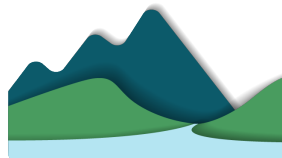


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VOTE YES

FOR COLORADO'S LAND AND WATER

Colorado's Outdoor Recreation Leaders and Business Community Unite Behind Proposition 137

Statewide coalition of businesses, outdoor brands, and economic leaders support measure to safeguard public lands, fund wildfire prevention, and invest in Colorado's outdoor economy

DENVER — Business leaders, outdoor industry pioneers, and local chambers of commerce from across Colorado are uniting behind Proposition 137 on this November's ballot. The statewide measure provides dedicated funding to protect drinking water, mitigate severe wildfires, preserve public lands, and power Colorado's multi-billion-dollar outdoor recreation economy without raising taxes.

The national outdoor recreation economy has grown to more than \$1.3 trillion in gross economic activity, and Colorado is a major player. Colorado's outdoor recreation sector is an economic powerhouse, contributing \$18.1 billion to the state's annual GDP and sustaining over 137,000 jobs. But the industry has yet to reach its full potential, as shown by tens of millions of dollars in annual unfunded grant requests to the Colorado Outdoor Recreation Industry Office (OREC) for needed local infrastructure, conservation, and workforce development.

Prop 137 addresses these critical needs by channeling existing sales tax revenue from sporting goods and outdoor equipment sales to conservation and outdoor recreation. Crucially, the measure establishes an estimated \$4.3 million per year in dedicated grants for the Colorado OREC office to advance economic development, education, and workforce training statewide.

"Rural is Rad exists to support outdoor brands of every size that are building businesses in the rural places they love and have chosen to call home," said **Kelly Mazanti, CEO and Co-Founder of Rural is Rad**. "Those brands are woven into the landscapes around them, and their success depends on the health of and access to the public lands and waters right outside their doors. Proposition 137 takes the sales tax Coloradans already pay on sporting goods and puts it back into those places. It protects our communities from wildfire, conserves land and water, and invests in the outdoor workforce, so rural brands can keep growing, hiring, and building here for generations."

Sarah Shrader, owner of Grand Junction-based Bonsai Design, which builds aerial adventure courses, echoed that view.

"I'm supporting Prop 137 because for Grand Junction and the Western Slope, the stakes couldn't be higher," **Shrader** said. "Our economy is deeply rooted in the outdoors. Beyond our agriculture sector, the outdoor recreation industry is a foundational economic driver, providing over 11% of the jobs in Mesa County. The Grand Valley also serves as a gateway to outdoor recreation tourism. To keep our environment, industry, and communities thriving, we need the investments Prop 137 will fund."

Added **Bill Gamber, co-founder of Steamboat Springs-based Big Agnes**: "Colorado's outdoors are the foundation of our recreation economy and a defining part of what makes our state such a special place to live, work, and play. As someone who has spent a career helping people experience these landscapes firsthand, I know how important it is to invest in protecting them for future generations. Funding from Proposition 137 would enable us to conserve our land and water and expand outdoor recreation opportunities, all without increasing taxes. That's a win for our communities, our economy, and for Coloradans now and in the years to come."

In addition to boosting Colorado's outdoor recreation infrastructure, Prop 137 delivers essential environmental and community benefits, including:

- Proactive wildfire mitigation and forest restoration projects to protect fire-prone watersheds;
- Watershed protection programs that safeguard clean drinking water supplies for millions of Coloradans;
- Conservation protection for working ranches, farms, and open space;
- Improvements for local trails, community parks, and state park access;
- Protection of wildlife corridors, habitat restoration, and invasive species management.

Western Slope and mountain communities increasingly rely on outdoor recreation as a stable, sustainable anchor for local economies. Prop 137 ensures these gateway communities receive the resources necessary to maintain healthy public lands while expanding sustainable economic opportunities. It's one of the many reasons business support for Prop 137 is growing daily.

Businesses and Outdoor Recreation Groups Supporting Prop 137 Include:

- **Adaptive Adventures**
- **Aspen One**
- **Big Agnes**
- **Big City Mountaineers**
- **Business for Water Stewardship**
- **Bonsai Design**

- . Camping to Connect
- . Colorado Alliance for Environmental Education
- . Colorado Mountain Bike Coalition
- . Colorado Youth Corps Association
- . Community Agriculture Alliance
- . Conscience Bay Company
- . Craig Chamber of Commerce
- . Crested Butte Mountain Bike Association
- . Day Fire Company
- . Denver Metro Chamber of Commerce
- . Ducks Unlimited
- . Durango Trails
- . Eagle Creek
- . Envision Inc.
- . Everyone Outdoors Colorado
- . Fishpond Inc.
- . Forestwerx
- . Grand Valley Outdoor Recreation Coalition
- . Forestwerx
- . Horse and Dragon Brewing Company
- . Kogovsek & Associates
- . La Sportiva N.A., Inc.
- . Marble Distilling
- . Medicine Wheel Trail Advocates
- . Odell Brewing Company
- . Outside Interactive, Inc.
- . PACT Outdoors, Inc.
- . Pikes Peak Outdoors
- . Rising Routes Alliance
- . Rural Is Rad PBC
- . SCARPA North America
- . Skeyo Outdoors
- . San Luis Valley Great Outdoors
- . SOS Outreach
- . Tax Credit Connection, Inc.
- . Tellus Outdoors
- . Trout Unlimited & Colorado Trout Unlimited
- . The Suffer Better Foundation
- . Town Hall Outdoor Co.
- . Trail Sisters
- . TripOutside
- . Western States Ranches
- . Vail Valley Mountain Trails Alliance
- . ZipFit

To view the complete and growing list of business supporters, local leaders, and coalition members, visit <https://yesonprop137.com/supporters/>

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