

Orient Land Trust Strategic Plan

(Adopted by Board of Directors at the November 12, 2005 meeting)

Mission

OLT is a nonprofit land trust dedicated to the preservation of natural resources, wildlife habitat, open-space, historic and geologic features of the northern San Luis Valley for the enjoyment of current and future generations.

Vision

Visitors to Orient Land Trust enjoy spectacular uninterrupted views for miles along the County Road GG corridor while relaxing at the unique, naturist, historic and rustic Valley View Hot Springs surrounded by abundant wildlife, natural beauty and other treasures.

Description

OLT preserves the unique natural, historic, and ecologically important landscape, protects the resources, and provides a clothing optional recreation experience.

Methods

Resource management, visitor accommodation, public support, and education

Position

OLT is a unique, sustainable, natural, historic landscape and rustic retreat that provides an opportunity for naturist recreation.

Imperatives (prioritized)

- Provide a positive naturist experience for visitors
- Maintain property ownership and organization structure (staff and board)
- Preserve and protect the land we consider to be high priority
- Maintain OLT facilities
- Keep constituents informed, aware of OLT's identity, and create and maintain a positive public image
- Maintain and expand financial resources to provide security, stability, and capability to support OLT's mission and achieve OLT's goals.

Goals

Visitors respond positively and value the unique, natural, rustic, safe and respectful, clothing-optional experience

- Enhance the visitor experience through security, safe access, visitor education, and manage visitor expectations
- Create a balance between relaxation and programs
- Develop staff expertise in accommodating visitors
- Establish appropriate policies for respect, admission
- Improve and maintain facilities

Visitors are engaged, informed, active participants ensuring the success of the organization

- Build relationships with visitors
 - Friendly, informed staff
 - Staff has knowledge of the organization and its goals and the ability to communicate that information to visitors
- Improve the infrastructure to support volunteerism
- Create a sense of ownership
- Improve consistent, targeted communication

▪ Acknowledge volunteers, contributors, and other supporters – THANK YOU!
 OLT is a well-organized, efficient, and effective organization. The synergistic, cooperative work of staff, board and volunteers will be productive and contribute to achieving organizational goals.

- Diversify the board to align with strategic plan
- Restructure board committees
- Enhance board training and development
- Develop board succession plan
- Create performance objectives to align with strategic plan
- Review human resource policies

Property owned or managed by OLT will have ecologically sound land stewardship practices to result in the maintenance or improvement of current ecosystem conditions

- Establish baseline documentation for existing and potential properties in OLT's target area and create the plan for management
- Stay current on the information and research regarding best management practices for the ecosystems of this property
- Implement appropriate resource management strategies from the research findings

Land along the County Road GG corridor will be protected from further development for purposes of ecological and view shed protection

- Embed OLT representative(s) in agencies making decisions that may influence OLT's mission – work with local land use decision makers
- Become fully educated about conservation tools and potential partnerships to promote land protection, including advantages, disadvantages, obligations, and responsibilities
- Know players along County Road GG and understand their needs and drivers
- Work with others and be proactive in establishing and maintaining partnerships with agencies, land trusts, and other organizations

Generate sufficient funds to support the mission and goals of the organization of OLT

- Create the fundraising plan
- Diversify sources: fee generated revenues, increase individual donors and grants
- Identify projects to attract grants

- Create fee policy to support goals
- Create an endowment for specific purposes
- Be clear about operating dollars vs. project dollars vs. acquisition dollars
- Establish policies on debt, acquisition dollars

OLT will be a respected member of the community

- Reach out and introduce community influencers to the OLT experience
- Be good, responsible citizens
 - Participate in select community activities to support the community
- Promote the image of OLT and ASK for support and ambassadorship
- Create the public affairs communication plan – targeted – and realistic