

Chris Corbin

---

a need for water  
marketing policy

lotic  
WATER MARKETING



# Chris Corbin

water resource  
management

montana water  
trust

chairman  
bitterroot  
water forum

MBA

wr specialist

moose drool

consultant, freelance  
marketer, entrepreneur

# Differentiation



business acumen

water ingenuity

lotic  
WATER MARKETING



need for water marketing



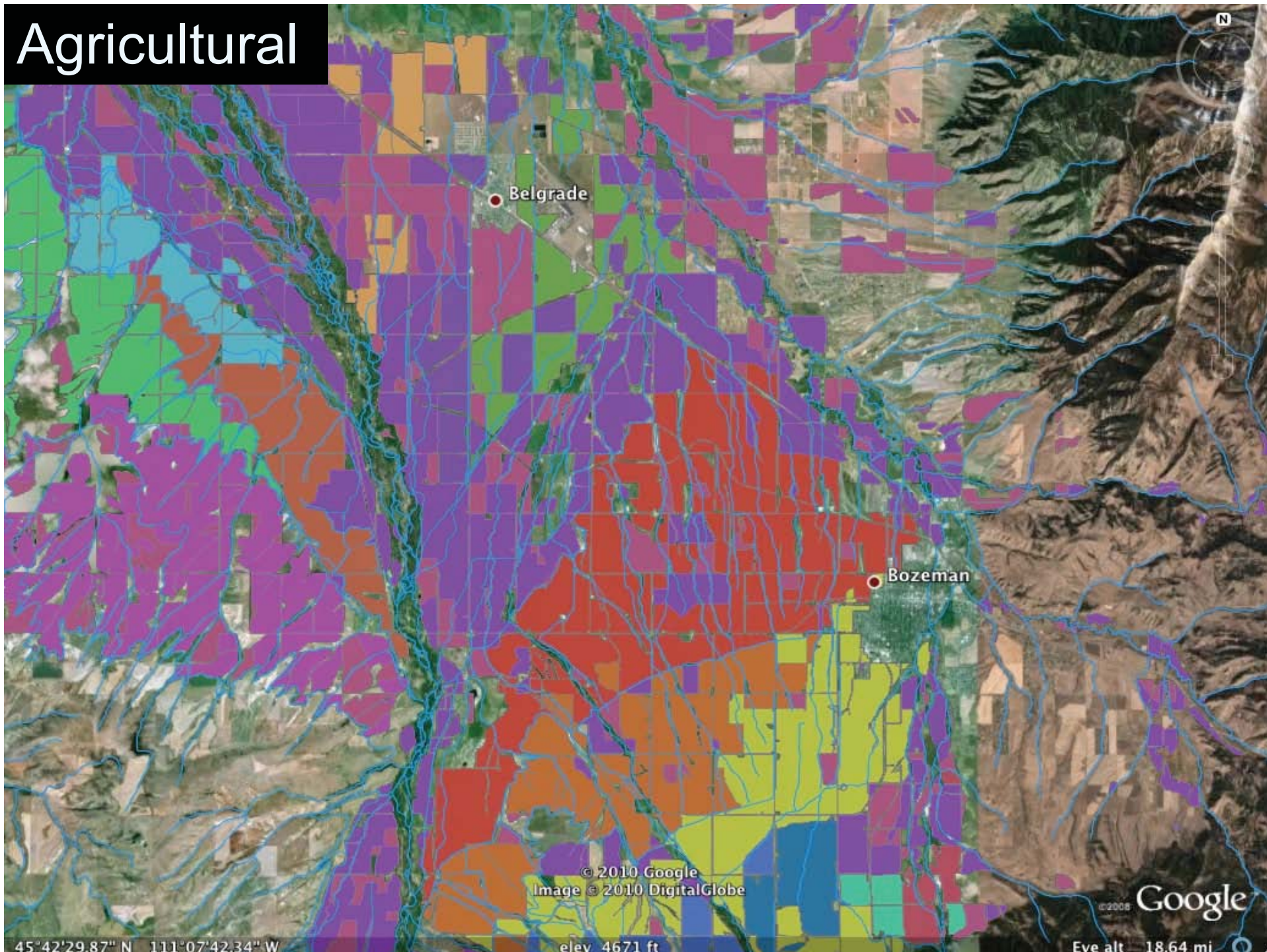
Agricultural

Environmental

Urban & Industrial

# Gallatin County

# Agricultural



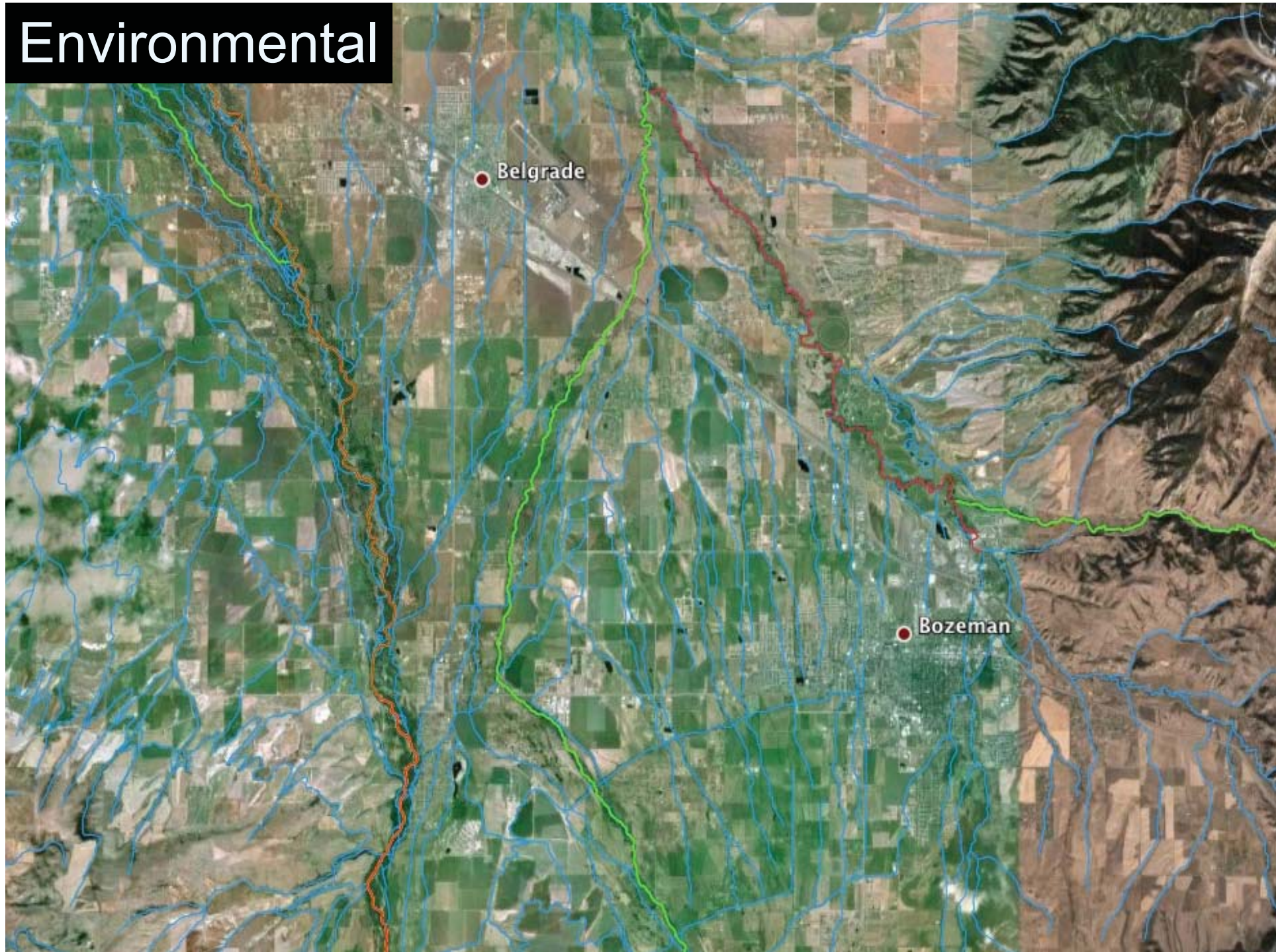
45°42'29.87" N 111°07'42.34" W

elev 4671 ft

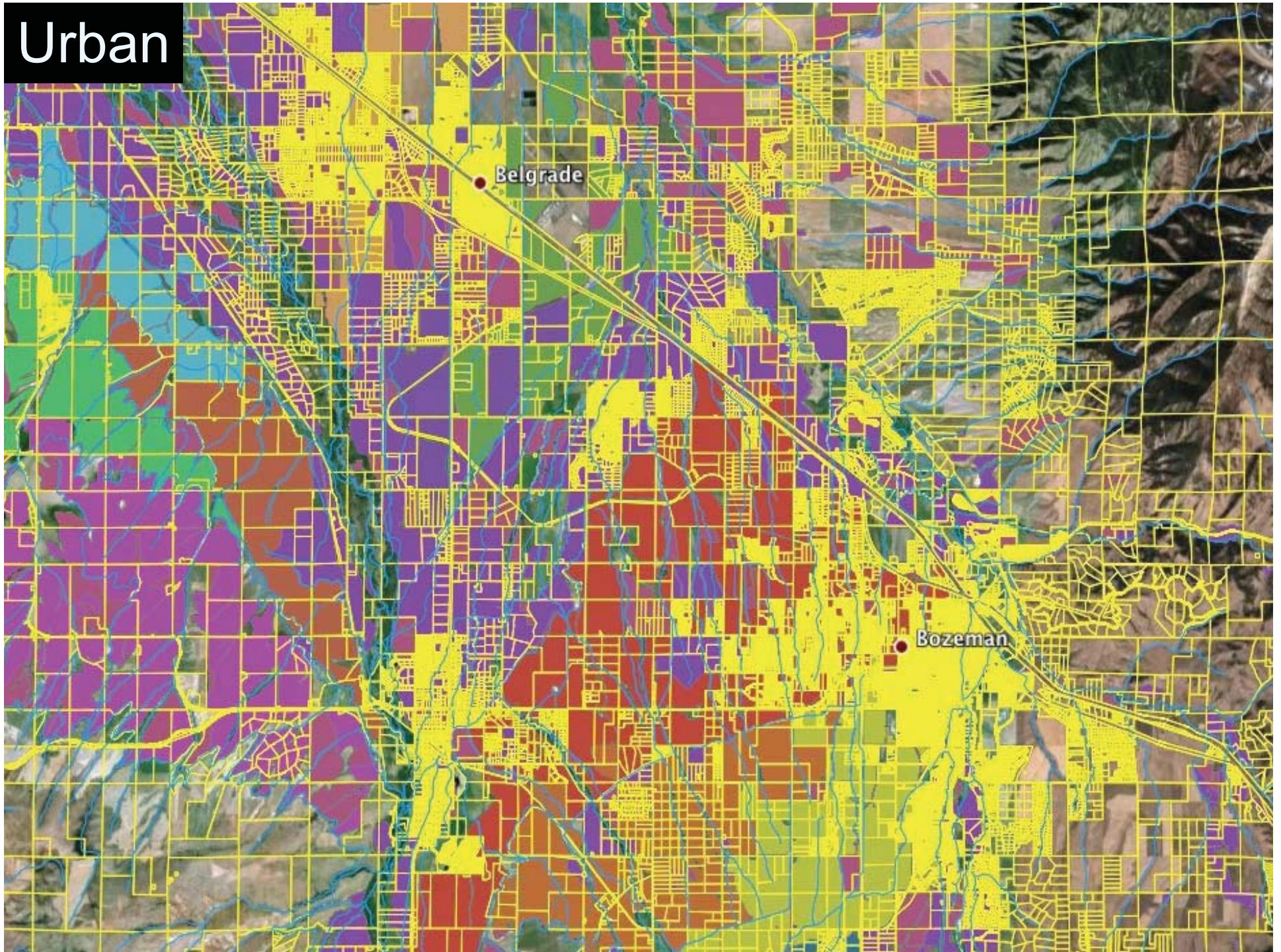
Eye alt 18.64 mi



# Environmental

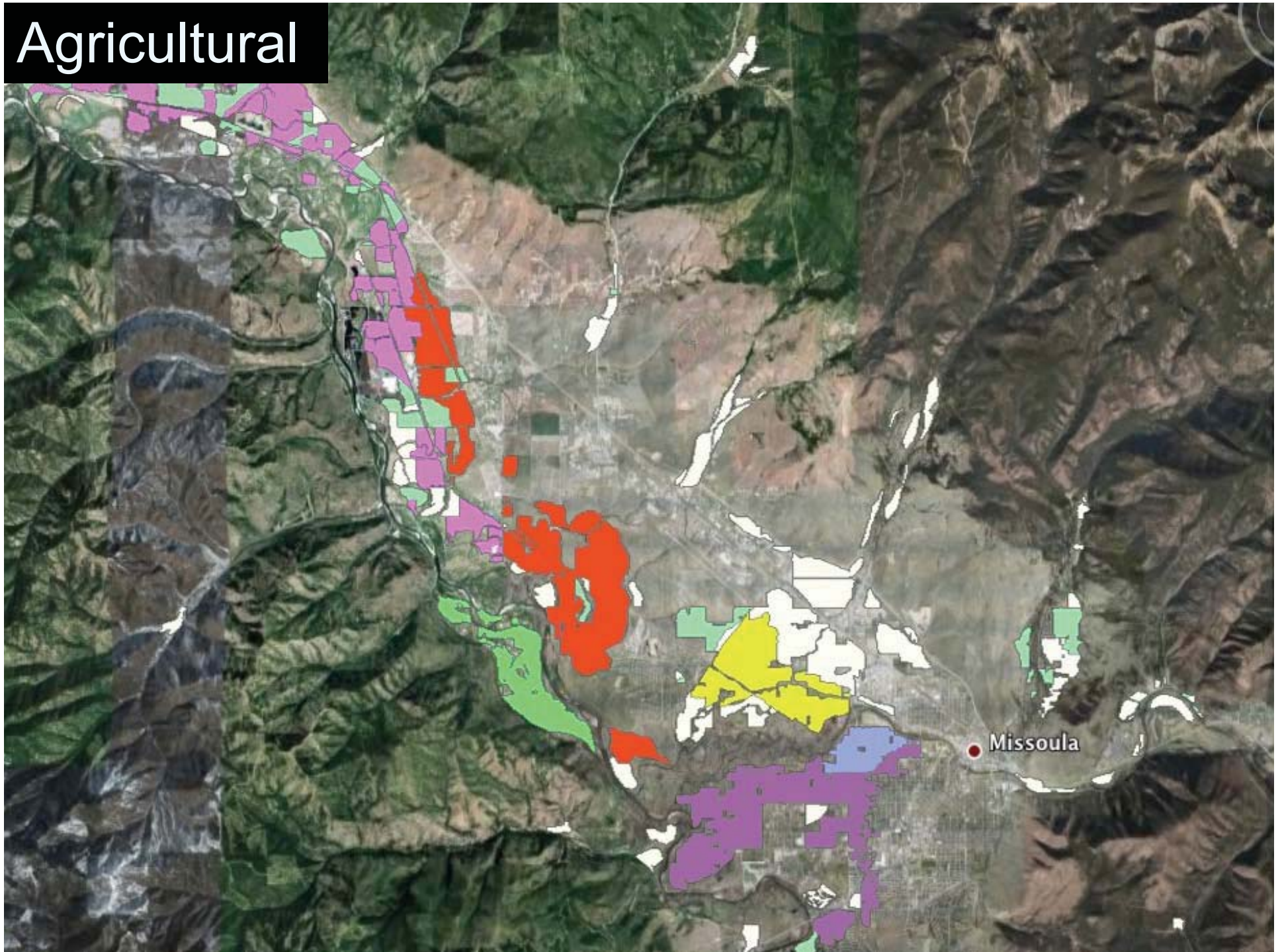


# Urban

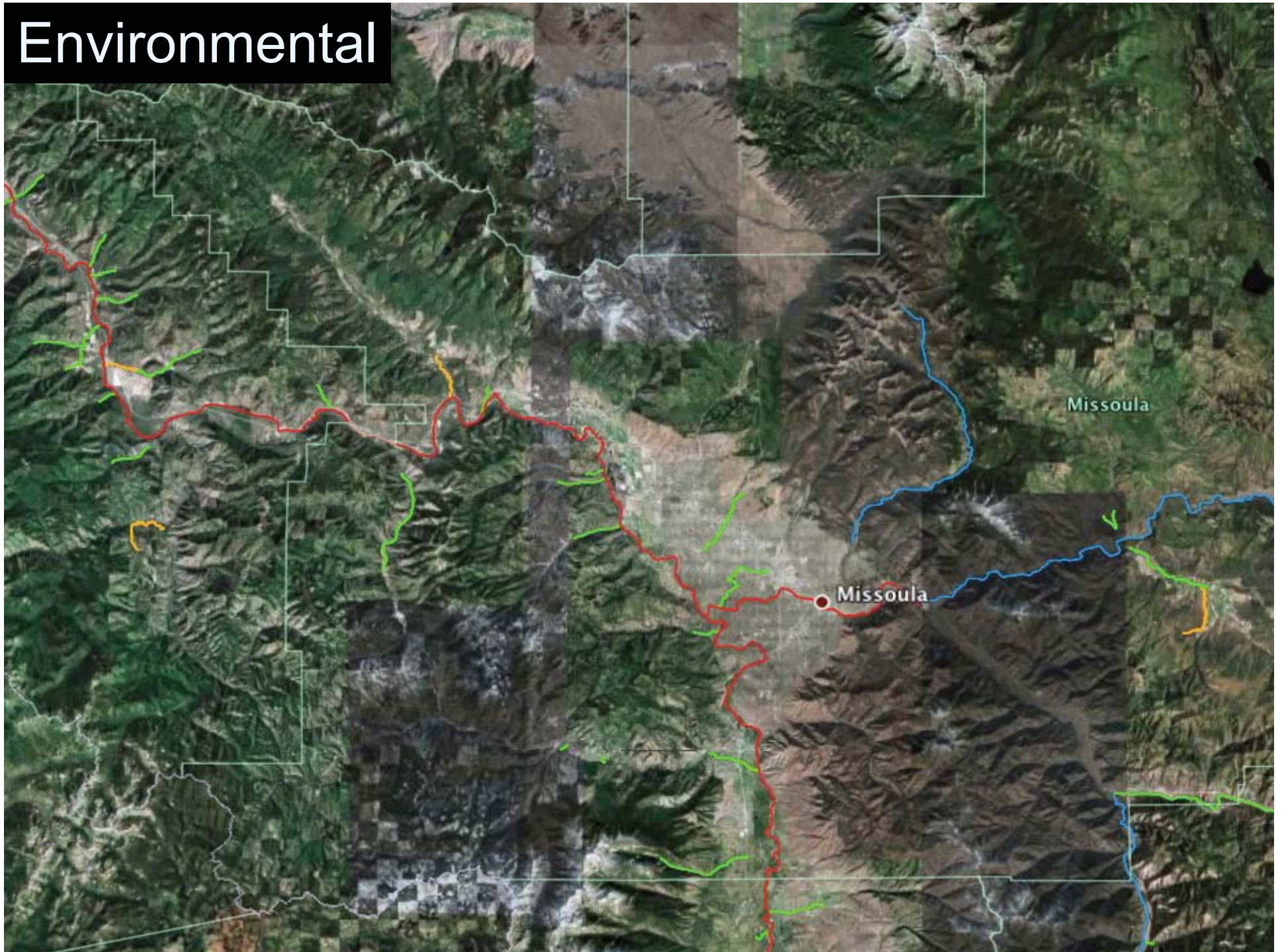


# Missoula County

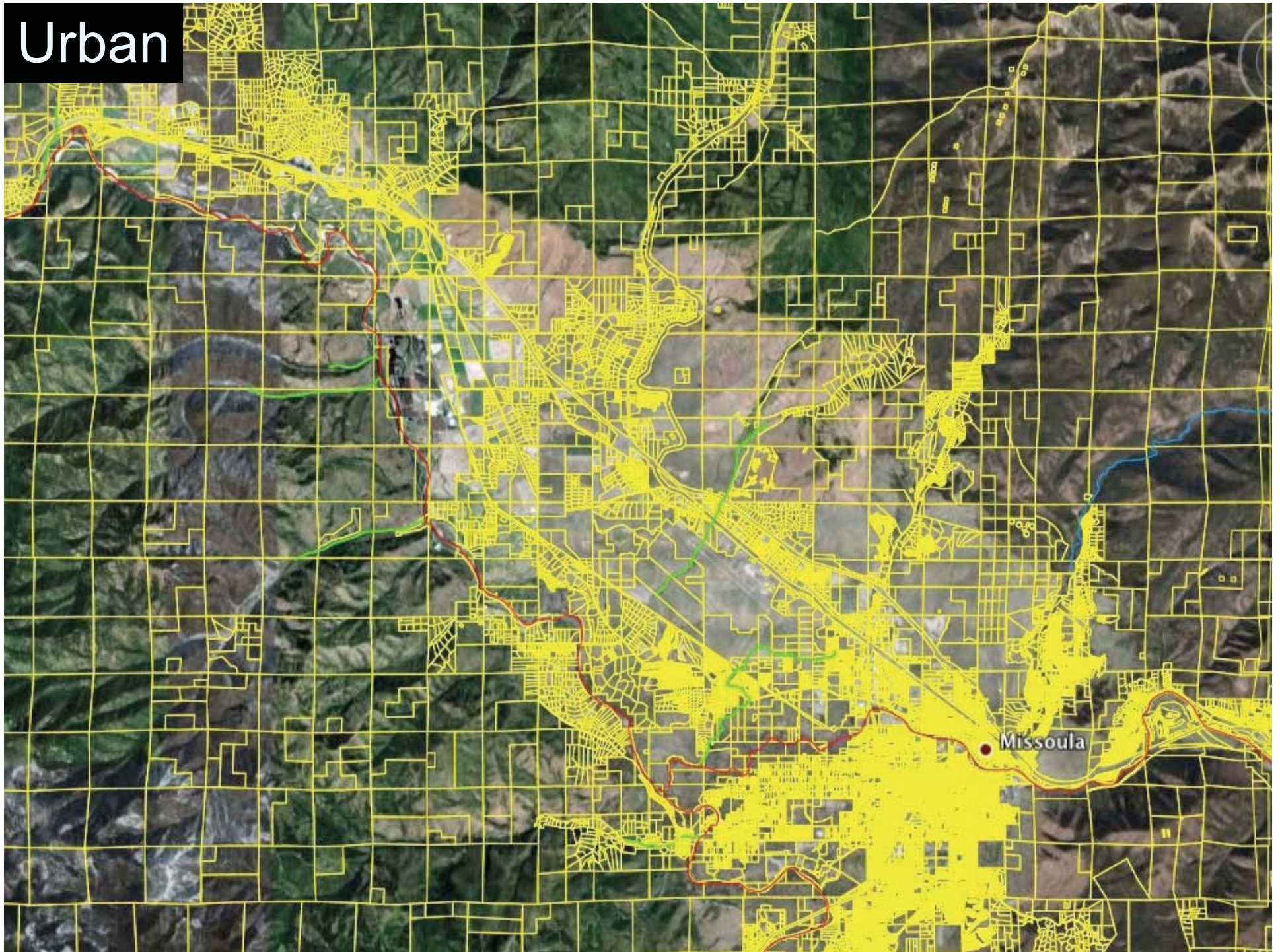
# Agricultural



# Environmental

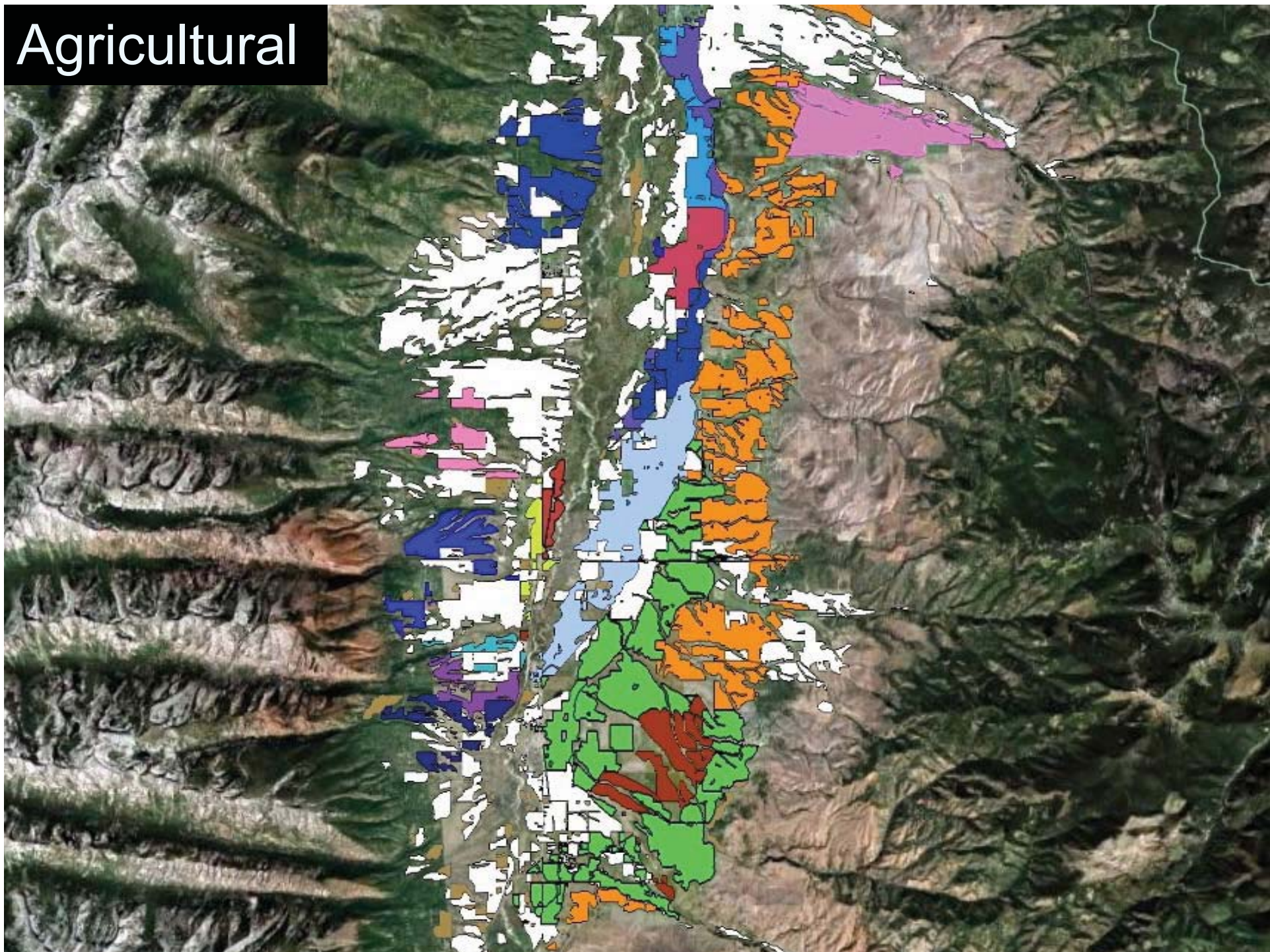


Urban



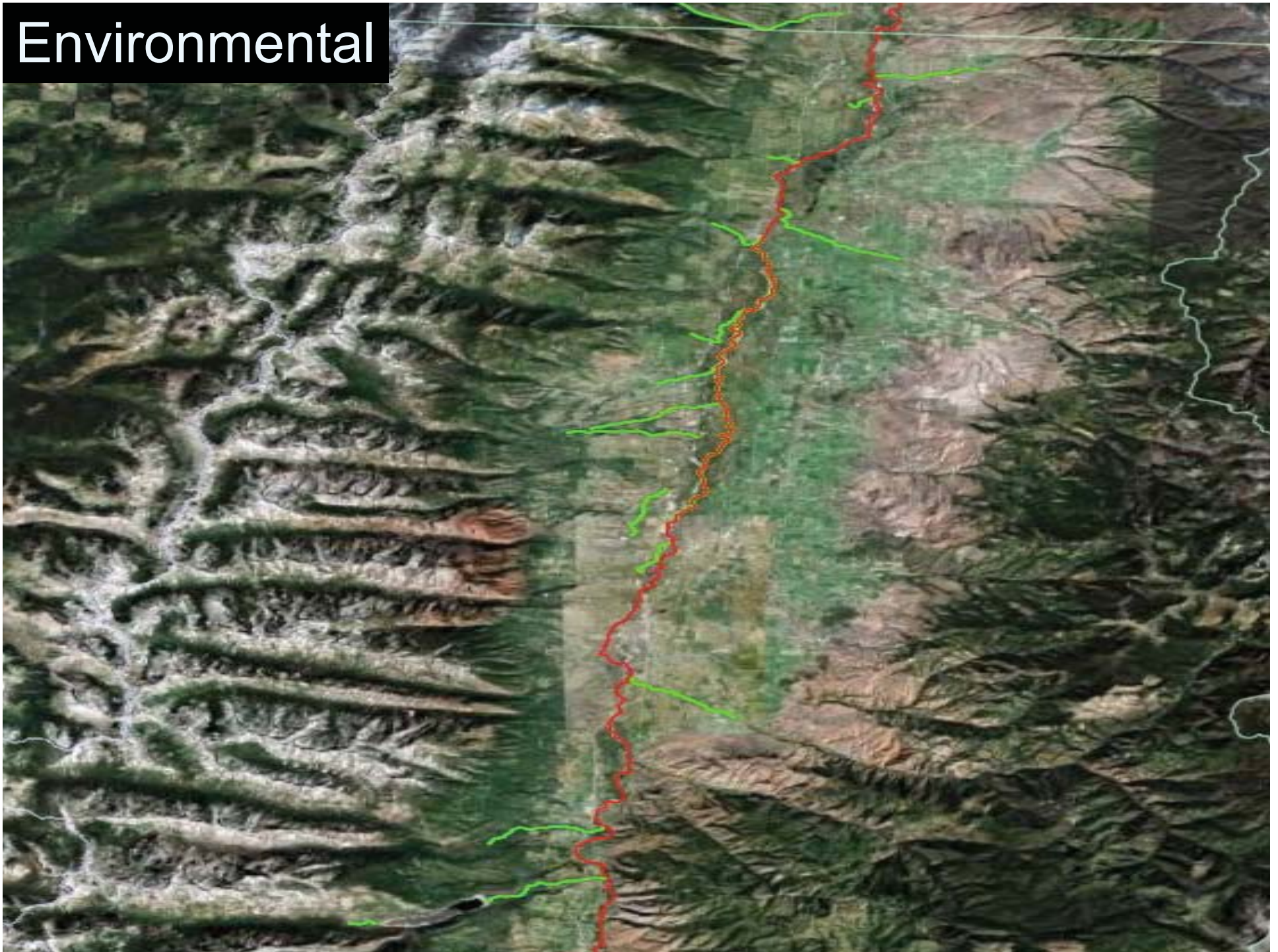
# Ravalli County

# Agricultural

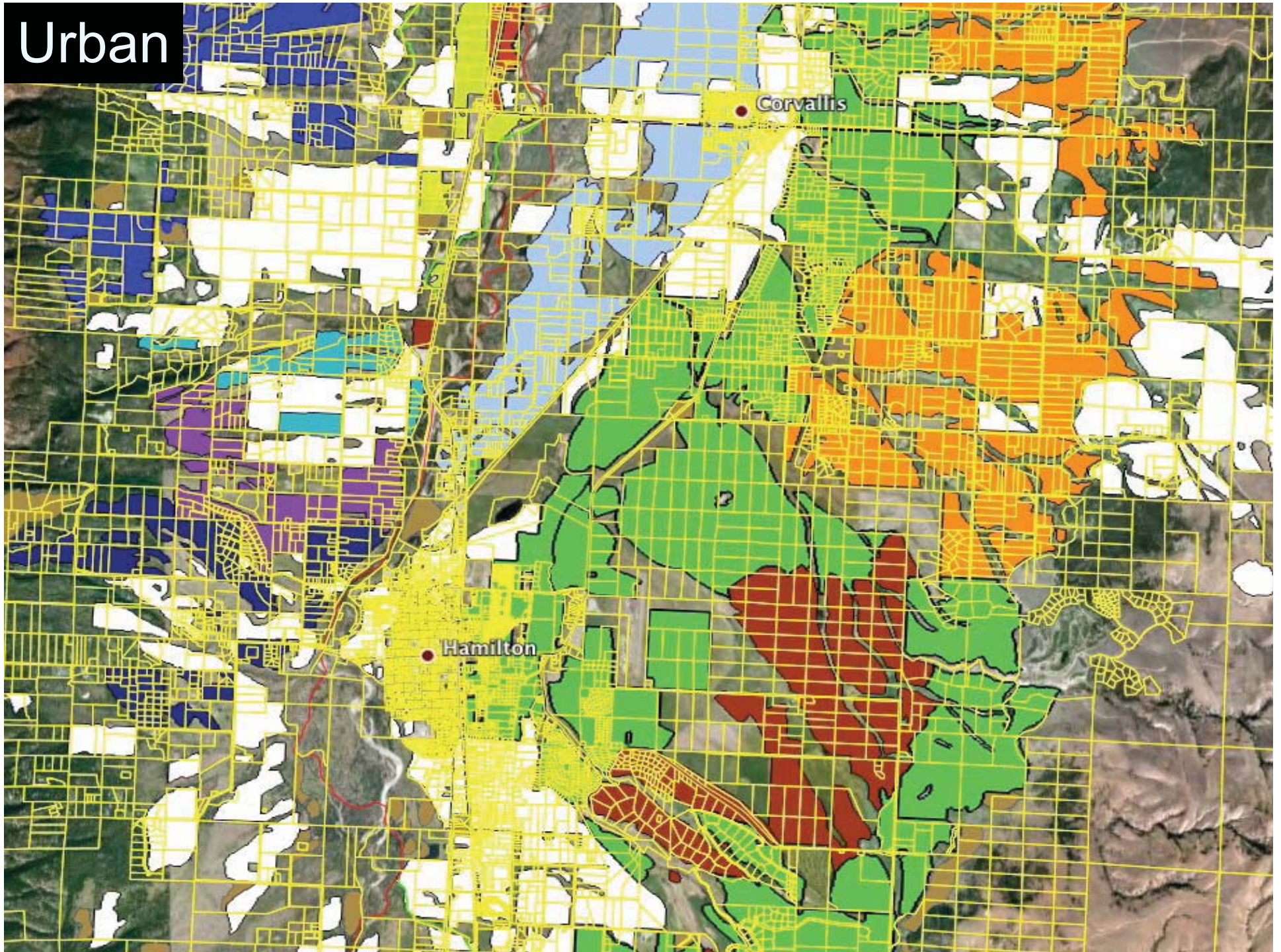




# Environmental



# Urban



169,886 irrigated acres

USDA, Economic Research Service (2009)

297 miles of blue and red ribbon streams

226 miles of dewatered streams



Montana FWP, 2009

59% growth since 1990



Montana Census" US Census Montana Census. (2009) 6 April 2009  
<http://www.census.gov/>



Agricultural

Environmental

Urban & Industrial

# water marketing



# Grass Valley French Ditch Company

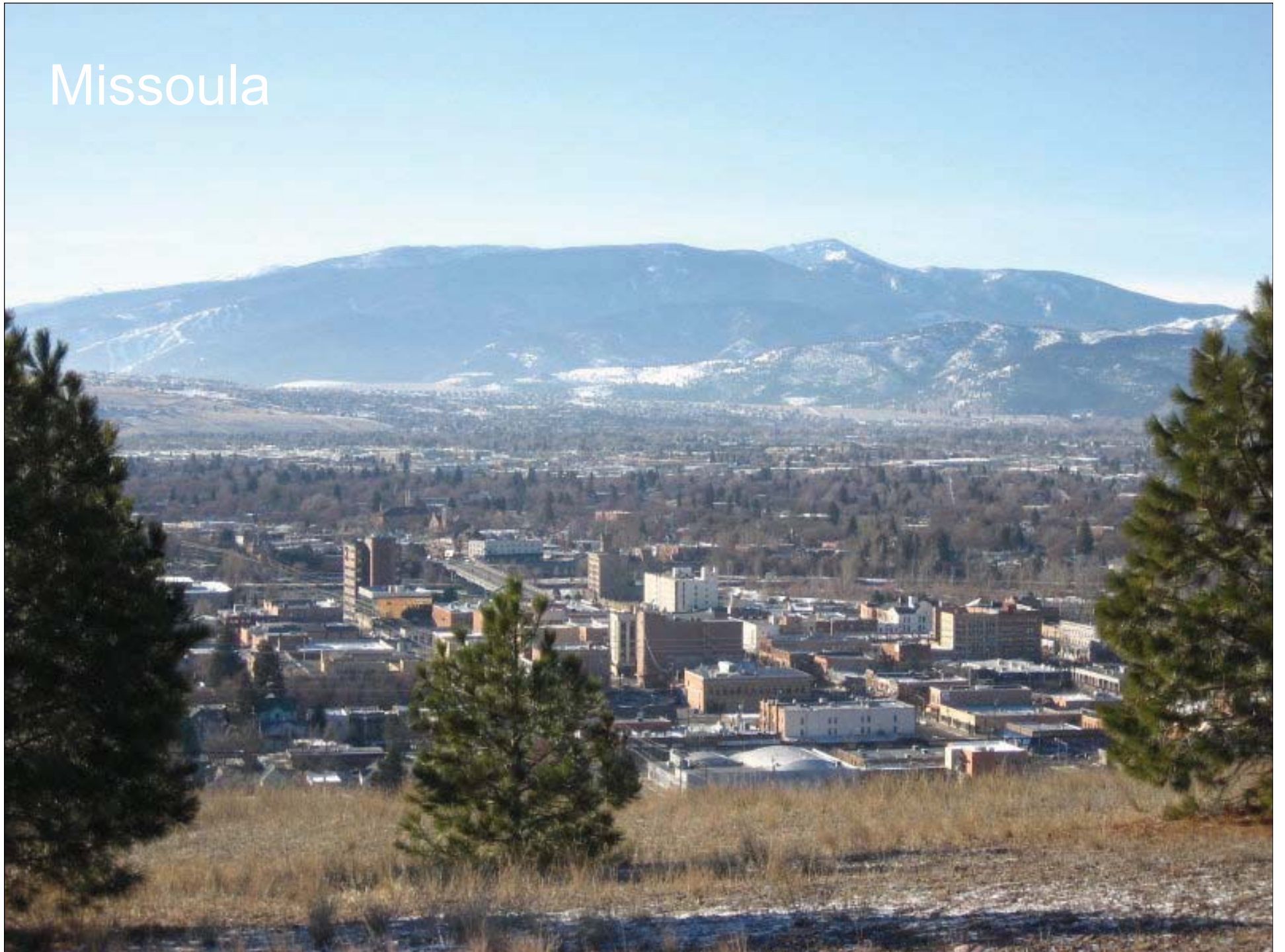


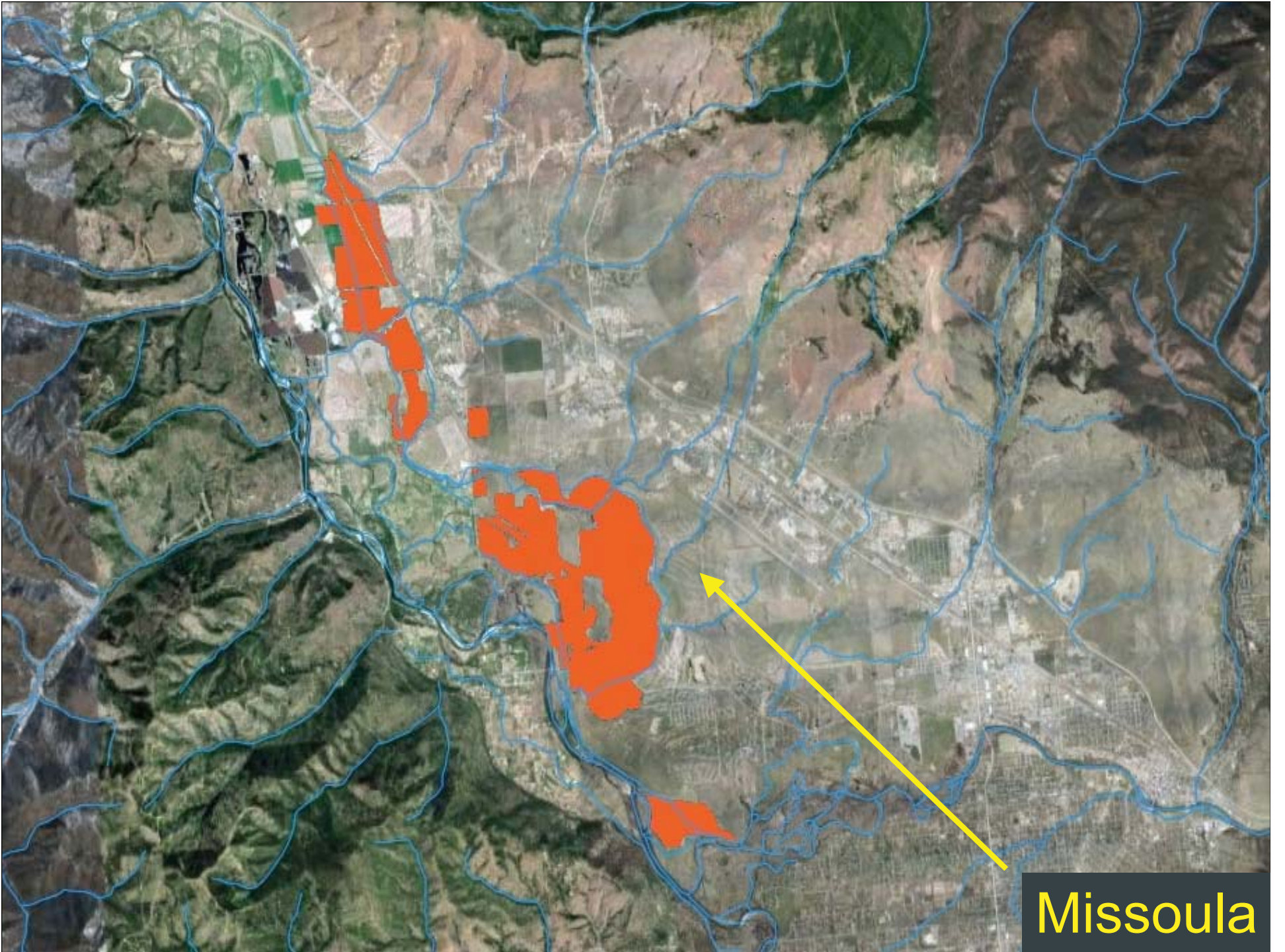


# Missoula

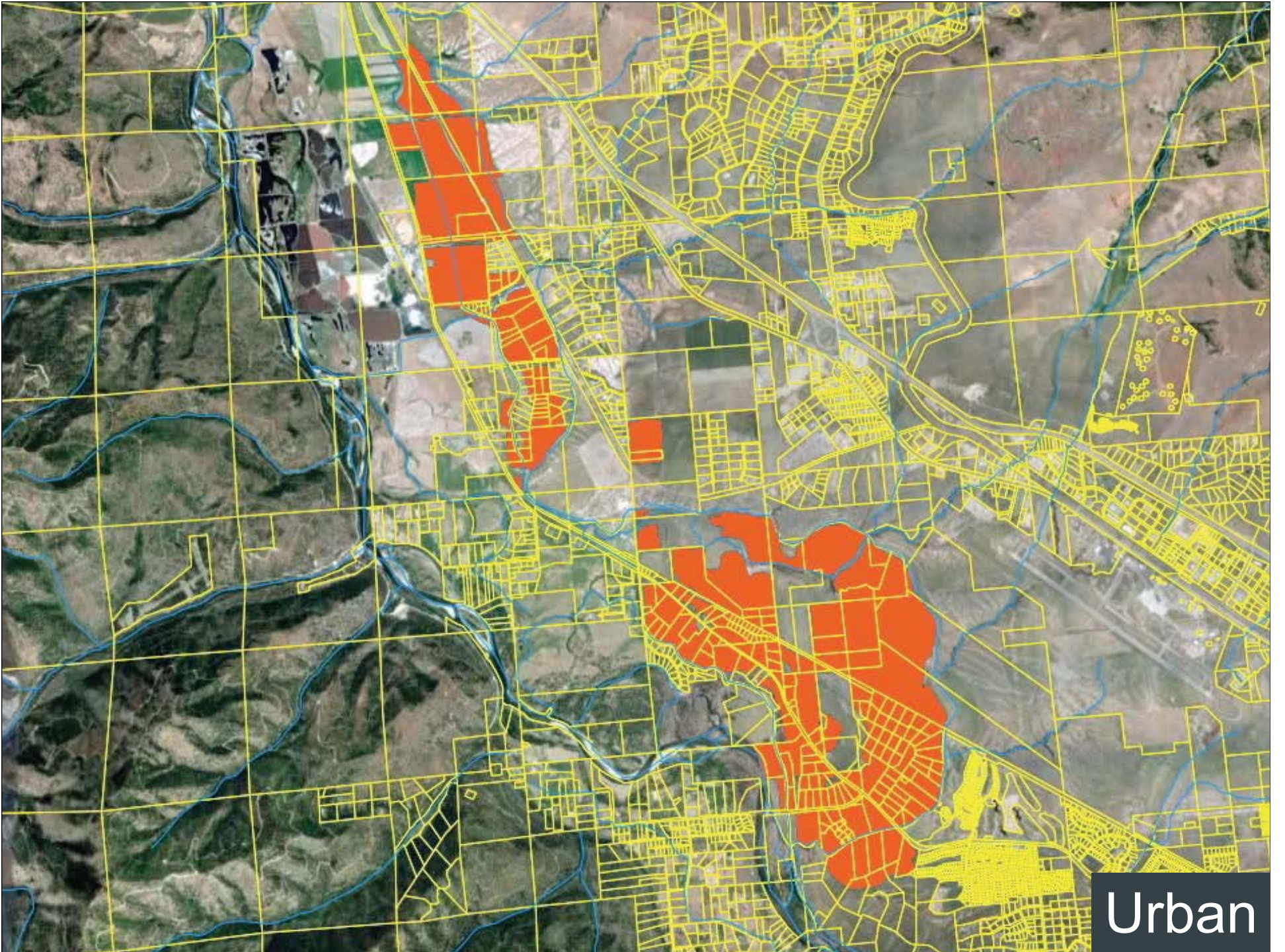


# Missoula



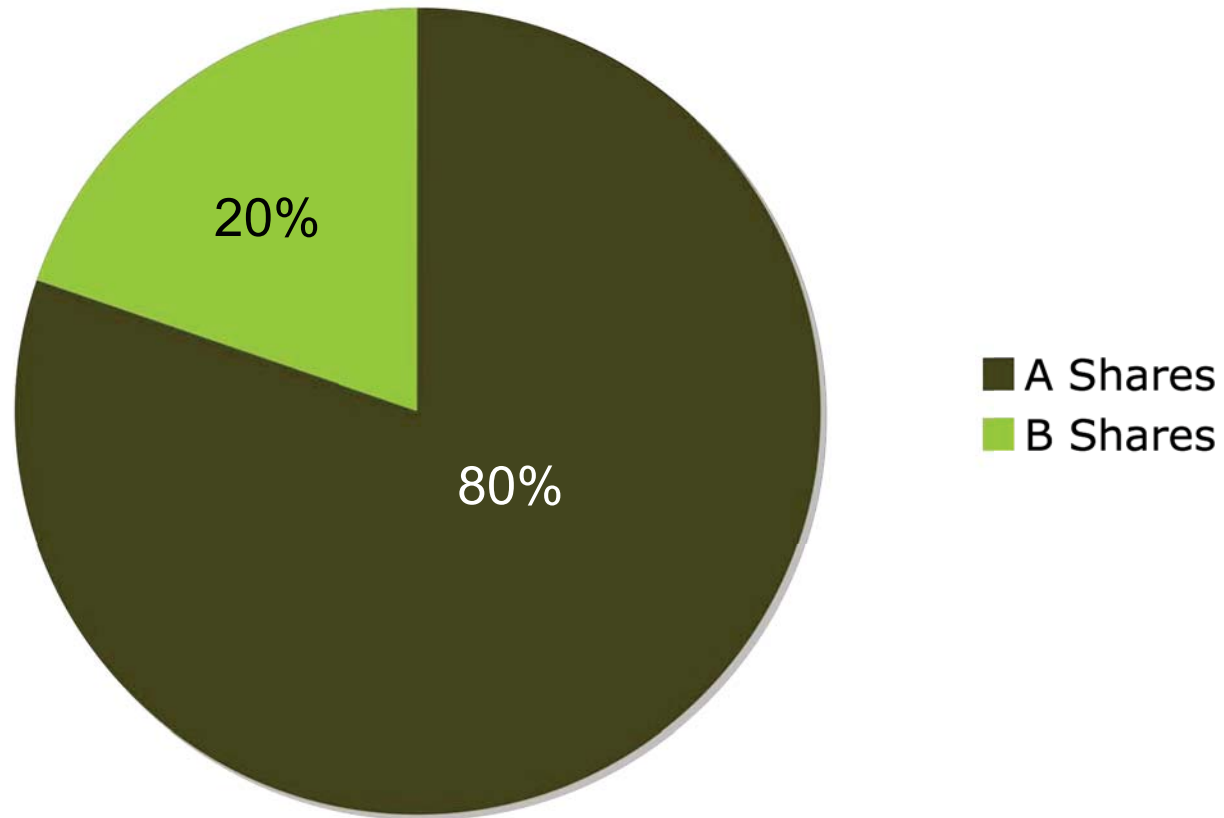


Missoula



Urban

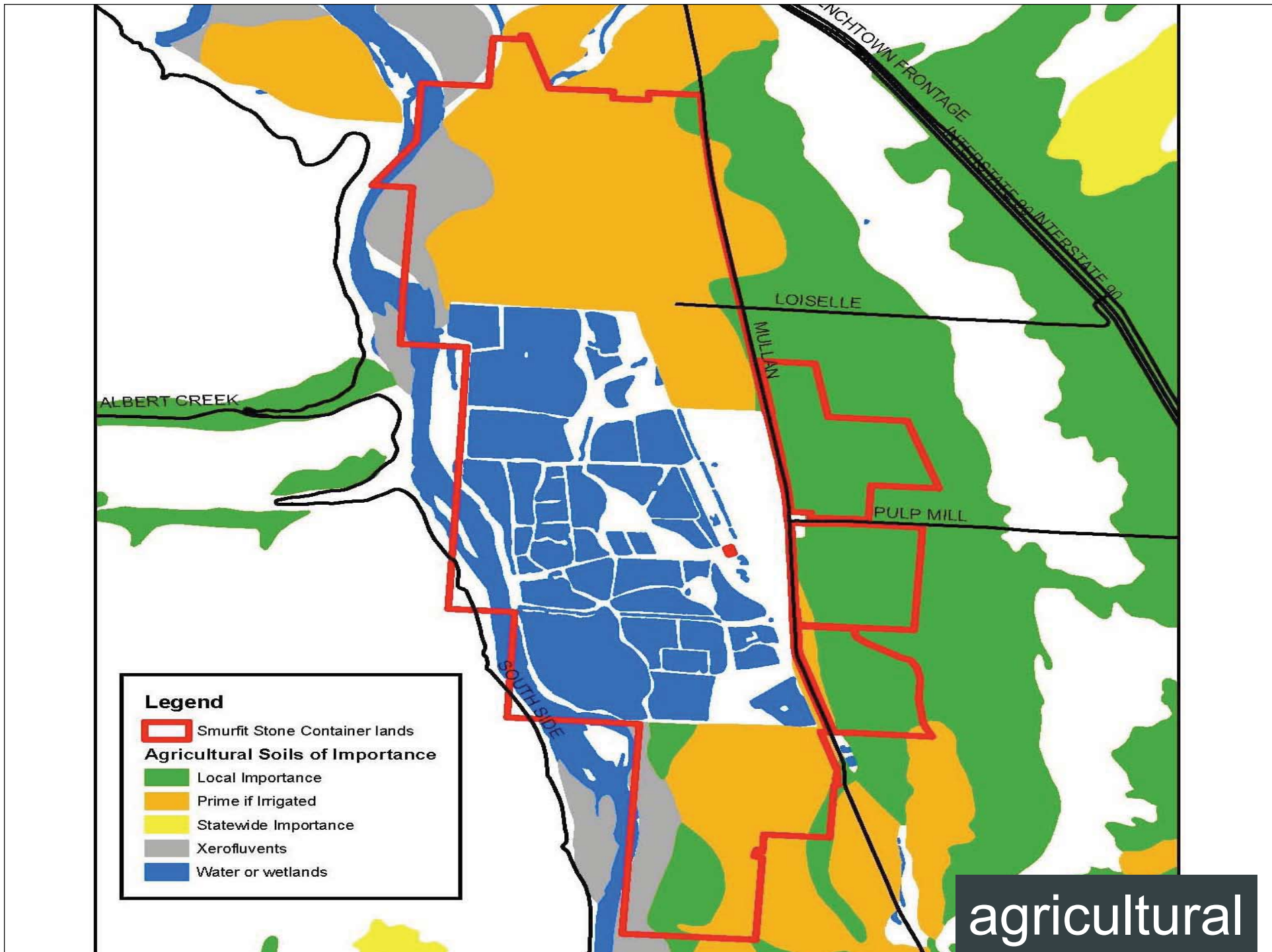
# Restructured Shares



20% reduction in revenue

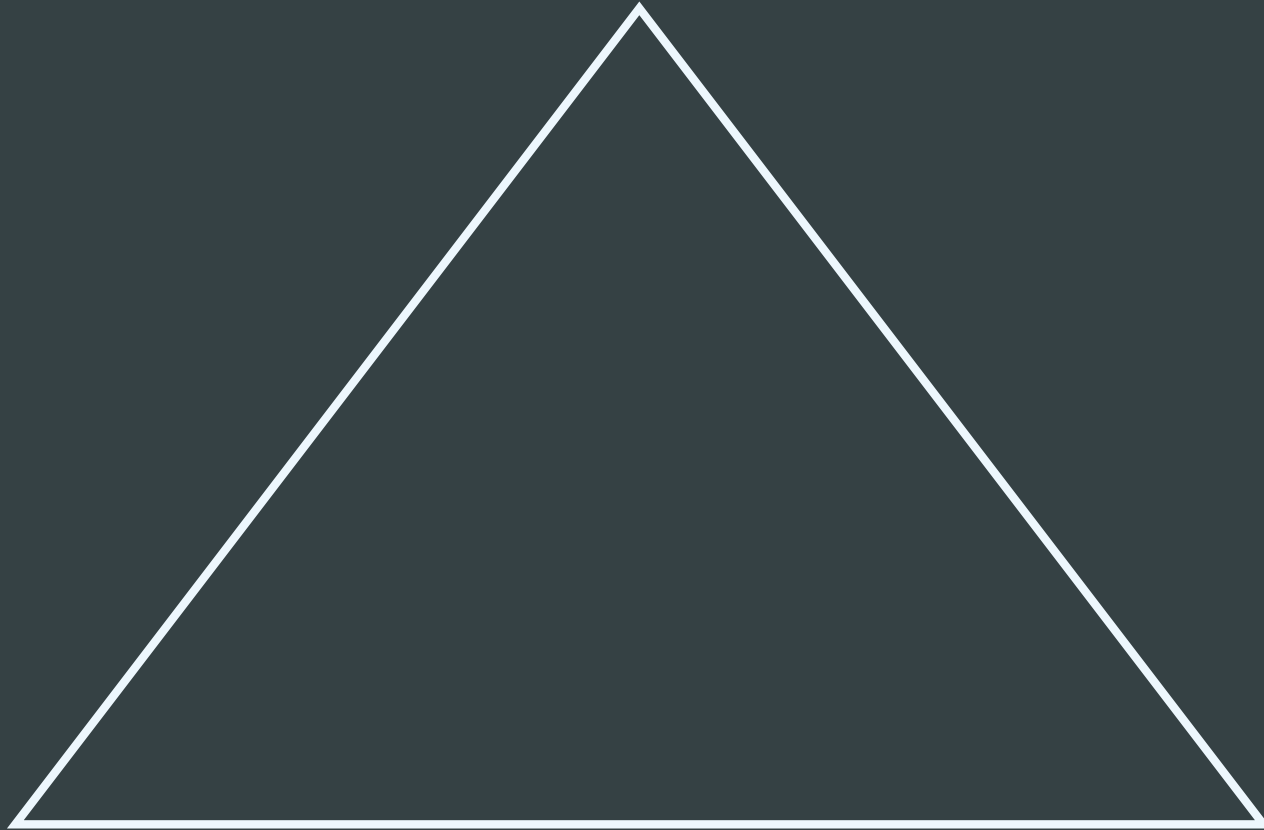
Agricultural



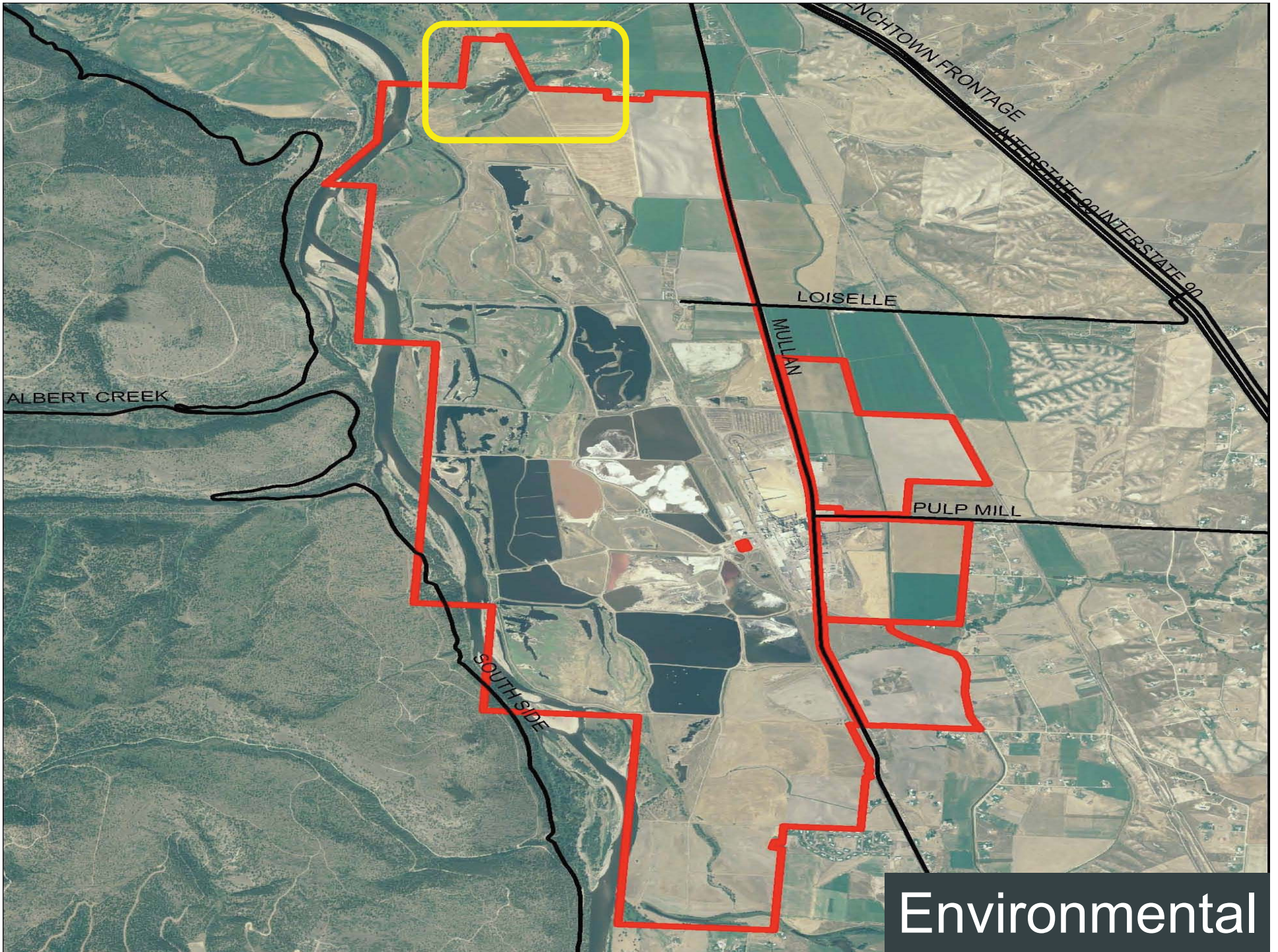




Agricultural



Environmental



ALBERT CREEK

SOUTH SIDE

MULLAN

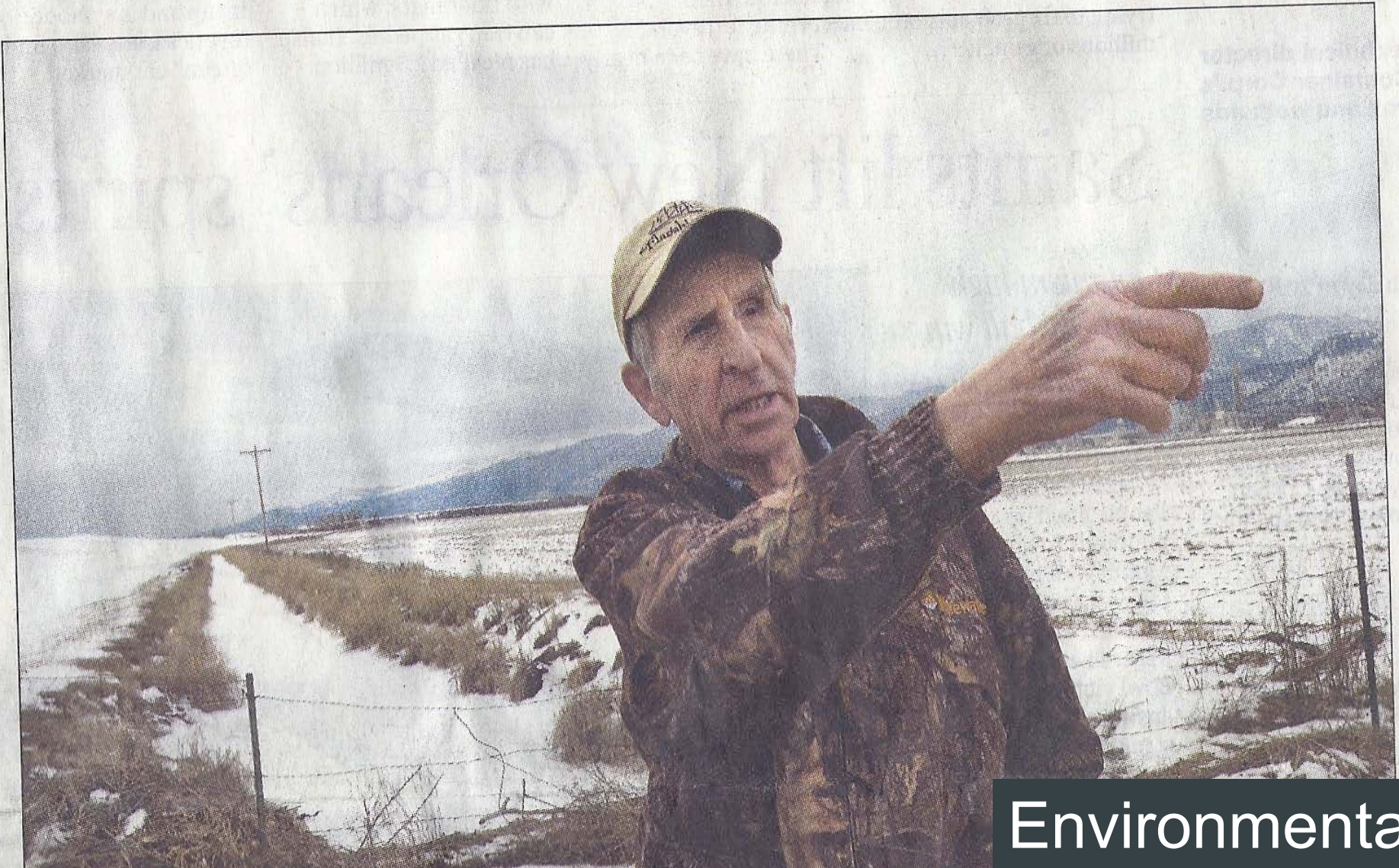
LOISELLE

PULP MILL

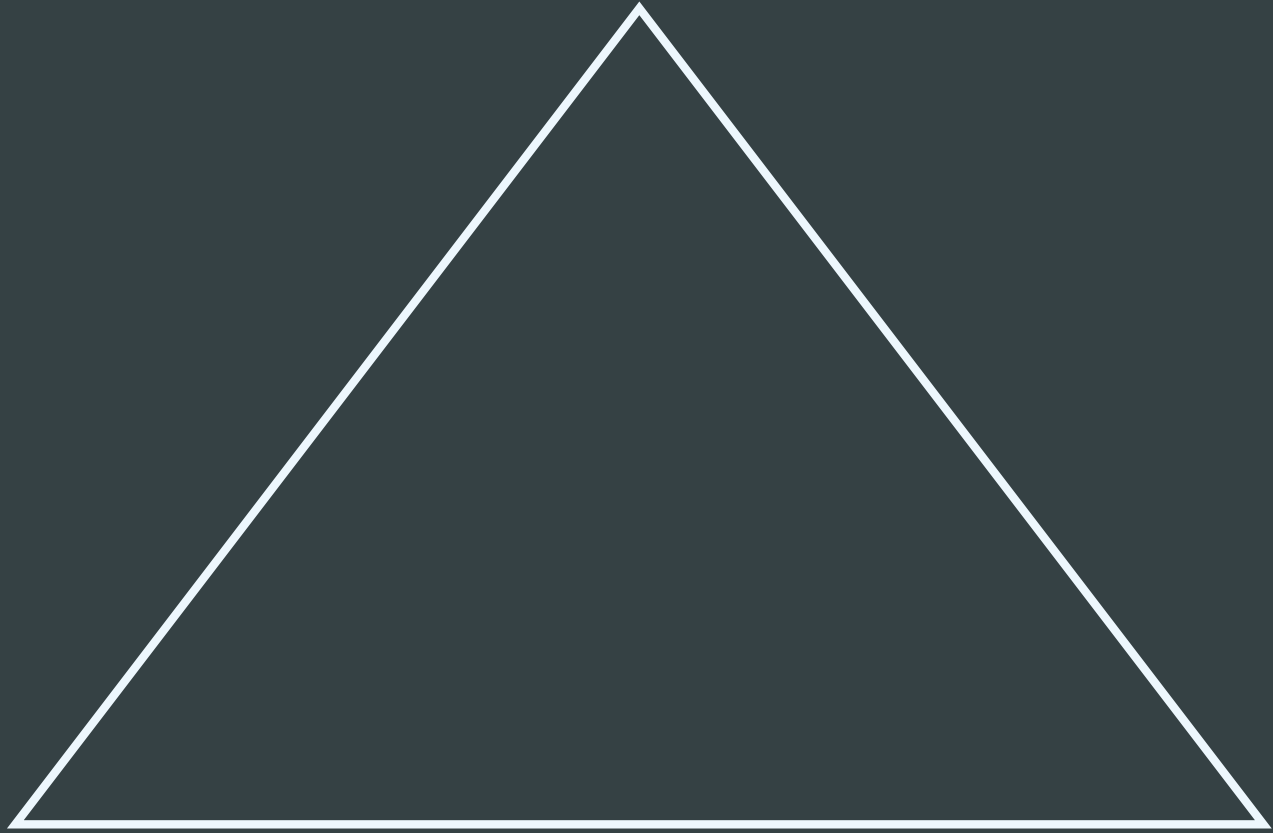
BENCHTOWN FRONTAGE  
INTERSTATE 90  
INTERSTATE 90

Environmental

# Keeping the water on



Environmental

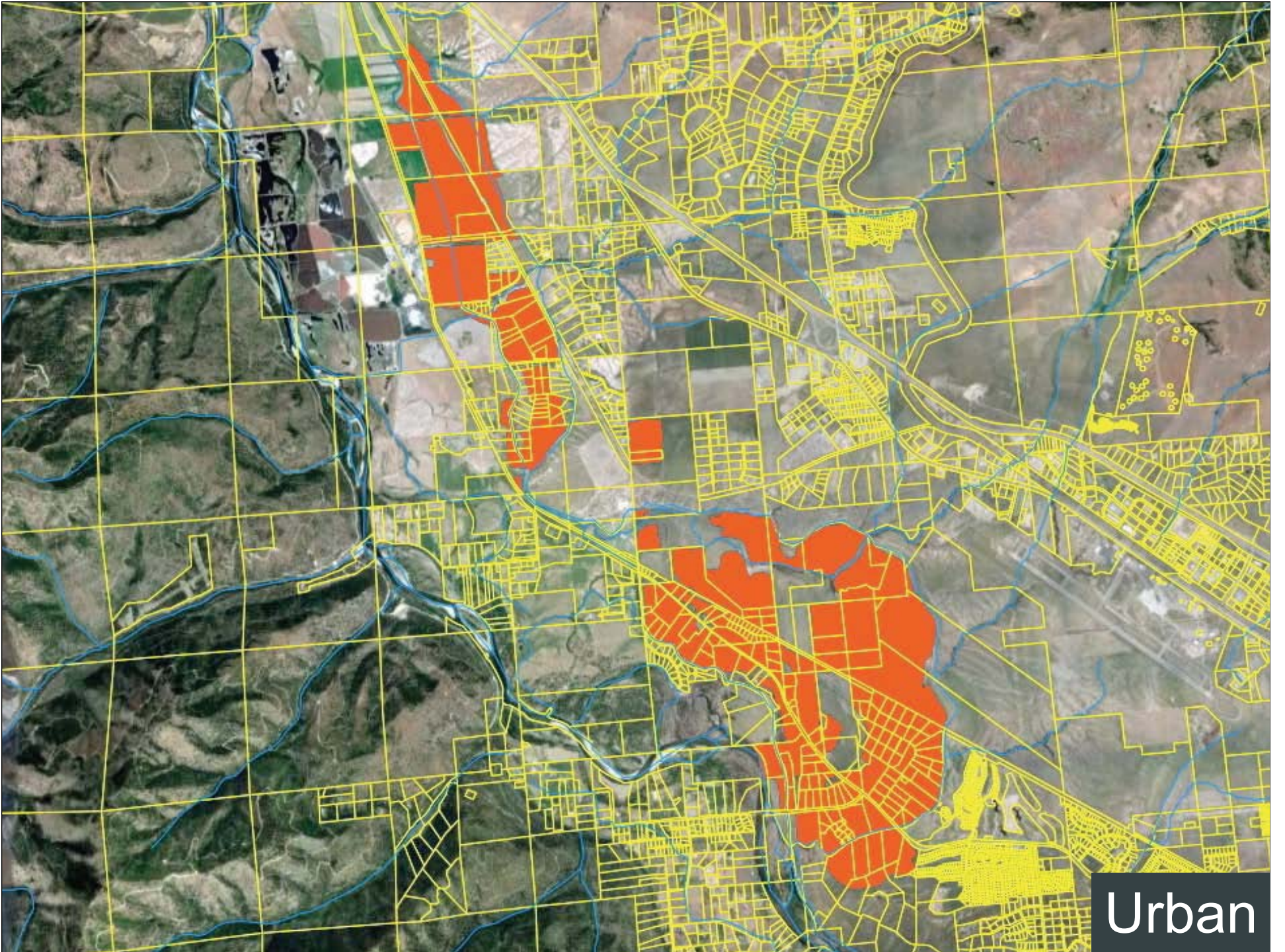


Agricultural

Environmental

Urban & Industrial





Urban



Agricultural

Environmental

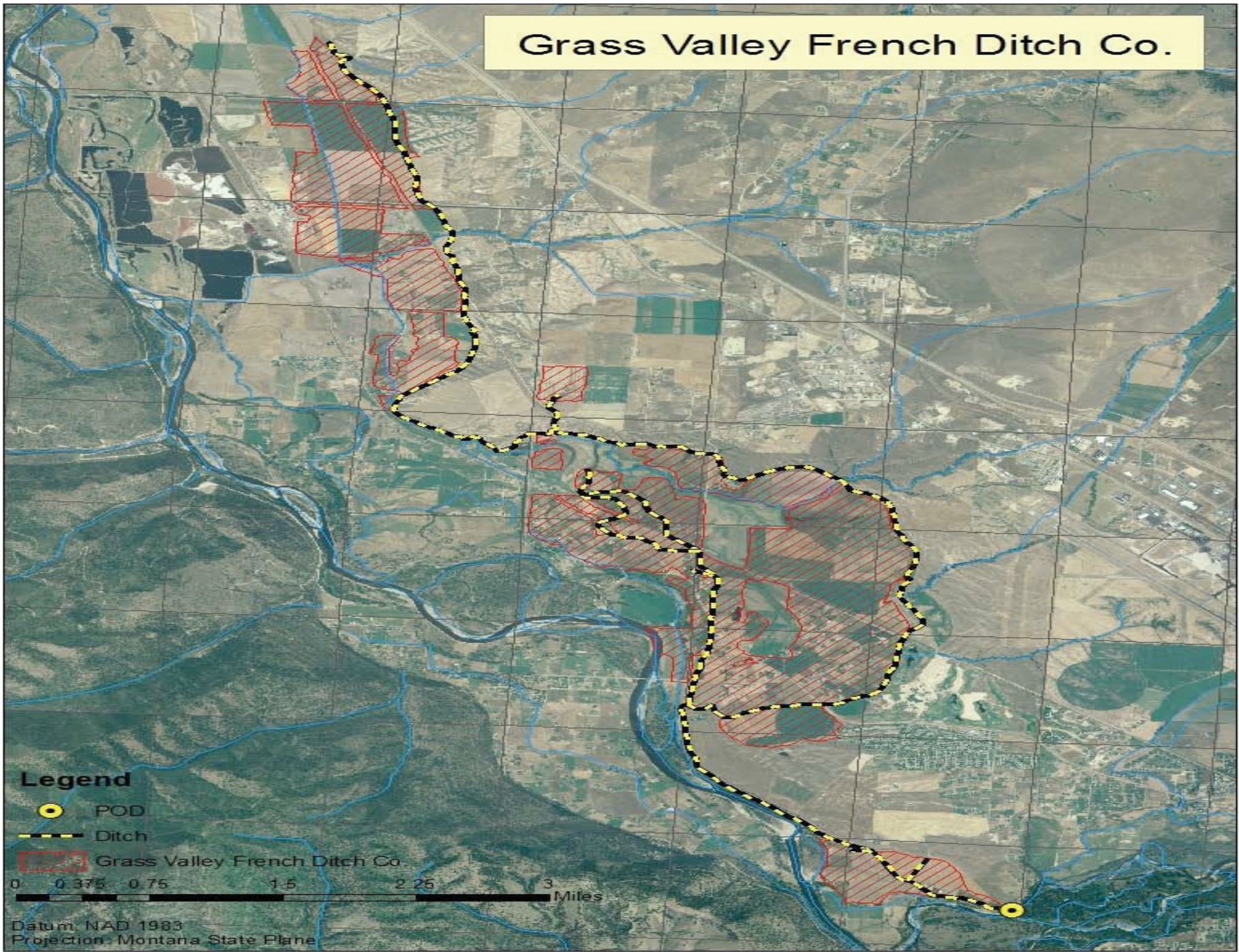
Urban & Industrial

“The key to water **marketing** as a beneficial use is the ability to show that contracts exist for at least some of the water to be marketed.”





# Grass Valley French Ditch Co.

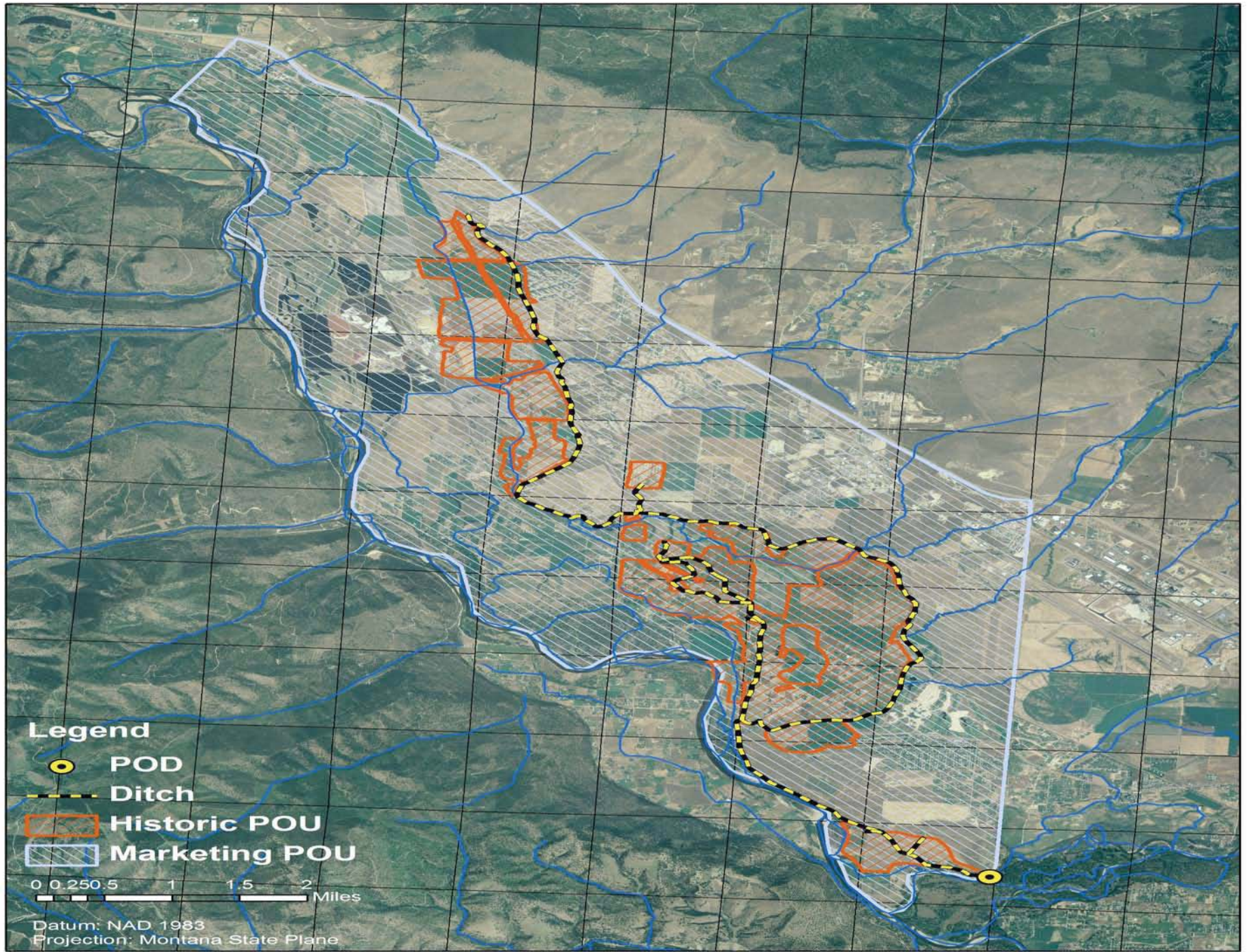


## Legend

-  POD
-  Ditch
-  Grass Valley French Ditch Co.

0 0.375 0.75 1.5 2.25 3 Miles

Datum: NAD 1983  
Projection: Montana State Plane

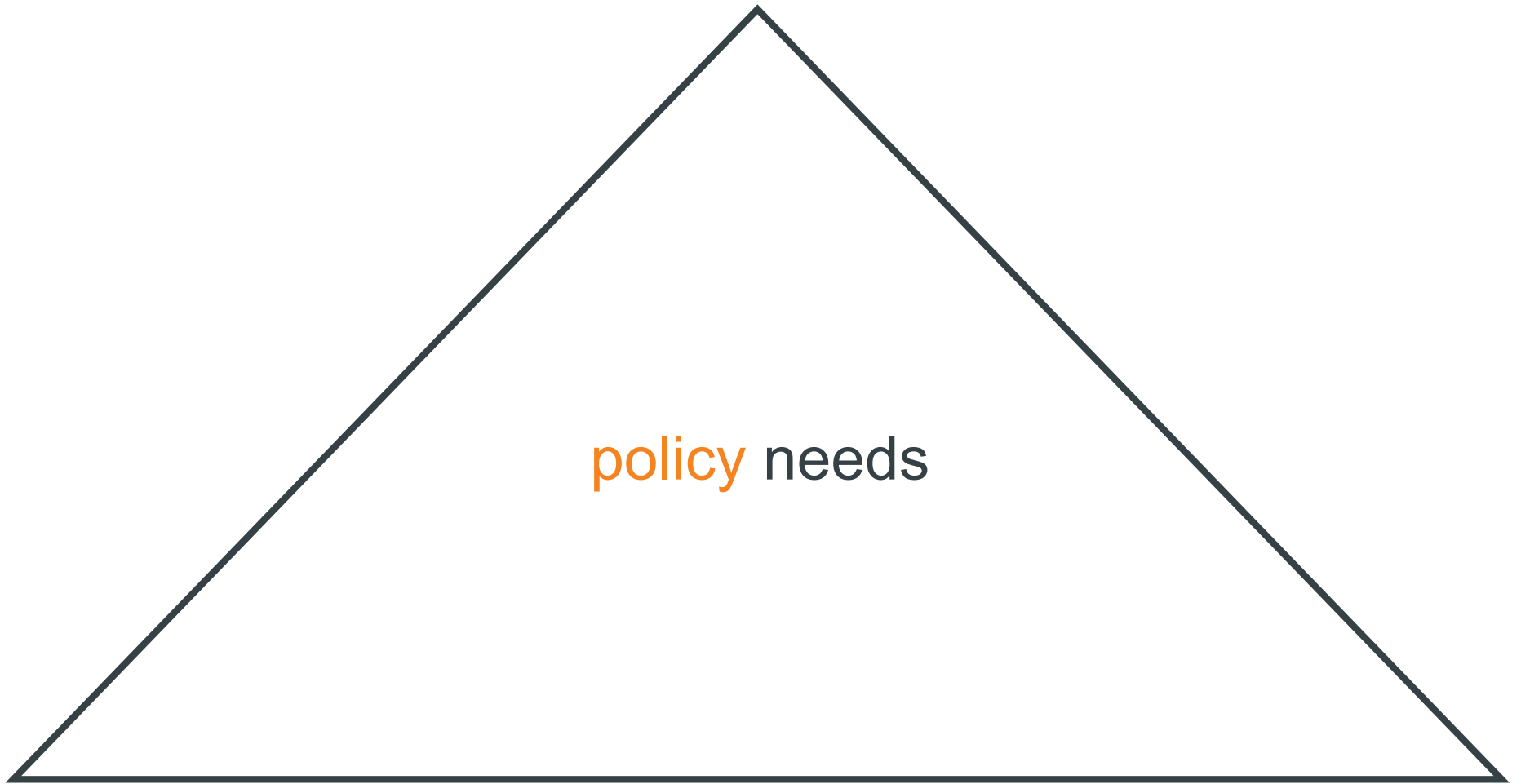


**Legend**

-  **POD**
-  **Ditch**
-  **Historic POU**
-  **Marketing POU**

0 0.250.5 1 1.5 2 Miles

Datum: NAD 1983  
Projection: Montana State Plane



policy needs



1. Ability to change to “marketing” for mitigation.

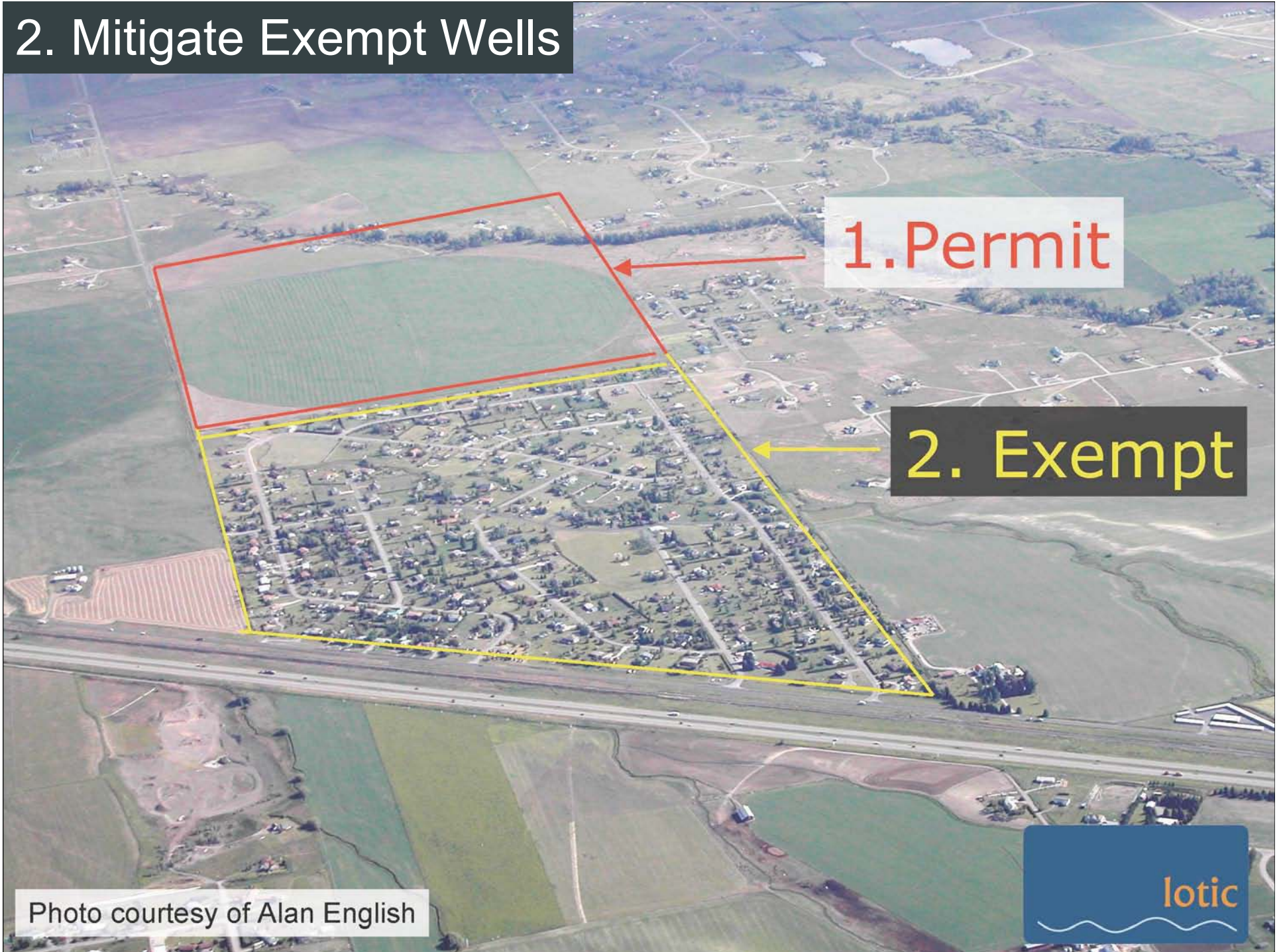
## 2. Mitigate Exempt Wells

1. Permit

2. Exempt

Photo courtesy of Alan English

lotic



# Grass ~~Valley French Ditch Company~~ Roots





1. "marketing" for mitigation

2. mitigation of exempt wells

3. grass roots process

chris corbin

[chris@loticwater.com](mailto:chris@loticwater.com)

406.531.9156

[www.loticwater.com](http://www.loticwater.com)

[www.activelymovingwater.com](http://www.activelymovingwater.com)

[www.twitter.com/loticwater](http://www.twitter.com/loticwater)



lotic  
WATER MARKETING

