



Colorado Outdoor Business Alliance

Frequently Asked Questions

Why are businesses choosing to advocate for public lands protection?

Businesses see the connection between a healthy environment, well-managed public lands, accessibility by all, and staying open for business. They know their voices add credibility to the conservation, as decision makers appreciate a stakeholder community that includes representatives of economic concerns. By lending their voices and representing non-traditional conservation constituencies, businesses help broaden, diversify, and strengthen conservation campaigns and the economic interests they sustain.

How do we know this works?

Many recent conservation victories exemplify this trend, with Colorado businesses playing pivotal roles in propelling campaigns to success. The Hermosa Creek Watershed Protection Act, which protected 108,000 acres of land for hunting, fishing, mountain biking, snowmobiling, hiking, and wildlife, relied on over 100 businesses that signed a letter of support for the bill. This conservation win was widely lauded for its success in uniting a diverse constituency and leveraging those voices to achieve a long sought-after goal. Decision makers recognized and respected that this conservation effort represented more than a coalition of conservationists, but rather a diverse array of voices from southwest Colorado, all with unique reasons for valuing a healthy protected watershed. This victory, alongside the drive to designate Brown's Canyon National Monument, highlights the hallmarks of a modern, sophisticated, and successful conservation campaign – it must be stakeholder driven and represent a diverse constituency of voices with a myriad of reasons for valuing public lands.

What issues will we be working on moving forward?

Utilizing Conservation Colorado's experience, relationships with policy makers, and ability to engage in electoral work to ensure policy decisions reflect the interests of local communities and the outdoor recreation economy, COBA and its members will focus their collective voice to support sensible, stakeholder-driven conservation campaigns that support a sustainable outdoor recreation economy.

How does COBA differ from other outdoor business alliances?

Conservation Colorado wields decades of experience developing relationships with elected officials at the local and state level, ensuring that COBA's work complements the efforts of our allies and partners in this space. COBA serves as Conservation Colorado's business advocacy program. We work closely with the Outdoor Industry Association, The Conservation Alliance, and the Outdoor Alliance.

Are there membership dues?

There are no membership dues associated with COBA, but if you are interested in support our work with financial resources, please check out Green Leaders, our corporate partnership program, at conservationco.org/greenleaders.

PUBLIC LANDS SUSTAIN
COLORADO'S BOOMING
OUTDOOR INDUSTRY

Over 90% of Coloradans
participate in some form of
outdoor recreation each year



Colorado's public lands host
over 45 million annual visitors



A \$13.2 billion industry
employing over 125,000
Coloradans

By providing my email or cell phone number, I agree that Conservation Colorado may contact me by email, cell phone call, and text message regarding programming, membership, contributions, and other matters.

The Colorado Business Alliance is an initiative of Conservation Colorado