

THE POOL & SPA INDUSTRY:

# Part of the Drought Solution

California is experiencing one of the most severe droughts in history, and water use restrictions are already in place impacting industries across the state. In the past, municipalities and water districts have included bans on filling new or remodeled pools in their drought response regulations, but this is not the answer.

We need your help to spread the word that the pool and spa industry is part of the drought solution.

## The Facts:

### One: Pools and spas are not water wasters.

Properly maintained pools and spas are actually incredibly water conscious compared to the lawns they often replace, saving on average 12,000 gallons in the first year, and 30,000 gallons each subsequent year.

### Two: The pool & spa industry is critical to California's economy.

In 2020, the pool & spa industry contributed more than \$5 billion and nearly 95,000 jobs to the state economy. Pool construction alone employs local residents and requires permit fees and employee payroll taxes to be paid, all of which stimulate local economies.

### Three: Pool & spa owners can practice water conservation with measurable results.

There are simple things pool and spa owners can do to conserve water while still enjoying their backyard retreat, such as utilizing covers, limiting splashing and checking for leaks.

## Get Involved:

As an industry professional, there are plenty of ways for you to get involved and help defend our industry from devastating regulations. Join the coalition by becoming a member of PHTA and CPSA and enjoy access to resources, education and materials.

## Donate:

We also urge you to donate to our drought defense fund, enabling us to continue our outreach and advocacy.

## Spread the Word:

Help us spread the word about this important initiative by sharing our content with your customers.



### For more information, visit:

[phta.org](http://phta.org)

[cpsa.phta.org](http://cpsa.phta.org)

[www.LetsPoolTogether.com](http://www.LetsPoolTogether.com)

[f /LetsPoolTogether](https://www.facebook.com/LetsPoolTogether)

[@PoolTogetherCA](https://www.instagram.com/PoolTogetherCA)

**Our business is your business, and we must all “pool together” to protect it for generations to come.**

**LET'S POOL TOGETHER**



[LetsPoolTogether.com](http://LetsPoolTogether.com)