

Keep Colorado Wild Pass Price



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Where the Money Goes

- **GOAL: Generate \$36M+ annually**
 - First \$32.5M: state park maintenance
 - Next \$2.5M: search and rescue
 - Next \$1M: Colorado Avalanche Information Center
 - Revenue beyond \$36M: split 50/50 between wildlife cash and parks cash



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Revenue beyond \$36M

- New state parks
- Outdoor recreation beyond state parks, including federal lands
- State trails program
- State Wildlife Action Plan
- Equity, diversity and inclusion initiatives
- Regional outdoor partnerships



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Revenue Generation Potential

- At \$29: \$30-59M
 - Visitation: 23-28M
- At \$39: \$29-53M
 - Visitation: 21-24M



- If 33% of “probable” purchasers buy a pass*: \$37.2M
 - If 66% of “probable” purchasers buy a pass*: \$48M
- * Based on \$29 KCW pass



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Increased visitation



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