

THE RESOURCE



THE OFFICIAL NEWSLETTER OF THE EQUINE LAND CONSERVATION RESOURCE

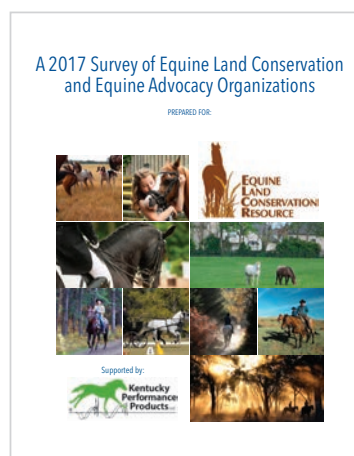
ELCR's 2017 National Survey of Equine Land Conservation and Equine Advocacy Organizations – A Report

Introduction

Equine Land Conservation Resource has been making educational information available about the need to save and protect horse lands, facilities, and trails for nearly twenty years. As the organization moves forward, we've recognized the need for greater input from the equine community at the local level on the state of land loss and equine access issues.

The results of our 2017 National Survey of Equine Land Conservation and Equine Advocacy Organizations have provided invaluable input from the grass roots level that

will help to determine the most critical support that ELCR can provide to individuals and groups for successful equine and horse land advocacy, within their local communities. ELCR wishes to thank Kentucky Performance Products, LLC for their support of this survey.



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Executive Summary

In ELCR's 2016-2018 Strategic Plan, our initial strategy pointed toward an in-depth national survey in order to accomplish the following: identify local organizations involved in equine land conservation and advocacy, establish a database of these local groups, and expand our existing national network to include greater local participation.

In June of 2017, Equine Land Conservation Resource contracted with the University of Kentucky Community and Economic Development Initiative of Kentucky (CEDIK) to conduct a comprehensive nationwide survey of local organizations that are focused on any or all of the following key issues: land protection, access to equine facilities, the establishment and protection of trails and trail networks, raising awareness of the economic and other benefits of horses, or providing input to local planning and zoning as it relates to equine access to public and private lands.

Creating the Survey

The survey itself was developed through a partnership between ELCR and CEDIK with the intention of understanding how ELCR can better support the work of equine land conservation and equine advocacy organizations across the United States at the local level. The survey focused on several organizational specifics, including:

NO LAND NO HORSE



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- Organizational mission, history, budget and structure;
- Challenges in achieving an organization's mission and actions taken to gain or maintain access to land for equine activity and equine advocacy;
- Current land conservation efforts (if any); and
- Partners and collaborators the organization considers valuable.

The 2017 Survey was distributed online to 704 organizations that ELCR identified and researched across all 50 states.

The 21 percent survey response rate far exceeded expectations. (See Figure 1, Distribution of Survey Respondent Locations in the full Survey Report at <https://elcr.org/4446-2/>)

Example Survey Questions

How would you identify your organization? Respondents to this question were primarily advocacy, trail, and equine organizations. There were also a smaller number of representatives from land trusts and hunt clubs. (See Figure 3 in the full Survey Report at <https://elcr.org/4446-2/>)

What are the most significant challenges your organization faces when it comes to mission fulfillment? The most noted challenge was a lack of funding, followed by a lack of equine owners and/or association support. Some challenges included land ownership, lack of community support, and policy or regulation barriers, with fewer related to environmental barriers. (See Figure 9 in the full Survey Report at <https://elcr.org/4446-2/>)

There was an additional opportunity in the survey to rank the importance of several issues perceived to impact equine and land advocacy organizations. Three issues were identified as most significant: (See Tables 8–12 in the full Survey Report at <https://elcr.org/4446-2/>)

- Loss of access to land for equine activities due to increasing land development.
- Lack of enabling legislation for equine activities.
- Liability issues regarding equine activity on private land.

Other issues included (in order of importance):

- Lack of local or state financial support for equine activities.
- Land owner resistance to equine activity on private land.
- Lack of community awareness of the benefits horses bring to the community.
- Lack of community support for access to land for equine activities.

The majority of the participating equine organizations identified loss of land and access as an impactful and important threat to equestrian activities, in general, as well as to the future of their organization and the equine industry.



Aligning ELCR's Resources

One of ELCR's principal goals is to provide effective educational programs and technical assistance services. The survey specifically asked respondents if they were familiar with ELCR. Overall, approximately 65 percent of respondents were at least somewhat familiar with ELCR and 9 percent had used ELCR as a resource in the past.

Survey responses suggested that information easily accessible on the internet is most helpful to a large share of the organizations. Online education resources, a referral clearinghouse, and educational webcasts were all identified as the most useful. There were other identified needs, including state-level lobbying assistance, access to volunteer referrals, and grant opportunities and writing.

ELCR Can Assist Equine Advocacy/Equine Land Conservation Organizations Build Capacity

Along with ELCR's existing educational materials and technical assistance, ELCR can:

1. Assist organizations in finding funding opportunities as well as potentially serving as a small grant maker (micro grants or matching funds) to organizations to assist with advocacy efforts.
2. Provide programming centered around volunteer attraction, development, and retention.
3. Help organizations to increase membership and form coalitions.
4. Assist organizations in identifying and qualifying professional services.
5. Increase its own visibility, especially concerning the availability of information on our website.

With the assistance of our newly formed Network Advisory Committee, ELCR will be utilizing the survey's invaluable recommendations to expand our educational programs and increase our capacity for providing the technical assistance that individuals, organizations, and communities need to protect and enhance their equine land, facilities, and trails at the local level. (See article on page 5 of this newsletter.)

American Farmland Trust Report 2018

Since American Farmland Trust (AFT) began in 1980, the organization has striven to protect productive farmland, improve farming practices to conserve agricultural soils and promote better water quality, and to keep farmers on the land. Their concise message, No Farms No Food, has resonated with communities across the country. AFT has been instrumental in the inclusion of farmland preservation and other programs since 2008 and through subsequent Farm Bills.

Recently, AFT released their 2018 study, *Farms Under Threat: The State of America's Farmland*. The report states that by 2050, the demand for "sufficient food, fiber and energy is expected to be 50 to 70 percent higher than they are now." This statistic alone strongly suggests that protecting open and agricultural lands will become more critical by the day. AFT's research shows that between 1992 and 2012, irretrievable losses of agricultural land totaled 31 million acres, about the size of "Iowa or New York", with 11 million of those acres being the "best land for intensive food and crop production."

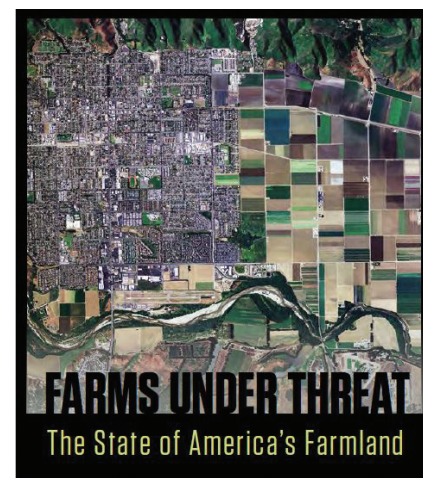
How does this affect horse-keeping and horse activities? The report states that 70 percent of urban land lost to development has been agricultural land. As these lands and open space disappear, so follow equine farms, ranches, and facilities. At the very least, as equines move farther away from population areas and commercial/industrial development, they are less accessible to the general population. If the 3.2 percent loss per generation potentially expands, how long will it take until equine places can only be found in more remote areas, potentially destroying our equine culture?

The report also states that "beyond food security and economic prosperity, well-managed agricultural land supplies open space, recreational resources for activities like hunting and fishing, and critical ecological services such as habitat, carbon sequestration, groundwater recharge and flood control." It is evident that open, productive land provides so much more than the food, fiber and energy that are its primary harvest.

AFT's report recommends:

- Increased federal investment in agricultural land protection through existing conservation easement programs;
- Fully funding the agricultural information and educational programs of USDA agencies to "help monitor changes to U.S. agricultural resources";
- "Enacting a 21st century federal agricultural land protection platform" to address all threats to farmland "from development, climate change, agricultural viability and farm succession."

What can you do? Contact your Senators and Representatives and let them know that you support AFT's recommended strategies for agricultural lands. Visit <https://www.farmland.org/initiatives/farms-under-threat> to read the summary and full report. Our future depends on it.



2018 American Horse Publications' Equine Industry Survey Indicates Challenges for Riding and Open Spaces

American Horse Publications (AHP) conducted its fourth online nationwide equine industry survey sponsored by Zoetis from January 22, 2018, through April 1, 2018. The survey's three main objectives were to gauge participation trends and management practices in the U.S. equine industry; to identify critical issues facing the equine industry as perceived by those who own or manage horses; and to better understand approaches to horse health care.

The survey noted that while unwanted horses will always be an important issue to the equine industry, land-related issues (loss of trails/riding areas and competition for open spaces from developers and other agricultural uses) are continually becoming more important to respondents. As in past AHP Equine Industry surveys, land-related issues are continuing to climb in importance relative to issues identified by respondents. For more on the survey results, visit <https://www.americanhorsepubs.org/ahp-press-room/2018-ahp-equine-industry-survey/>.

Ocala Jockey Club's International 3-Day Event Recognized by Florida Sports Foundation

The Ocala Jockey Club's FEI-sanctioned 2017 Ocala Jockey Club International 3-Day Event was honored with the "Small Market Event of the Year" award by the Florida Sports Foundation.

The award is one of six created by the Florida Sports Foundation to recognize outstanding efforts in Florida's sports tourism. This 3-Day Event draws top-level riders and equine competition aficionados from near and far, resulting in an economic impact to Marion County of over \$1 million in 2017 alone. In recognition and in support of the sports tourism value of the event, a grant was conferred by the Marion County Visitors & Convention Bureau (MCVCB).

The award was presented to the Ocala Jockey Club at the Marion County Board of County Commissioners' July 17, 2018, meeting. "Hosting high-quality athletic events such as this one is a great economic driver, and also a wonderful opportunity to introduce our community to visitors from around the world who might be experiencing Marion County for the first time," said Marion County Board of County Commissioners Chairman Kathy Bryant. (source: Ocala Jockey Club press release)



Ocala Jockey Club president, Pavla Nygaard, and Ocala Jockey Club sponsorship director, Cindy Oatman, receive the Small Market Event of the Year Award. Photo courtesy of the Marion County Board of County Commissioners.

Of Ocala Jockey Club's picturesque 950 acres, 200 acres are devoted to thoroughbred training and stud services. Additionally, townhouses and a classically styled clubhouse serve visitors. The facility and lands are outstanding even within the county's exceptional horse farm setting (www.ocalajc.com). The 2018 Ocala Jockey Club International 3-Day Event will take place Nov. 15 to 18, 2018 (www.ojc3de.com).

Tim Capps Honored with the Van Ness Award

In June of 2018, Maryland's Tim Capps was posthumously awarded the American Horse Council's annual Van Ness Award, named in honor of the late Marjorie Van Ness of New Jersey, whose dedication and commitment to the improvement of the horse industry at the state level was exemplary.

The award is presented to an individual that best exemplifies this level of dedication. Tim Capps worked tirelessly to promote the horse industry in both Maryland and Kentucky. He recognized and advocated for the equine community as "legitimate, large, and economically impactful."



Tim Capps



Tim Capps was a director on the Board of the Maryland Horse Council, helping to grow the organization. He also served as executive vice president of the Maryland Jockey Club and the Maryland Horse Breeders Association, and as executive director of the Maryland Million. Tim became director of the Equine Industry Program at the University of Kentucky, serving in that role for ten years.

"On the whole, he was an invaluable resource to the entire horse industry," said AHC President Julie Broadway. "He never missed an opportunity to educate Maryland, Kentucky, and federal legislators and regulators about the economic size and importance of the horse industry."

Tim Capps' daughter, Meredith Capps (L) accepts the Van Ness Award from AHC President Julie Broadway (R).

ELCR and USPC Announce the Winner of the 2018 Anson Taylor Scholarship

ELCR is pleased to congratulate Kayla Bean of Iowa as the recipient of the 2018 Anson Taylor Memorial Scholarship, sponsored by the United States Pony Club (USPC), and Equine Land Conservation Resource in memory of former Pony Club president and ELCR founder Anson Taylor. The scholarship is awarded to a current Pony Club member who has been active with and committed to efforts on behalf of land conservation. Kayla is a D-3 Traditional/HB Horse Management member of the Timber Ridge Pony Club. Kayla will be attending the University of Iowa as a biomedical engineer major.

For her H-B conservation project, she performed maintenance tasks for nearby equestrian-friendly Matsell Bridge Park. Kayla discovered that riders were using picnic tables to mount their horses, and realized that the park would soon be receiving complaints from other users. She researched and built equestrian mounting blocks, ending this particular misuse of the picnic tables. Understanding that an ounce of prevention is worth a pound of cure, Kayla provided a needed amenity, eliminating potential complaints by other park visitors.



ELCR Education Corner

Recent additions and updates to the ELCR Online Resource Library.

Legislation – Understanding and Advocating for the 2018 Farm Bill

Renewing the Farm Bill for 2018 will have a huge impact on agriculture, food and land conservation as it provides funds for conservation easements and land protection. This article is about the ongoing legislative struggle to provide what the American people, including the equine community, need from this bill. <https://elcr.org/advocating-for-the-2018-farm-bill/>

Webinar: How They Did It – Organizing for Advocacy

If you missed our August 23 webinar, hosted by American Trails, you can access the recorded event at <https://bit.ly/2OH4FVv>. Organization representatives from three different regions of the US talk about how they were started, what it took to form coalitions, and their efforts to protect and grow the equestrian trails in their local communities and beyond. Also covered: trail design, implementation, and maintenance.



ELCR and Partner My Horse University Co-Present Two Upcoming Webinars in our “How They Did It” Series: “Action for Equestrian Trails in Pennsylvania and Beyond”

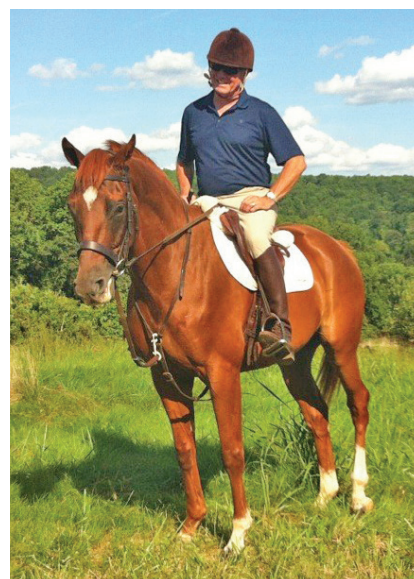
- November 13, 2018, 7pm Eastern. Gwen Wills of the Pennsylvania Equine Council, will speak about issues, solutions, and collaborations between state agencies and equine advocacy organizations to protect and advance trails, and address trail behaviors and environmental practices. Register here: <https://bit.ly/2xKLizL>.
- February 12, 2018, 7pm Eastern. “Building Partnerships, Building Access-Creating and Maintaining Equestrian Trails”, with experts Jan Hancock, Matthew Nelson and Matthew Woodson. Check out our website and Facebook for upcoming registration details.



ELCR Welcomes New Board Member

A lifelong horseman, Robert Banner grew up in Tennessee foxhunting, showing hunters and jumpers, and riding in owner/rider timber races. After graduating from Vanderbilt University in 1980, he began a career in equine publishing. He spent his first five years at The Horsemen's Journal (a national racing magazine), then five years as ad director of EQUUS (the leading national horse care magazine), and ended his publishing years as publisher of The Chronicle of The Horse (a leading national newsweekly) for eighteen years.

For the last ten years, he has served as president of Great Meadow Foundation in The Plains, Virginia, a 501(c)(3) nonprofit with a mission to “preserve open space for equestrian and community service.” During that period, he has doubled the land holdings of Great Meadow and built a world-class all-weather arena that today hosts the first FEI Eventing Nations Cup in America. Construction complete, he placed a conservation easement on the property to protect it in perpetuity. Banner continues to fox hunt and show jump avidly. His life in the Piedmont Valley of Virginia is dedicated to protecting it for the equestrian activity we all embrace.



ELCR's new Board Member Rob Banner

EQUINE PLACES AND SPACES

NEW: Niagara Ranch Roanoke County | Virginia

A new equestrian area has opened at Roanoke County, Virginia's Explore Park, located on a portion of the park's land. The county's parks, recreation and tourism director, Doug Blount, has said that the community has expressed a strong desire for equine activities. Named Niagara Ranch at Explore Park, the equestrian area will be managed as part of a public-private endeavor by nearby Reba Farm, with Roanoke County receiving 10 percent of Reba Farm Inn's gross revenue as payment to lease the land. Currently, horses are available at Reba Farm that can be trail ridden, or riders can bring their own. Plans for the equestrian facility include campsites, improvements to an existing 20-mile trail for equestrian use, and additional amenities for youth summer camping and lessons.

THREATENED: Equestrian Center Orange County Fairgrounds | California

Equestrians are having their voices heard about the potential loss of the Fairgrounds Equestrian Center at the Orange County Fairgrounds in Costa Mesa, California. The 7.5-acre equestrian center, with stables, paddocks and practice rings, is located at the fairgrounds' northeast corner. Definitely in need of some refurbishment, the Fairgrounds' board of directors brought out a proposal to build new paddocks elsewhere on the 150-acre Fairgrounds property, while replacing the equestrian center itself with a multi-purpose space and parking. Equestrian voices have led the board to hold a series of meetings to consider what the horse community and the public want, saying that they wouldn't do anything until equestrian voices are heard. Nothing is certain at this time.

LOST: Randolph College Riding Center Lynchburg | Virginia

This college riding center couldn't keep one of the oldest programs in the US going. The riding center, which sits on 100 donated acres housing 40 horses, 26 of which are school horses, required \$300,000 for immediate maintenance costs and millions for an endowment fund. With so much to raise in a short time, breaking even became an impossible task. Other reasons cited included a decreasing lack of interest in equestrian activities and the equestrian team. Several approaches, including boarding, were tried

but a break-even level of revenue could not be raised. No decisions have been made about what to do with the property once the program closes in 2019. Hopefully a private entity will be able to take over the facility and create a viable business, keeping this horse land from being lost.

REBORN: Saratoga Classic Horse Show Saratoga | New York

The Saratoga Classic Horse Show lost its long-time home at Yaddo show grounds, located adjacent to the famous Saratoga, New York racetrack, and for a while had nowhere definite to go. Yaddo is a 400-acre artist's park, and was gleaning insufficient revenue from the event. The historic horse show has a new permanent venue, thanks to the donation of White Hollow Farm to nearby Skidmore College. Just eight miles away in Stillwater, the 103-acre venue was offered as the new home for the Classic, and is complete with riding rings and horse barns. The farm was gifted to the college from the estate of the late Robert R. Rosenheim. His gift helped to save both an equine facility and event!

If you are aware of an equine-related place that has been lost, saved, or is in danger, please let us know about it. You can contact us at 859-455-8383 or info@elcr.org, or visit the Report an Issue page on our website.

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ELCR Establishes Network Advisory Committee

ELCR is always looking for ways to improve our educational and advocacy services and programs for the benefit of our partners, members, and others needing help in addressing equine land, facility and trail loss issues in their communities. As we developed our 2016-2018 Strategic Plan, we realized that we needed a better way to draw input from the equine community, both nationwide and at the grass roots level.

In 2017, ELCR identified over 700 local organizations across the US that were involved in horse land conservation and/or equine advocacy. ELCR partnered with the University of Kentucky CEDIK (Community and Economic Development Institute of Kentucky) to create and conduct the first ever comprehensive national survey of these organizations. (See this newsletter's cover story for a summary of the survey results.)

The completed Survey Report, along with a separate Executive Summary, are now published on our website: <https://elcr.org/4446-2/>. The Survey Report has provided valuable information as we work to enhance and fine-tune our educational resources and programming.

In order to continue the dialog and garner local level input, ELCR recently established a voluntary Network Advisory Committee. Members are representatives from local equine advocacy and horse land conservation-related organizations from across the country. This committee will be an invaluable asset to ELCR as members provide feedback and guidance from their local perspective. Specifically, the Network Advisory Committee will serve the following roles:

- Function as a sounding board, imparting information to equine groups facing similar issues in their location or region;
- Liaise between groups or communities having equine land issues;
- Provide commentary/suggestions on ELCR's online library materials;
- Provide insight on the specific needs and challenges of local organizations working on equine advocacy and horse land issues, and how ELCR can provide the right information in the best format and support these local efforts;
- Support ELCR's efforts to expand its existing national network to include more grass roots participation.

Here are a few of our committee members and the organizations they represent. We'll have more Network Advisory Committee insights and profiles in upcoming issues.

Lyndall Erb is the president of Bay Area Barns and Trails. BABT assists landowners and land managers with preservation and maintenance of publicly accessible barns, stables, pastures, stag-

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ing areas, horse camps, and trails throughout Alameda, Contra Costa, Marin, Napa, San Mateo, San Francisco, Santa Clara, Solano, and Sonoma Counties. BABT administers a grant program to assist local organizations with projects and activities that will help to protect area equestrian activities, facilities and land.

Mary Farr works diligently to protect open land and trails in her home community of St. John's, Florida, most recently planning for trails through the community's newly formed chapter of Back Country Horsemen, First Coast. Mary has worked, through her degree in Urban Planning and Economics, in economic development and marketing research in the agricultural sector. She has a "passion for the land" and "penchant for longterm planning." Mary and husband, Charles, have placed a conservation easement on their 44-acre Long Leaf pine forest/horse farm.

Piar Marks is president of the Santa Fe Horse Coalition. The Coalition "protects the vital and enduring presence of the horse," which "inspires and enriches our daily lives, our local and state economies, and the culture of Northern New Mexico." SFHC is a 1,000+ member organization that, since its inception in 2013, has been recognized both statewide and nationally for its work in equine advocacy.

Suzi Zierten is the executive director of the Caledonia Conservancy near Racine, Wisconsin, and Lake Michigan. The Conservancy is an accredited land trust "committed to preserving land for the future, connecting people to nature education and improving quality of life, especially through public access to an equestrian trail system and riding lands that are part private land and part owned by the Conservancy.



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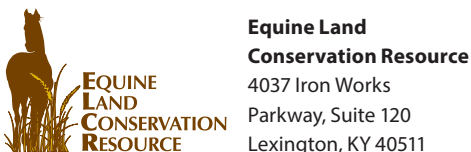
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