

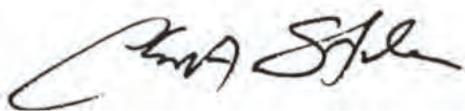
2010 Year in Review

Chesapeake
Conservancy



2010—A Year of Growth and Progress for the Conservancy

The strong support from our donors and partners made 2010 a pivotal year for our organization. During the past 12 months we cemented relationships with federal agencies, completed key projects and merged the Friends of the John Smith Chesapeake Trail and Friends of Chesapeake Gateways to form the Chesapeake Conservancy. The combined strengths of the two organizations, brought together in the Conservancy, will enable us to advance conservation, public access, education and stewardship throughout the Chesapeake Bay watershed and to realize the full potential of the Captain John Smith Chesapeake National Historic Trail and the Chesapeake Gateways and Watertrails Network. We are proud to share with you highlights of our activities in 2010. Your continued support of our efforts to conserve the Chesapeake's natural, cultural and historic treasures is deeply appreciated.



Charles A. Stek
Chairman

COVER: PHOTO BY DAVID HARP

Advancing Land Conservation and Public Access Priorities

The Chesapeake Conservancy played a key role in shaping the conservation and public access goals and recommendations contained in the *Strategy for Protecting and Restoring the Chesapeake Bay Watershed* issued on May 12 under Presidential Executive Order 13508.

The Strategy calls for conserving an additional two million acres of natural areas, working forests and farmland, and creating 300 new public access areas in the Chesapeake. To ensure that these goals are achieved, the Conservancy spearheaded efforts to:

- Create a Chesapeake Treasured Landscapes Fund, a public-private partnership to support the conservation of lands of ecological, cultural and historic significance;
- Target federal funding for land conservation with improved identification and prioritization of conservation and public access opportunities;
- Conduct scholarly research on potential “connecting trails” to the Captain John Smith Chesapeake National Historic Trail;
- Expand National Wildlife Refuges and create a new 21st-century National Park to embrace the Chesapeake Bay and the watershed’s rivers and;
- Promote safe and reasonable canoe, kayak and fishing access to rivers and streams along roads and bridges in the watershed.

Conserving Chesapeake Landscapes Report

In partnership with the Chesapeake Bay Commission, the Chesapeake Conservancy has completed a report titled *Conserving Chesapeake Landscapes: Protecting Our Investments, Securing Our Future* that outlines policies and strategies to conserve land and create public access in the Chesapeake. The report details a suite of federal and state tools and authorities that could be utilized or expanded to achieve conservation and access goals.



The recently completed *Conserving Chesapeake Landscapes: Protecting Our Investments, Securing Our Future* report details policies and strategies to achieve conservation and access goals.

Partners for a Chesapeake Treasured Landscape Initiative

We partnered with the NPS to develop a coalition of conservation groups and government agencies called Partners for a Chesapeake Treasured Landscape Initiative. The coalition proved valuable in gaining support for land conservation in the Executive Order and its work continues.

U.S. Fish and Wildlife Service Partnership

In September 2010, the Conservancy signed a Memorandum of Understanding with the U.S. Fish and Wildlife Service (USFWS) to work together to carry out the conservation strategies described in the Final Strategy for Protecting and Restoring the Chesapeake Bay (under Executive Order 13508). We are currently engaged in discussions to serve as USFWS' core partner to implement land conservation goals along the Bay's river corridors.

James River Conservation

Building upon our land conservation success in 2009 along the Potomac River, we were pleased to partner with The Conservation Fund to conserve 125 acres of bald eagle habitat along the James River. The property, called the Blair Wharf tract, is surrounded by the James River National Wildlife Refuge and has a scenic shoreline along the John Smith Trail that is now protected.

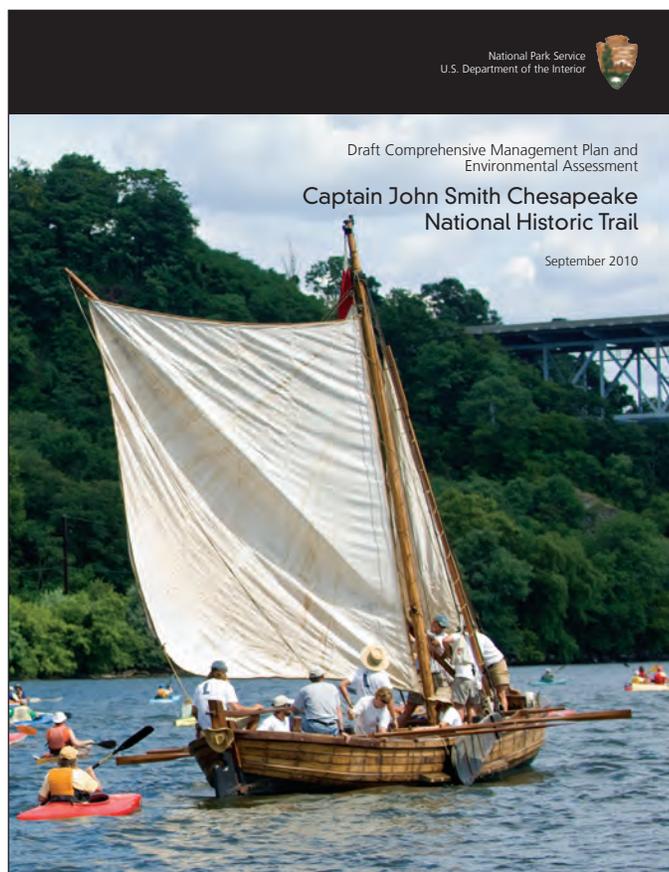
Advocacy

During the last year we developed strong support from Members of Congress for congressionally directed funding in the FY2011 Interior, Environment and Related Agencies Appropriations bills in the House and Senate. Funds would go towards a Chesapeake Treasured Landscapes Initiative, the Chesapeake Bay Gateways and Watertrails Network and expansion of the Rappahannock River Valley National Wildlife Refuge and Blackwater National Wildlife Refuge. At the time of this publication the bills are still under consideration by Congress.

Developing the Captain John Smith Chesapeake National Historic Trail

In October, the National Park Service completed its draft Comprehensive Management Plan (CMP) for the John Smith Trail and designated the Chesapeake Conservancy as its "primary partner" in developing the trail. We have finalized a work program that will support the NPS' planning and communications efforts as the trail develops.

During the process of developing the plan, the Chesapeake Conservancy provided planning and communication support, and during the public comment period, we were able to secure more than 100 letters of endorsement for the plan and its priorities.



PLAN COVER PHOTO © MICHAEL WOOTTON

The National Park Service released the draft Comprehensive Management Plan for the Captain John Smith Chesapeake National Historic Trail in October 2010. The Conservancy worked closely with the NPS to provide planning and communication support.

Thousands of Students To Experience Jamestown's Smith Trail Kiosk

Through the generous support of a legacy grant from the Jamestown 400th Commemoration Commission and in partnership with the National Park Service, we built an interactive exhibit at the Historic Jamestowne Visitor Center. Now complete, the exhibit includes a display and electronic kiosk with content about the John Smith Trail, Jamestown and the smart buoy system. Following installation and a short period of testing, the kiosk will be ready for public use in early 2011. Based upon information from the National Park Service, we expect that nearly every fourth grader in Virginia will walk by the exhibit next year when they visit the park.



Expanding the Trail: Connecting Trails Report

In September, with the help of historians and other scholars throughout the region, the Chesapeake Conservancy completed a detailed assessment of six rivers in the Bay—the Susquehanna, Choptank, Chester, upper James, upper Nanticoke and upper Anacostia—to determine their potential historical and ecological connections with the John Smith Trail. The assessment analyzed the associations these rivers had with John Smith's voyages, American Indian cultures and the Bay's natural history of the 17th century. Our research found that portions of all six rivers meet the standards we developed jointly with the National Park Service for inclusion as a component of the John Smith Trail. Based on this study's finding, we will submit to the Secretary of Interior an application to designate these six rivers as 'connecting trails' to the John Smith Trail, as authorized under the National Trails System Act. The connecting trails have the potential to add more than 900 miles to the Captain John Smith Chesapeake National Historic Trail in Pennsylvania, Virginia, Maryland, Delaware and the District of Columbia.

Even before the plan was completed, the Chesapeake Conservancy worked with local partners to develop visitor guides for the John Smith Trail on three rivers: the Anacostia, Chickahominy and Nanticoke. These guides provide information on access sites and points of cultural and natural interest to trail explorers.

The Conservancy is also implementing the Join the Adventure Campaign—an initiative that connects people to the trail through outdoor recreation and hands-on stewardship activities. We believe that personal experience on the Chesapeake and its rivers, whether paddling a kayak or restoring a stream bank, can foster a solid understanding of the ecosystem and our shared history.

"Smart" Buoys

To mark the trail and inform users about John Smith's historic voyages as well as weather and water quality conditions, the Chesapeake Conservancy has continued to work with the National Oceanic and Atmospheric Administration (NOAA) and other partners to deploy "smart buoys" along the trail. On May 17, 2010, NOAA deployed a new federally funded buoy on the Potomac River near National Harbor. Then on July 27, NOAA deployed a new privately funded buoy in the Chesapeake Bay west of the Little Choptank River and near the Goose's Reef, made possible by the Dominion Foundation. With these two new buoys, a total of nine buoys are now in operation providing real time information about the Bay and the trail for boaters, students and scientists.



NOAA "Smart Buoys" provide real-time information about the Bay and the trail for boaters, students and scientists.

Promoting Chesapeake Gateways, Other Recreation and Tourism Opportunities

Watermen Heritage Tourism Training Program

In May NOAA and the Maryland Department of Natural Resources granted the Chesapeake Conservancy funding to develop a program to provide Maryland watermen the knowledge, skills, abilities and connections to participate in or develop heritage and geo-tourism businesses associated with Maryland's history, environment and maritime heritage, especially the Captain John Smith Chesapeake National Historic Trail. We have joined with the Maryland Watermen's Association, Chesapeake Bay Maritime Museum and the Coastal Heritage Alliance to develop and carry out the project. In its first year, the advisory committee met, trainers were selected and training began. During the next two years we plan to train 60 to 100 watermen and their family members.

Star-Spangled Banner Geotrail

In February, the Chesapeake Conservancy, in partnership with the National Park Service and the Maryland Geocaching Society, launched the Star-Spangled Banner Geotrail. Using handheld GPS units, participants can search for hidden "geocaches" at more than 35 sites in Maryland, Virginia and the District of Columbia. Since its inception, the trail has welcomed more than 6,500 visits at locations as diverse as Tangier Island, Fort McHenry and the Calvert Marine Museum. More than 200 geocachers have completed the challenge and visited 20 or more sites along the trail, earning a commemorative Star-Spangled Banner coin as a prize for their achievement.



PHOTO BY MARK BLATCHFORD

Geocachers visit the Calvert Marine Museum, one of 37 sites on the Star-Spangled Geotrail.



PHOTO COURTESY OF DAVID HAWXHURST © www.coastalculture.org

Watermen and their families take part in an innovative heritage tourism training program.

Chesapeake Trips and Tips

To encourage residents and visitors to get outside and enjoy the Chesapeake's many natural, cultural and historical treasures, the Conservancy and the National Park Service have developed and expanded Chesapeake Trips and Tips. A popular weekly e-newsletter, Trips and Tips highlights interesting, unusual and off-the-beaten-path ways to discover authentic Chesapeake places. Recent editions have featured Havre de Grace skipjack cruises, Delmarva crab feasts and Shenandoah hikes as well as information on the Smith Trail and hands-on conservation tips.

SIGN UP TODAY AT
www.chesapeakeconservancy.org

PHOTO BY DIANE STOECKER

Fostering Partnerships and Working Towards a Stronger Organization

The Chesapeake Conservancy has developed partnership agreements with the the National Park Service, U.S. Fish and Wildlife Service, the National Geographic Society and the National Fish and Wildlife Foundation. These organizations have world class resources for engaging and educating the public and conserving the cultural and natural resources along the trail. We also have partnerships with dozens of local and regional groups across the watershed.

We strengthened our fundraising efforts and infrastructure to successfully attract annual support from individuals and foundations across the region.

We were pleased to welcome Scott Beatty, Jr., President and Chief Operating Officer of Shore Bancshares, Inc., and Page Hayhurst, Executive Director of the Virginia Living Museum to our Board of Directors in 2010. Our board is comprised of members from across the Bay watershed whose expertise in conservation, business and public policy contributed greatly to our success in the past year.

We are grateful to the individuals, foundations, and agencies whose strong financial support underwrites our work. Without their generous assistance, we would not be able to achieve our mission of conservation, stewardship, access and enjoyment of the Chesapeake’s iconic landscapes and waterways and its cultural and historic assets. Our past funders have included:

- Chesapeake Bay Commission**
- Chesapeake Bay Trust**
- The Conservation Fund**
- Dominion Resources**
- Fair Play Foundation**
- The Jamestowne Society**
- Keith Campbell Foundation for the Environment**
- LSR Fund**
- Maryland Department of Natural Resources**
- National Park Service**
- Pennsylvania Environmental Council**
- Rauch Foundation**
- Stephenson Pope Babcock Foundation**
- Sumner T. McKnight Foundation**
- Town Creek Foundation**

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In the Year to Come

2011 promises to be an exciting year for the Chesapeake Conservancy and our partners across the watershed. We invite you to *Join the Adventure* as we:

Implement the Captain John Smith Chesapeake National Historic Trail Management Plan with the National Park Service, by identifying key land conservation priorities and public access opportunities along the James, Rappahannock, Nanticoke and Susquehanna rivers.

Enhance outdoor recreation and public access to the Bay with the creation of new canoe and kayak launch along the Rappahannock River in Virginia and the launching a regional Captain John Smith-themed geocaching challenge across three states.

Preserve the Chesapeake's unique maritime traditions through the innovative Watermen Heritage Tourism Training Program.

Build the capacity of Chesapeake Bay Gateways and Trail Partners to ensure the long-term sustainability of historic communities throughout the region.



PHOTO BY DIANE STOECKER

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National Media Spread the Word on Conservancy Programs

In 2010, major media outlets across the country highlighted the impact of Chesapeake Conservancy initiatives. From the Watermen's Heritage Tourism Training Program, to Chesapeake Landscape Conservation, to the Captain John Smith Chesapeake National Historic Trail and a first-of-its-kind regional geocaching challenge. Our innovative projects garnered coverage in Los Angeles, New York, Washington, D.C. and throughout the Bay Watershed.

Join the adventure and donate today!

www.chesapeakeconservancy.org/support.html

THE WALL STREET JOURNAL.

Federal Aid Sought To Conserve Chesapeake Land

THE SUN

Watermen Try Their Hand at Tourism:
Program Helps Crabbers, Oystermen Find Ways
To Supplement Income

The Virginian-Pilot PilotOnline.com

Land Conservation Can, Should Be
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Los Angeles Times

\$428,000 Grant Helps Crabbers and Oystermen Find Ways
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