

VOTE YES ON PROP 137

Proposition 137

THE PROBLEM

Much of Colorado's vast open spaces, rivers, and forests are virtually unprotected from threats. Catastrophic wildfire, worsening heat and drought, and rapidly encroaching development are challenging communities, drying up water supplies, undermining economic growth, and deteriorating forest health. Without action now, Colorado risks depleting its most treasured and valuable asset: our abundant natural areas.

1.5 Million

acres of land burned in the state's largest fires.

Three of the worst wildfires occurred in the last five years, resulting in hundreds of millions of dollars in damages and losses.

22%

Colorado snowpack in the winter of 2026, the lowest on record.

Colorado just had its lowest-ever snowpack and 91% of the state is experiencing drought, which means drier land and higher wildfire risk year-round.

\$100-200 Million

estimated annual funding shortfall.

Colorado does not currently have the funding to protect communities from catastrophic wildfire or to ensure that our lands and waters are conserved and restored.

THE SOLUTION

Sustainably funding watershed restoration and clean water protection, wildfire risk reduction, land conservation, outdoor recreation, and access to nature is the best way to protect the Colorado we know and love.

That's why a broad and growing coalition, including Conservation Colorado, The Nature Conservancy, Trust for Public Land, and Western Resource Advocates, is supporting this measure on the November ballot.

Without raising taxes, Prop 137 will allow the state to keep the amount of money it receives from the *existing* state sales tax on sporting goods and equipment and invest that money in crucial conservation work. This would support river and clean water protection, wildfire risk reduction, land conservation and restoration, new state parks and environmental education programs, wildlife management, and grants to local governments and land trusts.

This measure is not a tax increase, and it will not change the cost of sporting goods or equipment. The consumer and retailer experience will remain the same.



HOW WILL PROPOSITION 137 MEET THE NEED?

Prop 137 is expected to raise approximately \$175 million per year, but the annual amount may depend on other budgetary dynamics. This would deliver **exceptional benefits to Coloradans and to nature**, supporting:



\$83 Million Per Year for Wildfire Prevention and Watershed Health

Wildfire risk reduction and
water protection



\$83 Million Per Year for Colorado's Outdoors

Land and water conservation
and sustainable outdoor recreation



\$4.3 Million Per Year for Access to the Outdoors

Grants to improve access to the
outdoors for youth and families



\$4.3 Million Per Year for Outdoors-Economy Workforce Development

Grants to promote economic
development, education,
and workforce training

The money will be allocated through state agencies and entities like Great Outdoors Colorado, the Department of Natural Resources, and the Colorado State Forest Service. This funding will support shovel-ready but chronically underfunded programs administered by Colorado Parks and Wildlife, the Colorado Water Conservation Board, and others.

WHY NOW?

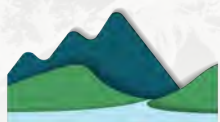
While Colorado has made significant progress toward conservation and investing in public lands — including our world-class state parks system — the state is still facing immediate and significant threats to its lands, waters, wildlife, communities, economy, and way of life. Our communities urgently need recurring annual funding to prevent catastrophic wildfires and stop the rapid loss of land and water, or we risk the degradation of these treasured assets for generations to come.

HOW YOU CAN HELP

Committed to protecting Colorado's land, water, wildlife, and communities from catastrophic wildfire and development?

To join our coalition or support the measure, scan the QR code or contact info@yesonprop137.com.

YesOnProp137.Com



**VOTE YES
ON
PROP 137**

*Paid for by Protect Colorado's Land and Water, Prevent Wildfires
Tarn Udall, Registered Agent*