



Help protect what's special about Lake County, Colorado!

What is 1% for the Outdoors?

An easy way to fund natural resources and outdoor access in Lake County! Simply add a 1% voluntary donation to each customer purchase, and help protect what makes Lake County special.

- **Open space:** Protect scenic views.
- **Recreation access:** Preserve and increase access to climbing, fishing, hunting, trails, and more.
- **Trails:** Help build new area trails.
- **Wildlife habitat:** Protect moose, elk, deer, bighorn sheep, antelope, and more.
- **Heritage sites:** Preserve mining and historical sites.
- **Outdoor education:** Introduce others to the great outdoors.
- **Agricultural lands:** Help keep working lands working—and protected from sprawl.

How does it work?

- 1) **Sign Up:** Decide to support—and give your customers the opportunity to support—1% for the Outdoors. The donation is voluntary and tax free.
- 2) **Set Up:** Set your point-of-sale system or register to add the 1% donation to receipts. Train your staff in the whys and hows of 1% for the Outdoors.
- 3) **Promote:** Post our signs and materials in your shop, or add info to your invoices. Let customers know you proudly support 1% for the Outdoors.
- 4) **Contribute:** Collect, track, and submit quarterly donations to the [Central Colorado Conservancy](#). All funds advance the work of [Cloud City Wheelers](#), [Lake County Open Space Initiative](#), and the Conservancy.

Is it easy?

Yes! All contributions are *tax free*. Simply add 1% to each sale, in the same way you'd add tax in your point-of-sale system. The Central Colorado Conservancy collects funds quarterly, or on a schedule that works for your business.

Who is eligible?

All businesses in Leadville and Lake County! You can join if you offer products or services: guiding, professional services, member services, and more.

Why should my business join?

- **It costs your business nothing!** All funding comes from your customers' voluntary 1% contributions.
- **It's easy!** Paperwork is minimal. Simply tally and send your donation quarterly.
- **It boosts your marketing!** Be seen as a leader in protecting our way of life and local economy in Lake County, Colorado. Be recognized through our special events, newsletters, and promotions.

