

4

Water Marketing Strategies

The efforts of the Project Team are broader than just exploring the Utah Water Banking Act. The goal of the Statewide Water Marketing Strategies Report is to distill the lessons learned from the Pilot Projects into actionable guides, templates, and tools to help with water marketing in general.

As part of this effort, the Project Team has learned that for many water users, the process of starting to explore water marketing activities can be overwhelming. This is particularly true for expansive and multi-party marketing efforts such as water banks. The Project Team has organized its recommendations and the Statewide Water Marketing Strategies Report around Five Key Water Marketing Milestones needed to navigate water marketing: People; Markets; Logistics; Transactions; and Approvals. These Milestones are intended to order and organize interested parties' thinking so they can assess the need and efficiently establish a local water market.

To help water users navigate the Five Key Water Marketing Milestones, the Project Team has created a Foundational Questions exercise which presents a series of specific questions water users can apply to “unpack” each milestone. Please look at our Tips and Tools at water.utah.gov/water-marketing to find the Foundational Questions exercise.

