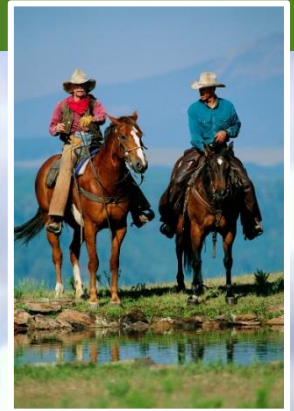


# Equine Land Conservation Resource

Annual Report 2014



EQUINE  
LAND  
CONSERVATION  
RESOURCE

## Our Mission

The Equine Land Conservation Resource leads in the protection and conservation of lands for the horse and horse-related activities.

## Our Vision

A future in which horse lands have been conserved so that America's equine heritage lives on and the emotional, physical and economic benefits of mankind's bond with the horse remain accessible to all.



## Who We Are

ELCR is the only national organization focused on the conservation of land for horses, dedicated to promoting the vital role the horse serves in society and championing the future of horses and horse related activity in America. We are working with our Conservation Partners, individuals and local communities to stem the tide of development and ensure a future for horses in our communities.

## What We Do

Since land is saved locally, it is imperative that horse enthusiasts be made aware of the existing threats and understand how they can become actively engaged in protecting horse lands and trails in their own communities. ELCR supports these efforts by:

- Creating tools, templates and resources in our six core issue areas that can be used by those acting to save horse lands in their own communities
- Providing one-on-one customized technical assistance and counseling to horsemen and women on local land loss issues.
- Building a vibrant, engaged network of people who are willing and able to assist horsemen protect horse lands
- Providing no-cost public access to our online resources
- Working with partner organizations to host informative webinars on important conservation related topics

## Our Six Core Issues

Planning for  
Horses in Your  
Communities

Conservation  
Tools for  
Horse Lands

Equine Access to  
Public Lands

Equine Access to  
Private Lands

Best  
Management  
Practices

Benefits of  
Horses in Our  
Communities



## *ELCR Leads the Way in Educational Resources for Equine Land Conservation*

### **Online Tools, Resources and Information**

At ELCR, we make it possible for interested horsemen and women, throughout the nation, to advocate for the lands that they love in their own communities. One way we do this is by providing up-to-date, easy to use tools and resources on our website, [www.ELCR.org](http://www.ELCR.org). In 2013, we launched a new, redesigned site and announced that all of our online information would now be available to everyone at no cost.

In 2014 we continued the build out of our online tools and resources including informational articles, sample documents, videos and links to other helpful resources grouped in six cores areas.

Recognizing that planning and zoning is a cornerstone to keeping horses in our communities we focused on expanding our resources in the Planning for horses in Your Community topic area of our resource library.

Planning and zoning decisions can affect how land is taxed, what it may be used for, and which standards and regulations are applied to it. These regulations determine not only whether individuals may keep horses on their own property, but also whether horses have access to community parks and trails. Since land is saved locally it is vital that horsemen understand the basics of planning and zoning and how this impacts horse keeping, breeding, competing and recreating, as well as equine related businesses in their communities, in order to retain access to horses and enjoy their benefits.

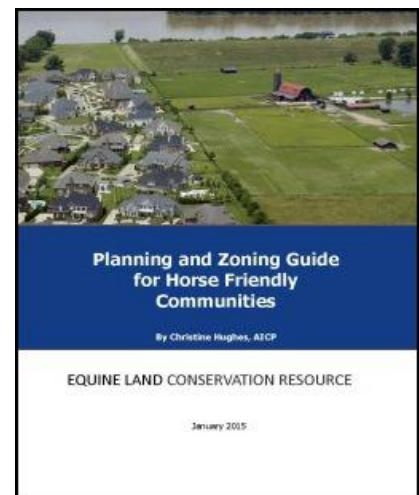
With support from the American Association of Equine Practitioners (AAEP) Foundation, Dudley T. Dougherty Foundation, Mars Foundation and a recent crowd funding campaign horsemen can find the resources they need to understand land use planning, zoning ordinances, and their implications for horses and horse-related activities on the Equine Land conservation Resources (ELCR) website [www.elcr.org](http://www.elcr.org) under **Planning for Horses in Your Community**.

1. [Seven Steps to Influencing Horse-Friendly Planning for Horsemen](#) (A planning and zoning resource for Horsemen)
2. [Seven Steps to Planning for an Equestrian-Friendly Community](#) (A planning and zoning resource for community leaders and planners)
3. [Planning and Zoning Guide for Horse Friendly Communities](#) (a comprehensive guide to planning and zoning for horsemen)

The Planning and Zoning Guide is an important comprehensive resource for horsemen providing users with the tools they need to understand comprehensive planning, land use mapping, zoning ordinances, and the effects of these on horse keeping and other horse-related activities within their own local communities. The information will help them to be engaged in the process, to activate their equine community and to educate planners and decision makers on the benefits of horses in their communities.



Photo courtesy Monterey Horse Park



## Educational Programming

In addition to the educational guides, tools, templates and other resources available in the on-line resource library, ELCR also provides ongoing webcasts and other live educational forums for the equine community.



This year ELCR was able to expand its partnership with My Horse University to offering a webcast in April entitled Basics of Planning and Zoning for Horse Friendly Communities which included an introduction of the newly released Planning and Zoning Guide. The partnership My Horse University as well as other educational organizations enables ELCR to expand its educational programming venue to a broader audience within the equine and conservation communities.

Those who could not participate in the live educational programming have the opportunity to benefit from the recorded programs at [www.ELCR.org](http://www.ELCR.org) or by accessing archived webcasts on the My Horse University website [www.myhorseuniversity.com](http://www.myhorseuniversity.com).

## ELCR Technical Assistance Program

In addition to the on-line educational resources and educational programming, ELCR also provides one-on-one counseling and technical assistance to horsemen regarding local land loss issues. ELCR has become the “go to” organization for advice and direction on these issues in the equine community.

In response to these and other issues, ELCR has developed a network of experts to help research and offer support in each individual situation. Our technical assistance program is designed to provide specific help to those working on specific horse land issues in their own community.

ELCR is always happy to help support individuals and organizations advocating for horse lands at the local level. Providing assistance at the local level allows us to understand the specific issues being faced across the country and develop materials, informational resources and educational articles that address the most common issues.

While the issues and concerns vary slightly depending on the area of the country and local peculiarities, the following summarize the type of issues most often addressed in our technical assistance program:

- New or changed ordinances that negatively affect horse owners and horse business owners by adding restrictions to existing and new horse operations.
- Combative neighbors, property owners or community members who are not comfortable with horses.
- Losing access to local trails on public land, such as parks, forest or fish and wildlife areas, where the land manager perceives a problem with horse use, user conflicts or damage to land, or where trails are not maintained or are poorly designed.
- Losing access to trails that run through private lands, where the landowner wants to shut down access due to privacy needs, liability issues or problems with horsemen.
- Taking measures to conserve an individual’s property or a piece of land that has come up for sale and is important to horse activities.
- Assistance finding financial support for land conservation projects.



## Specific Examples of Technical Assistance

ELCR staff field a significant number of inquiries every year from around the country from access to land, planning and zoning and liability issues. Below is just a sample of some of the requests for assistance ELCR has received from the equine community in different parts of the country over the past year.

- Local equestrians in Southern California contacted ELCR for assistance in their efforts to form a nonprofit organization focusing on equine advocacy and horse heritage conservancy. The local equestrians were concerned about protecting the future of the horse in that community as well as access to public land for horses and equine related activity. ELCR was able to provide information on how to start a local equine advocacy organization and linked them to other successful model organizations around the country.
- Members of the New Hampshire equine community contacted ELCR for assistance regarding a proposed change to state regulations that govern equine access to public trails. The proposed changes would have placed undue restrictions on equestrian trail riders especially in regard to manure removal and was therefore of great concern. ELCR worked with one horsewoman in the group that was also an attorney to help the equine community organize and express their concerns about the proposed legislation. The equine community united and spoke up, with hundreds of equestrians present, at several public hearings held by the NH Department of Economic and Resource Development (DRED) that manages 300 miles of the state's rail trails and over 220,000 acres of parks, where the multi-use trail system is located. With the help of two state senators this tenacious group of equestrians succeeded in producing new legislation that was much more horse friendly keeping the trail open and accessible to horses.
- A local horse show charity foundation contacted ELCR with regards to an interest in a parcel of land managed by the National Park Service (NPS) which the foundation wanted to use for paddock and parking associated with their charity horse show. The equestrian preserve was interested in swapping out land from their preserve for the parcel managed by NPS. ELCR provided counseling and technical assistance on working with an attorney specializing in conservation easements and a local land trust as well as the importance of incorporating equine specific language in the easement document.
- A family member contacted ELCR about their family farm that recently been divided amongst its heirs. Some of the heirs were not interested in continuing to allow public access to the land for equine use such as cross country or driving events due to lack of interest and liability concerns. ELCR provided information on specific state recreational and equine liability statutes that might help eliminate some of the liability concerns associated with public access.

## Expanding Our Partnerships

ELCR Corporate, Conservation and Individual Members play a critical role in our mission to educate horsemen about the immediate need to conserve land for equine-related activity. These groups bring together conservation-minded individuals, organizations and corporations to spread the word about equine land loss and help support our conservation based programs and services.

In 2014, we established a partnership with Thoroughbred Owners and Breeders Association (TOBA) with the addition of the Robert N. Clay Conservation Award. The award is presented to a member of the Thoroughbred community for their achievements in equine land conservation at the TOBA annual awards dinner.

Helen Alexander was selected as the first recipient of the Robert N. Clay award because of her commitment to ensuring that the nation's most beautiful and productive agricultural and open lands are preserved for future generations.



*ELCR Vice President, Dan Rosenberg, presents the Robert N. Clay Conservation Award to Mackenzie Royce, Executive Director of the Bluegrass Conservancy, accepting on behalf of Helen Alexander.*



*Equestrian Events, Inc. Vice President Lindsey Flora (left) and Executive Director Lee Carter (right) present a check to ELCR Executive Director Holley Groshek, designating ELCR as the charitable beneficiary of the Rolex Kentucky Three-Day Event.*

Helen has served in leadership roles at the local, regional and national levels to help permanently protect thousands of acres of land and has protected both her Middlebrook and Spring Station Farms with conservation easements. Ms. Alexander also served on the panel that formulated the model for the Purchase of Development Rights on farmland in Fayette County, Kentucky. She helped to lead the program through its adoption and subsequently served on the PDR Board. Helen is the co-founder with Robert N. Clay of the Bluegrass Conservancy (BGC) land trust in Kentucky and served as Founding President of the organization. To date 28,000 acres, including 133 horse farms, have been permanently conserved under the PDR program.

This year ELCR was honored to be named an Official Charitable Beneficiary of the Rolex Kentucky Three-Day Event. Through this program, Equestrian Events, Inc., the official organizer of the RK3DE, makes a financial contribution and increases awareness of the land loss issue through complimentary advertising opportunities.

Discussions are underway on a new partnership with Fair Hill International and we look forward to being designated as a charitable beneficiary of Fair Hill International in 2015.





## Our Conservation and Cooperate Partners

### Corporate Conservation Champions

Active Interest Media  
Bayer Animal Health  
Kentucky Performance Products

### Corporate Conservation Partners

Phelps Media Group

### Business Members

Cornett and Associates  
The Barn Book  
Farms and Barns Real Estate  
Masterson Equine Services, Inc.  
Wallace Bridge

### Conservation Leaders

American Quarter Horse Association  
Appaloosa Horse Club  
Equestrian Events, Inc.  
Equus Foundation  
Masters of Foxhounds Association  
North Salem Bridle Trails Association  
Tread Lightly!  
United States Equestrian Federation  
United States Eventing Association  
United States Hunter Jumper Assn.

### Conservation Partners

Ashland Farm  
American Assn. of Equine Practitioners  
American Driving Society  
American Endurance Ride Conference  
American Morgan Horse Association  
BCH, Lower Rio Grande Chapter  
Bay Area Barns and Trails  
Bay State Trail Riders Association

Caledonia Conservancy  
Cedar Ridge Farm Equestrian  
Certified Horsemanship Association  
Charlotte Steeplechase Association  
Clifton Horse Society  
Cowgirl Up Ladies Trail Riding Club  
Equestrian Partners in Conservation  
Essex County Trail Association  
The Event Derby  
Foothills Equestrian Trails Association  
Fort Harrod Back Country Horsemen  
Friesian Horse Assn. of North America  
Great Lakes Distance Riding Assn.  
Green Mountain Horse Association  
Highland Equestrian Conservancy  
Horsemen's Council of Illinois  
Kansas Horse Council  
Kentucky Horse Council  
Kentucky Thoroughbred Association  
King County Executive Horse Council  
Land Trust Alliance  
Laureleye Farms  
Margaux Farms  
Maryland Horse Breeders Association  
Maryland Horse Council  
Masterson Equestrian Trust Fdn.  
Michigan Horse Council  
Monterey Horse Park  
Muttontown Horsemen's Association  
Nassau-Suffolk Horsemen's Assn.  
National Cutting Horse Association  
Nevada All-State Trail Riders

Newtown Bridle Lands Association  
New York State Horse Council  
North Ada County Foothills Assn.  
North American Trail Ride Conf.  
North Carolina Horse Council  
Oregon Equestrian Trails  
Palos Hills Horsemen's Association  
Parker Trail Riders  
Pathfinder Farm  
Pennsylvania Equine Council  
Pinto Horse Association of America  
Piscataquog Area Trailways  
Riding Club of Barrington Hills  
Santa Fe Horse Coalition  
Shawnee Trail Conservancy  
Somerset Co. Horse and Pony Assn.  
South Carolina Horsemen's Council  
Southeastern Distance Riders Assn.  
Southern Eighths Farm  
Southern Trailriders Association  
Sundance Ranch  
Thoroughbred Owners & Breeders Association  
Tryon Hounds  
Twin Oaks Valley Equestrian Assn.  
United States Dressage Federation  
United States Polo Association  
United States Pony Clubs  
Vermont Trail Trotters  
Virginia Horse Council  
Virginia Thoroughbred Association  
Wayne Area Conservancy Fdn.  
Wayne DuPage Hunt

## The Way Forward - A Strategic Plan for the Future of ELCR

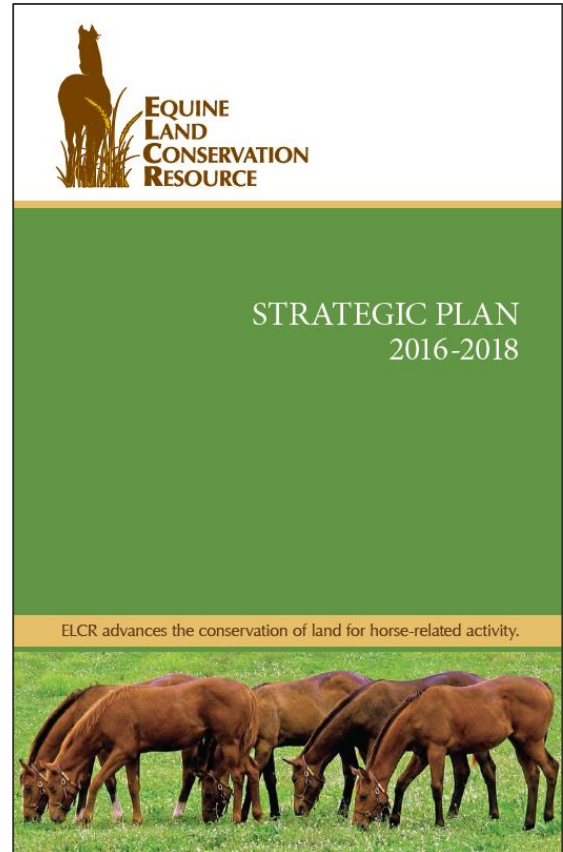
In 2014, the 15th year anniversary of the organization, the board and staff of ELCR in cooperation with outside consultants engaged in a strategic review of the organization's operations, strengths, weaknesses and overall impact over the past fifteen years. This effort identified current issues as well as future opportunities for the organization. For more than 15 years, ELCR has worked successfully at the national level to raise awareness of the challenges facing horse enthusiasts seeking to ensure horse lands. Our education campaigns, resource materials and technical assistance have helped in the protection of more than 200,000 acres of land and more than 1,200 miles of trails for equine related usage.

These successes have been made possible by the dedication of local equestrians who have come together to save trails, horse farms, riding facilities and insure their future by changing zoning and other policies to become more equine friendly. Over the past five years ELCR has witnessed an increase in local efforts by equine organizations engaged in the following activities; land protection, planning and zoning, publicly owned and accessible equestrian facilities, trails and trail networks and raising public awareness of the importance of horses to communities. Many of these groups have asked for and received assistance from ELCR. However, many local efforts are far too often hampered by a lack of organization among the local equine stakeholders and lack of access to the tools and resources required to take the necessary action at the local level. Often times these local efforts are just much too little and far too late. What ELCR has come to recognize is that while these local efforts have made the difference in communities, they lack the benefits of being part of a network of like-minded groups.

While ELCR has excelled in raising awareness and providing support to local groups, the threats and opportunities call for a major campaign aimed at supporting local action. Our vision is a network of local action organizations across the country that will be at the forefront in ensuring that the equine tradition in America is cherished and preserved, not lost forever and communities continue to realize the benefits associated with horses for generations to come. The realization of our vision and the future of the horse tradition in America depend on the strategic development of a nationwide network of local organizations learning from one another and united by a shared commitment and approach. A strategy based on forging alliances among local horse organizations and acting as a united voice on behalf of the horse – both in response to crisis and proactively shaping public support and policies that strengthen the horse community both locally and nationally.

A strategic plan outlining a specific direction and course of action for the next three years was initiated in the late part of 2014 that will maximize the impact of the organization over the coming years.

The focus of the three year plan will be to build and nurture a national network of local equine-related organizations dedicated to protecting the future of open lands for horses and equine-related activities in order to ensure the future of America's equine culture, heritage and industry. The strategic plan and a detailed plan of action will be finalized in early 2015.





## Financial Statements

### ELCR Statement of Financial Position

#### Assets

Current Assets	2014	2013
Cash	\$159,592	\$57,433
Other Receivables	2,604	2,899
Promises to Give	4,526	974
Prepaid Insurance	887	876
<b>Total Current Assets</b>	<b>\$167,609</b>	<b>\$62,182</b>

Property & Equipment	2014	2013
<b>Total Property &amp; Equipment</b>	<b>\$6,239</b>	<b>\$8,667</b>

Total Assets	2014	2013
<b>Total Assets</b>	<b>\$173,848</b>	<b>\$70,849</b>

#### Liabilities & Fund Balance

Current Liabilities	2014	2013
Accounts Payable	\$4,482	\$1,051
Accrued Liabilities	5,255	5,261
Deferred Revenue	-	-
<b>Total Current Liabilities</b>	<b>\$9,737</b>	<b>\$6,312</b>

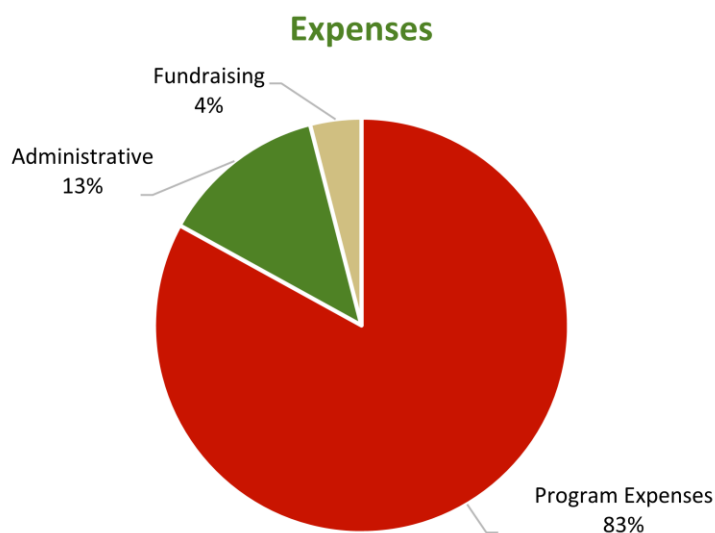
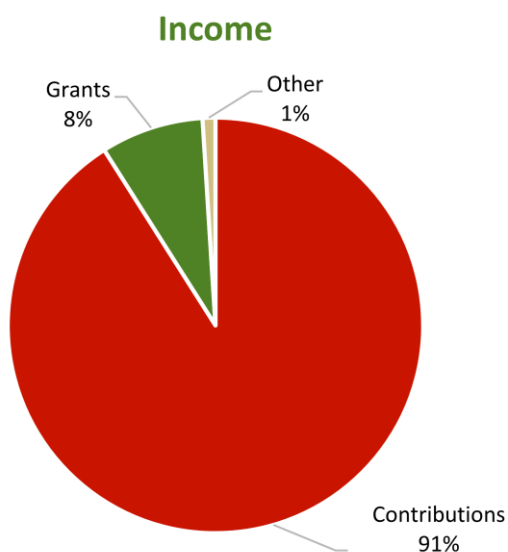
Fund Balance	2014	2013
Unrestricted	\$122,944	\$64,537
Temporarily Restricted	41,167	-
<b>Total Fund Balance</b>	<b>\$164,111</b>	<b>\$64,537</b>

Total Liabilities & Fund Balance	2014	2013
<b>Total Liabilities &amp; Fund Balance</b>	<b>\$173,848</b>	<b>\$70,849</b>

### ELCR's Ratio of Spending

Income	2014
Contributions	\$289,610
Grants	26,100
Other Income	4,145
<b>Total Income</b>	<b>\$319,855</b>

Expenses	2014
Program Expenses	\$219,070
Administrative	35,787
Fundraising	9,924
<b>Total Expenses</b>	<b>\$264,781</b>



## Our Leadership

### Board of Directors

#### Officers:

<b>Ken Haddad</b> President <i>Florida</i>	<b>Dan Rosenberg</b> Vice President <i>Kentucky</i>	<b>Libbie Johnson</b> Second Vice President <i>North Carolina</i>	<b>Patricia Mattingley</b> Secretary <i>Washington</i>	<b>Dale Brown</b> Treasurer <i>California</i>
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#### Directors:

<b>Colby Balazs</b> <i>Massachusetts</i>	<b>John Blackburn</b> <i>Washington, D.C.</i>	<b>Susan Harding</b> <i>Maryland</i>	<b>Robin Lightner</b> <i>Wyoming &amp; Kentucky</i>
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#### Executive Director

**Holley Groshek**

### Advisory Council

<b>Marty Bauman</b> Classic Communications <i>Massachusetts</i>	<b>Jeff Hooper</b> Capital H Strategies <i>Texas</i>	<b>Georgiana McCabe</b> ELCR Founder <i>Virginia</i>
<b>Mrs. Jane Beshear</b> First Lady of Kentucky <i>Kentucky</i>	<b>Christine Hughes</b> NC Planning, Develop. & Trans. <i>North Carolina</i>	<b>Elisabeth McMillan</b> Rock Solid Great, LLC <i>Tennessee</i>
<b>Thomas Daniels</b> University of Pennsylvania <i>Pennsylvania</i>	<b>Kat Imhoff</b> James Madison's Montpelier <i>Virginia</i>	<b>James B. Miller</b> USDA Forest Service, Retired <i>Virginia</i>
<b>Julie I. Fershtman, Esq.</b> Foster Swift Collins & Smith <i>Michigan</i>	<b>Karen Isberg</b> KY Performance Products <i>Kentucky</i>	<b>Rick Potts</b> U.S. Fish & Wildlife <i>Montana</i>
<b>Laurel Florio, J.D.</b> Attorney <i>Georgia</i>	<b>Kerri Kent</b> Kerrits Performance Equestrian <i>Washington</i>	<b>William J. Price, V</b> Queen's Cup <i>North Carolina</i>
<b>Ms. Jan Hancock</b> Equestrian & Author <i>Arizona</i>	<b>Scott King</b> Boehringer Ingelheim <i>Kansas</i>	<b>John Strassburger</b> Equestrian & Author <i>California</i>
<b>Mary Hanson</b> Conservationist <i>Nebraska</i>	<b>Cathy Laws</b> The Equine Network <i>Maryland</i>	<b>Rand Wentworth</b> Land Trust Alliance <i>Washington, D.C.</i>

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