

Love the land. *Pass it on.*

## A Campaign for Generations

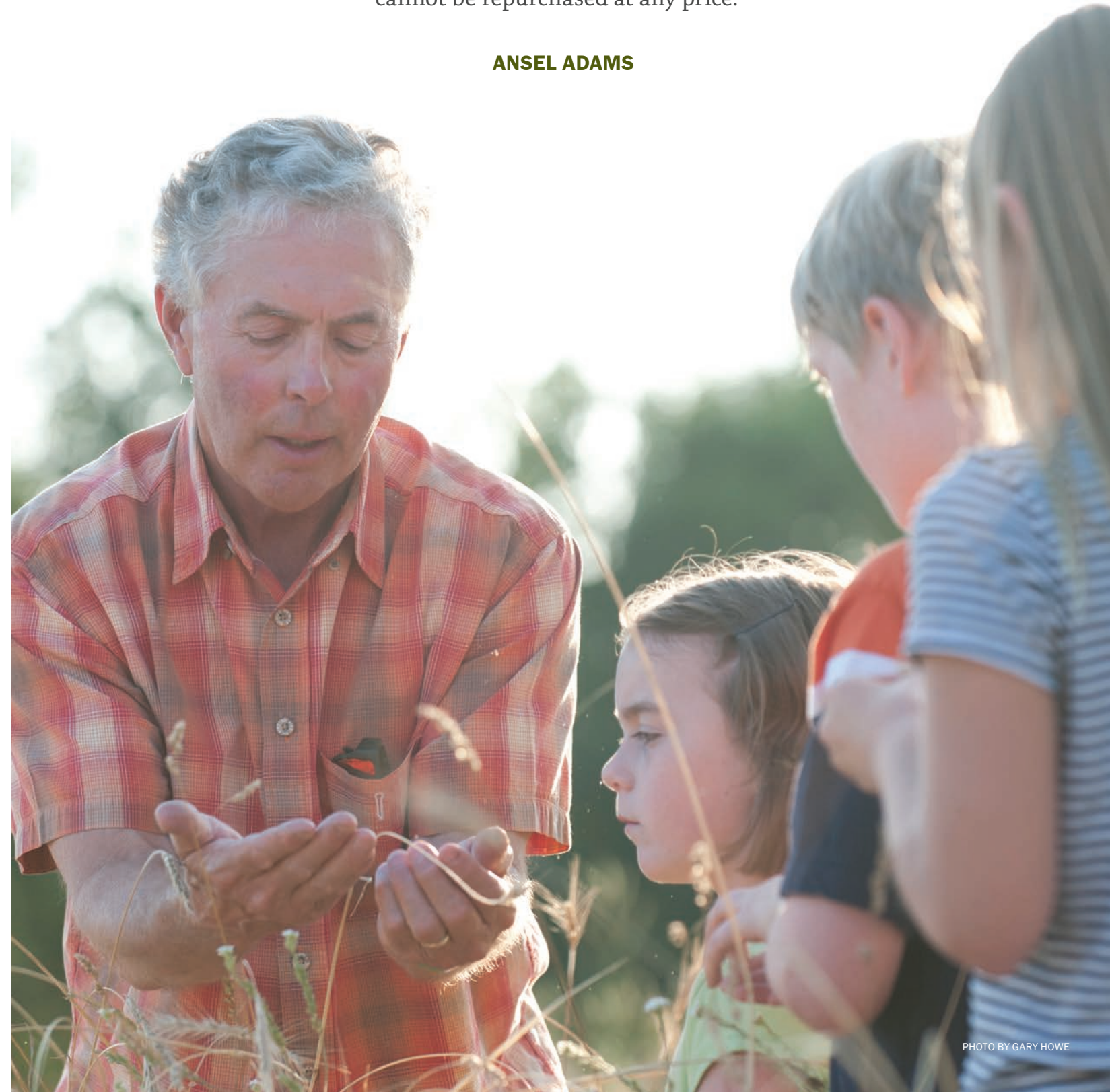




“Let us leave a splendid legacy for our children...  
let us turn to them and say, this you inherit:  
guard it well, for it is far more precious than  
money...and once destroyed, nature’s beauty  
cannot be repurchased at any price.”

**ANSEL ADAMS**

 Love the land. *Pass it on.*





## Letter from Glen Chown, EXECUTIVE DIRECTOR

Dear Friends,

Sometimes we are called upon to do big things that are not easy. JFK’s audacious goal of landing a man upon the moon by the end of the 1960s comes to mind. The decision to pursue a seemingly impossible dream requires both courage and conviction as exemplified by those first astronauts who put their lives on the line in those tiny space capsules. As we saw back then and many times since, achieving colossal goals requires relentless focus and that everyone “be on board.”

For the Grand Traverse Regional Land Conservancy, this is our moment to reach for the stars, and it is in this spirit that we announce the public phase of our Campaign for Generations, the most far-reaching and ambitious effort in our history.

For three years, we have been having conversations with some of our closest friends about the challenges our region faces as we seek to balance our ongoing fast-paced growth with the protection of our treasured landscapes, our water quality, and a way of life that makes this area one of the most desirable places to live, visit, and recreate on the planet.

Underscoring the urgency and need of launching a comprehensive campaign, we’ve heard heartfelt stories of personally unique

yet wonderfully familiar love affairs with northern Michigan. Some individuals described a treasured view scarred with clear cuts and densely packed subdivisions. Others talked about family memories and experiences such as driving past a beautiful woods abloom with trillium or watching the sun set over our glorious lakes or picking cherries with their kids and grandkids. In every case, they emphasized the importance of preserving these landscapes and watersheds so that future generations can experience the wonder and joy of our special region.

Our loyal supporters then urged us to stretch more than we ever have before. In return, they put their money where their hearts are by making some of the largest “quiet phase” pledge commitments we have ever received. Indeed, the Conservancy’s six-year Campaign for Generations described in this publication has set an unprecedented \$71-million goal. This figure is more than double the goal we set and reached in 2003 when we embarked on our first big campaign, the Coastal Campaign.

Lest you feel that reaching this goal is beyond our abilities, let me assure you that as this publication goes to press and the quiet phase of the campaign comes to an end,



*The Chown family heading to Isle Royale*

we have raised approximately 75% of our overall campaign goal. This extraordinary achievement signals that we are on target and well-positioned for success in the final three years of this marathon. Already, the impact of the campaign described in the following pages has been extraordinary, so read on and take a moment to savor the magnitude of what has already been accomplished in all five counties of our amazing service area. In addition, know that there are many more compelling projects on the horizon. There is much at stake for our region’s future, and we will leave no stone unturned until the goal is achieved. Trust me, failure is not an option.

Yet, based on past experience, I know that reaching this campaign goal won’t be easy. I recall how tough it was to raise the last \$10 million or so of our \$35 million campaign goal 15 years ago. We spent many sleepless nights wondering just how we were going to do it. Looking back, we were successful

for one reason: because so many people embraced the campaign and made heroic gifts—large and small and everything in between—to get us to our goal.

Likewise, today, we humbly ask you, your friends, and everyone who loves the beauty of northern Michigan to consider making the Campaign for Generations one of your top charitable giving priorities. By doing so, you too can be a part of this incredible legacy opportunity and permanently protect the best of northern Michigan, not only for today but for all the tomorrows—and all the people—to come.

A handwritten signature in black ink, appearing to read "Glen Chown".

GLEN CHOWN





PHOTO BY JIM GIBSON

*Arcadia Dunes: The C.S. Mott Nature Preserve*

## LAND AND WATER

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Land and water. These finite and precious resources are infinite in their power to evoke connection, community and a sense of place and wonder.

Those of us fortunate to live or vacation in northern Michigan have experienced firsthand this region’s calming beauty, pristine natural habitats, rich and productive farmland, coastal dunes and clean water. This spectacular combination of land and water has provided the backdrop for countless hours of recreation and relaxation for people of all ages and walks of life.

The breathtaking views of Lake Michigan from the towering Arcadia and Elberta Dunes, the dozens of bird varieties that migrate to the restored Arcadia Marsh, the peaceful trails that snake through the Timbers Recreation Area and the picturesque lakes and rivers that form the critical Chain of Lakes watershed remind us that land is not just a backdrop to our lives, but a part of our very identity. The natural resources of northern Michigan are why many of us are here, why our children and their children come back every summer and why the Grand Traverse Regional Land Conservancy was formed.



# GTRLC PROTECTS LANDS THAT ARE IMPORTANT TO OUR REGION AND THE WORLD

Northern Michigan's abundant water and land resources are critical to food production, water supply and wildlife habitat locally, regionally and even globally.

THE GREAT LAKES FORM

## THE LARGEST GROUP OF FRESHWATER LAKES ON EARTH



The five-county area we serve lies almost perfectly in the center of the Great Lakes Watershed.



THE GREAT LAKES CONTAIN

# 21%

OF THE WORLD'S SURFACE FRESH WATER BY VOLUME



THE SAND DUNES OF THE GREAT LAKES REGION REPRESENT

## THE LARGEST FRESHWATER COASTAL DUNES IN THE WORLD



**COASTAL DUNE AREAS**, like those in the Great Lakes, are ecologically unique and support a diversity of plants and wildlife.



THE WEST MICHIGAN FRUITBELT IS

As identified by American Farmland Trust 's "Farming on the Edge" report

## ONE OF THE 10 MOST THREATENED AGRICULTURAL RESOURCES IN THE NATION



### MICHIGAN IS SECOND ONLY TO CALIFORNIA IN THE DIVERSITY OF CROPS THAT IT PRODUCES.

This diversity and the strength it lends to our agricultural economy is made possible in large measure by the unique microclimate and soils of the **WEST MICHIGAN FRUITBELT**.

### AGRICULTURE IS THE SECOND LARGEST, AND GROWING, ECONOMY IN THE STATE

Unfortunately, land that is uniquely suited for agricultural productivity tends to be very desirable for development, particularly residential development. This is especially true for land in the **WEST MICHIGAN FRUITBELT**, which spans the Lake Michigan coastline.



PROTECTED FARMLAND MEANS

# SAFE drinking water

Protecting farmland from development maintains its capacity for groundwater recharge, safeguarding the drinking water supply.

ALMOST HALF OF MICHIGAN RESIDENTS RELY ON GROUND WATER AS THEIR SOLE SOURCE OF

## DRINKING WATER.



## THE TIME IS NOW

It's a quintessential Catch-22. The more "Top 10" lists the region makes as an emerging national vacationland and desirable place to live, the more pressure is put on the landscape to be something other than what draws people here in the first place.

We are experiencing a perfect storm — an economy that has rebounded, a vibrant region where more and more people are drawn to live, work and play, and a dramatic increase in development pressure to accommodate our region's growth. Without constant vigilance and action, our region's signature natural areas — dunes, shorelines, meadows, open spaces and critical farmland — will be sacrificed to development.

The very reasons why people love this area could disappear unless we act now to conserve the lands that are most important for water quality, food production, scenic beauty, wildlife habitat, outdoor recreation and community connections. The need to come together to protect our most important land and water resources has never been more urgent.

Under immediate threat are critical forests, farms, shorelines and other natural treasures. We are working in all five counties in our service area to help communities protect and leverage natural resources to drive economic prosperity.

It is fitting that the Grand Traverse Regional Land Conservancy responds to these challenges by accelerating our land protection efforts. We have a 27-year track record of success, protecting more than 41,000 acres of land and 125 miles of shoreline, an ardent board of directors, a highly trained and professional staff, a cadre of dedicated volunteers, and a constituency that is as passionate about the land as we are.

In an unprecedented initiative to preserve our region's natural resources, GTRLC has launched a comprehensive \$71-million campaign to ensure the land we love is protected, its beauty retained and our legacy to our children is secured.

The Campaign for Generations is a region-wide effort designed to make a truly transformative impact on our region for generations to come. With your help, this campaign will permanently protect some of the finest remaining land in our area and facilitate valuable access to nature for people of all ages and abilities.

The rapid pace at which major land protection opportunities are appearing simply does not allow us to proceed on a project-by-project basis. By bundling numerous land protection and access projects together into a single, comprehensive campaign, we maximize our ability to complete the highest number of quality projects throughout our entire five-county service area.

All lands targeted as part of this campaign will be protected permanently, either through direct acquisition or through a voluntary tool known as a conservation easement, which limits development on private lands. In addition, the Campaign for Generations is also designed to ensure our ability to care for these protected places forever.

Please join us in supporting this historic effort and translate your love of the land into permanently protected shorelines, farmland, open spaces, parks and trails.

Because you love the land...pass it on.

**MAKE NO MISTAKE,  
DEVELOPMENT WILL HAPPEN  
HERE – AND THAT'S NOT A BAD  
THING. BUT WHERE IT HAPPENS  
WILL DETERMINE WHETHER  
OR NOT OUR REGION REMAINS  
BEAUTIFUL AND VIBRANT FOR  
GENERATIONS TO COME.**







STORIES OF SUPPORT

## **“Our Love and Our Duty”**

**“I feel a motivation; a  
fire that’s telling me that  
now’s a wonderful time to  
make a big push.”**





There's an air of reverence in Dick Crout's voice as he describes how an average summer morning might unfold in his little corner of the Chain of Lakes.

Onward to the south end of Lake Skegemog, Dick delights in seeing eagles in a giant nest along the shore not far from the old Copeland farm. "We see eagles any time you want to see one," he said. "Now, you're not going to see all of them all the time, but this year we had two adults and three immatures."

Countless people fish in countless places, of course. But Dick is both proud of and humbled by all of the wondrous sights he's able to pack in before lunch even crosses his mind.

"You tell me a better place for doing all of that – and I mean anywhere," he said. "The nature is just so wonderful. And add to that some old friends – what more could you want?"

It's people like Dick Crout who have helped mold the Grand Traverse Regional Land Conservancy into the robust, successful organization it is today. Along with his wife Carol, Dick and his longtime friends and philanthropic partners Jim and Debbie Norling have combined to provide substantial funding for several GTRLC projects and operations over the years. And their backing goes beyond a checkbook.

**"I think this campaign is coming in the nick of time. I almost wish it would have come a little sooner. The winds of change are really coming."**

More often than not, he awakens to the sight of loons splashing near his Elk Lake cottage, their striking black and white plumage unmistakable even in the day's earliest light. Sometimes by himself and sometimes with a friend or two, he loads his fishing tackle into a small boat and pushes off into the calm morning water to see what he can catch.

And despite repeating this ritual hundreds of times over the decades, he never ceases to be awestruck by the natural world around him. If you have good luck, he says, you'll see a playful otter along the shore as you cast for bass and pike. And as you pass the mouth of the Torch River, it's wise to keep an eye out for a pair of Caspian terns that somehow come back to the same spot year after year.



*Dick and Carol Crout*



"There's a reason we're one of the best land trusts in the country, and it's families like these," Executive Director Glen Chown said. "They've provided solid and consistent support to our organization year after year after year. I've always turned to these guys for critical strategic advice. There are few people I trust as much as them."

**"The idea is that if I got to enjoy all those experiences, wouldn't I want my children and my grandchildren to enjoy them as well?"**

Now, both the Crouts and Norlings are making substantial contributions to the Campaign for Generations. What better way to appreciate the region's natural beauty than to rise to the challenge of protecting that beauty for all future generations?

"There's no greater satisfaction than seeing those eagles flying around there and knowing that I helped saved that habitat," Dick said. "There's just no better reward than that."

Both Dick and Jim spent much of their childhoods in the Chicago area and completed successful careers in medicine and technology, respectively, at various locations across the country. But they always

remained strongly anchored to their summer residences, which sit not far from each other near the confluence of Elk Lake and Lake Skegemog.

Dick, a physician, worked at the National Institutes of Health before eventually running the drug evaluation wing of the Food and Drug Administration. In 1946, his parents bought a residence in Wabigama, an Elk Lake resort community founded nearly 100 years ago by University of Chicago professors. Despite working at stops across the country, he's been coming to the area nearly every year since high school. That continues now from his full-time home in Maryland.

"I've had two rules about jobs. I would never take a long commute because I thought it was a waste of time, and the second one was I would never take a job that wouldn't allow me to return to Michigan in the summer," Dick said. "Because no matter where you go around this



*Jim and Debbie Norling*





world, coming to Michigan is coming back home. Our biggest root always was that summer vacation in Michigan. It's been very important to the whole family."

Jim, who now lives in Arizona, worked at Motorola for 35 years. Among other posts, he managed the company's semiconductor business before retiring in 2000. His connection with the area dates back to 1948, when his father – a civil engineer working in Chicago – looked on the bulletin board near his office water cooler and saw an index card advertising a cottage for rent in northern Michigan. After renting for a few years, the family built their own place along Lake Skegemog.

The family love for the place continued through the generations. Jim's two children, both in their early fifties, have only missed one summer on Skegemog their entire lives. His son, Jamie, said he wants Jim to join him in getting a tattoo of the coordinates of the family's dock, which juts out into Skegemog a short distance from the cottage.

"He's absolutely serious – he's done the GPS work, he knows the exact coordinates, and he's badgering me to get the tattoo. I don't know yet whether I have the guts to take him up on it," Jim said. "But that just gives you an idea of the connection and the power of this place."

Both Jim and Dick have been giving to GTRLC since its very first year. Jim's mom, Doris, even helped out as a volunteer in those early years, helping to stuff envelopes and mail

letters. Their first major involvement came in 1995, when they teamed up to fund a critical 30-acre expansion to the North Skegemog Nature Preserve, an ecologically important Conservancy preserve not far from their cottages.

Then, in 1997, Jim and Dick provided a major challenge grant for several projects throughout the Chain of Lakes watershed. This marked the first challenge grant in GTRLC's history. These now common grants involve a donor or donors offering to match, usually dollar-for-dollar, money provided by other donors. Because donors know their money will be doubled, challenge grants provide fantastic incentive.

"It's pretty common now, but when they did it, it was ahead of its time, at least for our organization," Chown said. "That was a very pivotal and important grant in the Conservancy's early history."

Like most others who donate to GTRLC, the Norlings and Crouts give because they feel very strongly about protecting the region's natural beauty. But Jim in particular is also thinking about making sure that the generations that come after him will get to enjoy the same wonderful experiences he did.

"I have environmental-based motivations, of course, and I embrace all of that side of it. But for me, the real and primary motivation is preserving experiences. These experiences have been captured over decades, and they become a sort of memory bank that makes you smile, no matter where in the world you might be," Jim said as he walked around his



**"And once the snowball starts to roll downhill, you really can't bring it back. Once development gets its grip on an area, it is so hard to slow it down."**

cottage, glancing at decades' worth of framed photographs of himself and family members enjoying the outdoors.

"The idea is that if I got to enjoy all those experiences, wouldn't I want my children and my grandchildren to enjoy them as well? And an awful lot of those experiences really depend on this place not getting overrun with development or anything else that might dull them. I want the experiences to have that same sharp, vivid feel."

Jim and Debbie shudder to think what might have happened if an active land conservancy wasn't around to protect the region's most valuable natural areas, farmland and scenic vistas.

"We've traveled the world, and we've seen how beautiful areas can get slammed by development. I just didn't want this area to become the Cape Cod of northern Michigan," Jim said. "And once the snowball starts to roll downhill, you really can't bring it back. Once development gets its grip on an area, it is so hard to slow it down."

The Norlings and Crouts are eager supporters of the Campaign for Generations, in no small part because they know that pressure on the area has never been greater.

"I think this campaign is coming in the nick of time. I almost wish it would have come a little sooner. The winds of change are really coming." Jim said, "The demand for these vacation properties, the valuation metrics.... maybe ominous is too strong of a word, but the forces are lining up to challenge a lot of places that we've sort of taken for granted are safe. I feel a motivation; a fire that's telling me that now's a wonderful time to make a big push."

"It's a challenging future, but the challenge has to be answered – people have to rise to the task," Dick said. "It's our love and our duty."







# CAMPAIGN INVESTMENTS

To address increasing development pressures and ensure a healthy future for our region, the Campaign for Generations is divided into six pillars that represent every aspect of our mission to permanently protect and care for land in our region.

## Natural Lands Protection \$17,000,000

After 27 years of getting to know our land and water base, we are intimately familiar with the natural and scenic lands in our service area. Much of this critical land is under threat and will be our focus during this campaign.

## Farmlands Protection \$10,000,000

The Grand Traverse region contains some of the most unique and productive farmland anywhere in the world. Our goal is to protect 2,000 additional acres of fruitbelt farmland in our service area by the end of this campaign.

## Community Conservation and Universal Access \$8,000,000

We work hard to help local communities achieve their outdoor recreation goals and have been asked to continue to do so during this campaign. Many projects have universal access opportunities, opening up the wonders of nature to those with mobility issues.

## Quick Strike Fund for Priority Land Protection \$10,000,000

This allows us to move fast when a priority property becomes available on short notice. We must always be ready to act in an urgent manner to protect the region's most special places.

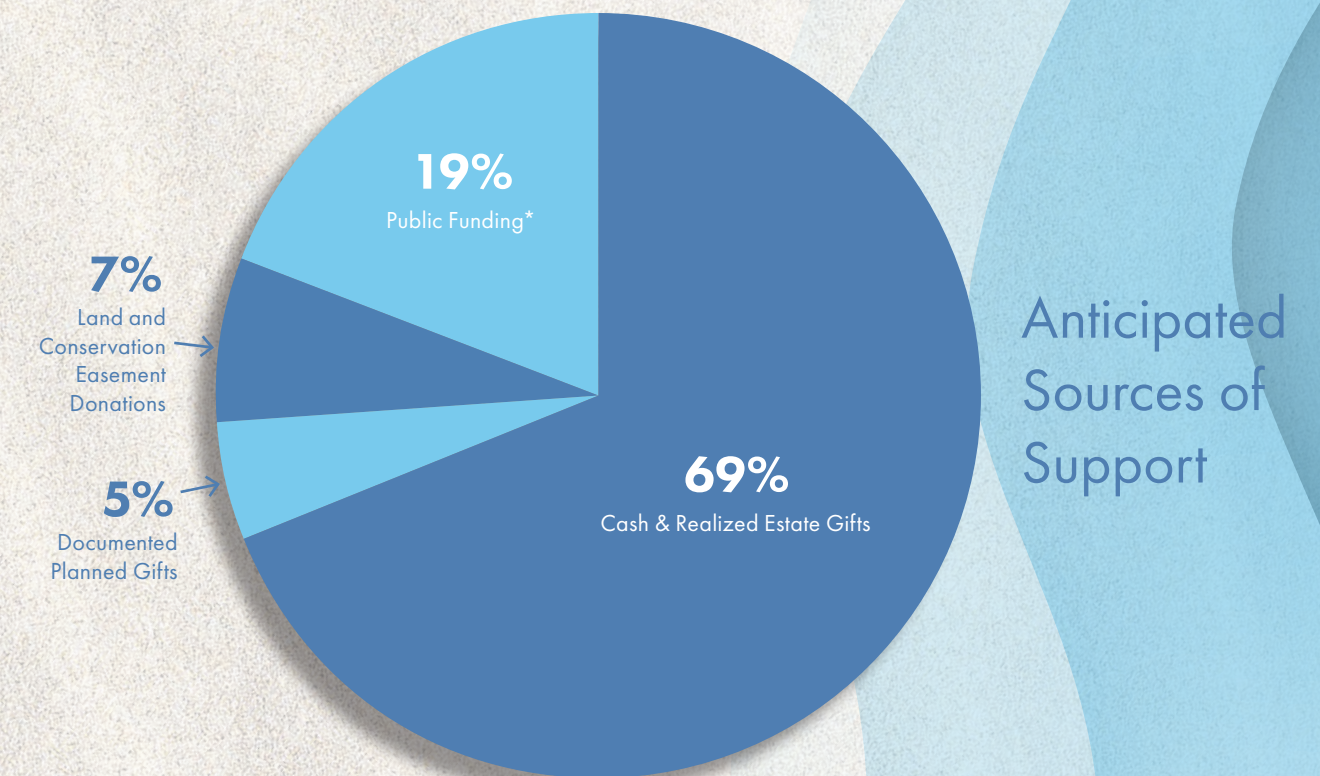
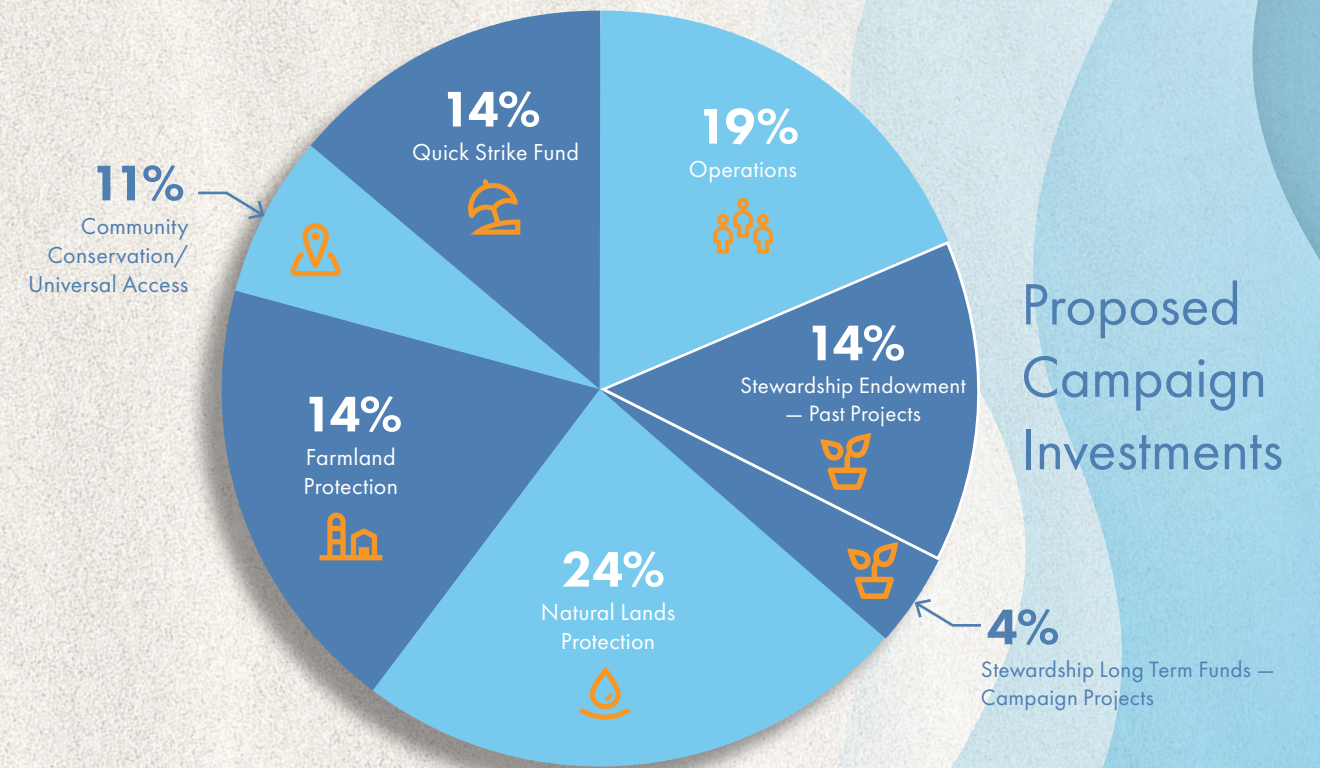
## Stewardship Endowment and Long-Term Funds \$13,000,000

Our stewardship work fulfills the “forever” part of our mission. We are raising \$10M in donor-restricted endowment support and \$3M in long-term funds ensuring that we have the ability to care for our protected properties for generations to come.

## Six Year On-the-ground Operations \$13,000,000

It takes a reliable stream of annual resources to remain excellent and progressive in our work to save important land. These critical funds allow us to successfully accomplish our mission across our five-county service area.

Total: \$71,000,000



\*Private donations are leveraging public funding including:

- Michigan Natural Resources Trust Fund (MNRTF)
- Purchase of Development Rights (PDR)
- Regional Conservation Partnership Program (RCPP)

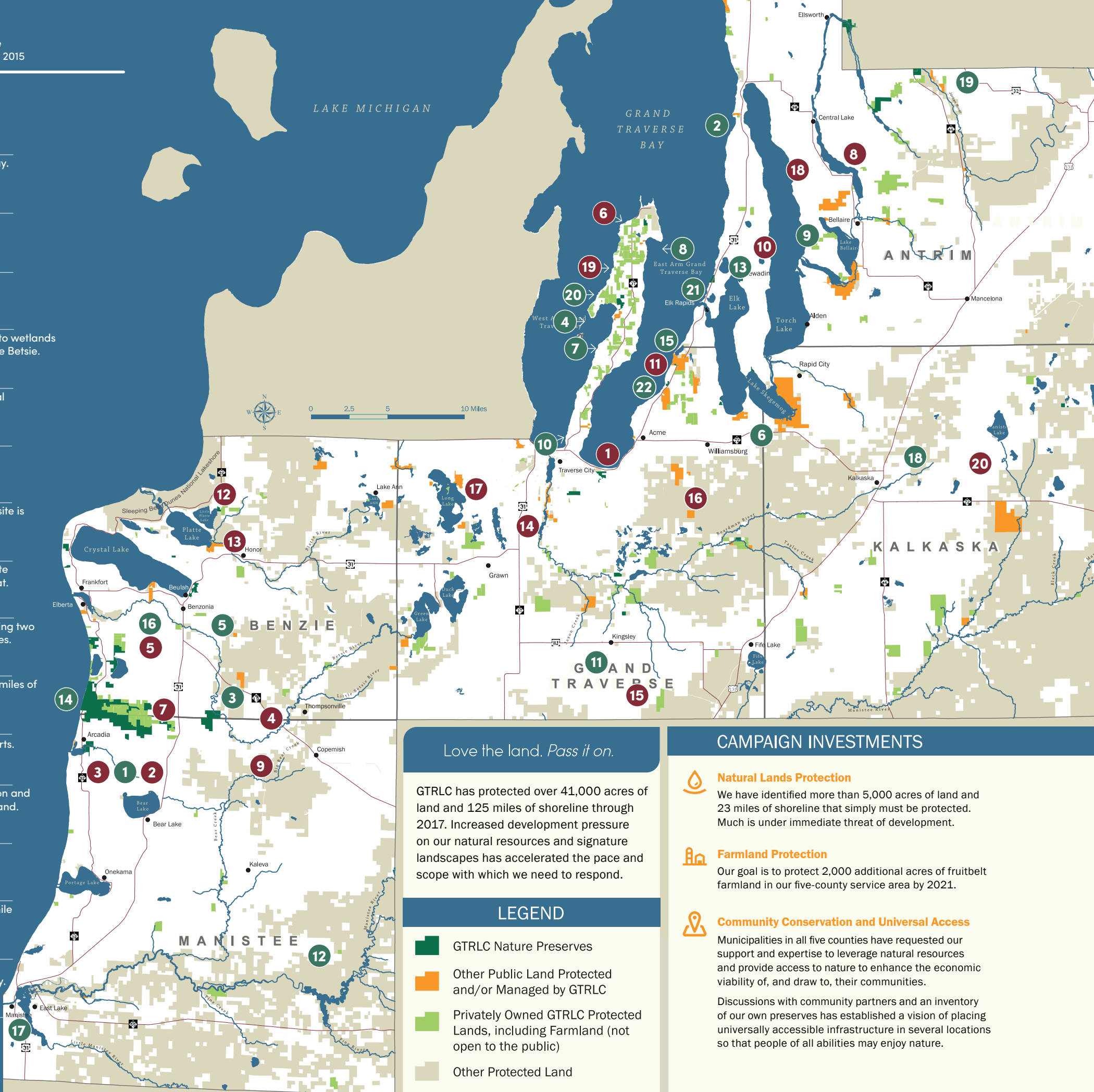


# CAMPAIGN PROJECTS

 board approved     complete since July 2015

\*Easements are privately owned and not open to the public.

		Total Project Cost
1	<b>ACME BAYSIDE PARK IMPROVEMENTS</b> 	\$635,000
Universal access to shoreline and beaches, further protect water quality of East Grand Traverse Bay.		
2	<b>ARCADIA MARSH ADDITION - PELTZ</b> 	\$180,029
19.5-acre addition for preserve management improvement & access; enhancing wildlife and biodiversity.		
3	<b>ARCADIA MARSH INFRASTRUCTURE</b> 	\$1,492,533
Provide quality of life opportunities for people of all fitness and mobility levels with UA trail design.		
4	<b>BETSIÉ RIVER OXBOW EASEMENT</b> 	\$519,852
This 184-acre property has diverse habitats from fallow field and mesic hardwood forest uplands to wetlands and rich conifer swamplands. The property also includes 1.5 mi shoreline including 4200 feet on the Betsie.		
5	<b>CHARLIE KEHR MEM. TRAIL CONNECTOR AT RAILROAD POINT</b> 	\$136,550
Connects the popular Betsie Valley Trail with trails at Conservancy-protected Railroad Point Natural Area by way of a short trail, footbridge, and stairway to views overlooking Crystal Lake.		
6	<b>FARMLAND EASEMENT</b> 	\$406,338
42-acre farm is high priority due to its proximity to other protected farms, soil quality, cropland suitability and viewshed protection.		
7	<b>HERRING RIDGE EASEMENT</b> 	\$129,222
This 120-acre property consists of high rolling hills with mesic hardwood forest on sandy soils. The site is an important groundwater recharge area and includes habitat for the state threatened plants.		
8	<b>INTERMEDIATE LAKE SANCTUARY</b> 	\$280,739
86 acre property dominated by white cedar with .53 mile of undeveloped shoreline on Intermediate Lake is a protection priority for water quality (Intermediate Lake and entire Chain) and Loon habitat.		
9	<b>LOWER BEAR CREEK EASEMENT</b> 	\$731,694
321 acre property with 2.3 mi shoreline protects a federally-designated Scenic River while connecting two parcels of Manistee National Forest land and protecting habitat for at least four rare wildlife species.		
10	<b>MAPLEHURST NATURAL AREA</b>  	\$3,869,624
389 acre future park includes meadows and forests draining into 60 acre Lake Maplehurst with 1.1 miles of shoreline and into Torch Lake.		
11	<b>MAPLE BAY FARMHOUSE RENOVATION</b>  	\$287,175
Highly visible and functional facility helps GTRLC with important outreach and land protection efforts.		
12	<b>MEDENBROOK NATURE PRESERVE - ADDITION</b> 	\$50,847
5.63 acre property with .05 mile on Platte Lake provides additional lakeshore and habitat protection and continues the creation of a protected wildlife corridor connecting Sleeping Bear Dunes and State land.		
13	<b>PLATTE RIVER PARK</b>  	\$323,774
52.1 acres including .29 miles of shoreline on the Platte River for a municipal park including river access.		
14	<b>ROBBINS CREEK EASEMENT</b> 	\$256,947
55 acre property encompasses upland, forest, creek corridor and wetland habitats including .45 mile frontage on Robbins Creek, tributary to Boardman River, which helps ensure water quality.		
15	<b>SAND CREEK EASEMENT</b> 	\$69,327
80 acres including a mix of rich conifer swamp, wet meadow, northern mesic forest, early successional forest, pine plantation and .13 mile frontage on Sand Creek, a Manistee River tributary.		
16	<b>SAND LAKES TRAIL CORRIDOR</b>  	\$331,092
159 acre property surrounded by the Pere Marquette Forest is popular with several recreation groups (hikers, cyclists, hunters etc.) and hosts popular trails including Iceman Cometh mountain bike race route.		






Love the land. *Pass it on.*

GTRLC has protected over 41,000 acres of land and 125 miles of shoreline through 2017. Increased development pressure on our natural resources and signature landscapes has accelerated the pace and scope with which we need to respond.

## LEGEND


















-  GTRLC Nature Preserves
-  Other Public Land Protected and/or Managed by GTRLC
-  Privately Owned GTRLC Protected Lands, including Farmland (not open to the public)
-  Other Protected Land

## CAMPAIGN INVESTMENTS

-  **Natural Lands Protection**  
We have identified more than 5,000 acres of land and 23 miles of shoreline that simply must be protected. Much is under immediate threat of development.
-  **Farmland Protection**  
Our goal is to protect 2,000 additional acres of fruitbelt farmland in our five-county service area by 2021.
-  **Community Conservation and Universal Access**  
Municipalities in all five counties have requested our support and expertise to leverage natural resources and provide access to nature to enhance the economic viability of, and draw to, their communities.  
  
Discussions with community partners and an inventory of our own preserves has established a vision of placing universally accessible infrastructure in several locations so that people of all abilities may enjoy nature.



\*Easements are privately owned and not open to the public.

17	<b>TIMBERS IMPROVEMENTS (UA)</b> 	<b>\$340,100</b>
Provide quality of life opportunities for people of all fitness and mobility levels with UA trail design.		
18	<b>TORCH RIDGE FARM EASEMENT</b> 	<b>\$1,046,034</b>
431 acre ridgetop farm protects viewsheds and water quality in Torch Lake.		
19	<b>TWIN MAPLES FARM EASEMENT</b> 	<b>\$959,270</b>
95 acre farm on Old Mission adjacent to other protected farms with a long history of productive fruit farming on prime farm soils. Ranked as one of the highest view sheds to preserve in Peninsula Twp.		
20	<b>UPPER MANISTEE HEADWATERS PRESERVE</b> 	<b>\$3,943,275</b>
1,280 acre property includes many habitats and 5.87 mi. of shoreline on several lakes and North Branch of the Manistee River.		
<b>TOTALS</b>		
	<b>3,319.23 acres</b>	<b>12.22 miles shoreline</b>
		<b>\$15,989,422</b>
1	<b>ARCADIA MARSH ADDITION - ST. PIERRE CORNER</b> 	<b>\$104,509</b>
12 acre addition includes critical grassland bird habitat and extends the preserve to Glovers Lake Rd providing access for boundary monitoring and invasive species management.		
2	<b>BAY HARBOR CLUB WEST EASEMENT</b> 	<b>\$32,650</b>
1.16 acres of perched coastal wetland provides unique habitat for shoreline birds and other animals and acts as a natural buffer between Bay Harbor Club and Torch Bay Natural Area.		
3	<b>BETSIE RIVER STATE TRANSFER</b> 	<b>\$55,072</b>
13 acres of mesic northern hardwood forest and a strip of hardwood-conifer swamp on .27 mile of Betsie River surrounded by state land and other large high-priority private parcels.		
4	<b>BOY'S HUT EASEMENT</b> 	<b>\$2,052,646</b>
7.2 acres including critical coastal forest community surrounded on 2 1/2 sides by protected land and one side by .12 miles shoreline on West Grand Traverse Bay.		
5	<b>CHERRY BROOK EASEMENT</b> 	<b>\$120,654</b>
89 acres of northern hardwood forest, mixed wetland, and open field. Viewable from the Betsie Valley Trail.		
6	<b>COPELAND FARM EASEMENT</b>  	<b>\$245,438</b>
179 acres adjacent to DNR's 3,300 acre Skegemog Lake Wildlife Area includes farmland, high quality habitat supporting many wildlife species with .19 mi on Skegemog Lake and .09 mi on Barker Creek.		
7	<b>CRAIG WOODS EASEMENT</b> 	<b>\$328,810</b>
31.5 acres of northern hardwood forest adjacent to two protected farms on Old Mission where natural lands are limited and residential development makes farming more difficult.		
8	<b>FARMLAND EASEMENT</b> 	<b>\$316,903</b>
36 acre farm in the Peninsula Twp's Agricultural Protection Zone is a priority property due to its proximity to other protected farms, soil quality, viewshed protection and cropland suitability.		
9	<b>FARMLAND EASEMENT</b> 	<b>\$159,665</b>
130 acre property is largely in agriculture and is proximal to three other farm easement properties. It drains through woodlands and wetlands into two critical lakes— Lake Bellaire and Torch Lake.		
10	<b>FARMLAND EASEMENT</b> 	<b>\$1,726,847</b>
Highly visible 20 acre farm including a productive vineyard in southern Peninsula Twp. where development pressures are high.		
11	<b>HILL NATURAL LAND EASEMENT</b> 	<b>\$480,303</b>
479 acres of excellent diverse habitat with state land on two sides includes 1.36 mi frontage on two creeks. Property will be used and owned by Kingsley Public Schools.		
12	<b>MARILLA HILLS EASEMENT</b> 	<b>\$68,059</b>
40 acres of dry-mesic forest surrounded by the Huron-Manistee National Forest and undeveloped land used by bats from nearby Tippy Dam, a known hibernacula.		

13	<b>MILTON TOWNSHIP BEACH</b> 	<b>\$782,292</b>
.66 acre parcel with .03 mile frontage adds to an assemblage of properties creating a 10 acre park with 400' on Elk Lake.		
14	<b>OVERLOOK TRAIL AT ARCADIA DUNES (UA)</b> 	<b>\$606,259</b>
Provide quality of life opportunities for people of all fitness and mobility levels with UA trail design.		
15	<b>PETOBEGO ADDITION</b>  	<b>\$2,187,927</b>
48 acres including a rare Coastal Marsh, forests and .83 miles of shoreline on East Arm Grand Traverse Bay and Petobego Pond.		
16	<b>RAILROAD POINT ADDITION</b> 	<b>\$125,081</b>
5 acres adjacent to Betsie Valley Trail includes .04 miles of shoreline on a creek flowing between Crystal Lake and the Betsie River.		
17	<b>RED APPLE NATURAL LAND EASEMENT</b> 	<b>\$110,807</b>
78 acres of coastal forest. Provides habitat for many animal and plant species including Alleghany plum, a State Species of Special Concern.		
18	<b>SELKIRK LAKES EASEMENT</b> 	<b>\$228,600</b>
63 acre property adjacent to state and county protected land includes multiple high quality habitat types and 1 mile of shoreline on four separate water bodies.		
19	<b>SEVERANCE CREEK EASEMENT</b> 	<b>\$161,358</b>
79 acres of forest land and .47 mi shoreline on Severance Creek, a tributary to the Jordan River. Both are state designated "Wild and Scenic" rivers.		
20	<b>STANEK FARM EASEMENT</b> 	<b>\$253,751</b>
29 acre scenic property is entirely dedicated to agricultural use and adjacent to two other protected farms within Peninsula Twp's Ag. Preservation Zone.		
21	<b>WILCOX-PALMER-SHAH PRESERVE ADDITION</b> 	<b>\$37,217</b>
17 acres of swamp adjacent to existing preserve provides avian habitat including Red Shouldered hawks (State Threatened species), improves water quality and preserves scenic view along US-31.		
22	<b>WINTERGREEN WOODS NATURE PRESERVE</b> 	<b>\$341,770</b>
22 acres of pine forest adjacent to Saylor Park including .06 miles of shoreline on Yuba Creek.		

<b>TOTALS</b>
<b>1,379.52 acres</b>
<b>4.46 miles shoreline</b>
<b>\$ 10,526,618</b>

<b>GRAND TOTALS</b>
<b>4,698.75 acres</b>
<b>16.68 miles shoreline</b>
<b>\$ 26,515,040</b>

## UPCOMING PROJECTS

Not shown on this map are more than 10 high priority projects encompassing over 1,500 acres and 3 miles of shoreline are in various stages of our process leading up to board approval. New opportunities continue to arise and we carefully evaluate and prioritize each potential project.





# NATURAL LANDS PROTECTION

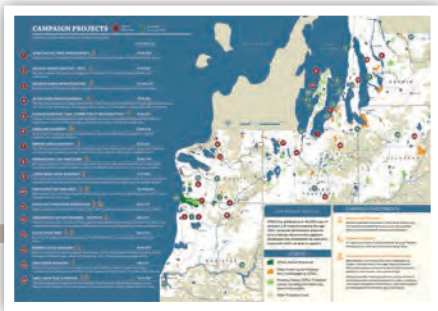
As it has been for generations, the Grand Traverse region’s natural wonders are among the biggest rewards for those who live here and one of the most significant draws for those who visit year after year. A spectacular tapestry of forests, wetlands, rivers and lakes frames our memories and experiences unlike anything else and continually enriches our lives. What’s more, these elements provide seemingly endless benefits in terms of wildlife habitat, water quality and scenic views.

The Campaign for Generations has us poised to protect some of the most exceptional remaining natural lands in our five-county service area. From the unspoiled waters of the proposed Upper Manistee Headwaters Preserve to the critical ecological features of the Petobego State Game Area addition, these properties highlight the best of what this region has to offer and promise to inspire visitors for years to come – but only if we act now to save them.

While they’re of various locations and sizes, these natural lands were not selected at random. We’ve spent years carefully developing a Priority Land Atlas (PLA) that allows us to score properties based on a variety of scientific criteria including overall size, habitat rarity, amount of wetlands, length of shoreline, adjacency to previously protected land and numerous other factors. Many of the projects included in the Campaign for Generations rank in the PLA’s Tier 1 – quite literally the best available properties from a conservation standpoint!

In addition to safeguarding natural features, several of these projects will also offer extensive outdoor recreation benefits, some in areas where such opportunities are truly lacking. But because many are also at a very real risk of future development, our quick and decisive action is critical.

What follows are only some of the many natural land protection projects included in the Campaign for Generations. Several other projects have been completed, and many more that are in the pipeline can be disclosed once our board of directors formally approves them. As this campaign will last until 2021, we also anticipate the addition of several – as of yet unknown – natural land projects.



### PROPERTY KEY



board approved



complete since July 2015

Refer to the foldout map to locate the properties which are already approved by our Board of Directors.

Visit [www.gtllrc.org](http://www.gtllrc.org) for a list of ongoing public hikes at many of these special places.



Arcadia Marsh Nature Preserve

## ARCADIA MARSH ADDITIONS 2 1

One of our most dazzling preserves from an ecological standpoint, Arcadia Marsh boasts extremely high biodiversity and is one of the last remaining Great Lakes coastal marshes. In addition to providing rare and important habitat, this preserve is quickly becoming one of the most noteworthy birdwatching sites in the state of Michigan.

Now, we’re in a position to add two important parcels totaling 32 acres. These additions are grassland habitat used by a variety

of birds, but their protection is perhaps most valuable because they will extend the preserve boundaries and prevent as many as eight home sites directly alongside the marsh. Protecting these two parcels will give us the ability to better control invasive species, further improving the overall health of the marsh.

Plans are also in the works for a Universally Accessible (UA) trail at Arcadia Marsh. For more on the trail, see page 38.



UPPER MANISTEE  
HEADWATERS PRESERVE 20

By every measure, this former Boy Scout camp in central Kalkaska County is as remarkable as it gets. It spans an impressive 1,288 acres, a figure that upon completion will make it our second-largest preserve behind Arcadia Dunes. It includes a wide variety of high-quality aquatic and terrestrial wildlife habitat. Perhaps most notable is that it boasts

a near complete lack of aquatic invasive species, making it extremely valuable from a conservation standpoint.

In addition to about a mile of the north branch of the Manistee River, the former Camp Tapico has its own 130-acre spring-fed lake, multiple types of wetland habitat and several kettle-hole ponds. Mixed northern mesic forests and fields provide additional

valued habitat. The property supports a large number of species, including loons, bald eagles, smooth green snakes and other species of special concern.

As it is also adjacent to state land on two sides, completion of this project will significantly expand upon previously protected land. Research has shown that contiguous chunks of protected land offer more and better wildlife habitat and recreation potential.

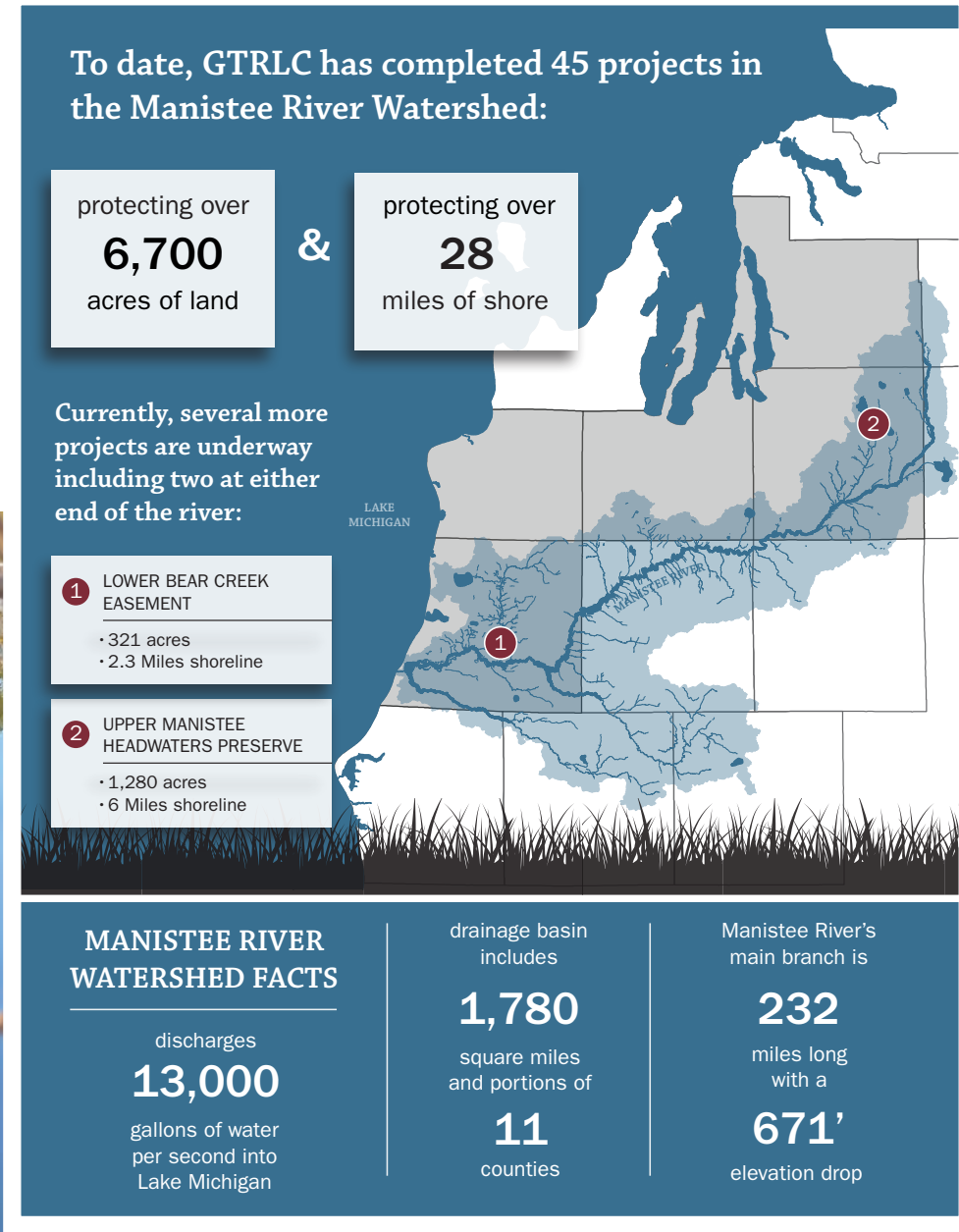
Because this property features its own lake and is situated between the very busy US-131 and I-75 corridors, it is an attractive place for development. In fact, there were multiple competing offers when GTRLC secured a purchase agreement for this property in late 2016. The Conservancy is working to permanently protect this special place so that everyone can enjoy it for generations to come.

To acquire this property and hold it until fundraising is complete, we received a loan from Richard and Diana Milock and a lead gift from the J.A. Woollam Foundation.

LOWER BEAR CREEK 9

We’ve been working to protect this beautiful and ecologically significant Manistee County property for more than a decade. Recently, we finally had the perfect opportunity!

This 321-acre property in the heart of the Manistee River watershed consists of a high plateau of mesic northern forest, mixed wetlands, steep forested slopes, ravines and extensive floodplain forest along the braided channel of Bear Creek, a major tributary of the Manistee. In addition to more than 3,400 feet of frontage on Bear Creek, the property has about 8,600 feet of frontage on two unnamed tributary streams and a half-acre pond.





The property sits immediately between two large tracts of Manistee National Forest land. Preserving it will create a larger protected corridor of land along Bear Creek within a mile of its confluence with the Manistee River. There is a bald eagle nest on the property, and red-shouldered hawk, northern goshawk and wood turtle (all state species of special concern) have been documented on the property or in the immediate vicinity.

This year, we negotiated a deal with the timber company that owned the property. Under the terms of this agreement, we purchased a conservation easement on the land, and the land itself was purchased by the Little River Band of Ottawa Indians (acting as a conservation buyer). The Little River Band wished to return this land, which tribal members consider ancestral, to tribal ownership.

### SEVERANCE CREEK 19

The Jordan River has long been recognized as one of northern Michigan's most important waterways. In fact, it was the first river included in the Michigan Natural Rivers Act of 1970, designed to safeguard the state's finest river systems. As part of the Campaign for Generations, we secured a conservation easement on 76 stunning, mostly wooded acres within the Jordan River watershed in northeastern Antrim County. The property has 2,500 feet of frontage on Severance Creek, a key tributary of the Jordan River. In an added bonus, it is also contiguous to a large protected piece of state land. Easements like these are crucial in terms of protecting water quality!

### MAPLEHURST NATURAL AREA 10

This fabulous 389-acre property in Antrim County's Milton Township is one of the largest remaining intact and nearly undeveloped parcels near Torch Lake. From 1955 to 2011, it was home to Camp Maplehurst, a summer camp beloved by generations of campers and counselors. It offers 150 acres of steep, hardwood-forested bluffs that drain into Torch Lake, along with open meadows that surround Lake Maplehurst, a 60-acre spring-fed gem.

In 2016, we helped Milton Township apply for and secure a \$1.9 million Michigan Natural Resources Trust Fund grant so the land could be used for a township-owned public park. The grant only covered about 70 percent of the cost of land acquisition, leaving us with considerable fundraising to cover a local match requirement of the grant, the cost of immediate stewardship (including demolition of several unusable buildings on the property, completed in the spring of 2018) and endowing the property's care.

While other recreational opportunities in Milton Township provide access to shoreline and nature, none at this time feature a trail system. GTRLC and the township believe the proposed Maplehurst Natural Area would provide a fantastic setting for a trail system for hiking, cross-country skiing and snowshoeing. There is also extensive waterfront along Lake Maplehurst, allowing for fishing, swimming and non-motorized boating.

To acquire this property and hold it until fundraising is complete, we secured a generous loan from Don and Jerry Oleson.

Looking south over the proposed  
Maplehurst Natural Area





PETOBEGO STATE GAME AREA ADDITION 15

This 47-acre addition to the Petobego State Game Area had been on GTRLC’s radar for nearly 25 years before the exciting chance to protect it arrived in the early stages of the Campaign for Generations.

This was the last unprotected piece of a larger complex that includes an increasingly rare Great Lakes coastal marsh, mixed forests, a large stretch of undeveloped beach and other elements of ecological significance. Permanent conservation of this addition fills the last hole in a large, contiguous swath of protected land that includes the Maple Bay Natural Area and farm, the existing state game area and Whitewater Township’s Petobego Creek Natural Area.

Protection here will have a far-reaching and positive impact on the entire region, specifically in terms of water quality and wildlife habitat. This complex safeguards water quality by protecting wetlands that serve an important role in filtering excess nutrients and pollutants from surface water runoff before they enter Grand Traverse Bay.

The addition will be owned by the State of Michigan and added to the existing state game area. We are in active discussions with the state regarding a long-term management role.


COPELAND FARM 6

Rarely does the Conservancy have a chance to protect a place that is so incredibly important in terms of both ecology and history.

The Copeland farm has roots that stretch back to William Copeland, the first permanent non-native settler of Kalkaska County. He took up residence on the land in 1855, and it’s been owned by his descendants ever since. But this historical significance, while certainly of note, plays second fiddle to the tremendous conservation values of this 179-acre property.

**Land protection around Lake Skegemog has been a priority since the 1960s for both habitat and water quality**

**The Lake Skegemog area is known habitat for:**



state and federally threatened bird species




two herpetiles of special concern



the Eastern Massasauga Rattlesnake, Michigan’s only rattlesnake and a State of Michigan species of Special Concern.



At Elk Rapids, the terminus of the Chain of Lakes, 180 billion gallons of water flow into East Grand Traverse Bay per year, much of which passes through Lake Skegemog.



**Campaign for Generations goals:**

Protect an additional 4 properties, 3 with conservation easements and one as a nature preserve, protecting land along the Torch River and the North Skegemog Nature Preserve.



Torch Lake, Torch River and Lake Skegemog

This spectacular parcel has nearly 1,000 feet of shoreline on Lake Skegemog and more than 500 feet along Barker Creek, a key tributary. More than half of the property is high quality wetland that provides important wildlife habitat and protects the water quality of the lake by filtering runoff. This property has been on the radar of local conservationists since the early 1970s, when a grassroots effort led to the creation of the 3,300-acre Skegemog Lake Wildlife Area. The Copeland parcel is adjacent to the wildlife area and contains the last significant undeveloped shoreline in the area.

In addition to natural features, a portion of this property contains viable farmland that has been in use since William Copeland first settled there more than 160 years ago.

After several discussions with the landowner, we secured a conservation easement that will forever protect these critical ecological features. The property remains privately owned by William Copeland’s descendants.

TORCH RIVER NATURE PRESERVE

This large and truly exciting property is bursting with critical ecological features and recreation potential. The 290-acre parcel has more than 1,500 feet of undeveloped wetland frontage along the Torch River, which runs from the southern portion of Torch Lake to Skegemog Lake. This pristine frontage provides a welcome contrast to the heavily developed stretch of river that lies just to the north.

Much of the property includes a prominent, steeply sloping ridge that runs north to south, parallel with the river. This ridge is a prominent feature in the view from nearby M-72, particularly from the MDOT overlook south of Skegemog Lake.

This steep ridge includes several east-west “fingers” of premium northern hardwood forest, and several slopes also contain small hemlock groves. A variety of soils result in a range of localized vegetation, and several





**OUR PRIORITY LAND ATLAS (PLA) GUIDES OUR WAY AS WE IDENTIFY CRITICAL NATURAL AREAS WORTHY OF PROTECTION.**

PHOTO BY DEKE LUDWIG

cold-water seeps originate in the hillside. An island of stately white pines is found along the southern portion of the property.

Taken together, the river frontage, steep topography, wetlands and forests provide a wide range of habitats and potential attractions for recreation. Protecting this property is extremely important from a water quality standpoint.

We hope to acquire this property and open it to the public as a preserve.

**TORCH RIDGE 18**

Like the former Camp Maplehurst property, this 431-acre property is one of the largest remaining privately held parcels near

beautiful Torch Lake in central Antrim County. Although it isn't on the water, it contains a mile-long ridge that looms over the east side of the lake.

The same features that make Torch Ridge ecologically important also make it a prime target for development. Because homes have already been built on the vast majority of shoreline parcels along much of Torch Lake, properties like this are attractive to developers because they provide the next best thing to waterfront property: high grounds that offer exquisite views of the lake. A development plan, completed as part of our appraisal process, shows the potential for dozens of home sites on the property, including as many as 24 along the ridge itself.

Although this land will remain in private hands and won't be open to the public, we'll all benefit from its protection. The property serves a very important role in filtering and cleansing water that enters Torch Lake, a role that would be severely diminished if the property were to be developed. Protection will also preserve the beautiful natural view enjoyed by those who love the beauty of Torch Lake.

**WINTERGREEN WOODS 22**

This project protects 22 gorgeous acres adjacent to Acme Township's popular Sayler Park – nine that were purchased and 13 that were donated by a generous landowner.

Wintergreen Woods includes a striking natural pine forest and an abundance of its namesake aromatic shrub, along with populations of other plant species in the heath family. These small, tough evergreen plants (wintergreen, partridge berry, pipsessewa and others) do well in the acidic under-story of pine forests. Protecting this ecologically rich parcel helped us add to what has become an impressive mosaic of protected land along the busy U.S. 31 corridor between Acme Township and Elk Rapids.

Because the Wintergreen Woods Preserve sits immediately east and south of Sayler Park, it effectively doubled the land open to the public in the vicinity. This beautiful preserve will be a wonderful place for local families to relax, recreate and learn about nature for many years to come.

**INTERMEDIATE LAKE SANCTUARY 8**

It is difficult to overstate the beauty and importance of the Chain of Lakes watershed. From its beginnings near Beals Lake to

its outlet in Elk Rapids, this collection of picturesque lakes and rivers is a truly iconic part of the northern Michigan landscape. Now, the Campaign for Generations has given us a wonderful opportunity to protect a critical property in the heart of this vital watershed.

The proposed Intermediate Lake Sanctuary features more than a half mile of undeveloped frontage on its namesake lake, which is the largest of the many lakes in the upper Chain. It is dominated by large stretches of wetlands that serve the important role of filtering overland runoff from nearby upland areas as it enters Intermediate Lake and the Chain as a whole. Aside from its tremendous water quality benefits, this undeveloped shoreline habitat is also critical for a variety of plants, animals and birds, including the iconic common loon, which nests in the area.

Given the sensitive wetland conditions dominating the site, the parcel would be managed as a sanctuary to safeguard its ecological features.

**HILL ESTATE 11**

From an ecological standpoint, this 479-acre property near Kingsley has several exciting elements. It has fen habitat, rich conifer and hardwood-conifer swamps, upland habitat, two cold-water creeks that support brook trout and much more. The fact that it's adjacent to state land on both sides is also important from a conservation standpoint, as is its large size. It's the seventh largest of the more than 230 conservation easements we have secured in our 27-year history.



But there's more to this fantastic story. The Hill sisters, who owned the land and left instructions that it be protected upon their deaths, also stipulated that the land be transferred to Kingsley Area Schools.

We worked with the school district to craft a conservation easement that protects the land's conservation value but still allows the district a small building envelope for potential bunk buildings or classroom space. The district is already using this expansive natural classroom for outdoor and environmental education.

**WILCOX-PALMER-SHAH ADDITION** 21

This scenic and ecologically important waterfront preserve has long been a favorite in Antrim County, and we were fortunate to have the opportunity to add roughly 17 acres as part of the Campaign for Generations. While this preserve doesn't add additional frontage along East Grand Traverse Bay, it does add valuable forest and wetland habitat that's home to a variety of plants, birds and other wildlife.

**THESE ARE JUST A FEW OF THE  
NATURAL LAND PROTECTION  
PROJECTS INCLUDED IN THE  
CAMPAIGN FOR GENERATIONS.  
IN ADDITION TO OTHER  
IDENTIFIED PROJECTS THAT  
AREN'T LISTED, WE ARE ALREADY  
AWARE OF SEVERAL ADDITIONAL  
PROJECTS ON THE HORIZON.**



PHOTO BY DREW SMITH



## FARMLAND PROTECTION

Farming is deeply ingrained in the culture, history and economic well-being of the Grand Traverse Region. Generations of hardworking local farmers have long produced some of the world's finest fruit and other crops, establishing our region as one of the most celebrated agricultural areas in the entire country.

The diverse farms that dot our landscape continue to enrich the lives of everyone who lives or visits here. They ensure a steady supply of fresh, wholesome and local food, of course, and they provide important jobs for those involved in growing, packing and shipping produce. But the numerous benefits extend far beyond farming operations themselves. Protecting these farms from development safeguards some of the most important elements of our northern Michigan way of life.

A well-managed farm – particularly a fruit farm – protects water quality in many of the same ways natural land does. These rolling farms are also integral to the scenic character of our region, and their continued operation ensures picturesque views unobstructed by homes or other buildings. Imagine Old Mission Peninsula or the scenic US-31 corridor without the charm provided by the farms so integral to their character. Finally, these farms boost tourism and our regional economy by directly contributing to the immensely popular local food and agritourism movements.

Unfortunately, development pressure on fruit and other farmland throughout our five-county service area has never been higher. Many fruit farms in our area boast highly coveted views

of East and West Grand Traverse Bay, Torch Lake, Elk Lake or other lakes in our region, placing them squarely in the target of home developers.

All of our service area lies within the West Michigan Fruit Belt, a globally unique growing zone that stretches in a relatively narrow band along the Lake Michigan coast from Indiana to the Straits of Mackinac. According to the American Farmland Trust, this belt is one of the 10 most threatened agricultural resources in the nation. The time to act is now.

A key pillar of the Campaign for Generations is farmland protection. Our goal is to protect 2,000 additional acres of farmland in our five-county service area before the campaign ends in 2021. What follows are just a few of the projects we've been working on as part of this campaign. Because all of these are private land and some still have not closed, the properties are not named. Many more farmland projects are in the pipeline and are likely to be included before the campaign wraps.

### GRAND TRAVERSE COUNTY – PENINSULA TOWNSHIP – 95 ACRES 19

This high priority 95-acre property stretches from Peninsula Drive to Center Road about two miles north of Bowers Harbor on Old Mission Peninsula and has been identified as one of the most significant properties in terms of preserving critical scenic views on Old Mission. It has a long history of productive fruit farming and has been owned by the same family for nearly 100 years.



### ANTRIM COUNTY – FOREST HOME TOWNSHIP – 130 ACRES 9

Like several other farmland easements, a portion of this property boasts beautiful natural woodlands that add to its conservation values. About 100 acres are actively farmed and offer expansive views of the Lake Bellaire basin from Dunson and Wright roads. Like many farmland easements, this one is key for water quality – it drains into a wetland in the southeast corner and eventually into Lake Bellaire.

### GRAND TRAVERSE COUNTY – PENINSULA TOWNSHIP – 20 ACRES 10

This beautiful 20-acre vineyard on Old Mission Peninsula was once a highly visible gravel pit along West Bay. Carefully filled and cultivated as a vineyard, it now is known for producing some of the finest red wine in a region known for producing mostly white varieties. Its unique combination of physical features combine to provide excellent growing conditions, and it was long considered to be a prime site for housing before the owner donated a conservation easement.





PHOTO BY GARY HOWE

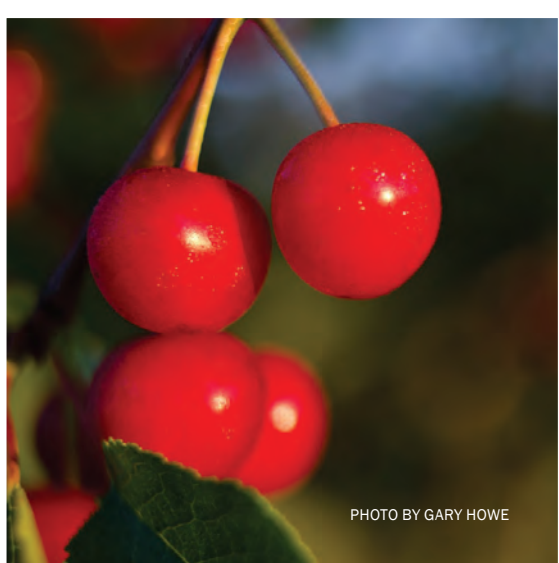


PHOTO BY GARY HOWE

**GRAND TRAVERSE COUNTY – PENINSULA TOWNSHIP – 130 ACRES**

Protection of these three adjacent farms near the tip of Old Mission Peninsula would provide the final pieces in the creation of a conservation “greenbelt” around the historic town of Old Mission. All three farms, totaling 130 acres, are part of township-designated scenic viewsheds. One of the farms is also steeped in history, going back almost as far as the first non-native settlers on the Peninsula. It was designated as a Centennial Farm by the Historical Society of Michigan all the way back in 1956!

**GRAND TRAVERSE COUNTY – WHITEWATER TOWNSHIP – 295 ACRES**

This expansive farm in Whitewater Township offers high quality cherry and apple orchards. Aside from prime agricultural land, it is adjacent to the Petobego Creek Natural Area and contains more than 50 acres of wetlands. If completed, this project would contribute to a large block of protected land surrounding Petobego Creek, a vital East Grand Traverse Bay tributary.

**ANTRIM COUNTY – CENTRAL LAKE TOWNSHIP – 408 ACRES**

Another property situated high on a ridge, this spectacular working farm near Central Lake in Antrim County overlooks Torch Lake, Grand Traverse Bay and Intermediate Lake. Preserving this open space would help ensure water quality in Torch Lake and the Chain of Lakes watershed.

**GRAND TRAVERSE COUNTY – PENINSULA TOWNSHIP – 212 ACRES**

This pair of farms on beautiful Old Mission Peninsula includes one of the largest remaining unprotected farms on the whole peninsula. Both are working tart cherry farms, and both are highly desirable for development. The smaller of the two has produced cherries for well over 100 years and is surrounded on three sides by protected land.

**LEVERAGING PUBLIC FUNDS**

While private donations remain our strongest and most important tool in our efforts to protect farmland, we’ve worked hard to leverage critical public funding as well. Near the start of the Campaign for Generations, GTRLC was one of the recipients of a cooperative federal Regional Conservation Partnership Program (RCPP) grant. About \$2.8 million of the \$7.9 million grant is earmarked for our service area, and that money will be used to purchase and extinguish development rights on key farm parcels.

We also continue to manage Purchase of Development Rights (PDR) programs in Grand Traverse County’s Acme and Peninsula Townships. These groundbreaking programs, first approved in Peninsula Township in 1994 and Acme Township in 2004, use funds generated from voter-approved millages to purchase development rights from farmers. In addition to managing programs and completing the individual land deals in both townships, we are responsible for monitoring farms in Acme to ensure compliance. Hundreds of acres of farms have been protected under these programs, ensuring the long-term

viability of farming in both townships and protecting important scenic views. Below are just a few current PDR and RCPP projects.

**ACME TOWNSHIP 1 – 179 ACRES**

This project would protect two vibrant and productive tart cherry farms. In addition to protecting quality farmland, this project would safeguard water quality by preserving significant frontage along Yuba Creek, a key Grand Traverse Bay tributary.

**ACME TOWNSHIP 2 – 152 ACRES**

The landowners of this farm are part of a multigenerational farming family that grows high-density apples, cherries and peaches. The farm is adjacent to Petobego Creek Natural Area and connects vital wetland corridors.

**ACME TOWNSHIP 3 – 97 ACRES**

Corn and sunflowers grow on this farm once known for cherries. Of particular interest is the fact that the property includes more than 30 acres of forested wetlands.

**PENINSULA TOWNSHIP 1 – 110 ACRES**

Providing high-quality fruit production, this large cherry farm sits on a high ridge of the peninsula and has views of West Bay and Power Island, making it a likely target for development. The owner is the fourth generation to farm the land.

**PENINSULA TOWNSHIP 2 – 54 ACRES**

This tart cherry farm is part of a township-designated scenic viewshed and would contribute to a large block of contiguous protected farmland.



UNIVERSAL ACCESS OPPORTUNITIES ENRICH COUNTLESS LIVES AND BUILD SUPPORT FOR LAND PROTECTION BY ENGAGING EVERYONE WITH THE OUTDOOR WORLD.



The platform at the Overlook Trail at Arcadia Dunes: The C.S. Mott Nature Preserve



Visitors enjoy the Overlook Trail at Arcadia Dunes: The C.S. Mott Nature Preserve

PHOTO BY ART BUKOWSKI

## COMMUNITY CONSERVATION AND UNIVERSAL ACCESS

Since our founding in 1991, the Grand Traverse Regional Land Conservancy has been the go-to resource for communities in our area that want to boost their outdoor recreation opportunities. We've built deep relationships with community leaders in our five-county service area, and nearly 20 townships, cities, counties and other municipalities have

requested our support and expertise to create popular parks and natural areas.

The Campaign for Generations includes multiple examples of this work, and your support for this campaign enables us to help turn community dreams into wonderful places destined to be enjoyed for generations to come!

With each preserve or natural area we help create, a little more of the region's natural beauty is open for hiking, birdwatching, swimming and countless other public activities. By engaging residents and visitors with our natural resources, we build support for land protection and encourage healthy and active lifestyles.

And because we believe strongly that the natural beauty of our region should be available to people of ALL ages and abilities,

GTRLC is making a conscious effort to provide and plan for Universal Access (UA) opportunities at some of the preserves we own and at the natural areas we help create. Simply put, lifelong access to nature shouldn't be a luxury.

The need for UA opportunities is clear. A large – and growing – segment of the population has trouble accessing our wonderful natural resources due to mobility issues. Even a



slightly rocky path can become an impassable barrier for someone in a wheelchair. To those using a cane or walker, an uneven trail can present hazards. As the baby boomer population ages and lifespans continue to extend – the population of people age 65 and older is projected to double in about 40 years – the prevalence of age-related mobility challenges will rise.

Mobility issues are not limited to older people, of course, nor are they always medical in nature. Families with young children in strollers can have a difficult time traversing uneven terrain, as even today’s rugged strollers can only handle so much.

The following projects have elements of community conservation, universal access, or both.

**ACME BAYSIDE PARK 1**

For decades, Acme Township was a place that many people simply passed through as they traveled the busy U.S. 31 corridor. Access to – and in many instances even views of – beautiful Grand Traverse Bay were limited, leaving the township as somewhat of an afterthought as people traveled to and from Traverse City.

The good news is that’s all begun to change thanks to an ambitious, multi-phase project designed to open up the shoreline for public recreation. The *great* news is that the best is still yet to come. In the near future, what was once a barrier of buildings will become both an exciting gateway to Traverse City and a wonderful place to spend time in its own right – another example of the “placemaking” concept present in many

of GTRLC’s community assist projects. Placemaking builds communities by boosting economic development and providing a strong sense of identity.

As part of the Campaign for Generations, we will help Acme Township provide recreational improvements and amenities to land acquired as part of the first three phases of this project, which began about a decade ago. Those first three phases – funded by a series of Michigan Natural Resources Trust Fund (MNRTF) grants, individual donors and foundations – opened up about six acres of land and 1,500 feet of shoreline for public use. GTRLC managed the removal of more than 20 structures, creating the open space necessary for a greatly expanded public park.

Now, Acme is working to maximize the potential for that space. The township secured a \$300,000 MNRTF development grant in 2016 and GTRLC is working to raise matching funds. Site improvements will include a rain garden/storm water retention system and new beach playground equipment, as well as universally accessible beach matting, drinking fountain and beach transfer seat.

**PLATTE RIVER PARK 13**

For years, it was a much-discussed goal of the residents in and around Honor to have a park along the Platte River, one of Benzie County’s most beloved natural resources. That dream is now very close to reality after GTRLC helped a citizens group secure both land and funding for the park.

At the urging of the Honor Area Restoration Project (HARP), we secured a purchase option on a beautiful 52-acre parcel with 1,500 feet

of frontage on the Platte River in Benzie County’s Homestead Township. We also supported the township’s successful application for a \$222,000 Michigan Natural Resources Trust Fund grant to acquire the property and use it for a public park.

HARP is a citizen-led group that hopes to turn Honor into a destination rather than another place to pass through on the way to Beulah or Frankfort. A big part of HARP’s plan is to showcase the beautiful Platte, a blue-ribbon trout stream. Because there is relatively little public access to the Platte in the immediate area right now, this particular property will provide a big boost to these efforts. We pre-acquired the property and will transfer it to the township once fundraising is complete.

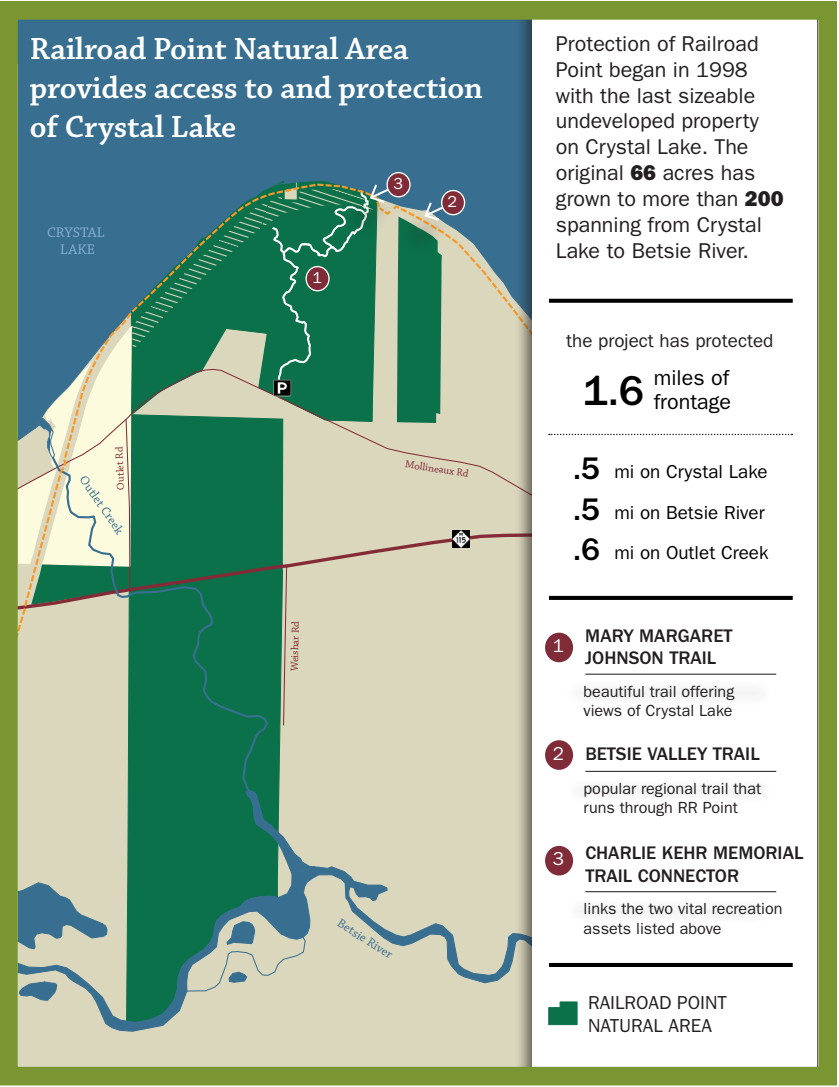
This is an excellent example of a community conservation project in which our expertise can help local communities achieve their outdoor conservation and recreation goals.

**CHARLIE KEHR MEMORIAL TRAIL CONNECTOR 5**

This stairway connects the Mary Margaret Johnson Trail in the beautiful Railroad Point Natural Area with the Betsie Valley Trail, which passes a short distance below a bluff

that overlooks Crystal Lake. This project connects two popular outdoor resources and boosts recreational opportunities along the lake. GTRLC is fundraising for the project and is managing the construction, which will be complete this summer.

The project is named after Charlie Kehr, a former GTRLC board member and Benzie County parks commissioner who was particularly active and passionate in Benzie County’s outdoor scene. Charlie unexpectedly passed away in 2016.





### MILTON TOWNSHIP BEACH 13

Another fine example of a community conservation project, this multi-phase effort involved the Conservancy negotiating with the owners of the former Water's Edge Resort to acquire the property for use as a public park along Elk Lake in Kewadin. We also helped the township apply for and secure a Michigan Natural Resources Trust Fund grant to cover a portion of the land acquisition costs and another grant for further park developments.



PHOTO BY TOM VRANICH

*The universally accessible kayak launch in Milton Township*

Once the land was acquired, the Conservancy managed demolition of existing buildings. Thanks to a Rotary Charities grant, the site now contains the first universally accessible kayak launch in the Chain of Lakes.

Stay tuned for more exciting developments at this beautiful property!

### SAND LAKES TRAIL CORRIDOR 16

This 160-acre parcel in Grand Traverse County's Whitewater Township is tremendously important from both an ecological and a recreational standpoint. It's surrounded on all sides by the Pere Marquette State Forest and serves as the main access point for Bullhead Lake. It contains a section of the Traverse City to Kalkaska Trail and has been used for nearly 30 years by the tremendously popular Iceman Cometh Challenge mountain bike race. In addition, the parcel is also used for the Mud, Sweat and Beers mountain bike race and is enjoyed by thousands of individual hikers, bikers and skiers each year.

Grand Traverse County owned the land since 1977 and decided to sell it in early 2017 as part of a plan to alleviate pension debt. The parcel had been on GTRLC's land protection radar for years, and when it was listed for sale in

late May, GTRLC sprang into action and had a purchase offer to the county within a matter of days. Fortunately, the county accepted GTRLC's offer over multiple higher bids. GTRLC plans to sell the land to the State of Michigan as part of the Pere Marquette State Forest within the next few years.



PHOTO COURTESY OF GOSLING-CZUBAK

### OVERLOOK TRAIL AT ARCADIA DUNES 14

There are few views more inspiring in our region than those that overlook Lake Michigan's stunning deep blue expanse from a high vantage point. Now everyone, regardless of age or ability, can soak up this wonderful sight.

Completed in early 2017, the Overlook Trail at Arcadia Dunes – GTRLC's first Universally Accessible project – is already a huge hit with area residents and visitors. The trail starts at the Baldy trailhead off M-22 and leads to an overlook platform about a half mile south of Old Baldy. The path, a combination of crushed

aggregate and boardwalk, utilizes switchbacks to avoid mature trees and ensure that the grade never exceeds five percent, a key element of universal accessibility.

The trail wanders through a beautiful coastal forest on its way to the overlook platform and is just over a half mile one way. The platform offers an exquisite view of the lake and natural features along the coast, with benches so visitors can sit and enjoy the splendor. Benches along the length of the trail also provide plenty of spots to relax in the forest.

Feedback from this popular trail will inform our future UA endeavors.





High water levels at Arcadia Marsh

### ARCADIA MARSH UA TRAIL 3

What better place for universal access than a place with so much to teach us about ecology, biology and conservation?

Construction of a UA trail at Arcadia Marsh is scheduled to begin in late 2018. An elevated boardwalk trail will follow and extend upon the existing footpath, which is prone to getting so muddy in spots that it's nearly impassable. In addition to meeting UA criteria, the elevated trail will provide enhanced viewing for everyone who visits the marsh, as the view from the current path gets blocked by high vegetation during the warmer months.

A series of bumpouts with benches, elevated observation decks and three small fishing piers will add to the experience. The trail will be three-quarters of a mile in length and will extend from the current parking area along M-22 to a new parking area along St. Pierre Road. This trail will fill a community demand for better access to nature and improve the experience of everyone who visits the marsh for birding, hiking, nature viewing and more.

*For more information about two critical land additions to Arcadia Marsh, see page 17.*

### TIMBERS RECREATION AREA UA TRAIL 17

This popular recreation area, initially protected by GTRLC in 2012, is an exquisite example of “nearby nature.” It offers beautiful hiking trails through diverse and ecologically significant terrain, more than a mile and a half of combined shoreline on three different lakes and excellent opportunities for birdwatching, snowshoeing and more – all within a short drive from Traverse City.

But Timbers is no different than any other beautiful outdoor space in that it offers no shortage of roadblocks to people with mobility issues. That's why we're thrilled to be a part of plans to build a Universally Accessible (UA) trail at Timbers, a project that will open up

the wonders of this special place to people of all ages and abilities.

GTRLC helped Long Lake township secure a \$194,000 Michigan Natural Resources Trust Fund grant in late 2017, and we're working to raise a local match. We will also be involved in trail construction, which is likely to begin in 2019. Although details have yet to be finalized, plans call for an out-and-back trail that will begin at the parking area and extend to Long Lake, then over to Fern Lake, ending at a small overlook and fishing platform.

As with other UA trails, care will be taken to make the path barrier free and within the grade required by UA guidelines, utilizing switchbacks where necessary.







# QUICK-STRIKE FUND FOR PRIORITY LAND PROTECTION

The history of the Grand Traverse Regional Land Conservancy is peppered with projects that required quick action. Some of our most beloved preserves and natural areas – Seven Bridges, Pearl Lake, Pyatt Lake, the mighty Arcadia Dunes and many more – faced specific and imminent development threats by the time the Conservancy got involved. Scores more faced uncertain futures, with development interest very likely due to location, scenic views and other factors.

Many of these places might have been lost forever had it not been for the Conservancy’s quick action to secure purchase options and buy time for fundraising. Of course, we didn’t do it alone. Over the years we’ve had the support of thousands of dedicated donors who rose to the occasion during fundraising campaigns of all degrees of urgency. These heroes have allowed for the creation of some of our region’s most treasured outdoor retreats.

So while careful planning and study led to a wonderful and truly exciting list of projects as part of the Campaign for Generations, we’ve known from the start that we must be ready to save the special places that aren’t yet on our radar. As has always been the case, many parcels come up for sale unexpectedly in connection with major life events – death, divorces, bankruptcy and more – and no amount of planning or relationship building can have us prepared for everything.

That’s why we’re fundraising for a \$10 million Quick Strike Fund for Priority Land Protection as part of the Campaign for Generations. This money is intended to give us the flexibility to pursue unexpected projects that aren’t yet on our active project list. Because development pressure in our region continues to increase, we fully anticipate unforeseen threats to – and opportunities to protect – critical natural, scenic and farm lands in all corners of our five-county service area.

*The proposed Upper Manistee Headwaters Preserve*



PHOTO BY DEKE LUDWIG



In addition to building a Quick Strike Fund, the Conservancy will also continue to be creative with other sources of funding that allow us to move fast. This includes building relationships with donors who are willing to either loan us money to purchase land or to serve as conservation buyers who purchase and hold land while we fundraise. Both situations address the critical and very frequent need of securing properties from sellers who often have a desire to unload their land within a short time frame. We've already needed to do this twice, as opportunities to protect the Upper Manistee Headwaters Preserve and Maplehurst Natural Area arose unexpectedly with accelerated timelines after the start of this campaign.

As we've now experienced, the phone could ring at any time regarding the next tremendously special property destined to be enjoyed by generations to come. With your help, we can be sure we're ready to respond.

*The proposed Upper Manistee  
Headwaters Preserve*





## STEWARDSHIP ENDOWMENT

Simply put, this campaign pillar is designed to make sure we can make good on our obligation and our promise of forever when it comes to the lands we protect. With each project approved by our board, and with each new conservation easement accepted, our organization assumes the obligation to steward these properties for generations to come.

That obligation is tremendous. Our stewardship team looks after 35 preserves and sanctuaries across five counties, and they also handle or assist with stewardship of 12 additional natural areas. At more than 15,500 acres, the amount of land they steward is already larger in size than Manhattan – and that doesn't include the countless projects that lie ahead.

This important work is driven by the fact that it's not enough to protect a piece of land and move on to the next project. Even after land

is protected from development activity, it remains susceptible to many threats and is in need of continued care to ensure its ecological health. We are constantly on the lookout for a host of troubling invasive species and tree diseases on our preserves and natural areas,

removing them where necessary in a series of ongoing battles throughout our five-county service area. We work to restore and improve damaged habitats, ensuring the best for our wildlife and water quality.

Because many of the properties we have protected are open to and enjoyed by the public, we also have no shortage of responsibilities tied to the infrastructure that facilitates continued recreation. We must build and maintain trails, parking lots, signs, kiosks, overlook platforms and more. Downed trees must be cleared, litter picked up and boundary encroachments handled in a timely fashion.



*Seed collecting at Arcadia Marsh*







PHOTO BY JACOB BOURNAY

**FOREVER IS A LONG TIME. OUR STEWARDSHIP  
ENDOWMENT EFFORTS ENSURE OUR PROTECTED  
LANDS ARE BEAUTIFUL AND HEALTHY FOR  
GENERATIONS TO COME.**



PHOTO BY GARY HOWE

*Pulling garlic mustard at Glacial Hills*

More than half of all the land protected by GTRLC is private land protected through the use of conservation easements. These voluntary legal agreements permanently restrict the way land can be used, regardless of owner, in order to protect the land's conservation values. A key part of this arrangement is regular monitoring to make sure the terms of the easement are upheld. To that end, our easement stewardship team is responsible for regular monitoring of more than 230 easements totaling more than 20,000 acres.

We have done remarkably well for an organization of our size and age when it comes to setting aside money for stewardship

activities, as we have earmarked roughly half of the funds necessary to endow our stewardship of protected lands. Our board also recently mandated that all approved land protection projects must have long-term stewardship costs built in from the start, ensuring that this important aspect of our work is never overlooked.

The Campaign for Generations will enable us to raise vital stewardship dollars for dozens of projects completed prior to the board mandate, those already included in the campaign and those that will be included before the campaign ends, ensuring that we'll always be out there on the front lines working to care for our region's most special places.



## SIX YEAR ON-THE-GROUND OPERATIONS

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As we press on to save the tremendous properties included in the Campaign for Generations, it takes a reliable stream of money to maintain excellence in everything we do. This campaign investment is designed to cover our many operational expenses for the life of the campaign – everything from office rent and maintenance of our stewardship vehicles to the specialized equipment and materials needed for day-to-day work.

This campaign pillar also allows us to attract and retain an incredibly talented and dedicated staff that makes us one of the most successful and innovative land trusts in the entire country. Saving land for future generations – and providing perpetual stewardship – requires an incredible amount of specialized tasks spread across several teams of passionate staffers who all contribute to our mission.

*Near the beginning of the  
North Branch of the Manistee  
at the proposed Upper Manistee  
Headwaters Preserve*



PHOTO BY NOAH JURIK/STONE HUT STUDIOS



# A TRACK RECORD OF SUCCESS

The Grand Traverse Regional Land Conservancy is a 501(c)(3) nonprofit corporation founded by Rotary Charities in 1991. We work tirelessly to safeguard land and water resources in our service area of Antrim, Benzie, Grand Traverse, Kalkaska and Manistee counties.

GTRLC has permanently protected more than 41,000 acres of natural, scenic and farm lands throughout the five counties we serve. These efforts have preserved more than 125 miles of critical shoreline on our region’s rivers, lakes and streams. What’s more, they have resulted in the creation of 35 Conservancy-owned nature preserves and 26 natural areas owned by municipalities in our service area. These preserves and natural areas – Arcadia Dunes, Timbers Recreation Area, Seven Bridges and so many more – are some of the most beloved and popular outdoor recreation spots in our region.

None of this would have been possible without the support of willing landowners and the financial resources of thousands of individual, business and foundation

donors who love the land and want to pass it on. In addition to raising more than \$75 million in private funding, we’ve secured more than \$100 million in public funding – what an impact investment model!

While the Campaign for Generations is our largest and boldest effort to date, we are no stranger to major fundraising efforts. Just over a decade ago, our Coastal Campaign –


which protected Green Point Dunes, Betsie Dunes and Arcadia Dunes – was the largest land protection campaign ever undertaken in the Midwest by a land trust, raising more than \$35 million in support.

We have a passionate board of directors, a dedicated cadre of volunteers and a highly trained, professional staff skilled in all aspects of our mission.

*For more information about our organization, past projects, events and much more, please visit [www.gtrlc.org](http://www.gtrlc.org)*

## HOW DOES GTRLC PROTECT LAND?

- By working with landowners to preserve private land through voluntary conservation easements that restrict development in perpetuity. More than 225 landowners have worked with us to protect their cherished natural lands and farms.
- By acquiring high-quality natural lands through purchase or donation to create Conservancy-owned nature preserves, which are open to the public.
- By assisting local governments in creating or expanding public parks and natural areas that result in enhanced access to nature and improved recreational opportunities.
- By providing technical assistance with the administration of farmland protection programs.



### Grand Traverse Regional Land Conservancy


( QUICK FACTS )

Established in 1991  
by Rotary Charities


SERVES  
**5**  
COUNTIES

- Antrim
- Benzie
- Grand Traverse
- Kalkaska
- Manistee


protected over  
**41,000**  
acres of land




own & manage  
**35** public  
nature preserves  
& sanctuaries



protected over  
**125**  
miles of shore



helped create  
**26** public  
natural areas



for more information visit:  
[www.gtrlc.org](http://www.gtrlc.org)



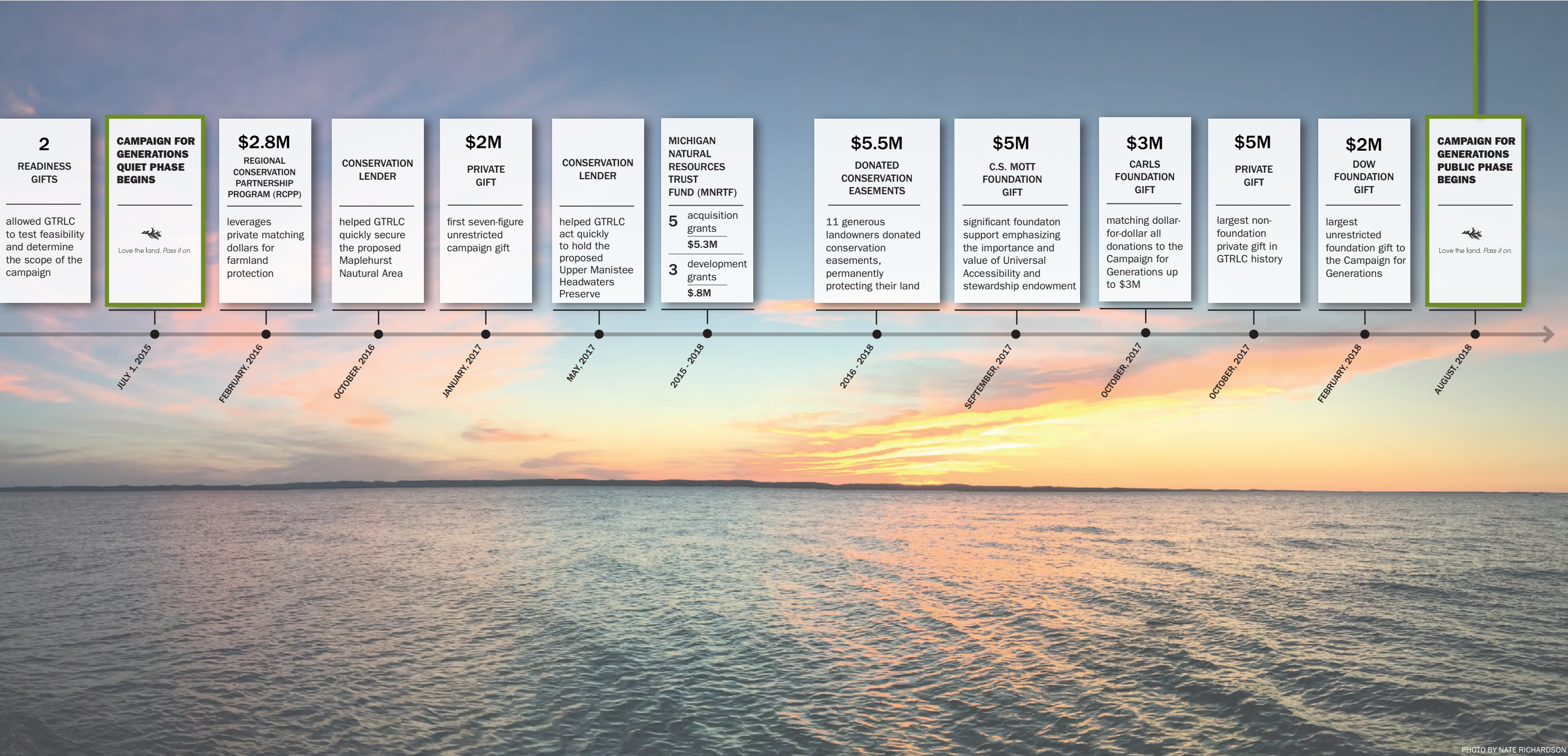


# CAMPAIGN FOR GENERATIONS - QUIET PHASE MILESTONES

The seeds for the Campaign for Generations were planted when GTRLC’s board and staff saw an increasing number of projects with high conservation and recreation value present themselves in 2014 and 2015. It became clear that a comprehensive, multi-faceted campaign would be the only viable way to protect the many high-value properties.

We completed a thorough due diligence process – funded by generous supporters – before deciding to launch this ambitious effort. The “quiet phase,” which began in July 2015, gave us time to have important conversations with key supporters regarding our needs and goals.

Now, with 75% of our total goal secured with gifts and multi-year pledges, we begin the public phase and must finish strong by involving everyone who loves our region. Join us in preserving our precious land and water for generations to come!







LEAVE A LEGACY

## *How You Can Support the Campaign for Generations*

PHOTO BY DAVID FOOTE

There are many ways you can financially support the Campaign for Generations.

Some gifts can be pledges over a number of years, some cost you nothing now, and others may reduce your taxes.

All of them leave a legacy for future generations by protecting our important land and water resources.

What follows are a few options for you to consider when making your personal gift to the campaign.

If you have questions or need more information, please contact any member of our fund development team by calling 231-929-7911 or emailing [info@gtrlc.org](mailto:info@gtrlc.org).





GIFTS OF CASH

When considering a gift of cash, you can make an immediate gift or pledge your support to be paid over several years. Contributions are tax-deductible.

GIFTS OF STOCKS

Stock gifts can be donated to the campaign and may qualify for both state and federal tax deduction. If the stock has appreciated in value, you may avoid paying capital gains upon transferring it to the Conservancy.

BEQUESTS, CHARITABLE REMAINDER TRUSTS AND OTHER LEGACY GIFTS

The value of irrevocable bequest intentions or trust gifts can be counted toward the campaign’s goal. Please call any member of our fund development team regarding your estate planning goals and options.

GIFTS BY BENEFICIARY DESIGNATION

With a gift from your IRA or other retirement fund, insurance plan or other assets, your gift has an impact that lasts for years to come. Giving a significant gift like this is as simple as contacting the firm that holds your assets and asking them for a beneficiary form.

GIFTS OF LAND

If you have property that you would like to donate to the Conservancy, please call us prior to making this donation. Some land may be of significant conservation value that would be added to the Conservancy’s portfolio of protected lands, once transferred from your ownership to ours. Other properties may be sold

or traded so that the proceeds can be added to the campaign. If the land’s value has risen over time, it’s considered an appreciated asset and may qualify for state and federal tax deduction as well as the avoidance of capital gains.

CONSERVATION EASEMENT DONATIONS

If you own land with important resources, donating a conservation easement is an effective way to conserve the land you love while maintaining your private property rights and possibly realizing significant federal tax benefits.

MEMORIAL OR TRIBUTE GIFTS

A memorial or tribute gift is a meaningful way to express your love, admiration and gratitude for someone special. Your gift will honor your loved ones and create a lasting tribute to them.

NAMING OPPORTUNITIES

The Campaign for Generations offers a limited number of naming opportunities that can permanently recognize you and/or your family’s generosity. Named gift opportunities include benches, trails and entire preserves. Please contact us to discuss naming opportunities.

MATCHING GIFT PROGRAMS

Corporate matching gift programs are charitable giving programs set up by corporations in which the company matches donations made by employees to eligible nonprofit organizations. You can immediately assess your eligibility and gain access to detailed corporate giving information about your employer by searching the database of companies with matching gift programs found in the donation section of our website: [www.gtrlc.org](http://www.gtrlc.org)

\$71M

campaign total

campaign public phase

\$53M

raised as of August 1, 2018

campaign quiet phase

\$0

July 1, 2015

WHERE DO YOU SEE YOUR GIFT?

THIS IS AN EXAMPLE OF HOW WE MIGHT RAISE THE REMAINING NEED OF \$18M. AS YOU CAN SEE, GIFTS OF ALL SIZES ARE NEEDED. PLEDGES CAN BE PAID OVER 3 YEARS.

GIFT LEVEL	# GIFTS NEEDED	TOTAL
\$3,000,000	1	\$3,000,000
\$1,000,000	2	\$2,000,000
\$500,000	5	\$2,500,000
\$250,000	8	\$2,000,000
\$100,000	15	\$1,500,000
\$50,000	40	\$2,000,000
\$25,000	80	\$2,000,000
\$10,000	120	\$1,200,000
\$5,000	140	\$700,000
\$2,500	160	\$400,000
\$1,000	350	\$350,000
Under \$1,000	> 500	\$350,000
	≥ 1,400	\$18,000,000



Dear Friends,

Thank you so much for taking the time to learn about the Campaign for Generations! We hope you are inspired to support this ambitious effort to preserve our region’s land and water for generations to come.

Together with our passionate staff, our dedicated board of directors took the weight of the decision to launch this campaign very seriously. After carefully examining all of our options, we knew that now was the time to be bold. The number of critical properties at risk meant that we simply had no choice but to think big and dive into the largest campaign in GTRLC’s history.

We are humbled by the many individuals, foundations and businesses that stepped up to provide critical support during the exploration and quiet phases of this campaign. Their gifts came in many forms, from personal giving and foundation grants to documented estate gifts and land or conservation easement donations. But what all of those gifts meant is far more important than the form they took – each supporter who decided to part with a portion of their resources did so because they believe deeply in the need for this campaign as well as the Conservancy’s ability to complete it.

While we are so grateful to those who gave us a strong start to this campaign – our work here is far from over. Without considerable support from many more people like yourself, we will fall short of our goal. We simply must fulfill the important goals of this campaign.

Thank you so much for loving the land and passing it on so that future generations will enjoy the same wonderful experiences that we all share. Together, we can work to ensure a vibrant, beautiful and healthy future for the Grand Traverse area.

Jennifer Jaffe  
CHAIR, GTRLC BOARD OF DIRECTORS

GTRLC BOARD OF DIRECTORS 2018-2019

*\* Indicates a former board member who served at some point since the Campaign for Generations’ inception in 2015*

Jennifer Jaffe <b>CHAIR</b>	Charlie Kehr*
John Collins <b>VICE CHAIR</b>	Bob Marshall
Greg Seman <b>TREASURER</b>	Christie McGue*
Cortney Danbrook <b>SECRETARY</b>	John D. Paul Jr.
Paul Brink	Royce Ragland*
Betsy Calcutt	Kevin Russell
Don Coe	Evan Smith
Marcia Curran*	Maureen Smyth
Matt Drake*	Mary Swift*
Ken Engle*	Allen Taylor
Kathleen Guy	Terrie Taylor
Jim Huckle	Maureen Templeton*
	Diane VanderVeen*

CAMPAIGN FOR GENERATIONS  
CABINET MEMBERS

*Over the summer of 2016, Dr. Terrie Taylor helped to assemble a team of volunteers who demonstrated an extraordinary commitment to land conservation, dubbed the “Campaign Cabinet.” The 11-member team assembled that autumn and spent a year helping Conservancy board and staff members secure lead gifts to the Campaign for Generations. Cabinet members shared their passion for the story of the campaign with their collective networks, which opened doors to philanthropic resources that would have otherwise not been possible.*

- Terrie Taylor, D.O., Chair
- Betsy Dole
- Jim Huckle
- Susan Palmer
- Bobbi Polk
- Stephen Polk
- Royce Ragland
- Maureen Smyth
- David Taft
- Maureen Templeton
- John Zaloudek



# CAMPAIGN FOR GENERATIONS - IMPACTS

## STRENGTHEN AGRICULTURE IN THE REGION BY KEEPING FARMS IN FARMING

Which Helps Preserve:

- our region's ag-based economy
- our rural character
- our scenic views
- our water quality

GTRLC aims to protect  
an additional

**2,000**

acres of farmland  
during the campaign



## PROTECT CRITICAL NATURAL LANDS FROM IMMINENT DEVELOPMENT PRESSURES

Which Helps Preserve:

- important habitat and ecological features for plants and animals
- important recreation corridors
- our region's water quality

And provides:

Public access to natural areas and  
water for passive recreation, nearby  
nature, and more



## PROVIDE UNIVERSAL ACCESS TO LAND AND WATER

Creating:

**4** universally accessible  
trails

and providing

**4** universally accessible  
water access points

during the campaign



## ENSURE SOUND STEWARDSHIP OF PROTECTED LANDS FOREVER

Which Provides:

- access to nature, trails and opportunities for a healthy lifestyle
- healthy habitats and biodiversity
- clean, healthy water

GTRLC already stewards:

**+15K** acres on 35 preserves  
and 12 natural areas and

**+20K** acres on 230 conservation  
easements

these numbers will increase as more  
land is protected



Thank you for investing in the Campaign for Generations.  
Your gifts to the campaign will be your legacy, preserving  
a landscape that will offer joy, recreation, solace, clean  
water, secure local food sources, and connection to the  
land and your community for generations to come.



 Love the land. *Pass it on.*