



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 6 states (not including CA)
- 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

**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**

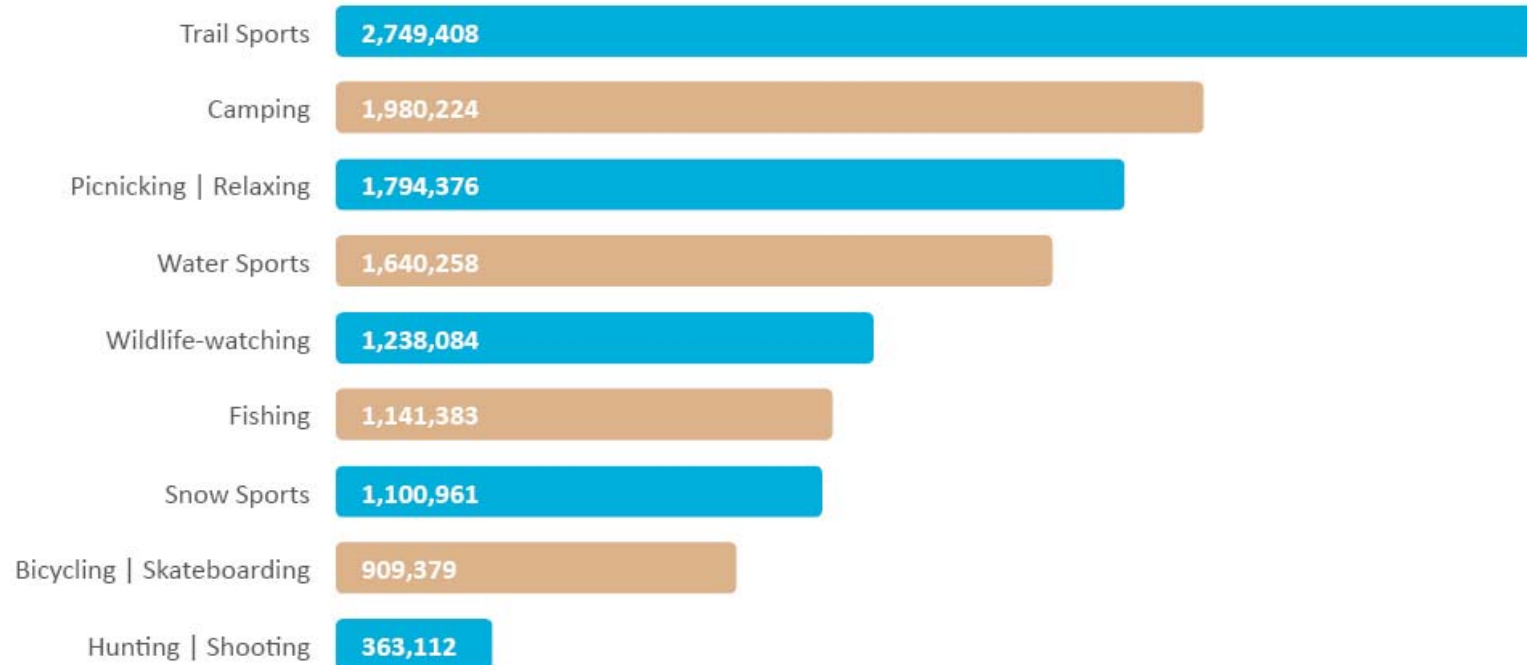


Tax Revenue

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# Economic Contributions of Water Related Recreation in Colorado

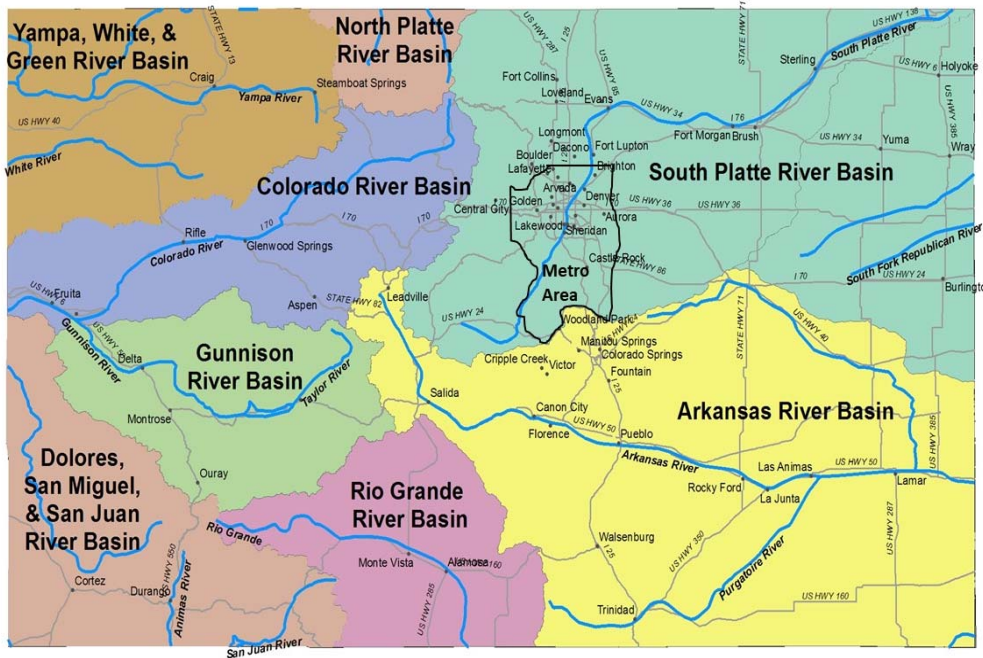
Statewide, an estimated 6.7 million people participate in one of the selected outdoor activities along the water in Colorado.



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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.

	Participants (thousands)	Output (millions)	GDP (millions)	Jobs	Wages (millions)	Tax Revenues (millions)
Arkansas	1,583.8	\$2,628.8	\$1,436.9	18,400	\$876.3	\$381.3
Colorado	2,722.0	\$3,827.6	\$2,092.2	26,800	\$1,275.9	\$555.2
Gunnison	974.3	\$879.4	\$480.7	6,200	\$293.1	\$127.6
Metro	1,948.9	\$5,190.7	\$2,837.3	36,300	\$1,730.2	\$752.9
North Platte	905.2	\$968.3	\$529.3	6,800	\$322.8	\$140.4
Rio Grande	623.5	\$476.5	\$260.4	3,300	\$158.8	\$69.1
San Juan   Dolores   San Miguel	544.0	\$711.2	\$388.7	5,000	\$237.1	\$103.1
South Platte	2,371.6	\$3,721.6	\$2,034.3	26,000	\$1,240.5	\$539.8
Yampa   White   Green	508.2	\$424.7	\$232.1	3,000	\$141.6	\$61.6

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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**