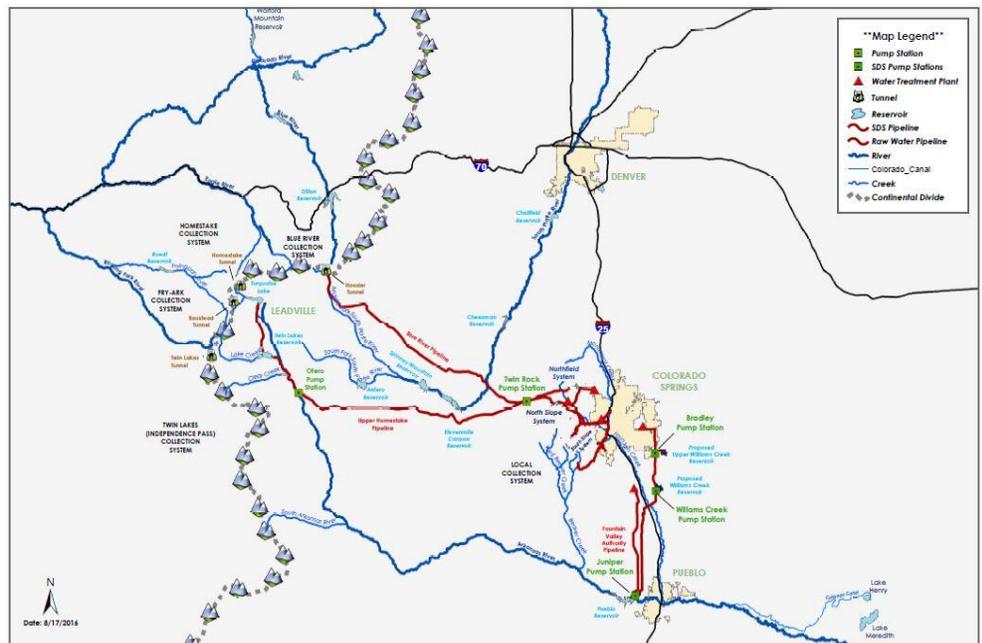
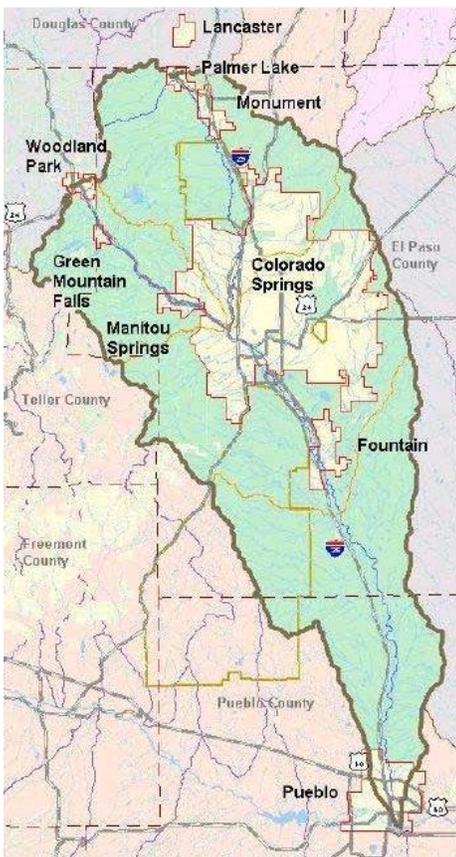


# Fountain Creek Watershed-Brewery Education Connection

## "Fountain Creek Brewshed Alliance" Overview

### Background

The Fountain Creek Watershed, extending 927 square miles from Palmer Lake to Pueblo, is one of the most erratic watersheds in the nation. The natural setting of decomposing Pikes Peak granite, a 9,500' elevation change over 60 miles and over 50 intermittently flowing creeks coupled with rapid development, two major fires in the last 5 years and subsequent flooding means there is much work to be done to restore and protect our watershed's health. We also are a community that lacks a natural water source - 80% of Colorado Springs' water comes via pipelines from the western slope, 200 miles away. Our population is transient and we are expecting continued growth both here and throughout the state of Colorado. Water is a part of our everyday lives, from bathing to showering to caring for pets and gardens to industry and commercial uses to recreation and agriculture.



**The Fountain Creek Watershed**

**Colorado Springs' Water Supply System**

### Brewery Setting

Colorado has a very strong brewery presence, with over 20 microbreweries operating throughout Colorado Springs, plus 15 more in other parts of the watershed. Beer is composed of 90-95% water, and good water quality is a high priority for the craft brewing industry. Their businesses simply would not exist without high quality water. Breweries are a gathering place for our communities. They are somewhere you visit with visitors from out of town, where you go to celebrate bagging a peak or after taking that epic mountain bike ride. Many breweries have regular running and biking clubs, offer yoga, host monthly speaker series, feature local food trucks, sponsor charity events, and are providing much more to their patrons than just a pint.

## The Education Connection

There is an overall general lack of understanding and appreciation for where water comes from, what it takes to get it here, how precious a resource it is, and what individuals can do to protect it. We are fortunate to be a Headwaters state, with water that begins in Colorado's high country being utilized by 19 other states. We are the first users, and thus have the greatest responsibility to ensure responsible use and to sustain the quality of our water supplies and for those downstream. Unfortunately, many of our waterways are degraded by pollution, development, fires, and other natural and human-caused impacts. The good news is that by protecting and restoring our forests and rivers, we can safeguard our clean water, sustain our economy, and maintain a thriving brewery industry. Recognizing the synergy between the mission of brewing great beer and protecting our watersheds, the value of good brews and a healthy environment, we can create a partnership between breweries and citizens that will lead to a commitment to enhancing both the natural resources and the breweries that depend on them. We can collaborate with our brewery community to elevate the conversation around watershed health.

## A Path Forward

The Washington Brewshed Alliance was the first of its kind to bring together water and beer interests. Since its inception in 2012, the Alliance has grown to over 40 members and raised awareness with thousands of the "non-choir." There is now a Brewshed Alliance in Oregon and Idaho. **Could we bring this program to Colorado?**

- Washington Wild has agreed to let the Fountain Creek Watershed District use the term Brewshed for \$1500 for a 3 year period. We also get access to Brewshed resources developed in WA, OR, and ID as well as being listed as a partner on their website.
- The nonprofit Planet of Awe has agreed to serve as the fiscal agent for the Brewshed, and any funds raised will go to support the Creek Week program. Planet of Awe became the Creek Week fiscal sponsor in early 2016 when Pikes Peak Community Foundation was transitioning away from fiscal sponsorships for smaller programs such as Creek Week, and we needed a nonprofit partner for those funds.
- A new logo has been created:



- Colorado Springs Utilities has agreed to develop and print a Brewshed Map and informational coasters to be distributed at Alliance Member breweries.
- To date, nine breweries have indicated their interest in joining the alliance (Bristol Brewery, Smiling Toad, Fossil, Peaks n Pines, Triple S, Fieldhouse, Storybook, Great Storm, and Pikes Peak). Members will be encouraged to attend quarterly meetings and also be required to either:
  1. Host a fundraiser to support Creek Week, or
  2. Become an Adopt-a-Waterway business member and host a minimum of 2 cleanups a year.

Additionally, there are numerous components to this program that can be added if there is interest/capacity as the Brewshed program grows:

- **Adopt-a-Waterway**

- Several organizations and businesses in the community have already committed to a 2x/year minimum cleanup of their adopted area. The City provides bags, gloves, a map, assists with disposal and the entity receives a sign posted in their adopted area. We could work to encourage more breweries to get on board and invite patrons to lend a hand during cleanup days.
- **Creek Week**
  - A 9-day, watershed-wide litter cleanup program. There are several breweries that already participate in this event, many more can join in.
- **Speaker Series/Panel**
  - There are numerous experts we can draw from to establish a rotating series on water related topics at participating breweries
- **Infographic Poster**
  - To inform patrons about where Colorado Springs get its water from, how it is used. Brewing process (amount of water input vs beer output, character of COS water resulting from local geology, water supply map connecting breweries to CSU's systems, health benefits of beer, local stats (rank among CO cities for number of breweries, amount/variety produced annually, etc.)
  - GIS Landsat or Relief map with major street/landmark overlay + FC watershed boundary + major watercourses + water supply infrastructure + brewery locations
- **Coasters**
  - With fun facts about watershed health, to be distributed at participating breweries
- **Window decals**
  - For participating breweries with the Fountain Creek Brewshed logo
- **Charity events**
  - To raise awareness and funds for watershed related efforts such as Creek Week and others
- **Social Media**
  - A Facebook page and email capture ability to share information, events with interested citizens
- **Quarterly Best Practices Meeting**
  - To share sustainability knowledge amongst breweries and water providers. Possibly design a sustainable brewing certification (or steal an existing one from elsewhere?)
- **Custom pint glasses**
  - Sold at Alliance member breweries
- **Film Showing, Q&A with producer, other subject matter experts**
- **Tours** geared toward sustainable brewing
- **Experimental brews** (extreme low water : beer ratio, etc.)

## Links

- New Belgium Sust. Site <http://www.newbelgium.com/Sustainability/Environmental-Metrics/Water>
- Water in Beer: <http://allaboutbeer.com/learn/beer/water/>
- Ben Moline from Molson-Coors: [ben.moline@molsoncoors.com](mailto:ben.moline@molsoncoors.com), met in Avon
- SCOBEEER: <https://www.facebook.com/scobeer/>
- The Oatmeal beer facts: <http://theoatmeal.com/comics/beer>
- Collection of infographics and facts:
- <http://obizmedia.com/20-awesome-beer-infographics-for-beer-lovers/>



**Example of graphics we could utilize if we become a Brewshed™ partner**

## **“Fountain Creek Brewshed Alliance” Summary and Request**

### **Overview**

The CAG Outreach and Greenway Fund Events Committees are recommending the establishment of a “Fountain Creek Brewshed Alliance” to expand the reach and impacts of Creek Week. This would be the 4<sup>th</sup> Brewshed Alliance in the country, and the first in Colorado. The mission of the Alliance is to connect our communities to the shared values of healthy watersheds and locally made beer through education and events.

### **Benefits**

- Increase awareness of watershed health issues and how to get involved
- Increased marketing for FCWD, GF, Colorado Springs Utilities and Creek Week efforts
- Sustainable funding source for Creek Week
- Increased participation for Creek Week and other watershed-related programs
- Access to other Brewshed Alliance documents; recognition on their websites (WA, OR, ID)
- Being recognized as a leader for bringing this program to Colorado
- Opportunities for growth and expansion throughout the Fountain Creek Watershed
- Very little up-front cost for a long-term benefit

### **Management**

Alliance members, water resource professionals and citizens alike are invited to join and activate this new group. Current interest exists from these spaces:

- Fountain Creek Watershed District CAG and Creek Week Steering Committee members
- Colorado Springs Utilities (Watershed Planning, Laboratory Services and Public Affairs divisions)
- City of Colorado Springs Water Resource Engineering Division
- Greenway Fund Events and Communications Committee
- Colorado College State of the Rockies project
- Planet of Awe, a nonprofit that would serve as the fiscal sponsor (currently managing some Creek Week funds through them)
- Initial Breweries (more to come)
  - Bristol Brewery
  - Smiling Toad Brewery

- Fossil Brewing Company
- Peaks N Pines Brewery
- Triple S Brewing
- Pikes Peak Brewing Company
- Storybook Brewery
- Fieldhouse Brewery
- Great Storm Brewery

## Program Requirements

Breweries will be required to:

1. Host a fundraiser a minimum of 1x/year – proceeds going to Creek Week OR
2. Become an adopt-a-waterway business participant and perform a minimum of 2 cleanups/year.

In return they will receive a map of the Brewshed and “edu-taining” coasters to be developed by Colorado Springs Utilities, watershed health resources to be shared in the breweries, on their websites and via social media. Depending on interest and participation we can add to these requirements over time, but we wanted to start small and simple initially.

Partner members will be required to:

1. Assist in the development of materials, marketing for events, and provide other support as needed.

## Budget

A draft start-up budget has been prepared here:

Item	Quantity	Each	Total	Notes
Brewshed Trademark	3 years	\$500	\$1500	Paid to Washington Wild, program manager of the Brewshed Alliance from Creek Week funds
Window Decals, stickers	1,000	N/A	N/A	Printed for free
Printing – fact sheet, map	200		\$500	To be developed by Alliance members, CSU
			<b>\$2500</b>	