

THE TRUST *for* PUBLIC LAND

LAND FOR PEOPLE



CONSERVATION FINANCE SUCCESS *Beaufort County, South Carolina*

The Beaufort County Rural and Critical Land Preservation Program has demonstrated significant success in protecting the environment and scenic beauty of this coastal county south of Charleston. The rapidly developing county, which includes Hilton Head, is managing its growth while preserving coastal views, rivers and creeks, productive farms and fisheries, and important wildlife habitat.

To create and maintain this success, the county has gone to voters three times over twelve years to establish and fund the program—each time with The Trust of Public Land's help in areas such as ballot language, feasibility research, measure development, polling, and campaign management. In addition, The Trust for Public Land helped to implement the program by acquiring properties for protection and by

creating GIS Greenprint maps that allowed the county to prioritize its efforts based on local conservation objectives.

The program is a national model for conservation finance success at the county level, largely because it has done such an effective job in acquiring high-quality conservation lands and in communicating to voters how their tax dollars are being spent. The initial \$40 million measure, in 2000, was approved by 73 percent of voters, and succeeding measures—for \$50 million in 2006 and \$25 million in 2012—were also passed with solid majorities. By 2012, the program's accomplishments were so clear, that The Trust for Public Land's successful campaign to renew funding was able to focus entirely on public education and not on advocacy. To date, the program has protected more than 22,000 acres in 89 conservation projects.

About the Conservation Finance service

The Trust for Public Land is the nation's leader in helping state and local governments design, pass, and implement legislation and ballot measures that create new public funds for parks and land conservation. Our technical services include feasibility research, public opinion polling, measure design, and the design and evaluation of conservation programs.

To pass ballot measures, we work with our lobbying and campaign affiliate, The Conservation Campaign (TCC), a 501(c)(4) nonprofit corporation that mobilizes public support for measures that create public funds for land conservation.

Since 1996, we've helped pass more than 450 measures—an 81 percent success rate—creating \$34 billion in voter-approved funding for parks and open space.



Measure snapshot

Year: 2000, 2006, 2012

Name: Beaufort County, South Carolina, Rural and Critical Lands Bond Referendums

Measure type: General obligation bonds

Goal: To protect scenic vistas, waterways, and wildlife habitat in a rapidly developing coastal county

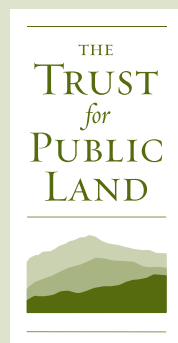
Services provided: Feasibility research, ballot language development, polling, campaign services

Winning margin: 73%, 76%, 62%

Funds generated: \$40 million, \$50 million, \$25 million

Lessons learned: Voters will renew their support if they understand program accomplishments and how their tax dollars are being used

Conservation results: More than 20,000 acres protected, including farmland, maritime and bottomland forests, cultural sites, salt marshes, beaches, and tidal creeks



The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.

tpl.org

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