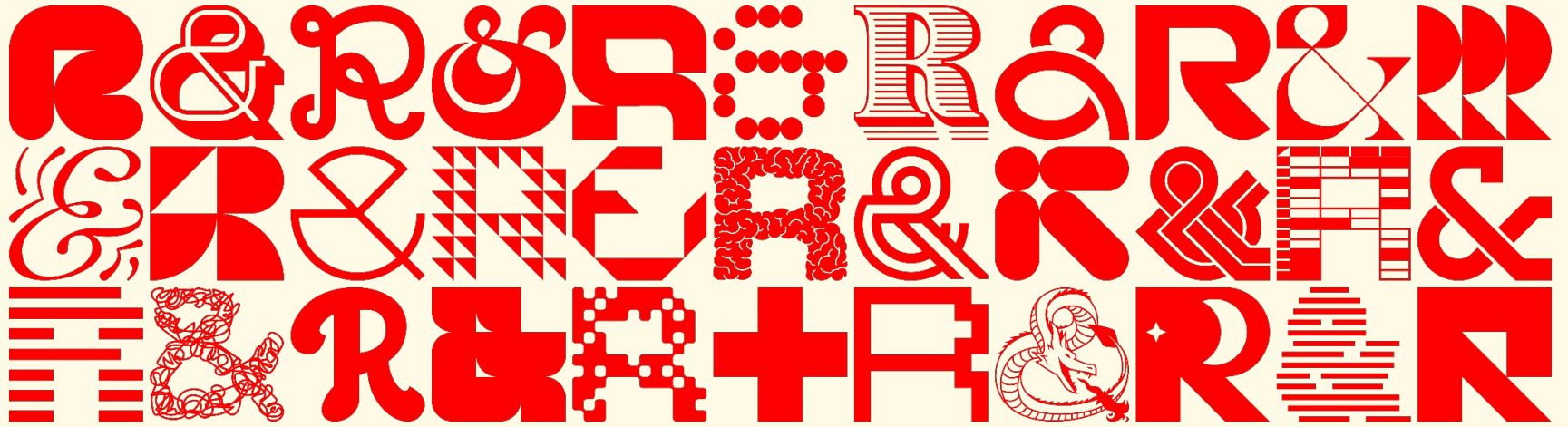




Colorado Wildlife Council Meeting

October 2025



- 1** **Creative Review**
- 2** **Qualitative Research**
- 3** **Q2 Newsletter: Approval**
- 4** **Q2 Social: Approval**
- 5** **Hunter and Angler CPW
Brochure Print Ad: Approval**

CREATIVE PRODUCTION

SECTION 03

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TURNING PROBLEMS
INTO PLAYGROUNDS

EST. 1974

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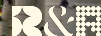
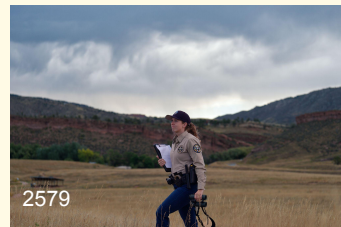
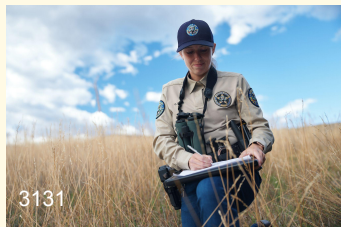
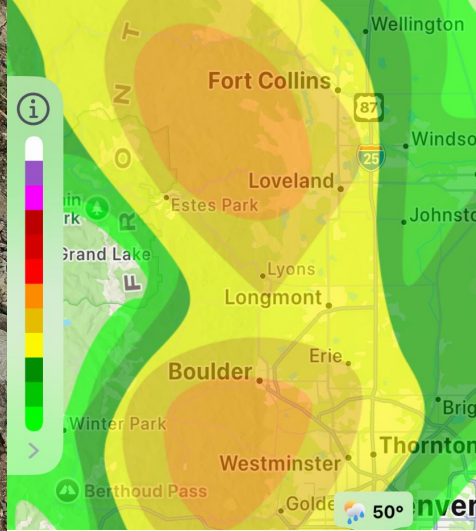


Image selects - being color corrected and retouched







Videos (link at bottom of page)



<https://app.frame.io/reviews/8372d209-034c-4d03-902b-4b5d5b86f400/a97d4539-753f-4456-90d3-a61226019e47>

RESEARCH

SECTION 03



Methodology



Methodology

Our partner, LIS, conducted a 15-minute SMS and online survey among 1,000 Registered Voters in Colorado, including oversamples of 176 Hunters, 308 Anglers, and 135 Adventurous Environmentalists (AEs) from September 3 to September 19, 2024.

- The data were weighted to ensure accurate demographic and geographic distributions according to the Colorado voter file.

The hybrid research was conducted in part via SMS on a peer-to-peer texting platform using probability-based sampling from a list of voters in Colorado.

Field agents individually hand-send text messages to all individuals in our sample, inviting them to participate in an online survey. This method is TCPA compliant.

- The margin of error for the total sample (n=1,000 RVs) is $\pm 3.1\%$ at the 95% confidence level.
- The margin of error for AEs (n=135) is $\pm 8.4\%$ at the 95% confidence level.
- The margin of error for Hunters (n=176) is $\pm 7.4\%$ at the 95% confidence level.
- The margin of error for Anglers (n=308) is $\pm 5.6\%$ at the 95% confidence level.

When comparing waves, statistically significant differences are indicated with green arrows (↗) or red arrows (↘). If no indication is made the data is not statistically different.

Important to note while reviewing results: this annual wave fielded at the time of Charlie Kirk's assassination and a Colorado school shooting, which likely impacted voters' opinions on gun-related issues.

Key Findings



- Overall approval of legal hunting and fishing are at their highest levels since 2021 (79% and 84%, respectively).
- Among our target audience (AEs), approval for legal hunting **increased 12 points** to 81%, and intensity of support increased 4 points.
 - There were also strong increases in AEs believing it is OK for others to hunt if done so legally (+6 points), saying they had increased knowledge of hunting regulations (+6 points) and those who believe wildlife management is funded by license fees (+11 points).
- While overall support is still strong, Hunter and Angler support for hunting and fishing has decreased, especially when it comes to intensity of support. This may be temporarily due to the events of the Charlie Kirk assassination, as well as the Colorado school shooting.
 - Additionally, we saw CO voters, across all audiences, bring up the issue of needing to enforce existing laws and regulations, which may be temporarily impacting these perceptions.
- Ad recall is at its highest since 2021, with those who saw our ads being able to recall our campaign's messaging clearly.

Overall approval of hunting in the Colorado electorate improves this wave, reaching 2021 highs, though intensity of approval of hunting shows a softening trend

Among Colorado Voters

Approval of legal,
regulated hunting

Total
Approve

Strongly
Approve

79

2021

58

76

2022

52

77

2023

53

75

2024

48

79

2025

45



Agree it is OKAY for others to
hunt if they do so legally

Total
Agree

Strongly
Agree

92

2021

75

91

2022

72

90

2023

73

88

2024

68

90

2025

57

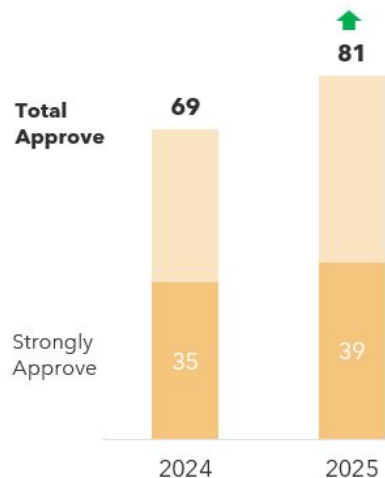


Significantly higher / lower at 95% level vs. 2024

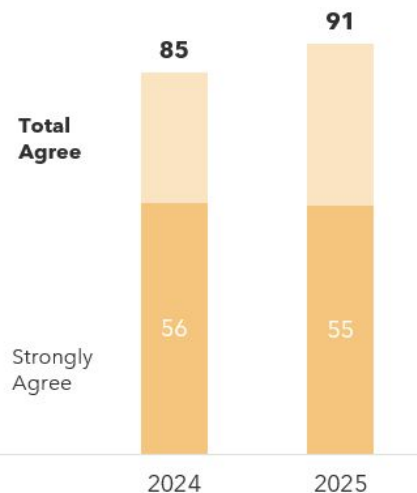
The campaign is delivering positive results with AEs, with gains in approval and acceptance of hunting as well as improved understanding of regulations and funding

Among Adventurous Environmentalists

Approval of legal, regulated hunting

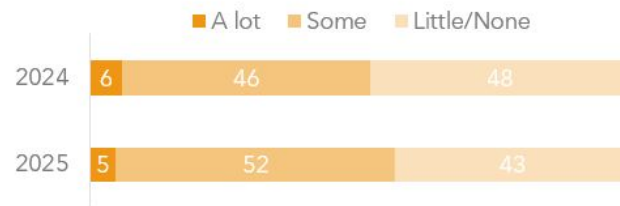


Agree it is OK for others to hunt if they do so legally



8% Disagree 3% Disagree

Knowledge of Hunting Regulations



% who believe wildlife management is funded by license fees



Significantly higher / lower at 95% level vs. 2024

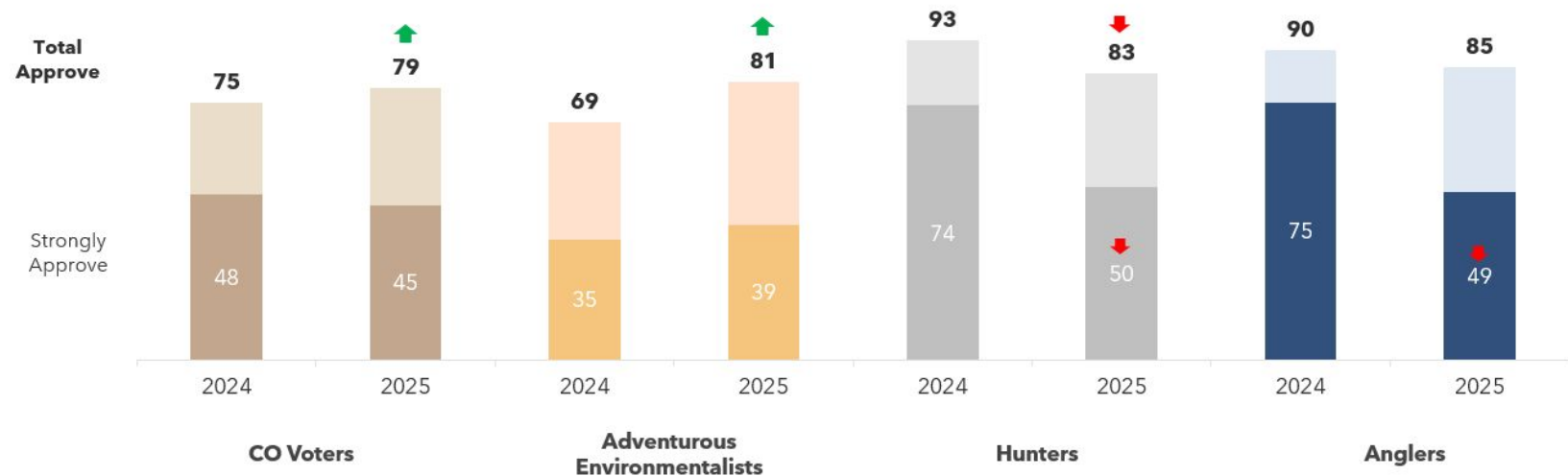
Adventurous Environmentalists, Hunters, and Anglers



The lift in overall approval of hunting is driven by AEs, while Hunters and Anglers account for softening intensity - possibly an anomaly driven by the Kirk assassination

Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers

Approval of Legal, Regulated Hunting

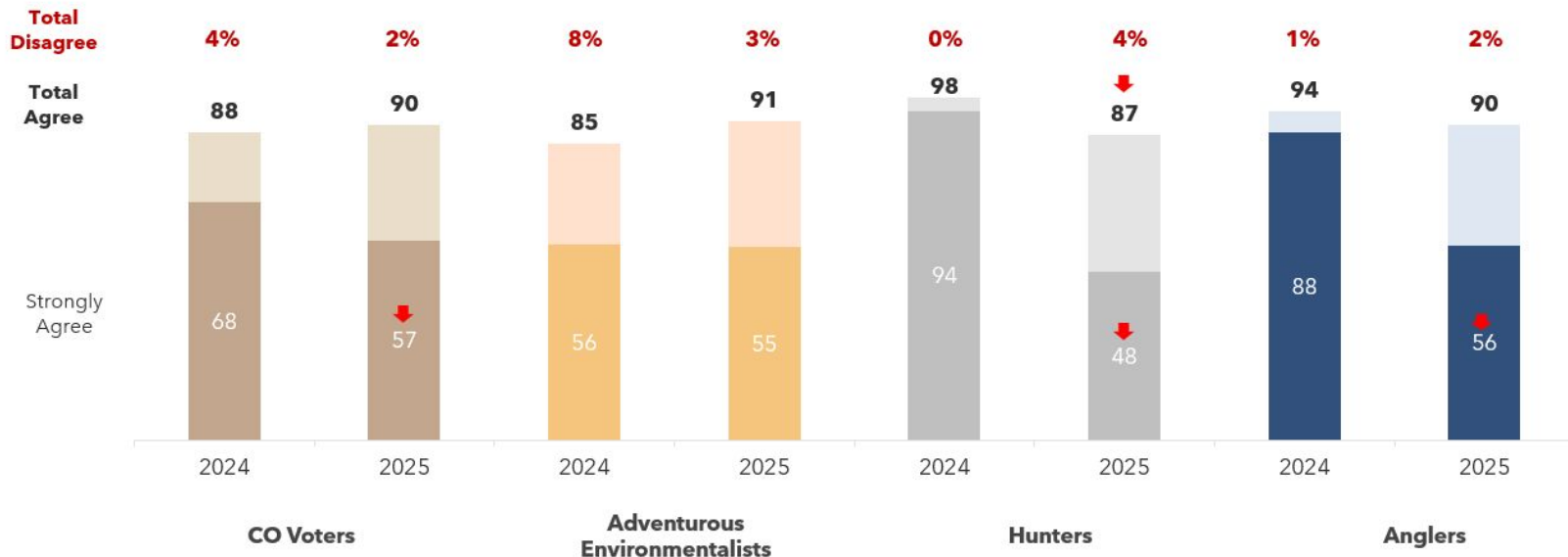


Significantly **higher** / **lower** at 95% level vs. 2024

AEs' overall acceptance of others hunting improves this wave, with fewer AEs disapproving; Hunters and Anglers show a softening of intensity

Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers

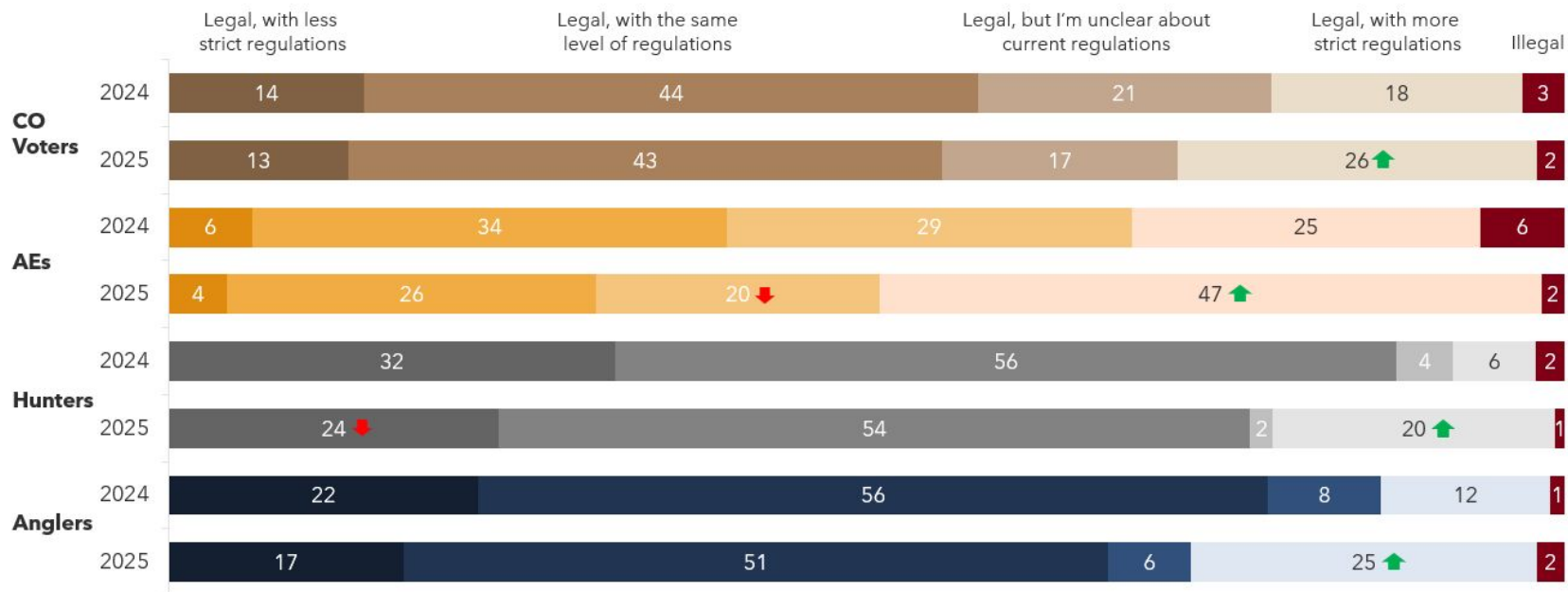
Agree or disagree it is OKAY for other people to hunt if they do so legally



Significantly higher / lower at 95% level vs. 2024

Calls for stricter hunting regulations rise across all targets, suggesting wider societal currents may be at play - even if temporarily

Perceptions of Hunting Regulations



Significantly higher / lower at 95% level vs. 2024

Enforcement of current regulations is top of mind across targets, which may help explain the shift toward more regulation and the drop in Hunter and Angler intensity

Among Adventurous Environmentalists, Hunters, and Anglers

Adventurous Environmentalists

"Maybe not necessarily more strict regulations but **need more strict enforcement** of existing regulations."

-Female, 35-49, Democrat

"I see **no reason to change** the current hunting regulations."

-Male, 50-64, Republican

"**As long as people obey hunting regulations**, they should be able to hunt."

-Female, 50-64, Independent

"Guns **should be more heavily regulated**. Guns, even with training and regulations, can and do kill people."

-Female, 35-49, Democrat

Hunters

"I just **don't think that there are enough folks undertaking to enforce current regulations**."

-Female, 35-49, Republican

"I believe that the **current level of regulation in the state of Colorado is sufficient**, as it allows for wildlife populations to be kept in check."

-Male, 35-49, Democrat

"The process of obtaining licenses as well as the preference system needing points for certain hunts **can already be cumbersome and confusing**."

-Male, 18-34, Republican

"I think **there's enough regulation already**."

-Male, 35-49, Independent

Anglers

"I know a lot of people who love to hunt, and **they should be able to continue** without too many regulations."

-Male, 35-49, Democrat

"Colorado's current hunting regulations already **balance conservation and folks' hunting rights well**."

-Male, 50-64, Independent

"Stronger hunting rules to ensure **the safety of both wildlife and people**."

-Male, 35-49, Independent

"Needs to be regulated, **but not familiar enough with current regulations** to know."

-Male, 35-49, Democrat

Colorado voters report greater knowledge of hunting regulations this wave, driven by AEs, though intensity softens among Hunters and Anglers

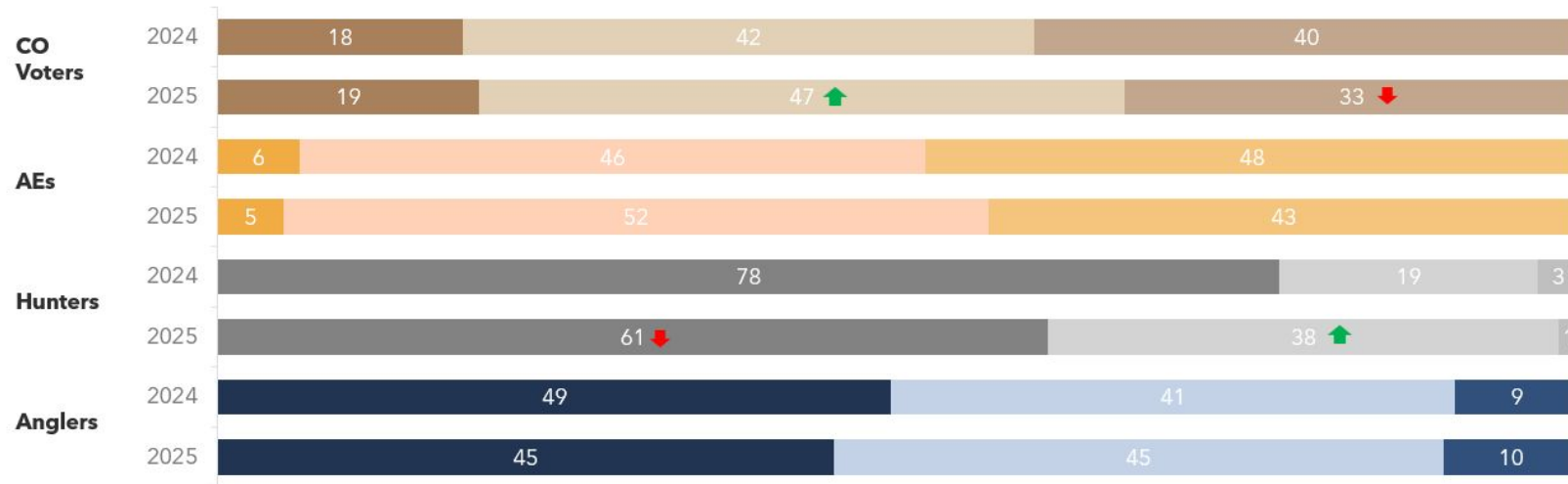
Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers

I know... .. about the rules and regulations regarding hunting in Colorado

... a lot...

... some...

... little/nothing ...



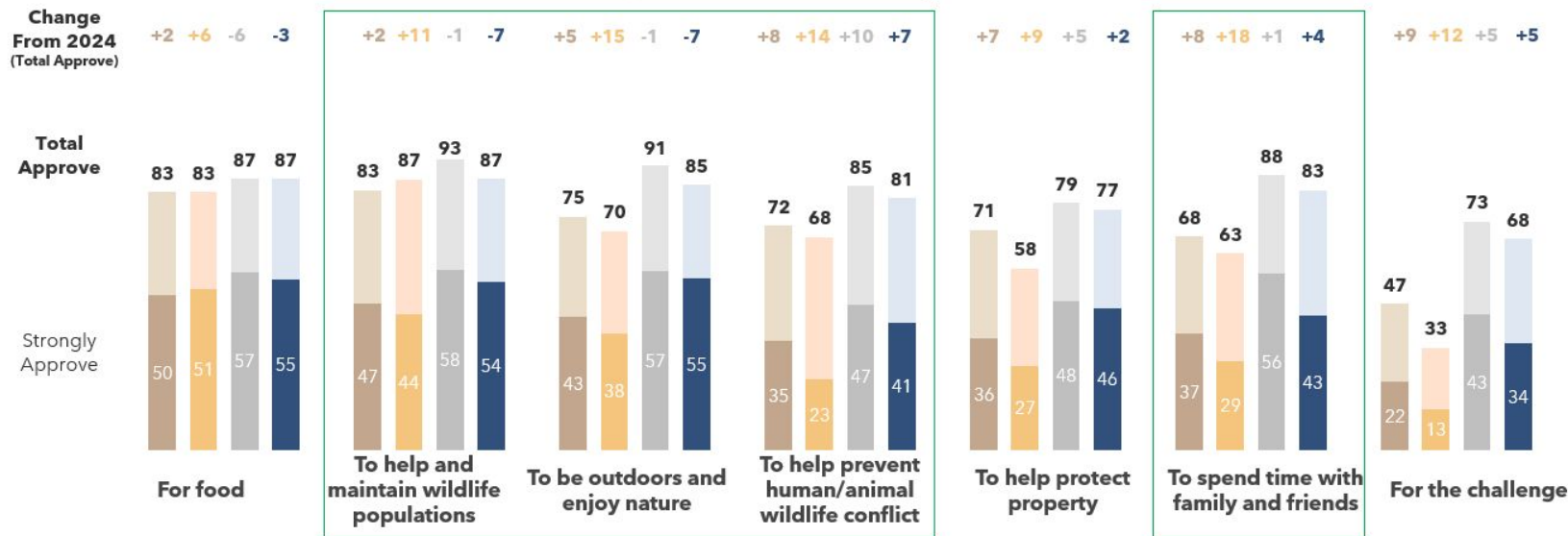
Significantly higher / lower at 95% level vs. 2024

Approval of hunting rises across all occasions among AEs this wave, with notable gains for spending time with others, being outdoors, and preventing wildlife conflict

Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers

To what extent do you approve or disapprove of the following motivations for legal, regulated hunting?

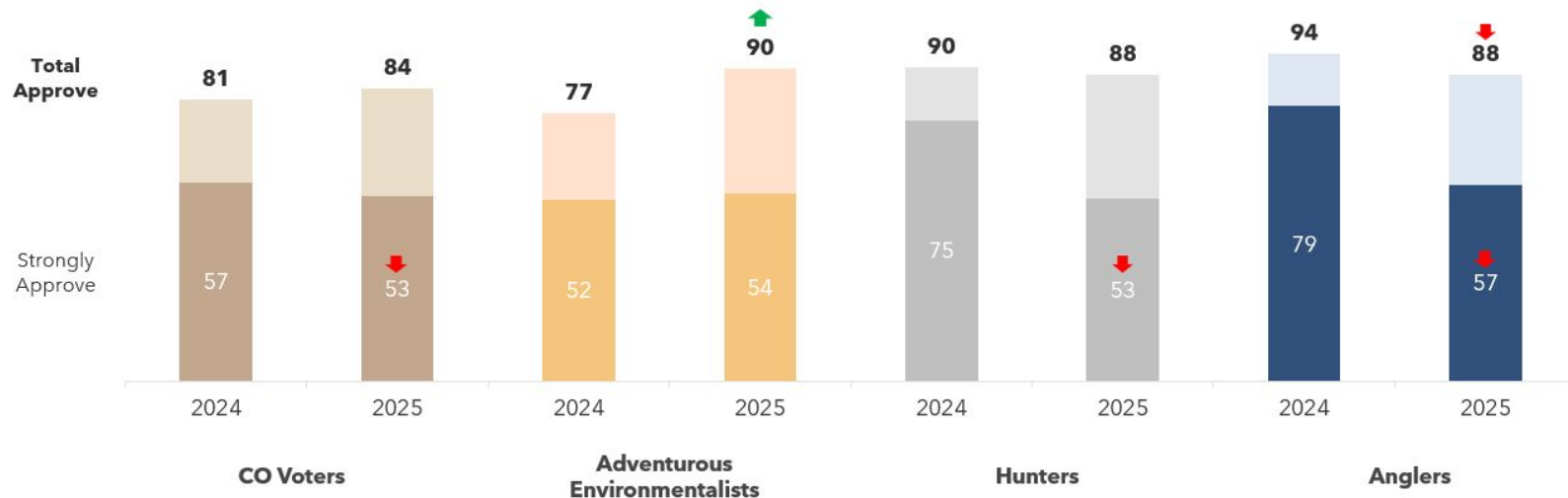
■ CO Voters ■ AEs ■ Hunters ■ Anglers



Overall approval of fishing is also slightly up this wave, driven by AEs, while intensity drops among Hunters and Anglers

Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers

Approval of Legal, Regulated Fishing

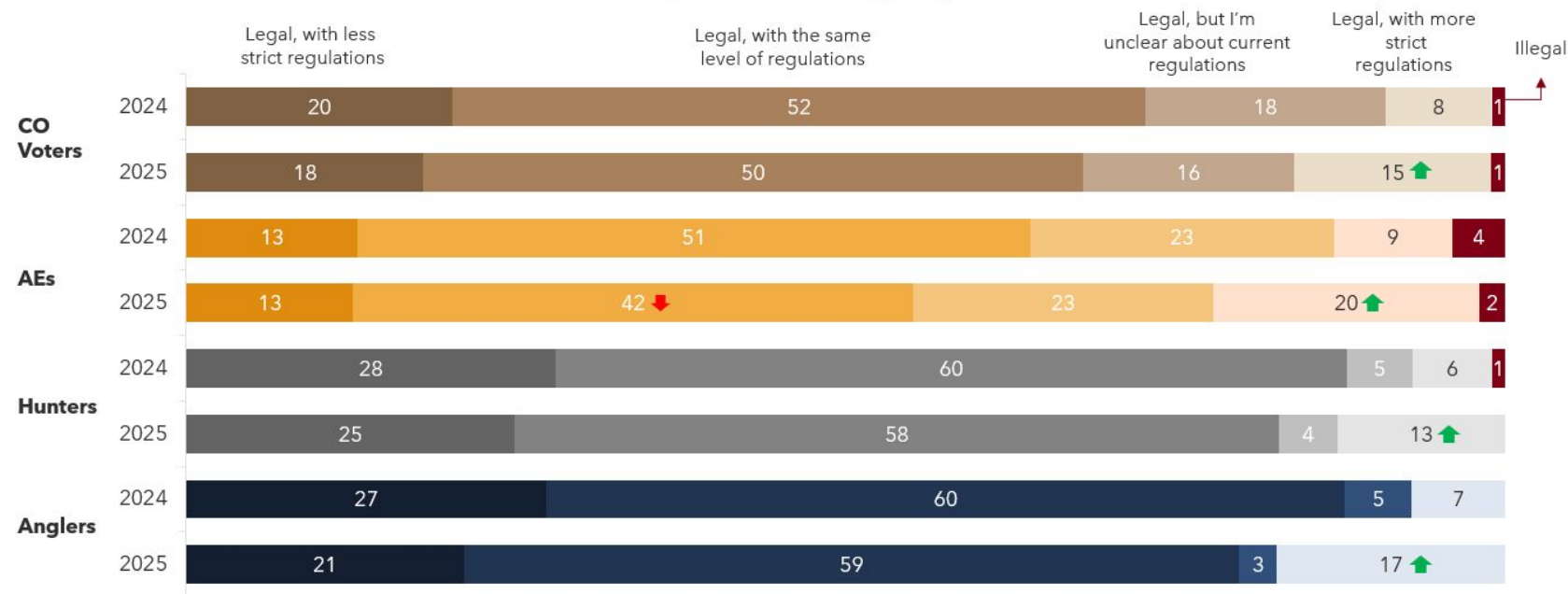


Significantly higher / lower at 95% level vs. 2024

Support for stricter fishing regulations increases significantly across all targets this wave

Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers

Perceptions of Fishing Regulations



Significantly higher / lower at 95% level vs. 2024

Enforcement of current fishing regulations is a concern for some AEs and Hunters, while Anglers view them as effective

Among Adventurous Environmentalists, Hunters, and Anglers

Adventurous Environmentalists

"I **don't know much about the regulations** around fishing in Colorado, other than needing a license."

-Female, 35-49, Democrat

"Fishing must be legal but **there is a gap in enforcement of existing laws and regulations.**"

-Male, 18-34, Independent

"If you have stricter rules, then **it will keep the troublemakers away.**"

-Female, 18-34, Independent

Hunters

"I personally believe that **fishing within the state of Colorado is sufficiently regulated**, and regulations have helped prevent overfishing and protected endangered species."

-Female, 18-34, Republican

"I've just **seen too many undersized fish being caught.** Stricter size limits can protect young fish and ensure sustainable fishing for years to come."

-Male, 35-49, Unaffiliated

"I feel that you should follow all legality about fishing, but I **don't think that a fishing license is necessary.**"

-Female, 35-49, Republican

Anglers

"I think the policies and procedures regarding fishing in Colorado **are effective the way they are.** There is no reason to make any changes."

-Male, 18-34, Democrat

"I'm for the current regulations. The existing **rules strike a good balance** between conservation and recreation."

-Male, 18-34, Independent

"I think fishing should have less strict regulations. **Fewer regulations mean more opportunities** to catch different fish species and enjoy the fun of fishing."

-Male, 35-49, Independent

Greater importance is placed on hunting and fishing policy this wave across targets, largely at the expense of the economy - a sign of campaign impact on voter priorities

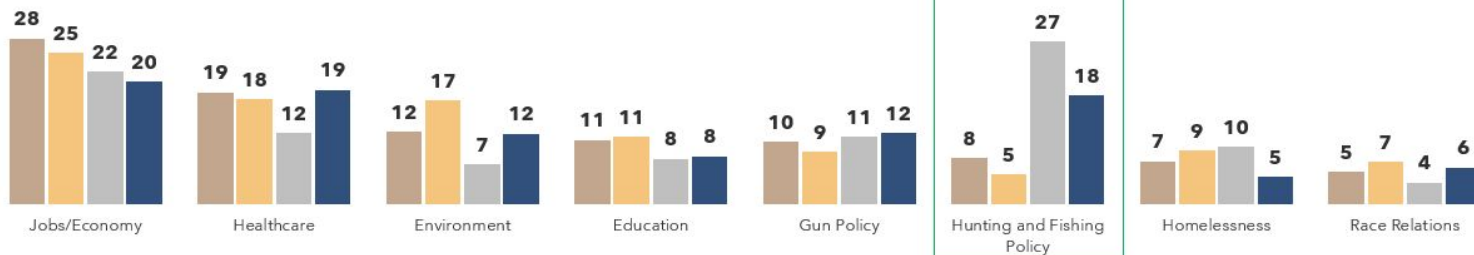
Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers

% Who Rate as Most Important Issue - 2025

■ CO Voters ■ AEs ■ Hunters ■ Anglers

Change
From 2024

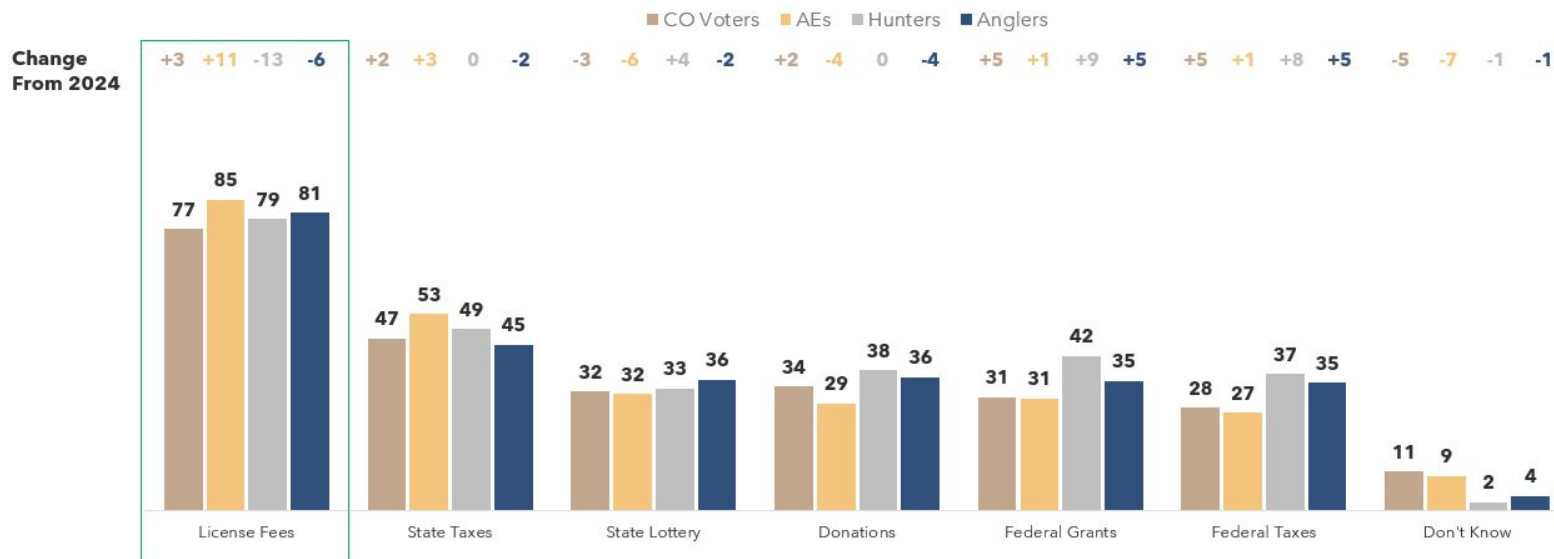
-7 -3 -23 -19 +3 +3 +6 +8 -1 +1 -1 +1 +2 -2 0 +1 -2 -4 -9 -3 +6 +3 +18 +11 -2 +2 +6 -2 +1 +1 +4 +4



Knowledge of license fees improves notably among AEs this wave, surpassing Hunters and Anglers

Among Colorado Voters, Adventurous Environmentalists, Hunters, and Anglers

% Who Believe Wildlife Management is Funded by - 2025



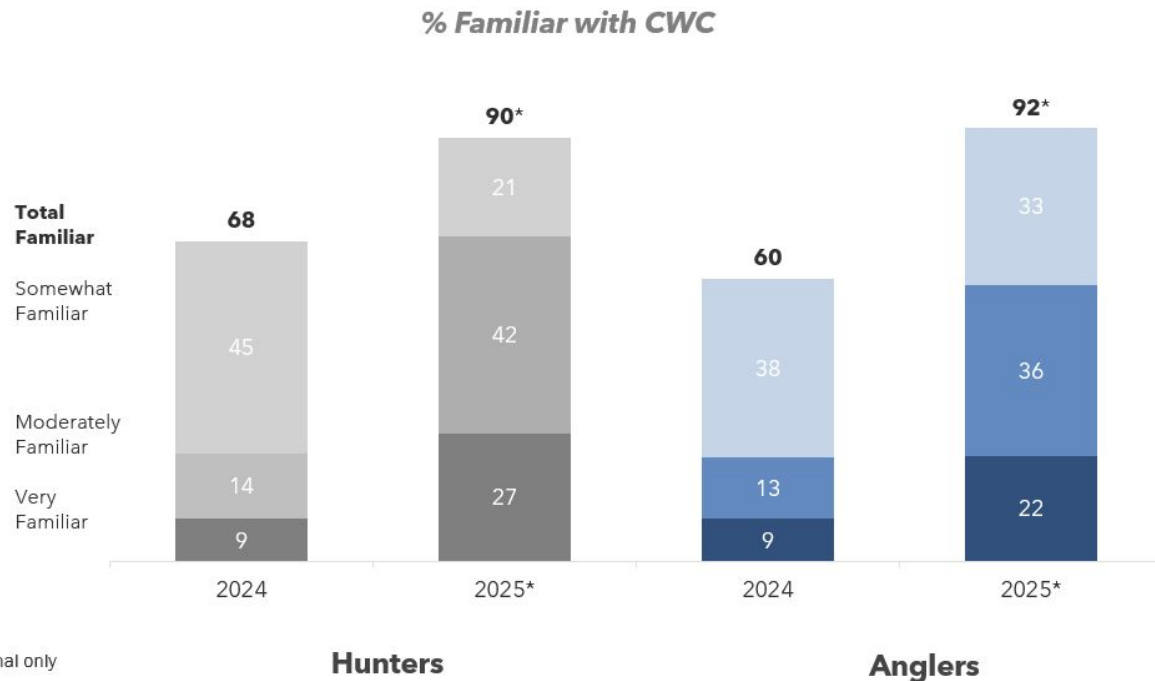
Significantly higher / lower at 95% level vs. 2024

CWC Familiarity and Support



Familiarity with CWC rises notably this year among both Hunters and Anglers, with intensity improving as well

Among Hunters and Anglers



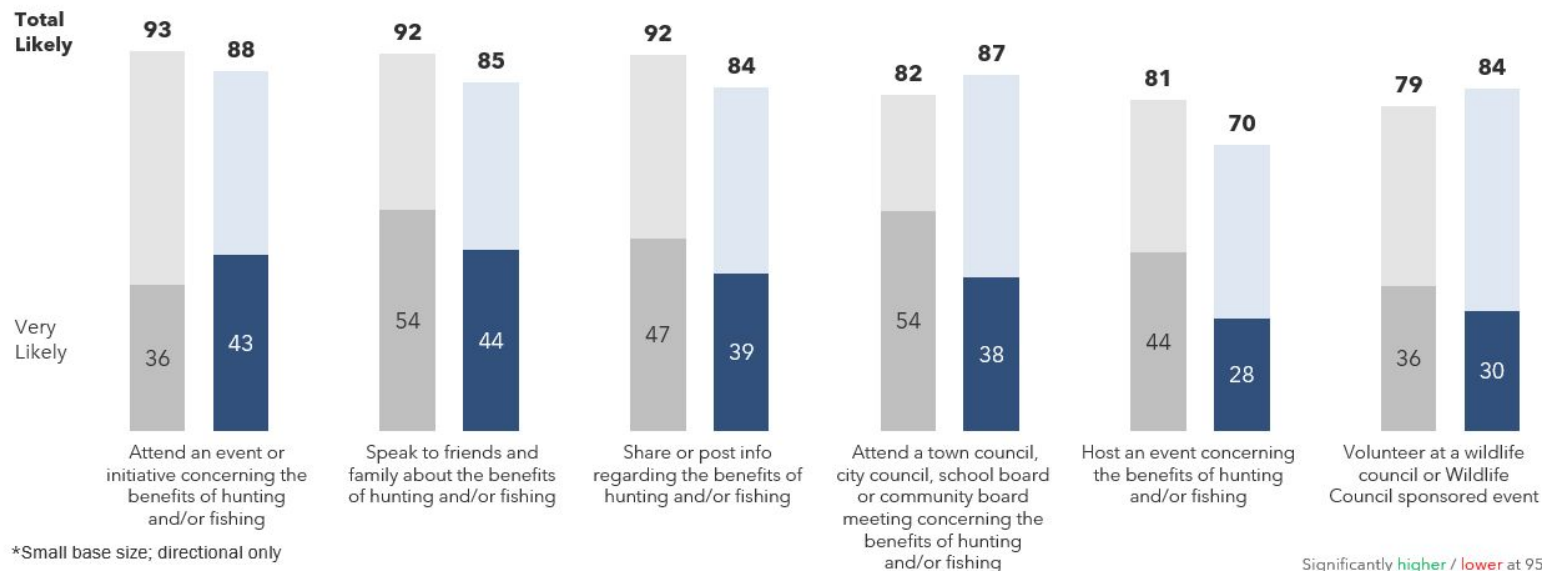
*Small base size; directional only

Significantly higher / lower at 95% level vs. 2024

Hunters and Anglers are most likely to attend an event for or speak to family/friends about CWC, but least likely to host or volunteer at such an event

Among Hunters and Anglers

Likelihood to Support CWC



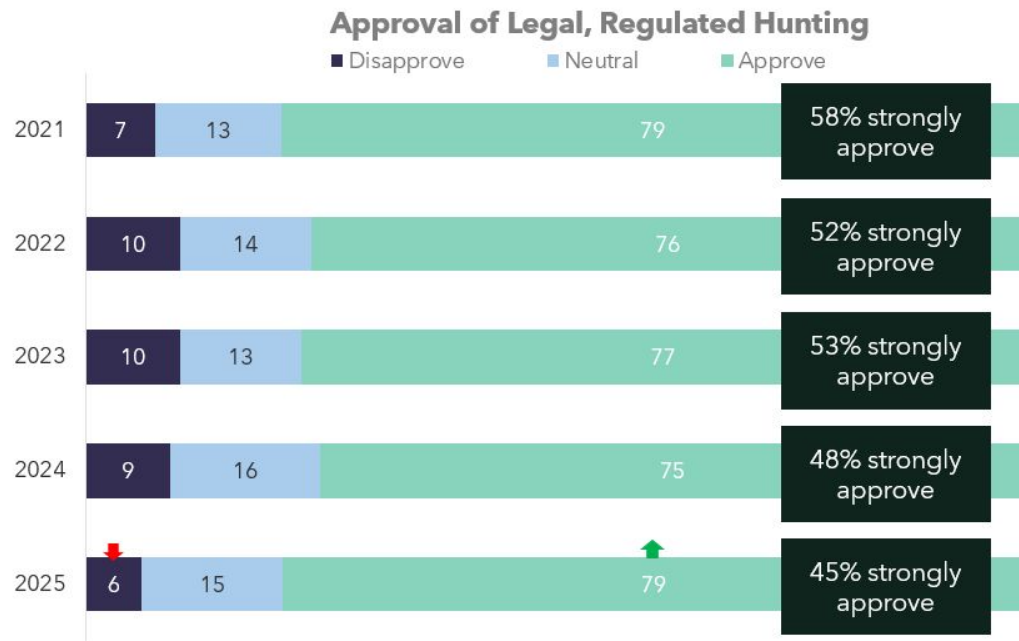
Significantly higher / lower at 95% level vs. 2024

2025 Tracking Update



While intensity of approval for hunting continues to soften this wave, overall approval rises as fewer voters disapprove

Among Colorado Voters

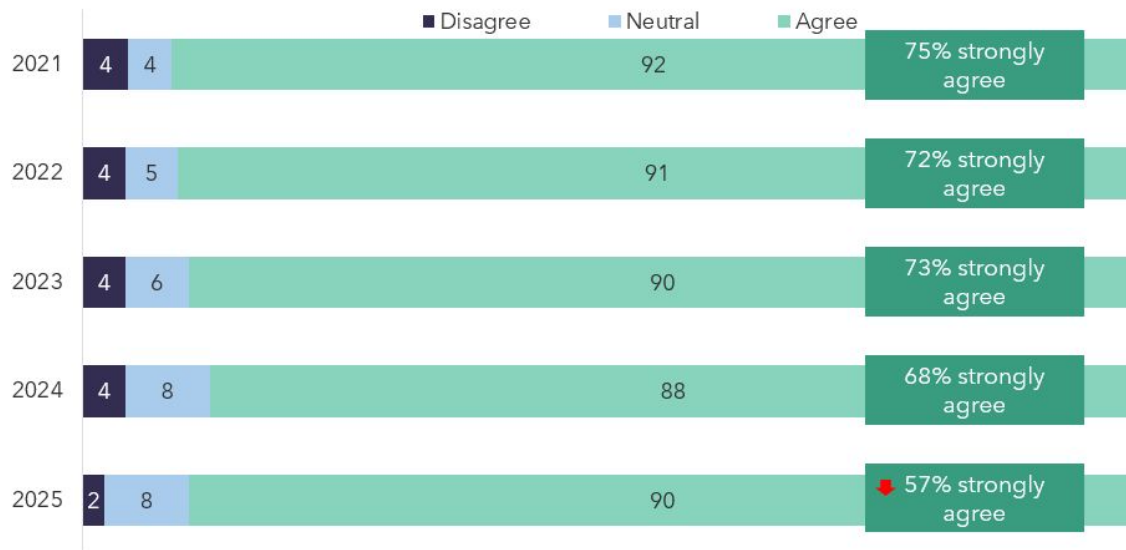


Significantly higher / lower at 95% level vs. 2024

9 in 10 voters accept others hunting, though intensity continues to soften since 2021

Among Colorado Voters

Agree or disagree it is OKAY for other people to hunt if they do so legally

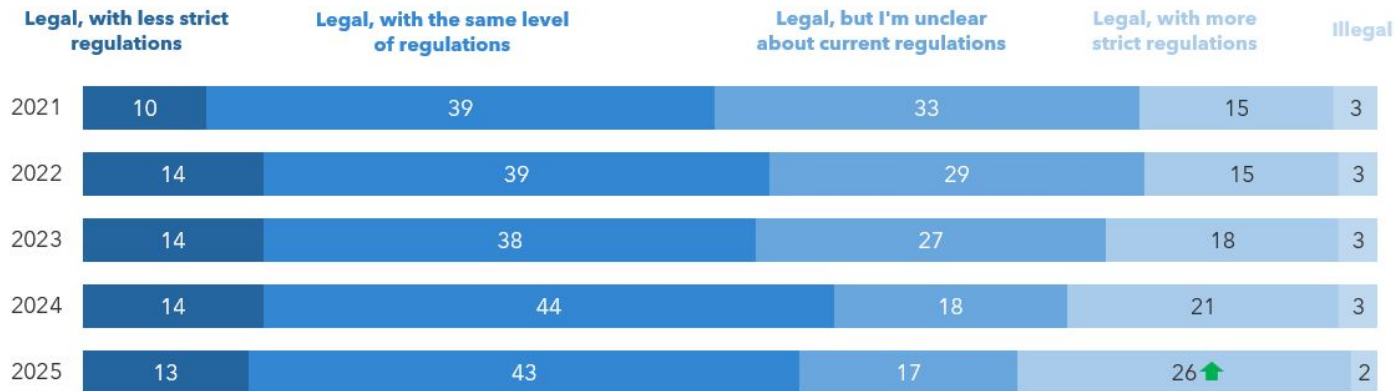


Significantly higher / lower at 95% level vs. 2024

More voters than ever now call for stricter hunting regulations, though this is perhaps likely influenced by the events that occurred during fielding

Among Colorado Voters

Perceptions of Hunting Regulations

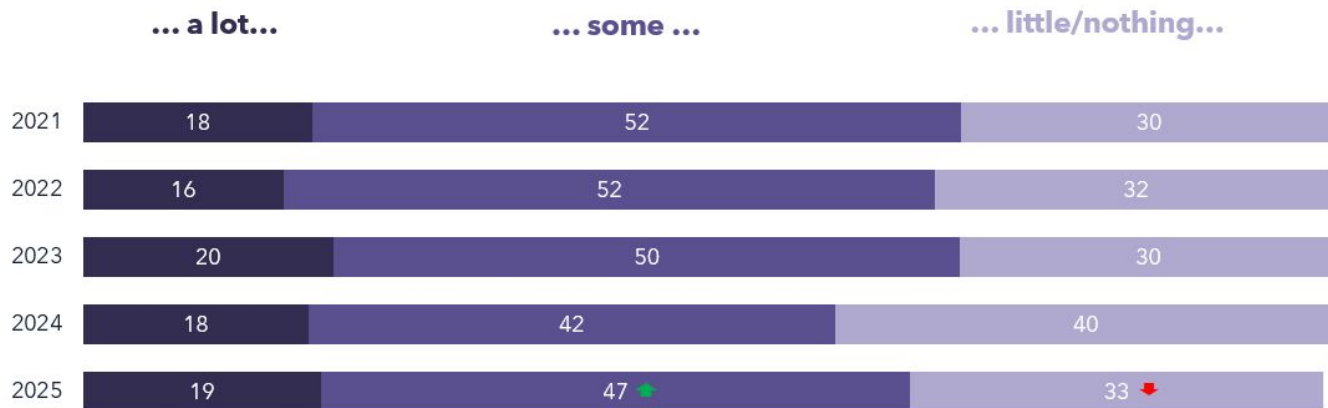


Significantly higher / lower at 95% level vs. 2024

Reported knowledge of hunting regulations increases this wave, with more voters saying they know at least some...

Among Colorado Voters

I know... .. about the rules and regulations regarding hunting in Colorado

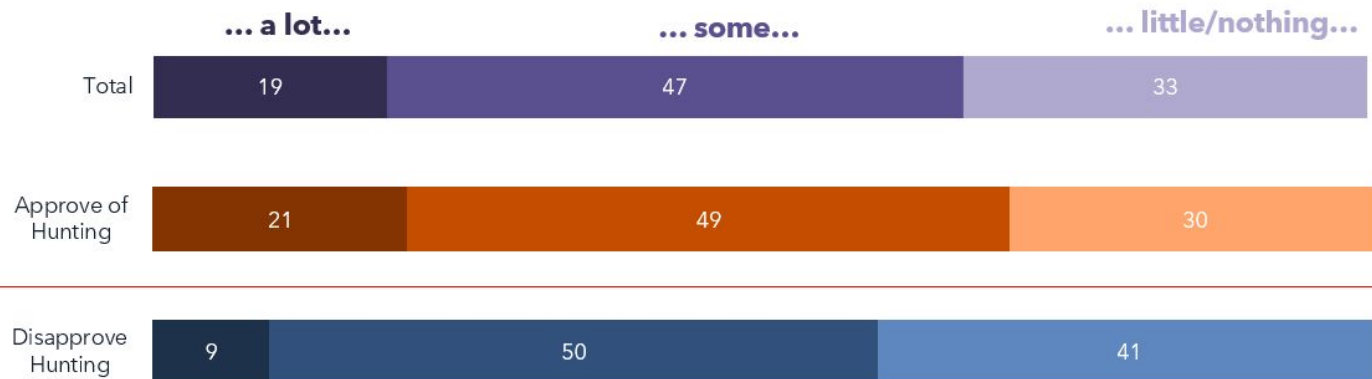


Significantly higher / lower at 95% level vs. 2024

... But there is still room to educate voters, as those who disapprove of hunting are less likely than others to feel knowledgeable about regulations

Among Colorado Voters who Approve and Disapprove of Hunting

I know... about the rules and regulations regarding hunting in Colorado



Those who desire stricter regulations appear driven by concerns for both wildlife and human safety, with many voters referencing guns specifically

Among Colorado Voters

Legal, with less regulations (13%)

"There are just **too many rules in place** that seem to contradict each other depending on which county you're in."

-Male, 35-49, Republican

"The process of obtaining licenses as well as the preference system needing points for certain hunts **can be cumbersome and confusing.**"

-Male, 18-34, Republican

"Because hunting promotes the economy and **can be used to fund local wildlife.**"

-Male, 18-34, Independent

"The **regulations in place are good** to sustain the environment and ecosystem of animals."

-Female, 35-49, Republican

Legal, with the same level of regulations (43%)

"I believe that the **current level of regulation in the state of Colorado is sufficient**, as it allows for wildlife populations to be kept in check."

-Male, 35-49, Democrat

"It seems like a **system that works well for all.**"

-Male, 50-64, Republican

"Colorado's current hunting regulations already **balance conservation and folks' hunting rights well.**"

-Male, 50-64, Independent

"I think **there's enough regulation already.**"

-Male, 35-49, Independent

Legal, but unclear about current regulations (17%)

"Hunting should be legal for those who do it, but I **don't know all the requirements** or regulations."

-Female, 35-49, Republican

"I am just **not really familiar** with current regulations."

-Female, 65+, Republican

"I **know a lot of people who love to hunt**, and they should be able to continue without too many regulations."

-Male, 35-49, Democrat

"I don't hunt and my family members don't hunt, but that **doesn't mean that hunting does not have its purpose.**"

-Male, 65+, Republican

Legal, with more strict regulations (26%)

"I believe the **the type of firearms that are used for hunting should definitely be much more regulated** and specific models should be excluded and banned."

-Female, 50-64, Independent

"Stronger hunting rules to ensure **the safety of both wildlife and people.**"

-Male, 35-49, Independent

"**Guns should be more heavily regulated.** Guns, even with training and regulations, can and do kill people."

-Female, 35-49, Democrat

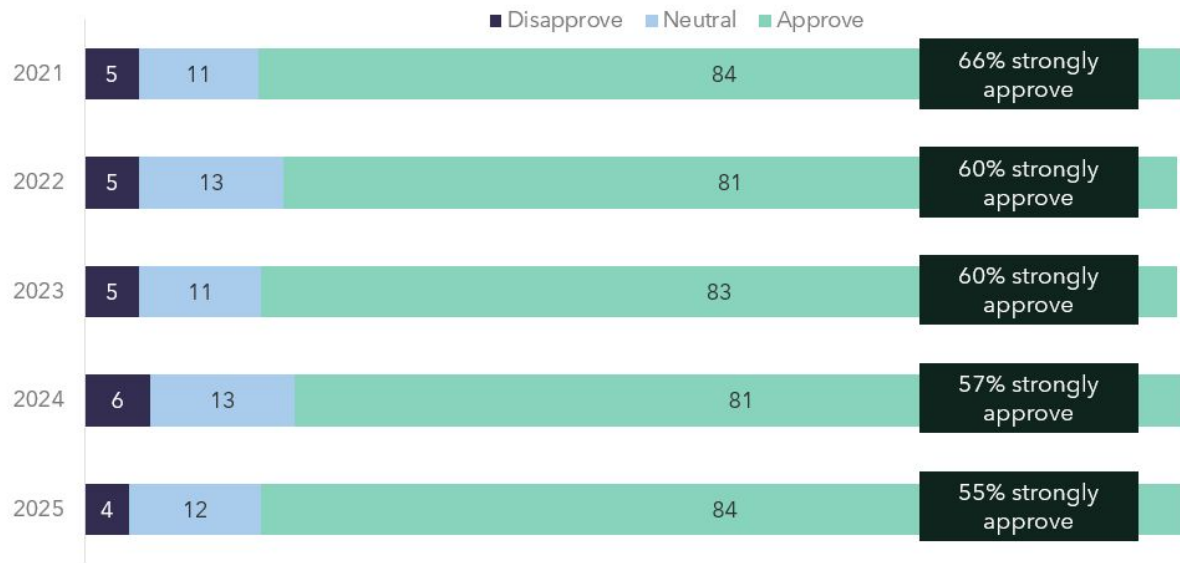
"I just feel **guns and hunting should be strongly regulated** in Colorado."

-Female, 50-64, Democrat

Intensity of fishing approval continues to soften since 2021, though overall approvement remains strong

Among Colorado Voters

Approval of Legal, Regulated Fishing

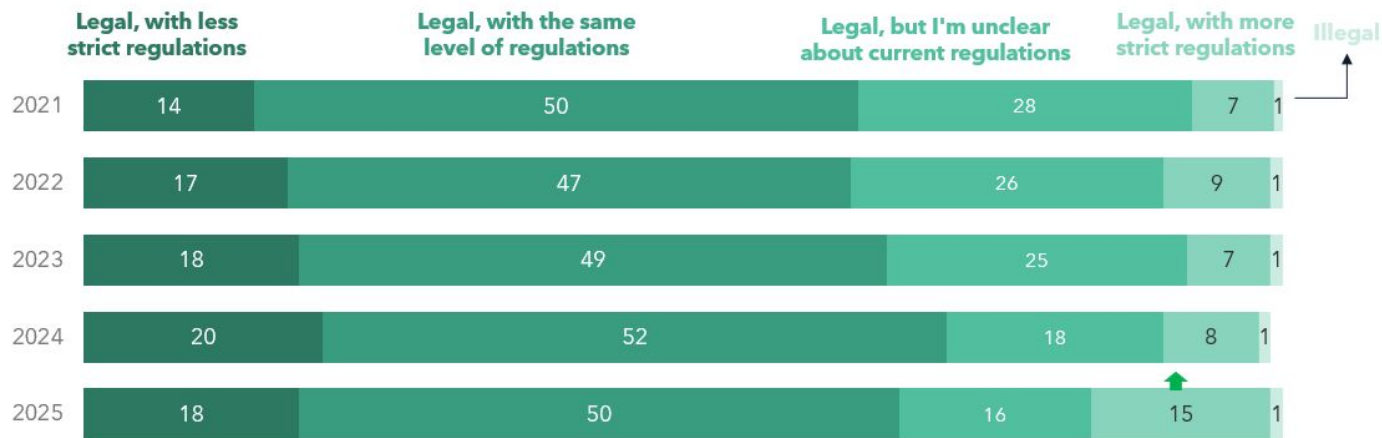


Significantly higher / lower at 95% level vs. 2024

Support for tighter fishing regulations increased, compared to prior years

Among Colorado Voters

Perception of Fishing Regulations



Significantly higher / lower at 95% level vs. 2024

Most voters are on board with current fishing regulations, while those favoring stricter rules point to enforcement of current regulations as their reason

Among Colorado Voters

Legal, with less strict regulations (18%)

"I think fishing should have less - strict regulations. **Fewer regulations mean more opportunities** to catch different fish species and enjoy the fun of fishing."

-Male, 35-49, Independent

"Fishing **rules here are too strict**. My uncle's a guide, and he says new limits **hurt small businesses** that rely on tourists."

-Male, 18-34, Independent

"I feel that you should follow all legality about fishing but I **don't think that a fishing license is necessary**."

-Female, 35-49, Republican

Legal, with the same level of regulations (50%)

"I'm for the current regulations. The **existing rules strike a good balance** between conservation and recreation."

-Male, 18-34, Independent

"The size and limits in Colorado are **comparable to neighboring states like Wyoming**."

-Female, 18-34, Republican

"I think the **current regulations are well-balanced**. They protect fish and wildlife populations while still allowing people like me to enjoy fishing and hunting."

-Female, 18-34, Republican

Legal, but unclear about current regulations (16%)

"I **don't know much about** the regulations around fishing in Colorado, other than needing a license."

-Female, 35-49, Democrat

"Rules are in place to protect and **they should be followed**."

-Male, 50-64, Republican

"I think the **current regulations are well-balanced**. They protect fish and wildlife populations while still allowing people to enjoy fishing and hunting."

-Female, 18-34, Republican

Legal, with more strict regulations (15%)

"I've just **seen too many undersized fish being caught**. Stricter size limits can protect young fish and ensure sustainable fishing for years to come."

-Male, 35-49, Unaffiliated

"Fishing must be legal but **there is a gap in enforcement of existing laws and regulations**."

-Male, 18-34, Independent

"**Enforce existing regulations** to keep the ecology stable."

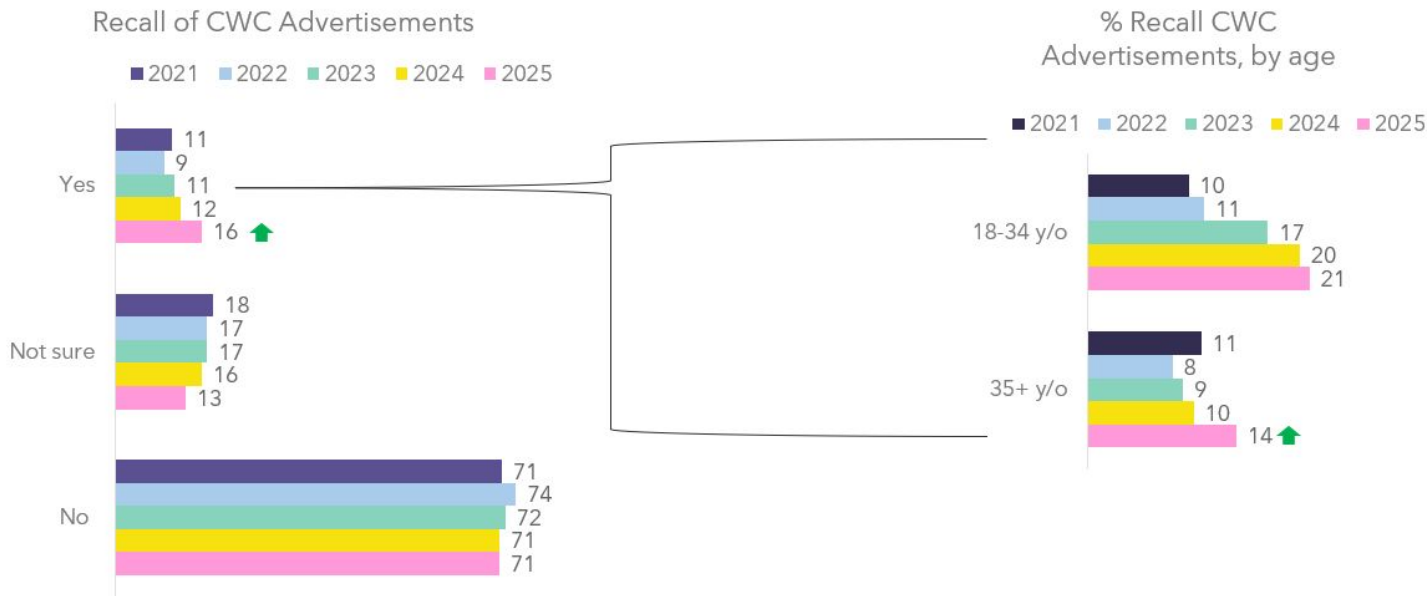
-Male, 35-49, Democrat

Ad and Messaging Recall



Awareness of CWC ads rises significantly this wave, with recall of SSITW reaching new highs among voters 35+ and remaining strong among younger voters

Among Colorado Voters



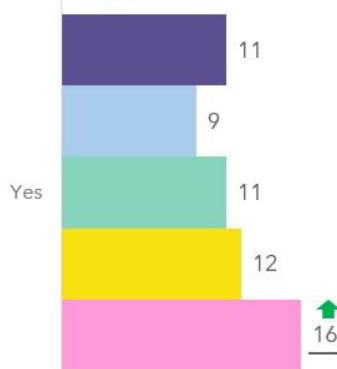
Significantly higher / lower at 95% level vs. 2024

Campaign messages seems to be breaking through, with voters recalling hunting's role in wildlife protection, education and license fundings

Among Colorado Voters

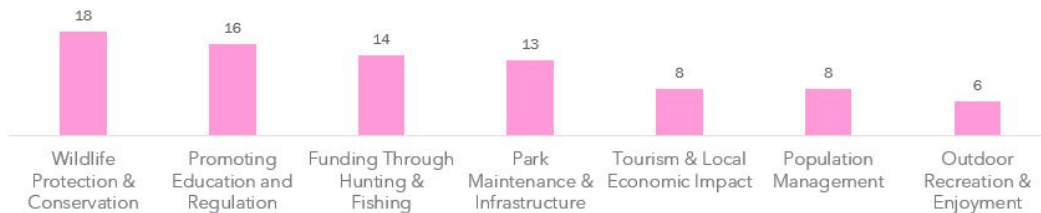
% Recall CWC Advertisements

- 2021
- 2022
- 2023
- 2024
- 2025



2025: What do you remember about the "Supporting Science in the Wild" advertisement?

(Open end responses, showing answers over 5%)



"I remember seeing an ad with scientists tracking elk with GPS and taking water samples. It showed how license funds **help study and protect ecosystems**."

-Female, 50-64, Democrat

"It showed that by hunting and fishing legally, people can help **fund science and conservation** in the wild."

-Female, 35-49, Independent

"I remember that they were trying to **protect animals and ensure that hunting was legal**."

-Male, 18-34, Republican

NEWSLETTER

SECTION 03



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TURNING PROBLEMS
INTO PLAYGROUNDS

EST. 1974

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Q2 Newsletter

SOCIAL MEDIA



INFLUENCERS

Campaign Performance Summary

Overview of all key performance metrics for your campaign to date. Click on any metric to see the corresponding chart.

Posts	Creators	Views	Engagements	Followers	Bitly Link Clicks (Creator)🔍
3	4	10.3K	629	181.66K	15

Campaign Creators



Views 🔼↑ 🔽↓



Connor Scalbom

1 Posts

5.61K Views

415 Engagements

147.91K Followers

1 Bitly Link Clicks (Creator)🔍



Madison Pitts

1 Posts

3.45K Views

189 Engagements

12.91K Followers

8 Bitly Link Clicks (Creator)🔍



Bailey Pompea

1 Posts

1.25K Views

25 Engagements

20.85K Followers

6 Bitly Link Clicks (Creator)🔍



Connor Scalbom



Bailey Pompea



Madison Pitts

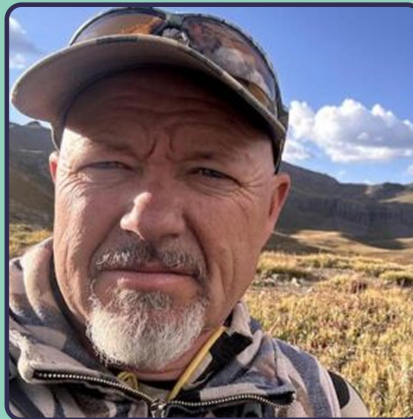
ORGANIC POSTS

11/12

5

NOVEMBER 12

MEET THE COUNCIL



KELLY WEYAND

West Slope Hunter Representative

11/27

51

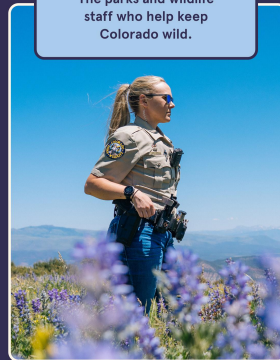
NOVEMBER 27

WE ARE
THANKFUL
FOR...

The scientists and experts
making a difference
in the field.



The parks and wildlife
staff who help keep
Colorado wild.



The volunteers who take
time out of their day to help
make dreams come true.



12/10

52

DECEMBER 10

MEET THE COUNCIL



LANI KITCHING

Chair - West Slope Angler Representative

12/25



H&A Brochure Ad



**SUP
SCIEN
THE**

Scien
compass
wildlife c

Fees from h
licenses, i
help fun



COWILDLIFECO



**APOY
CIENCIA
NATU**

La ciencia
que guía la
de la vida

Las cuotas c
caza y pesca
los impuestos
este



COWILDLIFECO

Let's
Play.

Glossary of Terms

influencer marketing: partnering with a prominent social personality (“influencer”) to create content and posts for a brand. Compensation is either paid or in trade for products/services, or a combination of both.

key performance indicator (KPI): key metric(s) you plan to measure to determine the success of a campaign

MoM, YoY, PoP: timeline acronyms for: month over month, year over year, period over period

native ads: an ad that looks to be part of the host site, often presented as an article. These must be clearly labeled as sponsored or promoted.

opt-in: when a user chooses to receive messaging from a company or advertiser

organic social: a brand’s social presence on owned channels, such as the Way to Quit Facebook page

outstream: video/display ad format that fits within natural breaks of website article content

over the top (OTT): content delivered over the internet without the involvement of a cable or satellite operator. Examples of OTT devices include Roku, AppleTV, Chromecast, game consoles, connected TVs. OTT services/apps include Hulu, Netflix, Amazon Prime, HBO Max, Discovery+, Peacock, etc.

page view: each time a full web page loads

paid social: paid advertising opportunities within social media networks

paid traffic vs. organic traffic: paid traffic is website traffic from paid media sources. Organic traffic is those visitors to your website who manually type in the URL. Note that much of the organic traffic is a result of offline paid media efforts promoting <https://cowildlifecouncil.org/>.

pre-roll: 15- or 30-second video ad that plays before the user’s selected video content; can be skippable or non-skippable.

programmatic: programmatic media buying uses data insights and algorithms to serve ads to the right user at the right time and at the right price. This gives us more control over the inventory and placement of our ads. It’s our preferred digital buying method.

reach: the number of unique individuals or homes exposed to media.

referral traffic: users who come to your domain from other sites, without searching for you on Google

retention: re-engaging users who have taken action and are superfans of your brand; can be effective if the bulk of your searches are happening at specific times

rich media ad: digital ad with motion, and additional features like an embedded video player, game or link to Pages.

Glossary of Terms

real-time bidding (RTB): this is a method of purchasing unsold inventory by CPM through programmatic auction. Your CPM bid may be overruled by other advertisers and is not guaranteed. The highest bid takes inventory priority.

search engine marketing (SEM): examples of SEM are the advertisements that appear on Google Search, Bing Search or Yahoo Search. Your ad would appear based on the search criteria, keywords and your maximum budget.

social bookmarking: aggregation, rating, describing and publishing “bookmarks” – links to web pages or other content

standard display ad unit: an online banner that falls within the usual sizes

streaming audio: streaming audio refers to listening to content that arrives via an over-the-air data connection: in-car Wi-Fi or the data signal from your cellphone. This also includes devices such as smart speakers or desktop.

The Trade Desk: The Trade Desk is a demand side platform (DSP) that uses programmatic advertising for media buying to get more efficient targeting and optimize digital media, allowing us to layer on third-party data across multiple publishers.

unique visitor: someone visiting a website for the first time that day or time period.

video completion rate (VCR): the percentage of times the video played to the end.

view-through click (VTC): helps you measure the effectiveness of your ad campaign. A view-through click would mean that a customer saw your ad, did not click; however, in a later session, visited your website and took action.

Historical reference to current and past
budgets

BUDGET

FISCAL YEAR 25/26

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

FISCAL YEAR 24/25

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	1,362	\$177,060	\$0	\$177,060
2	Travel Expenses	0	n/a	\$25,000	\$25,000
SUBTOTAL:		1,362	\$177,060	\$25,000	\$202,060
Basic Compensation Rate (Monthly Fee)					\$16,838.33
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,462	\$190,060	\$69,268	\$259,328
4	Social Media Strategy, Community Management & Creative Graphics	288	\$37,440	\$0	\$37,440
5	Website Maintenance	208	\$27,040	\$4,000	\$31,040
SUBTOTAL:		1,958	\$254,540	\$73,268	\$327,808
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	\$47,000	\$56,750
9	Competitive Analysis & Report	0	\$0	\$0	\$0
SUBTOTAL:		305	\$39,650	\$47,000	\$86,650
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
10	Campaign Planning, Buying, Reporting & Optimizing	798	\$103,740	\$1,689,742	\$1,793,482
11	Colorado Rockies Sponsorship and Promotional Item	0	\$0	\$390,000	\$390,000
SUBTOTAL:		798	\$103,740	\$2,079,742	\$2,183,482
GRAND TOTAL**:		4,423	\$574,990	\$2,225,010	\$2,800,000

FISCAL YEAR 23/24 REVISED

CWC BUDGET: 2023/2024 - (\$2,800,000)

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	1176	\$152,880	\$0	\$152,880
2 Travel Expenses	0	n/a	\$20,000	\$20,000
SUBTOTAL:	1176	\$152,880	\$20,000	\$172,880
Basic Compensation Rate (Monthly Fee)				\$14,406.67
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1,513	\$196,630	\$320,732	\$517,362
4 Social Media Strategy, Community Management & Creative Graphics	240	\$31,200	\$0	\$31,200
5 Website Maintenance	156	\$20,280	\$2,000	\$22,280
SUBTOTAL:	1,909	\$248,110	\$322,732	\$570,842
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Public Relations/Earned Media	130	\$16,900	\$3,000	\$19,900
7 Analytics, Brand Strategy & Secondary	112	\$14,560	\$0	\$14,560
8 Quantitative Online Survey	70	\$9,100	\$47,000	\$56,100
9 Competitive Analysis & Report	44	\$5,720	\$0	\$5,720
SUBTOTAL:	356	\$46,280	\$50,000	\$96,280
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	732	\$95,160	\$1,814,838	\$1,909,998
11 Paid Media Opportunity Fund	0	\$0	\$50,000	\$50,000
SUBTOTAL:	732	\$95,160	\$1,864,838	\$1,959,998
GRAND TOTAL**:	4,173	\$542,430	\$2,257,570	\$2,800,000

FISCAL YEAR 23/24 ORIGINAL

CWC BUDGET: 2023/2024 - (\$2,800,000)

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	1176	\$152,880	\$0	\$152,880
2 Travel Expenses	0	n/a	\$20,000	\$20,000
SUBTOTAL:	1176	\$152,880	\$20,000	\$172,880
Basic Compensation Rate (Monthly Fee)				\$14,406.67
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	2,209	\$287,170	\$450,000	\$737,170
4 Social Media Strategy, Community Management & Creative Graphics	240	\$31,200	\$0	\$31,200
5 Website Maintenance	156	\$20,280	\$2,000	\$22,280
SUBTOTAL:	2,605	\$338,650	\$452,000	\$790,650
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Public Relations/Earned Media	130	\$16,900	\$3,000	\$19,900
7 Analytics, Brand Strategy & Secondary	112	\$14,560	\$0	\$14,560
8 Quantitative Online Survey	70	\$9,100	\$47,000	\$56,100
9 Competitive Analysis & Report	44	\$5,720	\$0	\$5,720
SUBTOTAL:	356	\$46,280	\$50,000	\$96,280
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	732	\$95,160	\$1,595,030	\$1,690,190
11 Paid Media Opportunity Fund	0	\$0	\$50,000	\$50,000
SUBTOTAL:	732	\$95,160	\$1,645,030	\$1,740,190
GRAND TOTAL**:	4,869	\$632,970	\$2,167,030	\$2,800,000

FISCAL YEAR 22/23

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	972	\$126,360	\$0	\$126,360
2	Travel Expenses	0	n/a	\$15,000	\$15,000
SUBTOTAL:		972	\$126,360	\$15,000	\$141,360
<i>Basic Compensation Rate (Monthly Fee)</i>					\$11,780
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,098	\$142,740	\$480,000	\$622,740
4	Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
5	Website Maintenance	146	\$18,980	\$400	\$19,380
SUBTOTAL:		1,454	\$189,020	\$480,400	\$669,420
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	84	\$10,920	\$3,000	\$13,920
7	Exploratory Research	100	\$13,000	\$207,000	\$220,000
8	Analytics, Brand Strategy & Secondary	60	\$7,800	\$0	\$7,800
9	Quantitative Online Survey	70	\$9,100	\$39,350	\$48,450
10	Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:		354	\$46,020	\$249,350	\$295,370
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
11	Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,477,550	\$1,543,850
SUBTOTAL:		510	\$66,300	\$1,477,550	\$1,543,850
GRAND TOTAL**:		3,290	\$427,700	\$2,222,300	\$2,650,000

FISCAL YEAR 21/22

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	900	\$117,000	\$0	\$117,000
2 Travel Expenses	n/a	n/a	\$15,000	\$15,000
SUBTOTAL:	900	\$117,000	\$15,000	\$132,000
Basic Compensation Rate (Monthly Fee)				\$11,000.00

CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1200	\$156,000	\$330,000	\$486,000
4 Social Media Strategy & Community Management	198	\$25,740	\$0	\$25,740
5 Website Maintenance	48	\$6,240	\$300	\$6,540
SUBTOTAL:	1446	\$187,980	\$330,300	\$518,280

RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Campaign Reporting/Analytics & Brand Strategy	196	\$25,480	\$0	\$25,480
7 Public Relations/Earned Media	150	\$19,500	\$3,000	\$22,500
8 Quantitative Online Survey	100	\$13,000	\$35,000	\$48,000
9 Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:	486	\$63,180	\$38,000	\$101,180

MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	600	\$78,000	\$1,245,540	\$1,323,540
SUBTOTAL:	600	\$78,000	\$1,245,540	\$1,323,540

GRAND TOTAL**:	3,432	\$446,160	\$1,628,840	\$2,075,000
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FISCAL YEAR 20/21

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	846	\$97,290	\$0	\$97,290
2	Creative Development	148	\$17,020	\$0	\$17,020
3	Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
4	Social Media Strategy & Community Management	298	\$34,270	\$0	\$34,270
5	Website Maintenance	72	\$8,280	\$295	\$8,575
6	Campaign Reporting/Analytics & Brand Strategy	214	\$24,610	\$0	\$24,610
7	Strategic Consultation	0	\$0	\$72,000	\$72,000
8	Travel Expenses	0	\$0	\$15,000	\$15,000
SUBTOTAL:		1,662	\$191,130	\$87,295	\$278,425
Basic Compensation Rate (Monthly Fee)					\$23,202.08

CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
9	Creative Concepting & Creative Asset Production	1010	\$116,150	\$300,000	\$416,150
10	Website Redesign	504	\$57,960	\$2,500	\$60,460
SUBTOTAL:		1514	\$174,110	\$302,500	\$476,610

RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
11	Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
12	Qualitative Exploratory Research	140	\$16,100	\$2,500	\$18,600
13	Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:		282	\$32,430	\$17,500	\$49,930

MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
14	Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
SUBTOTAL:		609	\$70,035	\$1,200,000	\$1,270,035

GRAND TOTAL**:		4,067	\$467,705	\$1,607,295	\$2,075,000
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FISCAL YEAR 19/20

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
Brand & Project Management	656	\$75,440	\$0	\$75,440
Creative Development	100	\$11,500	\$0	\$11,500
Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
Social Media Strategy & Community Management	270	\$31,050	\$0	\$31,050
Website Maintenance	72	\$8,280	\$300	\$8,580
Community Partnership Building	36	\$4,140	\$0	\$4,140
Campaign Reporting/Analytics & Brand Strategy	148	\$17,020	\$0	\$17,020
Strategic Consultation	0	\$0	\$72,000	\$72,000
Travel Expenses	0	\$0	\$12,000	\$12,000
SUBTOTAL:	1,366	\$157,090	\$84,300	\$241,390
Basic Compensation Rate (Monthly Fee)				\$20,115.83
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
Creative Concepting & Creative Asset Production	1168	\$134,320	\$360,000	\$494,320
Website Content + Copy Updates	80	\$9,200	\$0	\$9,200
SUBTOTAL:	1248	\$143,520	\$360,000	\$503,520
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
Communications Toolkit	72	\$8,280	\$3,000	\$11,280
Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:	214	\$24,610	\$18,000	\$42,610
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
SUBTOTAL:	499	\$57,385	\$1,230,095	\$1,287,480
GRAND TOTAL**:	3,327	\$382,605	\$1,692,395	\$2,075,000

FISCAL YEAR 18/19

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	550	\$63,250	\$0	\$63,250
2 Creative Development	92	\$10,580	\$0	\$10,580
3 Media Planning & Buying	52	\$5,980	\$0	\$5,980
4 Social Media Strategy & Community Management	180	\$20,700	\$0	\$20,700
5 Website Maintenance	60	\$6,900	\$300	\$7,200
6 Community Partnership Building	24	\$2,760	\$0	\$2,760
7 Campaign Reporting/Analytics & Strategy	85	\$9,775	\$0	\$9,775
8 Strategic Consultation	0	\$0	\$48,000	\$48,000
9 Travel Expenses	0	\$0	\$9,005	\$9,005
SUBTOTAL:	1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)				\$14,770.83
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
10 Creative Assets; TV, digital, social, radio, etc.	650	\$74,750	\$150,000	\$224,750
11 Website Development	120	\$13,800	\$5,015	\$18,815
SUBTOTAL:	770	\$88,550	\$155,015	\$243,565
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
12 Quantitative Online Survey	80	\$9,200	\$5,170	\$14,370
13 Qualitative Concept Testing - r1	125	\$14,375	\$25,500	\$39,875
14 Benefit + HAH Exploration	219	\$25,185	\$210,000	\$235,185
15 Qualitative Concept Testing - r2	170	\$19,550	\$25,500	\$45,050
16 Website UX Testing	40	\$4,600	\$2,500	\$7,100
SUBTOTAL:	634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
17 Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:	327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:	2,774	\$319,010	\$630,990	\$950,000

FISCAL YEAR 17/18

EE	Description	HOURS*	FEES	EXPENSES	TOTAL
	1 Brand & Project Management	525	\$60,375	\$0	\$60,375
	2 Creative Development & Production	250	\$28,750	\$0	\$28,750
	3 Media Planning & Buying	290	\$33,350	\$0	\$33,350
	4 Social Media Strategy & Community Management	350	\$40,250	\$0	\$40,250
	5 Website Maintenance & Reporting	72	\$8,280	\$280	\$8,560
	6 Community Partnership Building	30	\$3,450	\$0	\$3,450
	7 Event Public Relations (Experiential)	90	\$10,350	\$0	\$10,350
	8 Campaign Reporting/Analytics	40	\$4,600	\$0	\$4,600
	9 Travel Expenses	0	\$0	\$4,000	\$4,000
	SUBTOTAL:	1,647	\$189,405	\$4,280	\$193,685
	Basic Compensation Rate (Monthly Fee)				\$16,140.42
	Description	HOURS	FEES	EXPENSES	TOTAL
	10 Experiential Events/Creative Assets	200	\$23,000	\$20,000	\$43,000
	11 In-Store POS Display	100	\$11,500	\$10,000	\$21,500
	12 Social Media Campaigns	280	\$32,200	\$2,500	\$34,700
	13 Website Design & Development	410	\$47,150	\$250	\$47,400
	SUBTOTAL:	990	\$113,850	\$32,750	\$146,600
	Description	HOURS	FEES	EXPENSES	TOTAL
	14 Quantitative Online Survey	65	\$7,475	\$5,320	\$12,795
	15 Qualitative Intercepts	200	\$23,000	\$1,500	\$24,500
	SUBTOTAL:	265	\$30,475	\$6,820	\$37,295
	Description	HOURS	FEES	EXPENSES	TOTAL
	16 Working Media Placements	0	\$0	\$620,000	\$620,000
	SUBTOTAL:	0	\$0	\$620,000	\$620,000
	GRAND TOTAL**:	2,902	\$333,730	\$663,850	\$997,580

FISCAL YEAR 16/17

Description	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	285	\$32,775	\$0	\$32,775
2 Creative Development & Production	315	\$36,225	\$0	\$36,225
3 Media Planning & Buying	275	\$31,625	\$0	\$31,625
4 Social Media Strategy, Engagement & Production	320	\$36,800	\$0	\$36,800
5 Website Maintenance & Reporting	40	\$4,600	\$280	\$4,880
SUBTOTAL:	1,235	\$142,025	\$280	\$142,305
Basic Compensation Rate (Monthly Fee)				\$11,859
Description	HOURS	FEES	EXPENSES	TOTAL
6 Television + Digital Video Production	80	\$9,200	\$100,000	\$109,200
7 Website Design & Development	65	\$7,475	\$0	\$7,475
8 Photography	20	\$2,300	\$15,000	\$17,300
SUBTOTAL:	165	\$18,975	\$115,000	\$133,975
Description	HOURS	FEES	EXPENSES	TOTAL
9 Quantitative Online Survey	75	\$8,625	\$11,750	\$20,375
10 Qualitative Focus Groups	110	\$12,650	\$20,695	\$33,345
SUBTOTAL:	185	\$21,275	\$32,445	\$53,720
Description	HOURS	FEES	EXPENSES	TOTAL
11 Working Media Placements	0	\$0	\$520,000	\$520,000
SUBTOTAL:	0	\$0	\$520,000	\$520,000
GRAND TOTAL**:	1,585	\$182,275	\$667,725	\$850,000

PAID MEDIA APPENDIX

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