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CORPORATE SPONSORS

Aerostar Environmental Services
BROOKSLACAYO
Environmental Services, Inc.
EverBank
Langton & Associates
Lewis, Longman & Walker
Stop At Nothing, Inc.

BUSINESS PARTNERS

Ponte Vedra Medspa
Kayak Amelia
Fazzini's Coffee
Kayak Adventures
M Yoga

Organizational Background

North Florida Land Trust is a 501(c)(3) non-profit organization, dedicated to permanently preserving natural areas and special places in North Florida.

Founded in 1999, the organization has helped to conserve more than 1,000 acres in the region. NFLT adheres to the policies and guidelines of our national affiliate organization, the Land Trust Alliance. We operate with a Board of Directors, an Advisory Board, and an Executive Director. Standing committees perform the required operations of the organization, working on Land Conservation and Stewardship, Fund Development, Communications, Governance and Finance. NFLT covers a geographical region of seven counties: Baker, Clay, Duval, Flagler, Nassau, Putnam and St. Johns. Financial support is derived from grants, multi-year sponsorships, memberships, and government participation in land purchases.

Highlights of North Florida Land Trust

- Manages 3 Conservation Easements totaling almost 400 acres in Duval—Mandarin, Atlantic Beach, and St. Johns—Anastasia Island
- Owns 41 acres: St. Johns County, Gloria Child Goelz Preserve—Ponte Vedra Beach
- Owns 30 acres: Duval County, Pescatello Island—Timucuan Preserve
- Owns 4.67 acres: Duval County, Bogey Creek Landing—Pumpkin Hill
- Conserved 250 acres: Clay County, North Fork Ranch—Black Creek
- Assisted in conserving 265 acres: Clay County, Moccasin Slough—Fleming Island

Current NFLT projects

- 160 acre conservation easement, Nassau County
- Potential conservation easement over 80 acres off Collins Road—Duval County
- Fundraising for 82 acres in Duval County—Pumpkin Hill
- Potential donation, over 3 acres, Ponte Vedra Blvd., St. Johns County—Ponte Vedra Beach



Photo provided by Craig O'Neal, Florida Master Naturalist

Financials

Capital

North Florida Land Trust maintains a Stewardship Fund at Ameriprise Financial to assist in management and protection of conserved lands. NFLT has banking relationships with Wachovia and EverBank.

Agreements

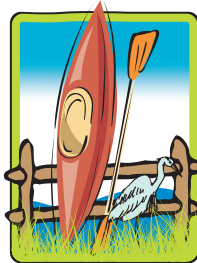
NFLT has two first-right-of-refusal documents on lands in the Pumpkin Hill area of Duval County on 82 acres and a memorandum of understanding with the National Park Service for property management.

Revenue

NFLT has over 2,500 friends and a Legacy Society of multi-year donors.

General Notes

Headquarters: Jacksonville Beach, Florida
Membership: 400+
Fiscal year: calendar year
NFLT has no long-term debt



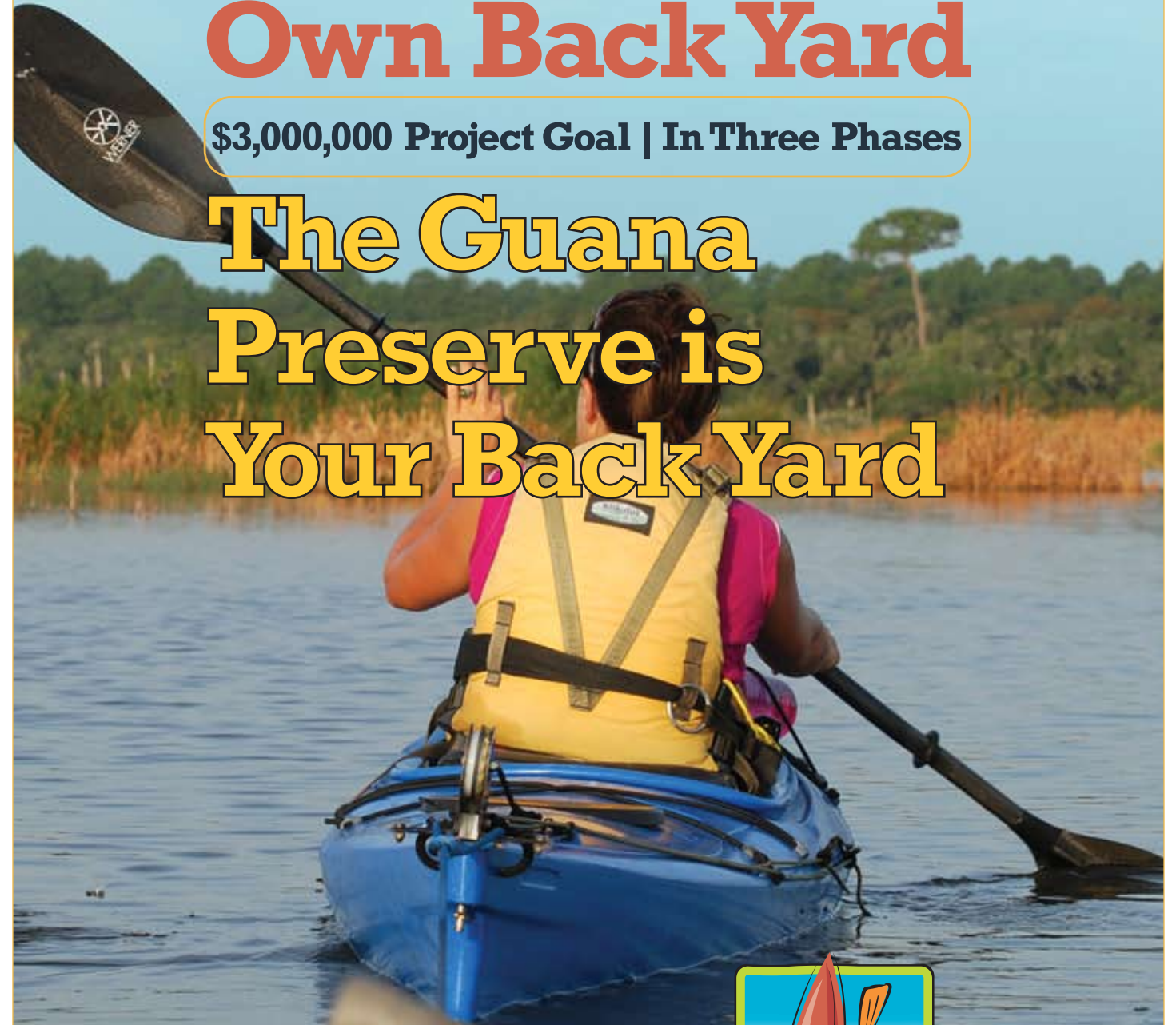
North Guana Landing Fundraising Campaign

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Jacksonville Beach, FL 32250
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Jacksonville Beach, FL 32240-1181
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info@northfloridalandtrust.org
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www.northguanalanding.com

Play in Your Own Back Yard

\$3,000,000 Project Goal | In Three Phases

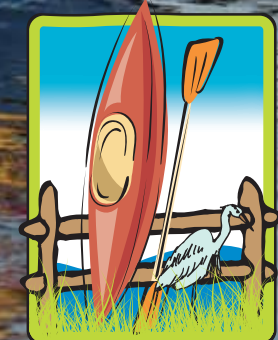
The Guana Preserve is Your Back Yard



Presented by



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904-827-9870 office | 904-247-5433 fax
info@northfloridalandtrust.org
www.northfloridalandtrust.org



North Guana Landing Fundraising Campaign

www.northguanalanding.com

Preservation in Progress

Picture yourself kayaking in the salt marsh and mangrove tidal wetlands, or renting a bicycle to explore our natural spaces. Few places in our country can boast the variety of natural parks and preserves we enjoy as Northeast Florida residents.



Photo provided by Craig O'Neal, Florida Master Naturalist

North Florida Land Trust invites you to share our vision of creating **North Guana Landing**, which is a property adjacent to a critical watershed within our region. This project will create a new gateway to one of our most magnificent preserves by acquiring the old Oar House Restaurant building and property on Mickler Road, just west of A1A in Ponte Vedra Beach, Florida, to be conserved as a place to *Play in Your Own Back Yard*.

North Florida Land Trust is working to raise \$3 million for acquisition, renovation, and development of this **North Guana Landing** project along the northern border of the Guana Tolomato Matanzas National Estuarine Research Reserve (GTMNERR, commonly known as the Guana Preserve). The proximity to the reserve and other established conservation lands managed by the Land Trust as well as the opportunity created by the current commercial market make this acquisition especially desirable.

We invite you today to invest in the future of our coastal region. As a donor to North Florida Land Trust, you will be part of a visionary community committed to *Playing in Your Own Back Yard* and providing access to special natural places for generations to come.



Market Overview and Feasibility

The **North Guana Landing** project is ideally situated to provide services to the surrounding area and to establish a northern access point to the Guana Preserve. A Feasibility Study conducted in Spring 2009 recognized the need for a multi-purpose facility that could offer outfitting, education, and ecotourism to our community and visitors.

The study also concluded that the facility could be self-sustaining after construction by establishing vendor relationships with outfitters and charging fees for use of facilities.

Demographics

- Regional population of more than 1.5 million
- Ideal climate for outdoor sports and activities
- Number of visitors to the region exceeds more than 10 million people each year



Residents and visitors alike are looking for closer-to-home, low-cost opportunities for entertainment, education, exercise and exposure to the natural environment. More than 65 percent of visitors to Florida include nature-based activities in their travels, and 80 percent of Floridians recommend historical, cultural and ecological destinations to their families and friends. Now is the time to take advantage of this opportunity before it is lost forever.

Families connecting together in a natural environment.



Property Information and Uses

The **North Guana Landing** project consists of the acquisition of two parcels formerly used as the Oar House Restaurant. The existing building would be renovated as part of the project. The property is located at the southwest corner of A1A and Mickler Road with frontage along Mickler Road. It is currently zoned commercial and would be highly sought after if not for the downturn in commercial real estate. The ecological values and proximity to the Guana Preserve support the need to conserve this property.



The Land Trust already owns 40 acres on the opposite corner of Mickler and A1A, so the project would allow another section of land next to the Guana River to be preserved.

Intended uses: outfitter for outdoor activities; green building and conservation

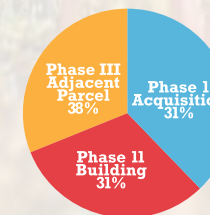
education; corporate retreats; and ecotourism. The restoration of the building as a model of LEED® (Leadership in Energy and Environmental Design)* will create a facility where people can learn how to incorporate green building techniques.



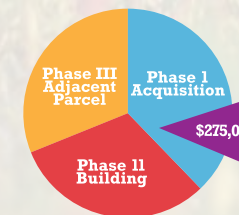
Public-Private Effort

Donors to the **North Guana Landing** project will be part of an effort embraced by both the public and private sectors of the community. The St. Johns County Commission pledged \$275,000 from its Tree Mitigation Fund toward acquisition. Corporate partners are lending a hand by asking customers to make pledges to the Land Trust or donating their time and services. Individuals are coming forward to be part of an acquisition that will benefit many generations.

PROJECT COST



FUNDS RECEIVED



*The LEED® (Leadership in Energy and Environmental Design) Green Building Rating System is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. "LEED" and related logo is a trademark owned by the U.S. Green Building Council and is used by permission."

Demand for Recreation

As our nation focuses on healthier lifestyles, this facility will provide much needed services for residents to *Play in Your Own Back Yard*.

North Guana Landing will offer outdoor equipment rentals, guided tours and other services. Competition is limited as the closest brick-and-mortar kayaking rental facility is almost 30 miles away in Amelia Island, Florida.

By offering a variety of outdoor activity rental equipment, sustainability of the property is created through vendor agreements.



Play in Your Own Back Yard The Guana Preserve is Your Back Yard

