



**SCENIC
HUDSON**

land ■ parks ■ advocacy

2011 Annual Report



Scenic Hudson recently received the Land Trust Alliance's highest honor, the National Land Trust Excellence Award, in recognition of our leadership in securing lands and revitalizing waterfronts of the Hudson Valley. We are grateful for this tribute from our national partner for our past achievements and our readiness to face the great challenges ahead, and to you for your pivotal role as a valued investor in our work.

Scenic Hudson is a catalyst for collaboration, and our accomplishments last year highlight our ability to forge diverse, successful partnerships. Working with land trusts, governments and citizens, we protected more than 1,100 breathtaking acres and opened four spectacular parks along the river. Those projects created nearly 350 vital construction jobs at a time when our economy and workforce needed them most. We safeguarded over 300 acres of farmland that supplies fresh, healthy food, and we are close to completing an initiative to protect 10 more farms spanning 700 acres. In our advocacy work, we ensured that a powerline, still under review, would be diverted from ecologically sensitive areas, and we continue to watchdog GE's PCB cleanup.

These victories provide lasting benefits. They support robust tourism and agricultural economies. Preserved farmland is essential to meet growing demands for locally grown food. New parks spark downtown revitalization. All of the lands we protect make our air and drinking water cleaner. And a Hudson safe for swimming and fishing could propel the region into a whole new orbit of economic opportunity. Most importantly, our work directly impacts so many lives—by connecting people to the valley's world-class natural resources.

Once again large-scale development proposals are advancing through regulatory hurdles, ready for the recovery of the real estate market. These poorly conceived projects could obliterate forests, pave over farmland and pollute wetlands. Now is the time to Save the Land That Matters Most!

We're enormously grateful for your generous support of Scenic Hudson. With allies like you, we'll continue achieving lasting results.



James C. Goodfellow, Board Chairman



Ned Sullivan, President

Sun reflects off vernal pools on newly protected land near Black Creek

James Goodfellow and Ned Sullivan





Connecting People to the River

Drawing crowds and kudos in Beacon

Parents teaching children to fish. Kayakers paddling on Newburgh Bay. Art classes engaging young and old alike. Once a contaminated industrial site, our new **Long Dock Park** in Beacon (Dutchess) now buzzes with activities like these every weekend. Exciting amenities include a kayak pavilion and River Center, where Mill Street Loft Arts hosts programs. But visitors reserve the biggest raves for how the park—both beautiful and a model of sustainable design—allows them to experience the Hudson's majesty.

Collaborating to create a new Saugerties preserve

Working with the Dominican Sisters of Sparkill and Esopus Creek Conservancy, we opened the 168-acre **Falling Waters Preserve** in Saugerties (Ulster). Scenic treasures include a rugged Hudson shoreline, picturesque waterfalls and breathtaking Catskills views.

Reclaiming two waterfront gems in Westchester

Scenic Hudson helped create two new places in Westchester to enjoy and learn about the Hudson. In Sleepy Hollow, we led efforts to turn the decaying Kingsland Point Park bathhouse into the **Kathryn W. Davis RiverWalk Center** for river-based education and recreation. In Tarrytown, we partnered with the village, county, state and developer National RE/sources to transform a former industrial site into **Scenic Hudson RiverWalk Park**, with views stretching from Manhattan to the Tappan Zee Bridge. Both projects benefited from the generosity of Mrs. Davis, the inspiring 104-year-old philanthropist who still kayaks with Ned Sullivan on the river.

Enhancing two Ulster County parks

Acquisitions increased the size of two popular parks in Ulster County. Purchasing 100 forested acres adjacent to our **Shaupeneak Ridge** preserve in Esopus expands to nearly 800 acres this destination for hiking, cross-country skiing, mountain biking, hunting and fishing. Protecting a small but prominent inholding at **Franny Reese State Park** in Lloyd ensures this spectacular natural area we created and maintain will never be spoiled.

Sunset concert at Scenic Hudson's Long Dock Park

Kathryn W. Davis and Westchester County Executive Robert Astorino at opening of RiverWalk Center





Providing Fresh, Local Food

Putting the pieces together

Eight farmers on scenic West Kerley Corners Road in **Red Hook** (Dutchess) have been seeking a way to protect their highly productive land since 2008. Scenic Hudson's track record for leveraging strategic partnerships is about to make it happen. Our collaboration with the Dutchess Land Conservancy, the Land Trust Alliance and the town—combined with \$1.8 million from the USDA's Farm and Ranch Lands Protection Program—will enable the farmers to place conservation easements on their farms, which include major suppliers of poultry, meat and produce to local and New York City markets. In addition to permanently conserving 440 acres, the funding will provide the farmers with capital to expand their family businesses and reinvest in their community.

Making farmland affordable, keeping economies viable

USDA funding also will help us protect two Columbia County farms—83-acre Diehl Farm in **Germantown**, which provides grapes, hay and straw to the local market, and 157-acre O'Neal Farm in **Clermont**, ensuring continued supplies of fresh, healthy meat and produce—and allowing former tenant farmers Ben and Lindsey Shute to purchase a portion of the land, providing a permanent home for their popular Hearty Roots Community Farm.

In **Stuyvesant** (Columbia) we worked with farmers to protect two farms. An easement on the 150-acre multigenerational Austin Farm will allow for potential expansion of its cattle and hay operations. Partnering with the Columbia Land Conservancy, we purchased an easement on 82 acres, making it affordable for previous leaseholders David and Melinda Rowley to purchase. This will allow them to expand their Monkshood Nursery, which supplies herbs, greens and vegetables to local and New York City markets.

With funds from the Doris Duke Charitable Foundation, we're developing strategies to further secure the “foodshed” of the valley and New York Metropolitan Area.

Continued victories in conserving Red Hook farmland ensure supplies of fresh, nutritious produce





Safeguarding World-Class Beauty

Maintaining magnificent Highlands vistas

Driving across the Bear Mountain Bridge or riding Metro-North to Cold Spring or beyond, you've likely seen the property known as Rose's Camp. It sits amid an unspoiled, 10-mile ridge in the western **Hudson Highlands**, one of the valley's most magnificent panoramic views. When we purchased these 72 forested acres, they were threatened by residential development destined to destroy world-class views and block recreational access on the land, which is adjacent to Bear Mountain State Park and Scenic Hudson's 140-acre Popolopen Ridge. Thanks to a zero-interest loan from The Peter and Carmen Lucia Buck Foundation and the generosity of other supporters, future generations will experience this natural splendor that supports the region's vital tourism economy.

Partnering to protect Olana's historic views

Breathtaking vistas help Olana generate \$7.9 million of economic stimulus each year in local communities. With partners we protected two Columbia County landscapes integral to conserving Olana's "viewshed," in which we've now preserved more than 1,300 acres. With the Open Space Institute, The Olana Partnership and the Omega Institute, we acquired a conservation easement on the 95-acre Pleroma Farm in **Greenport**, so it will keep supporting the town's agricultural economy. In **Livingston**, Allan and Julie Shope generously donated an easement protecting 73 acres and 1,500 feet of Hudson shoreline.

Conserving scenic treasures from two tourism mainstays

An easement secured on the 84-acre West Park Winery in **Esopus** (Ulster) protects a scenic hillside and meadows prominently visible from the FDR-Vanderbilt National Historic Sites in Hyde Park.

Providing clean air and water

All of our "must-save" acquisitions make our air and water cleaner. They purify water as it's absorbed into local aquifers—communities' prime water sources. Woodlands sequester carbon and release oxygen, and wetlands absorb contaminants before they can reach water supplies.

Highlands vista from Rose's Camp property
Hillside and meadows at West Park Winery





Shaping Prosperous Waterfronts

Extending Walkway's success

How do you build upon the enormous popularity of **Walkway Over the Hudson**? With a grant from the Dyson Foundation, we're spearheading an initiative to find the answer. With 30-plus stakeholders—including local governments, chambers of commerce and businesses—we're creating strategies to strengthen connections between the Walkway and other area assets and to ensure development around the Walkway bolsters the economic rebound spurred by the unique park. An early Walkway supporter, Scenic Hudson also conceived the 4.5-mile Walkway Loop Trail linking the Walkway and Mid-Hudson Bridge with attractions on both shores.

Yonkers daylighting project begins

After years of our collaboration with city officials, New York State, local citizens and developers, construction has begun on “daylighting” (uncovering) the historic Saw Mill River in downtown **Yonkers** (Westchester). The new riverwalk should make the city a major tourism destination, encouraging redevelopment. Scenic Hudson first recognized the benefits of daylighting the Saw Mill, drafted initial plans for it and secured critical state funds to make it happen.

Riverfront guide becomes go-to resource

Revitalizing Hudson Riverfronts—our guide for creating healthy, economically vibrant waterfronts—has become a go-to resource for municipalities updating comprehensive plans and zoning, and designing and reviewing development proposals.

Rallying Poughkeepsie citizens leads to positive results

Our efforts to raise awareness about the outsized development planned for the former Dutton lumberyard site on the **Poughkeepsie** waterfront resulted in over 50 residents attending public hearings to speak out against the poorly designed proposal. New plans reduce housing units by 35 percent and vastly increase riverfront parkland.

Walkway Over the Hudson and Mid-Hudson Bridge
Saw Mill daylighting under construction in Yonkers





Preserving Wildlife Diversity

Conserving an ecological powerhouse

You're never alone when paddling through the Hudson River National Estuarine Research Reserve at **Stockport Flats** (Columbia). One of the valley's most biologically diverse places, its tidal wetlands and uplands abound with wildlife. The shallow waters are a prime nursery for oceangoing striped bass and shad, while bald eagles, herons and egrets nest and feed along the shore. Our acquisition of 296 acres at Little Nutten Hook protects an integral part of the reserve—expansive forests, wetlands and 800 feet of riverfront. In addition to providing critical habitat, the land helps make the reserve a destination for boating, fishing and birdwatching—linchpins of Columbia County's \$106-million tourism economy.

Protecting river and tributary shorelines near Albany

Landowners in **Bethlehem** (Albany) generously donated an easement that permanently preserves 182 acres of habitat-rich woodlands, meadows, wetlands, 1,300 feet of Hudson shoreline and a half-mile stretch of the Binnen Kill, a significant Hudson tributary. The property also contributes to scenic views enjoyed by motorists crossing the Hudson on the I-90/I-87 Connector and is a source for the town's public water supply.

Securing A-rated habitat around Black Creek

Our acquisition of 100 acres of forest and wetlands near Black Creek in **Esopus** (Ulster) creates a contiguous protected landscape of 1,195 acres in a state-designated Biologically Important Area rated A for its significance. Conserving this land further safeguards interconnected habitat networks on which many species depend.

Fighting for critical river species

Working with Riverkeeper and others, we advocated successfully to divert TDI's Canada-New York City powerline—proposed to run beneath the Hudson for 155 miles—from Haverstraw Bay and other important underwater habitats. Now the project, still under governmental review, would impact just 63 miles of river.

Forests and wetlands recently conserved at Little Nutten Hook support key fish and bird species, including bald eagles





Three Sisters

Ensuring a Safe, Healthy River

Preparing for rising sea levels

Climate scientists predict an increase in severe weather events—like Tropical Storm Irene—and rising sea levels in the Hudson over the next century. Scenic Hudson is helping communities prepare for these major threats to shoreline infrastructure and wildlife habitats. Using the latest data, we've undertaken a two-year analysis to pinpoint riverfronts most vulnerable to flooding and areas favorable for species' upland migration. We've shared this information with researchers, government officials and concerned citizens at over 20 public forums. Now we're creating an interactive website to make it available to all.

Watchdogging PCB cleanup efforts

Many changes suggested by Scenic Hudson and our partners after Phase 1 of PCB dredging have been implemented by General Electric in Phase 2, leading to more effective results. Despite delays from spring flooding, GE expects to hit its goal of removing 300,000 cubic yards of contaminated sediment from the Hudson this year.

Speaking up for the environment in Albany

Sharing our expertise with Gov. Andrew Cuomo and legislators, we helped ensure that this year's budget maintains funding for the Environmental Protection Fund—essential to protect farmland, create parks and improve drinking water—following years of cuts. The governor recognized the environment's importance to the valley's prosperity by naming Ned Sullivan to the Mid-Hudson Regional Economic Development Council, which is working to create jobs while protecting natural, historic and cultural resources.

Making Indian Point safe for wildlife

Continuing our fight for safe, sustainable energy, we're engaged in hearings to uphold the state Department of Environmental Conservation's decision to deny water-quality certification (WQC) to Indian Point nuclear power plant. Without the WQC, Indian Point would have to replace its outmoded cooling system, which kills up to 1 billion fish annually.

Ongoing PCB dredging is safer and more effective thanks to Scenic Hudson's input

Severe flooding at Esopus Meadows Preserve



Financial Overview

Consolidated results for Scenic Hudson and The Scenic Hudson Land Trust for the fiscal year ending June 30, 2011, show total operating expenses were \$17.7 million, down from \$18.0 million spent in FY10, a decrease of 1.9 percent for the year.

Scenic Hudson

Expenses totaled \$5.5 million, a 3.4-percent increase over the prior year, and operating revenues totaled \$5.6 million, comparable with the previous year. Monies were spent to protect lands vital to clean water, wildlife and working farms; to create beautiful public parks; to assist communities with planning for appropriate growth; and to pursue the historic cleanup of Hudson River PCBs.

Consolidated Statement of Financial Position

	June 30, 2011	June 30, 2010
Land areas (at cost)	59,314	57,688
Cash and investments	159,460	139,677
Other assets	27,657	23,916
Total assets	246,431	221,281
Liabilities	8,636	9,032
Net assets	237,795	212,249
Total liabilities and net assets	246,431	221,281

[in thousands]

The Scenic Hudson Land Trust

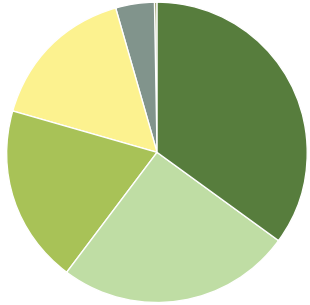
Expenses totaled \$13.8 million, including \$7.1 million to build and maintain public parks and \$1.8 million to purchase conservation easements. In addition, the land trust spent \$5.5 million to purchase five properties. In FY11, the land trust protected 1,152 acres through acquisitions and conservation easements.

Financial Structure







Scenic Hudson maintains three endowments: The Lila Acheson and DeWitt Wallace Hudson Valley Land Preservation Endowment (\$138.8 million at year-end FY11), used to support land conservation activities; a board-designated fund for general operating expenses (\$10.9 million at year-end FY11); and an Easement Enforcement Fund (\$1.0 million at year-end FY11). The assets are pooled in a diversified portfolio supervised by an investment committee. Total investment return was 22.1 percent for FY11. The board approved \$7.0 million in spending from the endowments for the year (5 percent of the past 12 quarters' rolling average value).

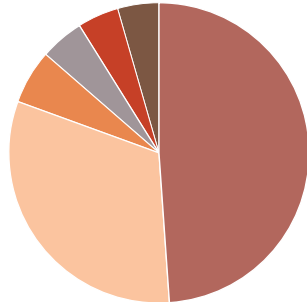
Although lands owned by the land trust are eligible for tax exemption, Scenic Hudson paid \$237,466 in property taxes and payments in lieu of taxes in FY11 and \$239,978 in FY10. Scenic Hudson generally seeks relief from taxes once land is available for public access.

The board engages Marks Paneth & Shron, LLP, to perform an independent annual audit, which is available on our website.









Consolidated
Operating
Revenues

	Investment Allocation for Spending*	35.0%
	Government	25.5%
	Individuals	19.1%
	Foundations	16.1%
	Corporations	4.2%
	Other Sources	0.1%



Consolidated
Operating
Expenses

	Parks & Preserves	48.9%
	Land Acquisition**	31.6%
	Fund Raising	6.0%
	Communications & Public Policy	4.7%
	Administration	4.4%
	Land Use Advocacy	4.4%

* The vast majority of investment allocation for spending supports land acquisition and parks creation.

** Including conservation easements.

"Scenic Hudson is our area's most significant
environmental group."

—*About Town*, fall 2011





“Viewshed protection is a growing movement around the country. But it is the Hudson Valley that is credited with launching the modern environmental movement—and securing legal protection for viewsheds. In 1963, Scenic Hudson challenged Consolidated Edison’s plan to build a power plant, arguing that it would destroy the beauty of Storm King Mountain near West Point and threaten local water supplies and fisheries. The landmark Scenic Hudson decision granted the environmentalists legal standing in court.” —*The New York Times*, April 2011

Hudson River Stewardship Society

INDIVIDUALS WHO HAVE INCLUDED SCENIC HUDSON IN THEIR ESTATE OR LONG-TERM FINANCIAL PLANS

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Hudson River Foundation for
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Research, Inc.



Scenic Hudson's environmental-education programs engaged more than 900 schoolchildren last year, introducing them to the wonders of nature in our "outdoor classrooms."

Merit E. Janow and Peter Young +
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“It’s the kind of story that can’t help but make you smile: a onetime urban industrial site, littered with debris and pollution, is reborn as a beautiful (and sustainable) waterfront oasis.”
—*Hudson Valley* magazine naming Long Dock Park the region’s best new park in 2011

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land ■ parks ■ advocacy

An outstanding track record

Since 1963 we've:

Protected...

...nearly 30,000 acres of world-class beauty

...8,600 acres of productive land on 50 farms

Created...

...or enhanced over 50 parks and historic sites

Guided...

...efforts to shape balanced development in waterfront communities

Led...

...the fight for a Hudson River free of PCBs

Scenic Hudson RiverWalk Park at Tarrytown