



COLORADO
MUNICIPAL
LEAGUE



PLAY ON®



CML Special Conference

September –22-24, 2021 • Westminster, CO

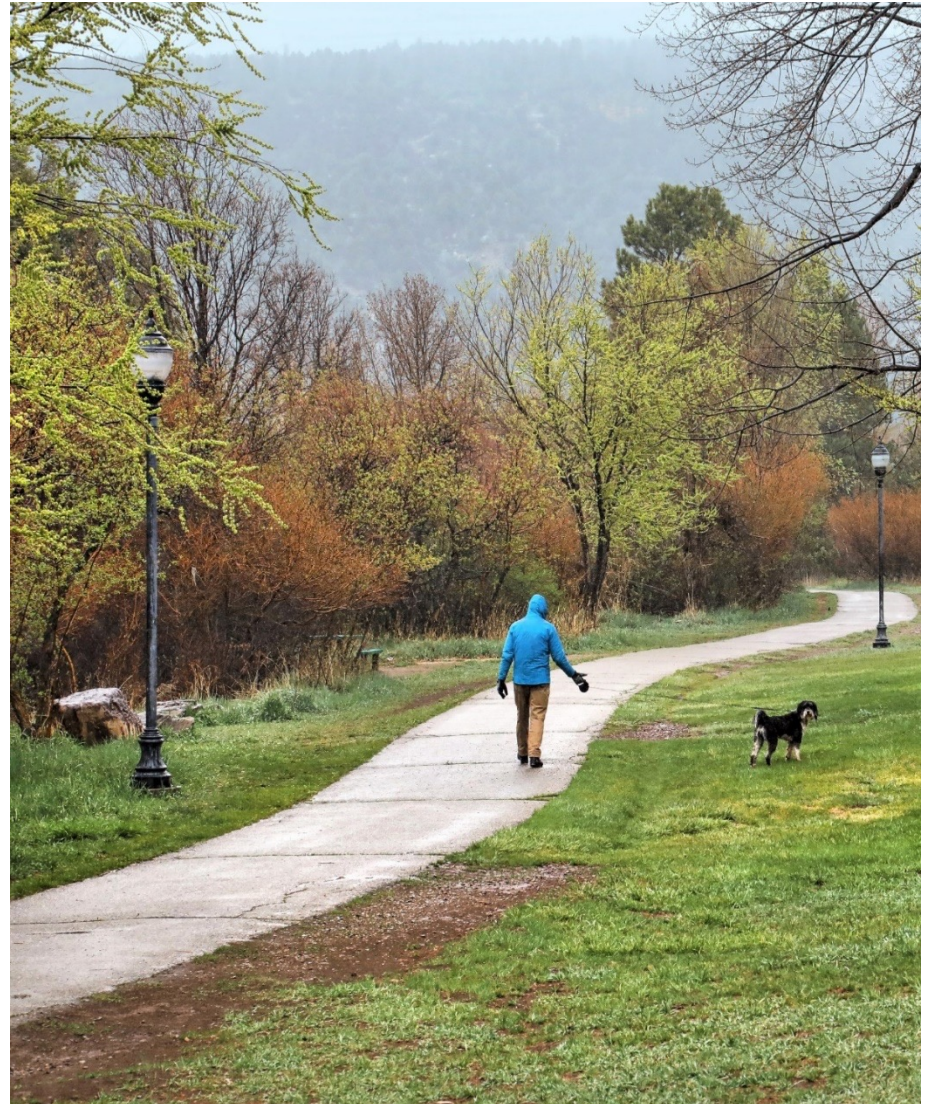
COLORADO LOTTERY and GREAT OUTDOORS COLORADO

Building Parks and Balanced Budgets

Contents of this presentation reflect the view of the presenter, not of CML.

Mission

The Colorado Lottery's mission is to maximize the proceeds from Lottery game sales to support Lottery beneficiaries for the good of all Coloradans.



Colorado Lottery's Three Pillars

Revenue, Responsibility, Conservation

Revenue

Constantly improve and refine our strategy, games, access, and marketing.

Responsibility

Operate with the highest level of safety and integrity. Follow global standards for responsible gaming.

Conservation

Be a hands-on partner to our beneficiaries and show the public that the Lottery is not just “talking the talk” when it comes to conservation.



Sales and Revenue

Multi-State Games



Colorado Only Games

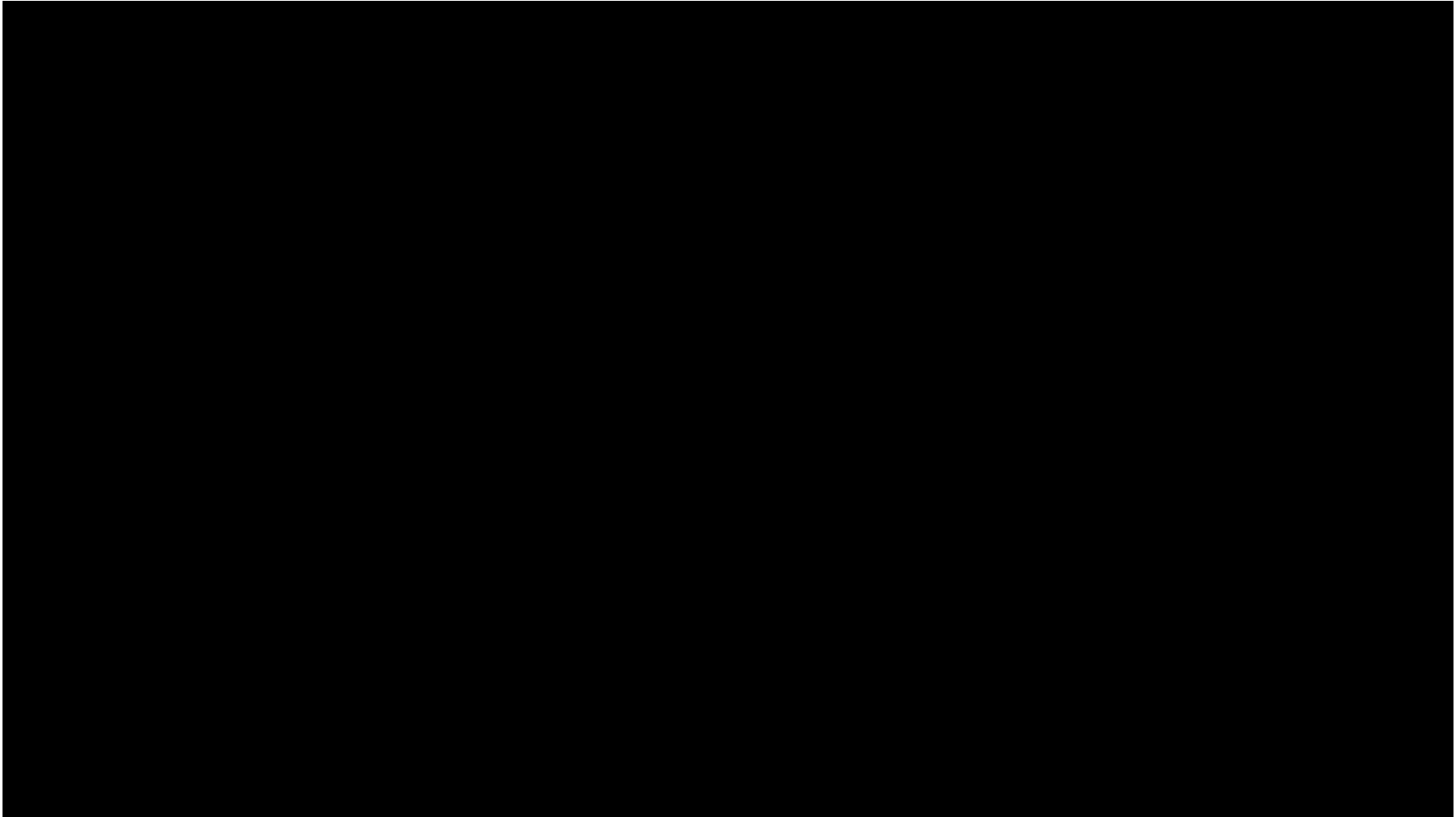


FY21 = Record Sales Year

SALES

Scratch	\$573 Million
Jackpot	+ \$221.9 Million
Total	\$794.9 Million

Proceeds = \$169.3 Million



Colorado Lottery - Where the Money Goes

World Lottery Association

WLA is the Gold Standard for Responsible Gaming

GOALS

- Strengthen and expand retailer and employee education, including developing training videos and a retailer certification program
- Working on WLA Level 4 Application
- Continue to actively support the Problem Gambling Coalition of Colorado (PGCC)

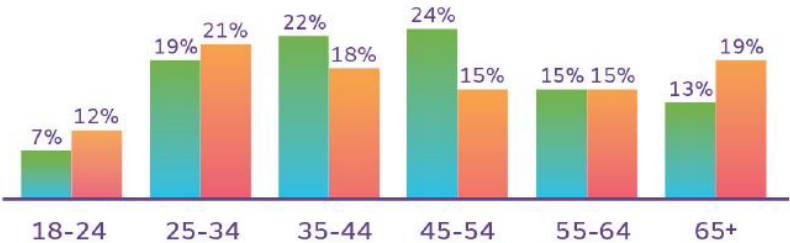


ABOUT OUR PLAYERS

OUR PLAYERS ARE A REFLECTION OF THE GREAT STATE OF COLORADO.

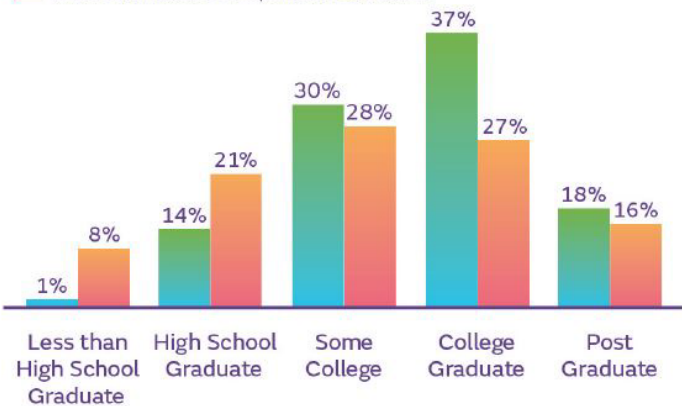
AGE GROUPS COMPARISON

2019 Lottery Player Age Groups
2020 Lottery Legal Purchase Age Estimated CO Population Age Groups



EDUCATIONAL COMPARISON

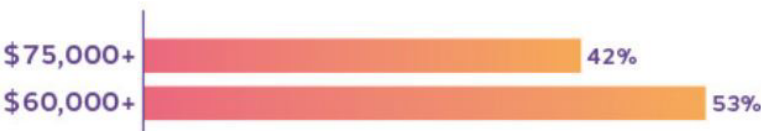
2019 Lottery Player Education
2020 Estimated CO Population Education



LOTTERY PLAYER HOUSEHOLD INCOME

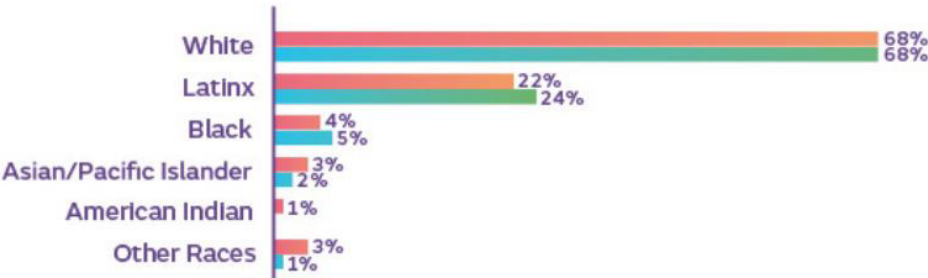
\$60,000+ (Over half of Lottery players had an average household income of greater than \$60,000)

\$75,000+ (Over 40% of Lottery players had an average household income greater than \$75,000)



ETHNICITY COMPARISON

2019 Estimated CO Population Ethnicity
2019 Lottery Player Ethnicity



Conservation Month



October is Conservation Month

The Lottery will host the 3rd-annual Runyon to the Res clean-up project in Pueblo in October, one of several activities that will allow the Lottery to not only fund, but also contribute to conservation. Volunteers including staff from the Lottery, Jackpot games vendor IGT, and Cactus Communication will once again join forces to clean up a 7.5-mile section of the Arkansas River in Pueblo. Together we can help preserve and protect what makes Colorado beautiful.

What Does This All Mean For You?

FY21 Introduced a new breakdown of Lottery spillover proceeds

- The distribution to our primary beneficiaries remains unchanged:
 - 50% - GOCO (up to a cap)
 - 40% - Conservation Trust Fund (“CTF”) (uncapped)
 - 10% - Colorado Parks & Wildlife (“CPW”) (uncapped)
- After the GOCO cap is reached, everything over that cap is subject to appropriation by the General Assembly. Whereas, those “spillover” funds used to go to BEST, beginning in FY21, that money will now be divided (in order) between: the Outdoor Equity Fund, BEST, and CPW
- New Allocation for Spillover Funds for 50% of gross revenue beyond the GOCO Cap beginning in FY 21:
 - \$750k - Outdoor Equity Fund
 - \$3 million - BEST
 - Any remaining money:
 - 50% - BEST
 - 25% - Wildlife Cash Fund (CPW)
 - 25% - Parks and Outdoor Recreation Cash Fund (CPW)

Historic Legislation passed in 2021 In June, Governor Jared Polis signed HB21-1318, the Create Outdoor Equity Grant Program to expand recreation access initiatives and increase conservation funds for natural resources in Colorado. HB21-1318 establishes the Outdoor Equity Board in CPW, which is responsible for the governance of the outdoor equity grant program. Utilizing additional funding from Colorado Lottery proceeds, the purpose of the outdoor equity grant program is to increase access and opportunity for underserved youth and their families to experience Colorado's open spaces, state parks and outdoor areas.

Lottery Beneficiaries

FY2021 Proceeds:

GOCO: \$71.7 million

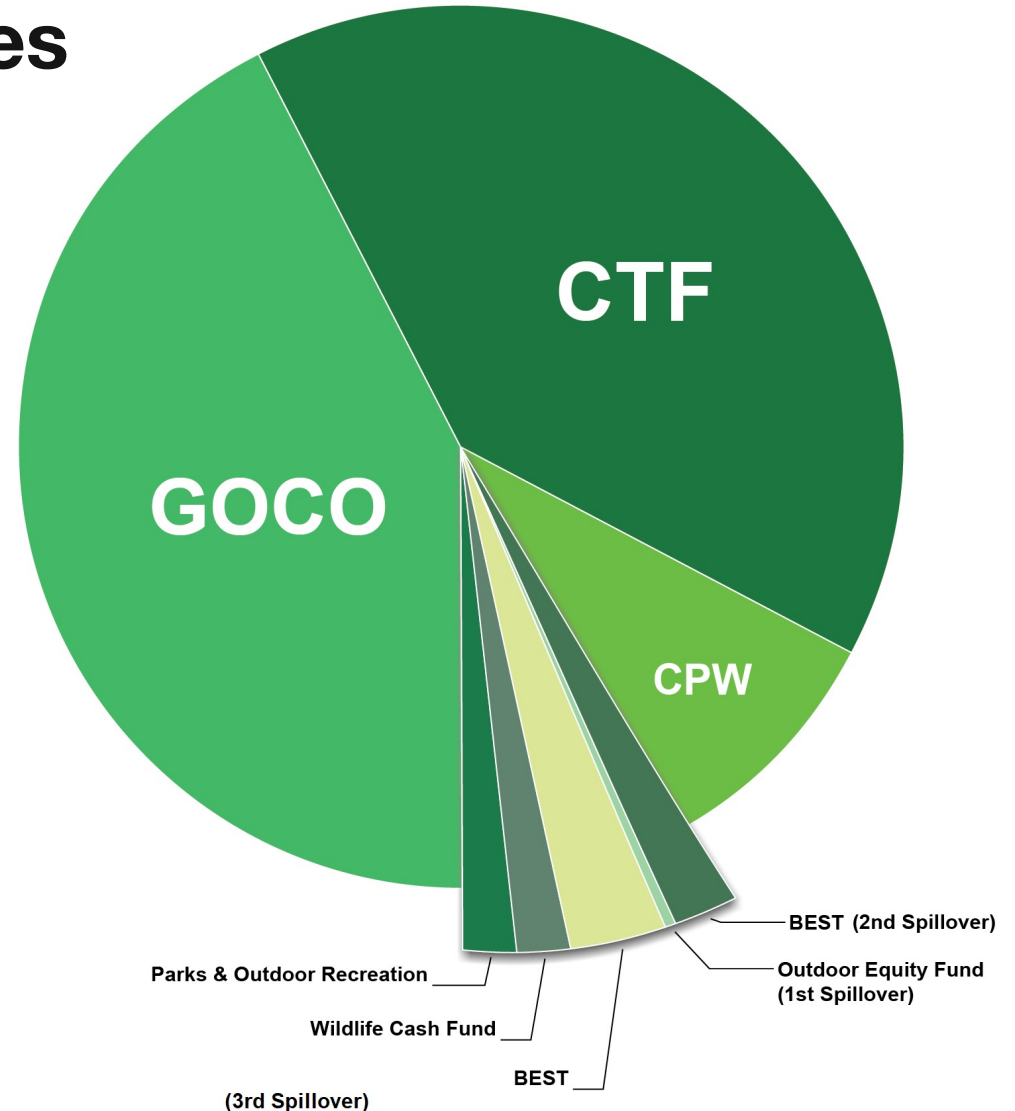
CTF: \$67.7 million

CPW: \$16.9 million

Total spillover funds: \$12.9 million

FY 21 Spillover Funding:

- Outdoor Equity Fund: \$750,000
- BEST: \$3 million
- 50% BEST: \$4.6 million
- 25% Wildlife Cash Fund: \$2.3 million
- 25% Parks & Outdoor Rec Fund: \$2.3 million



2021 Starburst Awards

City of Thornton - Big Dry Creek Project

City of Craig - Breeze Park

North Fork Recreation District - Crossroads Ball Fields

Barr Lake State Park - ADA Fishing Pier

City of Montrose/Montrose Recreation District - Connect Trail

Cañon City Area Recreation and Park District - Rouse Park

Larimer County Department of Natural Resources - Laramie Foothills Expansion

City of Longmont - Garden Acres Park

Colorado Fourteeners Initiative - Mount Columbia Trail Restoration

Eastern Rio Blanco Metro Recreation & Park District - Circle Park Pond

Eagle County Open Space - Brush Creek Valley Ranch
(pictured on the right)



Proceeds Map

We want to make it as easy as possible for our players to see Lottery-funded projects in their region.



Funding Opportunities with Lottery Dollars

Outdoor Equity Fund

- The purpose of the outdoor equity grant program is to “increase access and opportunity for underserved youth and their families to experience Colorado’s open spaces, state parks, public lands, and other outdoor areas through programs with a focus on conservation, the environment, outdoor education or outdoor recreation.”
- These grants are open to governmental entities.



ADA-accessible fishing pier at Barr Lake State Park

Funding Opportunities with Lottery Dollars

Building Excellent Schools Today – BEST

- Competitive annual grants
- Funds new school facility construction and renovation on existing facilities
- Since 2008, BEST has generated nearly \$3 billion in school infrastructure projects
- The Lottery has returned \$108.9 million to BEST to date



Limon Public School

Funding Opportunities with Lottery Dollars

Colorado Parks & Wildlife grants – CPW

- CPW receives 10% of Lottery proceeds directly, as well as GOCO grants
- More than \$361 million in Lottery funds have been distributed to CPW to date
- CPW offers various grant opportunities
- <https://cpw.state.co.us/aboutus/Pages/GrantPrograms.aspx>



Fishers Peak State Park

Funding Opportunities with Lottery Dollars

The Conservation Trust Fund – CTF (through
Dept. of Local Affairs – DOLA)

- Receives 40% of Lottery proceeds, more than \$1.4 billion to date
- Counties, cities, towns, and Title 32 special districts are eligible recipients
- Funding can be used for acquisition, development, and maintenance for any publicly owned recreation or conservation site.



Town of Dolores Playground

Funding Opportunities with Lottery Dollars

Great Outdoors Colorado – GOCO

- Voters established GOCO in 1992, designating 50% of Lottery proceeds to the GOCO fund (capped at \$35 million, adjusted yearly for inflation)
- In FY21, the GOCO cap was \$71.7 million, which the Lottery reached in April
- The GOCO cap for FY22 is just over \$73.1 million.



Dolores Elementary School Garden, Montezuma County



Evolved Approach to Grantmaking & Engagement



STRATEGIC PLANNING PROCESS

Planning process informed values-based program model developed with an emphasis on equity.



CUSTOMER SATISFACTION SURVEYS

Periodic surveys revealed overall satisfaction with room to improve especially with more opportunities to engage/apply and local representation.

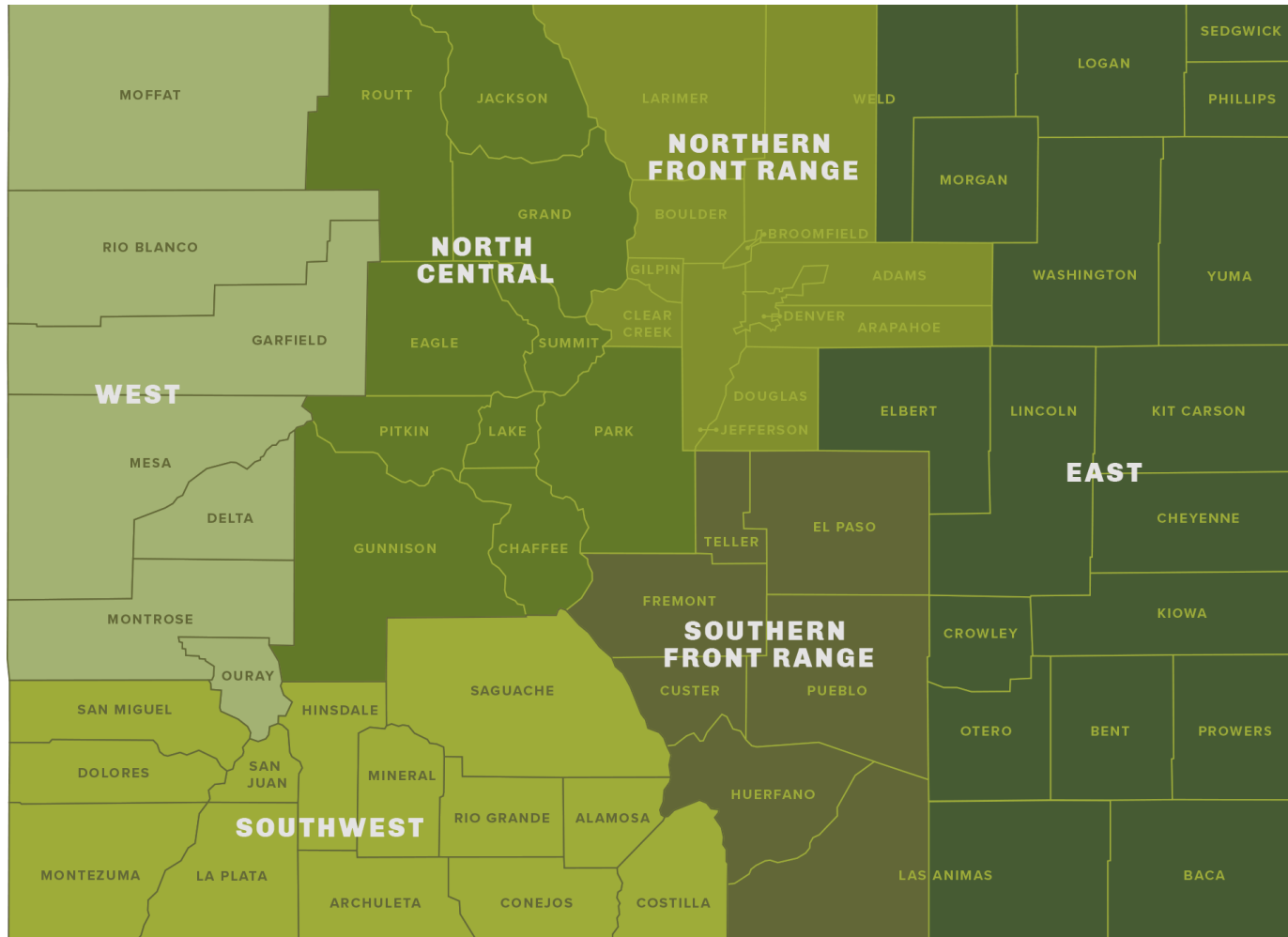


STAFF TENURE AND EXPERIENCE

Collective experience and tenure among staff led to refinement of processes and procedures with an emphasis on efficiency.



Taking a Regional Approach



Our Program Values



RESOURCE CONSERVATION

We value strategic land conservation and resource protection work.



OUTDOOR STEWARDSHIP

We support sustainability and improvements to the state's natural and recreational resources.



COMMUNITY VITALITY

We invest in conservation and outdoor recreation efforts that support communities and quality of life.



EQUITABLE ACCESS

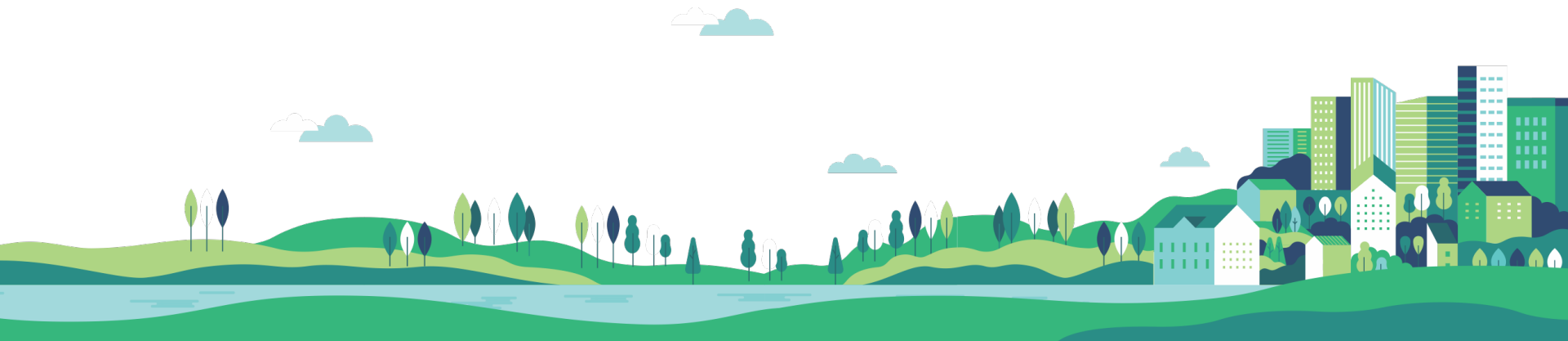
We partner with communities to break down barriers to the outdoors.



YOUTH CONNECTIONS

We support projects and programs that help children and families get outside more often and experience all the benefits of doing so.

Resilient Communities



Resilient Communities Program (RCP)

Persevering Through the Pandemic



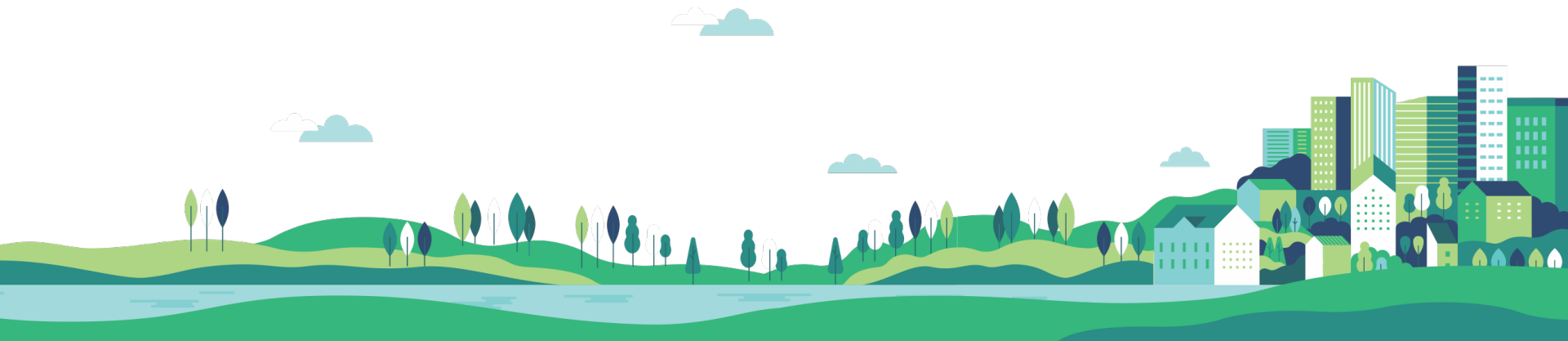
Rocky Mountain Field Institute – City of Colorado Springs

Overwhelming use of
outdoor public spaces

Municipalities investing in
stewardship and outdoors

64% of GOCO's \$15M in
2020 investments went to
stewardship and capacity
needs

GOCO's Program Portfolio



Base Programs

Triannual Grant Cycle



LAND ACQUISITION

Support important landscape, waterway, habitat, and public access land protection priorities.



COMMUNITY IMPACT

Develop and revitalize parks, trails, school yards, fairgrounds, environmental education facilities, and other outdoor projects that enhance a community's quality of life and access to the outdoors.



STEWARDSHIP IMPACT

Support collaborative stewardship work that demonstrates meaningful improvements to ecological and recreational amenities.



PLANNING & CAPACITY

Invest in planning, capacity, research, education, and storytelling projects that address opportunities, explore issues, and examine trends in the outdoors.

Annual Programs

One-Yearly Grant Cycle



GENERATION WILD

Invests in diverse, local coalitions offering culturally relevant programs that provide youth and families with quality outdoor experiences as well as leadership and career opportunities.



FELLOWSHIP PROGRAM

Supports positions at partner organizations throughout Colorado for young people from diverse backgrounds to prepare for careers in the outdoors, gaining meaningful experience in the fields of conservation, recreation, and stewardship.



CENTENNIAL PROGRAM

High-value, once-in-a-generation visions and projects that will create lasting impacts on the state and future generations.

Partner Programs

Annual Grant Cycle



RESTORE COLORADO

Improve and restore Colorado's rivers, wetlands, grasslands, forests, and other critical habitat and wildlife corridors.



CONSERVATION SERVICE CORPS

Employ conservation service corps crews, including young people and veterans, on projects like trail building, fire mitigation and restoration, and eradicating invasive species.

Funding Outlook



MATCH & LEVERAGE

No predefined match requirements for any programs. Work with regional officers to provide a reasonable match amount based upon availability of local resources and other sources.

AVAILABLE FUNDING & REQUESTS

	Available Funding	Request Amount
Land Acquisition	\$5.2M local gov \$7.7M open space	No Cap
Community Impact		\$100K to \$1M
Stewardship Impact		\$100K to \$300K
Planning & Capacity		No Cap
Centennial Program – Visioning	\$500,000	\$50K to \$150K
Fellowship Program	\$600,000	Up to \$150K
RESTORE	\$3,000,000+	No Cap
Conservation Service Corps	\$900,000	No Cap
Generation Wild	\$5,000,000	NOT AVAILABLE

Grantmaking Process



CONCEPTING

Applicants work with regional program officer to develop, refine, and submit concepts.



PROGRAMS REVIEW

Programs team reviews concepts regularly and formally upon submission of final concept papers. Programs team invites full applications from competitive concepts.



APPLICATION

Invited applicants perform site visits, provide additional and clarifying information to regional program officers, and submit final applications.



PEER REVIEW

Experienced peer reviewers evaluate proposals and advise GOCO in making funding recommendations to the Programs Committee via a consensus-based process.



PROGRAMS COMMITTEE

Programs staff presents funding recommendation for Programs Committee's consideration and approval. Committee advances recommendation to the board.



BOARD DECISION

Board approves committee funding recommendations via consent agenda or pulls consent agenda items for further discussion and decision making.

QUESTIONS?



Thank you!



PLAY ON®





COLORADO
MUNICIPAL
LEAGUE

20 21 | CML SPECIAL CONFERENCE

WESTMINSTER | SEPT. 22-24

#CMLCONF2021

