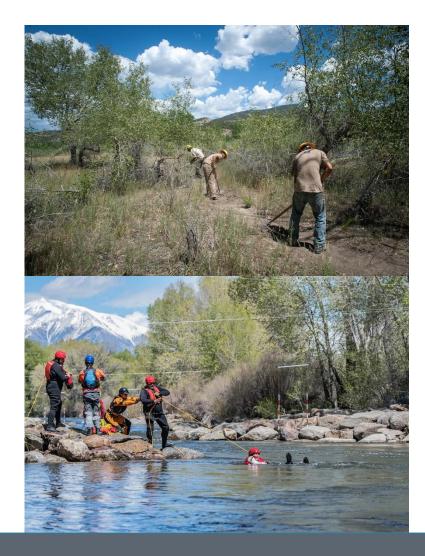
Keep Colorado Wild Pass Price

Katie Lanter Policy and Planning Supervisor - Colorado Parks and Wildlife (CPW) CPW Commission Meeting March 9-10, 2022



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

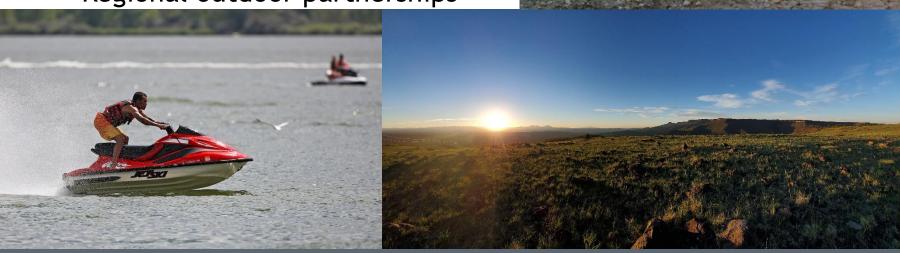




Revenue beyond \$36M

- 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





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



Increased visitation







