



May 2014 (Submitted to CWCB May 6 and updated May 19, 2014)

The Honorable John Hickenlooper
136 State Capitol
Denver, CO 80203-1792

Dear Governor Hickenlooper,

As Colorado business owners, we applaud your vision in calling for a Colorado Water Plan.

Small business is the backbone of local economies in cities and towns across our state. As owners of small, snow- and river-dependent businesses, we know firsthand that water is the lifeblood of the people that live and work in Colorado. From Denver to Durango, Steamboat to Sterling, water is key in the growth and success of business. It anchors the assets that make Colorado unique and provides our competitive advantage—our quality of life, recreation, and tourism economies.

In calling for the Water Plan, your Executive Order prioritized these assets, stating:

Colorado's water policy must reflect its water values. The Basin Roundtables have discussed and developed statewide and basin-specific water values and the Colorado Water Plan must incorporate the following:

- *a productive economy that supports vibrant and sustainable cities, viable and productive agriculture, and a robust skiing, recreation and tourism industry;*
- *efficient and effective water infrastructure promoting smart land use; and*
- *a strong environment that includes healthy watersheds, rivers and streams, and wildlife.*

As business owners we support these values that drive business development and growth and quality of life for our communities and families. We believe Colorado can meet growing demands for water while protecting our resources. As you have clearly stated, this challenge can best be met through a commitment to conservation and investments in using water more efficiently.

In developing the Colorado Water Plan, we support:

1) **Keeping Colorado's rivers healthy and flowing:** To leverage Colorado's assets and drive small business, 21st-century economics demand that the health and viability of our rivers as natural and economic resources be prioritized in water policy and management.

2) **A call for municipal conservation:** With Colorado’s population projected to double by 2050, Colorado should commit to the top target set by the State Water Supply Initiative—reducing per capita municipal water use by 35 percent by 2050.

3) **Investment in agricultural water delivery and reuse:** Better than 70 percent of water diverted from our rivers feeds our farms and ranches. Modernizing infrastructure for delivery, irrigation and reuse promotes this foundational industry and Colorado tradition.

4) **Modernizing and maximizing existing storage systems:** Demand exceeds supply on basins across the state. Drought and the specter of future diversions challenge our rivers, in-stream flows, wildlife and recreation. Investment in efficient use of our current reservoirs and delivery systems should take precedent over new diversions.

Colorado is blessed with natural beauty and resources – including our snow, rivers and streams. Protecting these resources ensures a sustainable economic future. We thank you for your vision on Colorado water and commit to working with you in the development and implementation of a strategy reinforcing our belief that it is, indeed, a privilege to live and work in Colorado.

CC: Colorado Water Conservation Board, James Eklund, Mike King

Sincerely,

Aspen Ski Company
Auden Schendler, VP of Sustainability
Aspen

Performance Tours
Kevin Foley, Owner
Breckenridge

Taster's Pizza
Stacy Forster, Owner
Aspen

The Mountain Angler LTD.
Jackson Streit, Owner
Breckenridge

Crazy Mountain Brewing Company
Marisa Selvy, Owner
Avon

Colorado Kayak Supply
Earl Richmond, Owner
Buena Vista

Taylor Creek Flyshop
Kirk Webb, Owner
Basalt

River Runners/Adrift Adventures
Jon Donaldson, Owner
Buena Vista

A-LAN Computing Solutions, Inc.
Alan Mishell, President
Boulder

Wilderness Aware Rafting
Joe Greiner, Owner
Buena Vista

8 Mile Bar and Grill
Andy Neinas, Owner
Canon City

Mountain Oven Bakery
Christopher Sullivan, Owner
Crested Butte

Echo Canyon Campgrounds
Andy Neinas, Owner
Canon City

Rumors Coffee and Tea House
Arvin Ramgoolam, Owner
Crested Butte

Echo Canyon River Expeditions
Andy Neinas, Owner
Canon City

Teocalli Tamale
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Crane Associates, LLC
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Townie Books
Arvin Ramgoolam, Owner
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Yoga for the Peaceful
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Ragged Mountain Sports
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Gareth Martins, Director of Marketing
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Lilypond LLC
John Le Coq, Owner
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Cottonwood Tees
Angela Booth, Owner
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Silver Bullet Water Treatment
Bob Hanfling, Executive Chairman
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James Wilkes, Owner
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Dolores

Rampart Pools
Rob Wheeler, Operations Manager
Englewood

Dolores River Boating Advocates
Lee-Ann Hill, Program Coordinator
Dolores

A Wanderlust Adventure
Patrick Legel, Owner
Fort Collins

4 Corners Whitewater
Matt Wilson, Partner
Durango

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David Costlow, Owner
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Thomas Klema, Owner
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MoHenry's Trout Shop
Mitch Kirwan, Owner
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Performance Video Inc
Kent Ford, Owner
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Campy Campton, Owner
Frisco

Salt River Rafting
James Wilkes, Owner
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Blue River Anglers
Zeke Hersh, Owner
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Surf the San Juans LLC
Anna Fischer, Owner
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The Mountains USA- vacation service
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The Leland House & Rochester Hotel
Kirk Komick, Owner
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Colorado Adventure Center
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Sazzi Footwear
Brian Walton
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Blue Sky Adventures
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Darren Wheeler, Owner
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Amy Nuernberg Marketing Design Web
Amy Nuernberg, Owner
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Uka Nala SUP
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Julie Wills, Owner
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Confluence Casting
Jack Bombardier, Owner
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Palisade

Mile Hi Rafting and ATV Tours
Suzen Raymond, CEO
Idaho Springs

JC Photography
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Rep Your Water
Garrison Doctor, Owner
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Minturn Anglers
Logan Johnson, Owner
Minturn

Rapid Creek Cycles
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Scott Fly Rod Company
Jim Bartschi, President
Montrose

Talbott Farms
Bruce Talbott, Owner
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Bill and Jaci Dvorak, Owners
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Karen Avery, Owner
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RIGS Adventure CO
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Field to Fork CSA
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Backdoor Sports Ltd.
Peter Van De Carr, Owner
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Further Adventures/Boot Doctors
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