



Utah
Water
Banking

Statewide Water Marketing Strategies

Exploring the Utah Water Banking Act
and Water Marketing Principles for Utah



water.utah.gov/water-marketing

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Created for the Utah Division of Water Resources by Clyde Snow and HDR

Quick Links



Resource Webpage Links

→ WATER MARKETING REPORT



Water marketing is generally the act of applying market principles, such as water leasing, to balance supply and demand needs. Water markets are attractive because they work with the prior appropriation system and provide local control. The State of Utah has funded the development of Water Marketing Strategies derived from four Pilot Projects and Stakeholder feedback.



→ MARKETING MILESTONES, METHODS & TYPES



→ UTAH WATER BANKING ACT



→ PILOT PROJECT SUMMARIES



→ WATER BANK APPLICATION MATERIALS



Resource Document Links



→ FOUNDATIONAL QUESTIONS



→ WATER MARKETING TRANSACTION TYPES



→ WATER MARKETING METHODS



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General Water Resources

- Statewide Water Marketing Strategies: Overview
- Top 10 Lessons Learned about Water Marketing
- Foundational Questions Exercise
- Water Marketing Methods
- Water Marketing Transaction Types
- Water Valuation Booklet

Utah Water Banking Act Resources


- **Contract Water Banks**
- 5 Steps to a Contract Water Bank
- Board of Water Resources Contract Water Bank Application Guidelines
- Contract Water Bank Application
- **Statutory Water Banks**
- Statutory Water Bank Summary of Tasks and Responsibilities
- Statutory Water Bank Participant Assessment
- Statutory Water Bank Creation and Operation Checklist
- Board of Water Resources Statutory Water Bank Application Guidelines
- Statutory Water Bank Application

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- Pilot Project Summary Reports
- Tips, Tools and Resources

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