



REQUEST FOR PROPOSAL GOVERNMENT AFFAIRS LIAISON SERVICES

Organizational Overview

Colorado voters created the Great Outdoors Colorado Trust Fund (GOCO) in 1992 through Article XXVII of the Colorado Constitution. GOCO is governed by the State Board of the Great Outdoors Colorado Trust Fund and currently receives a constitutionally dedicated share of net Colorado Lottery proceeds to preserve, protect, enhance, and manage Colorado's wildlife, parks, rivers, trails, and open spaces.

Initiative 308 is a proposed 2026 statutory ballot measure. If certified for the ballot and approved by voters, it would direct 47.5% of specified state sales tax revenue from sporting goods and equipment to the GOCO Trust Fund beginning in fiscal year 2027-28. Those funds would supplement existing funding and be maintained and expended under Article XXVII. The selected consultant must be prepared to advise GOCO on both Lottery proceeds and any additional revenue streams.

Request for Proposal

GOCO seeks an individual consultant, firm, joint venture, or team to provide state government affairs services. GOCO anticipates entering into a three-year contract commencing October 1, 2026. The contract will be reviewed annually and may be continued, modified, renegotiated, or terminated based on performance, available funding, GOCO's needs, or other changed circumstances, as mutually agreed upon by the parties.

Scope of Services

- Provide strategic counsel to the GOCO Board and staff on legislative, executive branch, budget, regulatory, and ballot-measure matters affecting GOCO, its constitutional authority, funding, programs, grantees, and partners.
- Build and maintain effective, bipartisan relationships with the Colorado General Assembly, Governor's Office, relevant state agencies, and key stakeholders.
- Monitor and analyze legislation, Joint Budget Committee activity, the state budget, fiscal notes, rulemaking, and executive actions affecting GOCO, Colorado Lottery proceeds, or other current or potential revenue sources.
- Provide timely alerts, written analyses, strategic recommendations, talking points, testimony and amendment support, and stakeholder coordination as directed by GOCO.
- Advise GOCO on Initiative 308 and similar revenue measures, including election developments, revenue estimates, allocation requirements, implementation legislation, administrative actions, and public communications. Help protect GOCO's constitutional authority and ensure any new GOCO revenue is deposited, managed, and expended consistently with Article XXVII.
- Coordinate, as appropriate, with Colorado Lottery beneficiaries, state agencies, conservation and recreation partners, and other affected stakeholders.
- Participate in regular staff check-ins and provide updates to the GOCO Board or its committees as requested, with increased availability during the legislative session.



Minimum Qualifications

- Demonstrated success working in a bipartisan manner with the Colorado General Assembly, the Governor's Office, state agencies, and the Joint Budget Committee.
- Knowledge of GOCO, Article XXVII, Colorado Lottery distributions, TABOR and voter-approved revenue changes, and Colorado conservation and outdoor recreation funding.
- Experience with legislative and budget advocacy, ballot measures, implementation planning, coalition coordination, and rapid-response communications.
- Excellent written and verbal communication skills and the capacity to attend meetings in Denver and elsewhere in Colorado as needed.
- Ability to disclose and manage actual or potential conflicts of interest and maintain all required lobbyist registrations and reports.

Proposal Requirements

Submit proposals by email with "Government Affairs Liaison" in the subject line to jtenneson@goco.org by **5:00 p.m. on September 4, 2026**. Proposals should include:

- A concise (five page maximum) description of the respondent's approach, availability, capacity, communication practices, and the services it would provide GOCO.
- Relevant experience and qualifications, including biographies or resumes for each person assigned to GOCO.
- A list of current clients and any actual or potential conflicts, including relationships involving Colorado Lottery beneficiaries, Initiative 308, or other relevant ballot measures.
- A monthly or annual fee proposal covering all costs and expenses. GOCO anticipates a first-year budget of approximately \$60,000. The parties may amend the scope and compensation after the first year depending on the outcome of Initiative 308 or if the work materially changes.
- One relevant writing sample.
- Up to three current or former client references.

Evaluation and Selection

GOCO may interview finalists and will evaluate proposals based on:

- Understanding of GOCO's needs and the quality and practicality of the proposed approach;
- Relevant Colorado legislative, budget, ballot-measure, and government affairs experience;
- Qualifications, relationships, capacity, responsiveness, and ability to work effectively in a bipartisan environment;
- Quality of prior work and references, including experience with comparable public or nonprofit entities; and
- Cost, overall value, and the absence or effective management of conflicts of interest.



Additional Terms

GOCO may waive minor irregularities, request clarification, negotiate with one or more respondents, reject any or all proposals, or cancel or reissue this RFP. Respondents are responsible for all proposal costs. Submitted materials may be subject to the Colorado Open Records Act.

The selected consultant must enter into a written agreement with GOCO, maintain required insurance and registrations, protect confidential information, disclose conflicts, and comply with all applicable lobbying, ethics, election, and public-funds laws. Ballot-measure services must remain within activities authorized by GOCO and permitted for a public entity; GOCO funds may not be used for unauthorized campaign activity.

Questions

Questions may be directed to Jackie Miller, GOCO Executive Director, at jmiller@goco.org.