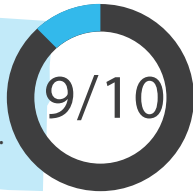


Tourism - Recreation & Drought in Colorado

CHALLENGES

Nature-based tourism & recreation depend on water

Drought occurs
somewhere in
Colorado nine
out of ten years.



Water shortages in
2002 reduced
recreation revenue by

**\$1.7
billion**

40%



of affected small businesses
fail post-disaster

Act now to capitalize when drought happens

Minimize losses & maximize gains when drought occurs.

The key is intentional planning.



COLORADO
Colorado Water
Conservation Board
Department of Natural Resources



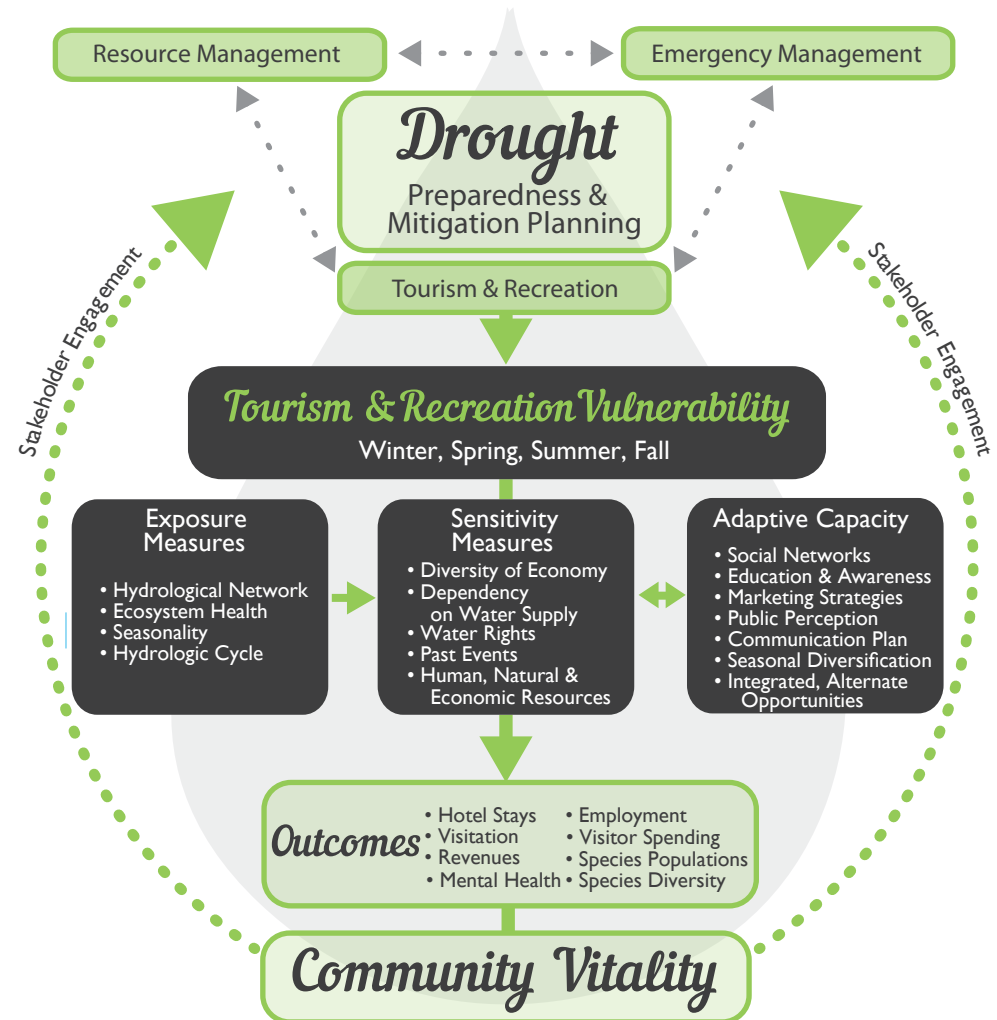
NCAR
NATIONAL CENTER FOR ATMOSPHERIC RESEARCH



University of Colorado
Denver

CONNECTIONS

Drought planning requires an integrated approach





SOLUTIONS

Preparedness & response planning

Business



Undertake preparedness & response planning



Create & implement business continuity plans



Join in water planning initiatives & emergency management activities

Non-profits

Community



Diversify into other seasons & activities



Coordinate marketing & communication efforts



Integrate drought mitigation with emergency & resource management planning

Society

BENEFITS

Extend far beyond drought

Every \$1 spent on planning & prevention saves \$4 in response



Spent



Saved



Resources

Easy First Steps for Business Continuity Planning
http://www.disasterrecovery.org/plan_steps.html

Simple Guidance for Individuals, Businesses, & Communities All-Hazards Preparedness Planning
<http://emergency.cdc.gov/planning/>

Colorado Drought Vulnerability Assessment
<http://cwcb.state.co.us/water-management/drought/Documents/StateDroughtMitPlan2013/AnnexBChap10RecreationSector.pdf>

Colorado-specific Drought Vulnerability & Mitigation Opportunities
<http://cwcb.state.co.us/water-management/drought/pages/statedroughtplanning.aspx>

Colorado Drought Planning Toolbox
<http://cwcb.state.co.us/technical-resources/drought-planning-toolbox>

Check Out a Basin Round table in your region
<http://cwcb.state.co.us/water-management/basin-roundtables>

Other Resources & Downloading This Graphic
<http://www.codatr.com>