



# Mission

Water is the lifeblood of Florida. Everything depends upon it – drinking water for our citizens and visitors, natural systems and habitats, recreation, agriculture, businesses, industry, growth and development. Sound water infrastructure and planning translates into a sustainable, clean water supply which is the cornerstone of the quality of life for Floridians and our economy.

## Florida Water Policy Funding Timeline:

**2005** – Florida Legislature passed, and the Governor signed, SB 444, dedicated revenue source for water protection and sustainability.

**2009 / 2010** – Legislature chose to disproportionately reduce water funding in the state budget compared to other public funding areas, totally eliminating this support.

**Current** – Funding has not been restored and water resource challenges which need to be addressed have multiplied exponentially.

## The Time is Now!

Conservative estimates from government and industry sources reveal a need of \$42.15 Billion over the next 15 years for drinking water, wastewater, stormwater and water quality protection.

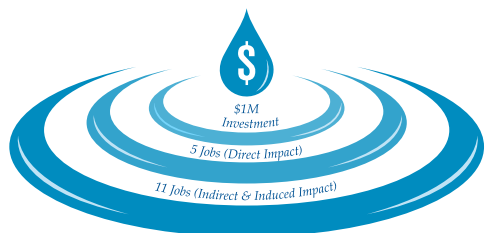
To be sure, more must be done in order to secure the attention needed from the Legislature on these critical water resource issues. To be successful, all stakeholders must be a part of the solution. We must unite in our efforts to ensure that the State makes the necessary investments to implement projects ensuring the efficient use and re-use of water, providing an ample supply clean safe water for people, farms and our environment.

## Investing in WATER = JOBS

Ripple Effect of Water Investment (every \$1 million in direct spending by water utilities supports 16 jobs nationwide)

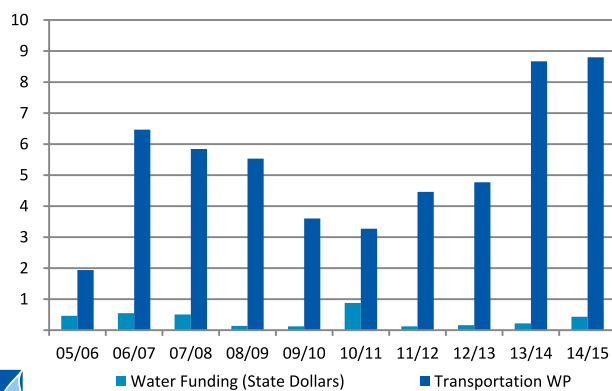
**\$1M = 5 Jobs + 11 Jobs = 16 Jobs**

Investment      Direct Impact      Indirect & Induced Impact      Total

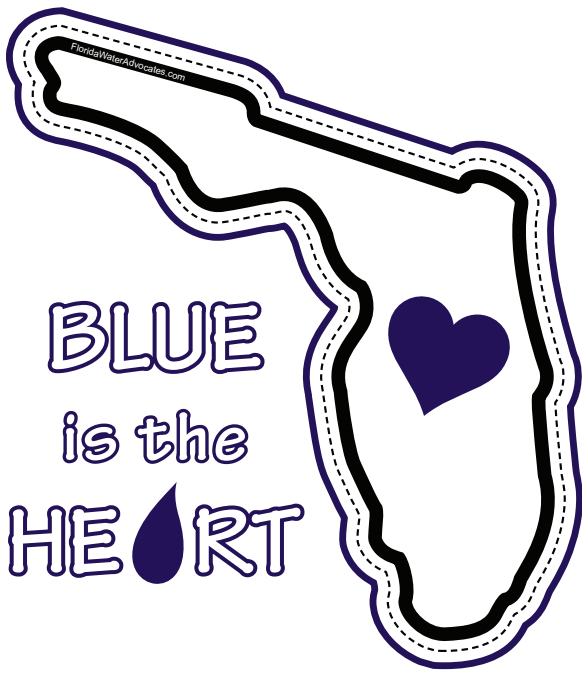


NATIONAL ECONOMIC AND LABOR IMPACTS OF THE WATER UTILITY SECTOR: EXECUTIVE REPORT

## Challenge Requires Recurring Funding Support (Billions)



Join Our Cause: see more information on reverse side



# Funding for Florida's Water

Florida Water Advocates is a non-profit organization comprised exclusively of volunteers with extensive experience and expertise in water resource issues and challenges who seek to enhance Florida's primary public resource "water" by promoting dedicated public sector funding and private investment in water infrastructure in Florida.

Florida Water Advocates will pursue these goals by educating key decision makers about Florida's water resource issues, opportunities and solutions.

We will seek legislative adoption of statutory goals and programs to responsibly manage and enhance Florida's water resources and their development.

To be successful, all stakeholders must be a part of the solution. Please join us in this effort.

## Annual Membership Dues



### Founding Member: \$5K +

- 5 Representatives from your organization
- Corporate logo and link on webpage
- Invitation to Tallahassee Day & exclusive Leadership reception
- Invitation to VIP events with policy makers
- Industry Newsletter



### Supporting Member: \$1K

- 3 Representatives from your organization
- Invitation to Tallahassee Day & exclusive Leadership reception
- Invitation to VIP events with policy makers
- Industry Newsletter



### Sustaining Member: \$500

- 2 Representatives from your organization
- Invitation to Tallahassee Day
- Invitation to VIP events with policy makers
- Industry Newsletter



### Individual Member: \$100

- 1 Representative from your organization
- Invitation to VIP events with policy makers
- Industry Newsletter

Register using form below or online at [www.FloridaWaterAdvocates.com](http://www.FloridaWaterAdvocates.com)

Florida Water Advocates, Inc., 201 West Park Avenue, Suite 100, Tallahassee, FL 32301. This charitable solicitation is being made to further the purposes of Florida Water Advocates, Inc. as provided in the Bylaws, available at [www.floridawateradvocates.com](http://www.floridawateradvocates.com).

Contributions or gifts to Florida Water Advocates, Inc. are not deductible as charitable contributions for Federal income tax purposes.

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The toll-free number of the Department of Agriculture and Consumer Services is 1-800-HELP-FLA (435-7352) – calling from within the State of Florida, or (850) 410-3800 – calling from outside of Florida. The website of the Division of Consumer Services which can be used to obtain registration information is [www.800helpfla.com](http://www.800helpfla.com).



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Company: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

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Make check payable to "Florida Water Advocates, Inc." – mail to Florida Water Advocates, Inc., 201 West Park Avenue, Suite 100, Tallahassee, FL 32301