

Colorado Thrives When Our Rivers Do – Understanding the Value of Our Hardworking Rivers

March 3, 2020



The Colorado Water Plan is roadmap that leads to a productive economy, vibrant and sustainable cities, productive agriculture, a strong environment, and a robust recreation industry.

Colorado thrives when our rivers do.



Technical Support

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Log-in again using your unique web link and passcode provided when you registered with Go To Webinar.

This webinar is being recorded and will be available March 9th at <http://waterforcolorado.org/>

Any issues or questions after the webinar please email:
Fay Hartman, fhartman@americanrivers.org

To Ask a Question

Please submit questions throughout the webinar in the question box, or feel free to save them for the end.

Q&A - 15 minutes at the end of the webinar. Those that are not answered will be answered in the transcript after the webinar.

Finally, a transcript of all questions and answers will be available by March 9th on <http://waterforcolorado.org/>

Agenda

- Importance of Colorado's rivers
- Colorado's Water Plan
- Economic impact of Colorado's rivers
- Questions



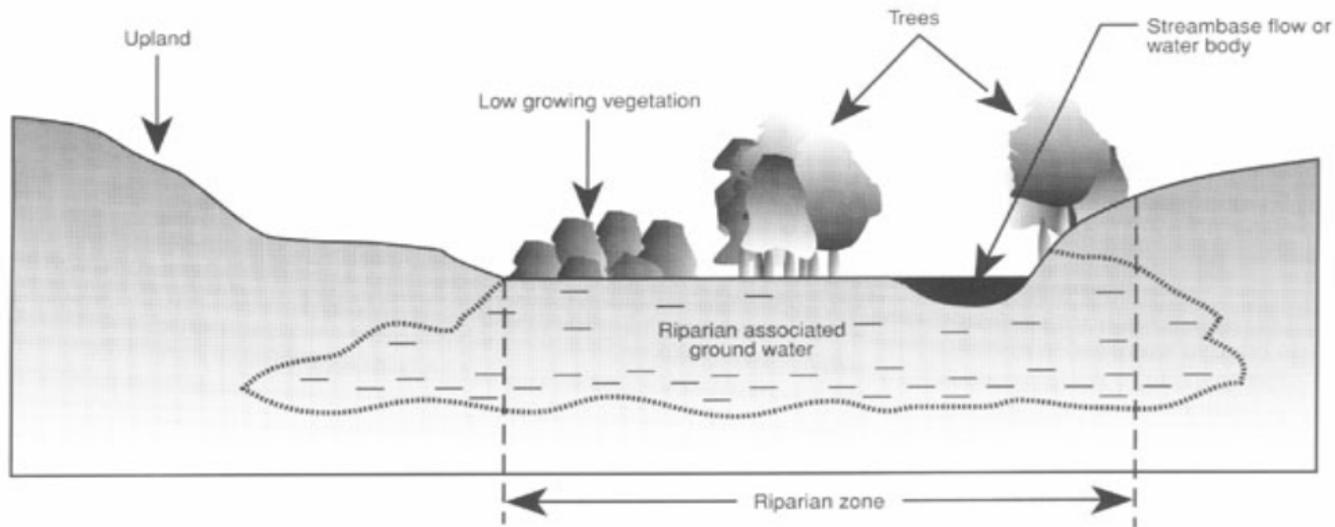


Why are riparian areas important?



In Colorado, an estimated **90 percent** of our state's 800 species of birds, fish and wildlife depend upon riparian habitat, even though these areas comprise less than **2%** of the state.





Benefits of Riparian Areas

Water connects us.

Rich common ground across sectors

- Healthy flowing rivers
- Recreation
- Aesthetic scenery
- Wildlife
- Reduced flood risk
- Wildfire mitigation
- Clean reliable drinking water
- Thriving communities and economies.





Credit: High Country News 10/2/2015

Photo credit: Abby Burk

Rivers are big business too!

Birds, wildlife and recreation (\$9 billion +)

- 2020 update from BWS

Colorado's population could increase to 8.5 million by 2050

- An increase of more than 50% from 2015

2020: Big Year for Colorado's Rivers

COLORADO'S WATER PLAN

- Gov. Hickenlooper
- Civic engagement
- Goals and objectives
- Capacity for implementation
- Tools for updates
- Funding needs



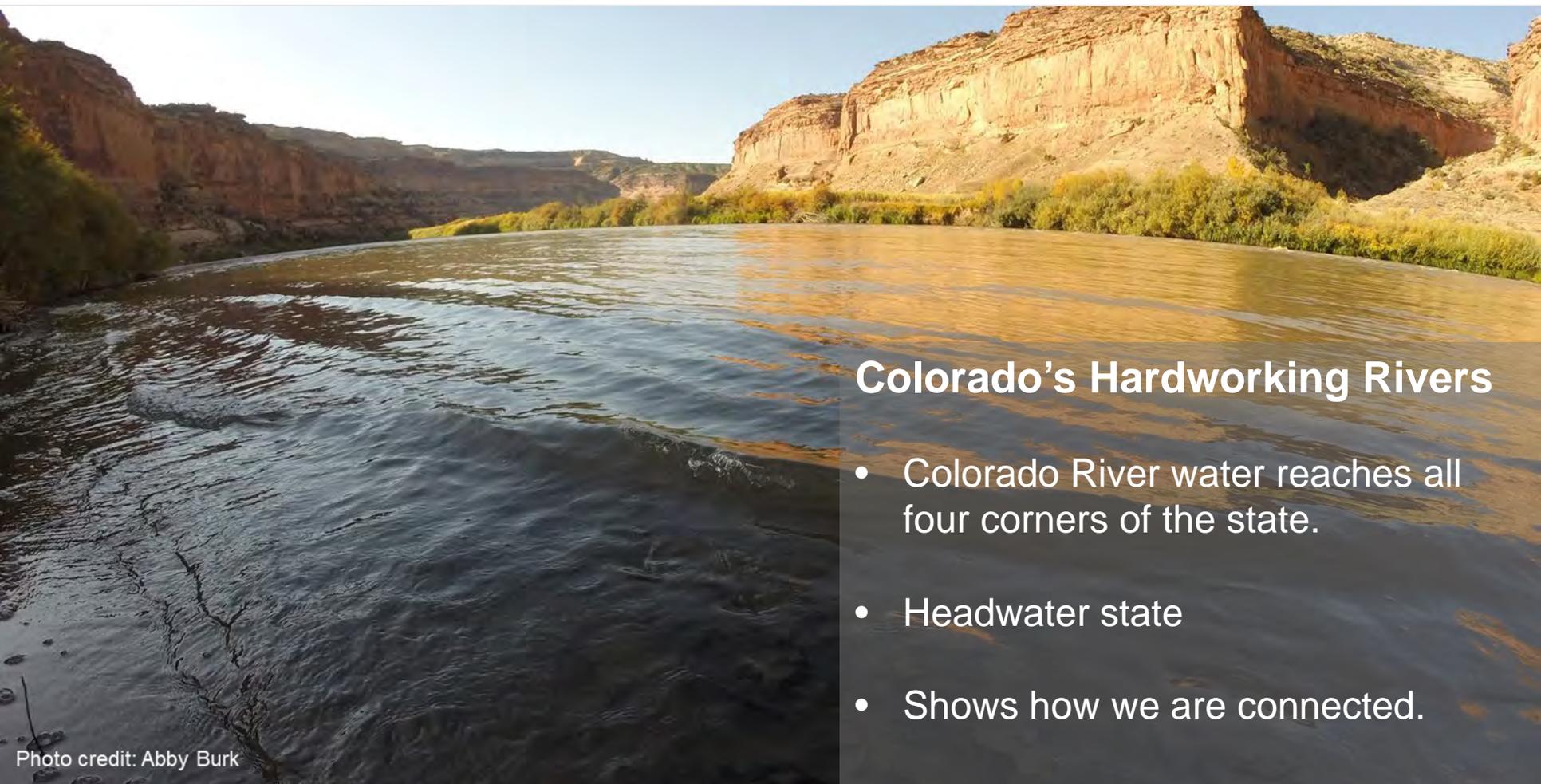
PROTECTING LAND, WATER, AND WILDLIFE

COLORADO:

83% believe it is important for states to use funds to protect and restore the health of rivers, lakes, and streams.

*- 2019 Conservation in the West Poll , Colorado
College State of the Rockies*



A wide, shallow river flows through a deep canyon. The water is a mix of dark blue and brownish-yellow, reflecting the sky and the surrounding landscape. The canyon walls are made of layered, reddish-brown rock, showing signs of erosion. Sparse green and yellow vegetation grows along the riverbanks. The sky is a clear, pale blue.

Colorado's Hardworking Rivers

- Colorado River water reaches all four corners of the state.
- Headwater state
- Shows how we are connected.

A wide-angle, high-altitude photograph of the Grand Canyon. The canyon's layered rock formations are visible in shades of red, orange, and brown. A river winds through the bottom of the canyon. The sky is a pale, hazy blue. A dark blue semi-transparent rectangular box is overlaid on the upper portion of the image, containing the text.

SECURING WATER FOR
**BUSINESS, NATURE,
AND COMMUNITIES**

BUSINESS FOR WATER STEWARDSHIP

Business for Water Stewardship helps businesses advance smart solutions to ensure that our communities, economies and ecosystems have enough clean water to flourish.

SUCCESS BY THE NUMBERS:

1300+

COMPANIES
ENGAGED

19B

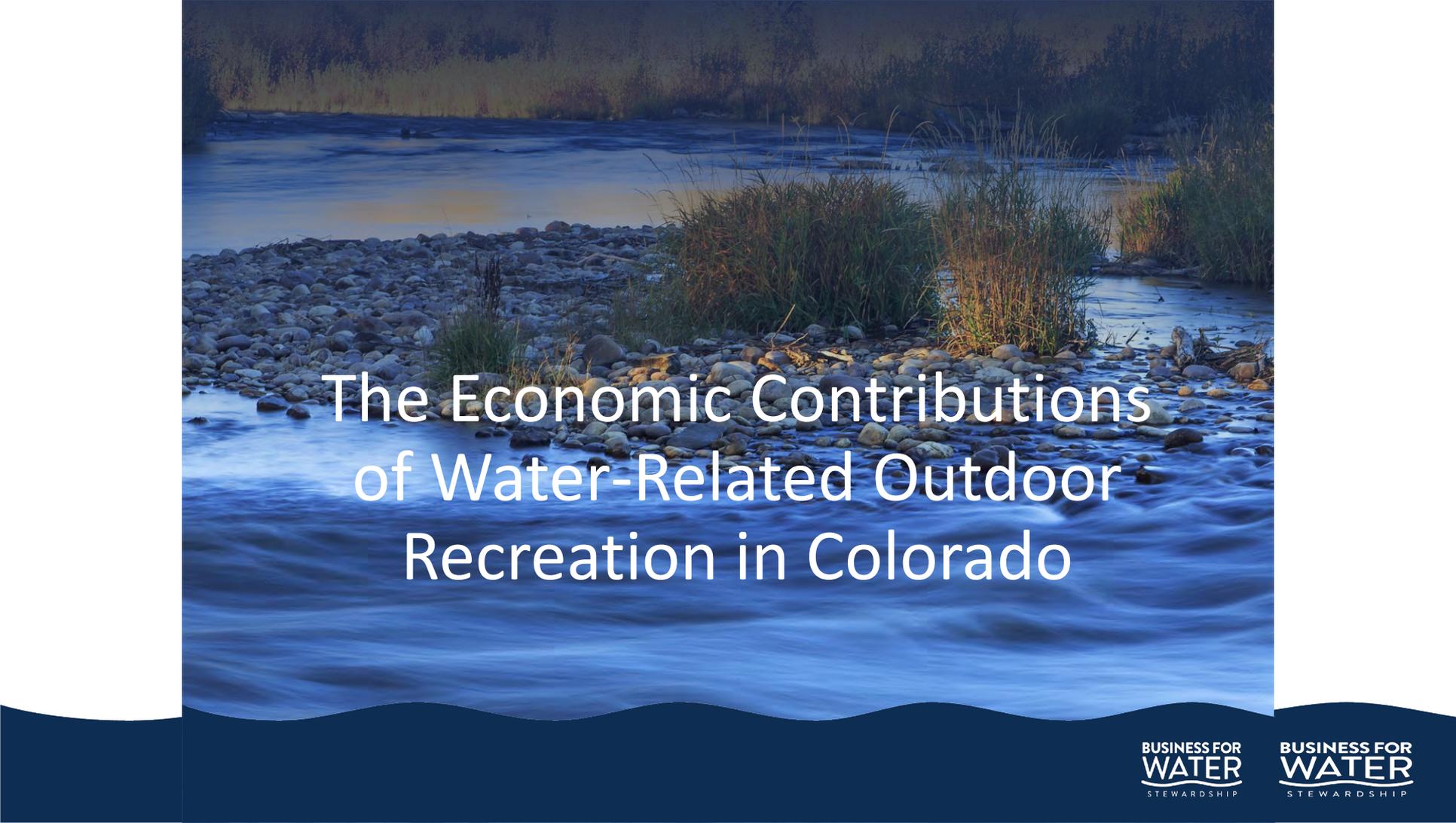
GALLONS
RESTORED

35+

NGO PARTNERS
FUNDED

60

WATER PROJECTS
SUPPORTED ACROSS 13
US STATES AND MEXICO



The Economic Contributions of Water-Related Outdoor Recreation in Colorado

Background on Recreation Study



- 2012 Study with Southwick Associates
- Basin-wide, \$26 Billion in 7 states
- Audubon Arizona updated AZ numbers in 2019
- BWS commissioned 2020 study to update CO numbers

2019-2020 Study Methods



- Methodology- this study characterizes outdoor recreation on or along waterways within Colorado with data collected in December 2019.
- WHAT: Nine types of recreation include water sports, biking, hunting, fishing, camping etc.
- WHERE: Nine Basins in the state- where people were recreating
- OIA spending figures
- “Multiplier Effect” or Economic Contributions

\$10 Billion spent last year directly on river related recreation in Colorado



Direct Spending/Jobs/Tax Revenues

- Direct retail spending by residents and non-residents recreating along waterways in Colorado generates an estimated \$9.9 billion in economic output and contributes \$5.4 billion to the state's GDP.
- This recreation also supports 80,943 direct jobs that provide \$3.3 billion in household income and generate an estimated \$1.7 billion in tax revenues.

Multiplier Effect= \$18.8 BILLION last year



Collectively, the retail spending by these recreationists and the related multiplier effects generate an estimated:

- \$18.8 billion in economic output
- Contributing \$10.3 billion to the state's GDP
- Total contributions support over 131,000 jobs that provide \$6.3 billion in household income and generate an estimated \$2.7 billion in tax revenues.

Nine Statewide Basins



- Arkansas
- Colorado
- Gunnison
- Metro
- North Platte
- Rio Grande
- South Platte
- Dolores, Miguel, San Juan
- Yampa, White Green

Colorado Mainstem, Arkansas and Yampa/White/Green



- **Colorado Mainstem-** Total Output= \$3.8 billion and supports 26,768 jobs
- **Arkansas-** Total Output= \$2.6 billion and supports 18,384 jobs
- **Yampa/White/Green-** Total Output= \$425 million, supports 2970 jobs



For the love of Colorado 💧

Ways we will use this information

BWS is working with the For the Love of Colorado coalition to educate Coloradans on the importance of water to the state's economic, environmental and community health. The data points discussed today will be important as we urge funding the state's water plan to support river recreation, river health, water quality and water conservation and efficiency.

BOTTOM LINE: Continued stewardship of the state's lakes, reservoirs, and headwaters for major American rivers adds to the health of Coloradans as well as the recreational economy.

What's next for this data?



- Legislative Breakfast: March 10th at Colorado State Capitol
- Basin roundtables, local and municipal water meetings
- Official Release of the study- Week of March 23rd media outreach, social media
- Webinar will be on www.WaterforColorado.org by next Monday

PARTNER TO BOLSTER YOUR OWN BOTTOM LINE



COMMUNITY

ECONOMY

ENVIRONMENT

Whether meeting with lawmakers, participating in roundtables and meetings to learn more about the current status of water in the West, or helping tell your corporate story about innovation, conservation or efficiency to inspire action; BWS is ready to partner with you to profile business leadership and action on water stewardship.

We make better decisions together. Thank you!

Questions & Answers



Stay in Touch

Abby Burk, Audubon Rockies

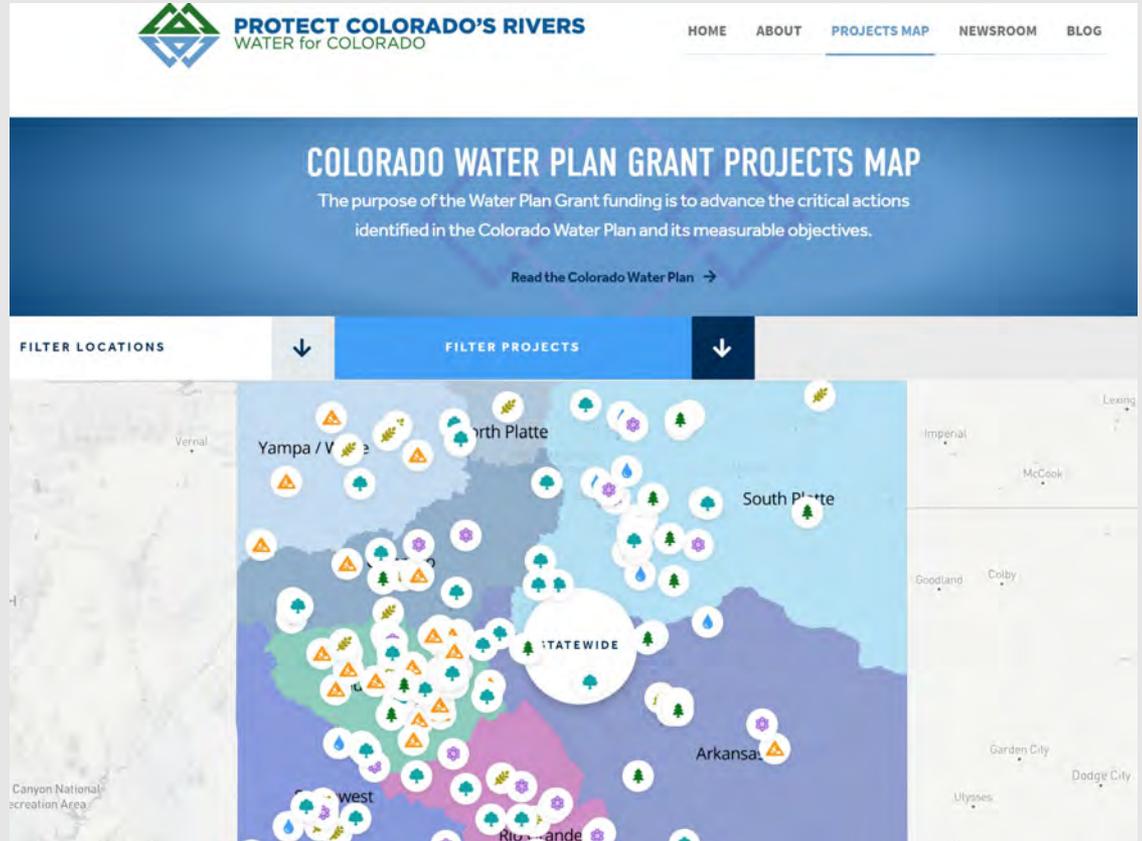
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