Healthy Rivers, Healthy Economies: Why Rivers Matter for Colorado Communities
Question and Answer Transcript to the March 4, 2020 Webinar

Please note: These answers are not direct quotes from the webinars.

When will the technical report and basin worksheet be available and how can we access it?

The technical report and executive summary will be available on Monday, March 9th at www.waterforcolorado.org. The full report will be release on March 23rd including the nine basin worksheets. These will all live on Business for Water Stewardship's website at www.businessforwater.org. You can also follow BWS on Facebook and Twitter to get timely updates.

What is the best way to share this information with elected officials or others?

This information can be shared with City, County, State and Federal government officials in many different capacities include individual meetings, letters to the editor and presentations. This information can be shared individually to illustrate the importance of recreation for Colorado's economies. It can also be included in discussions about broader water issues, including the implementation of the Colorado Water Plan. Projects that help meet the measurable objectives within the Water Plan by preserving our rivers and watershed, improving agricultural efficiencies and conserving water at the municipal level (to name a few) benefit our rivers and therefore the recreation economy.

These economic figures are also great to share with local water leaders including your Basin Roundtable, utilities and watershed groups to help make the case for prioritizing projects to improve your local river.

What is the economic and cultural impact of irrigated crop and livestock production in Colorado?

According to a 2012 report from Colorado State University, The Contribution of Agriculture to Colorado's Economy, total industry sales were $24 billion of direct output (sales) and $41 billion in total output. Each million dollar increase in agricultural output results in $1.7 million in total sales. The total industry had $7 billion of direct value added and $16 billion in total value added and employed 77,140 employees directly and 172,921 employees when indirect and induced effects were included.

Are all of the jobs that a river supports in this study surrounding recreation? Or does it include all water related jobs, such as water provider and water nonprofits?

The follow table (Table 6 in the report) shows the economic contributions associated with retail spending by outdoor recreators. Five types of economic activity are measured:

Output: This measure reports the volume of economic activity within the local economy that is related to outdoor recreation. Because it does not discount the value of raw materials as they move through the production of goods or services, this measure double-counts a portion of the output of the industries in the value chain.

GDP: This represents the total "value added" contribution of economic output made by the industries involved in the production of outdoor recreation goods and services. For a given industry, value added equals the difference between gross output (sales and other income) and intermediate inputs (goods and services imported or purchased from other industries). It represents the contribution to GDP in a given industry for production related to outdoor recreation. Unlike the measure of output, this metric accounts for the flow of materials though the value chain to avoid the potential for double-counting.

Jobs: This figure reports the total jobs in all sectors of the economy as a result of the outdoor recreational activity and includes both full-time and part-time jobs. These are not just the employees directly serving recreators or manufacturing their goods but can also include employees of industries impacted by the direct, indirect and induced effects.

Wages: This figure reports the total salaries and wages paid in all sectors of the regional economy as a result of outdoor recreational activities. These are not just the paychecks of those employees directly serving recreators or manufacturing their goods, it also includes portions of the paychecks of all employees affected by the direct, indirect and induced effects. For example, it would include a portion of the dollars earned by the truck driver who delivers food to the restaurants serving recreators and the accountants who manage the books for companies down the supply chain, etc.

Tax Revenue: Including all forms of personal, business and excise taxes, the IMPLAN model estimates the tax revenues collected by the local, state and federal governments as a result of the initial expenditures by outdoor recreators.

					Tax Revenues (millions)	
	Output (millions)	GDP (millions)	Jobs	Wages (millions)	Federal	State/Local
Direct contributions						
Bicycling	$340.9	$185.3	2,894	$113.1	$26.1	$32.0
Camping	$2,159.0	$1,184.9	17,897	$725.1	$167.6	$200.6
Fishing	$722.8	$334.3	5,126	$219.5	$49.3	$51.8
Hunting & shooting	$154.2	$80.3	1,709	$53.3	$11.4	$9.5
Picnicking or relaxing	$666.7	$360.0	5,037	$203.2	$48.2	$67.7
Snow sports	$1,170.2	$700.5	10,278	$433.4	$99.7	$119.8
Trail Sports	$2,322.3	$1,304.7	19,565	$784.2	$182.4	$226.9
Water sports	$1,929.4	$1,080.8	16,329	$679.7	$155.1	$185.1
Wildlife-watching	$423.8	$173.9	2,108	$111.9	$24.4	$21.2

All Activities	**$9,889.2**	**$5,404.6**	**80,943**	**$3,323.4**	**$764.2**	**$914.6**
Total contributions						
Bicycling	$654.1	$356.1	4,664	$216.5	$48.1	$46.9
Camping	$4,122.4	$2,256.1	29,016	$1,372.5	$305.0	$294.0
Fishing	$1,369.5	$685.5	8,767	$431.0	$94.3	$81.2
Hunting & shooting	$293.6	$156.3	2,508	$98.9	$21.1	$15.9
Picnicking or relaxing	$1,266.5	$687.3	8,348	$403.4	$90.3	$97.4
Snow sports	$2,224.9	$1,281.8	16,385	$783.4	$174.1	$170.5
Trail Sports	$4,428.1	$2,458.5	31,501	$1,483.1	$330.6	$328.8
Water sports	$3,684.0	$2,041.4	26,354	$1,258.7	$278.2	$268.5
Wildlife-watching	$785.6	$368.8	4,132	$228.6	$49.3	$37.0
All Activities	**$18,828.8**	**$10,291.9**	**131,676**	**$6,276.2**	**$1,391.0**	**$1,340.1**

Can you say the DIA economic impact $ figure again?

> Denver International Airport has an economic impact of more than $33 billion in a five-year span. The findings came from the Division of Aeronautics' 2020 Statewide Aviation Economic Impact Study, which will not be released publicly until April. The last review occurred in 2013. You can learn more here.

What was the total economic impact of outdoor recreation in Colorado?

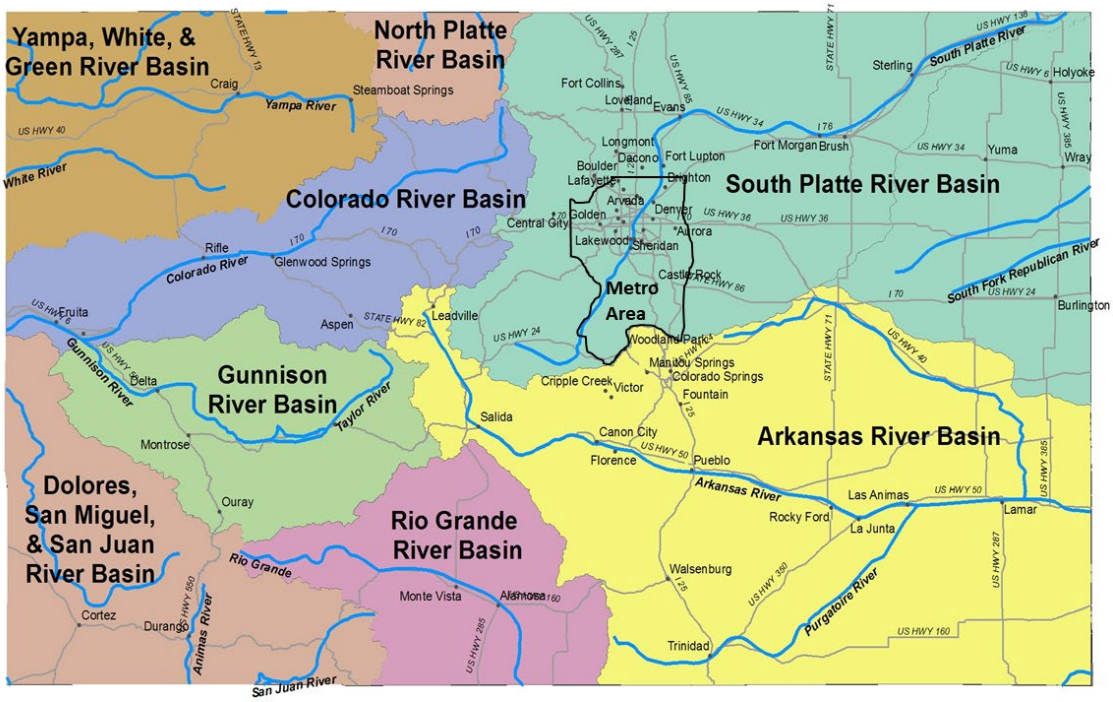
> There recreation economy (with a multiplier effect) contributes $18.8 billion annually to Colorado's economy.

Does water sports include skiing? Meaning, snow making from the rivers contributes to economy?

> Snow sports are included in the nine recreation activities (biking, camping, hunting, picnicking, fishing, snow sports, trail sports, water sports and wildlife watching), but these numbers are not snowmaking related – instead it is related to the number of people who are doing an activity near a river or body of water. We are not talking about people using water for snowmaking, but instead it is the concept of the experience when you are doing recreational activities near rivers and waterway, which help to amplify people's experience when recreating near water.

Does each breakout by state detail participation in each County etc.? How far does it drive down?

Each Basin summary report provides information about direct spending and participation at the Basin level, not the County level, as well as the multiplier effect within each Basin. You will be able to see specific participation in outdoor recreation (beyond just water sports) to understand how many people are coming to enjoy and recreate on our public lands and waters. Here is a map of the nine basins



Why are the economic output and GDP #s different? What part of the economic output is NOT included in GDP?

Here is a description of both of the indicators from the Technical Report.

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Was the data collected only during the month of December?

Yes.

I would like to write an op ed for our local newspaper. Will you be providing a PR piece that I can use as a template?

Please stay in touch with Molly Mugglestone at BWS for specific media and report related questions. She can be reached at molly@businessforwater.org. The official release of the report (with press releases and media outreach) will begin March 23.

How was the study funded?

Business for Water Stewardship funded the study to be done by leading economists Southwick Associates.

The Western Slope needs to support & protect the Shoshone Powerplant in Glenwood Canyon as it preserves a pre-Compact water right that protects the flows on the Colorado River. How can recreationalists assist financially with its maintenance?

This is a good question to ask of our partners at the Colorado River Water Conservation District in Glenwood Springs.

Is this plan consistent with the Colorado Climate Action plan?

Climate change can be discussed in terms of water change. Due to warming trends, we have observed changes in precipitation amounts and timing statewide. Water is a chief concern in Colorado regarding warming average temperatures and increased evaporation and longer growing seasons.

The Colorado Climate Action plan bill signed by Gov. Polis in 2019 commits the state to a series of greenhouse gas emissions reductions, including a 50 percent cut by 2030 and a 90 percent cut by 2050. The goal of the Polis administration aims to get Colorado to 100 percent renewable energy by 2040 - limiting our state's contributions to global warming. The Climate Action Plan sets emissions goals.

The Colorado Water Plan, 2015, does account for several different climate change scenarios and include measurable objectives and goals for implementing the Plan.