



# **Outside Las Vegas Foundation**

## **Draft Strategic Plan**

**Year 2001**

# *Mission*

## **mission**

The Outside Las Vegas Foundation is dedicated to preserving the federal public lands surrounding Las Vegas, enriching the experiences of visitors, enhancing the quality of life for local residents, and promoting community stewardship of these valuable resources.

# *Vision*

## **vision**

Las Vegans care about their natural and cultural heritage, participate in their stewardship and take enormous pride in the public lands surrounding their great city.

# Goals

1

A stable, reliable, well funded and managed support organization for the four Federal land managing agencies (Foundation).

2

A citizenry and visiting public that understands the values inherent in their adjacent Federal public lands and are advocates for their long-term protection and appropriate use (environmental education).

3

A community that has the capacity to help and takes responsibility for the stewardship of these valued community assets (community capacity).

4

Enhanced quality of the Federal public lands including the natural and cultural resources as well as services and facilities for the visitors (quality of Federal public lands).

5

Increased funds and capabilities available for the agencies stewardship and public use programs (funding/Federal capacity).

6

Effective collaboration between the Foundation and the four federal land managing agencies (agency collaboration).

# Values

The Foundation meets its mission, vision, and goals

- ▲ In a non-partisan environment that is honest, open, and collaborative.
- ▲ By leveraging private and public monies, personnel, equipment and supplies.
- ▲ By engaging the unique and diverse talents of the greater Las Vegas community.
- ▲ By acting as a link in building understanding between diverse stakeholders and the Federal agencies that lead to workable solutions.
- ▲ And working with the federal agencies continuously to assure complete awareness and agreement between the Outside Las Vegas Foundation and the Federal agencies.



# goal

## **A stable, reliable, well funded and managed support organization for the four federal land managing agencies.**

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Develop an earned income strategy as part of the financial framework for the foundation

- ▲ Year 2001 Task: Develop a five-year budget estimate and strategy for raising necessary funds.
- ▲ Year 2001 Task: Raise the \$100,000 restricted operating income to match the Hewlett Foundation grant challenge.

Develop a contributed income strategy as part of the financial framework for the foundation.

- ▲ Year 2001 Task: Work with the Budget and Finance Committee to develop an earned income strategy.
- ▲ Year 2001 Task: Implement one earned income stream.

Develop an annual budget and reporting procedure.

- ▲ Year 2001 Task: Work with the Budget and Finance Committee and the National Park Foundation to develop an annual budget and reporting procedure.
- ▲ Year 2001 Task: Develop a report to the Hewlett Foundation on expenditures and match for year one and two of the Hewlett grant.
- ▲ Year 2001 Task: Secure publicity/recognition for Hewlett Foundation and other contributors and supporters.

Enhance the capabilities of the Foundation by increasing staff size, securing volunteers, developing staffing partnerships, and effectiveness of committees.

- ▲ Year 2001 Task: Develop a partnership with federal agencies for clerical support such as taking notes of Board and Executive Committee meetings.
- ▲ Year 2001 Task: Develop a partnership with the federal agencies for Public Information Officer assistance.
- ▲ Year 2001 Task: Identify partners to assist with newsletters and various publications.
- ▲ Year 2001 Task: Hire an administrative assistant for the Foundation.
- ▲ Year 2001 Task: Identify grant writing assistance (volunteer, part-time, or contracted).
- ▲ Year 2001 Task: Expand membership of the foundation committees. Develop accurate mailing lists for each committee. Set quarterly standing meetings for each committee. Identify secretaries/note-takers for each committee.
- ▲ Year 2001 Task: Develop an organizational plan for the foundation for the next five years.
- ▲ Year 2001 Task: Assess office space needs to meet the requirements of the organizational plan.



**A citizenry and visiting public that understands the values inherent in their adjacent Federal public lands and are advocates for their long-term protection and appropriate use (environmental education).**

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Enhance the awareness and identity of the Federal public lands and the Foundation by creating a strong visual and community identity through signage, and information and marketing campaigns.

- ▲ Year 2001 Task: Complete a marketing and branding strategy for the foundation by working with R&R partners and the Communications Committee as well as other interested board members.
- ▲ Year 2001 Task: Begin implementation of the information and marketing campaigns.
- ▲ Year 2001 Task: Complete development of initial informational pieces including a presentation packet and an informational video.
- ▲ Year 2001 Task: Investigate possible partnerships for interactive kiosks.
- ▲ Year 2001 Task: Develop an interactive website and link to partner websites. Seek funding for and hire a contractor to manage the website.
- ▲ Year 2001 Task: Continue to make individual contacts with members of the community.
- ▲ Year 2001 Task: Continue to make presentations about the foundation to groups within the area.

Develop a comprehensive litter messaging and clean-up strategy.

- ▲ Year 2001 Task: Appoint a chair for the Environmental Education Committee, identify committee members, and work with Federal partners on an overall education strategy.
- ▲ Year 2001 Task: Work to complete the feasibility study for the Environmental Field School at Red Rock. If the field school meets feasibility standards, look for public and private funding to build and operate the school.
- ▲ Year 2001 Task: Evaluate the potential for a US Forest Service Urban Forestry Environmental Education Program.
- ▲ Year 2001 Task: Work with the anti-litter sub-committee, agency personnel and R&R Partners to complete a messaging campaign that reaches across ethnic and generational boundaries. Engage appropriate spokespeople for the campaign.
- ▲ Year 2001 Task: Work with agency personnel and the anti-litter sub-committee to develop and support an interagency strategy for litter reduction and on-going program support.
- ▲ Year 2001 Task: Continue existing partnership with Federal agencies for management of the litter program.



# g o a l

## **A community that has the capacity to help and takes responsibility for the stewardship of these valued community assets (community capacity).**

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Increase volunteer involvement in the public lands and support for the Foundation

- ▲ Year 2001 Task: Develop partnerships with community volunteer organizations and alternative workforce opportunities.
- ▲ Year 2001 Task: Assess the need for a volunteer coordinator for the foundation.
- ▲ Year 2001 Task: Work with the federal agencies and Project Committee to develop a plan for an effective Site Stewardship Program. Work with the State Legislature and the State Historic Preservation Office to implement the program.
- ▲ Year 2001 Task: Work with Federal agencies to enhance their effective use of volunteers.
- ▲ Year 2001 Task: Develop a strategy for instituting membership program.

Work with other non-profit and community organizations that have similar or linked goals to expand the capability of the whole.

- ▲ Year 2001 Task: Meet with related community organizations to share goals and start to explore mutual efforts.

# goal

## **Enhanced quality of the Federal public lands including the natural and cultural resources as well as services to the visitors (quality of Federal public lands).**

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Investigate the best approach for establishing an interagency scientific research capability.

▲ Year 2001 Task: Organize a meeting with the research community, Smithsonian Institute and the University system personnel to discuss the best approach for establishing an interagency scientific research capability.

▲ Year 2001 Task: Develop an operational plan for the Forever Earth houseboat which includes operating funds and research/education programs.

Support the National Park Service's Rivers, Trails and Conservation Assistance Program (RTCA) in their technical assistance role in facilitating a plan and design for the Spring Mountains Perimeter Trail and a plan for the Gass Peak portion of the Desert National Wildlife Refuge.

▲ Year 2001 Task: Serve on the Core Team for each effort that designs and manages the process.

Support publication of the Roy Purcell environmental education books.

▲ Year 2001 Task: Secure \$30,000 donations needed to publish books.

▲ Year 2001 Task: Provide editorial and scientific support for narrative content.

Assist Southern Nevada Restoration Team in developing and implementing their strategic plan.

- ▲ Year 2001 Task: Provide supporting letter to the National Park Service in securing monies for stationing a permanent exotic plant management team in Southern Nevada.

Support key land acquisitions that further the purposes of the foundation.

- ▲ Year 2001 Task: Provide continued assistance in support of the Torino Ranch acquisition.
- ▲ Year 2001 Task: Develop criteria for which land acquisition projects will be considered for foundation involvement.

Determine feasibility of Nell Property as a Forest Service Visitors Center, Administrative Site and Staging Area.

- ▲ Year 2001 Task: Find volunteer or contracted assistance for Nell Property feasibility study.

# 5 goal

## **Increased funds and capabilities available for the agencies stewardship and public use programs (funding).**

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Increase capabilities available to the federal agencies.

- ▲ Year 2001 Task: Assess possibility for creating a cadre of project planners, designers, engineers, and compliance specialists within the foundation funded with Southern Nevada Public Lands Management Act funds. Implement if agreed to by the board and the federal agencies.
- ▲ Year 2001 Task: Work with the University of Nevada System to assess the possibilities for interns and program collaboration with the agencies including research and law enforcement support.

Increase funding available to the federal agencies.

- ▲ Year 2001 Task: Work with the four federal agencies in the development of a budget needs assessment and communications strategy.

# goal

## Effective collaboration between the Foundation and the four Federal land managing agencies (agency collaboration).

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Continue a practice of effective collaboration between the four Federal agencies and the Foundation.

- ▲ Year 2001 Task: Continue to attend Federal Managers monthly meetings.
- ▲ Year 2001 Task: Hold annual "State of the Foundation" meeting with all interested federal staff members.
- ▲ Year 2001 Task: Host *Friends Alliance Meeting* in March.
- ▲ Year 2001 Task: Involve Federal staff members in various foundation projects.
- ▲ Year 2001 Task: Attend National Park Foundation Board Meeting in February.
- ▲ Year 2001 Task: Incorporate Foundation offices into new inter-agency building.
- ▲ Year 2001 Task: Work with the Federal Agencies for developing a process for project identification.
- ▲ Year 2001 Task: Involve Board of Trustees members in agency projects and activities.
- ▲ Year 2001 Task: Inform Washington and Regional level agency personnel of Foundation activities.

Play an active role in the implementation of the Southern Nevada Public Lands Management Act (PLMA), looking for ways that this program can further the mission of the Foundation and can serve as leverage for public/private partnerships.

▲ Year 2001 Task: Attend all key PLMA meetings, including priority setting sessions.

▲ Year 2001 Task: And if determined a feasible project, develop public/private partnership package for the Environmental Education Field School at Red Rock and submit for funding.

Assist the four federal agencies in their efforts to further formalize the existing collaborative process to create greater overall efficiencies and effectiveness in providing their governmental services.

▲ Year 2001 Task: Assist the agencies in development of their interagency strategic plan.