THE COLORADO RIVER GENERATES $1.4 TRILLION IN ECONOMIC BENEFITS ANNUALLY

The river supports a diversity of industries located in the seven Colorado River basin states, including a $26 billion recreation economy that is not fully accounted for in the ASU study.¹

THE COLORADO RIVER GENERATES $871 BILLION IN WAGES & LABOR INCOME IN THE BASIN REGION EVERY YEAR.

ANNUAL GROSS STATE PRODUCT ($2014) DEPENDENT ON THE COLORADO RIVER

<table>
<thead>
<tr>
<th>STATE</th>
<th>GSP (BILLIONS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARIZONA</td>
<td>$185.01</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>$657.45</td>
</tr>
<tr>
<td>COLORADO</td>
<td>$188.95</td>
</tr>
<tr>
<td>NEVADA</td>
<td>$115.39</td>
</tr>
<tr>
<td>NEW MEXICO</td>
<td>$59.76</td>
</tr>
<tr>
<td>UTAH</td>
<td>$69.79</td>
</tr>
<tr>
<td>WYOMING</td>
<td>$21.67</td>
</tr>
</tbody>
</table>

¹ A previous PTF study conducted by Southwick Associates found that the river also supports a $26 billion recreation economy that is not fully accounted for in the ASU study.

Photography (left to right): KB Home, iStockPhoto.com, Jay Canode

AT&T OPERATES IN WATER-STRESSED AREAS AND WE ARE MITIGATING BUSINESS RISKS BY USING WATER MORE EFFICIENTLY. IN FACT, WE DEVELOPED AND IMPLEMENTED A WATER EFFICIENCY TOOLKIT WITH ENVIRONMENTAL DEFENSE FUND AND HAVE SHARED IT WIDELY FOR OTHER COMPANIES TO USE.

John Schulz, Assistant Vice President, Sustainability Operations, AT&T

Dr. Tim James, Professor of Economics and Report Author, Arizona State University

OUR ANALYSIS CLEARLY DEMONSTRATES THE IMPORTANCE OF THE COLORADO RIVER FOR THE ECONOMIES OF THE BASIN REGION.

WWW.PROTECTFLOWS.COM
WE ARE ALL IN THIS TOGETHER. THE COLORADO RIVER GENERATES SIGNIFICANT VALUE FOR EVERY STATE IN THE SOUTHWEST. WE NEED TO WORK TOGETHER ACROSS STATE BOUNDARIES TO KEEP THE RIVER FLOWING.

OVER 16 MILLION JOBS IN THE BASIN REGION RELY ON THE AVAILABILITY OF COLORADO RIVER WATER EACH YEAR

* Seven California counties that receive Colorado River water: Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Ventura

ALL BUSINESS SECTORS RISK ECONOMIC LOSSES IF WE FURTHER DEPLETE THIS RESOURCE. THE FIVE PRIVATE SECTOR INDUSTRIES BASIN-WIDE THAT WOULD DECLINE THE MOST IF COLORADO RIVER WATER WAS UNAVAILABLE ARE:

- Real Estate & Rental ($174.3 billion)
- Healthcare & Social Services ($148.6 billion)
- Finance & Insurance ($137.1 billion)
- Professional, Scientific & Technical Services ($130.6 billion)
- Retail Trade ($96.2 billion)

( Dollar Amounts Represent Gross State Product )

THE REGION AND BUSINESSES BENEFIT FINANCIALLY IF WE USE WATER MORE EFFICIENTLY. SOLUTIONS ALREADY EXIST, AND CAN BE FOUND AT WWW.PROTECTFLOWS.COM.

In 2013 and 2014, Protect the Flows convened two Business of Water Corporate Leader Summits where hundreds of businesses and water leaders met to identify and share best practices and private sector innovations addressing water supply issues in the Colorado River basin. In the wake of two successful summits, Protect the Flows commissioned an economic analysis from Arizona State University to document the value of the Colorado River to the region.

* Economists at the L. William Seidman Research Institute at the W. P. Carey School of Business at Arizona State University conducted the analysis, which covers all seven Colorado River Basin states and all business sectors. See WWW.PROTECTFLOWS.COM for more information.

Photography: Life Technologies