



**CO L O R A D O**

**Department of Revenue**

Specialized Business Group—  
Liquor & Tobacco

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## **LED Liquor Advisory Group Application Announcement**

August 30, 2022

Dear Colorado Liquor Licensees,

The liquor marketplace in Colorado is a dynamic and complex industry that has faced many challenges in recent years. As such, Gov. Jared Polis has issued a letter to the State Licensing Authority requesting that a special report be prepared to generate recommendations regarding statutory alignment opportunities in the Liquor, Beer, and Special Event Codes. These recommendations should focus on modernization, clarification, and harmonization of the law to enhance statutory clarity, marketplace and consumer protections, and public safety initiatives.

The State Licensing Authority, Mark Ferrandino, will convene a liquor advisory group to discuss these recommendations and opportunities. Membership in the advisory group is detailed in the Governor's letter. Click [here](#) to view the Governor's letter.

To apply for Liquor Advisory Group Membership, please complete the Google form application available on our website <https://sbg.colorado.gov/liquor>. The application is also available as a PDF/Paper application, though we encourage using the Google form, as it eliminates unpredictable receipt and response times associated with the postal service. **To be considered for membership, your application must be received by the close of business (5:00 p.m.) on Tuesday, September 2nd, 2022.**

Please note that if you are applying for more than one seat on the Liquor Advisory Group, you will need to submit a separate application for each seat to which you apply. Please make sure that you fill out the application in its entirety to ensure proper consideration. Members will be notified of their selection before the initial setup meeting, which is anticipated in late September this year.

We look forward to your collaborative partnership and thoughtful engagement as we all work together to ensure a thriving, diverse, and safe alcohol beverage marketplace for our Colorado communities and businesses.

**Colorado Liquor Enforcement Division**