

EQUINE LAND CONSERVATION RESOURCE

Annual Report 2019

20

CELEBRATING 20 YEARS



EQUINE
LAND
CONSERVATION
RESOURCE

NO LAND NO HORSE



FROM OUR BOARD PRESIDENT

Dear Friends, Partners and Supporters,

This has been a special year for us at ELCR as we celebrate our 20-year anniversary!

It is hard to believe that it's been 20 years since a small group of horsemen and -women from the United States Pony Clubs, deeply concerned about the impact of land loss on our equine industry and heritage, set out to establish ELCR. I'm sure they could not have imagined what lay ahead and the impact the organization would have on communities across the country. Many of our champions have been with us from the very beginning while others have joined the cause over the years, responding to our battle cry "NO LAND NO HORSE!"

This has been another invigorating year for ELCR as we continued the implementation of our plans for ELCR to expand its existing national network of equine advocacy and horse land conservation organizations to include more local organizations. I am pleased to share our progress with you in this annual report document.

From my personal perspective and from the growing list of people and organizations requesting help, our equine land-related issues are expanding and are not isolated to any specific geographic area of the country. To help stem this loss of horse lands, it is clear that our information and engagement tailored to the multitude of equine and horse land-related issues needs to be made more available and that more active engagement at the local level is needed. Our continued emphasis on the local level will provide groups from around the country the opportunity to learn from one another, be united by a common goal, and share successes and failures that will strengthen local equine land conservation efforts.

Recognizing that we are a compact national-level organization with a modest budget, we surely can't solve all issues the equine community faces, but we can certainly help. I can't think of another national nonprofit organization, and I am involved with many, that provides so much information at no cost for anyone looking for assistance. I invite you to visit our website at www.elcr.org and you will be amazed at the resources available online. Or call our office for technical assistance on any horse land-related issue; our staff and national network of advisers are ready to help.

While this annual report highlights what our organization can provide and the types of issues that we encounter, as well as our progress in ensuring land for horses and horse activities, we simply cannot do this alone. Our Conservation and Corporate Partners, along with our new and longtime donors, and our Board and Advisory Council members all make this continued work possible.



Ken Haddad with his mount Eragon.

So, we thank you for your continued support of our mission and work. Together we can work to protect our endangered horse lands for the enjoyment of this and future generations!

Ken Haddad
President, ELCR Board of Directors

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

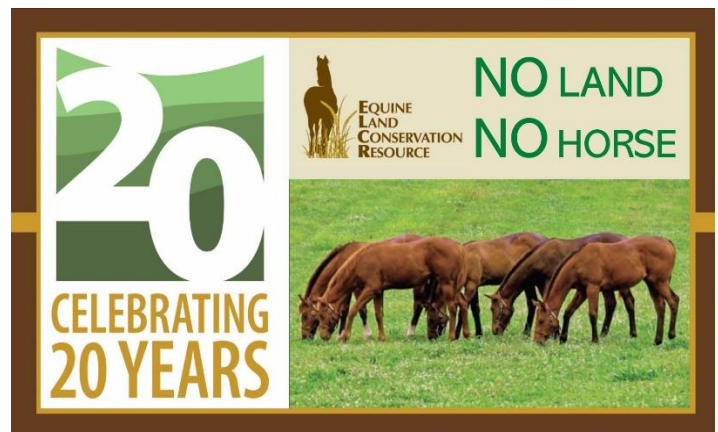
Equine Land Conservation Resource leads in the protection and conservation of lands for the horse and horse-related activities.

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.

Our Work

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 communities. Creating awareness of equine land loss has always been an integral part of our work. 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:



- Continuing to expand awareness of the threat of unplanned growth and development and impact on horse owners, enthusiasts, and the equine industry at large;
- Serving as the first point of contact and clearinghouse for connecting to leading national experts on advocating for and conserving access to land for horses;
- Creating and providing no-cost access to educational articles, tools, templates and webinars in our six core issue areas in our online resource library;
- Providing one-on-one customized technical assistance and counseling on local land-loss issues;
- Working with partner organizations to host informative educational webinars on important equine land 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.

EQUINE LAND CONSERVATION EDUCATIONAL RESOURCES

ELCR is committed to using feedback-generated programming to create extensive and up-to-date educational resources for horse owners and landowners, organizations and agencies, to help them understand the impact of the many issues that contribute to loss of equine access in their communities. Our educational resources provide ideas about what to do, how to communicate needs, who to collaborate with, and what actions need to be taken to resolve local equine access issues. The equine community can access our educational resources via our online resource library, educational webcasts, and in-person presentations.

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, available free of charge at www.elcr.org.

In 2019, ELCR developed and made these new educational resources available to the public free of charge:

- *Advocating for the 2018 Farm Bill* (September 2018) <https://elcr.org/advocating-for-the-2018-farm-bill/>
- *A Look at Backyard Horse Keeping* (December 2018, short version in Spring 2019 Newsletter) <https://elcr.org/a-look-at-backyard-horse-keeping/>
- *Working with Parks for Equine Access, Part 1: The Master Plan* (December 2018) <https://elcr.org/working-with-parks-for-equine-access-master-plan-part-1/>
- *Working with Parks for Equine Access, Part 2: Master Plan Illustrations* (December 2018) <https://elcr.org/working-with-parks-for-equine-access-master-plan-illustrations-part-2/>
- *Equine Land Advocacy: A Best Practice for Equine Access* (September 2018) <https://elcr.org/equine-land-advocacy-a-best-practice-for-equine-access/>
- *Protecting Marion County's Horse Country* (in Spring 2019 Newsletter) <https://elcr.org/whats-new/elcr-newsletter/>
- *ELCR's 2017 National Survey of Equine Land Conservation and Equine Advocacy Organizations – A Report* (in Fall 2018 Newsletter) <https://elcr.org/whats-new/elcr-newsletter/>
- *Manure on the Trail – Should We Do Something About It?* (June 2019) <https://elcr.org/horse-manure-on-the-trails-should-we-do-something/>
- *Understanding the Value of Wetlands on Equine Land* (June 2019) <https://elcr.org/understanding-the-value-of-wetlands-on-equine-land/>
- *Advocating for Success: Protecting the Riverside Rancho Equestrian Community of Glendale, CA* (July 2019) <https://elcr.org/advocating-for-success-protecting-the-riverside-rancho-equestrian-community-of-glendale-california/>
- *The Care and Feeding of Volunteers* (October 2019) <https://elcr.org/care-and-feeding-of-volunteers/>

Educational Webcasts

Webcasts (webinars) are offered that address imminent and current national issues on a local basis with local examples. By hosting our webinar programs, ELCR's partner organizations, including My Horse University and American Trails, help us to bring a variety of authorities to speak about pertinent equine land advocacy topics while reaching a broad audience across the country. These recorded archived webinars and presentations are made available on the ELCR website at www.elcr.org for those who cannot participate in the live events when they occur.

In 2019 ELCR offered the following webinars with our partner organizations:

- **March 19, 2019:** *"How They Did It: Dealing with Opposition to Equestrian Trails"* (56 participants)
- **August 27, 2019:** *"Equestrian Trail Design for Urban Shared Use Trails"* (76 participants)
- **October 22, 2019:** *"Considering Land Issues Related to Small Property Horse Keeping"* (47 participants)



**MY HORSE
UNIVERSITY**



ELCR TECHNICAL ASSISTANCE PROGRAM

ELCR remains the go-to organization, among the equine community, for advice and direction on protecting endangered horse lands. ELCR provides one-on-one counseling and technical assistance to individuals, organizations and communities dealing with local horse land issues. ELCR is the only national organization providing this service for **all** horse-related land issues.

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



Although issues may vary with each community, the following is a good overview of the type of issues most often addressed in 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.

In 2019, ELCR staff responded to a total of 41 individual requests for counseling and technical assistance regarding local horse land issues. These requests for assistance covered topic areas such as planning and zoning issues, equine access to private and public land, conservation tools for horse lands, and best management practices for horse properties. The requests came from individuals, organizations, and communities working on specific local horse land related issues in 11 different states.



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 serves as inspiration to the equine community.

Anson W.H. Taylor Jr. Memorial Scholarship Award

The Anson W.H. Taylor Jr. Memorial Scholarship was established in 2006 to honor Mr. Taylor for his work with United States Pony Clubs and Equestrian Land Conservation Resource. An avid equestrian and foxhunter, Anson W.H. Taylor Jr. was dedicated to educating equestrians about land conservation. He was a founding member of 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 or 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 2019

2019 Anson W.H. Taylor Jr. Memorial Scholarship Award Recipient

Katrina Rowe of Boyds, Maryland, was the recipient of the 2019 Anson W. H. Taylor Memorial Scholarship. Katrina, a B Dressage member of Seneca Valley Pony Club, will be attending Middlebury College in Middlebury, Vermont, majoring in International Studies. She has become a leader in both equine and environmental best practices through a high school Global Ecology Magnet Program, where she partnered with a local farm to develop sustainable waste manure methods for 80 horses, including sellable compost. Katrina's project has resulted in improved field and stream health and increased income for the farm.

2019 Robert N. Clay Conservation Award

Wayne and Susie Chatfield-Taylor were honored with the 2019 Robert N. Clay Conservation Award at the 34th Thoroughbred Owners and Breeders Association (TOBA) National Awards dinner on September 7, 2019, in Lexington, Kentucky. Wayne and Susie Chatfield-Taylor, long-time owners of Morgan's Ford Farm, were motivated to purchase and place many farms in easement in order to preserve the historic farming community that they call home. The couple began preserving rural open space when they moved to the Shenandoah Valley in 1979 after purchasing Morgan's Ford Farm (370 acres with two miles of Shenandoah River frontage). A condition of the sale was that the land be placed in permanent conservation easement with the Virginia Outdoors Foundation.

The Chatfield-Taylors purposefully purchased neighboring and area properties as they became available, and placed easements on those acreages, helping to preserve Shenandoah River frontage in conservation easement as well. Wayne and Susie have purchased a total of six farms to date, either singularly or with partners, and placed permanent easements on approximately 3,000 acres. Neighboring farmers, seeing what the couple has accomplished, have placed their own farms in easement, now totaling 21 contiguous farms and 6,500 acres in easement, and still growing. For more information, go to <https://elcr.org/about-elcr/robert-n-clay-conservation-award/>



ELCR Vice President Dan Rosenberg (left) presenting the Robert N. Clay Award to Susie and Wayne Chatfield-Taylor.

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



(L to R) Jacqueline B. Mars, Glenn Epstein, ELCR President Ken Haddad.

On the evening of November 1, 2019, members of the Equine Land Conservation Resource Board of Directors recognized the Fleming Farm Project Donors of the Great Meadow Foundation with the Anson W.H. Taylor, Jr. Award at Mrs. Magalen O. Bryant's Locust Hill Farm. Mrs. Jacqueline B. Mars accepted the prestigious award on behalf of the 48 members of this generous group of donors. The donors were largely responsible for funding the effort to double the size of Great Meadow, build a world class arena on the new property, and bring the first FEI Eventing Nations Cup™ ever held in America to Great Meadow.

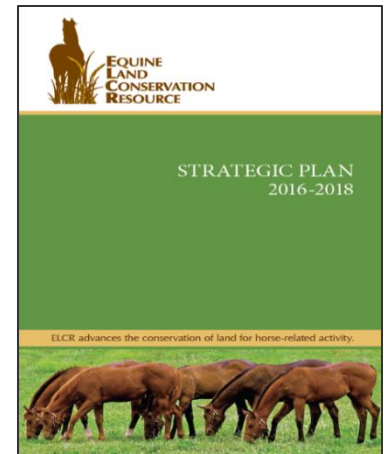
Once purchase of the new property and construction of the new arena was complete, two easements were used to protect the property in perpetuity. A conservation easement, held by Fauquier County, was placed over the entire property. An easement protecting against nutrient pollution formed by ACRE Investment Management in The Plains, Virginia, was also used to protect 25 acres facing the Broad Run tributary on the new property. "Conservation issues have always been important in this area of Virginia, especially as it pertains to equestrian pursuits," said ELCR President Ken Haddad. "The Great Meadow experience of

conserving the land and building a top-notch equine competition venue for the benefit of future generations can serve as a model for other communities working to protect equine access to land." For more information, go to <https://elcr.org/wp-content/uploads/2019/11/2019-Anson-Taylor-Award.pdf>

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

The **ELCR 2016-2018 Strategic Plan** laid out how ELCR will enhance its existing capacity to be more engaged at the local level. Specifically, 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 complete Strategic Plan is available at <https://elcr.org/strategic-plan/>

In 2019, ELCR continued work on expanding its existing national network with an emphasis on outreach and communication to local organizations working on horse land issues in their communities. ELCR will continue to research and make available information available to the network about educational resources focusing on best practices in horse land protection and conservation.



Partnering Locally



Local roundtable participants included Kelly S. Foltman, DVM (President of Loudon County Equine Alliance and Co-Chair of the Loudoun Parks, Recreation and Outdoor Space Board), Sally Aungier (Virginia Horse Council Board of Directors), Bill Aiton (President US Trail Ride Inc.), Jinx Fox, VP Ride Fauquier, and Steffanie Burgevin, member of the Land Trust of Virginia Board of Directors and Loudoun Fairfax Hunt.

Moving forward on the groundwork established in the **2016-2018 Strategic Plan**, ELCR remains committed to working more closely at the local level to better understand local land loss issues and identify how ELCR can help.

Conservation issues are always on the front burner in Fauquier County, especially as it pertains to equestrian pursuits. For this reason, Equine Land Conservation Resource chose Middleburg, Virginia, as the site for their November 2019 Board of Directors meeting. In addition to the board meeting, the ELCR Board hosted a roundtable with local equine and conservation organizations to learn more about their concerns regarding access to land for horse-related activities.

Some of the most pressing issues that emerged from the Middleburg roundtable included:

- The loss of access to private land due to the increasing transition of land ownership to non-horse people not familiar with the local equine tradition and concern about liability issues;
- Concern that Fauquier County could experience the threat of urban sprawl that nearby Loudoun County has experienced and how to increase local awareness about the potential threat;
- More access to both public and private land is needed through organized efforts such as The Orlean Community Trails System (OCTS);
- The need to educate the public and developers about the opportunities to include trails in development plans;
- More land conservation is needed in the area

ELCR hopes that by organizing these community-based roundtables that local organizations will continue the dialogue and work together to make progress on specific horse land issues in their communities.

OUR CONSERVATION AND CORPORATE PARTNERS

Corporate Conservation Leaders

Kentucky Performance Products

Corporate Conservation Partners

Blackburn Architects

Business Members

BLOQ Resources, PLLC

Cornett and Associates

Equestrian Properties & Fine

Country Homes LLC

Farms and Barns Real Estate

HBC - H. Burkert & Co, Inc

Kerrits Performance Equestrian
Apparel

Conservation Leaders

Masters of Foxhounds Assoc.

North Salem Bridle Trails Assoc.

United States Equestrian Federation

United States Eventing Association

United States Hunter Jumper Assoc.

United States Pony Clubs



Conservation Partners

Allerton Farm

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.

Foothills Equestrian Trails Assoc.

Foothills Riding Club

Fox Covert Farm

Friesian Horse Assoc. of North
America

Great Lakes Distance Riding Assoc.

Horse Heritage Conservancy

Horsemen's Council of Illinois

Indiana Trail Riders Association

Kentucky Horse Council

Kentucky Thoroughbred Owners &
Breeders Assoc.

Koko Crater Stables

Land Conservancy for Southern
Chester County

Many Ponies Outfit & Ranch

Maryland Horse Breeders Assoc.

Masterson Equestrian Trust Fdn.

Michigan Horse Council

Muttontown Horsemen's Assoc.

National Reining Horse Association

Nevada All-State Trail Riders

North American Trail Ride Conf.

North Carolina Horse Council

Oregon Equestrian Trails

Palos Hills Horsemen's Association

Pathfinder Farm

Pennsylvania Equine Council

Piscataquog Area Trailways

Roaring Fork Valley Horse Council

Shawnee Trail Conservancy

South Carolina Horsemen's Council

Southeastern Distance Riders Assoc.

Southern Eighths Farm

The Stables at Le Bodge

Sun Star Farm

Twin Oaks Valley Equestrian Assoc.

United States Dressage Federation

Virginia Horse Council

Virginia Thoroughbred Association

Wayne Area Conservancy Fdn.

FINANCIAL STATEMENTS

ELCR Statement of Financial Position

Assets

Current Assets	2019	2018
Cash	\$303,008	\$286,327
Other Receivables	2,251	2,251
Promises to Give	600	9,090
Prepaid Insurance	1,130	718
Total Current Assets	\$306,989	\$298,386

Property & Equipment	2019	2018
Total Property & Equipment	\$3,578	\$1,686

Total Assets	2019	2018
Total Assets	\$311,952	\$300,072

Liabilities & Fund Balance

Current Liabilities	2019	2018
Accounts Payable	\$1,840	\$4,355
Accrued Liabilities	11,443	14,724
Deferred Revenue	196	324
Total Current Liabilities	\$13,479	\$19,403

Fund Balance	2019	2018
Unrestricted	\$294,479	\$209,182
Temporarily Restricted	3,994	71,487
Total Fund Balance	\$298,473	\$280,669

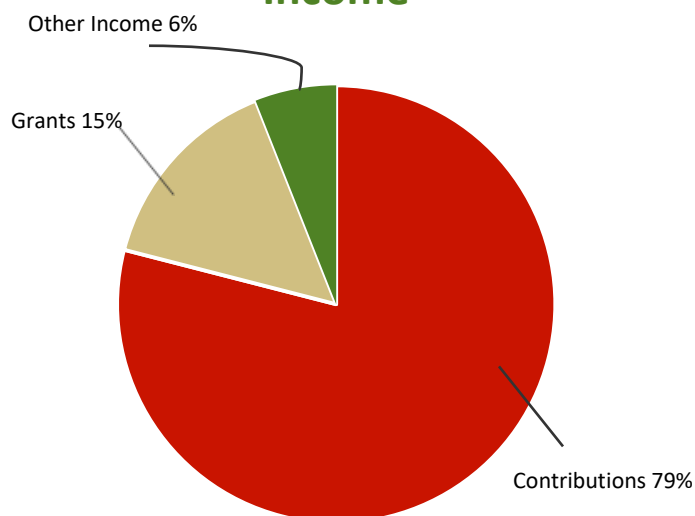
Total Liabilities & Fund Balance	2019	2018
Total Liabilities & Fund Balance	\$311,952	\$300,072

ELCR's Ratio of Spending

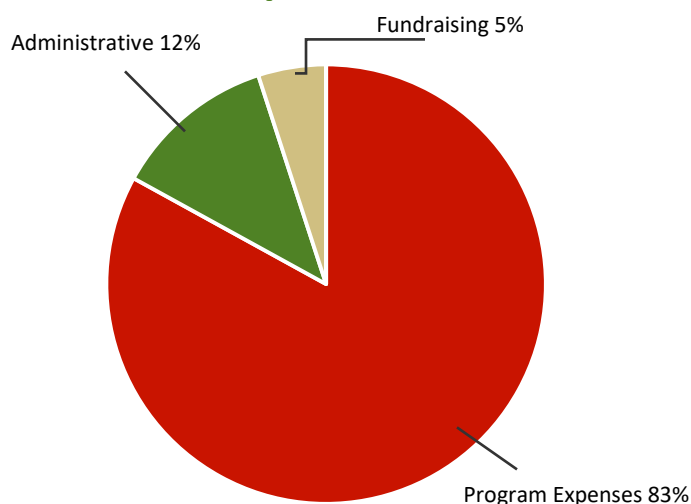
Income	2019	2018
Contributions	\$154,636	\$135,240
Grants	28,600	14,350
Other Income	11,656	11,039
Total Income	\$194,892	\$160,629

Expenses	2019	2018
Program Expenses	\$246,211	\$269,052
Administrative	35,969	39,582
Fundraising	14,458	14,877
Total Expenses	\$296,638	\$323,511

Income



Expenses



OUR LEADERSHIP

Board of Directors

Officers:

Ken Haddad President <i>Florida</i>	Dawn Davis Vice President <i>Illinois</i>	John Blackburn Secretary <i>Washington, D.C.</i>	Dale Brown Treasurer <i>California</i>
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Directors:

Colby Connell <i>Massachusetts</i>	Susan Harding <i>Maryland</i>	Dot Moyer <i>North Carolina</i>	Dan Rosenberg <i>Kentucky</i>	Rob Banner <i>Virginia</i>	Robin Lightner <i>Wyoming & Kentucky</i>
Gary Carpenter <i>Oklahoma</i>	Peter Fenwick <i>Maryland</i>	Craig Barnett <i>Kansas</i>	Michael Sloan <i>South Carolina</i>	Libbie Johnson <i>North Carolina</i>	Nancy Winter Director Emeritus <i>Vermont</i>

Staff

Executive Director:
Holley Groshek

Education Director:
Denise O'Meara

Advisory Council

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

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