

## Denver program preserves \$287 million in restaurant sales this summer

Nov 10, 2020

**November 10, 2020 - DENVER** – Almost six months after Denver announced the temporary outdoor dining program to help restaurants and bars safely expand serving capacity, remain open, and keep their staff employed during the pandemic, there is new data showing the economic impact. According to data from the Department of Finance, the program has likely contributed to the preservation of around \$287 million in estimated revenue for Denver restaurants, resulting in a projected \$24 million in retained tax revenue for the City and County of Denver, which would otherwise been lost had local restaurants not been able to quickly and safely reopen for business. The estimate is for 101 days of operations, 342 participating businesses and 12 chairs on average in a typical expanded service area.

“The creativity and resourcefulness of our restaurant and bar industry has shined bright during these uncertain times with creative and safe outdoor dining expansions,” Mayor Michael B. Hancock said. “Combined with the hard work of many city agencies to launch this successful program, these public health steps have provided hope to these businesses as we continue to focus on keeping our community healthy and supporting the safe re-opening of our economy.”

According to the Denver Department of Finance, food services and drinking places are the single largest contributor to Denver’s sales and use tax revenue. Denver agencies that have partnered to implement this successful program include the Department of Transportation and Infrastructure, Excise and Licenses, Community Planning and Development and Denver Economic Development and Opportunity. The initiative was developed in collaboration with the Mayor’s Economic Relief and Recovery Council, an advisory group established to support the relief and relief efforts of Denver’s economy.

The city recently announced an extension of the temporary allowance for restaurants and bars to expand outdoors through October 2021. Businesses interested in participating in the program can submit an application to participate in the program and get additional information on this [website](#).

**Denver Reminds Security Guard Companies and Individuals of Licensing Requirements**

Oct 26, 2020

In an educational effort to ensure all individuals and companies providing security guard services are operating in compliance with the law, the Denver Police Department and Denver Excise and Licenses are reminding security guards and their employers about the licensing requirements in the City and County of Denver.

Any individual engaged in providing security services in Denver, as defined in **Denver Revised Municipal Code (DRMC) 42-131**, must first be employed by a private security employer licensed to operate in the City and County of Denver, and individuals providing security services must also possess a valid individual security guard license. Private security guard employers can apply for a license [here](#). Individual security guards can apply for a license [here](#). Licensing requirements are still applicable if an individual is not called a “security guard” but is still performing security duties as described in the Denver Revised Municipal Code.

“Education is a critical element for all of Denver’s required licenses,” said Excise and Licenses Executive Director Ashley Kilroy. “That’s why we launched an education campaign after our security guard licensing requirements were strengthened in 2017. We’re determined to continue that educational effort, so the security guard industry and individuals are all complying with the law designed to improve public safety.”

Denver’s regulations for private security guard employers and individuals include requirements for an FBI background check, at least 16 hours of training from an approved security guard training provider and 8 hours additional training every year before a license is renewed. Training must cover, at a minimum, duties of a security guard, communication procedures and protocols, interaction with law enforcement and use of force. In addition, applications are required and subject to review and approval, for additional license endorsements, such as carrying a firearm or performing security guard duties while not wearing a uniform.

Fees for a new security guard individual license in Denver total \$50 and \$25 for renewal. Fees for a new private security guard employer license depend on the number of employees, but range between \$200 and \$400 for a new license and \$100 and \$200 for a renewal.

Denver Police officers assigned to Denver Excise and Licenses for the purposes of compliance and enforcement, assist Denver Excise and Licenses personnel in reviewing security guard licensing applications.

“Police recognize and value the role private security guard companies and their employees play in providing public safety services in Denver,” said Joe Montoya, Division Chief of Investigations for the Denver Police Department. “It is our goal to work collaboratively with security providers while ensuring all security employers and individuals providing security services are doing so lawfully, and in the best interest of public safety and the citizens of the City and County of Denver.”

Denver Police and Excise and Licenses recommend that clients of security guard companies always request proof of licensing for the company and individuals providing security services, similar to how consumers are encouraged to check that other licensed/regulated service providers meet all licensing and insurance requirements.

## Denver Extends Temporary Outdoor Dining Program through October 2021

Sep 29, 2020

The City and County of Denver announced today it is extending the temporary allowance for restaurants and bars to expand outdoors through October 2021. The program was previously slated to end October 31, 2020.

“We’re proud this program has been a lifeblood for expanded serving capacity to help keep Denver businesses open and their employees working,” Mayor Michael B. Hancock said. “We will work with restaurants and bars on creative models that allow them to extend this program through the cold weather months, while maintaining the strenuous protections in place to prevent COVID-19 transmission.”

Businesses **not** impacting the public right of way can request a 120-day extension past Oct. 31. Businesses that have expanded into the public right of way can request a 90-day extension past Oct. 31, allowing Denver’s Department of Transportation and Infrastructure (DOTI) to review street, sidewalk, alley, parking and travel lane closures associated with the program. Under new rules, businesses participating in the program can also apply for additional extensions after being approved for their 90- or 120-day extension. Each neighborhood impacted by the outdoor expansion extension will have the ability to request a public hearing to address issues such as concerning noise levels if they exist. Common questions about the program are answered [in the program FAQs](#).

Denver joins major cities across the nation in supporting restaurants, with 333 restaurants and bars approved to expand their serving capacity outdoors in the Mile High City. In addition, more than \$1.6 million in street occupancy fees have been waived by the city to make the program more affordable for applicants. Applications are still being accepted [online](#). Denver will continue to offer process navigators to provide individual customer service to businesses as they navigate the process in applying or extending their outdoor expansion. Business owners can send questions about the program via email to [tempexpand@denvergov.org](mailto:tempexpand@denvergov.org). The city is also encouraging restaurants and bars who would like permanent outdoor patio expansion to begin the application process this fall. More information about getting a permanent outdoor expansion can be found [here](#).

This initiative was developed in collaboration with the Mayor’s Economic Relief and Recovery Council, an advisory group established to support the relief and recovery efforts of Denver’s economy.

## Denver Moving More Occupational and Business License Applications Online to Increase Convenience and Safety During Pandemic

Jul 20, 2020

The Denver Department of Excise and Licenses added body artists and temporary body artists today to a list of required licenses that can be applied for or renewed **online**. These two licenses make a total of nine available online to increase convenience, sustainable practices and improve public health by reducing the need for travel to city government buildings during the COVID-19 pandemic. Other previous license types available for a new application or renewal online include security guard, private security employer, pedal cab driver, temporary restaurant, temporary restaurant event, retail tobacco store, and short-term rentals.

“It’s more important than ever to increase convenience and safety to get a required business or occupational license,” said Department of Excise and Licenses Executive Director Ashley Kilroy. “Moving licenses online is an ongoing process as we try to reduce the need to congregate at government buildings during the COVID-19 pandemic.”

The nine total license types available online make up over 11,000 issued licenses, which is more than 55 percent of the total licensing volume for the Department of Excise and Licenses. By the end of the calendar year, the Department of Excise and Licenses is targeting adding three additional license types online for peddler, child care centers and liquor special event. Those three additional online licenses categories make up an additional 700 licenses currently issued in Denver.

Denver only requires licenses for businesses or occupations that necessitate regulation to protect health, safety or public welfare. “It’s a simple equation,” said Kilroy. “When we make it easier to get a license, more people are in compliance with licensing rules and public safety increases in Denver.”

## Denver Extends Outdoor Patio Expansion Program through October 31

Jul 16, 2020

The City and County of Denver announced today it is extending its program allowing restaurants and eligible bars the ability to create outdoor consumption areas amid COVID-19. The program that was slated to end September 7 will now run through October 31. Businesses not impacting the public right of way with their expansions and in compliance with all state and city rules will receive automatic renewals, unless their neighborhood requests a hearing. Businesses that have expanded in the public right of way will work with Denver's Department of Transportation and Infrastructure (DOTI) to ensure certain requirements, such as liability insurance coverage, are met through the new program end date. DOTI will initiate the renewal process for these businesses.

In addition, restaurants and bars will be allowed to add recorded ambient or background music and television to their outdoor serving area if it does not disturb the neighborhood. There is a required five-day posting to allow neighborhood input for all restaurants and bars wanting to extend their participation in the program or add recorded music or televised programming. Future public health orders due to any increase in COVID-19 cases or any other changes to rules and regulations can still result in the program being suspended or ended.

"The success of this program, overwhelmingly positive feedback from the public and calls from owners of restaurants and bars to extend this program through Halloween has resulted in this decision," Excise and Licenses Executive Director Ashley Kilroy said. "Restaurants and bars have faced some of the harshest economic consequences from COVID-19. It's important that restaurants and bars know we will continue to support their recovery with this program as long as it does not negatively impact Denver's efforts to stifle transmission of the virus."

Denver's program is one of the most successful in the nation, with 273 restaurants and bars approved to expand their serving capacity outdoors. Applications are still being accepted **online**. Denver will continue to offer process navigators to provide individual customer service to businesses as they navigate the process in applying or extending their outdoor expansion. Business owners can send questions about the program via email to **[tempexpand@denvergov.org](mailto:tempexpand@denvergov.org)**.

This initiative was developed in collaboration with the Mayor's Economic Relief and Recovery Council, an advisory group established to support the relief and recovery efforts of Denver's economy.

## Denver Approves 250 Outdoor Expansions for Restaurants and Bars to Aid in COVID-19 Recovery

Jul 10, 2020

### July 10, 2020 - DENVER

The City and County of Denver has hit a major milestone in the effort to help restaurants and bars safely expand serving capacity during the COVID-19 pandemic. Today, Denver approved the 250<sup>th</sup> application for the program allowing restaurants and bars to temporarily increase their outdoor service capacity area, which includes expansion into adjacent streets, sidewalks and parking lots.

Denver [created a website](#) for eligible businesses to submit a proposal for city review with considerations for safety, mobility, and local emergency access. Denver has received 300 complete applications and has approved 83 percent of the applications. A list of approved restaurants and bars can be found [here](#).

“This program is just one more way Denver is backing up our commitment to help our local businesses and their employees get back on their feet,” Mayor Michael B. Hancock said. “Along with our residents wearing their face covering when they go out, the milestone reached today means more people will now have the opportunity to safely support our restaurants and bars, and keeping our city moving toward recovery.”

More street closures for outdoor serving capacity expansion have also been approved on South Pennsylvania St. from Bayaud to Ellsworth; in RiNo at 25<sup>th</sup> from Larimer to Lawrence Streets, Larimer St. from 27<sup>th</sup> to 30<sup>th</sup> Streets; Zeppelin Station at 35<sup>th</sup> St. from Wynkoop to Wazee Streets and at the Dairy Block at Wazee from 18<sup>th</sup> to 19<sup>th</sup> Streets. As part of this unprecedented effort to help Denver food establishments, Denver also approved 148 right-of way closures that include partial closures of sidewalks, parking lanes and travel lanes. Denver is also temporarily allowing communal dining that permits multiple food establishments to share a common outdoor dining area. The first communal dining area was approved to operate on June 23, with a street closure at Glenarm Place between 15<sup>th</sup> and 17<sup>th</sup> St. adjacent to the Denver Pavilions.

This program is available to eligible businesses for the duration of the outdoor summer dining season through September 7, 2020 at which time the city may evaluate a potential extension of the program while taking into account public health considerations.

## Survey Shows Denver's Youth Marijuana Education Campaign Continues to Positively Influence Decision Making

Feb 26, 2020

For the second consecutive year, a survey of Denver teenagers is showing Denver's High Costs marijuana youth education and prevention campaign is effectively discouraging youth from consuming adult-use marijuana. Among youth that were aware of the campaign, 81 percent of teens between the ages of 13-17 indicated the campaign discouraged them from using marijuana, compared to 75 percent the previous year.

The **High Costs** campaign is an effort by the City and County of Denver, managed by the Department of Excise and Licenses' Office of Marijuana Policy, to educate Denver's youth on how underage marijuana use can affect their passions, pursuits and future. Instead of promoting scare tactics, Denver's campaign focuses on providing facts for teens, so they can have accurate peer-to-peer conversations.

Among the results of the survey conducted by Insights Lab, which ran from mid-November through mid-December 2019, and polled 537 teens ages 13-18 representative of Denver's youth population, were a few other key statistics of note:

- Awareness of the High Costs campaign remains high, with 56 percent of Denver teens indicating that they were familiar with the campaign.
- 74 percent of teens who saw the online advertising engaged with the campaign. Of those teens, 51 percent engaged by liking an online post, 27 percent shared the online content and 43 percent talked about the content with friend.
- The survey also asked Denver teens about their marijuana usage.
- 81 percent of teens aged 13-17 said they are not current users of marijuana compared to 80 percent in 2018. 24 percent said they had used marijuana 1-2 times ever, compared to 21 percent in 2018, while 57 percent have never used, compared to 59 percent in 2018.
- 82 percent of Denver male teenagers said they are not current users of marijuana compared to 73 percent in 2018, a statistically significant change. 87 percent of teenage females said they are not current users compared to 90 percent in 2018.
- For the first time, Denver added 18-year-olds in the High Costs post-campaign survey. Among 18-year-olds, 61 percent said they are not current users of marijuana, which is 20 percentage points lower than ages 13-17.
- Most teens familiar with the campaign agreed that High Costs has a clear message (89 percent), is educational (87 percent), trustworthy (77 percent), and likeable (75 percent).

"After Denver became the first major city in America with legalized retail marijuana, many other cities and states turned to us to learn how we successfully regulated marijuana. Hopefully, our continued success educating youth to wait until they are of legal age to consume can also serve as an example for other communities across the U.S. The verdict is in that scare tactics are not successful with youth. Providing them facts about marijuana is the most effective youth education and prevention approach." said Denver Excise and Licenses Executive Director Ashley Kilroy, who has overseen marijuana regulation in Denver since the first day of legalized retail sales in 2014.

The campaign is delivered to Denver youth where they are at, such as social media platforms, posters in schools, digital radio, school bus signage, social media, mobile gaming apps, digital video and other platforms.

*Find the campaign at [TheHighCosts.com](http://TheHighCosts.com). For additional findings please visit [www.thehighcosts.com/survey-results](http://www.thehighcosts.com/survey-results) to access the full survey data.*

## Denver and Elitch Gardens Partner for Youth Marijuana Education Stunt

Aug 13, 2019

### *New 'High Costs' campaign bus rolls into Elitch Gardens*

**Aug. 13, 2019 - DENVER** – To cap off the summer season as youth make their way back to school, the City and County of Denver and Elitch Gardens™ have partnered to showcase a bus with a new spin in support of the city's larger High Costs youth marijuana education campaign.

In the 2017-2018 school year, 79% of marijuana violations by Denver Public Schools (DPS) students resulted in suspension or expulsion, and more than 200,000 college students nationwide have been denied financial aid because of a drug arrest or minor drug offense. To illustrate how underage marijuana use can affect youth's lives longer-term, the campaign will be brought to life with a school bus that looks to be packed with a four-year college tuition's worth of footballs – 6,395\* of them.

“Our partnership with Elitch Gardens further demonstrates Denver's commitment to educating our youth in an engaging environment, with a message that resonates – losing a scholarship or financial aid due to using marijuana underage can really change someone's future path,” said Ashley Kilroy, Director of Denver's Department of Excise and Licenses and the agency's Office of Marijuana Policy. “The High Costs bus is a tangible, physical representation of our message and makes the campaign real in the eyes of Denver's teens. It can be hard to imagine how much a four-year tuition costs, but seeing what 6,395 footballs looks like is something people can connect with.”

The bus will be wrapped with key campaign messaging. Accompanying the bus will be a ball toss game, where teens can receive a mini-football souvenir. Digitally, the effort will be supported on social media with a custom Snapchat filter and social media posts on Facebook, Instagram and Snapchat. The display will be live at Elitch Gardens from Friday, August 16 – Sunday, August 18 during park operating hours. Teens can find the bus parked in front of the Half Pipe thrill ride, located in the northwest part of the park. Beginning August 19, the bus will spend seven days parked at the corner of Louisiana and Franklin for teens to view and to further drive the message home.

For discounted tickets to visit the park August 16 – 18 and see the bus, guests can use promo code 'HIGHCOSTS' to purchase tickets at <https://www.elitchgardens.com/> and save \$30 off standard gate admission. *(Enjoy \$30 in savings for a full day of fun at Elitch Gardens Theme and Water Park brought to you by the City and County of Denver's High Costs campaign. Valid for the 2019 Season. Offer valid for one day only. Children 2 and under are admitted free and do not require a ticket.)* Learn more about the High Costs campaign at [www.thehighcosts.com/bus](http://www.thehighcosts.com/bus).

*\*Actual tuition price calculated off of the University of Colorado's 2018 full-time in-state student base tuition of \$63,952 for a four-year degree. Footballs were calculated at a cost of \$10 each, totaling 6,395 footballs to make up the cost of the four-year tuition.*

### **About High Costs**

In November 2013, City and County of Denver voters approved a special sales tax on retail marijuana to support the city's marijuana regulation, enforcement and education efforts. The City of Denver has initiated a creative campaign to educate its youth in a creative, effective and positive manner about marijuana. High Costs gives life to statistics and facts in a way that makes them more tangible to this audience. The city employs a multi-prong approach to education and prevention efforts, and this campaign is one part of that overall mission to decrease use among Denver's youth.

### **About Elitch Gardens**

Located in the heart of Denver and celebrating 129 years of fun, Elitch Gardens is Colorado's only world-class combination theme and water park. From thrilling roller coasters to pint-sized adventures, a splashin' water park and tons of special events, there's thrills for all. Don't miss the new Meow Wolf's Kaleidoscape – the first artist-driven dark ride in the world! The park is open April through October. Visit [ElitchGardens.com](http://ElitchGardens.com) for more information and to purchase tickets.



## New Rules in Denver for Short-Term Rentals Go into Effect Today

Apr 10, 2019

**DENVER** – Denver is implementing new rules for short-term rental (STR) licenses which go into effect today.

- STR licensees must carry a minimum of \$1 million worth of liability insurance for the property being used as a STR. Licensees have two options for this coverage: they may obtain an additional policy or rider, or they may conduct all transactions through a hosting platform with at least \$1 million worth of coverage.
- STR licensees will be required to notify their regular home or apartment insurers of their plans to turn their dwelling into a short-term rental. They are also required to notify their Home Owners Association (HOA).
- A STR license can be revoked or sanctioned, and an application for a new license can be denied if a rental property is found to be adversely affecting the public health, safety, or welfare of the immediate neighborhood in which the property is located.
- STR licensees must submit any changes to the name or contact information for a “Local Responsible Party” (required by ordinance) to the Department of Excise and Licenses within 30 days of the change.

“We are striking the right balance with sensible regulations that maximize the benefits of home sharing and welcome tourists to our city, while minimizing the negative impacts on neighborhoods,” said Ashley Kilroy, Executive Director of Denver Excise and Licenses. “These new rules increase protections for our community and help address the most common complaints we receive.”

There are currently 2,574 active short-term rental licenses in Denver compared to 2,037 in April last year. The amount of active STR licenses in Denver has increased 95 percent in the last two years. Denver has issued licenses for STRs since December 2016. Denver Excise and Licenses uses a software tool called Host Compliance to scan the internet for short-term rental advertisements and identify whether hosts are following the rules by including their short-term rental license number in the ads. Denver is near an all-time high compliance rate with 72% of online listings in compliance with the rules, compared to 52% a year ago.

Short-term rental licensees are only allowed to rent out their primary residence in Denver. Denver defines a primary residence as the usual place of return for housing as documented by at least two of the following: motor vehicle registration, driver’s license, Colorado state identification card, voter registration, tax documents, or a utility bill. Denver’s Department of Excise and Licenses tracks short-term rental compliance.

These rules were crafted in response to input received by the public and at reoccurring [Short-Term Rental Advisory Committee](#) meetings with STR hosts, non-hosts, community members, and elected officials in attendance. Before implementation of these rules, Denver Excise and Licenses posted the rules publicly in December and held a public hearing in January. The final rules were signed on January 25, but did not go into effect until April to allow short-term operators time to get into compliance.

## Youth Marijuana Education Campaign Proves Effective: New Survey Shows Denver's Education Campaign Influences Decision Making

Mar 19, 2019

**March 19, 2019 - DENVER** – A little more than one year since Denver launched the [High Costs](#) marijuana youth education and prevention campaign, a new survey is showing Denver's unique approach is paying dividends. According to the survey released today, 75 percent of teens aware of the High Costs campaign said that its messaging discouraged them from using marijuana.

The High Costs campaign is an effort by the City and County of Denver, managed by the Department of Excise and Licenses, to educate Denver's youth on how underage marijuana use can affect their passions, pursuits and future. Instead of promoting scare tactics, Denver's campaign focuses on providing facts for teens so they have accurate peer-to-peer conversations.

Among the results of the survey conducted by Insights Lab, which ran from mid-November through mid-December 2018, and polled 502 teens representative of Denver's youth population, were a few other key statistics of note:

- Awareness of the High Costs campaign is high, with 78 percent of teens indicating that they were familiar with the campaign, either through top of mind awareness or after being shown components of the campaign.
- 68 percent of survey respondents were aware of the "Weeded Out" game show video – the country's first marijuana education game show - that served as the centerpiece of the 2018 campaign.
- Among teens who viewed the game show, 87 percent talked about it with either friends, family, or both.
- The majority of teens agreed that High Costs has a clear message (83 percent), is educational (83 percent), trustworthy (75 percent), and likeable (73 percent).

"Teens want facts and they want to be able to make their own decisions. When we give teens the facts and equip them with knowledge, they make smarter choices about using marijuana," said Denver Mayor Michael B. Hancock.

The campaign is delivered to Denver youth where they are at on multiple platforms, including digital radio, school bus signage, social media and via mobile gaming apps and digital video platforms. High Costs is also continuing distribution of the 'classroom-in-a-box' trivia card game based on the ['Weeded Out' game show](#).

Find the campaign at [TheHighCosts.com](#). For additional findings please visit [www.thehighcosts.com/survey-results](http://www.thehighcosts.com/survey-results) to access the full survey data.

### Background:

In November 2013, City and County of Denver voters approved a special sales tax on retail marijuana to support the city's marijuana regulation, enforcement and education efforts. The City of Denver initiated in 2017 a creative campaign to educate its youth in a creative, effective and positive manner about marijuana. On year 2, High Costs uses "In Other Words" to give life to statistics and facts in a way that makes them more tangible to this audience. The city employs a multi-prong approach to education and prevention efforts, and this campaign is one part of that overall mission to decrease use among Denver's youth. The High Costs campaign is based in research gathered in part from the Healthy Kids Colorado Survey (HKCS), the Colorado Department of Public Health and Environment (CDPHE) and the Centers for Disease Control and Protection (CDC). The campaign also receives information from the target audience through a city-organized youth commission, yearly surveys, focus groups, and feedback.

About Insights Lab with the Tell Panel:

Insights Lab is a consumer insights consultancy providing research and data science services to help business, organizations and causes win more customers and turn data into a working asset. The Tell Consumer Panel, a proprietary online panel powered by the Colorado community, has provided hyper-local consumer insights for various Colorado businesses and non-profit organizations.

## Denver Hits 5-Year Milestone of a Legal and Regulated Recreational Marijuana Market

Dec 27, 2018

**DENVER** – January 1 will mark the 5-year anniversary of the world’s first commercial cannabis market. As Denver recognizes this milestone of successfully implementing recreational sales, here are some key stats about Denver’s marijuana market over this time.

- Recreational marijuana sales in Denver 2014-2017: \$1.038 billion
- Recreational marijuana sales in Denver Jan.-Oct. 2018: \$327 million
- Total combined recreational and medical marijuana sales in Denver 2014-Oct. 2018: \$2.28 billion
- Recreational and medical marijuana revenue for Denver combining sales tax, state share back, licensing fees and Denver’s special tax on recreational marijuana 2014-Oct. 2018: \$173.1 million
- Tax revenue budgeted for key marijuana management elements of regulation, enforcement and education in Denver 2014-2018: \$36.6 million
- There are currently 216 locations where medical and/or recreational marijuana can be purchased in Denver.

Education: Denver dedicated \$12.8 million towards education between 2014-2018. This includes:

- Funding for 8 different youth diversion programs
- Denver Public Schools training programs in 15 different schools consisting of substance prevention programs
- Funding dedicated to support more than 45 different organizations, representing 112 afterschool programs in 2018
- Denver’s High Costs youth education and prevention campaign featuring the first marijuana game show and a card educational game to give youth the facts to make educated decisions and have accurate peer-to-peer conversations

Notable budgeted investments from marijuana tax dollars in 2018:

- \$5 million from marijuana revenue for deferred capital maintenance
- \$4 million from marijuana revenue to fix aging parks and recreation centers citywide
- An estimated \$8 million per year to support the doubling of Denver’s Affordable Housing Fund

“In the five years since the voters said this is the path they want our state to take, the collaborative efforts that have taken place to do it the Denver way have been phenomenal, and put us at the forefront of not only how to manage legalization the right way, but in a smart way,” Mayor Michael B. Hancock said. “We’re the global model for this new frontier, and we’ve done it through a dedicated group of city staff, led by Ashley Kilroy, working side-by-side with our industry partners and the community to find solutions so implementation could be done smoothly, safely and effectively.”

Ashley Kilroy has overseen Denver’s regulated marijuana market since the first day of recreational sales in 2014. “Being first wasn’t easy, but we’ve achieved the will of the voters in successfully managing marijuana for 5 years,” said Kilroy, the Director of Denver’s Excise and Licenses and Office of Marijuana Policy. “We’ve had success due to Denver’s coordinated

approach with our city agencies working closely together, while listening to the concerns of the community, schools, our health care partners, the marijuana industry and others. We're proud of what we have accomplished, but we know we have to prepare for new challenges ahead as the marijuana industry evolves and new laws are enacted on a state or national level."

Milestones for marijuana in Denver include:

**2012** Colorado voters approve Amendment 64, decriminalizing adult possession of up to 1 ounce of marijuana and establishing a regulated market and licensed commercial marijuana distribution system.

**2014** Retail sales of cannabis begin in Denver. Office of Marijuana Policy is established.

**2015** Denver hosts the world's first-ever Marijuana Management Symposium to serve as a valuable resource for other cities attempting to prepare for the administrative, legal, safety and business implications of marijuana legalization.

**2017** The Department of Public Health and Environment released its first [Cannabis Environmental Best Management Practices Guide](#), providing cannabis cultivators with environmental standards related to energy and water use reduction, waste minimization and pest control.

**2018** Mayor Hancock and other officials from cities in states with legalization form first-of-its-kind government-led coalition to establish a national framework to proactively prepare governments for implementation of legalized marijuana.

**2018** Mayor Hancock announced a citywide effort to expunge marijuana convictions for conduct that is now legal.

### **About Denver's Department of Excise and Licenses**

The Department of Excise and Licenses (EXL) is the central business and professional licensing department for the City and County of Denver. The department issues approximately 180 different business license types including marijuana, liquor, short-term rentals, security guards and food trucks. EXL determines the qualifications for licenses under city ordinance and determines which licenses should be issued, renewed or suspended while ensuring consumer safety, protecting the community and promoting economic development. The department is also responsible for inspections and enforcement of business licensing requirements and the public hearing process that accompanies many business licenses.

EXL also encompasses Denver's Office of Marijuana Policy (OMP), originally established in 2014 to recommend, administer and implement policies; oversee and coordinate city agencies; and act as a liaison between Denver and other local, state and federal officials, agencies, and stakeholders. OMP merged with EXL in 2016 and assists with coordination of marijuana regulation, education and enforcement efforts throughout Denver.

## Denver Pawn Brokers License Helping to Protect Pawn Shop Consumers on Black Friday

Nov 21, 2018

**DENVER** – Black Friday remains one of the busiest shopping days of the year with U.S. consumers regularly spending more than \$5 billion online and in stores as the holiday shopping season officially begins. For consumers looking for deals in Denver pawn shops, there's an extra layer of security to reduce the chances of purchasing stolen goods, a **Pawnbrokers License** required for pawnbrokers in Denver. Pawnbroker licensees are required to register for and utilize a computer database for reporting transactions to the Denver Police Department.

Computer database programs such as LeadsOnline are web-based services that allow the electronic transfer of data collected for each pawn or purchase transaction by a business to the Denver Police Department. It increases the ability of Denver Police to process the number of pawnbroker and secondhand dealer transactions as well as facilitate in the recovery of missing and stolen personal property. The implementation of this online tool along with the required Pawnbrokers License has resulted in more stolen goods being recovered in Denver pawn shops. Denver Police recovered approximately 350 items from Denver pawnshops that were determined to be stolen in 2017. The property was valued at approximately \$420,000.

“Public safety and security is our number one priority in Denver,” said Ashley Kilroy, Executive Director of Denver Excise and Licenses. “Consumers on Black Friday expect all their purchases to be legitimate whether they are buying online, a mall or a pawn shop. Unfortunately, it's impossible to prevent all stolen goods from appearing in a pawn shop. But Denver's Pawnbrokers License and computer database requirements help bring an extra level of security that is helping reduce stolen items from being sold.”

Computer database programs require pawn brokers to enter a serial number for any item they accept in their store. It is recommended that consumers record serial numbers for electronics and keep a record of expensive items to facilitate recovery if they are illegally sold to a pawn broker. Applicants for a Pawn Brokers License are also required to complete a criminal history form, submit a full set of fingerprints to the Colorado Bureau of Investigations and have a \$5,000 surety bond.

LeadsOnline, the computer database program used by many pawn shops in Denver, offers a service called **ReportIt**. It's a free site where Denver residents can go online and create an account to log all their valuable property, including electronics with serial numbers, and photos of their jewelry. In the event of theft or loss, they can print a police report from their account so detectives have good information to search on.

### About Denver's Department of Excise and Licenses

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## **New Training and Background Check Requirements Implemented by Denver for Security Guards on Nov 1**

Oct 4, 2018

**DENVER** – The most commonly issued professional license in Denver is undergoing major changes. Denver is replacing the Merchant Guard Individual and Merchant Guard Company Licenses with a new Security Guard and Private Security Employer Licenses effective on November 1. The new licenses will have additional training requirements and strengthened background checks, so security guards in Denver are better prepared to protect and a stronger shield will be in place to prevent guards with past criminal convictions from working in Denver. Notable changes and new requirements for security guards and private security employers include:

- Security guards will be required to submit a FBI background check that covers criminal violations on a national level instead of a Colorado Bureau of Investigation (CBI) background check, which doesn't always flag crimes committed outside of Colorado.
- In-house security companies will no longer be exempt from licensing. Any employer of security guards will be required to have a private security employer license. This includes bars and clubs that hire their own security.
- Security guards will be required to complete at least 16 hours of training before being licensed, and 8 hours of training upon renewal. Training must cover duties of a security guard, communication procedures and protocols, interaction with law enforcement and use of force.
- Clearer standards for the use of uniforms, vehicles and canines.
- License applications will now be accepted online to improve convenience.
- Security guard licenses no longer required in many circumstances for ticket takers and ushers at events when they have no security role.

"As Denver rapidly expands, so has the number of security guards," said Ashley Kilroy, Executive Director of Denver Excise and Licenses. "We are eager to implement these new requirements for security guards and private security employers. Security guards in Denver will be better equipped to report potentially violent situations and will have a better understanding how to work with law enforcement. We believe these new requirements will play an important role in our continued efforts to improve overall public safety in the Mile High City."

There are currently more than 7,000 Merchant Guard Licenses issued in Denver. Existing Merchant Guard and Merchant Guard Company Licenses issued before November 1 are valid until their expiration date when they are required to obtain the new licenses.

Denver is one of only 3 cities in Colorado that requires a private security employer and security guard to be licensed. The other cities are Colo. Springs and Glendale. There is no state security guard license in Colorado like many other states. These strengthened security guard requirements are a result of Denver City Council Ordinance 17-1177 passed in November of 2017. As with any major changes to a current business license, Denver Excise and Licenses held public hearings to get community and stakeholder input before writing the rules. More information on Security Guard and Private Security Guard Employer Licenses can be found at [www.denvergov.org/securityservices](http://www.denvergov.org/securityservices).

### **About Denver's Department of Excise and Licenses**

The Department of Excise and Licenses (EXL) is the central business and professional licensing department for the City and County of Denver. The department issues approximately 180 different business license types including marijuana, liquor, short-term rentals, security guards and food trucks. EXL determines the qualifications for licenses under city ordinance and determines which licenses should be issued, renewed or suspended while ensuring consumer safety, protecting the community and promoting economic development. The department is also responsible for inspections and enforcement of business licensing requirements and the public hearing process that accompanies many business licenses. EXL also encompasses Denver's Office of Marijuana Policy (OMP), originally established in 2014 to recommend, administer and implement policies; oversee and coordinate city agencies; and act as a liaison between Denver and other local, state and federal officials, agencies, and stakeholders. OMP merged with EXL in 2016 and assists with coordination of marijuana regulation, education and enforcement efforts throughout Denver.

## **New Denver Report Shows an Increase in Tax Revenue and a Decline in Marijuana-Related Crime**

Aug 09, 2018

**DENVER** – Retail marijuana sales and projected marijuana tax revenue are up, and marijuana-related crime continues to drop. Those are a few of the key statistics released by [Denver in the City's 2018 Annual Marijuana Report](#).

Key stats from the report showing data from January 2017-January 2018 include:

- Retail marijuana sales jumped 29% in Denver from 2016 to 2017, while medical sales dropped 3%.
- There is a projected increase of 8% in marijuana tax and licensing revenue in 2018 compared to 2017. Revenue in 2017 jumped 20% compared to 2016 totals.
- Marijuana sales tax revenue in Denver constituted an estimated 3.4% of Denver's general fund revenue in 2017 compared to 3.02% in 2016.
- From 2014-2017, Denver's portion of Colorado marijuana sales declined nearly -10% from 48.3 percent in 2014 to 38.7 percent in 2017 as other Colorado cities expanded marijuana sales.
- From 2014-2018 more than \$11 million of marijuana revenue will be granted for distribution to youth-serving organizations by Denver's Offices of Children's Affairs and Behavioral Health along with additional funds allocated for Denver's "High Costs" youth prevention campaign.
- In 2018, \$12.4 million from marijuana-related revenue was appropriated to add investments for deferred maintenance, affordable housing and opioid intervention in Denver. The City budgeted \$8.8 million in expenditures across city departments and agencies for regulation, enforcement, and education.
- Marijuana related crime in 2017 accounted for less than 1 percent of overall crime in Denver at .30% compared to .42% in 2016.
- Marijuana industry-related crime in 2017 represented less than ½ of 1 percent of overall crime in Denver at .21% compared to .32% in 2016.

"This new report demonstrates Denver's coordinated approach between multiple agencies to manage marijuana is working," said Denver's Mayor Michael B. Hancock. "We took on the daunting challenge of becoming the first major city in America to manage legalized recreational marijuana and we are having success. That's because of coordination between Denver's Excise and Licenses, Denver's Fire Department, Police Department, Department of Public Health and Environment, Community Planning and Development, as well as our partners in other city agencies, the community from the marijuana industry and public health advocates."

2017 marked the fourth year of retail sales of marijuana in Denver and the industry has grown to more than 1,100 business licenses operating out of nearly 500 locations. The first licensed marijuana consumption establishment was opened in 2018.

## Security Guard Advisory Committee (SGAC) Announcement

Jan 19, 2018

January 19, 2018

The City and County of Denver is convening an advisory committee to make recommendations for rules and regulations related to the revised Security Guard licensing ordinance as adopted by City Council in early November.

This ordinance makes various changes to Excise and Licenses' existing regulations surrounding licensed security guards and private businesses who employ security guards. The changes are largely centered on requiring basic standards for training, enhanced FBI background check procedures, defining specific duties that require licensure, and removing antiquated ordinance language, such as renaming the existing "merchant guard license" to "security guard license". The ordinance also provides more clarity to certain duties and job functions that are exempt from licensure.

We would like the Advisory Committee to consist of community, business and other stakeholders. The committee will be advisory in nature with the primary goal being to review, discuss and make recommendations of the rules and regulations for the Security Guard license.

These first four meetings of the SGAC have been scheduled and will take place at the Wellington Webb Municipal Building, 201 W. Colfax Ave. Details of the first three meetings are as follows:

1. Wednesday, January 24th, 2:00-4:00 (Room 4G4)
2. Wednesday, February 7th, 2:00-4:00 (Room 4I4)
3. Wednesday, February 21st, 2:00-4:00 (Room Tentative)
4. Wednesday, March 7th, 2:00-4:00 (Room 4I4)

### Advisory Committee Members

- Molly Duplechian (Denver Office of Excise and Licenses) (Chair)
- Jordan Sauers (Denver Office of Excise and Licenses)
- Su Cho (City Attorney's Office)
- Michael Mosco (Denver Police Department)
- Joe Delmonico (Denver Police Department)
- Ricky Bennet (Blue Line Protection Group)
- David Bradley (Colorado Fingerprinting)
- Susan Cobb (Advanced Professional Security)
- Scott Denison (Loomis)
- Stephanie Fransen (True Security)
- Nick Hoover (Colorado Restaurant Association)
- Chris Howes (Visit Denver)
- Matt Krumholz (Argus)
- Amie Mayhew (Colorado Hotel and Lodgers Association)
- Rochelle Montez (Securitas)
- Kateri Nelson (Allied Universal)
- Dale Shavalier (HSS)
- Michael Vigil (Denver Metro Protective Services)
- Eugene Wade (Downtown Denver Partnership)

Please note that the City reserves the right to change the composition of the advisory committee as it deems necessary throughout the process.



