



COLORADO
Department of Revenue

Enforcement Division - Liquor & Tobacco

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Colorado Liquor Enforcement Division

Governor Jared Polis has a mission:

“To be a Governor who gets big things done. By being a fearless leader and “*Convener in Chief*” we can and will finally make real progress on our biggest challenges. Let’s build a state where every Coloradan will not just get by, but **thrive**.”

What does this mean for those of us in public service?

It means we look to do the most good for the most people. We look for impact, examining all projects and initiatives with a cost-benefit analysis which weighs the cost of an action against the potential good it could do.

How does this translate to our work at the Department of Revenue?

While our job is to administer and execute the legislation given to us by the General Assembly, the rule-making process allows us some latitude in how the legislation is interpreted and executed.

We have a duty of care to those who live and work in Colorado, so let’s all view our work through the lens of these “Guiding Principles”:

1. Supporting Colorado businesses and empowering them to grow responsibly, with fairness to employees and other stakeholders.
2. Encouraging non-Colorado companies to come and grow their business in Colorado according to our values.
3. Striving to create a level playing field between large and small companies, while recognizing that we must nurture small companies that provide 80% of the jobs in our state and offer Coloradans value in competition and choice.
4. Recognizing the value of every Coloradan and implementing tools to help each individual contribute and thrive.
5. Keeping laws and rules simple, clear and fair.

How does it apply to the Emergency Rule around the Value of Labor in Liquor?

Given the mission and vision of this Administration and our Department, the Liquor Enforcement Division, which is part of the Colorado Department of Revenue, will be looking at collaborative rule-making around liquor within the scope of the Governor's mission and our Guiding Principles.

We are letting the Emergency Rules regarding the "value of labor" lapse in order to replace these rules with a framework that more accurately reflects the principles we would like to uphold. We will be convening additional stakeholder meetings to refine how we can support fair and responsible trade practices.

We look forward to productive conversations in these upcoming stakeholder meetings, and ask all participants to come prepared with solution ideas that have a potential to be palatable to all.

In the interim and as always, we expect licensees to act responsibly in their trade practices. Even when the rule is not in effect, licensees remain subject to section 44-3-308, C.R.S., regarding unlawful financial assistance, which can include labor.

We appreciate the opportunity to work with the alcohol beverage industry and other stakeholders to assure our regulations are as simple, clear and fair as possible.

If you have any questions about this Bulletin, please email the LED at dor_led@state.co.us.