



Colorado's Meetings & Events Incentive Launches July 1, 2021

Program will assist in the state's meeting and events industry's recovery from the COVID-19 pandemic

DENVER, June 24, 2021 – The Meeting & Events Incentive bill, sponsored by Colorado Reps. Roberts & Soper and Sens. Rodriguez & Hisey, will take effect July 1, 2021, and run until December 31, 2022. The bill was signed by Governor Polis on June 6th and allocates \$10 million in rebates and incentives for individuals hosting events in Colorado. The bill, which is part of the [Colorado Comeback Stimulus](#), will aid the state's meeting and events industry's recovery from the COVID-19 Pandemic.

"Downtowns, destinations, local governments, and small businesses across Colorado have been hit hard by the loss of business meetings and special events. This program incentivizes event planners to book in Colorado, thereby bolstering the tourism economy and industry and supporting thousands of small businesses in every corner of the State," said Colorado Tourism Office Interim Director Jill Corbin.

The Meeting and Events Incentive Program provides pre-approved applicants with a 10% rebate between \$3,500 and \$100,000 against the [eligible hard costs](#) of hosting meetings and events. The program supports the retention and attraction of events like business meetings, conferences, conventions, exhibitions, trade shows, consumer shows, festivals, and weddings.

Meeting planners and host venues have had to pay additional dollars for accommodations like larger rooms so guests can maintain six feet distance or hiring 3rd party companies to set-up virtual meeting spaces for guests who are not comfortable traveling yet. The added costs to accommodate new regulations and rules from the pandemic have been costly for an industry that is still trying to recover from being nearly shut down for a year.

The [Colorado Tourism Office](#) is partnering with Metropolitan State University of Denver to administer the program. Interested applicants should go to www.destinationcolorado.com/coloradomeetingincentive/ for all program information and instructions for application.

About Destination Colorado: Destination Colorado is Colorado's one-stop resource for educating and assisting meeting planners and incentive buyers with meeting facility site selection and group travel services throughout the state. Meetings and events are initiated, researched and finalized through Destination Colorado and our 120+ members statewide.

About Colorado: Colorado is a four-season destination offering unparalleled adventure and recreational pursuits, a thriving arts scene, a rich cultural heritage, flavorful cuisine and 28 renowned ski areas and resorts. The state's breathtaking scenic landscape boasts natural hot springs, the headwaters of seven major rivers, many peaceful lakes and reservoirs, 12 national parks and monuments, 26 scenic and historic byways and 58 mountain peaks that top 14,000 feet. For more information or a copy of the 2021 Colorado Official State Vacation Guide, visit www.COLORADO.com or call 1-800 COLORADO.

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