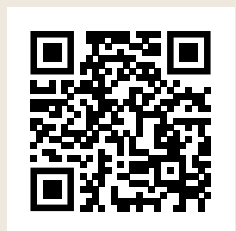
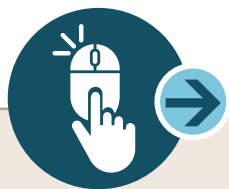


## Statewide Water Marketing Strategies 2020-2024

To ensure the Utah Water Banking Act worked for Utah water users, the State of Utah secured \$800,000 in funding to pilot the Water Banking Act and draft a complimentary Statewide Water Marketing Strategies Report. Funds for this effort came from a \$400,000 appropriation from the State of Utah and a \$400,000 Bureau of Reclamation Water SMART Water Marketing Grant. The goal of the Statewide Water Marketing Strategies Report is broader than just piloting the Utah Water Banking Act; it is aimed at studying water marketing principles more generally and providing water users valuable tools, tips, and tricks to explore and implement water marketing in their area.

To oversee the piloting effort and draft the State Water Marketing Strategies Report, the Division of Water Resources selected a Project Management Team consisting of Clyde Snow & Sessions, WestWater Research, and HDR Engineering (“Project Team”). The Project Team brings experience in engineering, economics, law, public facilitation, and familiarity with the water banking effort. The Project Team also works closely with state agency partners like the Utah State Engineer and the Division of Water Resources to create administrative tools and practices to facilitate water marketing activities.

To provide content for the Statewide Water Marketing Strategies Report, the Project Team worked with water users in three formal Pilot Projects and a fourth informal Pilot Project to test the Utah Water Banking Act concepts and explore broader water marketing themes and strategies.



These work products are available on the [Utah water marketing website](#).

