

2017 ANNUAL REPORT

Founded in 1998, Scenic Virginia is the only statewide non-profit conservation organization dedicated exclusively to preserving, protecting and enhancing the scenic beauty of our Commonwealth, with a particular focus on the preservation of significant views and vistas.

We believe that beauty is good for business and essential for the soul, and our scenic assets are critical to the cultural, emotional and economic health of our Commonwealth.

Scenic Virginia acknowledges with gratitude the generosity of our 2017 donors, whose gifts provide the funding for our statewide programs in support of our Commonwealth's extraordinary scenic beauty. Thank you for honoring us with your contributions.

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Light in the Woods by John Ernst

A Letter from Scenic Virginia's President

Dear Friend of Scenic Virginia,

December 31, 2017

As another busy year winds down, please allow us to tell you just how you mean to us: You make it possible for us to do what we do, and you honor us beyond words with your generous gifts of time and money. We are extremely grateful that your support allowed us to accomplish the following in 2017:

- Serve as a reasoned voice for scenic resources during the **annual Legislative Session** in Richmond.
- Hire a second full-time employee, **Annie Weidhaas**, as our Program & Outreach Coordinator.
- Kick off our annual **Virginia Vistas Photo Contest**, which showcases the glorious depth and breadth of our Commonwealth's scenic resources.
- Host a terrific friend-raising event at **historic Waveland Farm** in Fauquier County to tell our story and hear from locals interested in scenic preservation.
- Announce our gorgeous **Virginia Vistas Photo Winners**, once again hearing, "This is your best year ever!" (Remember that note card sets are available for purchase and make great holiday gifts.)
- Celebrate the launch of the Route 5 Corridor Coalition's new website at **www.Route5Va.org**, for which Scenic Virginia secured the project funding through the Virginia Tourism Corporation's Marketing Leverage Grant program.
- Host our **2017 Scenic Awards Gala Reception & Ceremony** at the Virginia State Capitol and recognize five very worthy recipients: Cessie and Bill Howell, the Land Trust of Virginia, the Virginia Big Tree Program, John D. Mitchell, and the Virginia Capital Trail.
- Continue our opposition to the enormous and unnecessary **Dominion utility transmission towers across the James River at Jamestown**. Having expended significant resources of staff time, as well as taken a principled stand on the corporate funding we accept, Scenic Virginia decided that our work did not end when the Army Corps of Engineers issued the project permit.
- In September, we filed an **amicus brief petition** in support of a lawsuit pending against the U.S. Army Corps of Engineers based on their imprudent decision to issue a permit without requiring an Environmental Impact Study. The court approved our *amicus curiae* status on October 20, and we will keep you updated as the lawsuit proceeds.

Soon, we will launch our **Virginia ViewFinders** program to identify our Commonwealth's most scenic areas. ViewFinders is an important step in the development of our **Virginia Viewshed Register**, a statewide scenic inventory that is the first of its kind in the U.S. Also in development is a **Scenic Resources Toolbox**, an online compilation of scenic issues, best practices, and creative solutions to assist citizens, planners, and administrators in enhancing each locality's scenic assets.

We are proud of these accomplishments that you made possible. As we head toward 2018 and our 20th Anniversary, may we again count on your strong support of Scenic Virginia and our Commonwealth's scenic beauty? The return on your investment is a beautiful and invaluable inheritance that we can leave for the generations that follow. And what could be better than that?

Sincerely,

Lisa Dickinson Mountcastle

Lisa Dickinson Mountcastle
President



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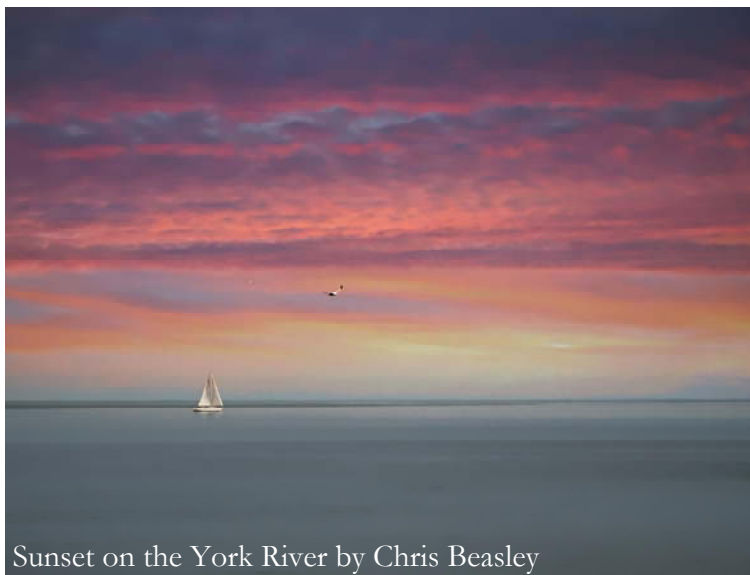
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Foggy Sunrise at James River State Park by Roderick Perkinson

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