

LOOKOUT MOUNTAIN  
CONSERVANCY

# Impact Report

AT A GLANCE



2023




# A Message from our President & CEO

Dear Friend,

Lookout Mountain Conservancy's Impact Report is a great way to understand how your donation influences positive change in people's lives. Whether people hike, bike, walk or climb, they are connected to the natural world. With your help, LMC has been able to provide equitable and inclusive access to nature and recreation to all surrounding communities. Our conservation work is extensive and core to who we are. Community conversation is what drives us everyday to connect people and communities to the land that we love. As you are reading through this report, I hope you will find yourself and how you have influenced positive change.

Thank you for your support! See you on the trails!



## Our Board

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# Our story so far

Our mission drives everything we do at Lookout Mountain Conservancy, and in 2023, the Board adopted a new mission statement together with the organization's first-ever vision and values.

## Our Mission

Lookout Mountain Conservancy leads the way in community-centered conservation and environmental education by providing equitable and inclusive access to the Mountain's natural beauty, wildlife habitats, recreational opportunities, and places of historical significance.

## Our Vision

Lookout Mountain Conservancy envisions a future where land conservation creates positive transformational change for the environment and our community.



## Our Values

Our impact is strengthened through **COLLABORATION**, a commitment to responsive partnership and investment in our own community.

We deeply value **INCLUSION**, we are determined to ensure that Lookout Mountain is a place for all to gather, feel valued, and experience a sense of safety and belonging.

As a **TRUSTED PARTNER**, we maintain the highest standards of excellence to ensure safe, responsible & transparent practices.

We serve as a **GATEWAY** to the outdoors, creating environmental connections that build knowledge and enhance access to the environment.

We promote a **CULTURE OF LEARNING and GROWTH** in which we embrace change.

Our goal is to **CULTIVATE RESPECT for the ENVIRONMENT and OUR COMMUNITY** for generations to come. We believe bold, sustainable impact is achieved through **VISIONARY** leadership.

# Our 2023 Highlights



Adopted new Mission, Vision, and Values statements



Completed the St. Elmo Carbon Offset Project



Adopted framework plans for Old Wauhatchie Pike and Sims Properties



Launched first interactive digital bouldering guide



Completed interactive conservation models to guide conservation work



Hosted 2nd Annual BlkOut Boulderfest



Two successful green infrastructure projects and wild plant rescues

# Through the Years



62 high school graduates and 100% graduation rate of The Howard School Leadership Program participants



10 college graduates from The Howard School Leadership Program



1,266 total acres protected including 119 acquired acres and 4 conservation easements



10,127 metric tons of carbon emissions off-set



More than 78,000 annual users of The Guild-Hardy Trail



Southeast's first natural urban bouldering park with 27 freely accessible boulders and 156 different routes



\$2,385,446 value added through volunteer contributions over 10 years (2010-2019)

# Impact Starts With

## RECREATION: SCALING NEW HEIGHTS

79

Climbers attended Boulderfest 2023

82

BLK OUT Fest Attendees from

19

Different States

## CULTIVATING NATIVE LANDSCAPES

800+

Native Plants Planted Across

2

Green Infrastructure Projects

## RESCUING NATURE, ONE PLANT AT A TIME

750

Plants Rescued Across

2

Projects

## THE HOWARD SCHOOL LEADERSHIP PROGRAM

3

Howard School Graduates

37

Hours of Job Shadowing

1

College Graduate

## GUIDING THE FUTURE

More Than

**\$22,000**

Value Added Through  
Volunteer Contributions

**488**

Survey Responses to  
Guide Conservation

## CONNECTING COMMUNITIES

**3,000+**

Plants cultivated in  
the Teaching  
Greenhouse with  
more than

**500**

Herbs and Edibles  
Donated to Food  
Pantries &  
Community  
Refrigerators

**34**

Mile Multiuse Trail  
Opened to the Public

# Our Donors

Lookout Mountain Conservancy is grateful for each person who supported our work in 2023.

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# Our Partners

## Non-Profits

Access Fund, Cleveland Community Chapel, Climbers for Christ, Fairyland Garden Club, Southeastern Climbers Coalition, United Way of Greater Chattanooga, WaterWays

## Schools

The Howard School, Howard Connect Academy, Calvin Donaldson Elementary School, Orchard Knob Middle School

## Businesses

Bad Beard Events, Barry Smith Trails, Chattanooga Brewing Company, Chattanooga Tourism Company, Colonial Pipeline, ELD Associates, Elder's ACE Hardware, First Outdoor Company, Greater Chattanooga Realtors, Gunks Apps, Handup Gloves, High Point Climbing and Fitness, NAI Charter, Naked River Brewing, Niedlov's Breadworks, Norfolk Southern, Rock/Creek Outfitters, Ruby Falls, Starbucks Coffee Company, Tennessee American Water, Tennessee Valley Authority, The Crash Pad, UNUM, Volkswagen Group of America

## Foundations

American Water Charitable Foundation, Benwood Foundation, Community Foundation of Greater Chattanooga, George Johnson Family Foundation, Lillian Colby Foundation, REI Cooperative Action Fund, Robert Finley Stone Foundation, Schillhahn-Huskey Foundation, Tucker Foundation, Weldon F. Osborne Foundation



# In The News

The Tennessee Conservationist Magazine,  
November/December 2023

<https://digital.tnconservationist.org/publication/?m=58294&i=804671&p=26&ver=html5>

WDEF News Channel 12, November 6th, 2023

<https://www.wdef.com/river-to-clouds-multi-use-trail-opens-to-the-public/>

WUTC, November 15, 2023

<https://www.wutc.org/2023-11-15/the-river-to-clouds-route-a-trail-system-years-in-the-making>

The Day Fire Podcast, EP 235

<https://www.dayfirepodcast.com/#/ep-235-robyn-carlton-lookout-mountain-conservancy/>

The Chattanooga, February 1st, 2024

<https://www.chattanooga.com/2024/2/1/482037/Rock-Roll-at-Wauhatchie-Scaling.aspx>

The Times Free Press, February 19th, 2024

<https://www.timesfreepress.com/news/2024/feb/19/kennedy-why-rock-climbers-pick-chattanooga/>



Thank you for  
your ongoing  
support of our  
programs!