



---

## Feedback on Licensing Subgroup License Groups

1 message

---

**Andrew Klosterman** <andy@peakbev.com>

Sun, Mar 26, 2023 at 11:53 AM

To: "LED\_Rulemaking - DOR, DOR" <dor\_led\_rulemaking@state.co.us>

Hello!

I saw ther recap of the Licensing subgroup with an attempt to group licenses by Primary business purpose. While listening to the group I had the below thoughts:

- In and effort to promote innovation in Colorado, I think we should steer away from grouping licenses by their historic primary business model as this deter's entrepreneurial activity and creativity of the business model - see the countless restrictions we currently have on what a legal "Liquor Store, restaurant, brewery, etc" operates under. We should allow a flexible framework where current and new businesses can be innovative while putting borders up on risk profiles instead. Our economy is quickly becoming "experience" based where consumers are wanting to go to creative new experiences rather than the same old thing, which our licenses restrict in many ways. In our state and others there are some new creative retailer types trending in this area as a reference, that combine experience with traditional retail, or allow crossover of retailer types - see (Postinos, Wally's - Resort World in Vegas, Vintana Wine and Dine - Lexus Restaurant in San Diego, Meow Wulf, Liquid Lab - NYC)
- I would challenge the group to think about what the legitimate reasons for separating license types would be. My thought is that risk profile is #1 followed by and federal regulations that are required (manufacturers etc) It seems like the main purpose for the differentiation of license types is for local municipalities to allocate Risk appropriately. IE designated a downtown area as having X amount of tavern licenses, Y amount of Restaurant licenses etc. I am not sure that anyone actually cares about the Primary business model of the establishment - only it's risk profile.
- Catering Licenses exist in many other states, and should simply be an add-on permit to any other retailer type. I think large festival type events could fall under the same category as well but with perhaps a more detailed permitting process.

Thank you for all that the group is doing and for the time everyone is putting into this endeavor!



**Andrew Klosterman**

Founder and CEO

Peak Beverage

720-722-1140 | 619-895-8914

Andy@peakbev.com

www.peakbev.com

---