



LAKE GEORGE LAND CONSERVANCY

2024 – 2029 Strategic Plan

This plan sets the strategic direction for the Lake George Land Conservancy. The plan is designed to include flexibility to respond to future opportunities, decisions, and projects.



Lake George from Shelving Rock © William Adamczak @wadamczakphoto

Protecting the Land that Protects the Lake



Lake George from Cat Mountain © Carl Heilman, II/Wild Visions, Inc.

MISSION

Our mission is to permanently protect the land that protects Lake George.

Working with willing landowners and other partners, the LGLC will permanently protect the land that protects the world-renowned water quality of Lake George and the natural resources of the Lake George watershed.

Our success depends upon the generosity and passion of people who love Lake George and want it to remain clean and beautiful for future generations. Guided by an ethic rooted in conservation, we are committed to stewardship, education, and collaboration as we work to fulfill our mission.



LAND CONSERVATION

Permanently protect important natural lands at a pace that secures Lake George's future.

Permanently protect land through acquisition and conservation easements.

- Focus on water quality benefits for Lake George, with strong consideration given to natural, scenic, historic, and recreational resources.
- Engage with communities around Lake George in our conservation efforts.
- Conserve land that enhances the resilience of local communities to the impacts of a changing climate.

Manage our protected lands to safeguard their conservation benefits.

- Responsibly manage the lands we own to protect their natural features and to provide community benefit.
- Maintain healthy relationships with owners of conservation easement properties, and regularly monitor these properties to ensure compliance with easement terms.
- Selectively manage invasive species, such as hemlock woolly adelgid, that threaten the benefits of our conservation work.



Great Blue Heron at Amy's Park, Bolton Landing
© William Adamczak @wadamczakphoto

Our conservation goals are driven by science. Contaminants threatening the water quality of Lake George frequently enter the lake through storm-water runoff, ground seepage, and the many streams that feed the lake.

Land, when kept intact and in its natural state, is our greatest partner in protecting the Lake George watershed. The benefits of water absorption, filtration of contaminants, habitat creation, scenic beauty, and other natural resources, once lost, cannot be replaced or restored.



Lake George's south basin from The Pinnacle Preserve, Bolton Landing © Carl Heilman, II/Wild Visions, Inc.

EDUCATION & OUTREACH

Achieve greater understanding of and participation in our land conservation work.

Build awareness and appreciation of the powerful benefits of land conservation.

- Illuminate the inextricable links between natural lands, a healthy Lake George, and vibrant communities.
- Share compelling stories of our success to inspire others to get involved.
- Provide educational experiences that are closely aligned with our mission.

Educate landowners about conservation options for their land.

- Proactively connect with owners of land with high conservation value to educate them about conservation options for their land.
- Provide clear and effective educational materials that explain the LGLC, discuss conservation options, and answer questions a landowner may have.

ORGANIZATIONAL CAPACITY

Mobilize the people, tools, and financial resources necessary to fulfill our mission.

Build relationships with those who advance our mission.

- Provide our staff with career development opportunities.
- Uphold an optimal staff-to-work ratio reflective of an efficient organization.
- Facilitate a highly engaged Board of Directors that actively participates in continuing our success.
- Empower our NextGen Committee to create meaningful opportunities for younger adults to share their skills, networks, and resources.
- Expand opportunities for volunteerism with the LGLC.
- Collaborate with other not-for-profits, businesses, and municipalities when consistent with our mission.
- Continue to build the LGLC as an inclusive and accessible land trust.

Invest in the tools required to be effective.

- Acquire information systems to optimize the effectiveness of our staff.
- Maintain the LGLC office as a point of pride for the organization, serving as both a functional workspace and a gathering place for our community of volunteers and supporters.
- Secure the tools and equipment required to effectively manage our protected lands.

Secure the financial resources needed to implement our Strategic Plan.

- Continue to cultivate relationships with supporters around Lake George and beyond.
- Consistently meet fundraising goals for land protection, stewardship, and operations.
- Pursue grant funds that align with our mission and strategic priorities.
- Build long-term financial security by growing our endowments and our Land and Water Society legacy giving program.



LGLC Land Steward Alex Novick at McPhillips Preserve, Lake George



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For more information, please visit [LGLC.org](https://www.lglc.org) or contact us:

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- Sound Finances
- Ethical Conduct
- Responsible Governance
- Lasting Stewardship

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Clockwise, starting top left: 2023 Hike-A-Thon group at Anthony's Nose © Belinda Spinner; Barred owl at Amy's Park © William Adamczak @wadamczakphoto; South basin aerial © Carl Heilman, II/Wild Visions, Inc.; Managing hemlock woolly adelgid at Clark Hollow Bay © Monica Dore; Birding paddle in Northwest Bay © Susan Powell; Protected stream at Wiawaka Uplands © Monica Dore.