



Protect the Flows

Promoting More Jobs, Common Sense Solutions, and Better Way of Life: Advocacy to protect the flows of the Colorado River.

Molly Mugglestone, Project Coordinator



Who we are

- Coalition of over 500 businesses—rafting outfitters, bed and breakfasts, fishing guides, outdoor retailers, wineries, restaurants, and 10 chambers of commerce.
- Diversity of membership- includes banks, chambers of commerce, and businesses who chose to do business in CO river communities- high value on quality of life and promoting jobs and economic growth tied to natural resources like the river.

Some of our members' voices

Alpine Bank- “Thank you for all your hard work protecting and advocating for these critical resources.” Alpine Bank is committed to reducing water use and have reduced their own by 55%.



Grand Lake Chamber of Commerce- “ Flaming Gorge pipeline would decrease flows in the Green River by 20–25 percent. It would cripple the annual \$10 billion recreation-based economies that communities like Grand Lake depend on for our survival. The economic future of the Western Slope is intertwined with a Colorado River that flows strong and beckons families and outdoor enthusiasts to the communities close to its banks.
LTE in Grand Junction Daily Sentinel 9/26/11.

Business Profile: **Adventure Bound River Expeditions**

“If we stay on our current course, the Colorado River will slow to a trickle. And so, too, will the tourism dollars flowing into our state, the profitability of our outdoor recreation economy, our jobs and our current way of life.” **TOM KLEINSCHNITZ- Owner**

Tom employs 30 people at Adventure Bound River Expeditions in the Grand Junction area and is the Tourism Chair of Club 20. Adventure Bound has been taking people on the river since 1963.



Drought Impacts on Businesses

- Anecdotal stories from our business members reflect a range of effects from this years drought. Many businesses say that perception of low water, fire, and other aspects of the drought have affected people coming out to visit and spend money. Some businesses changed the way they marketed themselves and added other types of services to stay competitive this summer-
- **“Our outfitting business was down \$118,000 this summer relative to last. This represents a 58% decline. We did grow bike tours, fishing, hiking, and SUPing this summer making up part of the loss of a severely truncated rafting business”- western slope outfitting company.**

The CO River is Our Bottom Line

Millions of tourists flock to the banks of the River and its tributaries each year leading to a **multi-billion dollar recreation economy.**

The economic future of the west is tied to a Colorado River that flows strong and beckons people to communities along its banks for recreation and tourism.

Recently commissioned a study by Southwick Associates to show the economic impact of the Colorado River via recreation. The results are stunning...

Colorado River, Inc.

5.36 million adults use the CO River
recreationally each year which:

- Contributes \$26 Billion annually in total economic output,
- Supports 234,000 jobs across 6 states,
- Generates \$17 Billion in retail sales,
- Contributes \$3.2 Billion in federal, state & local tax revenues.

If the Colorado River were a company it would rank #155 in the 2011 Fortune 500 ahead of companies like General Mills and USAirways



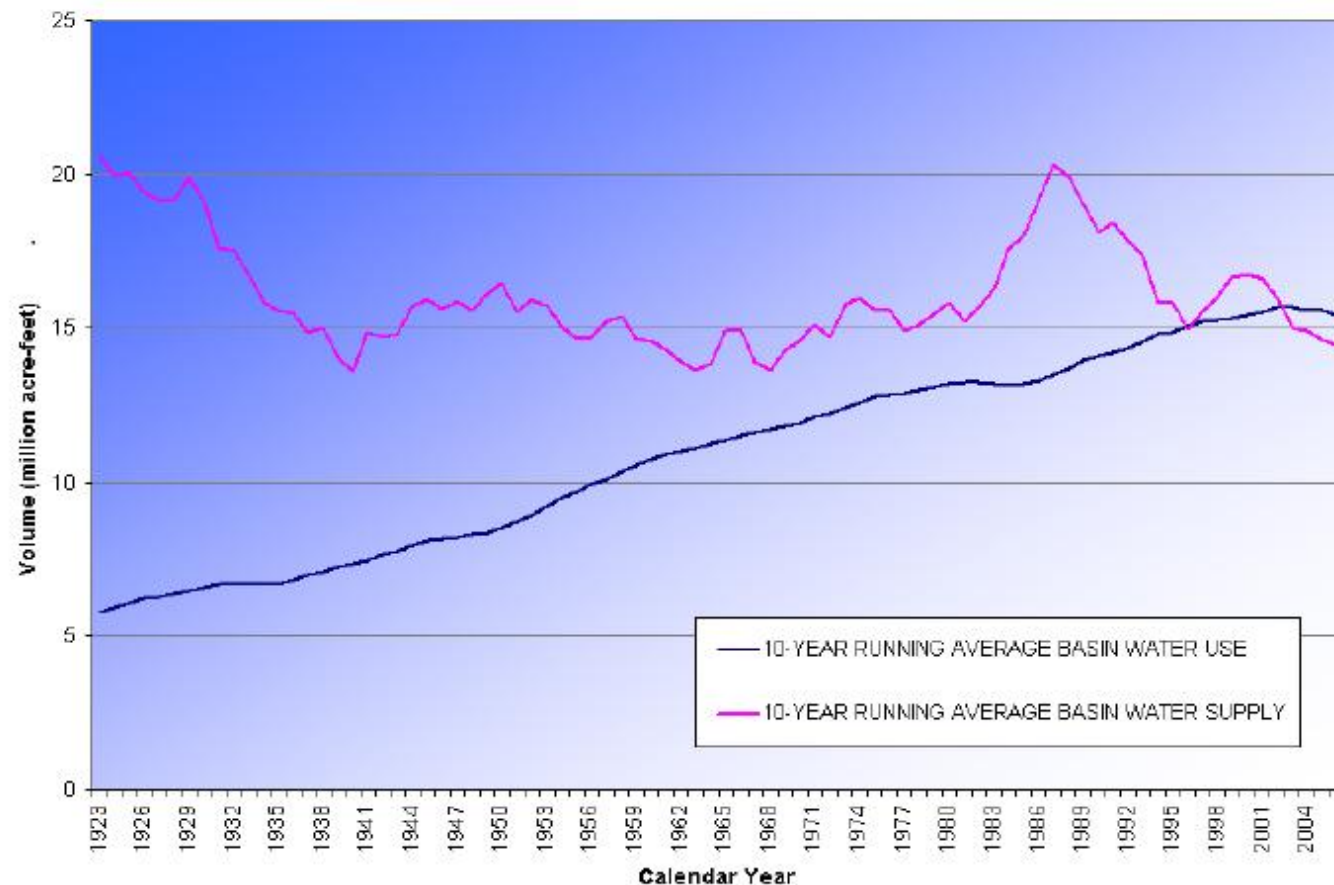
Colorado's River Economy

- \$6 billion a year in direct spending,
- \$9.6 billion a year total economic output,
- \$1.2 billion a year in tax revenue,
- Employs 79,585 Coloradoans- outranks DISH Network (22,000 employees),
- Retail sales in CO on recreation activity associated with the river is greater than the value of the state's annual agriculture production.



Made cover of GJ Daily Sentinel August 8, 2012 and 16 state and national news stories including Politico, Denver Post and Huffington Post.

Colorado River Water Supply & Demand



RECLAMATION

Opportunity for input is now-

Protect the Flows is focused on ensuring the Colorado River Basin Study produces solutions to the water supply-demand imbalance on the Colorado River that support:

- **More Jobs:** We need to protect and promote jobs in the recreation and tourism industry, which is a pillar of our Western economy.
- **Our Way of Life:** Fishing, boating, hiking and other recreation opportunities keep people coming West, and the solutions produced by the Basin Study need to support this economic advantage.
- **Common Sense:** There is no money or political will available for multi-billion dollar pipe dreams. It's time to focus on common sense solutions that we can begin to implement in the near term and can keep water cheap.

Balanced and Practical Solutions

We must focus on efficiency first and protect the precious asset we have in the Colorado River before spending time and money we don't have on unproven schemes that will result in more expensive water.

What does that mean?

- **Improve Urban Conservation:** If we can continue to improve the efficiency of urban water use by just 1% per year, we will realize significant water savings at very low cost. If all new landscapes are “water smart from the start,” cities can decrease this portion of their demand by 25-65%.
- **Improve Agricultural Efficiency:** About 70% of the water consumed from the Colorado River and its tributaries goes to agricultural use. Applying less water to crops during drought-tolerant growth stages can reduce the crop's water consumption and shifting from flood to sprinkler and drip irrigation reduces evaporative losses.
- **Establish “Water Banks”:** Water banks use markets to facilitate temporary or permanent transfer of water rights among water users, thereby moving water to where it is needed most. This can reduce the need for new water diversions from the River, and banked water can be used for any uses, including protecting the environmental health of the River.

Prioritizing Conservation

- Instead of spending \$9 billion on a pipeline, we should **improve conservation at a far cheaper price** tag. The 90 by 20 campaign is showing that there is still significant room for improvement on the front range.
- Colorado River Day- **fiscal conservatives and conservationists** signed a letter urging prioritization of efficiency and smart water programs.
- **Politically viable, cheaper, faster** ways to solve problems and we should focus on those to protect the economic resource so many jobs depend on.

Opposition to Flaming Gorge

- 130 businesses in CO, UT and WY signed our petition opposing Flaming Gorge Pipeline.
- Would pump 80 billion gallons of CO river water out of the system each year and significantly diminish river flows needed for recreation and tourism.
- Broad opposition including Delta, Montrose, Garfield, Mesa, Moffat, San Miguel, and Summit counties, City of Grand Junction, and Governor of WY.
- Asking Gov. Hickenlooper to end funding the taskforce after 2012 and focus on more politically viable and cost effective ways to deal with water shortages.

Next Steps:

- Tracking USBR Basin Study- results in Nov.
- Continued business advocacy against Flaming Gorge Pipeline and funding the taskforce beyond 2012.

Our Goal: *Ensure that the Basin Study accurately accounts for the future supply and demand on the River and proposes effective and pragmatic solutions that can keep enough water in the river to support the Southwest's recreation economy and the health of the River itself.*

Questions? Follow Up?

- Our website: www.protectflows.com
- Find us on [facebook](#) and twitter for advocacy, and media updates!

