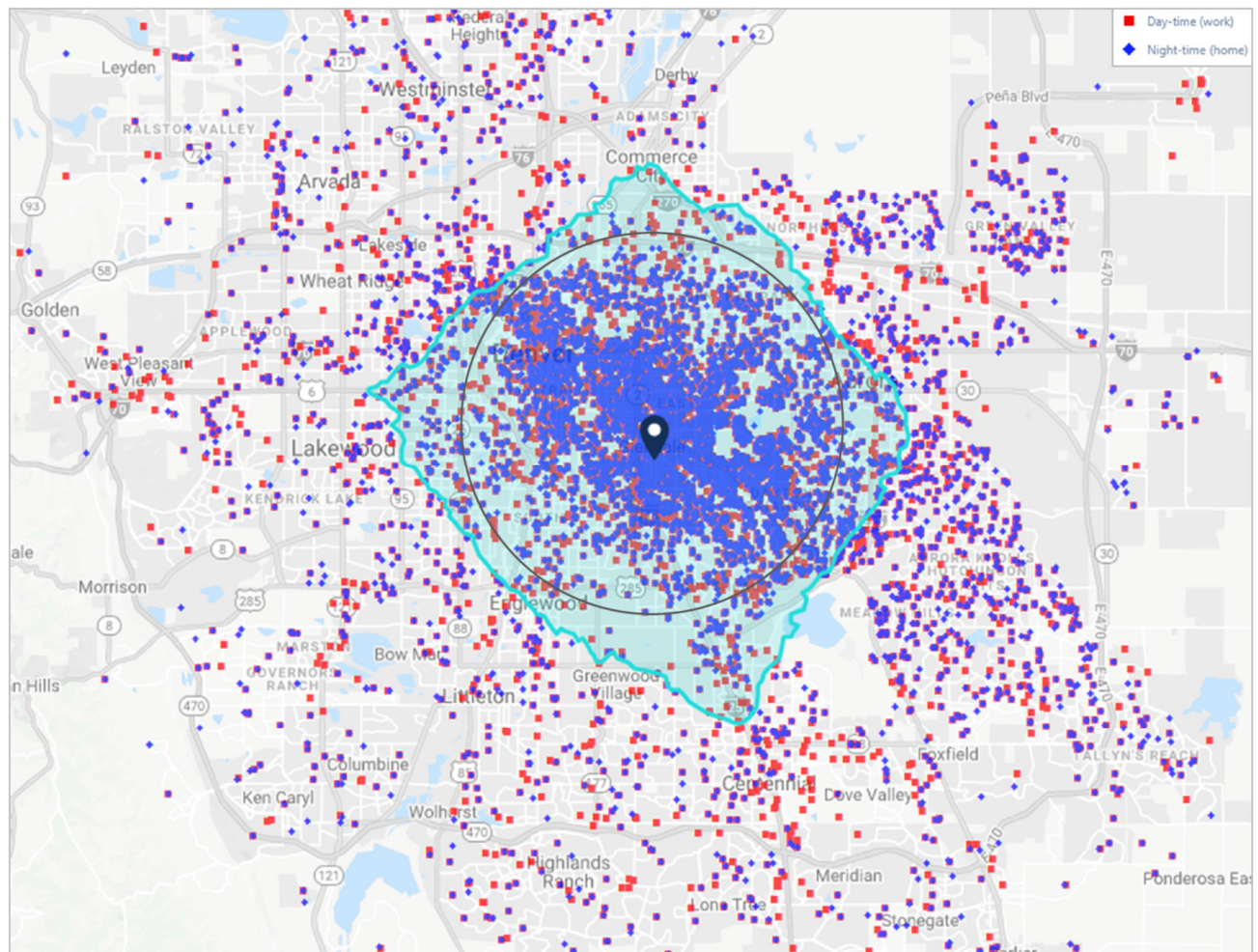
Source: UberMedia March 2021

By contrast the two grocery stores with full liquor departments are pulling the majority of their customers from a much smaller area - 15 minutes or just over five miles.

King Soopers 4600 Leetsdale Rd, Denver, Colorado

King Soopers
4600 Leetsdale Dr, Denver CO

70% customer capture by drive time
15 minutes



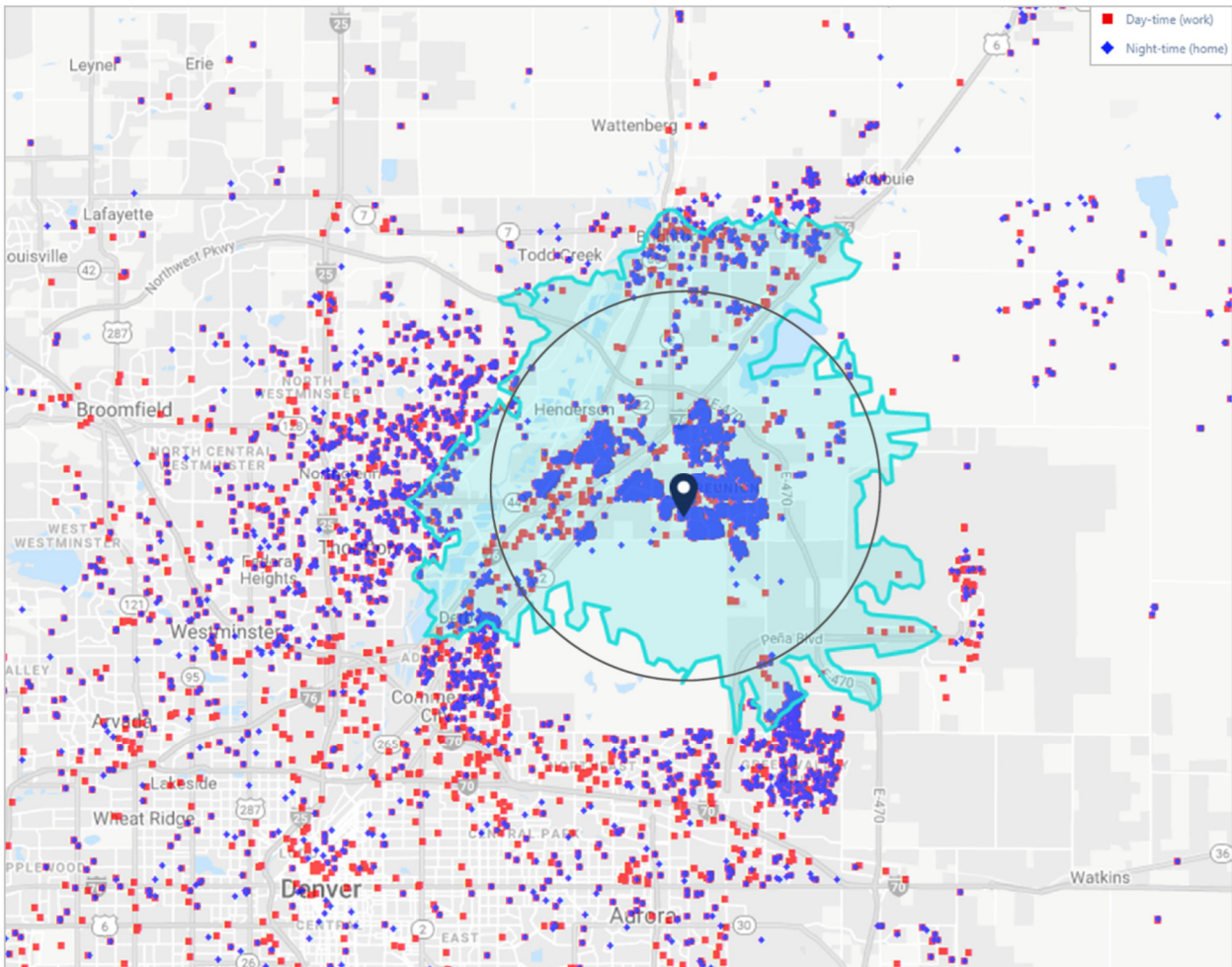
Source: UberMedia March 2021

King Soopers

15051 E 104th Ave, Commerce City, Colorado

King Soopers
15051 E 104th Ave, Commerce City CO

70% customer capture by drive time
15 minutes



Source: UberMedia March 2021

Market Share Analysis

Another way to understand the relative impact on the market of the various liquor store formats is to evaluate the share of sales in the market each type of store captures.

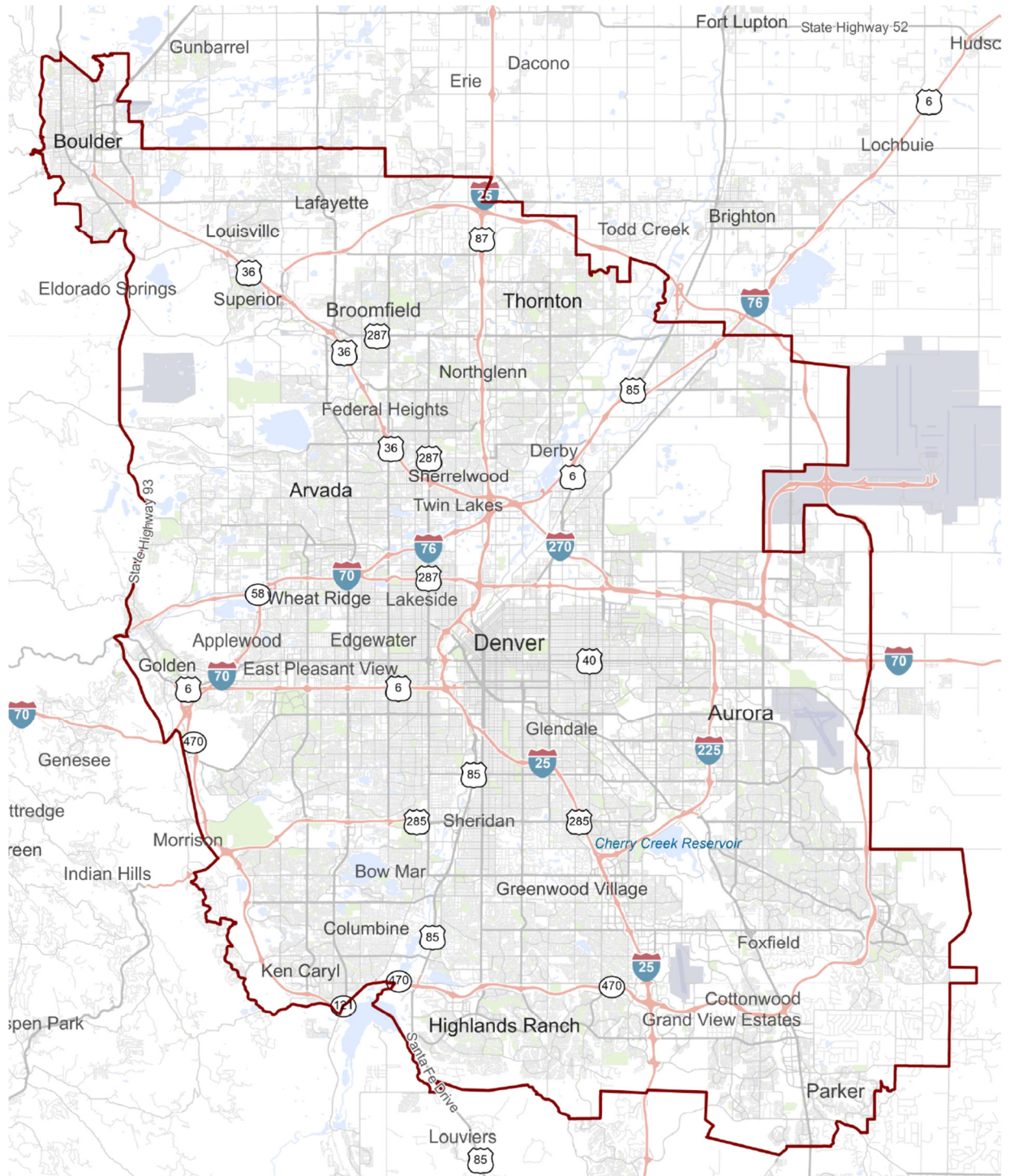
To better understand market share for the greater Denver-Boulder liquor market, ROIC analytics used a custom SIM (spatial interaction model) or “gravity” model to match up supply (stores) with demand (consumers) in the market. Gravity models work on the premise that patronage is a function of convenience and attractiveness of offering. The model simulates the movement of dollars from consumer to stores using rules that define consumer behavior as distance to stores increase (distance decay) and based on the perceived attractiveness of one store versus another.

Building a market simulation model requires inputs of supply and demand. Demand is based on population by neighborhood across the trade area defined for the study from Synergos Technology’s STI:PopStats data set (Q1 2021) multiplied by the liquor spending per person in those neighborhoods from STI:Spending Patterns and STI:Market Outlook (both by Synergos Technologies). Supply consists of liquor stores identified by the AC Nielsen Trade Dimensions Liquor store database (Feb 2021) and Colorado State liquor licenses (March 2021). Each store in the market is assigned two factors: an operational type like large format/warehouse, grocer/drug and small format and an image or attractiveness (image) based on performance relative to their location, competition and proximity of sister stores.

The next step of modeling market is to achieve “balance”. Balancing a market involves analyst adjustments to the assumptions of the market until the model predicts performance of existing stores across the market with a high degree of accuracy. Balancing can involve adjusting the attractiveness (strength or image) ratings of stores, setting rules about how consumers can and can’t move in the market, and in some cases involves correcting known store volumes. Once the performance of the existing network can be predicted with a high degree of accuracy, the model then predicts market share of each store which can be summarized by chain.

Demand Overview

Following is visual representation of the study area for this project. The area was defined to incorporate the bulk of the population in the greater Denver-Boulder metro area.



Below are the summary demographics for the study area represented in the map above. The source is Q1 2021 STI:PopStats by Synergos Technologies.

POPULATION & HOUSEHOLDS

2021 Population (estimate)	2,796,136
2026 Population (projected)	2,927,914
2021 Households (estimate)	1,121,633
Average Persons/Household	2.5
2021 Employees (FTEs)	1,494,638
2010 Population	2,406,633

INCOME

Median HH Income	\$85,592
% Income < \$25K	12.6%
% Income \$25-\$50K	17.6%
% Income \$50-\$75K	17.2%
% Income \$75K-\$100K	13.9%
% Income \$100K-\$150K	18.7%
% Income \$150K+	19.9%

EDUCATION

% K-9	4.1%
% High School	5.2%
% High School Grad	19.6%
% College / Associate Degree	26.4%
% Bachelor's Degree	27.7%
% Master's+	16.9%

ETHNICITY

% White, Non-hispanic	63.9%
% Black, Non-hispanic	5.6%
% Asian, Non-hispanic	4.3%
% Hispanic	23.1%
% Other	3.1%

AGE

% 0-4	6.8%
% 5-13	12.3%
% 14-17	5.3%
% 18-25	9.6%
% 26-44	25.6%
% 45-64	25.8%
% 65+	14.7%

The final piece of the demand side of the market simulation model is the per capita (per person) weekly liquor expenditure. Though the per capita expenditure varies by neighborhood, the average for the study area is \$10.87 per week. This information was sourced from Synergos Technologies as noted below.

STI: Spending Patterns - Beer, Wine, Liquor for Home Consumption

STI: Market Outlook - Beer, Wine, Liquor Product Potential

STI: Market Outlook - Liquor Store Demand

STI: Market Outlook - Beer, Wine, Liquor Demand

Supply Overview

For the purposes of this study, 703 liquor stores fall within the study area and were included in the market simulation model. These stores encompass formats from very small independent stores to chain in-store grocery locations to large-format liquor warehouse stores. Cumulative, these stores sell over \$1.5 Billion in beer/wine and liquor annually.

Sales were sourced from the AC Nielsen Trade Dimensions Liquor database (Feb 2021) and refined with local market knowledge of both liquor store and grocery store sales.

Each store was also assigned an operational type, such as small independent, in-grocery or large-format. This assignment indicates to the market simulation model how far the store is likely to pull market share over distance compared to nearby competition.

With over 700 stores in the study, it is impractical to provide detail in this report on every store. Instead, spotlighted below are a few key players in the large-format and in-grocery space since those are the formats that encompass a significant portion of the liquor sales in the study area.

Large Format:

- Applejack - two locations cover a combined 130,000 square feet with annual combined sales of \$65 - 70 Million. One of these locations has been open less than one year so combined sales should increase as that store matures. The chain has plans to add another store in 2021.
- Argonaut Wine & Spirits - one 40,000 square foot location with annual sales about \$40 Million
- Total Wine & More - two 30,000 square foot stores averaging over \$50 Million in combined annual sales

In Grocery:

- King Soopers - four locations with combined total of about \$17 Million in annual sales with size in the 7,000 to 12,000 square foot range
- Costco - four locations with combined annual sales of \$30 Million and an estimated size of about 10,000 square feet each

Market Share Summary

After the market simulation model takes into account liquor supply (competition) and demand (population times per capita weekly liquor expenditures), sales of each store and type of store (large format, in-grocery, smaller independent), the model can then predict market share for each store. Below is a summary of share by each type of store.

Format	Total Number of Stores	Total Market Share	Average Share by Store
Large	13	23.6%	1.8%
Grocery/drug	15	5.5%	0.4%
Small	673	70.9%	0.1%
Total/Average	701	100.0%	0.1%

The large format stores significantly outperform all other formats on a per store market share basis. Though all formats sell liquor, in-grocery liquor departments and small liquor stores have much less impact on the market than the large format stores.

Conclusion

The data in this analysis does not support the premise that market parity would be best achieved by allowing the same number of licenses for large-format liquor stores as for in-grocery liquor departments. When comparing the market impact of each format, **a large-format liquor store is equivalent to somewhere between three and nine grocery stores with full liquor departments.** Large-format liquor stores pull shoppers from more than twice the trade area and have much higher sales, market share and trade area size per location. Accordingly, large-format liquor chains do not need to have the same number of licenses as grocery stores in order to compete effectively against them. Additionally, a rapid expansion of large-format liquor store chains would likely have severe negative impacts on the future and viability of smaller liquor stores in the market.

About ROIC analytics

Since 2007, ROIC analytics has been the leading provider of site selection, forecasting and market research and planning to the retail industry. Our analysts have specific experience in conventional grocery, price/impact, natural/organic and Hispanic markets, as well as liquor, pharmacy, fuel center, and store-within-a-store.

In addition to our professional services organization, our company offers *SiteSeer* and *Void Analysis Pro*, software for real estate and business analysis. Our tools leverage proven approaches such as “gravity” models to cutting edge machine learning and AI. Our clients have access to over two dozen data partners to ensure that decisions are made from the most up to date facts.

Prior to founding ROIC analytics, our principals led nationwide research for Albertsons. ROIC analytics is based in Boise, Idaho.

For questions, please contact:

Danielle Yanskey

(208) 859-8672

Email: djyanskey@roicanalytics.com

Initiative #96
Increase Allowable Liquor Store Locations
Contact List

Interested Party	Organization Name	Email Address
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Alex Carlson	Colorado Governor's Office	alex.carlson@state.co.us
	Colorado Wine Industry Development	
Doug Caskey	Board/CDA	doug.caskey@state.co.us
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Christy Chase	Office of Legislative Legal Services	christy.chase@state.co.us
James Coleman	Office of Sen. James Coleman	colemanforcolorado@gmail.com
Nick Coltrain	Denver Post	ncoltrain@denverpost.com
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Initiative #96
Increase Allowable Liquor Store Locations
Contact List (Cont.)

Interested Party	Organization Name	Email Address
Sonia Riggs	Colorado Restaurant Association	sriggs@corerestaurant.org
Corrine Rivera Fowler	The Ballot Initiative Strategy Center	corrine@ballot.org
Julia Scanlan	Aponte & Busam Public Affairs	jscanlan@aponte-busam.com
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Lauren Snyder	Mental Health Colorado	lsnyder@mentalhealthcolorado.org
Mollie Steinemann	Colorado Restaurant Association	msteinemann@corerestaurant.org
Michelle Stone-Principato	DOR-Liquor Enforcement Division	michelle.stone-principato@state.co.us
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Kachina Weaver	Weaver Strategies	kachina@weaverstrategies.com

Initiative 96
Increase Allowable Liquor Store Locations

Ballot Title:

Shall there be a change to the Colorado Revised Statutes concerning increasing the number of retail liquor store licenses in which a person may hold an interest, and, in connection therewith, phasing in the increase by allowing up to 8 licenses by December 31, 2026, up to 13 licenses by December 31, 2031, up to 20 licenses by December 31, 2036, and an unlimited number of licenses on or after January 1, 2037?

Text of Measure:

Be it enacted by the People of the State of Colorado:

SECTION 1. Declaration of Purpose.

The People of the State of Colorado find and declare that it is in the interest of Colorado to create a more level playing field for the different business types that sell alcohol for off-premises consumption by allowing an equal number of licenses for drugstores, grocery stores and liquor stores. Creating parity and an orderly expansion for all businesses will foster competition, create jobs, increase selection and consumer choice, and lower costs for Coloradans.

SECTION 2. In Colorado Revised Statutes, 44-3-409, **amend** (4)(b)(III) as follows:

44-3-409. Retail liquor store license – rules. (4)(b) An owner, part owner, shareholder, or person interested directly or indirectly in a retail liquor store may have an interest in:

(III) For a retail liquor store licensed on or before January 1, 2016, and whose license holder is a Colorado resident, additional retail liquor store licenses as follows, but only if the premises for which a license is sought satisfies the distance requirements specified in subsection (1)(a)(II) of this section:

(A) On or after January 1, 2017, and before January 1, 2022, one additional retail liquor store license, for a maximum of up to two total retail liquor store licenses;

(B) On or after January 1, 2022, and before January 1, 2027, up to ~~two~~ SEVEN additional retail liquor store licenses, for a maximum of ~~three~~ EIGHT total retail liquor store licenses; and

(C) On or after January 1, 2027, AND BEFORE JANUARY 1, 2032, up to ~~three~~ TWELVE additional retail liquor store licenses, for a maximum of ~~four~~ THIRTEEN total retail liquor store licenses;

(D) ON OR AFTER JANUARY 1, 2032, AND BEFORE JANUARY 1, 2037, UP TO NINETEEN ADDITIONAL RETAIL LIQUOR STORE LICENSES, FOR A MAXIMUM OF TWENTY TOTAL RETAIL LIQUOR STORE LICENSES;

1 (E) ON OR AFTER JANUARY 1, 2037, AN UNLIMITED NUMBER OF ADDITIONAL RETAIL LIQUOR STORE
2 LICENSES; OR

3 **SECTION 3. Effective date.** This measure shall go into effect upon the proclamation of the
4 governor of the state of Colorado.