

EQUINE LAND CONSERVATION RESOURCE

Annual Report 2020



NO
LAND
NO
HORSE



FROM OUR BOARD PRESIDENT

Dear Friends, Partners and Supporters,

Another year has passed. And yes, it is truly a year we will all remember. I hope all of you have remained safe and healthy as the world fights this modern-day pandemic. ELCR has remained active and engaged by using media like Zoom and expanding our educational webinar offerings. In some ways, we have found opportunities to improve our services during this unprecedented time. Where people were restricted from visiting their horses in boarding facilities and with competitions and events canceled during the pandemic, horsemen and women found ways to engage in other activities that helped them feel connected to their horses and build on their knowledge. As a result, we experienced record participation in our educational webinar programing.

We have also been making good use of this time to create a new three-year strategic plan to point us toward the future. This plan focuses on improving our ability to communicate with the horse and conservation community and target and better deliver our informational and educational materials. The strategic plan is summarized in this report, and please, we invite your feedback!

I write to you with a sense of urgency this year. The COVID-19 pandemic, while devastating families with lost loved ones and negatively impacting numerous sectors of our economy, has had some interesting outcomes. One is a renewed interest in getting outdoors, resulting in an explosion of folks getting out of the cities and into the rural environment. If you live out in the country, I am certain you have experienced this firsthand. It is good for the psyche and good physically for all of us.

This renewed interest in the outdoors and the “country life” has greatly accelerated and amplified impacts on horse lands that ELCR is working diligently to conserve and expand. Rural land is being lost or subdivided; public lands are being overwhelmed by a new wave of visitors; and with more professionals working from home, more urban people are relocating to rural areas. We don’t know the long-term impact to horse lands yet, but we certainly have been given a view into the future and this has been a major consideration in our strategic planning efforts. If we don’t remain vigilant and responsive to issues around the country, horse lands will certainly be lost and most will be unrecoverable.

Thank you to all of you for continuing to support ELCR. We need it more than ever and I am hoping all of you will step up to the plate to help us fund the renovations and enhancements to our information and education platform so badly needed to keep us in a position to provide support and advice for solving local horse land issues.

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. Visit our website and you will be amazed at the resources available online, or call our office for technical assistance on a horse land-related issue. 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.



Ken Haddad
President, ELCR Board of Directors



Ken Haddad with his mount Eragon.

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.

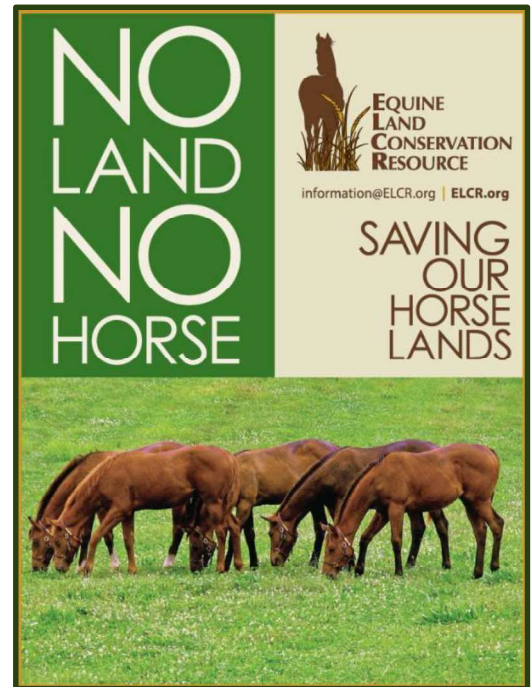
Our Vision

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 its 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.
- Representing the public land access interests of the equine community at the national level.
- 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 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. They are available free of charge at www.elcr.org.

In 2020, ELCR developed and made these new educational resources available to the public free of charge:

- *Legislative Alert: Recreational Trails Full Funding Act (HR 5797)* (February 2020) <https://elcr.org/legislative-alert-recreational-trails-full-funding-act-hr-5797/>
- *Facing Rezoning with Horses* (April 2020) <https://elcr.org/facing-rezoning-with-horses/>
- *Action Alert: Protect Equine Access to Backcountry Trails!* (May 2020) <https://elcr.org/action-alert-protect-equine-access-to-backcountry-trails/>
- *On the Right Track – How a Community Based Land Use Advocacy Organization is Making a Difference in Central Florida* (June 2020) <https://elcr.org/on-the-right-track-how-a-community-based-land-use-advocacy-organization-is-making-a-difference-in-central-florida/>
- *Conservation Easements as a Tool for Protecting Horse Land* (July 2020) <https://elcr.org/conservation-easements-as-a-tool-for-protecting-horse-land/>
- *The Right Place at the Right Time* (September 2020) <https://elcr.org/the-right-place-at-the-right-time/>
- Article Series: Three conservation articles for Pony Club Magazine per year as part of our continuing partnership with United States Pony Club

Educational Webcasts

As part of our educational programming, ELCR routinely offers webcasts (webinars) that address imminent and current national issues on a local basis with local examples. By cohosting our webinar programs with partner organizations such as My Horse University and American Trails, we are able to invite a variety of authorities to speak about relevant equine land advocacy topics, and thereby reach a broad audience across North America.

The recorded and archived webinars are made available on the ELCR website at www.elcr.org for those who are unable to participate in the live events. Our annual educational webinars remain very popular. As one example, our April 2020 webinar in partnership with American Trails set a registration record for that organization's webinar series.

In 2020 ELCR offered the following webinars with our partner organizations:

- **April 16, 2020:** *"Equestrian Trail Design and Best Practices: From Backcountry to Urban Edge Settings"* (948 participants)
- **July 30, 2020:** *"Successful Models in Developing and Maintaining Private Equestrian Trail Systems"* (222 participants)



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 types of issues most addressed in our technical assistance program:

- Loss of equine access to local trails on public land, such as parks, forests, 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 2020, ELCR staff responded to a total of 23 individual requests for counseling and technical assistance regarding local horse land issues. The requests came from individuals, organizations, and communities working on specific local horse land-related issues in nine different states.

While the number of technical assistance requests were down from previous years, participation in our webinar series noticeably increased, both of which we attribute to the impact of the COVID-19 pandemic. The requests for assistance received in 2020 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.

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. The program has expanded over the years, with many of the awards presented in partnership with our Conservation Partner organizations.

The awards program serves not only to raise awareness of the importance of land conservation, but also to highlight the conservation achievements of an individual, group or organization that serves as an inspiration to the equine community.

The following is an overview of the various individual awards in our awards program.



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 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 or her senior year of high school, with a GPA of 3.0 or higher, who 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 Anson W.H. Taylor Jr., a preservationist, land conservator, family man, foxhunter, equestrian, and ELCR co-founder. 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 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, 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 2020

2020 Anson W.H. Taylor Jr. Memorial Scholarship Award Recipient

Kara Echternacht of West Chester, Ohio, is a C-3 member of the Miami Valley Pony and has been actively committed to land conservation efforts. By speaking with local horse owners to determine where needs existed, she quickly learned that in the Indian Hill area of Cincinnati, riders were forced to cross a busy road to travel between an equestrian park and a trail riding path. There had been at least one major accident at this crossing resulting in the death of a horse. Historically, there had been a trail connecting the park with the path, but it had not been usable for many years. Echternacht decided to make clearing this trail her conservation project, and invited Elaina Grayson, another HB candidate, to work with her.



Echternacht took the project proposal to the village government, reviewing it in front of the assistant city manager and his staff. Upon approval from the village, she gained support from the Indian Hill Equestrian Club. The Indian Hill Equestrian Club (IHEC) is dedicated to honoring the long-standing tradition of the equestrian community in Indian Hill by preserving the history, integrity, and beauty of the bridge trails for future generations. Not long ago, ELCR worked with IHEC when they hired a professional trail designer to help the group develop a master trail plan and restore some of their existing extensive equestrian trails. Together, Echternacht and IHEC members walked the trail area and placed markers to indicate where the new trail should be placed. Echternacht and Grayson then organized a workday to write letters inviting Pony Club families, local Camaro Hunt members, Indian Hill Equestrian Club members, families, and friends to come together to clear the trail. Over 30 volunteers participated in the workday, and after five hours of hard work, the newly cleared Trail C16 was created. Volunteers were provided with lunch and information about Pony Club and the importance of equine land conservation.

2020 Robert N. Clay Conservation Award



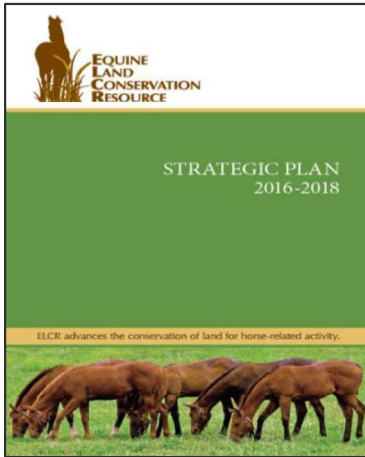
HFF President Bernie Little, left, accepts the Robert N. Clay Conservation Award from ELCR President Ken Haddad at the HFF 2020 Conservation Summit in Ocala, Florida.

The nonprofit Horse Farms Forever (HFF) was founded in 2018 to raise awareness of the importance of horse farms and the Farmland Preservation Area in Marion County, Florida. The catalyst for this was the Florida Department of Transportation's threat to put a toll road through the heart of the county's most pristine horse farms and the Farmland Preservation Area. The organization's mission is to preserve the character and culture that horses, horse farms, and the Farmland Preservation Area bring to Marion County. While growth is good for a community, urban growth becomes urban sprawl without strong rural land management plan policies.

HFF has now taken the leadership role in raising awareness about the important role that horses and horse farms play in the

Ocala/Marion County community. The organization is focused on a long-term strategy for conserving and protecting horse farms and the Farmland Preservation Area from the threat of unplanned growth and road development threats, in coordination with all community stakeholders. In two short years, the nonprofit has helped to strengthen the Farmland Preservation Area's boundaries and worked to call attention to and to collaborate on solutions regarding development threats and roadway threats that encroach into the Farmland Preservation Area. HFF is also working with community leaders and landowners to establish a Rural Land Management Plan to help protect the nearly 1,200 horse farms in Marion County that will help to protect the horse industry, which contributes over \$2.6 billion to the county's economy and employs more than 20,000 people. Horse Farms Forever is dedicated to preserving the character and culture that makes Ocala/Marion County the Horse Capital of the World®.

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



During 2020 the ELCR board of directors and staff devoted significant time to strategic planning. As a result of this strategic planning effort, ELCR is about to embark on a new, second phase of growth in our 2021-2023 strategic plan that will build on the data collected during our 2016-2018 strategic plan. The complete 2016-2018 strategic plan is available at <https://elcr.org/strategic-plan/>

The key accomplishment of that initial plan was the implementation of a first-of-its-kind national comprehensive survey of more than 700 local equine advocacy and conservation organizations, from all 50 states, focused on one or more of the following key issues: land protection, access to equine facilities, establishment and protection of trails and trail networks, raising awareness of the economic and other benefits of horses, and providing input to local

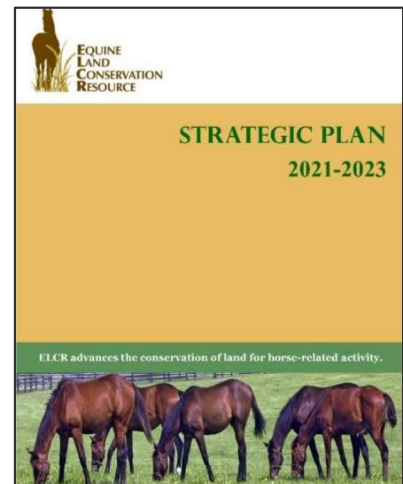
planning and zoning as it relates to equine access to or use of public and private lands.

The survey, conducted in late 2017 in partnership with the University of Kentucky Community and Economic Initiative of Kentucky (CEDIK), became the first step to developing a national network of local organizations and led to ELCR's creation of a network advisory committee, composed of representatives from local organizations around the country.

Based on the three important initial steps in data collection and network building, ELCR's strategic plan for 2021-2023 will develop a web-based platform to support and grow this "*No Land, No Horse*" national network.

The key elements to our 2021-2023 strategic plan include the following:

- Establishing the *No Land, No Horse* Network (NLNHN).** This first-of-its-kind network, built on the organizations participating in the 2017 national survey and growing as other groups join, will provide a sense of community across the nation for organizations and individuals advocating for horse land activities.
- Developing a web-based platform to support the *No Land, No Horse* Network.** The platform will provide access to online educational resources, promote connectivity, communication, and community among **NLNHN** members across the nation, and store and give access to information on network members.
- Enhancing educational programming.** Based on the valuable feedback gained from the national survey, the *No Land, No Horse* Network advisory committee, and **NLNHN** members, ELCR will expand and refine its unique educational programming. The new web platform will provide access to information and resources, best practices, and referrals to experts on specific land-related issues for **NLNHN** members and the equine community at large.
- Promoting *No Land, No Horse*.** To identify and attract new members to the network and to increase awareness of the value of horse activities and the importance of horse lands, a promotional program will be developed for use by ELCR and network members.



OUR CONSERVATION AND CORPORATE PARTNERS

Corporate Conservation Leaders

Kentucky Performance Products

Corporate Conservation Partners

Blackburn Architects

Business Members

Agoura Horse Property
Cornett and Associates
Equestrian Properties & Fine
Country Homes LLC
Farms and Barns Real Estate
HBC - H. Burkert & Co, Inc
Trails by Design

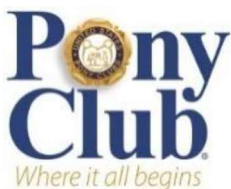
Conservation Leaders

Masters of Foxhounds Assoc.
North Salem Bridle Trails Assoc.
United States Equestrian Federation
United States Eventing Assoc.
United States Hunter Jumper Assoc.
United States Pony Clubs

Conservation Partners

Allerton Farm
American Association 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 Assoc.
Bull Valley Riding Club
Caledonia Conservancy
Cedar Ridge Farm Equestrian
Certified Horsemanship Assoc.
Charlotte Steeplechase Assoc.
Equestrian Partners in Conservation
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
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 Assoc.

Nevada All-State Trail Riders
North American Trail Ride Conf.
North Carolina Horse Council
Old Magnolia Farm
Oregon Equestrian Trails
Palos Hills Horsemen's Assoc.
Pathfinder Farm
Pennsylvania Equine Council
Piscataquog Area Trailways
Roaring Fork Valley Horse Council
Sand Meadow Farm
Shawnee Trail Conservancy
South Carolina Horsemen's Council
South Eastern Distance Riders Assoc.
Southern Eighths Farm
Sun Star Farm
Twin Oaks Valley Equestrian Assoc.
United States Dressage Federation
Virginia Horse Council
Wayne Area Conservancy Fdn.



FINANCIAL STATEMENTS

ELCR Statement of Financial Position

Assets

Current Assets	2020	2019
Cash	\$435,655	\$303,008
Other Receivables	2,251	2,251
Promises to Give	0	600
Prepaid Insurance	1,235	1,130
Total Current Assets	\$439,141	\$306,989

Property & Equipment	2020	2019
Total Property & Equipment	\$2,891	\$3,578

Total Assets	2020	2019
Total Assets	\$442,298	\$311,952

Liabilities & Fund Balance

Current Liabilities	2020	2019
Accounts Payable	4,839	\$1,840
Accrued Liabilities	12,044	11,443
Deferred Revenue	396	196
Total Current Liabilities	\$17,279	\$13,479

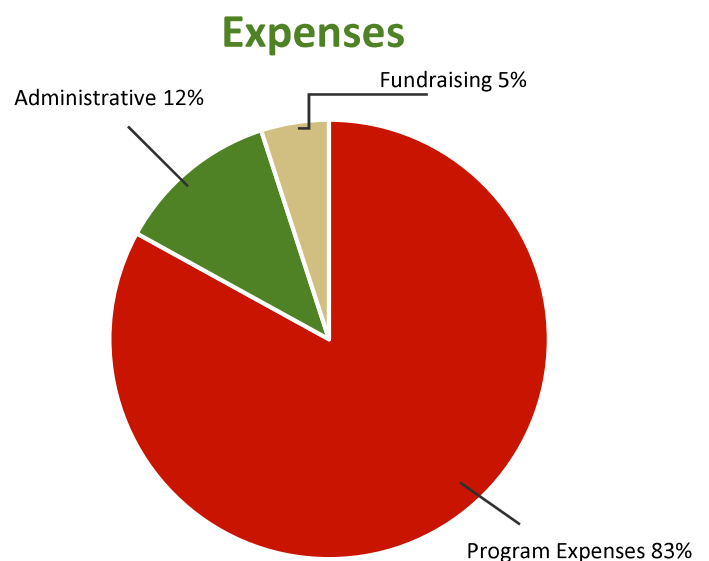
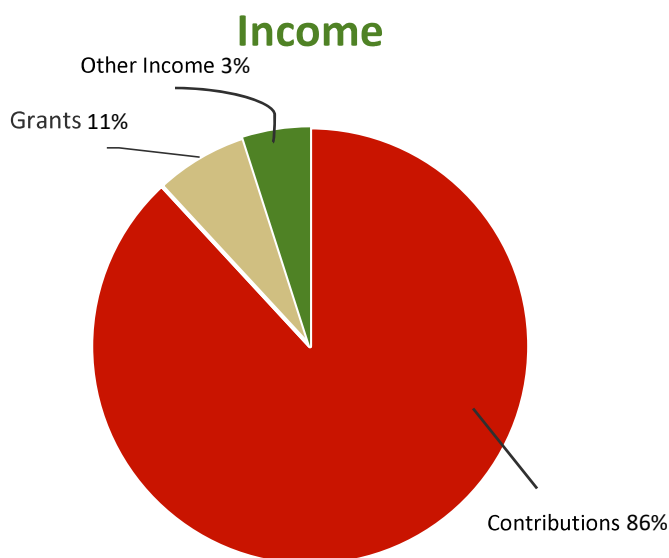
Fund Balance	2020	2019
Unrestricted	\$425,019	\$294,479
Temporarily Restricted	0	3,994
Total Fund Balance	\$425,019	\$298,473

Total Liabilities & Fund Balance	2020	2019
Total Liabilities & Fund Balance	\$442,298	\$311,952

ELCR's Ratio of Spending

Income	2020	2019
Contributions (Unrestricted)	\$293,729	\$274,186
Grants (Unrestricted)	37,265	28,600
Other Income	11,523	11,656
Total Income	\$342,517	\$314,442

Expenses	2020	2019
Program Expenses	\$178,657	\$246,211
Administrative	26,800	35,969
Fundraising	10,514	14,458
Total Expenses	\$215,971	\$296,638



OUR LEADERSHIP

Board of Directors

Officers:

Ken Haddad President <i>Florida & North Carolina</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>	Robin Lightner <i>Wyoming & Kentucky</i>	Dan Rosenberg <i>Kentucky</i>	Rob Banner <i>Virginia</i>	Craig Barnett <i>Kansas</i>
Gary Carpenter <i>Oklahoma</i>	Peter Fenwick <i>Maryland</i>	Warren Wilson <i>California</i>	Libbie Johnson <i>North Carolina</i>	Melanie Peterson-Ramey <i>Florida & Kentucky</i>	Nancy Winter Director Emeritus <i>Vermont</i>	

Staff

Executive Director:
Holley Groshek

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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