

Water Marketing Milestones

To help organize water marketing efforts and understand the pieces that must come together to make water marketing successful, the Project Team condensed its lessons learned into five sequential Water Marketing Milestones. The Foundational Questions exercise further unpacks each Milestone:

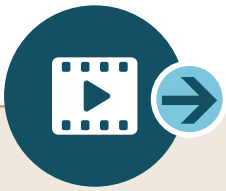
PEOPLE: Successful water marketing generally involves numerous Stakeholders and decision-makers based on the type of market activity and transaction structure. It is essential to identify the key people who will be involved in the transaction or market development early in the process.

MARKETS: Defining basic supply and demand in a local area avoids building a market without a purpose and defines the scope and goals of a local water market or transaction. In addition, evaluating the drivers of market activity and the willingness of participants provides support for market development.

LOGISTICS: For both individual transactions and broader market development, the logistics of moving water from lessee to lessor can be challenging. Logistics often involves assessing both whether wet water can physically move to its intended destination and the legal availability of the water, like priority date or ownership issues.

TRANSACTIONS: Water users can design a water market transaction in various ways to best suit their needs. Water marketing methods reflect “how” interested parties meet and exchange information. Water marketing transaction types reflect the “terms” of the transaction, such as length of lease, price, and administration.

APPROVALS: To complete a water transaction, interested participants must also secure the necessary approvals from relevant regulatory bodies, such as filing a Utah Change Application or getting approval from local water company boards.



Watch video
to learn more
about Water
Marketing
Strategies.



These five milestones represent the core components of developing a market-based solution to water management challenges. The Project Team has provided helpful guidance and reference information to evaluate and implement each milestone.

Milestones



People

Gather your people



Markets

Finding Purpose



Logistics

Turning concepts into reality



Transactions

Putting ink to paper



Approvals

Playing by the rules

