

RECREATION ON THE CACHE LA POUUDRE

A large group of approximately 30 people, including men, women, and children, are posing for a group photo in front of a building. The building's exterior is painted with a vibrant mural of a yellow raft with several people in life jackets navigating blue rapids. The raft has the word 'FLERT' written on its side. To the left of the raft, there is a mural of a mountain range and a bird. To the right, another part of the mural shows a person in a red shirt. The group is arranged in several rows, with many individuals striking a 'strongman' pose by flexing their biceps. They are dressed in casual summer attire like t-shirts, shorts, and hats. The ground in front of the building is covered with straw or hay. The overall scene is bright and festive, suggesting a recreational event.

MOUNTAIN WHITEWATER

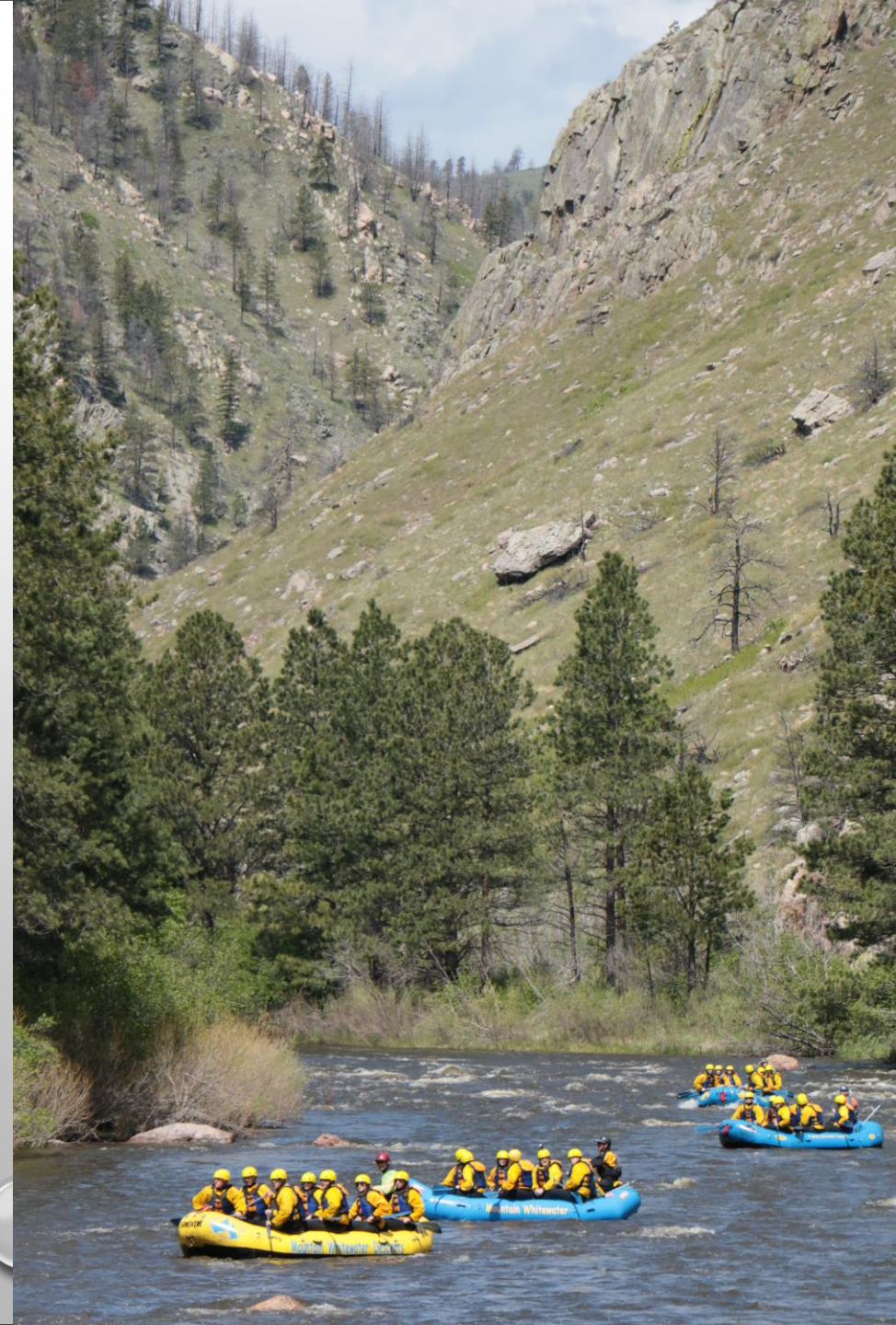
MOUNTAIN WHITEWATER

- ½, FULL, AND 2 DAY RAFTING TRIPS ON THE CACHE LA POUDE RIVER
- KAYAK INSTRUCTION
- GUIDED INFLATABLE KAYAK TRIPS
- PADDLEBOARD RENTAL
- RAFT AND OVERNIGHT SUPPLIES RENTAL
- GUIDE INSTRUCTION
- LIMITED TO 120 PEOPLE WEEKDAYS
 - 100 PEOPLE ON WEEKENDS
- BEER AFTERWARDS AT THE PADDLER'S PUB
- 70+ SEASONAL EMPLOYEES



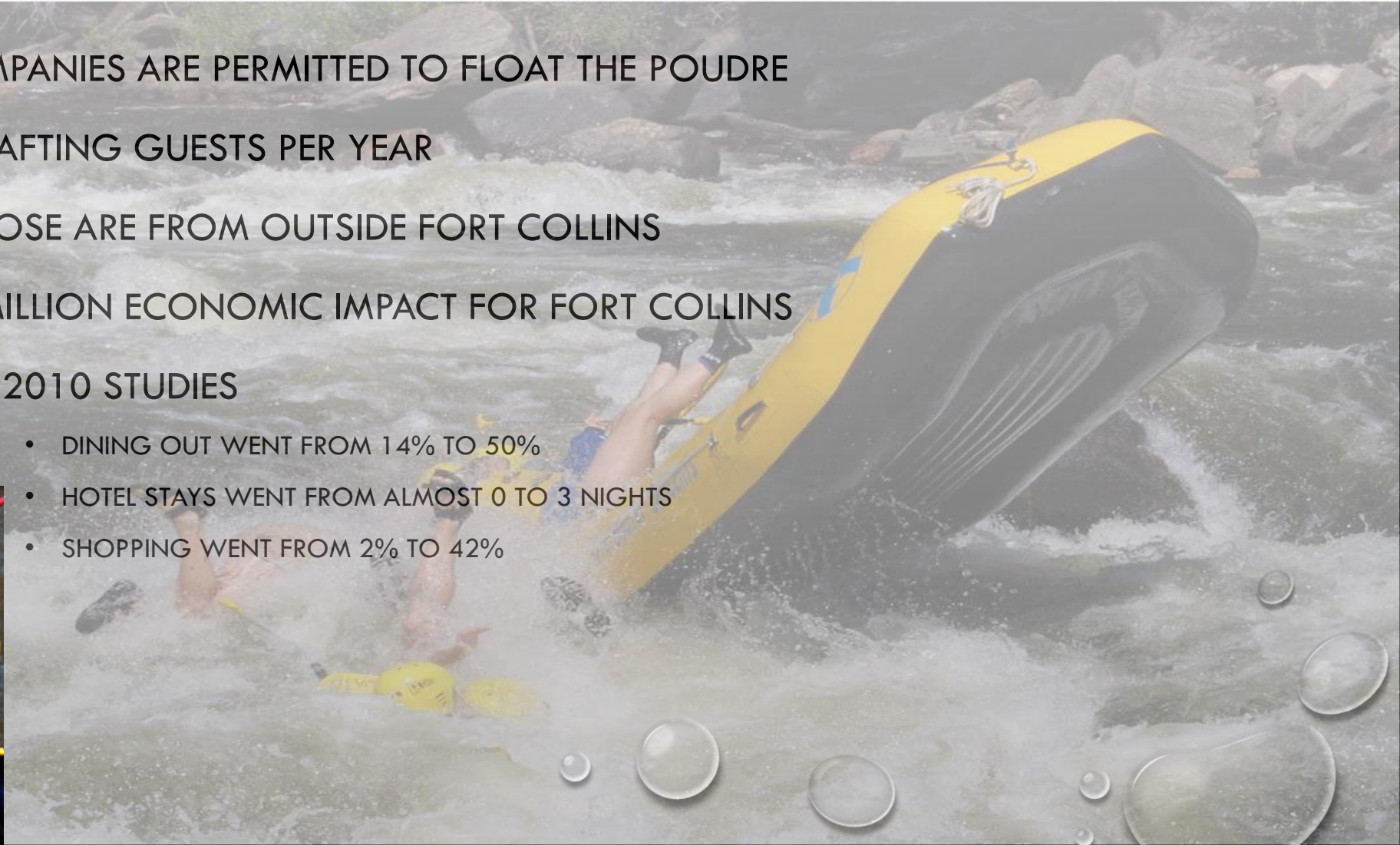
WHY GO WHITEWATER RAFTING?

- CONNECTION TO NATURE
- ALL ABILITIES AND AGES CAN PARTICIPATE
- GOOD CLEAN OLD FASHIONED FUN
- TEAMBUILDING WITH LOVED ONES OR COWORKERS
- ADRENALINE SPORT
- BOOST OF SELF ESTEEM



ECONOMICS OF RAFTING ON THE POUUDRE

- FIVE COMPANIES ARE PERMITTED TO FLOAT THE POUUDRE
- 32,000 RAFTING GUESTS PER YEAR
- 1/2 OF THOSE ARE FROM OUTSIDE FORT COLLINS
- \$13.4 MILLION ECONOMIC IMPACT FOR FORT COLLINS
- 2006 TO 2010 STUDIES
 - DINING OUT WENT FROM 14% TO 50%
 - HOTEL STAYS WENT FROM ALMOST 0 TO 3 NIGHTS
 - SHOPPING WENT FROM 2% TO 42%



PUBLIC RESOURCE



Permits to use the river

USFS	3% of gross sales
Colorado State Parks	\$600/yr
City of Fort Collins	\$250/yr
Larimer County	\$12,500

Plus all the usual taxes: sales, property, income

CACHE LA POUUDRE RIVER A NATIONAL WILD AND SCENIC RIVER

- WILD AND SCENIC DESIGNATION HELPS PROTECT THE RIVER FROM DAMS
- 4 DAMS ON SIDESTREAMS THAT BRING WATER DOWNSTREAM IN JULY AND AUGUST
 - HOPE FOR RAINS IN JUNE AND DROUGHT IN AUGUST
 - 100 DAY SEASON MAY 15- ???
 - END OF OUR SEASON IS LARGELY DEPENDENT ON WHEN WATER SUPPLY AND STORAGE STOPS THE FLOW OF WATER OUT OF THE RESERVOIRS



RISK FACTORS

- **DROUGHT**
- **FIRE**
- **LANDSLIDES**
- **TORNADO**
- **FLOOD**
- **GOVERNMENTAL PERMITS**
- **ECONOMY (RAFTING IS GENERALLY CONSIDERED SUPERFLUOUS TO LIFE'S NEEDS)**

