

Strategic Plan for Mountain Area Land Trust 2021-2026
Board Approved 09-25-14, Updated 08-27-20

Mission:

The Mountain Area Land Trust’s mission is to save natural areas, wildlife habitat, streams and rivers, working ranches and historic lands, for the benefit of the community and as a legacy for future generations.

Values:

Integrity: We conduct the operations of the organization to the highest ethical and professional standards. Through our work, we promote the best conservation and stewardship practices.

Community: We recognize that lasting conservation requires the active engagement, involvement and support of the people in the communities where we work.

Strategic Leadership: We exercise strategic leadership to identify long-term, overall interests of conservation efforts and to identify the means to accomplish them.

Collaboration: We produce real conservation results in active partnerships with all sectors of society using a collaborative, science-based, non-partisan and transparent approach.

Perpetuity: We commit to building a stable and sustainable organization that will endure in perpetuity to ensure continuous, responsible stewardship of the lands and waters entrusted to us.

Goals, Strategies and Benchmarks of Success

I. Land and Water Conservation – Collaborate with others to protect priority lands and waters.

1. Focus conservation work in strategically selected (biodiversity/water resources/critical habitat/scenic value) priority areas based on the MALT Land and Water Conservation Plan.
 - a. **Evergreen to Mt Evans:** This area extends from Evergreen, Colorado to the western boundary of Jefferson County and the eastern boundary of Clear Creek County. Bear Creek is a prominent stream located in this area.
 - b. **Peak to Peak Area:** The communities of the Peak to Peak Area consist of Northern Jefferson County and Gilpin County.

- c. **Redhill to Hoosier Pass:** Located in western Park County, this area encompasses the towns of Fairplay and Alma. The Mosquito Mountain Range and headwaters of the South Platte are also located in Redhill to Hoosier Pass.
 - d. **Red Rocks to Kenosha Pass:** The Red Rocks to Kenosha Pass priority area stretches from central Jefferson County to eastern Park County. A significant portion of Highway 285 corridor – a main thoroughfare for commuters and recreation seekers into the Rocky Mountains – lies within this area.
 - e. **Heart of Colorado Area:** Located in southwest Park County and the geographic center of the state, the Heart of Colorado priority area is centered around the small ranching town of Hartsel.
 - f. **Eleven Mile Area:** The Eleven Mile Area is situated in southern Park County. Located immediately south of the Eleven Mile Reservoir, the town of Guffey is the primary population center for the area.
2. Initiate and facilitate new public conservation projects to protect lands and waters for the community as opportunities become available.
 3. Develop relationships with new landowners in priority conservation areas.
 4. Connect with professionals that serve landowners in priority conservation areas, such as estate planning and land use lawyers, Certified Public Accountants, ranch brokers and other real estate leaders.
 5. Annually review and update the Land and Water Conservation Plan data to improve accuracy and comprehension and to assess progress.

II. Stewardship – Engage existing landowners to build lasting relationships that work in partnership to steward MALT Conservation Easements. Manage and maintain Fee-Owned Properties held by MALT.

1. Annually monitor all Conservation Easements and Fee-Owned properties in accordance with Land Trust Alliance best practices.
2. Build and strengthen relationships with Conservation Easement landowners.
3. Annually connect with resource conservation professionals that serve landowners such as certified foresters, noxious weed treatment specialists and restoration specialists.
4. Connect landowners and communities with the resources needed to accomplish their stewardship and restoration goals.
5. Respond in a prompt manner to all requests related to amendments, reserved rights and proposed activities.
6. Annually review and complete TerraFirma application to ensure the defense and protection of all Conservation Easements and Fee-Owned properties.
7. Ensure that all Fee-Owned properties held by MALT are managed and maintained to the best possible standards.
 - a. Nob Hill – MALT office
 - b. Pennsylvania Mountain Natural Area (PMNA) property

- c. Sacramento Creek Ranch (SCR) buildings and property
- d. Wooldridge property
- e. Future acquisitions of fee-owned properties

III. People and Communities – Broaden the constituency for land and water conservation by engaging peoples’ hearts and minds and connecting them to conserved lands and waters.

1. Annually develop an Outreach/Education Plan.
2. Capitalize on opportunities to increase awareness in MALT’s service area.
3. Offer public opportunities, such as organized hikes, to allow people to experience MALT-conserved lands and waters.
4. Annually evaluate MALT’s website and social media presence.
 - a. Update MALT website with timely and compelling stories about MALT’s work and the people that benefit from it.
 - b. Update MALT’s social media posts regularly.
 - c. Produce a digital spring and fall newsletter with updates on MALT projects and news.
 - d. Produce quarterly “Where Your Story Meets Ours” featuring stories of people who cross MALT’s path.

IV. Organizational Sustainability – Secure MALT’s future as a sustainably funded and fiscally responsible enduring community institution.

1. Create a written, quantifiable Development Plan with accountability markers.
 - a. Cultivate and steward all donor relationships.
 - b. Steward MALT’s major donors (Legacy Council) to ensure continued support and growth of the program.
 - c. Regularly communicate about MALT’s Vista Giving Circle (planned giving) program.
 - d. Annually meet fundraising goal for MALT’s major event.
 - e. Cultivate and steward MALT’s Business Sponsors.
 - f. Cultivate new grant opportunities and steward current funders.
2. Develop Board of Directors as a group of high quality volunteer leaders capable of guiding MALT to fulfilling its vision and mission.
 - a. Recruit Board members who can leverage influence in MALT’s service area and other key philanthropic markets.
 - b. Build expertise and expectations within the Board through orientation and continued education.
3. Use Alumni Council program to extend the reach of MALT’s presence within its service area.
 - a. Establish a Board liaison to the Alumni Council.
 - b. Annually find opportunities to engage this group and keep them involved with MALT.
4. Use Ambassador program to extend the reach of MALT’s presence within its

service area.

- a. Establish a Board liaison to the Ambassador program.
- b. Annually find opportunities to engage Ambassadors and keep them involved with MALT.
5. Retain a high quality staff with high ethical and professional standards, and strategically increase staff capacity as needed.
6. Annually improve the quality/quantity of information technology.
7. Identify partnerships and funding opportunities to sustain operations at Fee-Owned properties.
 - a. Nob Hill – MALT office
 - b. Pennsylvania Mountain Natural Area (PMNA) property
 - c. Sacramento Creek Ranch (SCR) buildings and property
 - d. Wooldridge property
 - e. Future acquisitions of fee-owned properties
8. Continuously position MALT as a leading land trust by actively engaging with Keep it Colorado (statewide organization) and the Land Trust Alliance (national organization).
9. Annually renew State of Colorado certification with the Department of Regulatory Agencies, Division of Conservation.
10. Annually maintain National Accreditation Standards and Renew National Accreditation license every 5 years through the Land Trust Accreditation Commission.