

# HB26-1012: A STEP BACK FOR COLORADO'S ECONOMY



Higher Costs, More Uncertainty, Fewer Choices for Consumers and Businesses

## OVERVIEW

Colorado's business community shares the goal of protecting consumers from truly egregious pricing practices. Last session, legislators and the business community worked collaboratively to reach consensus on price gouging and junk fee policies designed to address those concerns. Those reforms are still being implemented, and the state has not yet had time to evaluate their real-world impacts.

HB26-1012 would layer additional, highly subjective pricing restrictions onto this existing consumer protection framework. While transparency and fairness are shared objectives, the bill creates significant economic, legal, and operational concerns for businesses across multiple sectors—without clear evidence that new mandates are necessary or will improve consumer outcomes.

## WHY THIS MATTERS FOR COLORADO'S ECONOMY

Colorado businesses already operate in a high-cost environment driven by housing, labor, and regulatory complexity. According to the 2026 *Toward a More Competitive Colorado* report, rising costs and regulatory uncertainty are making it harder for employers to invest, expand, and create jobs. Adding vague and subjective pricing rules risks further weakening Colorado's competitiveness and discouraging business activity statewide.

## KEY BUSINESS CONCERNS

- **Lack of Clear Standards:** The bill relies on subjective and undefined terms, offering no clear guidance or safe harbors for compliance.
- **Increased Legal Risk:** Tying pricing decisions to the Colorado Consumer Protection Act exposes businesses to litigation and enforcement based on interpretation rather than intent.
- **Regulatory Whiplash:** Rapidly changing and overlapping pricing regulations increase compliance costs and operational uncertainty.
- **Questionable Consumer Outcomes:** Higher compliance costs and reduced pricing flexibility may result in fewer choices, lower-quality offerings, and higher prices for consumers.

## THE BOTTOM LINE

HB26-1012 is not operationally workable, creates significant legal uncertainty, and risks undermining Colorado's economic competitiveness—particularly as businesses are still implementing consumer protection laws passed last session. These concerns are structural and cannot be resolved through minor amendments.

**VOTE NO ON HB26-1012**

# COMPANIES OPPOSING HB26-1012



- Denver Metro Chamber of Commerce
- Colorado Competitive Council
- Colorado Chamber of Commerce
- AEG Presents
- Colorado Rockies
- Denver Broncos Football Club
- Denver Summit Football Club
- Kroenke Sports & Entertainment
- National Western Stock Show
- Adams County Regional Economic Partnership
- Airline for America
- Colorado Bankers Association
- Colorado Concern
- Colorado Hospital Association
- Colorado Hotel & Lodging Association
- Colorado Motor Carriers Association
- Colorado Restaurant Association
- Colorado Springs Chamber of Commerce & Economic Development Corporation
- Denver Center for Performing Arts
- Douglas County Business Alliance
- Downtown Denver Partnership
- Glenwood Springs Chamber Resort Association
- Golden Chamber of Commerce
- Greater Pueblo Chamber of Commerce
- Koelbel & Co.
- Live Nation Entertainment
- Northern Colorado Legislative Alliance
- Parker Chamber of Commerce
- South Metro Denver Chamber of Commerce
- Southwest Airlines
- United Airlines
- Vail Valley Partnerships