



CHERRY HILLS LAND PRESERVE

## **2024 Quincy Farm Annual Plan October 24, 2023**

Developed in partnership with City of Cherry Hills Village staff

### **Vision**

Quincy Farm will be an integral part of the educational and recreational infrastructure of the City of Cherry Hills Village; a place of experiences that reminds our community of its agricultural heritage; a place of natural beauty and open spaces; a place that provides a rich habitat for local flora and fauna; a place that promotes the conservation values of the property; and a place that centers and enriches the Cherry Hills Village Community.

CHLP's mission at Quincy Farm is to provide educational and recreational experiences that inspire curiosity and learning about nature, conservation, and the history of the local area.

### **What Has Been Accomplished**

Since the partnership between CHLP and CHV was established in late 2021 a great deal has been accomplished to create a strong foundation for future progress.

- CHLP completed an end-of-year fundraising effort that raised over \$120,000, even before the 2023 program agenda was implemented.
- CHV Staff have made improvements to the site including removing interior fencing, rebuilding the chicken coop, new gates, improvements to the farmhouse front yard, repainting, and new gravel.
- CHLP and CHV staff meet monthly to ensure that QF planning is coordinated in the full spirit of partnership.
  
- CHLP hired a new Executive Director with a strong background in organizational planning and marketing and strong connections to the Cherry Hills Village community.

- CHLP created and launched an “Ambassador’s Program” to increase local community awareness, engagement, and advocacy for Quincy Farm.
- CHLP has reached out and met with neighbors.
- New programs were planned and executed, using metrics to determine content quality, interest levels, and attendance.
- Community outreach has been strong through email campaigns, newsletters, ads in the Crier, and word-of-mouth marketing- both offsite and onsite.
- CHLP is working with CSU Extension to take steps to invigorate the dryland pastures behind the barnyard and determine what, if anything, may be needed for the long-term sustainability of the west side pastures and trees.
- CHLP hosted the first-ever Barn Party at Quincy Farm to build awareness and support.
- A feasibility study of the adaptive use of the Big Barn for all-weather programming has been completed using \$25,000 of CHLP funding.

In all our planning and programs to date, CHLP has respected and promoted the conservation values that are at the heart of the Conservation Easement.

In addition, the planning and programs support the 2022 Cherry Hills Village Master Plan vision that includes:

- Natural open space
- Views
- A safe and serene environment

### Calendar of Events 2023

Program/Event	Date	Audience	Strategic Bucket	Location	Attended
Earth Day	April 22	Families	Heritage /History Nature/Conservation	East and West Side	66
Return of the Bees	April 29	Adults	Nature /Conservation	East Side	4
Ambassador Luncheon	May 17	Adults	Community Outreach	West Side	21
Bird Walk /Denver Audubon	June 4	Adults	Nature /Conservation	West Side	17
Organic Vegetable Gardening	June 7	Families	Sustainability	East Side	18
Live Raptors from The Raptor Foundation	June 13	Families	Nature /Conservation	East Side	38
Neighbor Meeting	July 11	N/A	Community Outreach	East Side	10
Creeks and Critters at Woody Hollow	July 15	Families	Nature /Conservation	Woodie Hollow Park	27
Children's Horse Event with Kent Denver	July 26	School children	Heritage /History	East Side	31
Family Bird Discussion Denver Audubon	Aug. 12	Families	Nature /Conservation	East and West Side	12+22
Nature and Children: A Book Discussion	Aug. 15	Adults	Nature /Conservation	East Side	17
An Evening at Quincy Farm	Sept 15	Adults	Fundraising	East Side	178
Horsemanship Workshop	Sept. 24	Families	Heritage /History	East Side pasture	80
Adventures in Nature (formerly Trail Walk)	Oct. 1	Families	Nature /Sustainability Heritage /History	East and West Side	214
Stargazing w/ Kent Denver Teacher	Oct. 26	Families	Nature /Conservation	West Side	Cancelled (weather)
Individual meetings/ tours	All season	Adults	Community Outreach	East and West Side	50
			<b>Actual through Oct. 26</b>		<b>805</b>
<b>Upcoming Events</b>					
Pony Club Meeting	Nov 5	Adults	Heritage/History	East Side	18
			<b>Estimated annual Total</b>		<b>823</b>

# 2024 Initiatives Outline

## Programs

### Audience

- Our primary audiences include:
  - Young families that want to get out in nature
  - Adults interested in open space, sustainability, and history
  - School children

### Strategic Direction of CHLP Programs

- Create high-quality events in spring, summer, and fall that deepen community engagement in this unique property and open space.
- Develop strong partnerships with existing and new education organizations that bring information and expertise into our community. and continue to strengthen the partnership between CHLP and CHV as it relates to the Master Plan and sustainability.
- Focus on programs that fit into each of our three strategic buckets:
  - Sustainability
    - Gardening and flowers (Denver Botanic Garden, local gardeners)
    - Landscaping with drought-tolerant plants and grasses
    - Water (High Line Canal Conservancy, The Nature Conservancy)
    - Trees and pasture stewardship (CSU Extension)
  - Nature and Conservation
    - Birds (Denver Audubon)
    - Bees (Happy Bees)
    - Butterflies (Butterfly Pavilion)
    - Raptors (Hawk Quest, Nature's Education, Raptor Foundation)
  - Heritage / History
    - Horse events (Pony Club, Village Club, KDS Tiny Farm)
    - Barns/barnyard animals (Goat shelters, chickens)
    - 1898 Hopkins House (Historic Denver)
- Regularly evaluate current program metrics and change direction where needed.
- Establish **signature programs** (gardening, horses, farm animals, birds, bees) and **speaker series** (water, trees, sustainability, nature) that fulfill and reinforce the conservation values of Quincy Farm.

## **Access to the West Side of the Canal**

- Beginning in 2024, public access to the west side will be open to pedestrians on the nature trail, the lawn, and the gardens - daily, from dawn to dusk, to provide outdoor recreation and education opportunities for the general public.
- This access is an essential element of the conservation values, and can be accommodated without interfering with the natural habitat and natural areas consistent with the protection of open lands.
- CHLP/CHV will work with wildlife and natural resource experts regarding sound conservation practices as applied to any change to the current mowed nature trail. The intent is to protect and preserve conservation values and maintain the consistent uses pursuant to those values by limiting public access within the pastures to a defined trail.
- Scheduled programs with limited enrollment will continue to be offered on the west side in 2024. The programs will be tailored to the primary use of this area as a natural area and will conform to the preservation uses, since the easement specifically states these are permitted on the west side.

## **Site Improvements**

### **Barnyard**

- The barnyard area serves as the anchor for programming at Quincy Farm because it has a variety of structures and open areas with historic resonance and programmatic flexibility.
- A feasibility study from Rogue Architecture for the adaptive use of the Big Barn was completed by CHLP, with CHV input, on September 29, 2023.
- Big Barn renovations will begin in 2024. Necessary structural repairs will be completed to preserve the Barn for future generations. The improvements will retain the Barn's historic character while creating a small interior gathering area to serve as the core program and events space at Quincy Farm.

### **The Nature Trail**

The Nature Trail will change from the current mowed trail to a crusher fine trail consistent with the conservation easement.

## **Hopkins House**

The Hopkins House provides a historical and visual anchor to the site. CHLP/CHV will assess how it can be used to advance the vision for Quincy Farm.

## **Pond**

- The pond is a key feature of Quincy Farm as it attracts waterfowl and wildlife, which is crucial to the educational experiences at Quincy Farm.
- The Pond will be improved, which could include dredging, removal of materials, and creation of wetlands on the south side. Once the pond work is complete, a new viewing platform will be added on the east side of the pond that protects the banks from foot traffic while encouraging wildlife viewing.

## **Pastures (east side)**

CHLP/CHV will continue to work with CSU Extension to revitalize dryland pastures on the east side. In addition, a crusher fine trail will be established from the back of the Big Barn to the old Pony Club arena.

## **Maintenance Plan**

CHLP/CHV recognize the need to establish a more detailed maintenance plan for all of Quincy Farm to support programmatic and fundraising needs.

- A new maintenance plan will be created based on a “zone” approach to the property.
- The plan will include physical building maintenance as well as landscape.

## **Signage**

A comprehensive signage plan for all of Quincy Farm will be created in 2024:

- Interpretive signage on the history of Quincy Farm in the barnyard and in front of Hopkins House.
- Additional signage along the nature trail and in front of the pond.
- Rules and regulations clarifying limits of access.

## **Bridge**

- The Bridge crossing the High Line Canal to the Barnyard will be replaced to improve visitor safety.
- CHLP/CHV will develop a design to ensure a rustic look and feel, consistent with the property.

## Outreach

### **Marketing Enhancements**

- CHLP will optimize both websites to ensure clarity and create content that drives more website traffic to build awareness of Quincy Farm, its mission, and programs.
- Upon a year-end review of advertising effectiveness, CHLP will refine advertising plans for 2024 using various tools (Crier ads, email campaigns, CHLP eNewsletter, and neighborhood email groups) to maximize reach and engagement within the community.
- A Quincy Farm social media plan (e.g., FB and Instagram) will be rolled out as a way of building community around the mission, recruiting donors and volunteers, and communicating information quickly and effectively.

### **Ambassador Program**

- Launched in 2023, the current group includes 12 residents from various demographic and geographic areas of CHV who are loyal supporters of Quincy Farm, and who help spread awareness of the vision of the Farm.
- CHLP hopes to expand the program from 12 to 15 ambassadors in 2024.
- Future CHLP board members may come from the ambassador group.

### **Neighbors of Quincy Farm**

- A Neighbor meeting was held on July 11 to share updates, get feedback and address any concerns.
- Periodic “check-ins” will occur when needed.

### **Partners / Volunteers**

- Neighboring schools offer a great funnel of ready-to-go attendees for family events. CHLP will expand beyond CHVE and establish relationships with Aspen Academy, West Middle School, St. Mary’s, and Greenwood Village Elementary.
- CHLP will continue its partnership with Kent Denver, as parking at Kent remains crucial to events at Quincy Farm.
- A larger group of volunteers will be recruited to assist with events in 2024.

## Fundraising

- CHLP will continue to raise funds to support 100% of the programming and outreach for Quincy Farm, as indicated in the 2024 Budget.
- CHLP will seek to raise capital funds for the Big Barn adaptive use initiative to support more usable interior space for programs/events as indicated in the 2024 Budget.
- CHLP/CHV will offer naming rights within the Big Barn (e.g. stalls, all-purpose area).

