

A sense of place. A sense of pride.

The WENATCHEE
FOOTHILLS
CAMPAIGN



*"The Foothills provide an
ever-changing panorama that keeps
my thoughts grounded and my heart lifted."*

– ELIOT SCULL, Campaign Co-Chair

HELP LEAD THE WAY.



This campaign will be **transformational** if it develops a community-wide sense of pride in this shared landscape and how we care for it.



**CAMPAIGN
CO-CHAIRS**



Todd Kiesz



Eliot Scull



Rufus Woods

**EXECUTIVE
DIRECTOR**



Bob Bugert

For some, the sight of the majestic Wenatchee Foothills tells us we are home. For others, they inspire easy escapes into nature. For all of us, they mark a community grounded in natural beauty, with a healthy sense of adventure and a supportive environment for families and businesses.

Today the Chelan-Douglas Land Trust, along with The Trust for Public Land, is leading a once-in-a-generation opportunity to care for key properties and trails throughout the Wenatchee Foothills. The Wenatchee Foothills Campaign provides an opportunity for the entire community to come together to protect the beauty and quality of life we all enjoy.

This effort was seeded through years of inviting community input, but the campaign itself is rooted in quiet moments of reflection. Those moments that remind us what we care about the most – when we think of our children or grandchildren, count our blessings in hard times, or imagine what legacy we will leave behind.

The Wenatchee Foothills Campaign will accomplish much more than focusing growth and conserving the places we love. Our goals include building economic vitality and maintaining places where we can become more fit and active, but they don't end there.

Our aim is to engage the whole community in celebrating our region's most cherished assets and determining how they will exist in the future. This campaign will be transformational if it develops a community-wide sense of pride in this shared landscape and how we care for it.

"The Wenatchee area has attracted new business and entrepreneurs and top-notch professionals because of the quality of life we offer."

– PETER RUTHERFORD
CEO, Wenatchee Valley Medical Center & Chairman, Board of Directors



THE FOOTHILLS ARE FOR EVERYONE

The Wenatchee Foothills anchor a distinctly livable community. With their scenic beauty, wildlife, and network of trails and open space – the Foothills are for everyone.



"I'm in the Foothills nearly every day, either on my bike during a lunch break or hiking with my family on the weekends. I can't imagine a better place to live."

– BART TILLY
Third Generation Wenatchee Resident

A striking landscape

From captivating peaks to colorful wildflowers, the Foothills provide an awe-inspiring backdrop for the entire region.

Nature close to home

Right out our back doors, the Foothills provide easily accessible trails for hiking, biking, and exploring. The Foothills are a playground that makes our community a destination for adventure-seekers from around the state and beyond.

Pristine natural areas

The Foothills connect Wenatchee's urban boundary to the Cascades. The shrub-steppe landscape is critical for wildlife habitat – from balsamroot to ponderosa pine, meadowlarks to mule deer.

An economic generator

The Foothills create a setting that attracts top talent to the area, boosts tourism, and garners recreation dollars for our community.

An outdoor classroom

The Foothills inspire all of us to understand and appreciate nature. For the past ten years, every fifth grader in Wenatchee Public Schools has explored Saddle Rock and every first grader has experienced the Jacobson Preserve through the School District's award-winning environmental education program.



"My niece and nephew got our family out on the trails after visiting Saddle Rock. They opened our eyes to the spectacular wildflowers that are in our own backyard."

– GABY FERNANDEZ
Community Leader

"The ecological importance of the Foothills cannot be overstated: the diverse habitat allows wildlife to move from the mountains to the valley."

– GORDON CONGDON
Wildlife Biologist





WENATCHEE FOOTHILLS COMMUNITY STRATEGY PARTICIPANTS

NCW Economic
Development District

NCW Realtors Association

NC Home Builders
Association

Wenatchee Foothills
Landowners

Wenatchee Sportsmen's
Association

Wenatchee Valley
Sports Council

Wenatchee Valley
Visitors Bureau

NCW Audubon Society

Washington Native
Plant Society
Wenatchee Chapter

Chelan-Douglas Land Trust

The Trust for Public Land

Chelan County

City of Wenatchee

Port District of
Chelan County

Chelan County PUD

State and Federal
Land Agency Managers

*"The Chelan-Douglas Land Trust
has a strong track record of working
with diverse groups to protect
land for recreation and conservation
while allowing for smart growth."*

– JON EBERLE
Development Partners, LLC.



A SHARED VISION FOR THE FOOTHILLS

We can all think of examples of communities, steeped in natural beauty, that have suffered from poorly planned growth. They lose the quiet beauty, abundant wildlife, and clean air and water that made them so attractive in the first place.



Over the years, Wenatchee has consistently grown from its core, and the Foothills are increasingly under pressure from new development.

- The City of Wenatchee's population grew by 42 percent from 1990 to 2009, and it is expected to grow at this pace through 2030.
- Under current county zoning, an additional 1,212 housing units could be developed within the Foothills. (City of Wenatchee, *Foothills Development Potential Study*, 2009)

In light of this, the Chelan-Douglas Land Trust and The Trust for Public Land (TPL) led a community planning effort to develop a shared vision and action plan for the Wenatchee Foothills.

- Beginning in 2009, the Land Trust and TPL worked with Chelan County and the City of Wenatchee to engage more than 20 organizations and to collect input from roughly 1,600 citizens to determine how to balance new growth with recreation, wildlife, and other community values.

- Completed in July 2010, the *Wenatchee Foothills Community Strategy* is being incorporated into local governments' comprehensive plans with the support of conservationists, realtors, developers, and the community as a whole.

The Chelan-Douglas Land Trust and The Trust for Public Land are leading the Wenatchee Foothills Campaign to protect and care for the properties identified through the *Community Strategy*. These areas have been prioritized for their conservation qualities, appropriate uses for recreation, and connectivity to Wenatchee's stunning backcountry.

Working with each of the landowners, today the Land Trust and TPL have binding purchase agreements for all of the campaign properties.



THE WENATCHEE FOOTHILLS CAMPAIGN

Today we stand at a convergence of opportunities: community buy-in, prioritized projects, and willing landowners. The Wenatchee Foothills Campaign permanently protects the most strategic properties in the Foothills for community use and access, wildlife habitat, and connectivity with the public lands that lay behind them.

Through this visionary effort, conserved acreage in the Foothills more than doubles, ensuring future generations can enjoy the same striking views and natural areas we do today. The campaign also includes critical funding for the ongoing care and stewardship of these properties as well as trail restoration.

Strength through collaboration

The Wenatchee Foothills Campaign is led by a partnership that spans more than two decades and combines local relationships and knowledge with nationally recognized best practices in conservation.

The Chelan-Douglas Land Trust is the regional leader in creating sustainable communities with beautiful natural areas, strong economies,

clean air and water, and abundant wildlife. The Land Trust effectively brings together local organizations, government agencies, businesses, and individuals to focus on the long-term health of the Wenatchee region. Started as a volunteer organization in 1985, today the Land Trust has more than 850 members and has permanently conserved nearly 6,000 acres in North Central Washington.

The Trust for Public Land is the nation's leader in creating parks in cities and helping local communities create funding to protect the places they love. Since 1972, TPL has protected more than 3 million acres across the country, including more than 80,000 acres throughout Washington State—places where people love to live, work, and play.



MORE THAN NATURAL AREAS

Through the Wenatchee Foothills Campaign, together we can all help ensure our community remains livable.

Recognizing our assets

We will help the entire community appreciate and experience the breathtaking beauty and accessibility of the Foothills.

Delivering real economic benefits

We will ensure that the Foothills are cared for—*forever*—providing the recreational amenities and quality of life that help us attract business, jobs, and tourism dollars.

Ensuring smart growth

We will encourage best practices for development in the Foothills to help focus growth where it is most appropriate and to eliminate building in environmentally sensitive areas.

Increasing health and well-being

We will ensure everyone can access the Foothills, from school children to retirees, to maintain healthy and active lifestyles.

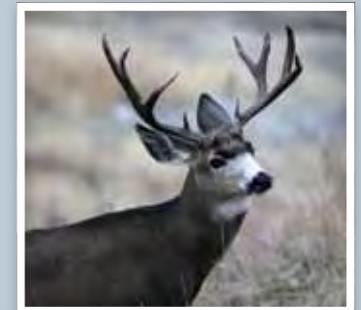
Modeling community leadership

We will model leadership that values collaboration and diversity, and an inclusive, forward-looking approach for our community.

Ultimately, this effort will accomplish more than conserving natural areas and focusing growth. It will accomplish the community's vision and goals for the Foothills. Even in difficult times, we must take the long view when it comes to our region's resources and assets.

"When we first moved to Wenatchee, I only saw brown when I looked at the Foothills. Then I took my first hike and discovered the beauty of plant diversity – in shades of green, yellow, and silver. The Foothills came alive to me back then, and I never fail to see something new when I spend time there, even today."

– TINA SCULL
Land Trust Board Member





"If our goal is a vibrant economy, then we must maintain and protect our community assets. This includes the Foothills, which are inextricably tied to the beauty and quality of life of our City."

– FRANK KUNTZ
Mayor, City of Wenatchee

CONSERVATION FOR A STRONGER COMMUNITY

The Wenatchee Foothills Campaign is our legacy. We can accomplish this initiative locally, for the well-being of the entire region and for the benefit of generations to come.

Real economic benefits

Outdoor areas, recreational amenities, and incredible views add to the quality of life that is key to a strong economy.

The Trust for Public Land's research shows that natural areas and parks create long-term economic benefits in many ways, including: 1) increasing land values for adjacent areas, 2) attracting businesses and residents, such as high-tech and service-based industries, as well as affluent retirees, and 3) attracting tourism and recreation dollars.

Local studies show the same thing. An economic impact study in the Methow Valley conducted in 2005 estimated that land within a half mile of natural amenities is worth an average of 11.5% more per acre.

Connections to nature

Because of the accessibility of the Foothills, we can easily explore the natural world around us and develop a better understanding of our place in it. By taking people into the Foothills for wildflower walks, bird watching, and local geology hikes, the Land Trust helps create a culture of conservation.

The next ten years are a critical time for our region. Our quality of life, the health of our children and families, our economic vitality, and our heritage all depend on smart management of our rivers, lakes, natural areas, and wildlife habitat. If we don't act together – and act now – poorly planned growth could compromise the Foothills and the natural beauty that makes our region exceptional.





"We can learn from communities all around us – those that prosper take care of their natural surroundings."

– RUFUS WOODS
Campaign Co-Chair



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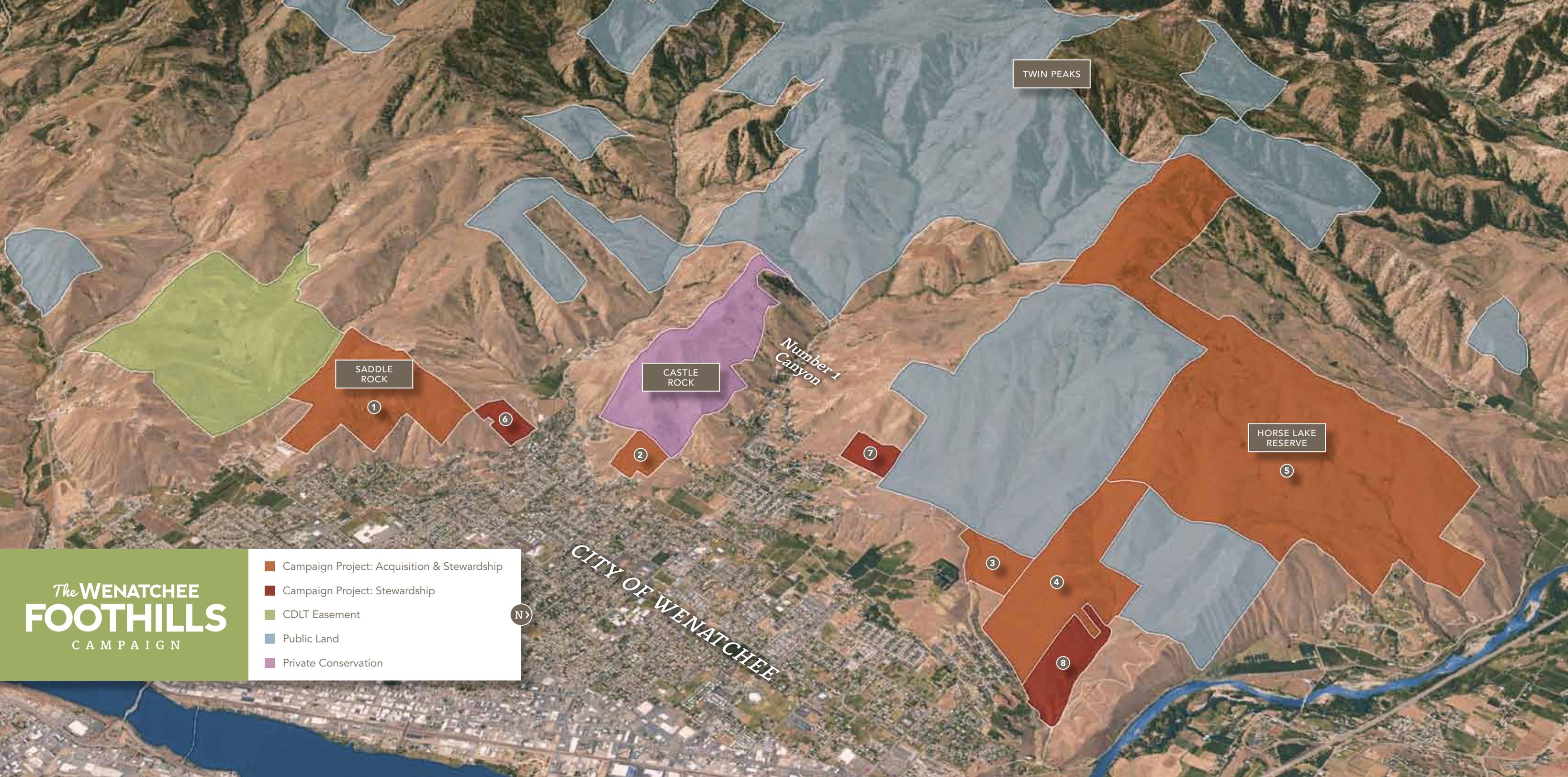


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The WENATCHEE FOOTHILLS CAMPAIGN

-  Campaign Project: Acquisition & Stewardship
-  Campaign Project: Stewardship
-  CDLT Easement
-  Public Land
-  Private Conservation



SADDLE ROCK

1

6

CASTLE ROCK

2

7

HORSE LAKE RESERVE

5

TWIN PEAKS

Number 1
Canyon

CITY OF WENATCHEE

N

3

4

8

THE WENATCHEE FOOTHILLS CAMPAIGN PROJECTS

Working with willing landowners, the Land Trust and The Trust for Public Land have secured binding purchase agreements or already purchased these properties identified as priorities by the Foothills Community Strategy:

Saddle Rock 1 Local ownership of Saddle Rock has been a community priority for more than 100 years. For the past ten years, every fifth grader in Wenatchee Public Schools has hiked to the top of Saddle Rock through the school district's "Shrub-Steppe'n up Saddle Rock" program. Thanks to generous community support, Saddle Rock became a city park in 2011 with a conservation easement held by the Land Trust and stewardship funding for its care. This campaign will fund much needed trail restoration at Saddle Rock.

Lower Castle Rock 2 Lower Castle Rock provides the best access to Castle Rock, a cinder cone that kids love to climb. When secured, a connector trail can be built along the steep ridgeline called the 1-2 Divide leading up to Horse Lake Mountain, offering views of Mount Rainier, Mount Stuart, Glacier Peak, and the Enchantment Basin.

Broadview Canyon 3 and Broadview Heights 4 These two properties, each at a high risk of development, will provide a "missing link" by connecting the urban growth boundary adjacent to Broadview to the Horse Lake Reserve.

Horse Lake Reserve 5 This 1,700-acre reserve, purchased by the Land Trust in 2006 and 2008, has become a community treasure. People can hike for miles on trails that connect the city's back door to the mountains, and mule deer will always have a winter haven. Originally, we planned to sell to a conservation buyer and restrict development with a conservation easement that would still allow public access on the perimeter of the property. We now have an incredible opportunity to retain full ownership and to secure funding for its ongoing management as a natural park, ensuring that the entire property will be accessible to the public.

Stewardship of Jacobson Preserve 6, Sage Hills 7, and Blue Sage 8 Through generous donations and grants, the Land Trust has already secured these Foothills properties for public benefit. Each spring we see an increased level of use by a diverse cross section of our community. This campaign will provide funding to maintain these properties that are in danger of being "loved to death" and to restore habitat.

Through the Wenatchee Foothills Campaign, trails on these properties will remain accessible and stewarded in perpetuity. While the development of trailheads is not part of initial plans, the Land Trust and the City of Wenatchee are exploring grant opportunities and partnerships for public trailheads and their ongoing maintenance.

"The Campaign projects are a collection of the most strategic places in the Foothills to protect and steward. This is one of the best investments I can make for this community and for my kids."

– TODD KIESZ
Campaign Co-Chair

Campaign Budget

Today we have a shared community vision for the Foothills, prioritized projects, and willing landowners. Your support of the Wenatchee Foothills Campaign will help make this vision a reality.

Land acquisition & transaction costs	\$5,606,000
Stewardship & Saddle Rock trail restoration	\$2,024,000
Campaign costs (outreach & fundraising)	\$515,000
Total	\$8,145,000

Timing

The first campaign milestone was the protection of Saddle Rock in July 2011. With purchase agreements secured for the remaining acquisitions, the Land Trust and The Trust for Public Land plan to fundraise for projects through 2013, with the majority of projects completed by 2015.

"The founders of Wenatchee envisioned the connection to the Foothills that we enjoy today. The Foothills Campaign ensures that we can fulfill and expand on their vision."

– WILFRED WOODS
Chairman of the Board, The Wenatchee World

THE WENATCHEE FOOTHILLS TIMELINE

- 1940's & 1960's • Mayor Gellatly tries to acquire Saddle Rock for a city park
- 1940's & 1960's • Wenatchee citizens attempt to turn Saddle Rock into a community park
- 1985 • Chelan-Douglas Land Trust (CDLT) forms as all-volunteer organization
- 2000 • Jacobson Preserve donated to CDLT by Jacobson family (35 acres)
- 2001 • CDLT's "Save the Sage" campaign raised funds to buy 32 acres in Sage Hills
- 2006 • CDLT buys Burts and Wallace ranches at Horse Lake (1500 acres)
- 2007 • CDLT secures Dry Gulch Reserve conservation easement (685 acres)
- 2007 • CDLT and City of Wenatchee secure Foothills trailhead grants
- 2008 • CDLT purchases Blue Sage (80 acres) and adds the Fairview Canyon property (320 acres) to Horse Lake Reserve
- 2008 • Chelan County gathers public input related to growth in the Foothills
- 2009 • City of Wenatchee Foothills Development Potential Study released
- 2009-2010 • TPL & CDLT lead Foothills Community Strategy
- 2011 • CDLT campaign secures 325-acre Saddle Rock for City park; CDLT embarks on the Wenatchee Foothills Campaign
- Jan. 2012 • CDLT purchases Broadview Canyon (52 acres)