

**FINAL
FISCAL NOTE**

Drafting Number: LLS 14-0240	Date: June 12, 2014
Prime Sponsor(s): Rep. Rankin	Bill Status: Postponed Indefinitely
Sen. Baumgardner	Fiscal Analyst: Bill Zepernick (303-866-4777)

SHORT TITLE: VOTER APPROVAL FOR STATE BRANDING PROGRAM

Fiscal Impact Summary*	FY 2014-2015	FY 2015-2016
State Revenue		
State Expenditures	Minimal workload impact.	
FTE Position Change		
Appropriation Required: None.		

* This summary shows changes from current law under the bill for each fiscal year.

Summary of Legislation

The bill suspends the BrandCOLORADO Initiative in the Office Of Economic Development and International Trade (OEDIT), including the use of the new state logo developed as part of the initiative (Figure 1). Specifically, the bill prohibits any state agency from implementing, using, promoting, or further developing the branding initiative and logo. A ballot question on whether or not to continue the initiative is referred to the voters, and, if approved, would allow the initiative and use of the logo to resume. The bill allows alternative branding initiatives based on the colors and element of the Colorado state flag.

Figure 1. BrandCOLORADO Logo



State Expenditures

The bill will have a minimal impact on the workload in state agencies to discontinue use of the branding initiative. The bill also refers a ballot measure to voters at the 2014 election. These costs are discussed below.

Suspension of branding initiative. OEDIT is not currently appropriated funds in FY 2014-15 for the branding initiative. Previously, the Colorado Tourism Office (CTO) provided \$300,000 toward the initiative in FY 2012-13 and \$500,000 in FY 2013-14. The development and roll-out of the new logo and brand initiative is already completed and suspension of the initiative is not expected to result in any specific savings or suspension of costs to OEDIT.

Websites and use of logo. Under the bill, OEDIT would be required to take down the existing brandcolorado.gov website, and any state agencies using the logo on their websites would be required to remove them. It is assumed that any such website modifications can be done within existing resources and no new appropriations are required to any state agency.

Election expenditures (Informational purposes only). The bill refers a measure to the voters at the November 2014 general election. This measure will be published in newspapers and an analysis of the measure will be included in the Blue Book mailed to all registered voter households prior to the election. Under current law, costs for these functions will be paid through a General Fund line item in the Long Appropriations Bill. Table 1 below identifies the anticipated costs for the 2014 Blue Book.

Table 1. Cost to Produce and Distribute the 2014 Blue Book to All Registered Voter Households	
Printing	\$450,000
Postage	\$450,000
Translation	\$15,000
Newspaper Publication (English & Spanish)	\$400,000
Total Cost (12 issues)	\$1,315,000
Average Cost per Issue	\$109,583

Effective Date

The bill was postponed indefinitely by the House Business, Labor, Economic and Workforce Development Committee on February 4, 2014.

State and Local Government Contacts

Office of Economic Development and International Trade
Counties

State