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GOCO invests a portion of annual Colorado Lottery revenues in trails, parks, wildlife, open space, river corridors, playgrounds, and Youth Corps in all 64 counties through competitive grants. Created by a vote of the people in 1992, GOCO is managed by an independent board and uses no tax dollars. It also provides direct support to Colorado Parks & Wildlife programs and facilities. Lottery revenues also support the Colorado Conservation Trust Fund and school construction.

Protect. Connect. Inspire.

GOCO 2015 STRATEGIC PLAN EXECUTIVE SUMMARY



COLORADO'S POPULATION HAS NEARLY DOUBLED SINCE GREAT OUTDOORS COLORADO WAS CREATED BY THE VOTERS IN 1992. ANOTHER THREE

MILLION PEOPLE are projected to live here within 25 years, with most concentrated in the Front Range. This growth will impact all areas of Colorado's great outdoors - more people in parks and on trails, and more pressures over the best uses of land and water.

GOCO AND ITS PARTNERS

must make a greater effort in the years ahead to balance the demand for increased outdoor recreation with the need to protect Colorado's beloved natural heritage and wildlife population. It also has a responsibility and the opportunity to inspire Coloradans, and our youth in particular, to appreciate, enjoy and care for our great outdoors so it continues to be protected and enhanced for future generations.

After a year of polling and thorough public and stakeholder outreach, GOCO developed a new five-year strategic plan that reflects the public's desires and **GOCO's unique role in preserving Colorado. The plan is anchored by three overarching goals:**

- **PROTECT**
more land and wildlife habitat
- **CONNECT**
people to the outdoors, and connect trails, parks and open spaces
- **INSPIRE**
Coloradans to get outside and take care of our great outdoors



CONNECT

GOCO will invest in accessible outdoor experiences for communities, particularly youth and underserved populations, by focusing investments in connecting local and regional trails, in outdoor destinations within a 10 minute walk, and in restoring aging school playgrounds that serve as parks for entire communities.



PROTECT

GOCO will continue its work preserving land for open space, parks, river corridors and wildlife while strategically targeting the protection of large, connected landscapes, waterways and urban open spaces.





GOCO will lead an integrated initiative to combat the growing disconnect between youth and the outdoors and inspire the next generation of stewards to appreciate, enjoy and take care of Colorado's great outdoors. The initiative aims to provide youth in selected communities with:

- **Places** to enjoy the outdoors that are close to home, from parks and trails to open spaces, natural areas, school playgrounds, and outdoor learning environments.

- **Programs** along an age continuum that provide meaningful outdoor experiences for youth and families from the backyard to the backcountry.
- **Pathways** of service learning opportunities for youth that are tied to the stewardship of Colorado's great outdoors and lead to careers in the outdoors.

GOCO will coordinate this initiative, but strategic partnerships are critical to its success.



PARTNERSHIPS

GOCO WILL USE ITS LEADERSHIP AND UNIQUE FUNDING RESOURCES TO ADVANCE INNOVATIVE PROJECTS that leverage our ongoing grant programs and investment opportunities. The plan's success will require the aggressive pursuit of strategic partnerships with businesses, other funding organizations and foundations and continued collaboration with our key partners.

GOCO's goals present opportunities for partners to mobilize around a common agenda and find new ways of collaborating that produce better outcomes for Colorado's people and places. GOCO is uniquely positioned to coordinate efforts and be a central hub for funding and integrating projects and partners.