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

“Rivers really define our state, our outdoor experiences. Lakes and waterways define our outdoor experiences,” Denver Post 6/22/20
Economic Contributions of Water Related Recreation in Colorado

Statewide, an estimated 6.7 million people participate in one of the selected outdoor activities along the water in Colorado.

- Trail Sports: 2,749,408
- Camping: 1,980,224
- Picnicking | Relaxing: 1,794,376
- Water Sports: 1,640,258
- Wildlife-watching: 1,238,084
- Fishing: 1,141,383
- Snow Sports: 1,100,961
- Bicycling | Skateboarding: 909,379
- Hunting | Shooting: 363,112

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Economic Contributions of Water Related Recreation in Colorado

- 6.7 Million Colorado Participants
- $18.8 Billion Economic Output
- $10.3 Billion Contribution to Colorado GDP
- 131,000 Jobs
- $6.3 Billion Household Income (salaries & wages)
- $2.7 Billion Tax Revenue

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Nine Statewide Basins

- Arkansas
- Colorado
- Gunnison
- Metro
- North Platte
- Rio Grande
- South Platte
- Dolores, Miguel, San Juan
- Yampa, White Green
Economic Contributions of Water Related Recreation in Colorado

The river basin estimates reflect the contribution that outdoor recreation in those locales has on the statewide economy.

<table>
<thead>
<tr>
<th></th>
<th>Participants (thousands)</th>
<th>Output (millions)</th>
<th>GDP (millions)</th>
<th>Jobs</th>
<th>Wages (millions)</th>
<th>Tax Revenues (millions)</th>
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<tbody>
<tr>
<td>Arkansas</td>
<td>1,583.8</td>
<td>$2,628.8</td>
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<td>Colorado</td>
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<td>Gunnison</td>
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<td>North Platte</td>
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<td>San Juan</td>
<td>Dolores</td>
<td>San Miguel</td>
<td>544.0</td>
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<tr>
<td>South Platte</td>
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<tr>
<td>Yampa</td>
<td>White</td>
<td>Green</td>
<td>508.2</td>
<td>$424.7</td>
<td>$232.1</td>
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</table>

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Media Highlight

Water-related recreation pumps $18B into Colorado economy, business group says, June 22, 2020

“As an industry, we don’t really have any infrastructure, if you will. Our corporate infrastructure is our public lands and our waters,” David Dragoo, Mayfly Outdoors

THE DENVER POST
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.

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