

Pikes Peak Outdoor Recreation Alliance

Annual Report 2024



Our Mission & Vision

PPORA's mission is to strengthen the outdoor recreation industry for the Pikes Peak Region through leadership and collaboration.



Our vision is to establish the Pikes Peak Region as one of the premier destinations to pursue outdoor recreation, while helping to attract and recruit appropriate businesses and establish policies and best practices for our industry.



In the outdoors, we come together with friends and family, make lasting memories and find solitude and contemplation. A growing body of research shows that being outdoors delivers health benefits that are, in many cases, on par with pharmaceutical treatments. When leaders invest in outdoor recreation, research shows that it can reduce crime rates, improve educational outcomes, and lower health care costs - all of which leads to a better community.

A LETTER FROM THE EXECUTIVE DIRECTOR



2024 was a year of transitions as well as progress for PPORA. We had terrific fellows, increasing our capacity for the short-term, and our Program & Operations Manager moved on to new opportunities after three years with PPORA. We evaluated where we are making the most impact and should invest our time and energy and made some strategic changes. These included hiring two new staff, Kristen and Conner, and handing off the Pikes Peak Litter Letter Project to the Fountain Creek Watershed District after seven years.

The greatest area of impact has been advancing the Outdoor Pikes Peak Initiative (OPPI) through this past year, culminating in a huge development with our land managers at the end of the year. We are poised to release the Vision Plan in early 2025 and then move into implementation, bringing the vision to life and making lasting impact for our region.

Looking back on 2024, I am grateful for this year of change, stretching, and honing to better serve the Pikes Peak region and we are so very grateful for your support along the way!

Becky

Becky Leinweber

2024 PPORA STAFF



Kristen Cannon
Events & Communications
Coordinator



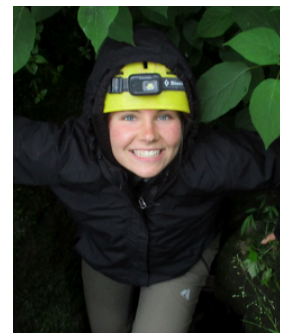
Conner Borkowski
Program & Special
Projects Coordinator



McKenzie Carmack
Program & Operations
Manager



Manny Kahne
Marketing Fellow



Evelyn Osmond
Regional Partnership
Fellow

2024 BOARD OF DIRECTORS

JEFF MOSHER, CHAIR

CITY OF CRIPPLE CREEK

EMMA TROLLER, TREASURER

BLUE FOREST

CHRIS GONZALES, AT LARGE

TELLER TRAIL TEAM

WALT HECOX, AT LARGE

RETIRED, COLORADO COLLEGE

KIM GRIFFIS, AT LARGE

VISIT COLORADO SPRINGS

JASON HAGAN, EX OFFICIO

COLORADO PARKS AND WILDLIFE

DAVID LEINWEBER, FOUNDER

ANGLER'S COVEY, INC

CITY OF COLORADO SPRINGS CITY COUNCIL

JD MCKENNA, VICE CHAIR

SCALED CAPABILITIES

BONNIE GOFF, SECRETARY

UNDERLINE INFRASTRUCTURE, INC

BOBBY MIKULAS, AT LARGE

KINSHIP LANDING

CHRIS YOUNG, AT LARGE

SPRINGS WEALTH GROUP

TOBY GANNETT, AT LARGE, PAST CHAIR

BCR MANAGMENT

PABLO SIMON, EX OFFICIO

EL POMAR FOUNDATION

Advisory Council

30 Leaders
(Monthly Average)

The Advisory Council plays a pivotal role in achieving PPORA's directive of leadership and collaboration. Convening the stakeholders across the local outdoor economy for monthly informed guidance, offering expertise, insight, and connection.

Comprising a diverse group of businesses, nonprofits, land managers, and enthusiasts across El Paso, Teller, and Fremont Counties, the council provides recommendations on key projects, partnerships, and organizational priorities and addresses outdoor challenges together. They serve as liaisons between PPORA and the agencies, organizations, and interest groups they represent to foster improved communication and a unified voice.

Through their dedication and thought leadership, the PPORA Advisory Council ensures that our initiatives remain innovative, relevant, and inclusive, helping us achieve our goals.



2024 in Facts & Figures



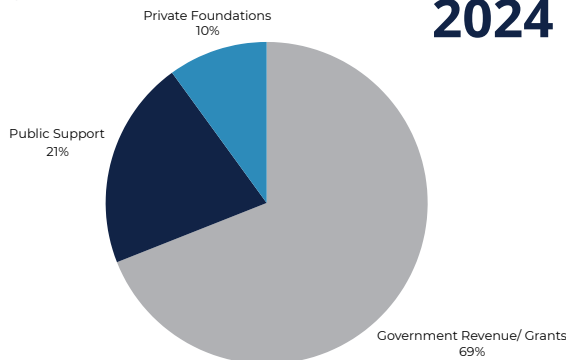
Representation

- Colorado Outdoor Recreation Industry Office (OREC) Advisory Council
- Colorado Regional Partnership Initiative Leads
- The Colorado Outdoor Partnership (CO-OP)
- Visit Colorado Springs Board of Directors
- Colorado's Outdoors Strategy Steering Committee
- Colorado Tourism Office Destination Stewardship Committee
- State Outdoor Business Alliance Network
- Central Colorado Forest Collaborative Advisory Committee
- Land Tender Working Group
- Sentinel Landscape Leadership Team



Funding Sources

2024



Events

- Outdoor Industry Job Fair
- Get Outdoors Day
- State of the Outdoors
- OPPI Community Listening Sessions
- *Litter Letter Project - Transitioned to Fountain Creek Watershed in 2024*



Presence & Promotion

- 18 Newsletters Issued to 2700+ people
- 15+ News and Media Articles involving PPORA
- 2 News Releases
- 7 Blog Posts
- 3 Social Media Accounts Managed
- 2 Websites Managed
- 2 Industry Conferences Attended
- Multiple tabling events in the community



Advocacy

- 2300+ Volunteer hours served, bringing \$85,000+ worth of impact for the Pikes peak region
- 13 Community Support Letters
- Supported advocacy efforts at the local, state, and federal levels
- Met with and gave presentations to elected officials on numerous occasions



Industry Leader Meetings

- 12 Monthly Advisory Council Meetings averaging 30 people
- 11 Board of Directors Meetings
- 8 Outdoor Pikes Peak Initiative Task Force Meetings

State of the Outdoors



For the 6th year, PPORA proudly hosted the State of the Outdoors event designed to connect the outdoor industry with the business community through industry speakers, regional updates, and an outdoor expo. Our national, state, and local speakers cast the vision for a thriving, impactful outdoor economy.



4 SPEAKERS

3 PRESENTATIONS

10+ REGIONAL UPDATES

145 ATTENDEES

15+ OUTDOOR EXHIBITORS



Get Outdoors Day



In partnership with Colorado Parks and Wildlife and the City of Colorado Springs, we hosted the 7th annual Get Outdoors Day! This event is designed to get kids, adults and families outdoors by connecting them with groups, clubs, and organizations through free outdoor activities. The goal is for residents in underserved parts of our community to experience outdoor activity for improved health, wellbeing, and connection.

Activities Included:

- Fishing
- Biking
- Archery
- Arts and Crafts
- Touch a Truck
- Leave No Trace Zone
- Relay Races
- and MUCH more!



**800
FISHING
POLES GIVEN
AWAY**

**24
OUTDOOR
VENDORS**

**3500+
PARTICIPANTS**

Outdoor Pikes Peak Initiative

PPORA is designated the Colorado Outdoor Regional Partnership for the Pikes Peak region and has been engaged in collaborative planning for conservation and recreation since 2021. This past year has seen incredible progress in the Outdoor Pikes Peak initiative (OPPI). Through focusing on the mission to collaboratively identify and advance priorities and innovative strategies to ensure resiliency and improvement of our natural and recreational values for the Pikes Peak region's future, OPPI has achieved many of its goals and is nearing the release of the Vision Plan.

Public Engagement



- **8 Community Listening Sessions in 3 counties**
- **341 Survey Responses**
- **485 Individual Comments**
- **92% Support Draft Recommendations**
- **Additional outreach to private land owners and military personnel**



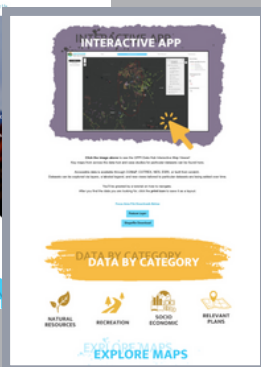
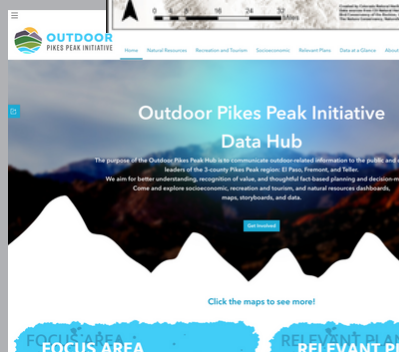
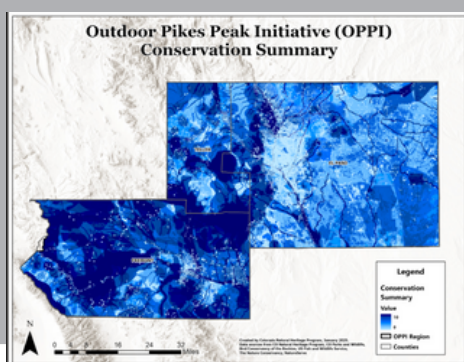
Unified Management



At the end of 2024, federal and local land managers issued a letter of intent to CPW to explore with them a multi-jurisdiction management model for the Ring the Peak Trail corridor on Pikes Peak, supported by Governor Jared Polis as a model of state support and collaboration. This unified management model was identified early in the OPPI process after reviewing 16 models across the U.S. and is key to achieving many OPPI goals.



PROJECT CRITERIA FRAMEWORK		
CRITERIA BASED ON VALUES ALIGNED WITH OPPI		
Use the questions below to help evaluate the alignment of potential projects and initiatives with the Outdoor Pikes Peak Initiative (OPPI) Vision Plan. Each section includes a value statement and chart that includes key topics, questions to assess those key topics, and any resources that might help in evaluation.		
Is this project on the OPPI Proposed Project List?		
CONNECTIVITY		
Connecting communities and recreation opportunities within the Pikes Peak region creates a more sustainable, equitable, and enjoyable future.		
Proximity	Is there proximity to existing transportation access? Is it public? Is the project close to an urban core, remote area, or agricultural area?	
Accessibility & Inclusion	Does the project provide access to disproportionately impacted communities?	Trust for Public Land "Access to Recreation Report" on Pikes to go



Prioritizing Projects & Initiatives

The OPPI Task Force spent this year refining and advancing specific projects and initiatives for the plan. A series of workshops led the Task Force through assessing project impact and investment before considering the overall project priorities.

Decision Support Tools

As the OPPI Vision plan develops, so do the tools created to support this plan.

- Project Criteria Matrix was updated to increase usability in vetting future project alignment.
- A Pikes Peak Conservation Summary based on biodiversity data specific to our region but based on the yet-to-be-released Colorado's Outdoors Strategy Conservation Summary was developed with Colorado Natural Heritage Program (CNHP).
- UCCS faculty and students enhanced the Data Hub and refined the mapping tools.

Preparing for Release

As we near the completion of the plan we also have been working hard to prepare materials to help spread the word. These include a video in partnership with UCCS, and a StoryMap in partnership with the Trails and Open Space Coalition.

Outdoor Industry Job Fair

Partnering with the Pikes Peak Workforce Center, PPORA successfully hosted our second annual Outdoor Industry Job Fair designed to address workforce needs and facilitate internships, volunteer opportunities, seasonal, full-time, and part-time hiring for employers in the region.



13

OUTDOOR
INDUSTRY
EMPLOYERS

200+

INDUSTRY
JOB
SEEKERS

Stewardship

Stewardship Fund

In 2024 we added over \$5,000 to this fund to grow our reserve and will allocate dollars to specific trail projects in 2025. To date, PPORA has invested over \$40,000 into local trails through the PPORA Stewardship Fund!

Litter Letter Project

One major role PPORA plays in the region is identifying needs, catalyzing action to meet them, and when mature handing off that project or program to the best-suited community partner.

After six years, in 2024 we transitioned the Pikes Peak Litter Letter Project to our partner, the Fountain Creek Watershed District.



PPORA remained the fiscal sponsor for the Friends of Old Stage and Gold Camp Roads (FOOS). In 2024, They made significant progress in protecting and enhancing these historic roads for both residents and recreational users by installing signage, coordinating a major clean-up, and removing graffiti. FOOS continues to advocate for improved safety, bringing together residents, business, government, and law enforcement to coordinate action.

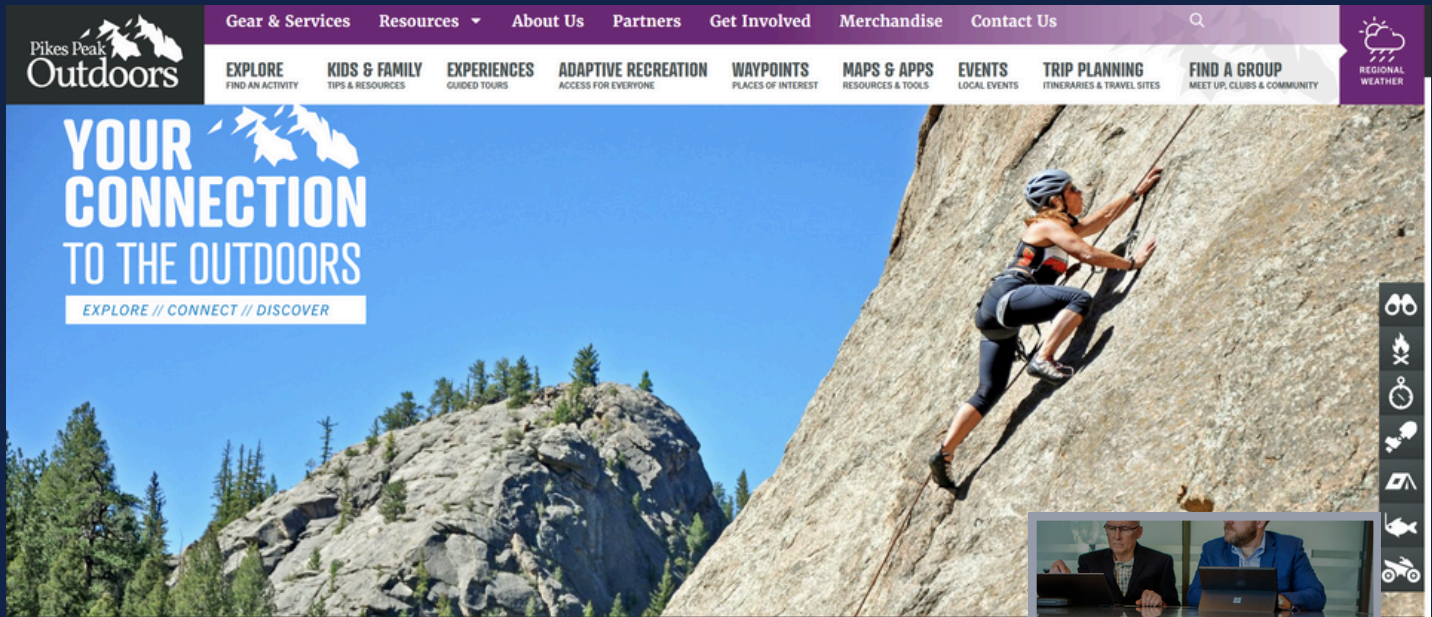
Messaging

In 2024, we championed stewardship practices and ethics through:

- **Care for Colorado Coalition:** Monthly social media messaging.
- **Leave No Trace (LNT):** Maintained partnership and emphasized principles throughout www.pikespeakoutdoors.org
- **Stay the Trail:** Promoted best practices for motorized recreational users.
- **High Use Holiday press releases:** Shared best practices during busy holidays.
- **1% for the Planet:** Continued commitment as an environmental partner.

Stewardship Partners





46,000 NEW USERS
100,000+ VIEWS
87% FROM OUT OF AREA

PikesPeakOutdoors.org continues to be an incredible connection point to the outdoors. In 2024 we ran a digital advertising campaign, won website of the year, and continued to improve this resource with more curated experiences, adding area outdoor businesses, creating a rack card for local hotels and businesses, connecting the site more closely to VisitCOS.com, and more!

This continues to be a valuable asset in communicating outdoor activities, local businesses, stewardship ethics, and other resources to the curious and recreating public.

DIGITAL CAMPAIGN

To the right and below are some examples of the digital ads we ran this year promoting the region through PikesPeakOutdoors.org



PikesPeakOutdoors.org won the "WEBSITE OF THE YEAR" award thanks to incredible work from Neon Pig Creatives!

Advocacy

SUPPORT LETTERS

Local/Regional



PPORA presented 13 Community Support Letters for outdoor partners covering:

- Ecosystem Protection
- Partner Support
- Recreation Access
- Local Planning Efforts
- Local Amenities
- Youth Engagement

BOARDS & COMMITTEES

Local/State/Federal



In 2024, our small staff represented PPORA's interests on local boards and committees such as Visit COS and Mile High Youth Corps, regional ones including the Central Colorado Forest Collaborative, state ones such as the Outdoor Recreation Industry Office Advisory Committee, and the State Outdoor Business Alliance Network (SOBAN) nationally.

GOOD SAM BILL

Federal



The Good SAM Bill or Good Samaritan Remediation of Abandoned Hardrock Mines Act of 2023 was proposed in late 2023 and was considered in the US Congress through 2024 and enables qualified organizations and agencies to conduct cleanups that improve water quality. PPORA was proud to advocate for this bill that was passed on December 17th, 2024.

E-BIKE POLICY

Local



Electric bicycles (e-bikes) became a complex issue for the City of Colorado Springs. The City took on the task of defining classes of e-bikes and where each class could be used. PPORA's board supported the Parks, Recreation and Cultural Services proposal designating Class 1 e-bikes as a non-motorized use and formally defining all classes. As of the end of 2024, City Council had not yet approved any e-bike ordinance.

SCORP & COS

State



PPORA was excited to help facilitate the development of the Colorado's Outdoors Strategy and promote engagement for both it and the Statewide Comprehensive Outdoor Recreation Plan.

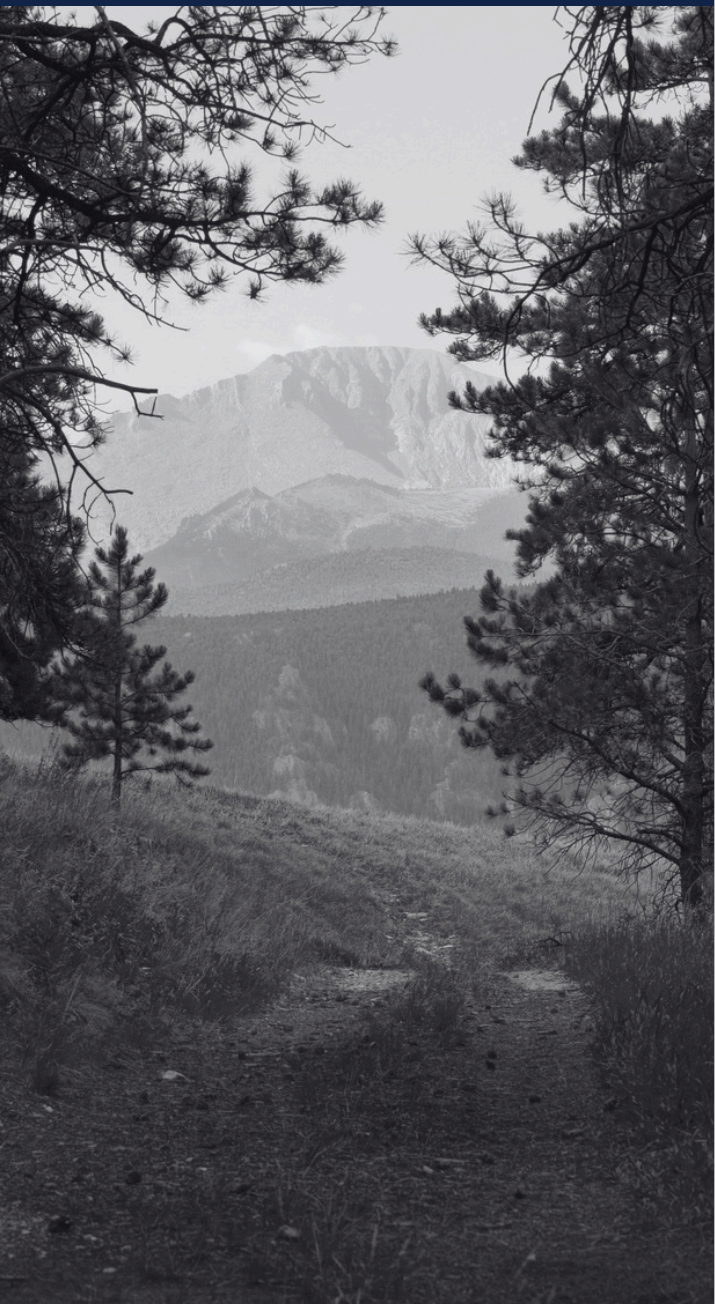
SPEAKING & PRESENTING

Local/State



In 2024, PPORA spoke on behalf of the region and outdoor industry on numerous occasions including Colorado Springs City Council, Partners in the Outdoors Conference, The Philanthropy Collective, Rotary Club, and Colorado College and was quoted and gave interviews on several occasions.

2025 GOALS



- ◆ Serve as the voice of outdoor recreation for Colorado Springs and the Pikes Peak region through ongoing engagement with outdoor leaders and representing the region and its outdoors in seats of influence.
- ◆ Gain local, state, and federal land manager formal commitment to new state managed recreation area for Ring the Peak Trail corridor on Pikes Peak.
- ◆ Receive endorsement/adoption of Outdoor Pikes Peak (OPPI) Vision Plan from elected officials, community leaders and stakeholder groups.
- ◆ Transition the OPPI Task Force to an Implementation Team of leaders to direct effort and investment to completing the Vision Plan's identified projects and initiatives.
- ◆ Complete Adaptive Leadership Training course with 40 outdoor leaders to bring greater collaboration to ensure success of accomplishing these goals.

Join Us!

Thank you for your support in 2024, and we look forward to your continued support for PPORA and the local outdoor industry in 2025.

Pikes Peak Outdoor Recreation Alliance is a designated **Pikes Peak Enterprise Zone Tax Credit Organization**. The Pikes Peak Enterprise Zone Tax Credit encourages Colorado tax payers to make contributions to nonprofits by offering state income tax credit for qualifying contributions. Donors are eligible to receive a 25% tax credit with a minimum donation of \$250 annually in addition to regular tax benefits for charitable gifts.



Bronze Level Stakeholder - \$250

- Your logo and a link to your website, Stakeholder Bronze Level, on ppora.org
- A bronze digital seal for your website
- Current year window/ car sticker



Silver Level Partner - \$500

- Your logo and a link to your website, Partner Silver Level, on ppora.org
- A silver digital seal for your website
- Current year window/ car sticker
- Premium Listing on pikespeakoutdoors.org*
- 3 months free 250 px x 200 px ad on a pikespeakoutdoors.org activity page *
- (*If Requested)



Gold Level Champion - \$1,250

- **PARTNER Silver Level benefits, plus...**
- **Two complimentary VIP seats (upon request) to State of the Outdoors**
- **Executive Director reports**

PPORA is a 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the full extent allowed by law.

Supporter <\$100

Your name listed as a Supporter on PPORA.org

Affiliate <\$250

Your logo and website listed on PPORA.org as Affiliate

Make your gift online at www.PPORA.org/support OR tear off & mail this page with your check to the address below or use the QR Code.

Business/Organization Name: _____

Contact Name/Position: _____

Contact Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Donation Amount: \$ _____

Frequency: ☐ One Time ☐ Monthly ☐ Other: _____

PPORA
Support Page:



**STRONGER
TOGETHER
BECAUSE THE
OUTDOORS
MATTERS!**



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