

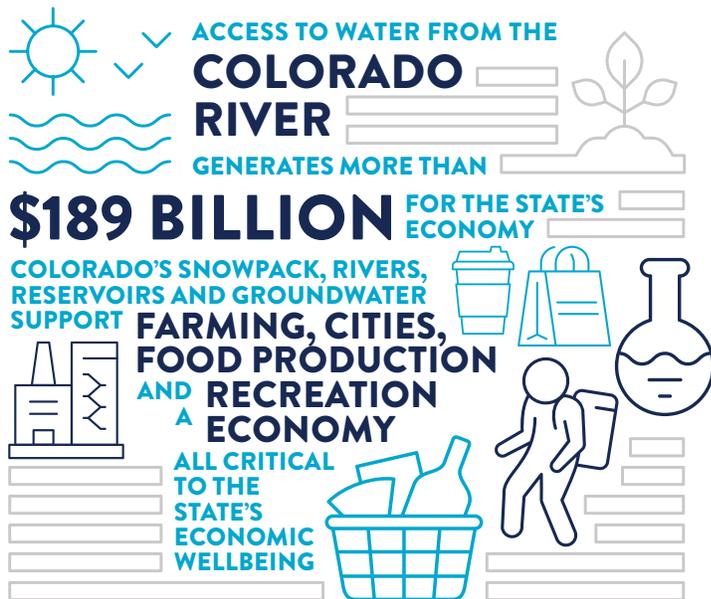
# THE BUSINESS CASE FOR WATER IN COLORADO

Blue Mesa Reservoir. Photo Credit: Ted Wood/The Water Desk

Colorado often finds itself at the forefront of conversations about water availability and the Colorado River system.

At a time when Colorado's water supply faces unprecedented challenges, Business for Water Stewardship is working with businesses across the state to urge action by state and local leaders to ensure that Colorado can thrive in a future with less water. Colorado businesses seek proactive water solutions that will guard against impacts from aridification, climate change, wildfire, and shortage declaration on the Colorado River.

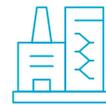
## THE ECONOMICS OF WATER SECURITY



### THE COLORADO RIVER PROVIDES TO THE SOUTHWEST:



\$1.4 trillion to the economy of the Southwest U.S.



hydropower to energize homes and businesses



drinking water for 40 million people



support for food production

# COLORADO'S RIVER RELATED RECREATION ECONOMY

*When people recreate on or near any of Colorado's rivers, that activity:*

CONTRIBUTES  
**\$19B**  
ANNUALLY TO  
COLORADO'S GDP

SUPPORTS OVER  
**130K**  
JOBS

BRINGS IN  
**\$2.7B**  
IN TAXES  
EVERY YEAR

## WHAT NEEDS TO BE DONE?

**We need proactive policies and investments** that drive conservation, reuse, river health and stability measures to secure our state's water future. By focusing on innovations that reduce water use and improvements in watershed health we can ensure a predictable water supply that supports business, communities, and rivers.

Business leaders know that there are immediate opportunities to channel federal funding to support needed water solutions in Colorado. And we know that increasingly unstable conditions on the Colorado River bring uncertainty to our state, with risk of litigation and federal intervention. Business interests will be best served by taking proactive measures that maintain predictable water supply and ensure that management decisions remain in the State of Colorado.

---

*The business community in Colorado is proactive and ready to think creatively about how to achieve predictable, long-term water supply. We strive to help the state take bold action to ensure a water secure future for all.*