Situation Summary

▲ In the past five years, Bayou Land Conservancy has developed into a strong, mature organization and made strides in conservation, stewardship, and community conservation.

▲ Its strategic conservation plan outlines the highest priority lands to be conserved over the next 20 years and sets a goal of conserving 15,000 of those acres, however:

- The avenues for land conservation are changing as mitigation projects wind down.
- Projected population growth and resulting development activity create great urgency.
- Montgomery County’s environment for land conservation is dramatically different from northern Harris County.

▲ To stay on track to meet the conservation plan’s 20-year vision, BLC must:

- Expand the efforts of and adapt its approach to conservation, stewardship, and community conservation to succeed in such a different environment.
- Continue to grow and adapt its capacity to do the work.
- Introduce itself and deliberately position for influence.
Mission and Vision
- The mission of the Bayou Land Conservancy is to preserve land along streams for flood control, clean water, and wildlife
- BLC’s vision is a protected network of green spaces that connect people and nature

Desired Impact
- Protect high priority land from development and sprawl for enhanced water quality, preserve wildlife habitat, and impact flood control other conservation values
  - Public access is a critically important strategy BLC uses to demonstrate its impact and connect with and grow supporters to ensure a sustainability for protected lands

Geographic Focus
- Watersheds that feed into lake Houston, over 4000 square miles
  - Most of the 100,000 high priority acres identified in the Strategic Conservation Plan are located in Montgomery County

Role
- Facilitator: bring together landowners, funders, and other partners to complete complex deals and conserve highest priority land (success = highest priority land is conserved, whether BLC or another entity owns it or holds the conservation easement)
- Influencer: trusted and credible by a variety of stakeholders and positioned to make a convincing case for how conserving highest priority land meets their needs and interests; effectively advocating for conserving land, funding, and support
- Steward: ensure stewardship of conserved land and enabling access when/where appropriate
- Connector: connecting people and organizations to the land to educate, build and sustain financial and volunteer support, and increase equity and access

Position
- The only accredited, local land trust in northern Harris and Montgomery counties
- The ‘go-to’ expert on how to protect and conserve important lands in Montgomery County

Value Proposition
- Bayou Land Conservancy protects what draws people to live here (greenspace, recreation, clean water, wildlife, nature) while minimizing the impacts of flooding
## Strategic Goals and Objectives

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<th>Goals and Objectives</th>
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| **Staff Goal:** We invest in our staff team to secure and retain top talent and grow our capacity to increase our impact.  
- Hire a staff leader who is competent, passionate, and well-respected in the community  
- Adequate fundraising, stewardship, and conservation staff capacity  
- Benchmark at or above land trusts nationally and local non-profits to be an employer of choice  
- Overseen by Governance Committee |
| **Conservation Goal:** We build our conservation program and focus on high-priority lands in our focus area resulting in at least 2,000 acres preserved of high-priority land.  
- Update/align Strategic Conservation Plan and related outreach strategy  
- Build knowledge, relationships, and capacity regarding relevant funders, financial partners, developer community, government agencies etc.  
  - Including learning what metrics each stakeholder cares about and setting up systems/process for gathering and reporting needed data  
- Identify and acquire a landmark project in Montgomery County  
- Overseen by Lands Committee |
| **Positioning Goal:** We are recognized as the expert on how to protect and conserve important lands and we attract supporters, influence decision-makers, and operate as a trustworthy and credible partner in the region.  
- Specifically define who BLC must position with, the image we will project, and identify any changes or alignments needed to update communications, look, feel, etc.  
- Create and execute broad public relations strategy to raise BLC’s profile and positive reputation in Montgomery County (soften the ground)  
- Create and execute focused positioning/partnership strategy to develop trusted, productive collaborative relationships to enable conservation and fundraising work (soft power)  
- Overseen by Governance Committee/Executive Director |
| **Funding Goal:** We raise at least $725,000 annually in unrestricted funds by diversifying and growing our supporter base, while also providing a conservation-focused fund for interested donors.  
- Diversify donor base  
- Expand financial resources – significantly increasing donor base  
- Maintain positive Fundraising trend  
- Fund a conservation opportunity fund  
- Overseen by Development Committee |
**Organizational Development Goal:** We strengthen, adapt, and expand our capacity to secure necessary human resources and build an organization that reflects the community it serves

- Maintain Land Trust Alliance accreditation in good standing and be held accountable to good stewardship practices
- Update volunteer model to attract and retain the volunteers we need
- Continue to expand and diversify the board
- Identify financial and operation Key Performance Indicators to measure goals/accomplishments (dashboard to monitor status and progress towards goals)
- Overseen by Governance Committee/Executive Director

**Stewardship and Community Conservation Goal:** We sustain and adapt our stewardship and conservation programs to meet our community's needs.

- Get to know new landowner types and prepare to meet their needs
- Update current and/or develop new community conservation approaches to provide access to the land and BLC’s impact
- Maintain LTA accreditation in good standing and be held accountable to good stewardship practice
- Overseen by Lands & Community Conservation

The Diversity, Equity, Inclusion & Access Committee will have input in all organizational areas to ensure that our DEI&A Plan goals are met.