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December 14, 2016

Dear Beach Resident,

Will you help save the Caloosahatchee River, Estero Bay and our near shore waters? I ask you, as fellow beach residents, to add your voice and your support to this mission. Starting this month I have decided to invest my time and energies in helping the Riverwatch organization redouble its efforts to solve these problems. Riverwatch has been pushing for cleaner waters for 21 years, but this will be the first year Fort Myers Beach takes on a leadership role in the organization.

As a 30-year Coast Guard veteran I understand water hazards and I bring an aggressive enforcement/rescue perspective to these challenges. Military officers understand that mission success often depends on allies. In January, Riverwatch will change our name to **Calusa Waterkeeper** and in doing so ally itself with **Waterkeeper Alliance**, the largest and fastest growing international nonprofit solely focused on clean water. We join 300 other organizations spread over 34 nations with 10 in Florida. As a former Public Works Director and Town Manager, water quality continues to be my top issue. I hope it's yours as well. So, as this year ends, I ask you to consider a generous donation to Calusa Waterkeeper.

Estero Bay is Florida's first Aquatic Preserve and just celebrated its 50th year, but our back bay is in peril. We need to fight back against the continuing harmful discharges. The Caloosahatchee estuaries suffered a record setting 231 days of harmful discharges in 2016. This onslaught continues as our elected officials and the responsible agencies discuss ad nauseam what to do, while little gets done.

Water quality affects our property values and our economy. A recent Florida Realtors report found that a 1-foot increase or decrease in visibility can swing the aggregate property values in Lee County by one half a billion dollars. Visitors come here for the water and natural beauty. Tourism employs 1 in 5 people and brings us 5 million visitors who spent \$3 billion. In Fort Myers Beach, our water is our fortune.

Why give to us? Here's why: We will be the first non-government **First Responders** in this area! Slogans and rhetoric are ineffective. We must be prepared with data collected at the scene of an event and present reasoned, science-based arguments to the responsible authority as to the cause and likely source(s). When necessary, we will take the fight to those who show a callous disregard for our waters, and litigate on your behalf. It's a costly undertaking but you can make it happen.

I urge all who live, work or season here to help preserve our paradise and to use the self-addressed donation envelope included with this letter, or go to our website at www.CRCA.caloosahatchee.org and make a tax-deductible donation to this worthy cause. Our end-of-year goal is to raise \$30,000. With your gift, you have our heartfelt thanks and our commitment to serve everyone in this fight because we all deserve clean water that is **swimmable - drinkable - fishable!**

Sincerely,

Jack Green

Executive Director, CRCA – Riverwatch (Calusa Waterkeeper)