



## 2010 Annual Report

### **Mission:**

The mission of the Capital Region Land Conservancy (CRLC) is to promote the conservation of the capital region's historically significant land, scenic natural areas and ecologically sensitive land, water, and wildlife resources. CRLC serves the City of Richmond and the Counties of Chesterfield, Henrico, Hanover, Goochland, Powhatan, New Kent, and Charles City.

CRLC seeks to safeguard natural areas through the donation of conservation easements or other legal tools which extinguish development rights. It carries out its mission by educating landowners and communities in the Capital Region about land protection resources. Although there are other Richmond area organizations which serve a variety of conservation needs, CRLC fulfills a unique role in the region because it is the only regionally focused land conservancy. CRLC exists to increase the amount of conserved land in the capital region, and it alone devotes its resources to increasing area landowners' knowledge of conservation easements and other land protection tools, and by assisting landowners during the often lengthy and confusing easement donation process.



The James River in Richmond

A **conservation easement** is a legal agreement between a landowner and a land trust or government agency that permanently prohibits specified uses of a property in order to protect its conservation values. A property owner foregoes certain land development options in exchange for the legacy of permanently protecting the land in its natural state, and for state and federal tax incentives associated with the charitable donation of an easement. Ownership is not affected and he/she can sell the property or will it to heirs.

Since its inception in 2005, the Capital Region Land Conservancy (CRLC) has facilitated the protection of 4,500 acres and 31 miles of stream frontage in the Richmond area.

### **Our 2010 outreach efforts included:**

The initiation of the *Our Land and Water* Campaign, which works to protect our region's drinking water and to help restore the Chesapeake Bay through strategic land conservation in the Richmond region. Accomplishments achieved in this first year included:

- Mailing of over 1,200 postcards to rural landowners owning 75 acres or more in the Richmond area to educate them about conservation easements and the related tax benefits;
- Mailing of 2 newsletters to over 1,400 citizens to educate them about the public benefits of land conservation and the work of CRLC;
- Exhibiting at 16 community events, allowing us to personally educate and inform over 100 people;
- Presenting at 5 civic and community group meetings;
- Attracting more than 20 new committed CRLC members;
- Conducting 2 land education seminars to educate landowners and the community about land protection tools;
- Creating 2 additional landowner advisory councils in Hanover and Charles City Counties, which will provide referrals to landowners interested in voluntary land protection and enhance awareness of CRLC's efforts;

- As a result of its outreach efforts, CRLC began working with 9 new landowners interested in exploring their land protection options. Two of these properties are nearing completion of conservation arrangements. This first (approximately 50 acres in Powhatan County) is expected to record a conservation easement in early 2011. The second (more than 100 acres in Chesterfield County) is planned to become a public park once deeded to the County later this year.

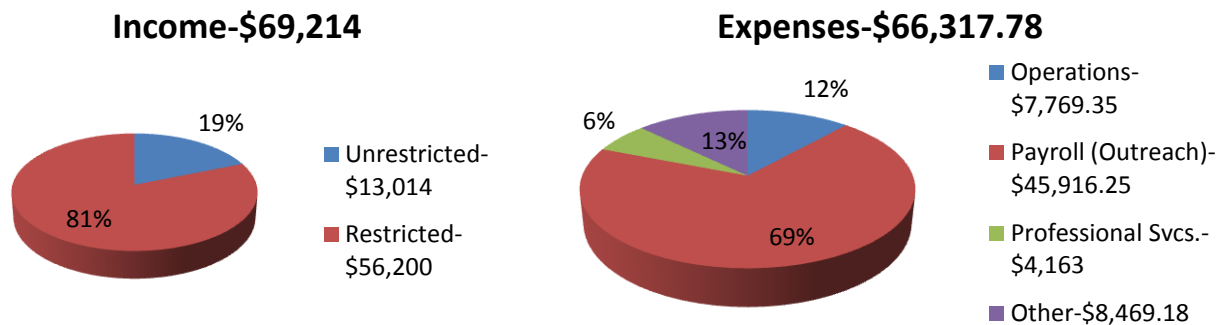
In late 2010, The Defenders of Wildlife selected CRLC to receive a grant to expand its organizational capacity to further engage and inform the community about land conservation. In 2011, CRLC will leverage this support to enhance its outreach activities, raise awareness, and broaden the impact of its county landowner advisory councils.

Additionally, in partnership with Virginia Commonwealth University (VCU) staff, the Hanover and Powhatan landowner advisory councils completed mapping of green infrastructure assets of these two counties in 2010. This mapping will enable CRLC to better focus its conservation efforts on the most ecologically significant lands in Hanover and Powhatan in future years.

In 2010, CRLC welcomed Tara Quinn to its staff, responsible for community education and program management.

Finally, CRLC received a 2010 Governor’s Environmental Excellence Award for its work with the City of Richmond, Richmond Recreation and Parks Foundation and Virginia Department of Conservation and Recreation to preserve more than 280 acres of the James River Park System in the heart of Richmond. CRLC and its partners developed a conservation easement to protect land around the James River from development in perpetuity. The easement's focus on a major urban park is the first of its kind in the Commonwealth.

**2010 Financial Data:**



Sources of funding in 2010 included Dominion Resources, Altria Group, Defenders of Wildlife, Luck Stone, Vulcan Materials, and individual donors. One hundred percent of the CRLC board provided funding to support our mission and goals.

CRLC uses its funding to conduct educational outreach to inform landowners about conservation tools, to educate the public and community about the benefits of land conservation, and to facilitate the donation of conservation easements.

Due to the size of the 2010 budget, CRLC did not have its financial statements audited.