

# Executive Summary

## Why Water Marketing

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Utah is actively developing a set of flexible and dynamic water management tools to address growing water challenges. One such tool is water marketing, or using private market principles to voluntarily move water between users to meet supply and demand shortfalls. State water marketing efforts are focused on exploring water leasing activity. Water marketing is intended to empower local water users to design and utilize local water markets that address local conditions. Such transactions are temporary, voluntary, and local.

To test these concepts, the Utah Division of Water Resources acquired State and Federal funding to support a Project Team consisting of Clyde Snow & Sessions, WestWater Research, and HDR Engineering (“Project Team”). The Project Team brings together legal, economic, communications, and engineering skills to pilot the Utah Water Banking Act and develop Statewide Water Marketing Strategies.

Over the last four years, the Project Team has worked with scores of water users across the State to test water marketing concepts. The Project Team

has seen success in these efforts on several fronts. The lessons learned have been distilled into a comprehensive set of strategies, tools, and materials to help water users understand and employ water marketing principles. From the “Foundational Questions” exercise to organize a marketing discussion from start to finish, to materials summarizing various water marketing methods and transaction types, to approved Water Bank application forms, Utah water users are now well equipped to design a water market that works for them.

Utah’s Water Marketing Strategies are important because water markets can be employed to meet a number of Utah’s water challenges. Water markets can work in concert and support a broad range of State policies and priorities, such as supporting vibrant agricultural communities, securing water for the Great Salt Lake, meeting increased demands in the Colorado River Basin, balancing urban growth, and a multitude of other water concerns. Utah’s investment in Water Marketing Strategies will likely pay dividends for years to come.