

# COLORADO BUSINESS *for a* FAIR MINIMUM WAGE

## RAISING THE MINIMUM WAGE IS GOOD FOR BUSINESS, CUSTOMERS AND OUR LOCAL ECONOMY

As business owners and executives, we support gradually increasing Colorado's minimum wage. It's good for business, customers and our local economy. The minimum wage has not kept up with the cost of living. Today's \$8.31 minimum wage – just \$17,285 a year for Coloradans working full time – actually has less purchasing power than minimum wage in the 1960s. Raising the minimum wage makes good business sense.



### Workers are also customers

Increased pay means increased consumer buying power – boosting sales at local businesses as Colorado workers buy needed goods and services they could not afford to buy before.



### Less strain on our social safety net caused by inadequate wages for working Coloradans

Minimum wage workers often need public assistance to get by despite working full time. That means taxpayers are subsidizing businesses which pay their employees too little to live on.



### The most rigorous research on actual minimum wage increases shows they do NOT increase unemployment.



### Cost savings with lower turnover

Low pay typically means high employee turnover. Businesses see cost savings in hiring and training and less product waste with lower turnover. Businesses also benefit from increased productivity and product quality.



### Better customer service & reputation

Businesses invested in employees have employees invested in their business. Frontline employees can make the difference between a repeat customer and a lost customer.

*Turn page over for contact information and sample businesses that support raising Colorado's minimum wage. →*

## COLORADO BUSINESS FOR A FAIR MINIMUM WAGE SIGN ON STATEMENT EXCERPT:

We support gradually increasing Colorado's minimum wage, first to \$9.30 on January 1, 2017 and then by 90 cents a year until it reaches \$12 in January 2020, **as proposed in a ballot initiative**, and then adjusting it annually so the minimum wage keeps up with the cost of living rather than falling behind.

**See Full Statement and Sign Fast Online**  
at [bit.ly/BFMWCO](http://bit.ly/BFMWCO)

**Higher wages drive better results, give customers more money to spend in our businesses, and create a better business climate. That's why the majority of business leaders support raising the minimum wage."**

Yoav Lurie  
Founder & CEO, Simple Energy, Colorado

 SIMPLE  
energy



BUSINESS  
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## BUSINESS SUPPORT FOR RAISING COLORADO'S MINIMUM WAGE

Business people are supporting raising the minimum wage through **Colorado Business for a Fair Minimum Wage**. A great way to start is to sign the Business Statement calling for a gradual increase in Colorado's minimum wage to \$12 by 2020, as called for in a ballot initiative.

**Here is a small sample of current signers:**

American Sustainable Business Council  
Appaloosa Grill & Wright Room  
Aspen 82 TV  
Ben & Jerry's  
Bhakti  
Boreas Group  
Boulder Transport  
C & D Printing  
Castillo's Muffler Shop  
Clothes Pony  
Color Me Mine  
Colorado Sustainable Financial Planning  
Colores Auto Body  
Conscious Company Magazine  
Correa Agency  
CrossFit Broadway  
Dr. Bronner's  
Eileen Fisher  
El Rancherito Restaurant  
Fire On The Mountain Buffalo Wings  
Gary's Auto Service  
Goodbee & Associates  
Hopscotch Bakery  
Illegal Pete's Restaurants  
Impeccable Paint  
Island Grill Take Out  
J&J Coins and Vintage  
LoCo Food Distribution  
Mercury Cafe  
Mile High Urban Farming  
MobilizeUs  
Motherlove Herbal Company  
Mountain Sun Pubs & Breweries  
Namaste Solar  
Northern Colorado Food Incubator  
Novo Coffee  
Old Town Bike Shop  
Ore House Restaurant  
Organic India USA  
Performance Sports  
Polar Bottle  
Renewable Choice Energy  
Savory Spice Shop  
Sazza Restaurant  
Shinesty  
Simple Energy  
Solar Roast Coffee  
Talley Development Corporation  
Teatulia  
TechStars  
The Payroll Department  
The Tea Spot  
The Wellness Center, Inside Whole Foods  
UltraSteam Cleaning  
Vine Street Pub & Brewery  
Wallaroo Hat Company  
Wetzel's Pretzels  
Zoe Ma Ma Restaurant

Fair pay is a crucial part of the recipe for success at Ben & Jerry's. We've paid a living wage for more than 20 years. Raising the minimum wage is an important investment in social and economic progress."

Jeff Furman  
Chair of the Board, Ben & Jerry's



**Learn more & Sign the Colorado Business for a Fair Minimum Wage statement at:**  
[bit.ly/BFMWCO](https://bit.ly/BFMWCO)

**Contact:** Debra Brown  
debra@businessforafairminimumwage.org  
720-917-4900  
Businessforafairminimumwage.org  
@MinimumWageBiz  
#12ForCO