



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

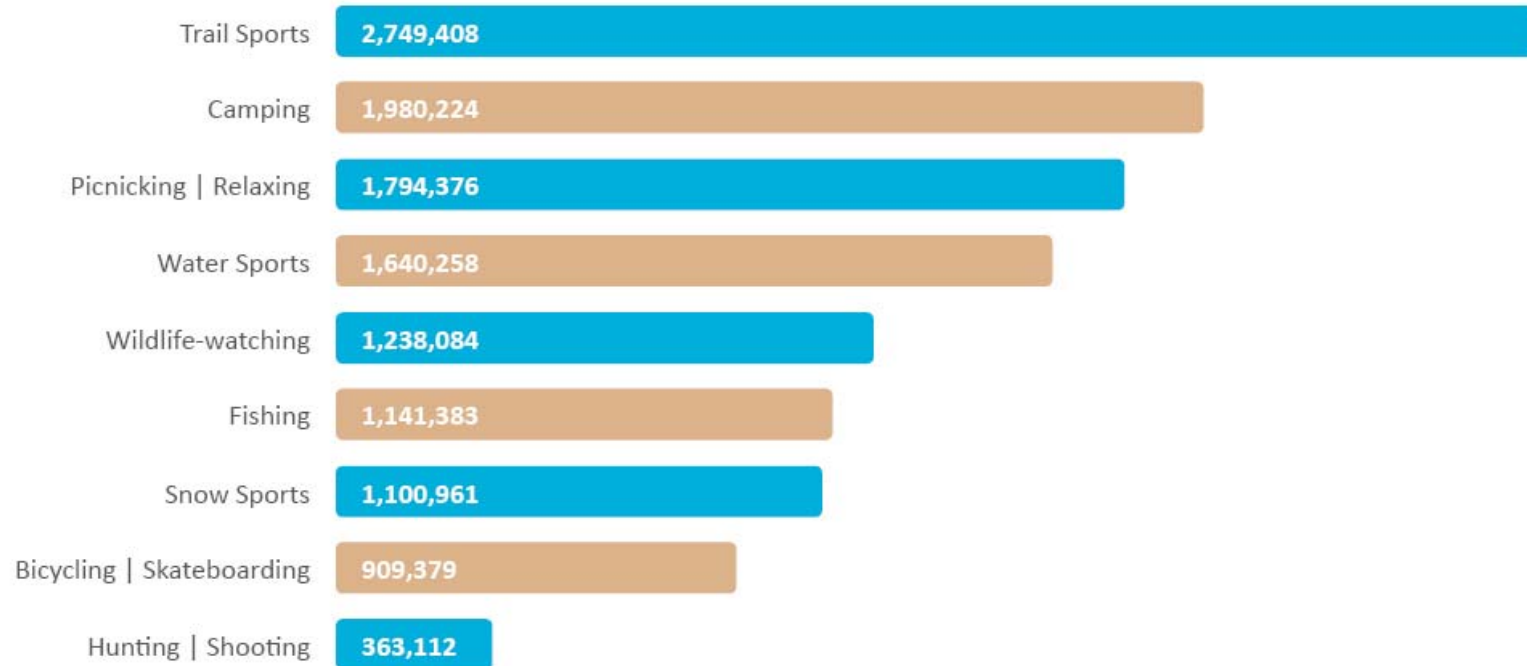


- 2012 Study with Southwick Associates
- Basin-wide, \$26 Billion in 7 states
- Audubon Arizona updated AZ numbers in 2019
- BWS commissioned 2020 study to update CO numbers

“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.



— businessforwater.org —

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)

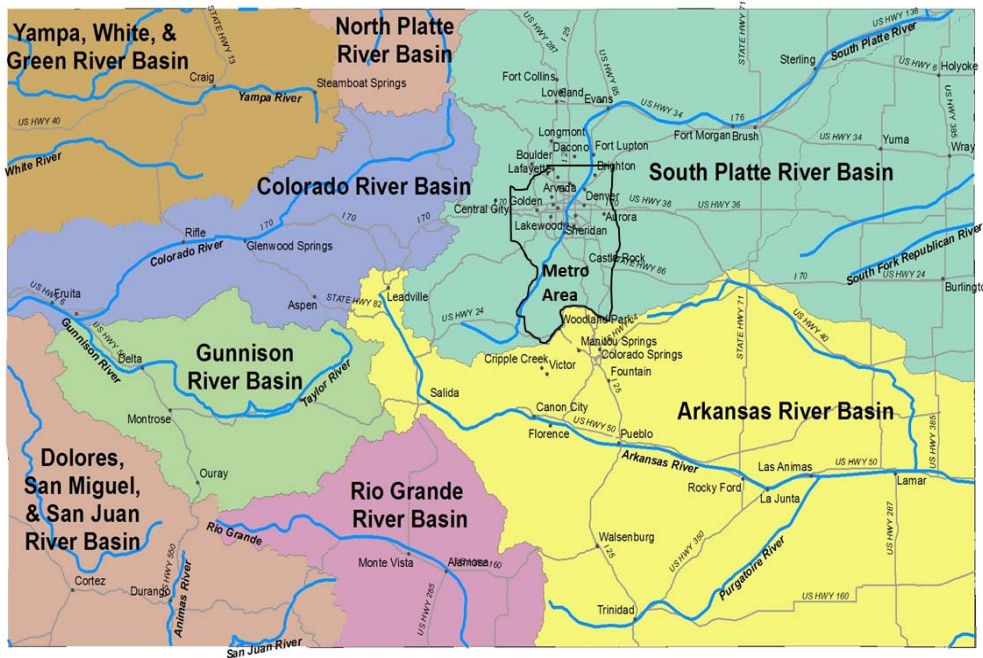
**\$2.7
Billion**



Tax Revenue

— businessforwater.org —

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

— businessforwater.org —



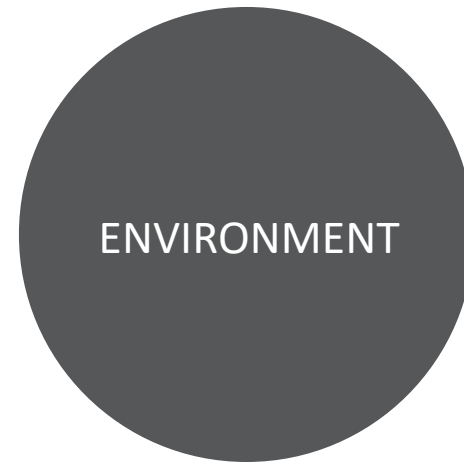
Media Highlight

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

PARTNER TO BOLSTER YOUR OWN BOTTOM LINE



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.

molly@businessforwater.org

**BUSINESS FOR
WATER**
STEWARDSHIP