**The Opportunity**

185,395 Acres
A dozen Colorado land trusts have a current and pending project portfolio of 151 properties comprising 185,395 acres of private working landscapes with an estimated conservation easement value of about $325 million.

Conserving Rural Colorado
Of the 185,295 acres of landscapes: 74% of the properties and 83% of the acreage are located in rural Colorado counties.

Filling the New Pandemic Gap
COVID-19 has made rural Colorado’s agriculture sector more vulnerable. Financial stimulus related to conservation will offer much-needed relief in regions that need greater support to recover.

Financial Stimulus

$195 Million in Economic Activity
Identified ranch and farmland conservation projects could generate $195 million in Colorado economic activity across sectors, from banking and real estate to retail.

1,233 New Jobs
Additional economic activity means over a thousand new jobs at an average wage of $50,000 per year and an additional $97 million in economic value (e.g. profits, wages, rent, taxes) in Colorado.

Stronger Future

Bolstering Rural Economies
Conservation-based stimulus makes our rural communities stronger. Economic infusion programs and more in-state match funding help mitigate risk, reduce debt and increase savings for the future.

Colorado is the Private Lands Conservation Leader
It is reasonable to expect similar effects of investments in conservation easements in other states.