



**FOR IMMEDIATE RELEASE**

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## **Northwest Chamber Alliance Supports "Let's Go Colorado" - Ballot Measure 110**

PRESS RELEASE

**BOULDER, CO. [Monday, October 29, 2018]** On Friday, October 19, The Northwest Chamber Alliance voted to support ballot measure 110, "Let's Go Colorado," a state-wide transportation funding question on the Colorado 2018 ballot. The Northwest Chamber Alliance, since its inception, has emphasized the importance of a quality local, regional and statewide transportation infrastructure. Alliance partners hosted member events with leaders of both transportation initiatives on the ballot including Kelly Brough with the Denver Chamber of Commerce and Let's Go Colorado as well as Jon Caldera with the Independence Institute, representing ballot measure 109 - Fix Our Damn Roads. The Alliance is not taking a position on 109.

Currently, there is a \$9 billion shortfall for transportation infrastructure projects across the state of Colorado. Measure 110 proposes a six cents sales tax on a \$10 purchase and sunsets in twenty years. The proposal is expected to raise \$767 million a year and unlock \$6 billion of bonding capacity. "Ballot measure 110 tackles this shortfall with a statewide transportation infrastructure solution that addresses Colorado's highest transportation priorities through a sustainable funding mechanism and keeps us competitive," said John Tayer, President and CEO of the Boulder Chamber of Commerce.

Scott Cook, CEO of the Longmont Area Chamber of Commerce added that, "With our community's history with transportation sales taxes, an important consideration for our Chamber's support of 110 was the dedicated funds for municipal and county projects." Twenty percent of funding from 110 will be used for local projects around the state with local control and another twenty percent is dedicated to counties. The Northwest Chamber Alliance worked closely with the Colorado Department of Transportation (CDOT) to have ensure that several regional projects were included on the priority list.

"Transportation is vital to commerce. This measure keeps us competitive and the price is small individually. Each of the thousands of businesses represented in the Northwest Chamber Alliance relies on and expects to have an efficient transportation system," said Jose Beteta, CEO of the Latino Chamber of Boulder County. He added, "With a sales tax, this measure also ensures that the 40 million visitors to Colorado will help pay for our roads, not just residents."

Detailed information and a list of proposed transportation projects can be found at the Let's Go Colorado website, [www.LetsGoColorado.com](http://www.LetsGoColorado.com)

### **About the Northwest Chamber Alliance**

The Northwest Chamber Alliance was formed in 2016 as a coalition focused on regional issues that impact economic vitality and quality of life. It is currently comprised of the Boulder, Broomfield and Longmont Chambers, representing approximately 2,400 businesses made up of 100,000 employees. These businesses range from large international corporations to small businesses, startups, nonprofits and public institutions. For more information on the NWCA, please contact Andrea Meneghel, Public Affairs Director for the Boulder Chamber, at [andrea.meneghel@boulderchamber.com](mailto:andrea.meneghel@boulderchamber.com) .