

North Country Conservancy
Strategic Plan 2011-2014
Rev: 1/3/2010

Vision: To be the leader of efforts to preserve the natural landscape and wildlife habitat in the Daisy Mountain/Anthem/New River/Desert Hills region.

Mission: North Country Conservancy is an Arizona land trust dedicated to the preservation of Daisy Mountain and the surrounding area's natural resources, open spaces, wildlife habitat, and historic/geologic features for the enjoyment of current and future generations.

Efforts to achieve this mission include:

- *Advocating sound land use policies through State Trust Land reform and other efforts.*
 - *Working with transportation and land-use planners to preserve fragile ecosystems and to mitigate the impacts of noise, air, water, and light pollution.*
 - *Engaging in and promoting conservation education and research.*
 - *Fostering appreciation and understanding of natural resources with local communities.*
 - *Supporting organizations with similar missions.*
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Goal #1- Strengthen NCC's foundation of operations.

- Strategy 1- Build processes and procedures that support NCC's adoption of the LTA practices and standards.
- Strategy 2- Review annual and projected budgets and adjust in tandem with goal #4.
- Strategy 3- Define staffing needs, job descriptions and salary plans.
- Strategy 4- Define a plan to determine specific committees (programs, fundraising, outreach etc.).

Goal #2- Expand NCC's community outreach for awareness and fundraising.

- Strategy 1- Develop an annual fundraising plan based on projected budget and needs.
- Strategy 2- Develop an annual marketing/communications plan.
- Strategy 3- Cultivate current community relationships and network to expand contacts.
- Strategy 4- Position NCC as the premiere source for conservation news in Daisy Mountain area.

Goal #3- Strengthen NCC's presence and standing with Federal, State, County, City and local stakeholders.

- Strategy 1- Increase participation in stakeholder forums on issues that affect Daisy Mountain, etc.
- Strategy 2- Cultivate personal and issue-focused relationships with community leaders, officials and legislators.
- Strategy 3- Identify and advocate issues for upcoming elections that impact NCC's mission.

Goal #4- Develop conservation projects/programs for Daisy Mountain and target areas.

- Strategy 1- Develop a Conservation Plan for Daisy Mountain.
- Strategy 2- Identify and secure trail and wildlife conservation easements for connectivity between Daisy Mountain and other preserve and trails.
- Strategy 3- Seek new projects/programs that meet core criteria and support the mission.
- Strategy 4- Assess collaboration opportunities (e.g. NRDHCA, ImagesAZ, Black Canyon Heritage Park, Desert Foothills Land Trust, etc.)

*****see next page for DRAFT SESSION NOTES*****