



## Media Kit

### Coalition Name

NoCo means Northern Colorado, and our tagline is: A common voice for public lands.

### Overview Statement

Nine county, state, and federal public land agencies from north-central Colorado are actively collaborating on ways to address the challenges the mountains and foothills in this region are facing from high visitation and a growing population. We are committed to sustainable solutions, equitable actions, and beneficial land management practices for the long-term conservation of Colorado's public lands and the quality of the visitor experience.

### Background and the Challenge

NoCo Places (NoCo) was formed in 2019 as an outgrowth of the Northern Front Range Recreational Sport Shooting Management Partnership. This group of decision-makers from county, state, and federal public land agencies in north-central Colorado had formed several years earlier to address conflicts around recreational sports shooting. Their plan was developed, and they were moving on to the implementation stage when the challenge of increased visitation and outdoor recreation in the region began to reach distressing levels, negatively impacting wildlife, the environment, and the Colorado outdoor experience. The group decided it needed to focus on this challenge and renamed their group NoCo Places.

NoCo's focus is the county, state, and federal lands in the region of the Arapaho and Roosevelt National Forests, with the hope that the model it creates can be used by other areas in Colorado facing similar challenges.

## Member Agencies

- National Park Service, Rocky Mountain National Park
- U. S. Forest Service, Arapaho & Roosevelt National Forests and Pawnee National Grassland
- Colorado Parks & Wildlife, Northeast Region
- Boulder County
- Clear Creek County
- Denver Mountain Parks
- Gilpin County
- Jefferson County
- Larimer County

## Contacts

### **Executive Director**

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## Member Agency Contacts

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Denver Mountain Parks	Stephanie Figueroa	DPR.Media@denvergov.org
Gilpin County	Melanie Bleyler	mbleyler@gilpincounty.org
Jefferson County Open Space	Matt Robbins	mrobbins@co.jefferson.co.us
Larimer County	Korrie Johnston	johnstko@co.larimer.co.us

## Approved Facts & Figures

- The Arapaho and Roosevelt National Forests saw 7.5 million visitors in 2020, making it the third most visited national forest in the country (including ski area visitation).
- Rocky Mountain National Park was the third most visited national park in the country in 2019, when it saw more than 4.6 million visitors, which was a 42% increase over a seven-year period.
- The estimated minimum number of visits to Boulder County Parks & Open Space properties increased 84% from 2010 to 2020. Estimated number is based on vehicle and trail counts.
- The 15 state parks in Colorado Parks & Wildlife's Northeast Region hosted 19.6 million visitors combined in the years 2020 and 2021. Those same 15 parks in 2020 saw a 42% increase over 2019 visitation, emphasizing the drastic impact the COVID-19 pandemic had on outdoor recreation in the region.

## Approved Logo and Photos

For the official NoCo Places logo or approved photos and associated captions and credit please contact Katie Matthews at [katie@creativecontentkm.com](mailto:katie@creativecontentkm.com).

## Use of NoCo Places Logo

Only the official logo should be used for all printed and online materials that directly relate to the coalition as a whole. The official logo can be acquired by reaching out to Katie Matthews, Communications Manager for NoCo Places. When distributing information that is agency-specific (and therefore was not approved by the entire coalition) do not use the logo.

The full NoCo Places logo with the tagline may be used, or the smaller square or round versions may be used, depending on the use case. The logo must never be cropped, altered, redrawn, or reproduced from secondary copies, or rearranged, rotated, or animated. A grayscale version is permitted.



## Coalition Name

The full name NoCo Places shall be written in headlines and sub-headlines, and in the first instance of body text. Thereafter, it can be shortened to 'NoCo'.