

2025 - 2026 Colorado Wildlife Council Operational Plan and Budget

As Approved by

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Colorado Parks and Wildlife

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Wildlife Council Information

The Colorado Wildlife Council (CWC), formed by the state legislature in 1998, was conceived and developed by a diverse coalition of conservationists, outdoor recreationalists, hunters, fishers, farmers, ranchers, and community leaders coming together to ensure a bright future for Colorado's wildlife. By statute, its mission is to oversee the design of a comprehensive, media-based public information program to educate the public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing. The program receives funds from a $1.50 surcharge (Wildlife Management Public Education Fund) on each hunting and fishing license sold.

The CWC is appointed by the director of Colorado Parks and Wildlife (CPW), who approves the annual operational plan. The nine council members represent various interests throughout Colorado.

Wildlife Council Members

Lani Kitching, West Slope Angler Representative (Chair)
Dan Williams, County Representative (Vice Chair)
Don Anderson, Agricultural Representative (Treasurer)
Eeland Stribling, East Slope Angler Representative
Bryan Gwinn, East Slope Hunter Representative
Kelly Weyand, West Slope Hunter Representative
Tim Twinem, Media and Marketing Representative
Brittni Ehrhart-Gemmill, Colorado Parks and Wildlife Representative
Kristen Bertuglia, Municipalities Representative
Megan Schulz, Program Assistant

The Objective of this Plan Document

The CWC’s annual Operational Plan, mandated by Statute 33-4-120, details the scope of its expenditures and activities for the upcoming fiscal year. It includes a mission statement, identifies council members, highlights accomplishments from the previous year, sets goals for the upcoming year, and summarizes current strategies to achieve them. This plan ensures CWC's effective stewardship of funds and underscores its integral role in attaining tangible conservation and outdoor recreation outcomes for Colorado.

Council Activities Summary

Introduction:

The CWC's statutory mission is to educate the public about the benefits of wildlife, wildlife management, and related recreational opportunities, particularly hunting and fishing. The council orchestrates its public education campaigns through data-driven, targeted messaging across various media platforms. A recurring theme emphasizes the centrality of quality science to CPW's management of the state's wildlife and natural resources. This concept is epitomized in CWC's "Science in the Wild" initiative, which has resonated significantly with target audiences.

In alignment with Colorado's Outdoors Strategy and its focus on climate resilience, biodiversity, and other environmental objectives, the council's advocacy for sound science strengthens one of the state's key priorities. Similarly, promoting CPW's commitment to science-based outcomes helps publicize the agency's adherence to this foundational principle, which is essential for its success.

Hunting and fishing have been integral to the human experience since antiquity, and their continued practice honors this legacy. These activities offer unique, high-quality outdoor experiences with positive emotional, physical, social, and nutritional benefits. Such time-tested endeavors exemplify the "exceptional and sustainable outdoor recreation" defined in the Outdoor Strategy, fostering connections among lands, people, wildlife, and communities.

Accountability to the CPW Director:

The director approves the council's operational plan, which defines the scope of its activities and expenditure levels.

Meetings:

The CWC meets monthly either in person or virtually. Meeting dates are posted on the CPW and CWC websites. All meetings offer a Zoom component for virtual participation. A Zoom call is scheduled for the alternate months when an in-person meeting is not held. The meeting and call dates calendar is set for the upcoming calendar year in December. Meeting minutes are kept by the program assistant, approved by the council, and posted on the website for public view. Subcommittees may meet separately. The subcommittee details can be found starting on page 13.

Colorado Parks and Wildlife/Wildlife Council Webpage:

A Wildlife Council has a webpage on the Colorado Parks and Wildlife website: CWC

Webpage. The council's program assistant manages the webpage. Meetings are announced to the public on this webpage. The public and council members can view all meeting materials from this site, including agendas, presentations, and minutes.

Wildlife Council Website:

The Wildlife Council website: cowildlifecouncil.org is managed by the advertising agency, R&R Partners, with approval from the CWC.

Wildlife Council Email Address:

A Wildlife Council email address is wildlife.council@state.co.us. The above council website lists the email address as a public contact point, and the council program assistant monitors it.

Bylaws:

The bylaws were last updated during FY16/17.

Council Member Commitment:

Council members are expected to:

- Contribute their professional expertise and represent members of their communities
- Participate in 6-8 in-person/Zoom meetings (4-6 hours each) per year
- Participate in 4-6 Zoom calls (1-2 hours each) in alternate months
- Review meeting materials (1 hour) ahead of each meeting
- Provide input between meetings on the campaign
- Represent the council and its mission to partners
- Participate in council-assigned subcommittees and contribute their expertise, input, and ideation.

Council Member Term Updates:

Council members may serve two consecutive, four-year terms.

New Council Member Appointments: February 2025

- Kristen Bertuglia-Gray, Municipalities Representative
- Bryan Gwinn, East Slope Hunter Representative

Annual Budget:

The council conducts an annual planning retreat in the spring (March 19-20, 2025). In the meeting, the advertising agency (R&R Partners) presented a recap of the previous fiscal year (FY24/25), and reviewed research findings, paid media channel

strategy and recap, creative campaign recommendation, public relations highlights, web analytics, organic social media strategy and details on the Colorado Rockies partnership, and the proposed budget for the new fiscal year. The council discussed the budget in this meeting and approved the proposed budget. See more details in the budget section of this report on pages 17-19.

Wildlife Council Media-based Public Information Campaign

A Day in the Life

Executive Summary:

In FY2024/2025, CWC produced the second year of a new campaign, "A Day in the Life," highlighting CPW biologists, wildlife officers, and staff in uplifting stories of wildlife science. The campaign aims to raise awareness amongst Coloradans about the impact hunting and fishing license fees have on supporting science in the wild.

Section I: Fiscal Year 2024/2025 Wildlife Council Report of Accomplishments 2024/2025 Campaign Summary:

This fiscal year, the council continued with an always-on paid media approach, including both traditional and digital media channels, to increase awareness and further educate our new primary Adventurous Environmentalist (AE) target audience about the benefits of hunting and angling, and by highlighting wildlife conservation stories. The exploratory qualitative and quantitative research conducted in FY22/23 resulted in this new audience. The AE audience are non-hunter/angler Colorado residents who are indifferent towards hunting, have specific moral issues with hunting specifically around hunting as a sport, they also struggle with understanding how hunting contributes to maintaining a healthy ecosystem in Colorado and finally they do not believe restrictions on hunting would impact them personally.

The secondary target audience, Hunter Adjacent (HA), comprises neutral-minded individuals. Although not active hunters themselves, they are indifferent to or supportive of the activity. They understand that while they might not understand all aspects of the activity, it is every Coloradan's right to be able to hunt. The gun culture surrounding hunting does not bother them, as they are confident that hunters are responsible. While they are not hunters, they have a basic understanding of their larger impact on Colorado.

CWC's paid media campaign aims to drive awareness and communicate how Colorado's wildlife and landscapes are balanced by conservation work, which is primarily funded with hunting and fishing license fees. The paid media campaign ran from July 11, 2024, to June 30, 2025 with a more refined measurement approach that leveraged traditional media (TV, out-of-home), video (connected TV, pre-roll,

YouTube), social (Meta, Snapchat, TikTok), and streaming audio (Spotify and YouTube) as awareness building media placements. Education tactics included website, paid search, paid social, digital, native advertising, influencers/earned media, with advocacy leveraging paid email.

The campaign delivered an impressive 165 million impressions, a 39% increase from last year. This widespread reach significantly amplified public understanding of wildlife conservation's critical funding sources and the value of Colorado's outdoor experiences, directly contributing to the goals of the Colorado Outdoor Strategy.

The following summary describes the media performance by tactic: **Fiscal Year Media Campaign: July 2024 — June 2025**

Media Budget: $2,079,742

Television:

Of the total budget, 38% was allocated to broadcast television and cable, with adults aged 18-49 earning an estimated 8,094,000 impressions. As of March 2025, an estimated 5,822,849 impressions were delivered in the Denver designated market area (DMA). The spots were targeted to run during sports and primetime programming, in line with the AE target audience's viewing habits, effectively reaching key demographics and raising awareness about the CWC's mission.

Out-of-Home (OOH):

CWC focused on outdoor digital billboards throughout metro Denver in high-traffic areas. In addition, the council ran a complete light rail wrap to reach users throughout Denver throughout the fall, winter, and spring months. The six outdoor billboards ran 9/2/24-11/10/24 with 5,413,900 estimated impressions; the light rail wrap ran 9/9/24-12/31/24 and then 1/27/25-5/18/25. It has/is expected to generate 13,886,112 estimated impressions in total, significantly increasing visibility and reinforcing CWC's brand and message in key urban areas.

Digital Media:

The Trade Desk is the preferred demand-side platform (DSP). It was implemented in recent years because of its strength in inventory access across multiple digital tactics, including connected TV, pre-roll video, display, and native. The platform not only supports targeting the AE (75% of budget) and HA (25% of budget) audience demographics, but also layers behavioral, contextual, and geographic parameters to ensure messages are focused on quality impressions. Further, the platform serves to retarget website visitors and continues nurturing brand awareness and affinity.

Connected TV placements produced high completion rates of 99% compared to the 96.4% benchmark. Overall, The Trade Desk delivered 14,410,224 impressions as of March 2025.

YouTube:

YouTube was leveraged to deliver CWC's messaging to audiences actively consuming video content. Six- and 15-second videos targeted outdoor enthusiasts, sports fans, and those looking for content on topics like hiking and camping, local news, college sports, and sports. As of March 2025, YouTube had delivered 9,401,743 impressions.

Facebook/Instagram:

Throughout the year, the social media campaign engaged and informed brand advocates on Facebook and Instagram by utilizing the platforms' robust first-party targeting capability to reach the target audiences based on interests and demographic data. A CWC filter provided additional reach to those in Colorado state, expanding from the downtown area only in years prior (note that the AR filter was paused 2/21/25 due to Spark being discontinued). Look-alike and retargeting audiences continued to be key to media performance (as learned over prior fiscal years).

As of March 2025, the campaign had generated over 767,000 post engagements (likes, comments, and shares), 18,855,219 impressions, over 9.3 million video plays, and 47,152 clicks to the website. The campaign performance met or exceeded benchmark expectations.

Spotify:

Sponsored sessions on Spotify drove brand awareness and ad recall among the target audiences. The video creative rewarded the user for watching the video to completion. As of March 2025, the campaign delivered 423,895 impressions with 10,798 clicks.

Influencers:

The influencer program amplified messaging and organically connected with CWC's target audiences. CWC partnered with four influencers in the fall of 2024 to deliver 1.5 million impressions across organic and paid reach with 2,352 organic likes and 191.1K organic + paid Reel plays. In the spring of 2025, there will be four other influencers, and these will be reported at the end of the fiscal year.

Page Grabber:

The eye-catching page-grabber video ads were layered over third-party website

content to grab people's attention. As of March 2025, the ads delivered 3,095,586 impressions.

Reddit:

Reddit was introduced as a new channel during the 2023/2024 fiscal year and only ran for two days (9/2-9/3) before the ads were paused due to a new Reddit policy requiring a privacy policy on the website. The platform saw strong engagement and cost-efficient reach the year prior and delivered 1,777 impressions and five clicks to the website during the two days it ran.

Snapchat:

Snapchat was introduced as a new channel during the 2023/2024 fiscal year and performed so well that the budget was increased for 2024/2025. The platform has seen strong engagement and cost-efficient reach. As of March 2025, Snapchat produced 1,570,159 impressions and over 821,000 video views.

TikTok:

TikTok has been a paid media tactic for four years and continues to produce strong performance. As of March 2025, TikTok produced 7,131,164 impressions and over 7 million video plays. The campaign ended 3/31/25 due to the uncertainty of the platform continuing.

Paid Search:

Paid search through Google Ads is new as of FY 2024/2025 and has proven to be a strong click source, having delivered 132,466 impressions and over 7,000 clicks as of March 2025.

Email Newsletter:

The Wild Times Newsletter is a quarterly newsletter highlighting how CWC initiatives support science-based wildlife management. It also explains how CWC efforts are funded through hunting and fishing licenses. The council's overarching goal is to equip readers with the information they need to make informed decisions about Colorado's wildlife, ensuring a thriving future for our state's natural heritage. The average open rate was 45.87% and CTR was 2.03%, which is a strong performance compared to industry standards.

Four Emails Deployed:

- Q3 2024: 45% Open rate - 2.8% CTR
- Q4 2024: 47% Open rate - 2.4% CTR
- Q1 2025: 45% Open rate - 0.9% CTR

- Q2 2025: 45% Open rate - 4.0% CTR

New subscribers added in FY24-25: 212

Creative Production:

Most of the year was dedicated to developing concepts for the A Day in the Life campaign. Pre-production occurred during FY23/24, with production occurring in mid-June 2024. Most post-production work was completed between July and August 2024. These efforts included video editing, copywriting, image retouching, and developing campaign assets such as social media content, digital banners, and outdoor billboards. The new campaign officially launched in September 2024.

In addition to preparing the revised campaign, the creative and production teams continued to develop assets for council sponsorships and the Hunter and Angler subcommittee. These assets included banners, stickers, postcards, signs, and QR codes. The team also collaborated with the Colorado Rockies' in-house staff to produce social videos and designed promotional giveaway totes successfully distributed during the CWC Promotional Day at Coors Field in September 2024. In preparation for the 2025 Promotional Day, R&R Partners also designed and printed updated tote bags.

Throughout the year, the team provided ongoing creative support across various efforts, ensuring content was available as needed. These efforts included images for social media, creative materials for paid media ads, the quarterly newsletter, and other content required by the council.

Organic Social Media:

In FY 24/25, we managed the CWC Facebook page with weekly posts and the CWC Instagram page with two posts per week. We submitted social calendars to the subcommittee each quarter for approval, developed content, scheduled posts, and led community management efforts on our organic platforms. Additionally, we developed ad hoc posts as requested.

At the March planning retreat, we presented a plan for FY 25/26 that included proposed optimizations and a new content strategy.

Web Maintenance:

The CWC website has been actively maintained throughout the year, focusing on technical performance, content accuracy, and design improvements.

a. **Technical Maintenance:** Included regular software and plugin updates, security checks, user testing, development of test cases, and resolving broken links.

b. **Content Maintenance:** Updating public meeting notices, optimizing content for SEO, revising headers, footers, and legal policies, renaming and reorganizing video content, and adjusting video settings.
c. **Design Maintenance:** Focused on updating council spotlights and refreshing site pages as needed, including integrating social media feeds.

In addition, the website underwent a comprehensive redesign informed by analytics insights, significantly improving user experience, visual appeal, and overall site functionality.

As of March 2025, 90% of website traffic came from Colorado, an increase from 75% in 2024. This demonstrates highly effective targeting that fosters local engagement and support for Colorado's outdoors. Organic search traffic remained steady following the redesign, avoiding common pitfalls associated with major site updates. Paid and organic traffic sources continue to contribute effectively.

Rockies Partnership:

In FY 24/25, CWC continued its partnership with the Colorado Rockies for the fourth consecutive year, strengthening brand visibility through a multi-channel presence at Coors Field and across digital and broadcast platforms. Throughout the 2024 season, CWC maintained a static outfield wall sign, ensuring consistent in-stadium and televised exposure. Before every regular-season home game, a 30-second pregame video spotlighting CWC is played on the main jumbotron. At the same time, L-bar signage appears on concourse TVs across the stadium, providing approximately 30 minutes of exposure per game through rotating graphic placements. The popular concourse moose mural remained near Gate B, enhanced with an interactive augmented reality (AR) feature that allowed fans to scan a QR code and bring the moose to life.

The Colorado Wildlife Council's digital and media presence was expanded through a 30-second radio spot that aired during all games on KOA, reaching fans across the state. Additional digital assets included one dedicated email to the Rockies.com subscriber base of over 250,000 users and two social media posts on the Rockies' official channels, extending campaign reach across key online platforms.

As part of this year's collaboration, CWC hosted a Promotional Day on September 14, 2024. A council member threw the ceremonial first pitch, joined by other members on the field. To engage fans further, the first 15,000 attendees received a reusable tote bag featuring CWC branding. This sustained partnership continues to offer CWC broad and meaningful exposure, connecting with Colorado residents through a strategic blend of in-person, digital, and broadcast touchpoints.

Experiential Pieces:

The moose mural in Coors Field has been an enormous success and has become a gathering place for Rockies fans to meet, interact with the AR experience, and learn more about the CWC. The elk and fish statues, which reside in the Foothills Mall in Fort Collins, are significant assets for the council in educating Coloradans.

Research:

The CWC and R&R conduct an annual tracking survey and analyze findings from public initiatives to gauge opinion and measure the effectiveness of its public information program. The research consistently demonstrates the significant impact of CWC's efforts in fostering understanding and support for wildlife management and outdoor recreation in Colorado.

Annual Tracking Survey Findings:

The annual tracker study was conducted online with registered Colorado voters Sept. 3–19, 2024. The survey was fielded statewide with 1,938 participants, including oversamples of 150 hunters, 300 anglers, and 400 AEs. All participants were screened to ensure they were 18 or older and registered to vote in Colorado. Data were weighted for a census representation of key demographics and congressional districts. The sample size yields a +/-2.33% margin of error at a 95% confidence level.

Key findings from the 2024 survey included:

- **Approval for Hunting and Fishing:** The survey reveals strong public support. About 8 in 10 Colorado voters approve of legal, regulated hunting, and about 1 in 10 disapprove. About 8 in 10 Colorado voters approve of legal, regulated fishing, and less than 1 in 10 disapprove. These high approval rates are a testament to CWC's successful public education efforts in fostering understanding and support for legal, regulated hunting and fishing, which are vital components of wildlife management.
- **Public Acceptance of Hunting:** 9 in 10 Colorado voters agree that it is OK for others to hunt if they do so legally and follow Colorado's hunting laws and regulations.
- **Awareness of License Fees Supporting Wildlife Management:** A core measure of CWC's mission fulfillment is public awareness of how wildlife management is funded. The survey shows that almost 9 in 10 Colorado voters know that hunting and fishing license fees support wildlife management. This indicates the program's effectiveness in educating the public about this critical funding source for conservation efforts across the state.
- **Target Audience Insights:** Given the current political landscape, the cost of living and other economic topics drive the issue priorities over hunting and fishing policies. The research provides valuable insights into the perspectives of the AE and HA target audiences, informing the refinement of messaging to

address their specific concerns and foster greater appreciation for science-based conservation.

- **Trust in Experts and Wildlife Science:** Trust in the experts and wildlife science was very well received and supported by the public. This indicates that the council's focus on "Supporting Science in the Wild" through its public information program demonstrates the publics support for science-based wildlife management, a critical outcome that supports future strategic communications.

Expertise seen in the Wildlife Biology applied research findings underscore the profound value and impact of the CWC's work in educating the public on what often takes place behind the scenes. This important work facilitates support for wildlife management, and contributes to informed decision-making by all on critical issues around preservation of wildlife populations including rehabilitation of Colorado's widely varied wildlife habitats.

Operations

CWC Subcommittees:

Subcommittees are comprised of council members*. They provide recommendations on decisions consistent with CWC direction to help move the business forward between regular council meetings. The subcommittees have the authority to execute and administer CWC directives within the subcommittee's scope.

- Social Media (Eeland Stribling, Dan Williams)
  - Review and provide feedback on quarterly calendars and ad hoc post opportunities throughout the year. (Reviews are in September, December, March, and June.)
- Campaign Influencers (Kelly Weyand, Don Anderson)
  - Assist with selecting influencers from the provided options.
  - Review/approve influencers' posts and any rounds of revisions.
- Creative Production (Lani Kitching, Tim Twinem, Kristen Beruglia)
  - Review/approve final video/radio script production, casting, creative assets, and other campaign and non-campaign elements.
- Quarterly Newsletter (Lani Kitching, Kelly Weyand)
  - Review/approve copy and images for the quarterly email newsletter.
- Hunter and Angler Outreach (Lani Kitching, Bryan Gwinn, Eeland Stribling, Kelly Weyand)
  - Review/approve outreach activities and sponsorship opportunities with hunting & angling stakeholder groups.

*Brittni Ehrhart-Gemmill oversees/participates in all subcommittees.

Hunter & Angler Outreach Subcommittee:

The Hunter & Angler Outreach Subcommittee was established in 2024 after data

collected during the R&R's annual tracking survey in 2023 revealed that hunters and anglers—referred to as advocates or constituents—had little awareness of the council. Additionally, there was a lack of understanding regarding how the $1.50 education fee collected from hunting and fishing licenses was utilized. This data prompted the council to find ways to engage this audience and educate them on the significance of this fee for wildlife management.

A budget of $120,000 was allocated from the CWC's operational budget. The goal for FY24/25 was to enhance the "Science in the Wild" messaging by strategically placing CWC messages in front of hunters and anglers, thereby creating opportunities for advocacy within these communities.

To achieve this goal, the subcommittee established the following primary tactics:

- Secure sponsorships from events and classes aimed at hunters and anglers, and organize 1-2 brewery events.
- Design, produce, and distribute promotional items.
- Coordinate and execute the annual awards program.
- Hire an outside contractor to manage grassroots marketing efforts for the subcommittee.

2024-2025 Accomplishments:

- R&R and CWC's ninth year of collaboration
- Produced new work for the campaign "Supporting Science in the Wild."
- Received a silver American Advertising Award for the "A Day in the Life" campaign
- Redesigned the website
- Achieved 165 million campaign impressions to date (an increase of over 39% compared to the same period last year), reflecting the media strategy's success.
- Had a successful fourth-year partnership with the Colorado Rockies MLB team and secured a fifth-year collaboration.
- 4 new newsletters were deployed throughout the year
- Leveraged social media influencers to amplify the messaging of CWC by tapping into the influencer's established communities of followers who trust and value the influencer's recommendations.
- Within the goals and purview of the Hunter/Angler subcommittee, the council hosted six brewery events, sponsored 15 events geared towards hunters and anglers, and created the council's first annual awards program. The council also distributed flyers, rack cards, stickers, pint glasses, and tote bags at events, stores, and outfitters across the state.

2025-2026 Priorities:

The CWC's priorities for 2025-2026 are strategically aligned to amplify the significant

value of wildlife management, primarily funded by hunting and fishing license fees, in safeguarding Colorado's natural heritage and advancing the broader goals of the Colorado Outdoor Strategy. Our focus will be on:

- **Maximizing Public Understanding and Brand Visibility:** Strategically highlight the CWC brand, identity, and message across all platforms to reinforce public understanding of how hunting and fishing license fees directly fund Colorado's crucial wildlife conservation and climate resilience efforts. This includes leveraging our successful media campaigns, which achieved 165 million impressions in the last fiscal year, to drive awareness among target audiences.
- **Refining Targeted Messaging for Broader Impact:** Continuously refine and evolve messaging to resonate with our AE and HA audiences, fostering greater appreciation for the science-based conservation work supported by license fees. This will ensure our communications effectively address common misconceptions and apparent gaps in understanding and underscore the ecological, social, and economic benefits of hunting and fishing.
- **Enhancing Experiential Engagement and Content:** Hire a dedicated videographer to capture and create compelling content from CWC-sponsored events. This will provide more authentic, real-world representations of Colorado's unique recreational opportunities and the wildlife management efforts underpinning them, mirroring the success of our "A Day in the Life" campaign.
- **Empowering Hunter and Angler Advocacy:** Intensify focus on educating the Hunter and Angler audience about the direct utilization and profound importance of the $1.50 education fee. By building stronger avenues for advocacy, CWC empowers these vital stakeholders to champion the benefits of wildlife management and its alignment with public interest.
- **Strengthening Council and Partner Networks:** Foster stronger networking opportunities for CWC members to expand their reach and influence. Simultaneously, develop a comprehensive plan to multiply statewide CWC in-person presence through proxies, surrogates, or other CWC-aligned representatives. This will be complemented by creating robust partnerships with NGOs and stakeholder groups, amplifying our collective impact on conservation and outdoor recreation.
- **Strategic Public Information & Scientific Literacy:** The CWC actively provides science-based information to the public, recognizing that a well-informed populace is essential for sound wildlife management in our state. Our public education programs are designed to equip Coloradans with a critical scientific understanding of wildlife populations, ecosystem health, and the management practices vital for long-term sustainability. Insights from past public discussions have underscored the significant role that clear, expert-driven scientific information plays in fostering public confidence and decision-making on issues impacting Colorado's natural resources. The CWC prioritizes ensuring that accessible scientific data and expert perspectives are central to public discourse, thereby contributing to a collective understanding that supports effective wildlife conservation for all Coloradans.

In Conclusion:

The CWC is dedicated to informing all Coloradans about the unique and enduring benefits of hunting and angling. Hunters and anglers support the state's economy, maintain healthy ecosystems, and contribute to CPW. Engaging in these activities fosters physical, emotional, and social well-being. The CWC enhances public awareness through messaging that aligns with key partners like the Office of Tourism, which promotes such experiences to visitors, the Colorado Water Conservation Board, which also focuses on preserving and protecting wildland habitats, chambers of commerce, which benefit from seasonal recreational economics, and multiple NGOs that share our vision. Crucially, the council's consistent promotion of CPW's science-based wildlife management ensures that preserving Colorado's wilderness, natural habitats, and wildlife will sustain a thriving future for the ecosystem, our communities, and the Colorado way of life for generations to come.

2025-2026 Contract Management

The council will retain R&R Partners on a contract for FY2025/26. The advertising agency will be responsible for the following work:

- Attend all council meetings and conference calls.
- Develop on-strategy message/content for the media campaign.
- Provide on-strategy creative concepts for selection by the council and the CPW director.
- Recommend appropriate media plans and associated vehicles/channels to meet the communication objectives.
- Upon approval, purchase media placements and other communication resources, within budget, as necessary.
- Pre-approve all marketing initiatives with the council.
- Design and execute research with the public sector to monitor and measure the program's effectiveness.
- Manage all production efforts via third-party vendors to secure the necessary assets for the media campaign.
- Review the effectiveness of message content and all media copy with the council.
- Work with the CPW video production staff to use pre-existing footage and imagery when possible.
- Seek input and feedback from the council before final messaging and/or media purchases.
- Provide monthly activity reports for distribution to the council. The reports will include completed projects since the last report, the status of ongoing activities, and anticipated timelines for upcoming projects.
- Before the operational plan year ends, make recommendations regarding the future year’s educational program strategies and budget.

Annual Budget Review

- The CWC program assistant and treasurer will account for and manage the spending of up to the maximum spending authority of $3,000,000 to execute the plan in conjunction with the CWC.
- The CWC program assistant and treasurer will provide bimonthly budget reports to the council showing projected revenue and expenditures.
- Throughout the fiscal year, the CWC will review and approve any changes to the proposed budget before submitting it to the director for review.

2025-2026 Budget:

The budget is based on projected fund revenue and the projected fund balance. The spending authority is $3,000,000 for the fiscal year 2025-2026.

- Projected Revenue (average of FY23 and FY24 revenue) $2,568,191
- Projected Fund Balance $2,256,236
- Total Projected Available to Spend $4,824,427

The budget was set and approved at the March 19-20, 2025, planning retreat.

- Operating (e.g., administrative costs, meeting expenses, etc.) $30,000
- Hunter Angler Advocacy $170,000
- R&R Partners Advertising Contract* (detailed budget below) $2,800,000

Total Estimated Expenditures (not to exceed) $3,000,000

2025-2026 Budget — R&R Partners

CWC BUDGET: 2025/2026 - ($2,800,000)

	BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	1,422	$184,860	$0	$184,860
2	Travel Expenses	0	n/a	$20,000	$20,000
	SUBTOTAL:	**1,422**	**$184,860**	**$20,000**	**$204,860**
	Basic Compensation Rate (Monthly Fee)				**$17,071.67**

	CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,561	$202,930	$200,000	$402,930
4	Social Media Strategy, Community Management & Creative Graphics	240	$31,200	$0	$31,200
5	Website Maintenance	208	$27,040	$4,000	$31,040
	SUBTOTAL:	**2,009**	**$261,170**	**$204,000**	**$465,170**

	RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	0	$0	$0	$0
7	Analytics, Brand Strategy & Secondary	230	$29,900	$0	$29,900
8	Quantitative Online Survey	75	$9,750	$50,500	$60,250
9	Competitive Analysis & Report	0	$0	$0	$0
	SUBTOTAL:	**305**	**$39,650**	**$50,500**	**$90,150**

	MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10	Campaign Planning, Buying, Reporting & Optimizing	732	$95,160	$1,554,660	$1,649,820
11	Colorado Rockies Sponsorship and Promotional Item	0	$0	$390,000	$390,000
	SUBTOTAL:	**732**	**$95,160**	**$1,944,660**	**$2,039,820**

	GRAND TOTAL:**	**4,468**	**$580,840**	**$2,219,160**	**$2,800,000**

ASSUMPTIONS

*All hours have been calculated at an hourly blended rate of $130.

**This is a projected budget and is subject to change but will not exceed the approved budget total.

1. Ongoing brand and project management for account oversight for entire fiscal year.
2. Travel expenses.
3. Production of creative assets; newsletter, website and misc. requests
4. Social media strategy & ongoing community management for up to two channels.
5. Routine website maintenance and standard Google Analytics reporting. One year website hosting fee.
6. Public relations efforts for the entire fiscal year removed and funds have been reallocated to paid media.
7. Analytics. Brand and target audience strategic direction and oversight. Secondary research as needed.
8. Annual quantitative education and awareness tracking survey (one wave). Statewide sample of 1,000 CO voters.
9. Competitive Analysis removed, funds reallocated to paid media.
10. NET media expenses. Time for strategy, planning and buying campaign, reporting and partner invoice reconciliation. The Opportunity Fund has been added to the paid media allocations.
11. Colorado Rockies sponsorship and promotional item