

Utah Open Lands is committed to permanently protecting Utah's unique quality of life and natural heritage for future generations. We seek to create a conservation-conscious public that respects the delicate balance of heritage, biodiversity, restoration, and resources of the land.



## MISSION

Our vision includes preserving Utah's ranching heritage, cultural history, natural systems, scenic beauty, and recreational opportunities, contributing to the long-term economic viability of the state. We aim to preserve the environs of Utah to maintain a sense of place, and we strive to be a treasured community resource, working with local communities as partners to fulfill our commitment to long-term stewardship. By permanently protecting Utah's striking landscapes, we benefit the state as a whole, creating a legacy that will be enjoyed by residents and visitors for generations to come.



# CORE VALUES

### COMMUNITY ENGAGEMENT

We ensure permanent land protection by engaging the public in an understanding of the landscape that goes beyond simply using land for our needs. Our approach is grounded in a profound respect for the delicate equilibrium of heritage, biodiversity, restoration, and the abundant resources found in our preserved landscapes.

### STRONG ORGANIZATION

We faithfully uphold the pledge of perpetual preservation through the strength embedded in our organization's policies, culture, commitment, and passion.

### REPUTATION

Our work transcends partisan differences to create a collective conservation consciousness. As a strong effective and vital statewide land trust. Our reputation is that of a treasured, active community resource. Forever is a promise that we have demonstrated in our more than 33 years of pioneering land conservation.

### CONSERVATION

Safeguarding Utah's ranching heritage, cultural history, natural systems, scenic beauty, and recreational opportunity contributes to the resiliency of future generations which ultimately sustains the long-term economic vitality of Utah.

### STEWARDSHIP

Utah's striking landscapes are a state-wide resource, a central benefit to residents and visitors that demand permanent defense from harm. We are guardians of the landscapes under our trust.

# GOALS and OBJECTIVES

### COMMUNITY ENGAGEMENT

Utah Open Lands strives to amplify awareness of the importance of land conservation. This is achieved by garnering support to ensure the success of UOL's programs and activities.

- Increase team and community engagement to support fundraising and educational outreach efforts.
- Bolster operational and land protection funding by ongoing grant writing.
- Attract and retain significant donor engagement.

### STRONG ORGANIZATION

Experienced and effective staff, an active dedicated Board of Directors, guided by accredited standards and practices, are the foundation for Utah Open Lands' mission.

- Maintain, expand and enrich the capacity of staff, board and community volunteers.
- Exceed existing Accreditation systems and procedures to ensure perpetuity.
- Maintain fiduciary integrity through transparent systems and trusted financial management.
- Nurture and cultivate a diverse staff that feels respected and compensated commensurate with skill and industry standards.

### REPUTATION

We are a national leader for transformative, ethical and cutting-edge land conservation, acting as a trusted and respected resource in maintaining the integrity necessary for permanent land protection.

- Expand nationwide education of emerging trends in conservation easement drafting, land management techniques and conservation tools.
- Elevate the need for accountability in land conservation.

### CONSERVATION

By acquiring conservation easements or fee title, we permanently protect Utah's critical landscapes for future generations.

- Continue to negotiate and manage projects that demonstrates the requisite conservation purposes in-line with the established Utah Open Lands conservation criteria that ensure the fundamental public benefit
- Recognize and proactively seek out and be prepared to take on conservation opportunities available in Utah Open Lands' key focus area.
- Continue to foster relationships with landowners and community members to increase quality and awareness in land preservation opportunities.

### STEWARDSHIP

Utah Open Lands maintains sufficient resources and funding to fulfill the permanent commitment to, and defense of, the conservation easements under our trust.

- Preempt Conservation Easement violations through proactive stewardship responsiveness.
- Safeguard the future of each Conservation Easement through monitoring each property holistically with an eye towards sustaining the health of the conservation values
- Maintain strong partnerships with easement grantors and successor landowners.