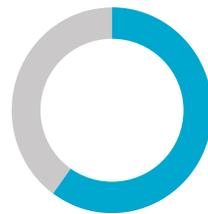




THE COLORADO RIVER IS THE LIFEBLOOD OF ARIZONA'S ECONOMY

Business for Water Stewardship works hand-in-hand with businesses to advance solutions necessary to sustain the well-being of Arizona's communities, economies, and rivers.

IN ARIZONA, MORE THAN 2 MILLION JOBS RELY ON A HEALTHY COLORADO RIVER SYSTEM.



ACCORDING TO AN ARIZONA STATE UNIVERSITY STUDY,

60% (\$185 billion)

OF ARIZONA'S GROSS STATE PRODUCT DEPENDS ON THE COLORADO RIVER.



Without this water, Arizona's private sector would realize the following:

- \$27 B** Loss to Real Estate and Rental
- \$23 B** Loss to Healthcare and Social Services
- \$19 B** Loss to Finance and Insurance
- \$14 B** Loss to Professional, Scientific and Technical
- \$14 B** Loss to Retail Trade

In a recent survey, over 65% of Arizona business respondents noted water supply as a primary concern.*

**The independent survey was commissioned by Business for Water Stewardship in Fall of 2017. 45 Arizona businesses responded.*



WHAT YOU CAN DO TO PROTECT ARIZONA'S WATER SUPPLY AND YOUR BOTTOM LINE

As part of the solution to water challenges, consensus-based legislation is needed in 2019 to sustain Arizona's Colorado River water supply. Business leaders will play a critical role in getting there.

Business for Water Stewardship offers a range of opportunities to leverage your business voice to build the case for smart water policy that will protect Arizona's Colorado River water supply:

GET INFORMED AND HAVE A SEAT AT THE TABLE:

Attend business forums and participate in water conversations to build awareness of Arizona's water challenges and solutions. businessforwater.org/connecting

LEVERAGE YOUR BRAND:

Use your business' name to underscore the importance of smart water policy through:

- *Op-eds or Letters to the Editor on key water priorities or issues*
- *Letters to legislators encouraging action on consensus-based and smart water policy*
- *Open letters published in Arizona Media*
- *Ads that build awareness and call attention to the need for smart water policy to shore-up Arizona's access to Colorado River water* businessforwater.org/resources

ENDORSE SMART WATER PRINCIPLES:

Demonstrate support for practical, smart water policy principles and practices that will drive water conservation, reuse, and policy needed to secure long-term water supply. businessforwater.org/business-endorsement-statement

MEET WITH LEADERS AND DECISION MAKERS:

Engage directly with legislators to convey the importance of a secure water supply for Arizona and what your company is doing to be part of the solution

- *Targeted meetings with select legislators*
- *"BWS Day at the Capitol" – join coordinated meetings attended by Arizona Business leaders*
- businessforwater.org/stories/azcapitol

