



2018 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 2018 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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A Letter from Scenic Virginia's President

Have a Seat by Gary Smith

Dear Friend of Scenic Virginia,

December 31, 2018

Scenic Virginia celebrated its 20th Anniversary in May. As this milestone year comes to a close, we want to express how thankful we are to have you on our side.

During the General Assembly Session in January and February, we worked to kill a harmful billboard bill. Working quietly and behind the scenes (as we often do), we demonstrated to the bill's patron that the billboard industry-sponsored legislation would cause specific harm to a locality in his district.

In May, we joined with the Father Thames Trust of Richmond-upon-Thames, England to present The Richmonds Medal to the first U.S. recipient, noted actor and conservationist Robert Duvall. We were gratified that in accepting the award, Mr. Duvall cited his appreciation of Scenic Virginia's motto that "Beauty is good for business, and beauty is essential for the soul," as well as his belief that "Virginia is the last stop before heaven." (We happen to agree.)

Over the summer we completed our first-ever Sustainability Plan to guide our organizational growth for the next 20 years. We are so thankful to all of our statewide supporters who last year helped us secure the Beirne Carter Foundation's generous matching grant to make the project possible.

Throughout this entire year, we also continued to make great progress on many phases of our Virginia Viewshed Register project. In addition to our ongoing project partnership with the Virginia Department of Conservation and Recreation, we began working with Virginia Tech on a research project to quantify – scientifically – the elements in a viewshed that make it scenic.

This important work is particularly timely, given that the Governor's new metrics for the state's land preservation program did not initially include "scenic" in the criteria. We asked for special consideration, and designated Virginia Byways and the viewsheds of historic sites were added. We hope to build on that with the publication of the Virginia Tech report that makes the case that scenic beauty is not subjective.

We are extremely proud of our work this year – all made possible through the generosity of friends like you . We cannot thank you enough.

Sincerely,

Lisa Dickinson Mountcastle

Lisa Dickinson Mountcastle, President



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River Morning by Mary Lynne Wolfe

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Chincoteague Sunset at Low Tide by Edward Episcopo

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East Light at the Peaks of Otter by Yung-Han Chang

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Sunrise Reflections by Barbara Houston

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