



GREAT OUTDOORS COLORADO & GENERATION WILD

GOCO & GENERATION WILD OVERVIEW – SUSTAINABILITY IN PROGRESS

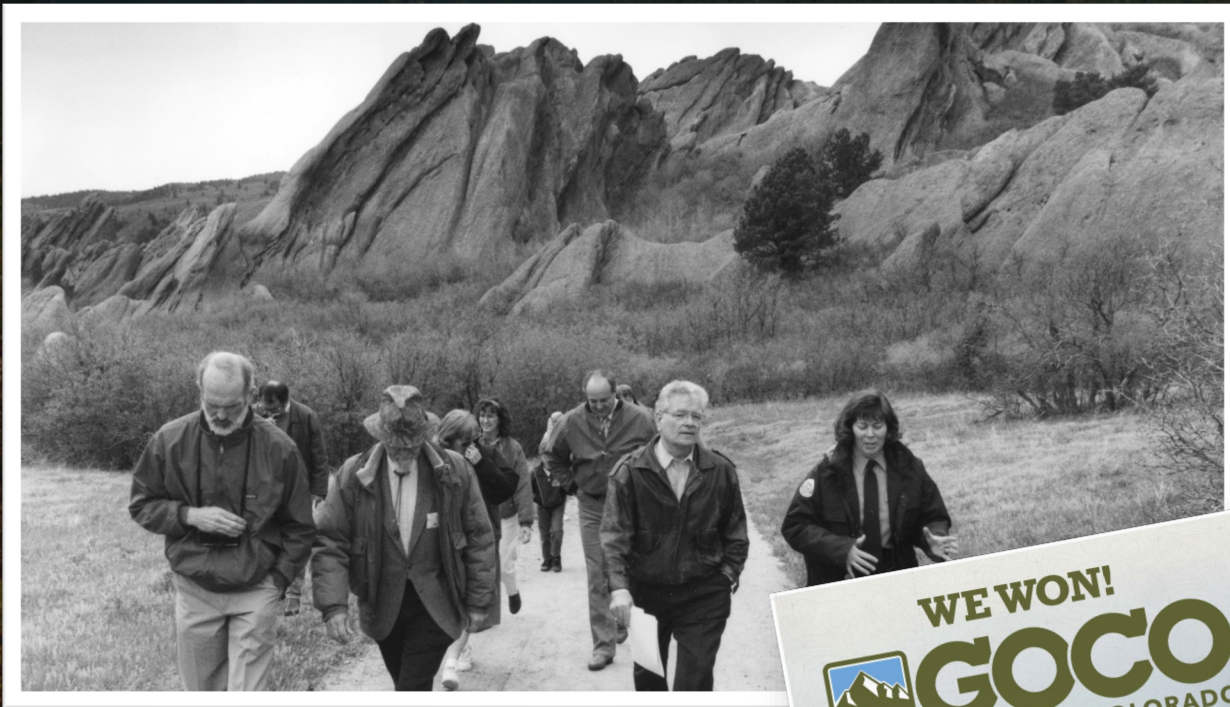
FEBRUARY 19, 2025

GOCO HISTORY

GREAT OUTDOORS COLORADO!



*Cheyenne Mountain
State Park.*



GOCO IMPACT TO DATE

5,631

PROJECTS
FUNDED

\$1.4B

IN LOTTERY
PROCEEDS INVESTED

64/64

COUNTIES
INVESTED IN

1.3 million
acres conserved

1,085
miles of rivers
protected

1,799
parks & outdoor rec
areas created/improved

66,688
acres added to the
state parks system

1,107
miles of trail built or
reconstructed

10,478
young people
employed through
youth corps

GOCO 101

ARTICLE XXVII

- > Created by a vote of the people and developed as part of our state constitution
- > GOCO is funded entirely from Colorado Lottery proceeds
- > No tax dollars
- > Independent political subdivision of the state
- > Governor-appointed board

OUR MISSION

To help the people of Colorado preserve, protect, enhance, and manage the state's wildlife, park, river, trails, and open space heritage



APPLICANT ELIGIBILITY



WHO CAN APPLY

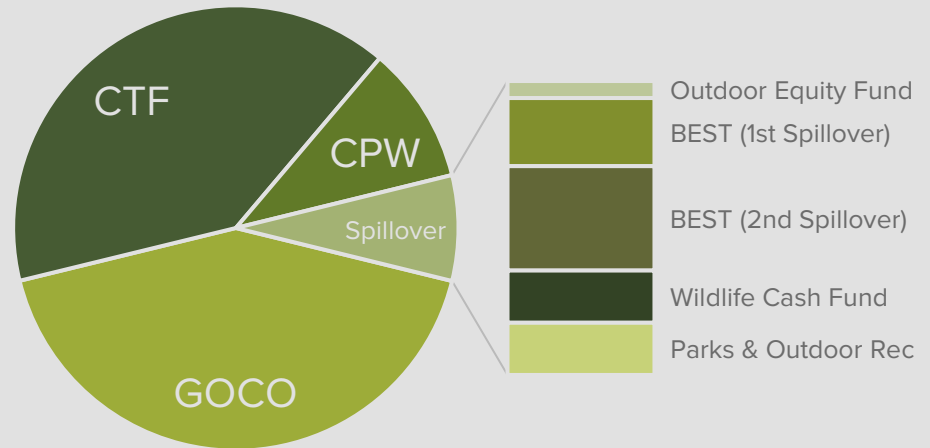
- > Colorado municipality or county
- > Title 32 special district eligible to receive distributions from the Conservation Trust Fund
- > Political subdivision of the State of Colorado that includes in its mission the identification, acquisition, or management of open space and natural areas
- > 501(c)(3) non-profit land conservation organization that includes in its mission the identification, acquisition, or management of open space and natural areas, e.g., land trusts
- > Colorado Parks and Wildlife

LOTTERY PROCEED

BENEFICIARIES

- 10% to Colorado state parks through Colorado Parks and Wildlife (CPW);
- 40% to the Colorado Conservation Trust Fund, which allocates funds to eligible local governments on a per capita basis;
- and up to 50% to GOCO against a constitutionally mandated cap adjusted for inflation each year.

Once the cap is met, surplus funds go to Building Excellent Schools Today, the Outdoor Equity Fund, and Colorado Parks & Wildlife



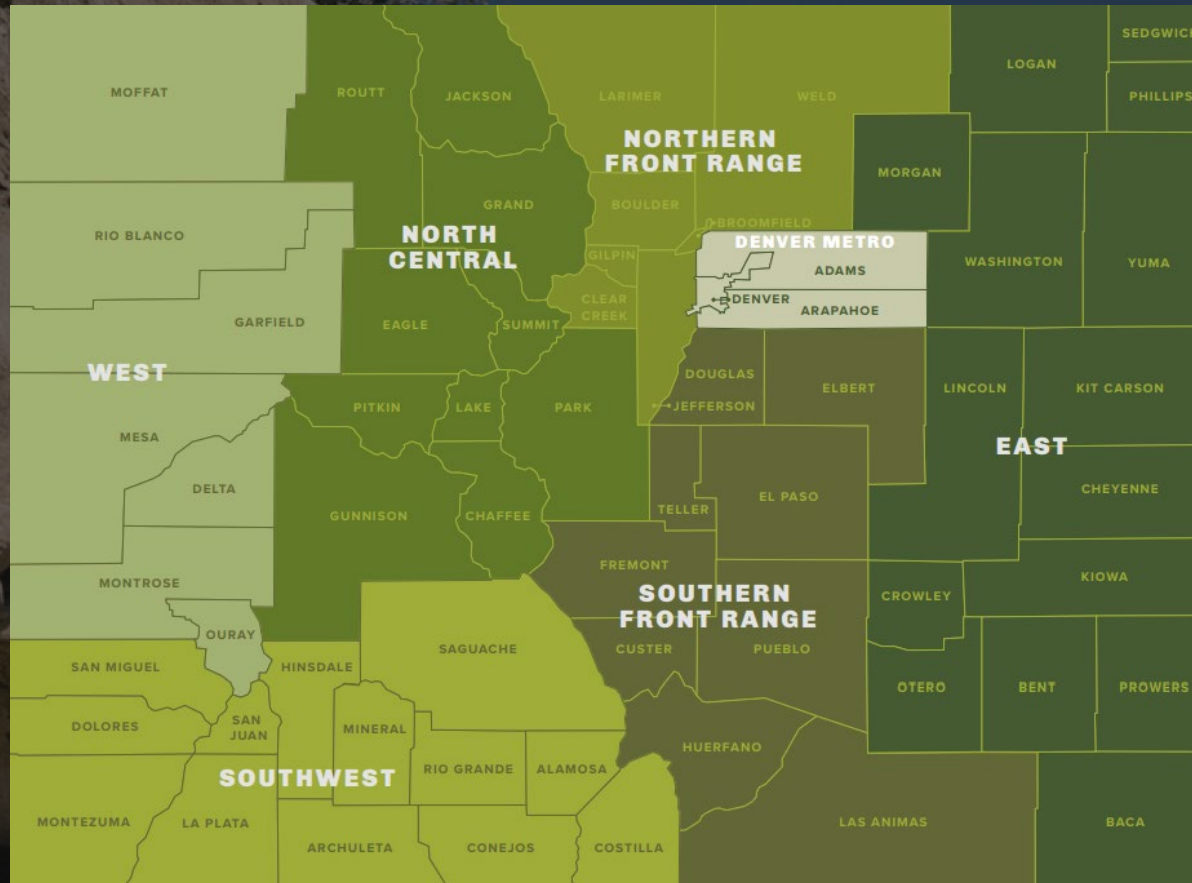
FUNDING QUADRANTS

The Constitution requires GOCO to allocate funds in a manner that is substantially equal over time to achieve outcomes across these four areas.

The Constitution also outlines entities eligible to receive funding in each quadrant.



REGIONAL APPROACH



PROGRAM VALUES



RESOURCE CONSERVATION

We value strategic land conservation and resource protection work.



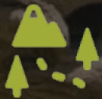
OUTDOOR STEWARDSHIP

We support sustainability and improvements to the state's natural and recreational resources.



COMMUNITY VITALITY

We invest in conservation and outdoor recreation efforts that support communities and quality of life.



EQUITABLE ACCESS

We partner with communities to break down barriers to the outdoors.



YOUTH CONNECTIONS

We support projects and programs that help children and families get outside more often and experience all the benefits of doing so.

BASE PROGRAMS

Triannual Grant Cycle



LAND ACQUISITION

Support important landscape, waterway, habitat, and public access land protection priorities.



COMMUNITY IMPACT

Develop and revitalize parks and other outdoor recreation amenities that enhance a community's quality of life and access to the outdoors.



STEWARDSHIP IMPACT

Support collaborative stewardship work that demonstrates meaningful improvements to ecological and recreational amenities.



PLANNING & CAPACITY

Invest in planning, capacity, pathway opportunities for diverse and non-traditional young adults, research, education, and storytelling projects that address opportunities, explore issues, and examine trends in the outdoors.

SPECIAL INITIATIVES



GENERATION WILD

Invests in coalitions ("communities") made up of local public, nonprofit, and private organizations creating new outdoor experiences and career opportunities for historically underserved and underrepresented youth and families.



CENTENNIAL

Invests in high-value, once-in-a-generation visions and projects that will create lasting impacts on the state and future generations.

PARTNER PROGRAMS



RESTORE COLORADO

Improve and restore Colorado's rivers, wetlands, grasslands, forests, and other critical habitat and wildlife corridors. Managed by National Fish and Wildlife Foundation.

Application Deadline: Mid-November 2024.



CONSERVATION SERVICE CORPS

Employ conservation service corps crews, including young people and veterans, on projects like trail building, fire mitigation and restoration, and eradicating invasive species. Managed by Colorado Youth Corps Association.

Application Deadline: August 14, 2024.



TRANSACTION COST ASSISTANCE PROGRAM

Transaction cost support to partners in the land conservation community. Managed by Keep It Colorado.

Application Deadline: August 27, 2024.

LOCAL INVESTMENTS

El Paso County

Total Invested: \$61,948,981.55

Grants Awarded: 216

Acres Conserved: 8,169.79

Teller County

Total Invested: \$11,787,663.76

Grants Awarded: 75

Acres Conserved: 4,495.13

STEWARDSHIP IMPACT



Photo by: Allison Daniell-Stellar Propeller Studio

PANORAMA PARK COMMUNITY IMPACT



Photo by: Ariel Lobdell, Olivedia Productions

FLORISSANT PARK COMMUNITY IMPACT



Photo by: Chris Aaby

WILD HORSE RANCH LAND ACQUISITION



Photo by: Chris Aaby

AVENGER OPEN SPACE LAND ACQUISITION



Photo Courtesy of Chris Aaby

GREENLAND RANCH LAND ACQUISITION



Photo by: John Fielder

FISHERS PEAK LAND ACQUISITION



Photo Courtesy of The Nature Conservancy.

COLORADO'S OUTDOORS STRATEGY



CLIMATE-RESILIENT CONSERVATION AND RESTORATION

Conservation and restoration actions help wildlife and landscapes thrive amidst climate change, increasing visitation, and other stressors; habitats are resilient and connected; communities benefit from healthy ecosystems including agricultural lands.



EXCEPTIONAL AND SUSTAINABLE OUTDOOR RECREATION

A diversity of high quality outdoor recreation experiences are accessible, equitable, and inclusive; management and stewardship enhance benefits and minimize impacts for people, landscapes, and local communities.

GOALS

Colorado's Outdoors Strategy advances three interrelated 'North Star' goals for our outdoors. Each goal is essential to achieve a future where our people, outdoors, community character, and way of life endure for generations to come.



COORDINATED PLANNING AND FUNDING

Conservation, outdoor recreation, and climate resilience planning and implementation efforts are integrated; supported by robust funding and capacity; inclusive of diverse partners, perspectives, and communities; and drive tangible action for the outdoors.

COLORADO'S OUTDOORS STRATEGY

The strategy will help Colorado address its conservation and outdoor recreation challenges through...

- Shared goals, enhanced coordination, reduced redundancies, and increased efficiency;
- Shared measures, mapping tools, data, and resources; and tracking collective progress;
- Streamlining funding strategy and reducing administrative burden;
- Fostering inclusive partnerships that center on community and partner perspectives and interests.

COLORADO'S OUTDOORS STRATEGY

The strategy will provide data and mapping tools, including...

- A statewide conservation summary encompassing important conservation information about biological resources;
- An updated Colorado Ownership, Management, and Protection database (COMap), the state's premier map of protected public and private lands;
- A Colorado Recreation Access Map that analyzes proximity of communities to open space and outdoor recreation opportunities;
- A Statewide Guidance Framework for Tribal and Indigenous Engagement;
- An Equity, Diversity, and Inclusion Resource and Action Guide.



Welcome to the Wild Side





GENERATION WILD GRANT PROGRAM

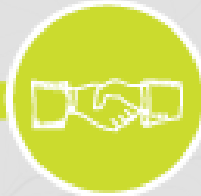
Invests in diverse, local coalitions offering culturally relevant programs that provide youth and families with quality outdoor experiences as well as leadership and career opportunities.



Photo by Ber green Photography



2015
Let's INSPIRE
 Generation Wild program launch



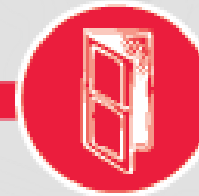
2015
 Planning grant awards



2016 & 2017
 Implementation grant awards



2017
Build awareness
 Communications campaign launch



2018
 Communications campaign addresses barriers to the outdoors



late 2020
 GOCO board renews funding commitment to coalitions



2020 (after RIS)
 GOCO launches strategic plan focusing on the value of youth connections



mid 2020
 Ring In Summer (RIS) campaign to bring people together



early 2020
 COVID-19 changes lives and Generation Wild plans



2019
Things got Wilder
 AKA summer of love



Dec 2022
 GOCO Board adopts Generation Wild as a Base Program



2023
 Current communities awarded interim funding support.



2024
 GOCO Launches Planning Grant Opportunity



2025
 10 Year Anniversary Re-investment





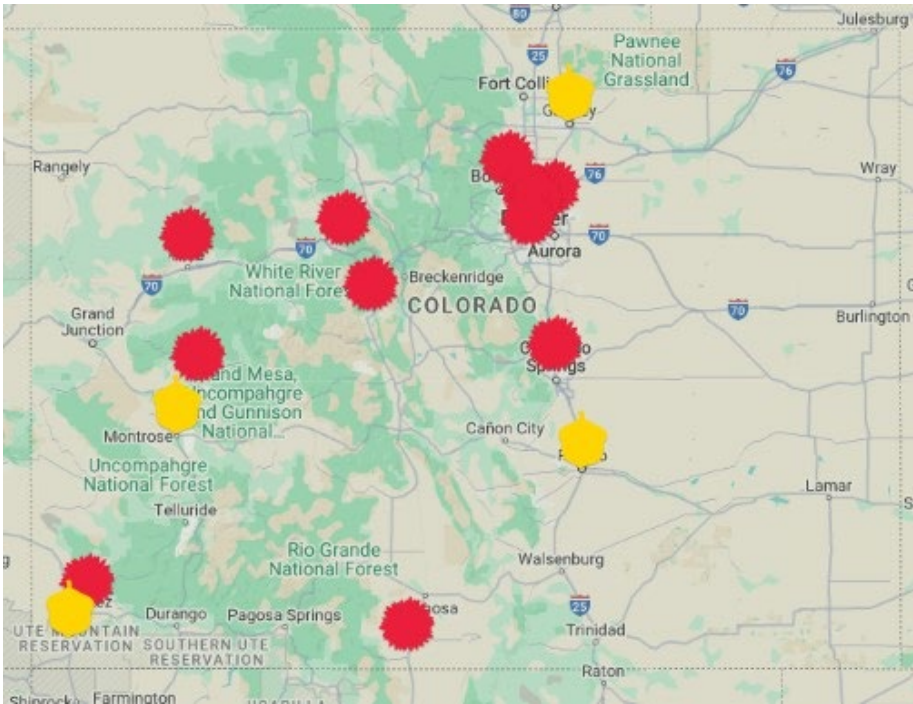
*Russell Square Park with My Outdoor Colorado.
Photo by Bergreen Photography.*

7,649 programs
delivered

270,068 program
participants

3,313 pathways
created

Generation Wild Communities & Planning Communities



GW Coalitions



GENERATION WILD

ENGAGING YOUTH ACROSS COLORADO

- Nearly 270,000 participants engaged since inception.
- Diverse activities including outdoor education, recreation, and career pathways.
- Strong community networks with over 170 organizations involved across the 12 communities.



GENERATION WILD BRAND

REACHING ALL OF COLORADO

- Statewide communications campaign promoting “Kids grow better outside.”
- Provides inspiration to care givers, easy ideas for getting outside..
- Supports coalitions with resources, training, and shared storytelling.



Sheridan
INSPIRE



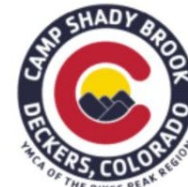
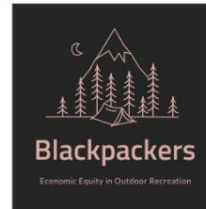
Pikes Peak
Region



Pikes Peak REGION



parks · recreation · cultural services













Photos courtesy of Chris Aaby



THANK YOU.

Chris Aaby

Program Officer, Generation Wild

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Photo by Miranda Townsend.