

KEEP IT COLORADO

FAST FACTS AND TALKING POINTS

2018 REAUTHORIZATION OF THE LOTTERY BY THE GENERAL ASSEMBLY

HISTORY

After Colorado voters approved a state lottery in 1980, the General Assembly created a Lottery Division in the State Department of Revenue to administer the program. In 1992, voters adopted the Great Outdoor Colorado (GOCO) amendment to the state constitution, earmarking up to 50% of annual Lottery proceeds to the trust.

A CRITICAL LINK.

The Colorado Lottery Division is critical to the administration of the entire GOCO program, as well as the Conservation Trust Fund and Colorado Parks and Wildlife. The Lottery Division is set to expire unless extended by the General Assembly, which during its 2018 session will consider legislation to do just that.

KEEPING COLORADO A SPECIAL PLACE.

Since 1983, Lottery has returned more than \$3 billion in proceeds to the people of Colorado for projects in all 64 counties. Lottery-funded projects have helped connect families to the outdoors; created and enhanced local trails and parks; built outdoor recreation facilities; preserved ranchlands, water resources, and view corridors; improved river access and quality; and conserved wildlife habitat.

GOOD FOR JOBS. GOOD FOR BUSINESS. GOOD FOR TOURISM.

Investing Lottery proceeds in Colorado's outdoor recreation and land conservation is good for business and protects the resources that make Colorado great. A recent Colorado State University study found that each dollar invested for land conservation through easements in Colorado results in \$4-\$12 in benefits for Coloradans. Colorado's outdoor industry created 229,000 direct jobs, generated \$28 billion in consumer spending, and contributed in \$9.7 billion in wages and salaries. Coloradans continue to support investing in Colorado's natural areas. In recent polling, 65% of respondents supported continuing to fund GOCO using lottery dollars.

LOTTERY PROCEEDS INVEST IN STATE PARKS THAT MAKE US PROUD.

Lottery proceeds invest in parkland acquisition, park development and operations, trail construction and maintenance, projects for non-game species, environmental education, youth intern and volunteer programs, and stewardship and natural resource management.

PARKS, PLAYGROUNDS, AND GETTING KIDS OUTDOORS.

GOCO places a high priority on kids and families. Funds have built ballfields next to local schools, purchased new playground equipment for town parks, and helped repair local swimming pools. GOCO's Inspire Initiative has impacted more than 40,000 kids across the state and created more than 500 jobs by funding 24 local coalitions to create youth-driven, collaborative approaches to help connect families with the outdoors and create pathways to stewardship and leadership roles. GOCO's School Yard Initiative has impacted more than 17,000 students with student-driven design and engagement to update aging and often unsafe playgrounds.

To date, more than 9,200 young people have found jobs and pathways to financial independence through Colorado Youth Corps Association projects funded by GOCO, where they also earn AmeriCorps scholarships that can be used for higher education.



TO OUR SUPPORTERS: Have a great story about GOCO or the CTF? Want to adopt a resolution supporting our efforts? Let us know! Contact Geoff Wilson and Amanda Hill at info@keepitco.org. **Thank you for your support!**



Colorado Parks and Wildlife receives no general fund or tax dollars, and **Lottery proceeds make up nearly 20%** of the agency's budget.



13.5 million people visit Colorado's state parks each year.



GOCO's focus on getting kids outside **impacts thousands of youth and their families** annually.



Colorado is the only state that distributes **100% of lottery proceeds to support outdoor recreation and land conservation**. Coloradans can be proud!

Per the constitution, Lottery net proceeds are allocated to Colorado state parks through Colorado Parks and Wildlife, to DOLA's Conservation Trust Fund, which allocates funds to eligible local governments on a per capita basis, and to GOCO. Surplus funds go to the state's school capital construction fund Building Excellent Schools Today (BEST).



BEST

Spillover funds after GOCO cap is met go to BEST

