

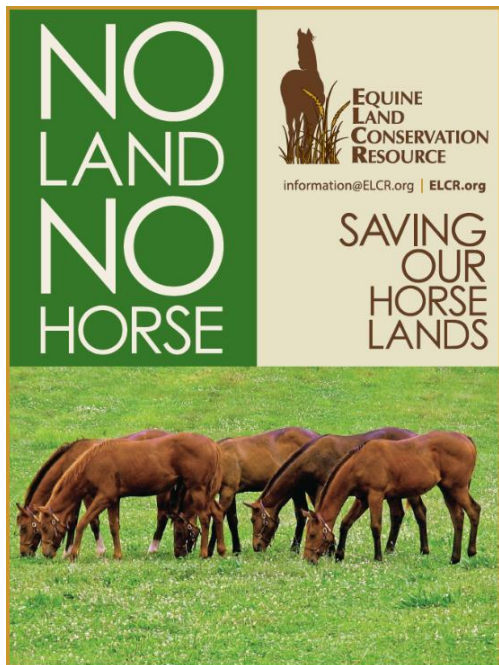
EQUINE LAND CONSERVATION RESOURCE

Annual Report 2017



EQUINE LAND CONSERVATION RESOURCE (ELCR)

About ELCR



ELCR is the only national organization focused on the conservation of land for horses and **all** horse related activities. Our organization is 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 organizations and government to stem the tide of development to ensure a future for horses in our communities for the enjoyment of this and future generations.

Our Mission - *Equine Land Conservation Resource leads in the protection and conservation of lands for the horse and horse-related activities*

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. Creating awareness of equine land loss has been an

integral part of our work since the inception of our organization. Providing the equine community with the tools and resources needed to prevent the loss of land for equine-related activities is also at the forefront of our work. ELCR supports these efforts by:

- Raising awareness of the threat of unplanned growth and development its impact on horse owners, enthusiasts and the equine industry at large
- Serving as the first point of contact and leading national experts on advocating for and conserving access to land for horses
- Creating educational 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 and no-cost public access to our online resources library
- Building a vibrant, engaged network of people who are willing and able to assist horsemen protect horse lands
- Working with partner organizations to host informative educational webinars on important conservation-related topics
- Building a national network of local equine advocacy and equine land conservation organizations to expand the rate at which land is protected for horses and horse related activities

EDUCATIONAL RESOURCES FOR EQUINE LAND CONSERVATION

ELCR strives to keep extensive and up-to-date educational material on hand and available to horse and land owners, organizations and agencies, to help them understand the impact of the many issues that contribute to loss of equine access in their communities, giving them ideas about how what to do, how to communicate their needs, who to collaborate with, and what actions need to be taken to resolve local equine access issues. The resources related to protecting horse lands are found within the following educational programs:

- **Online resource library**
- **Educational webcasts**
- **Seminars and workshops**

Online Resource Library



ELCR's up-to-date online resource library, includes guides, tools, templates, articles and other educational resources pertaining to six core areas of equine land conservation. Each year, ELCR focuses on one or two issue areas to create new material, while including elements of the other issues as they apply. This process allows for a concentration of updated material for equine community members to utilize when working on local land-related issues. The online ELCR resource library is available to the public, free of charge, at www.elcr.org.

In 2017, a total of eight new educational resources were developed in the following topic areas: *Planning for Horses in Your Community*, *Conservation Tools for Horse Lands*, *Equine Access to Public Lands*, and *Equine Access to Private Lands*. All these resources are accessed from our on-line resource library at www.elcr.org.

Educational Webcasts

Webcasts (webinars) are offered that address imminent and current national issues on a local basis with local examples. ELCR's partner organizations, including Michigan State University's *My Horse University*, help us to bring a variety of authorities to speak about pertinent equine land advocacy topics by hosting our webinars.

These recorded webinars and presentations are available for those who cannot participate in the live events when they occur. Each webcast is followed by instructions on where and how to view current recorded events. Information is posted at www.elcr.org or by accessing archived webcasts on My Horse University's website, www.myhorseuniversity.com, and via the websites of our other hosting partners.

Three webinars were co-presented with My Horse University in 2017, with expert speakers covering topics on sustainable design of, and access to public and private trails; Best Management Practices; and Horse-friendly planning and zoning.



ELCR TECHNICAL ASSISTANCE PROGRAM



ELCR is known as the “go-to” organization for advice and direction on equine land loss issues. ELCR provides one-on-one counseling and technical assistance to individuals and organizations that are having to address these issues in their equine community. We remain the only national organization providing this service for all horse land related issues.

Engaging via the significant number of inquiries that we receive each year allows ELCR to understand the specific equine access issues being faced across the country, to develop informational resources and educational materials that address the most common issues faced by the equine community, and to expand our organizational network.

Though issues vary with each community, below is a good representation of the issues most commonly addressed through our technical assistance program:

- Loss of equine 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
- Loss of equine 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, and which may provide connections between public trail segments.
- Taking measures to conserve an individual’s private property or piece of land that has come up for sale and is important to equine related activities
- Resolving trail user group conflicts due to damage to land, poor trail design or maintenance, or lack of communication between groups
- New or changed local ordinances that negatively affect horse owners and horse business owners by adding restrictions to existing and new horse operations
- The need for implementation of best management practices on existing horse lands
- Addressing issues between newer residents, unfamiliar or uncomfortable with horses, and farms/ranches
- Assistance finding financial support for horse land conservation projects



ELCR'S CONSERVATION AWARDS PROGRAM

On an annual basis ELCR recognizes commitment to land conservation that exemplifies the mission of Equine Land Conservation Resource with an active awards program with many of the awards presented in partnership with our Conservation Partner organizations. The awards program serves to not only raise the awareness of the importance of land conservation, but also serves to highlight the conservation achievements of an individual, group or organization that serve as inspiration to the equine community.

Anson W.H. Taylor Jr. Memorial Scholarship Award

The Anson W. Taylor Jr. Memorial Scholarship was established in 2006 to honor Mr. Taylor for his work with The United States Pony Clubs and The Equestrian Land Conservation Resource. An avid equestrian and foxhunter, Anson W. Taylor Jr. was dedicated to educating equestrians about land conservation. He was a founding member of the Equestrian Land Conservation Resource and served as USPC President in the mid-1980s. The scholarship, sponsored by USPC and ELCR, is annually awarded to a Pony Club member in his/her senior year of high school with a GPA of 3.0 or higher, that has been accepted to an institution of higher learning and has achieved a USPC rating of C-2 or higher with demonstrated achievements in Pony Club and to horse land conservation.

The Anson W.H. Taylor Jr. Conservation Leadership Award

The Anson W.H. Taylor Jr. Award for Leadership in Equine Land Conservation was established by the ELCR Board of Directors to recognize individuals and organizations that have made an outstanding contribution to preserving land for equine use through their extraordinary generosity of time, effort and expertise. This award is named for the late preservationist, land conservator, family man, foxhunter, equestrian and ELCR co-founder Anson W.H. Taylor Jr. For more on the Anson W.H. Taylor Jr. Award for Leadership in Equine Land Conservation and a list of past award recipients visit <https://elcr.org/about-elcr/anson-taylor-award/>

The Robert N. Clay Conservation Award

The Robert N. Clay Conservation Leadership Award established in partnership with Thoroughbred Owners and Breeders Association (TOBA) in 2014, is presented annually at the TOBA awards dinner to a member of the Thoroughbred community for their achievements in equine land conservation. For more on the Robert N. Clay Conservation Leadership Award and a list of past award recipients visit <https://elcr.org/about-elcr/robert-n-clay-conservation-award/>

The Equine Land Conservation Achievement Award

The Equine Land Conservation Achievement Award, established in 2017 in partnership with United States Dressage Federation (USDF), recognizes individuals or organizations for outstanding achievement in protecting land or access to land for equine use. The award was established to help increase awareness of the importance of land conservation in the dressage community and to serve as inspiration to others within the discipline. For more information on the Equine Land Conservation Achievement Award visit <https://elcr.org/about-elcr/the-equine-land-conservation-achievement-award/>

HONORING LEADERSHIP IN EQUINE LAND CONSERVATION IN 2017

2017 Anson W.H. Taylor Jr. Memorial Scholarship Award Recipient

Jodelle Marx of St. Helens, Oregon was selected as the recipient of the 2017 Anson W. H. Taylor Jr. Memorial Scholarship. Jodelle was chosen for her academic accomplishments as well as her achievements in Pony Club, but it is her appreciation of the importance of land conservation that made her an outstanding candidate for this scholarship. Jodelle attends Pacific University, majoring in psychology.

2017 Robert N. Clay Conservation Award

Harriet and Elmer Heubeck and their son Kerry Heubeck, along with current farm owners James Windham and his late wife Lee, were recognized with the 2017 Robert N. Clay Conservation Award for preserving Quail Roost Farm II as horse land.

The Heubecks were associated with the development of early thoroughbred farms in Marion County, and subsequently developed their own unique property, Quail Roost Farm. Harriet and Elmer both passed away in 2003, and their son Kerry sought to protect the 1,000-acre Quail Roost II as a memorial to his parents. Kerry, along with new owners James and Lee Windham, worked with Conservation Trust for Florida to protect and limit development on approximately 800 acres of Quail Roost II as a working thoroughbred and cattle farm.

"We are pleased to see the Heubeck and Windham family be recognized for this prestigious honor. Thanks goes to the ELCR and TOBA for sponsoring the Robert N. Clay Conservation award," said Florida Thoroughbred Breeders' and Owners' Association CEO Lonny Powell. "The Heubecks have long played a valuable role with the FTBOA and in the community with their Quail Roost Foundation dedicated to preservation, to funding student scholarships and to aiding local programs like Strirrups and Strides Therapeutic Riding. "

Marion County is the heart of the second largest thoroughbred breeding industry in North America. This award recognizes the Heubeck and Windham families for their efforts in creating and sustaining the equine environment that helped establish Marion County's equine prominence.

2017 Equine Land Conservation Achievement Award

Caroline MacNair Carl was posthumously honored with the 2017 Equine Land Conservation Achievement Award at the conclusion of the USDF Board of Governors General Assembly, held during the Adequan®/USDF Annual Convention, in Lexington, KY.

Caroline was a Raleigh, NC, native, horse enthusiast, and owner of MacNair's Country Acres, a horseback riding stable that has served the Raleigh community and beyond for almost 50 years. In 2007, the *Triangle Business Journal* honored Caroline for her equestrian school and farm accomplishments, citing MacNair's Country Acres as one of the very few agricultural businesses to receive a Women in Business Award. Additionally, in 2008, the City of Raleigh awarded her its Sir Walter Raleigh Award for Tree and Landscape Preservation and, in 2012, the Environmental Preservation Award, in recognition of her manifold accomplishments in open space and watershed conservation.

Established as a riding camp and public stable by Caroline's mother in 1965, MacNair's Country Acres currently offers a full range of riding instruction, as well as access to show competition, nationally acclaimed clinics, and one of the largest equestrian 4H Club chapters in the state. MacNair's is now located about a mile south of its original site, on some 200 acres, located on the western flank of North Carolina State University's 1,100-acre experimental farm. This land is vital to the agricultural education mission of the land-grant university, and its mission is greatly enhanced by a partnership with the non-profit Yates Mill Associates, who have restored the 250-year-old Yates Mill on Steep Hill Creek, at the southeastern point of the research farm.

In order to protect her and her husband Bill's equestrian arts and environmental legacy, Caroline installed conservation easements on the acreage adjoining Steep Hill Creek, and along the streams and ponds on the remainder of the farm. This act of environmental stewardship will help to ensure that MacNair's Country Acres' natural equestrian lands, just south of the Raleigh city limits, continue to vividly recall the Wake County agricultural landscape of the 19th and early 20th centuries.



ELCR Executive Director Holley Groshek (left) with H'Krih Shelhamer, daughter of Kerry Heubeck, accepting the award on behalf of the Heubecks and Windhams at the 32nd TOBA National Awards Dinner

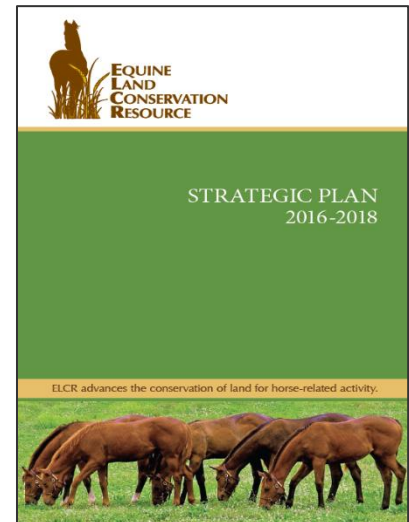


Left to right: Holley Groshek, ELCR Executive Director-Janine Malone accepting the award on behalf of the MacNair Family – Denise O'Meara, ELCR Education Director – George Williams, USDF President. Photo credit: Jennifer O Bryant

THE WAY FORWARD: A STRATEGIC PLAN FOR THE FUTURE OF ELCR

The **ELCR 2016-2018 Strategic Plan** lays out how ELCR will enhance its existing capacity to be more engaged at the local level. ELCR will expand its existing network of equine and land conservation organizations to include more local organizations. Giving these groups the opportunity to learn from one another, be united by a shared commitment, and share successes and failures will strengthen local equine land conservation efforts.

The expanded network will act as a unified voice on behalf of the horse both in response to crisis and in shaping public support and local policies. Network members will help inform ELCR and shape its programs and services, and will disseminate educational materials, expertise and other resources to support horse land conservation activities at the grass root level. The complete Strategic Plan is available at <https://elcr.org/strategic-plan/>



Update on Plan Implementation

The first stage of our strategic plan focused on identifying local organizations across the country actively engaged in equine advocacy and/or horse land conservation. Between 2016 and early 2017 ELCR staff and interns identified over 700 organizations from 50 states that met this profile to serve as the base for the expansion of our national network.

The identification of local organizations was done with the assistance of our existing conservation network, existing directories and an exhausting on-line search by state. Several resources were utilized to identify these local organizations across the country including existing in-house records, outreach to national, state and local equine conservation partners, input from the ELCR board of directors and advisory council, internet search by state using keywords, social media and press releases announcing the project.

In 2017, in partnership with the University of Kentucky Community and Economic Initiative of Kentucky (CEDIK), the first national comprehensive survey of these local organizations was conducted to identify mission, existing partnerships, historical activities, common issues and challenges and model organizations. The results of this survey will be used to inform ELCR programs and services in 2018 and beyond. The implementation of the national survey represents the first step in developing a national network of these local action organizations.

Partnering Locally

As outlined in our three-year Strategic Plan, ELCR has begun a pilot program with locally based communities to help them take the steps needed to address equine land related issues. ELCR has recently begun work with the Alachua Conservation Trust, Marion County Horse Country Protection Program and American Farmland Trust in Marion County, Florida to protect their equine and agriculture lands, and quality of life. ELCR is also working to support the establishment of a local trail organization in Louisville, KY to advocate for equine access to trails in the community.



OUR CONSERVATION AND CORPORATE PARTNERS

Corporate Conservation Leaders

Kentucky Performance Products

Corporate Conservation Partners

Blackburn Architects

Business Members

Cornett and Associates
Cedar Ridge Farm Equestrian
Equestrian Properties & Fine
Country Homes LLC
Farms and Barns Real Estate
HBC - H. Burkert & Co, Inc
BLOQ Resources, PLLC

Conservation Leaders

American Quarter Horse Assoc.
Equestrian Events, Inc.
Equus Foundation
Masters of Foxhounds Assoc.
Mustang Heritage Foundation
North Salem Bridle Trails Assoc.
United States Equestrian Federation
United States Eventing Association
United States Hunter Jumper Assoc.
United States Pony Clubs
Barrington Hills Farm

Conservation Partners

American Assoc. of Equine
Practitioners
American Endurance Ride
Conference
Appaloosa Horse Club
Ashland Farm
BCH, Lower Rio Grande Chapter
Bay Area Barns and Trails
Bay State Trail Riders Association
Bull Valley Riding Club
Caledonia Conservancy
Cedar Ridge Farm Equestrian
Certified Horsemanship Assoc.
Charlotte Steeplechase Assoc.
Clifton Horse Society

Conservation Trust for Florida
Equestrian Partners in
Conservation
Foothills Equestrian Trails Assoc.
Foothills Riding Club
Friesian Horse Assoc. of North
America
Great Lakes Distance Riding Assoc.
Green Mountain Horse Association
HALTER
Highland Equestrian Conservancy
Horse Heritage Conservancy
Horsefly Group
Horsemen's Council of Illinois
Idaho Horse Council
Indiana Trail Riders Association
Kansas Horse Council
Kentucky Horse Council
Kentucky Thoroughbred Owners &
Breeders Assoc.
Land Conservancy for Southern
Chester County
Maryland Horse Breeders Assoc.
Maryland Horse Council
Masterson Equestrian Trust Fdn.
Michigan Horse Council
Muttontown Horsemen's Assoc.
Nassau-Suffolk Horsemen's
Association
National Reining Horse Association
Nevada All-State Trail Riders
New Hampshire Horse Council
North American Trail Ride Conf.
North Carolina Horse Council
Oregon Equestrian Trails
Palos Hills Horsemen's Association
Pathfinder Farm
Pennsylvania Equine Council
Pinto Horse Assoc. of America
Piscataquog Area Trailways
Shawnee Trail Conservancy
Somerset Co. Horse & Pony Assoc.
South Carolina Horsemen's Council
Southeastern Distance Riders
Assoc.

Southern Eighthths Farm
The Stables at Lebecage
Tryon Hounds
Twin Oaks Valley Equestrian Assoc.
United States Dressage Federation
United States Polo Assoc.
Virginia Horse Council
Virginia Thoroughbred Association
Wayne Area Conservancy Fdn.
Wayne DuPage Hunt
The Wildlands Conservancy
Winakee Land Trust

FINANCIAL STATEMENTS

ELCR Statement of Financial Position

Assets

Current Assets	2017	2016
Cash	\$272,317	\$262,953
Other Receivables	2,851	2,741
Promises to Give	12,169	9,856
Prepaid Insurance	752	456
Total Current Assets	\$288,089	\$276,006

Property & Equipment	2017	2016
Total Property & Equipment	\$2650	\$2,569

Total Assets	2017	2016
Total Assets	\$290,739	\$278,575

Liabilities & Fund Balance

Current Liabilities	2017	2016
Accounts Payable	\$24,100	\$9,348
Accrued Liabilities	14,351	6,380
Deferred Revenue	-	-
Total Current Liabilities	38,451	\$15,728

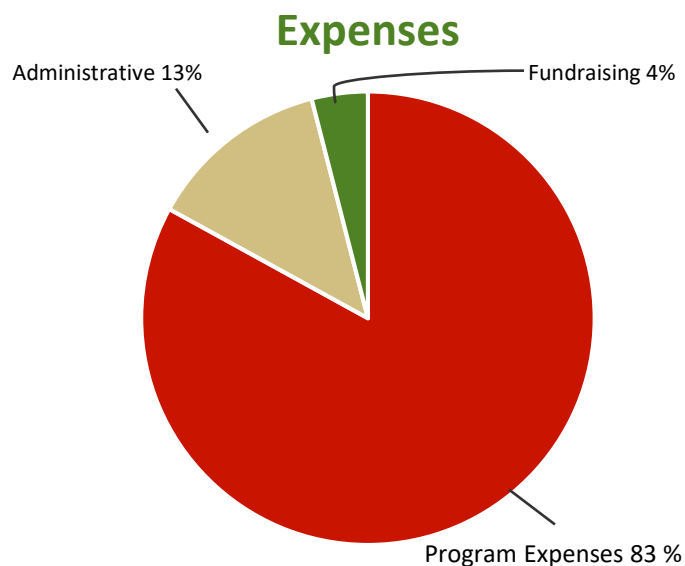
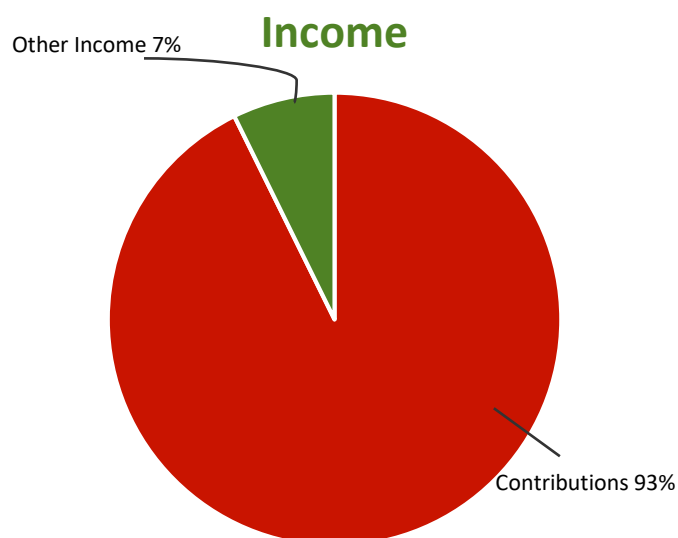
Fund Balance	2017	2016
Unrestricted	\$164,245	\$153,327
Temporarily Restricted	88,043	109,520
Total Fund Balance	\$252,288	\$262,847

Total Liabilities & Fund Balance	2017	2016
Total Liabilities & Fund Balance	\$290,739	\$278,575

ELCR's Ratio of Spending

Income	2017	2016
Contributions	\$193,265	\$205,787
Grants	-	10,000
Other Income	14,067	13,918
Total Income	\$207,332	\$229,705

Expenses	2017	2016
Program Expenses	\$263,495	\$184,822
Administrative	40,188	28,243
Fundraising	13,868	10,490
Total Expenses	\$317,551	\$223,555



OUR LEADERSHIP

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Dawn Davis
Vice President
Illinois

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Washington, D.C.

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Montana

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Equestrian & Conservationist
Utah

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Tryon Horse Country
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Queen's Cup
North Carolina

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KY Equine Humane Center
Kentucky

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Washington

John Strassburger
Equestrian & Author
California

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