

### WHAT IS THE COLORADO STRONG BUSINESS ALLIANCE?

The Colorado Strong Business Alliance is a consortium of business leaders committed to restoring Colorado to its rightful place as a pro-business state focused on free market principles, innovation and ingenuity, and a strong, job-creating economic climate.

### COLORADO STRONG BUSINESS ALLIANCE (COLORADO SBA)

Colorado businesses are the lifeblood of our economy and the heartbeat of our communities. Through innovation, entrepreneurship and a historically strong business climate, Colorado grew to be one of the top ten best economies in the nation in 2018. Since that high mark, Colorado has slipped to:

**32**  
32<sup>nd</sup> in 2023 for best economies in the nation in a CNBC ranking

**38**  
38<sup>th</sup> in the cost of doing business in a CNBC ranking

**48**  
48<sup>th</sup> in opportunity for its residents in a U.S. News and World Repor ranking

"The days of reasonable, balanced and effective laws and regulations have been replaced with an ideologically driven agenda that rejects common sense economics and business regulations rooted in the real world."

-- Kristi Pollard  
Executive Director

Colorado is too special to let the economic decline and anti-business sentiment take a foothold. Now is the time to change our trajectory before it's too late. Colorado must take proactive steps to increase its competitiveness, encourage entrepreneurship and build a strong economic future.

Coloradans deserve a fierce advocate that will push back on the needless, job-killing overregulation of businesses. **Coloradans deserve a vigorous advocate** for smart policies that foster innovation and the growth of our free enterprise system. Coloradans deserve a forceful voice that will clearly and aggressively call out bad ideas, false narratives, and frivolous anti-business actions.

Coloradans need the Colorado Strong Business Alliance.

Through the creation of pro-business policies, opposition to increased overregulation and anti-jobs programs, the use of the judicial system, and the engagement of Colorado voters on citizen-led initiatives, Colorado SBA will help Colorado regain its rightful place as the best place to do business in the United States. Our mission is to spark sustained economic growth, fiscal stability, and opportunity for Colorado residents.

### THE COST OF DOING BUSINESS

The cost of doing business in Colorado is increasing every year. According to the non-partisan Common Sense Institute, since 2018, Colorado businesses have seen increased costs of over \$2 billion annually in taxes and fees linked to just seven pieces of legislation related to labor and employment and the environment. In 2023, CNBC reported that Colorado was 38th in the nation in the category of cost of doing business. And, in a recent poll conducted by the Colorado Polling Institute, 59 percent of respondents do not believe that Colorado rewards hard work and playing by the rules, indicating that the constant barrage of anti-business policies coming out of the Capitol is starting to take a toll on workforce morale.

Bad policy that needlessly increases the cost of doing business ends up costing jobs. It's time to fight back and create a more competitive, business-friendly environment for our future.

### COLORADO SBA WILL:

- Combat policies that create an unnecessary regulatory burden on industries;
- Combat labor and employment measures that increase the cost of doing business;
- Battle policies that attempt to micromanage or influence employer-employee workweek schedules;
- Fight against policies that favor state-run programs when private enterprise can do the same job better and cheaper;
- Defend against policies that create or weaken laws allowing for more private rights-of-action against businesses; and
- Encourage policies that incentivize businesses to create programs that address workforce shortages through training, innovation, and free market approaches.



## THE COST OF LIVING

Colorado's cost of living is among the highest in the nation. According to an August 2023 report by Forbes, Colorado ranked as the 11th most expensive state to live in the nation, just behind Oregon and Connecticut. Other notable rankings include 5th highest home prices, 8th highest for transportation costs, 9th highest income taxes, and 13th for food prices. This is no accident but is the result of Colorado policies. Through overregulation of industries, increased costs of doing business, and a weakening of the labor market, Colorado policies are impacting business' ability to recruit and retain employees and efficiently and competitively operate in Colorado.

Colorado must act now to create a more sustainable future for its businesses – and the men and women who work there. Colorado's competitiveness and businesses are at risk without a concerted effort to address these challenges.

### COLORADO SBA WILL:

- Support policies that encourage the development of more housing units at all price points;
- Fight against policies that encourage more private rights-of-action and put unfair liability on businesses focused on creating a greater supply of housing units;
- Fight against policies that change short-term rental properties' tax classification rates from residential to commercial
- Defend against policies that artificially increase the cost of healthcare programs;
- Discourage burdensome, expensive and unnecessary overregulation that threatens wholesale shutdowns of industry sectors within the agriculture, energy, and manufacturing sectors.



## ENERGY

For decades, Colorado's energy industry has been a leader in the state's economy in job creation, generation of tax revenues, and contribution to the state's gross domestic product. With an abundance of naturally occurring resources such as biofuels, coal, natural gas, oil, solar, and wind, Colorado is well-suited to be an economic leader in the full-energy portfolio of our nation.

With arguably the most robust regulatory environment in the nation, **Colorado SBA will:**

- Defend against unnecessary regulations and policies that will slow or stop the industry's ability to produce energy;
- Provide an alternative voice to the false narratives that are being spun by extremists with ulterior motives;
- Partner to create sustainable solutions for transitioning communities;
- Utilize the judicial branch to fight against frivolous and illegal policies aimed at diminishing the energy industry in the state; and
- Partner to engage citizens in protecting Colorado's energy economy.

## MANUFACTURING

Colorado is home to over 6,500 manufacturing companies that employ over 156,000 workers and contribute over \$32.8 billion to the state's economy annually. Yet, Colorado's policymakers are intent on creating artificial barriers to manufacturers' ability to expand or locate in Colorado.

### COLORADO SBA WILL:

- Defend against new regulations that are not scientifically supported;
- Support policies that incentivize technological innovation; and
- Engage in permitting reform to allow for expanding and new facilities.

Colorado's economic success depends on us acting today. We need the education, voice, and partnership of the Colorado Strong Business Alliance.

