20 Years Stewarding Our Mountains 2016 Annual Report







Mainspring Staff

Sharon Fouts Taylor *Executive Director*

Sharon Willard Burdette Development and Administrative Assistant

Rock Curlee Chief Administrative Officer

Dennis Desmond *Land and Easement Stewardship Coordinator*

Ben LaseterAssociate Director

Bill McLarneySenior Scientist and
Aquatic Program Specialist

Jason Meador *Citizen Science Program Manager*

Kelder Monar Stewardship Associate

Molly Phillips
Advancement Coordinator

Sara Ruth Posey Hiwassee Programs Manager

Jordan M. Smith *Land Conservation Manager*

Ramelle Smith
Finance Manager

From the Executive Director

The end of 2016 marked the completion of Mainspring's first 20 years of conservation.

When Mainspring was founded in 1997, early efforts were mainly focused on the rich bottomlands along the Upper Little Tennessee River. We were intent on protecting the pristine waters of that river. That focus paid off; protected frontage along the Little Tennessee over the past 20 years has gone from zero feet to just under 38 miles. Thirty-eight miles! Along the way, we expanded our efforts to include the Tuckasegee and Hiwassee river watersheds too. Today, Mainspring is a *regional* conservation nonprofit leader. Growing into this role hasn't been easy, but thanks to you we made it.

Our accomplishments last year were especially significant. Your support enabled us to open an office in the Hiwassee River watershed, to hold education events in all seven of our service area counties, and to end the year by closing on two significant conservation easements that bookend our project area. One is to the east along Rocky Face Ridge, a spur ridge of the Balsam Mountains, and one is to the west along Fishermare Ridge in the Snowbird Mountains. And, very significantly, you embraced a name like Mainspring Conservation Trust that no longer defines us as a single watershed.

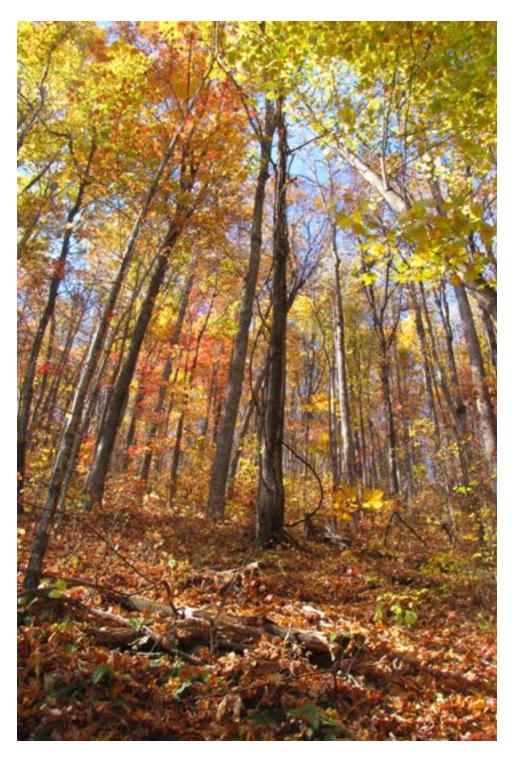
It is challenging being regional. It takes many resources, and now, when there is much concern about our environment's future, it is even more daunting. But we're confident in you and your love of these mountains; your love of clean water; your desire to see them taken care of. We know that because of you, Mainspring will be here for another 20 years and beyond, stewarding this special, special place in the Southern Blue Ridge. Thank you for your continued support.

Sharon Fouts Taylor

P.S. I hope you'll join us this year, as we celebrate two decades of commitment to this region! Check out our 20-for-20 events on our website at www.mainspringconserves.org — there's something for everyone!

Mission Statement

Located in the heart of the Southern Blue Ridge, the mission of Mainspring Conservation Trust is to conserve the waters, forests, farms and heritage of the Upper Little Tennessee and Hiwassee river valleys. We are dedicated to three core initiatives: conserve the land, restore the water, and connect the people to these valuable resources.



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Left: A view of the forest in the 141-acre property in Cherokee County that Mainspring conserved in 2016. Owned by George and Linda Jensen, it is adjacent to more than 28,000 contiguous acres of conserved National Forest System lands in the Snowbird Mountains and is visible from the Nantahala Scenic Byway.

Cover photo by Jodi Rykse, 2nd Place in 2016 Mainspring Photo Contest, "People in Nature" category



Mainspring's Bold Strategic Plan Marks the Path to Protecting Our Mountains

OW DOES a project that conserves less than a square mile make a difference in a service region of more than 1.8 million acres?

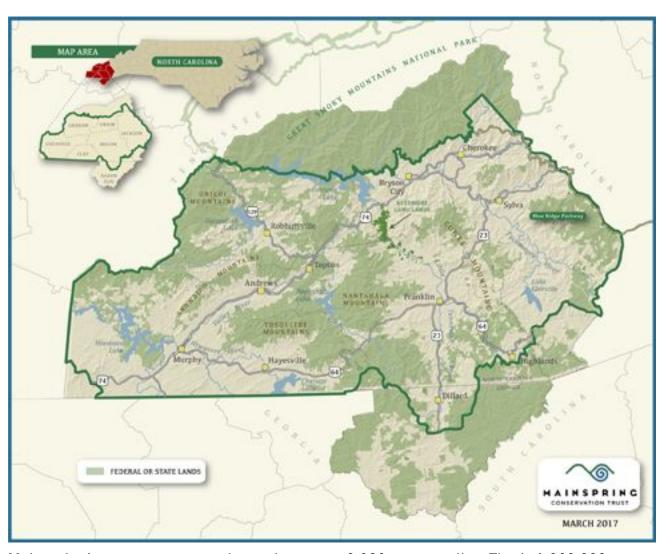
Mainspring's new strategic plan will address the impact of future land protection projects in a comprehensive Conservation Plan for the four watersheds Mainspring serves: the Cheoah, Hiwassee, Little Tennessee, and Tuckasegee.

Twenty years ago, in the organization's infancy, conservation efforts were strategically focused on land around and adjacent to the Little Tennessee River. As the organization grew and its project area expanded, new priorities were targeted and meaningful opportunities seized, but official areas of focus weren't as clearly defined.

In 2016, a committee composed of Mainspring staff, board members, and experts from relevant fields convened and began outlining principles that would help define specific focus areas within Mainspring's service region. They chose the following five criteria (shown in alphabetical order) as priorities for conservation:

- Agricultural Land Use
- Aquatic Diversity
- Cultural Heritage
- Recreational and Scenic Value
- Terrestrial Habitat

Using advanced Geographic Information System (GIS) modeling, Mainspring staff will be able to research and identify key areas important to the ecological landscape, climate resiliency, and Mainspring's conservation mission.



Mainspring's seven-county service region spans 2,920 square miles. That's 1,868,992 acres.

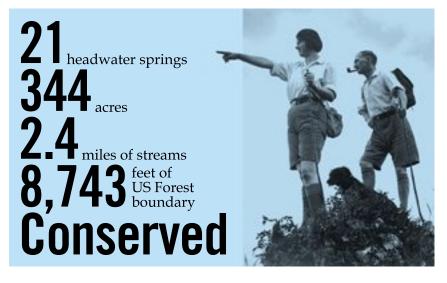
Scoring is weighted, based on the five priorities and the percentage of conservation values each area of land holds. When the modeling is complete, areas within the region where Mainspring can have the most impact for conservation will be selected. Those selections will be included in Mainspring's next strategic plan with goals, objectives, and action items defined for each focus area. The plan will allow staff to be proactive in conserving the most special places in this region.

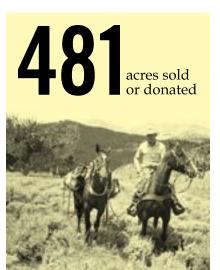
Jordan Smith, Mainspring's land conservation manager, is leading the effort. "There are so many worthwhile opportunities, it is very difficult to narrow our focus to one particular area or priority," he says. "This model will simplify that and help us concentrate our efforts in areas that are most critical in terms of conservation."

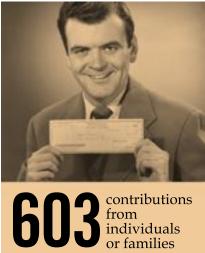
Smith emphasizes that this doesn't mean Mainspring won't respond to other opportunities. "I think it's important to note that, just because something doesn't show up in the model, doesn't mean it's not worth conserving. We will still evaluate the merit of every project that comes through our doors based on its conservation values and the impact it will have on future generations."

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2016 BY THE NUMBERS











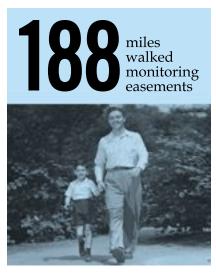


people attended Murphy office open house

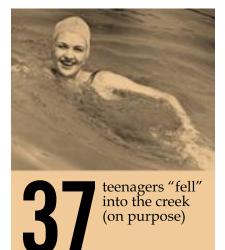
288 volunteers

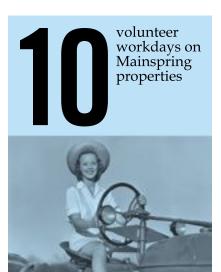






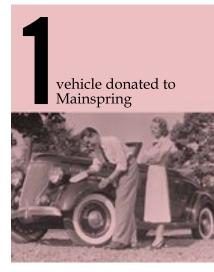
trees planted on brownfield site in downtown Franklin

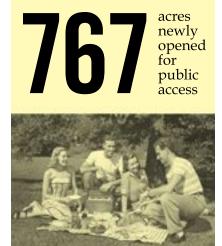














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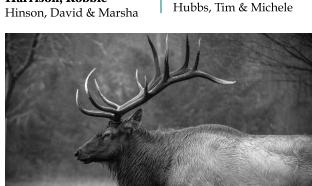
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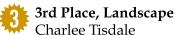
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2016 Mainspring Finances

2016 Source of Funds

TOTAL	\$1,990,555	100 %	
Individuals	\$952,800	48%	
Corporations/Businesses	\$14,182	1%	
Program Services	\$117,398	6%	
Organization Grants	\$49,259	2%	
Foundation Grants	\$347,440	17%	ı
Government Grants	\$469,370	24%	
Rent, Interest, Events	\$40,106	2%	
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2016 Use of Funds

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Conserve*	\$790,693	38%		
Restore**	\$613,554	29%		
Connect	\$480,000	23%		
Administration	\$142,223	7%		
Fundraising	\$66,381	3%		
TOTAL	\$2,092,851	100%		

^{*} Includes Capital Expenditures for Conservation Lands and Land Donations

^{**} Includes Capital Expenditures for Brownfield Cleanup & Land Improvements, including In-kind



P. O. Box 1148, Franklin, NC 28744



20 Years, 20 Events!

Grammy winner Marc Pruett and his wife, Anita, will be playing and singing at our 20th Anniversary party on October 12. Visit mainspringconserves.org for more info.



Mainspring is hosting 20 events to celebrate 20 years of conservation! Enjoy hikes, a family float trip, snorkeling events for kids, an eclipse viewing party, and much more! See the full schedule at mainspringconserves.org.

We invite you to mark your calendars especially for **Thursday**, **October 12** from 5:30–7:00 p.m. at our Franklin office greenspace to hear Grammy Award-winning banjo picker (and member of Balsam Range) Marc Pruett with his wife, Anita, on the guitar. Sing along to mountain music and enjoy the impact Mainspring has made over the past 20 years in the Southern Blue Ridge!