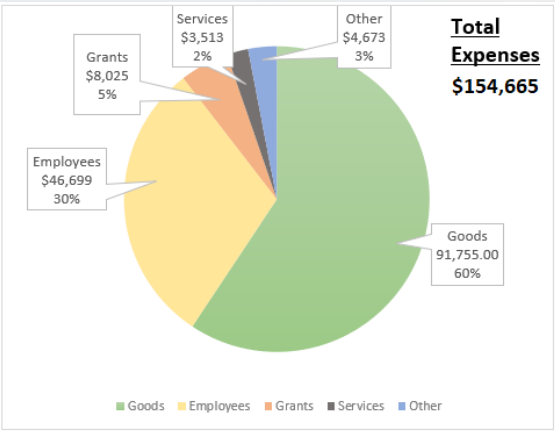
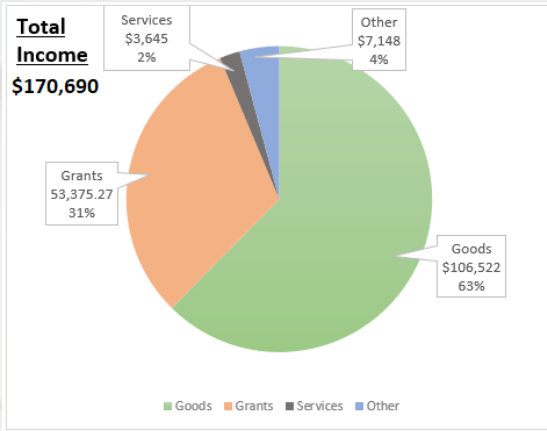




2023 Annual Report

Motivating landowners to Pursue, Commit, and Deliver on-the-ground conservation practices

2023 Finances



Board of Supervisors

Deb Wood—President
 Jay Yust—Vice President
 Justin Fosha—Secretary & Treasurer
 John Longhill—Member
 Brien Rose—Member

Employees: MPCD & NRCS

Katlin Miller—District Manager (MPCD)
 Mark Volt—DCT (MPCD)
 Kara Vigneau—Resource Conservationist (NRCS)

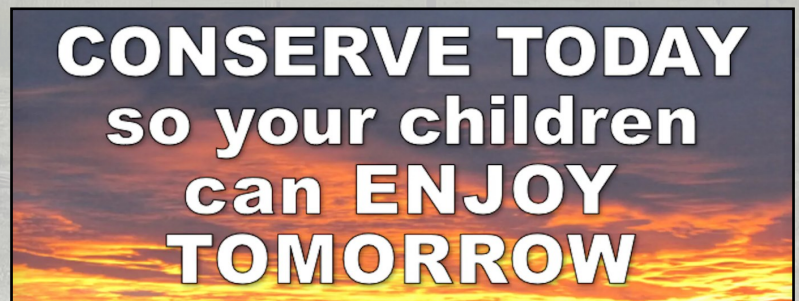
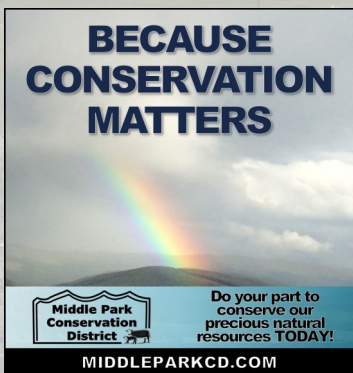
MPCD Taglines of the Year

MPCD promoted a few unique taglines in 2023. The goal was to engage more people with the Middle Park Conservation District and help people better understand what the Conservation District is all about.

- 1) Because Conservation Matters
- 2) We are MORE than "Just Agriculture"
- 3) CONSERVE TODAY so your children can ENJOY TOMORROW

In our 2021 Community Needs Survey, we found that 43% of the respondents owned less than 2 acres of land, and 87% owned 50 acres or less. Seventy-five percent (75%) of the respondents also had NO interest in agriculture. We also learned that two of the main reasons people do not conserve their land are that they do not know who to ask for help or what they need to do.

As a result of the above findings, MPCD applied for a matching grant from the Colorado State Conservation Board to help educate the public about our services. Read the next page to learn more about our educational advertising campaign.





MPCD Educational Advertising Campaign

Despite MPCD's long history dating back to 1957, many Grand and Summit residents do not know we exist or what we have to offer. For that reason, MPCD sought matching grant funds from Colorado State Conservation Board. **The MPCD Educational Advertising Grant was designed to broaden MPCD's conservation education impact by increasing MPCD advertising throughout Grand and Summit Counties using radio, digital and newspaper advertising.** Digital advertising included Targeted Display Ads and Geofencing Digital Ads. These are the advertisements one sees on their cell phone when they visit certain websites or enter a specified geographic area.

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Newspaper Monthly Educational Ads – Sky-Hi News and Summit Daily:

A total of 29 educational ads were displayed in the Sky-Hi News and Summit Daily from Jan–Oct. 4,500 papers printed in Grand with an average of 2.5 readers per paper. 7,000 papers printed in Summit with an average of 2.5 readers per paper.

Radio - KIFT LIFT FM:

- May–Oct: Total of 5 ads per day or 35 per week

Radio - KRKY- Country:

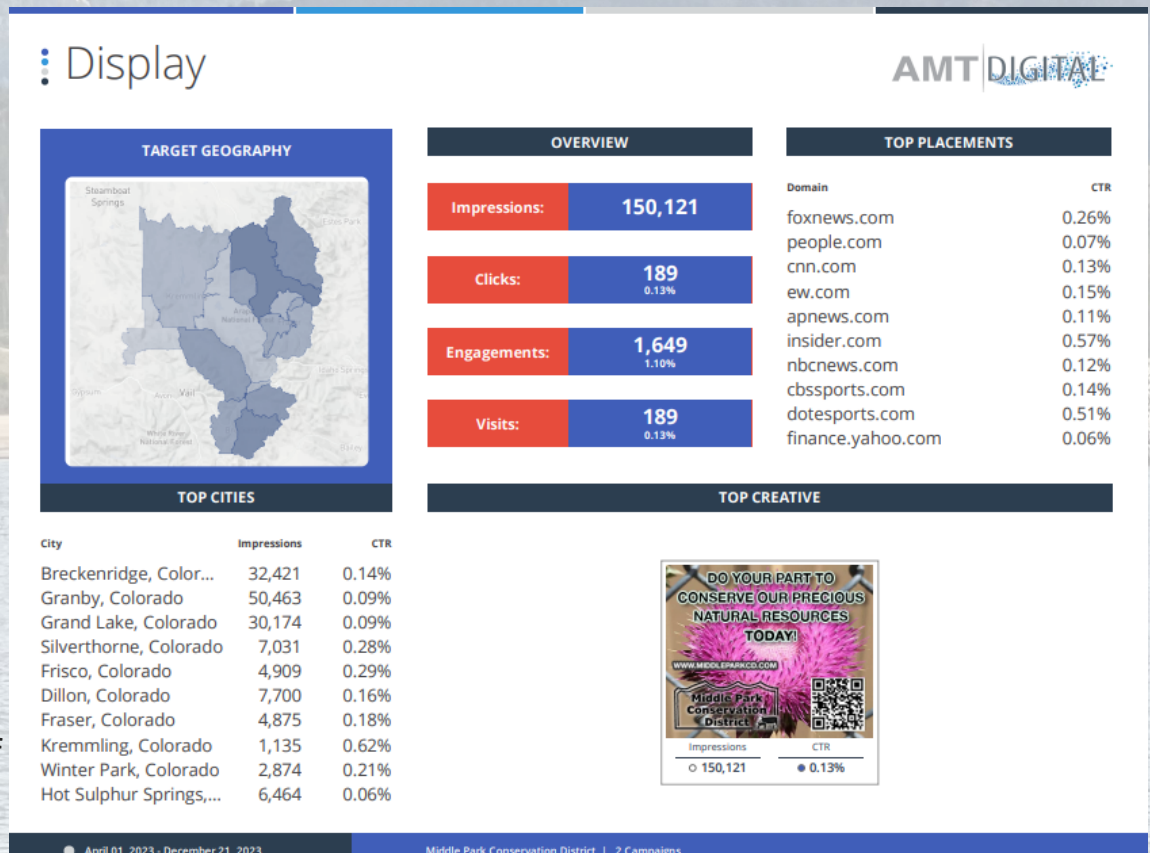
- September & October: 7 ads per week (alternating weeks/ M, W, F one week and T, Th, Sat next).

Example of Radio Ad: “Do you live in Grand and Summit County and need information on private land conservation, revegetating disturbed or barren soil with grass and wildflower seed, or planting tree seedlings in logged or burned areas? If so, check out the Middle Park Conservation District at middleparkcd.com. We have information on all of that plus more. Again, middleparkcd.com. Because conservation matters.”



Digital:

- 150,121 Targeted Display impressions.
- 189 Display Ad visits to MPCD website through and 1,649 engagements (people hovered over and engaged with this ad). Targeted Display click through rate was 0.13%. National average is 0.05%.
- ◆ 100,321 Geo Fence impressions.
- ◆ 140 Geo Fence visits to MPCD website for a click through rate of 0.14%. National average is 0.05%.



Conservation Projects

On-the-ground conservation work is a key component of MPCD's mission. Thanks to a close partnership between NRCS and MPCD, landowners in Grand and Summit Counties can call upon our technical specialists to assist them with planning, design, and implementation of conservation projects. Mark Volt, MPCD District Conservation Technician, and Kara Vigneau, NRCS Resource Conservationist, serve our community in this capacity.

In 2023, the Kremmling field office received 3 applications between NRCS's EQIP/RCPP-EQIP and CSP. Two of these applications were awarded funding with new contract financial assistance totaling \$202,568 and new acres enrolled totaling 246. Financial assistance paid out in 2023 totaled \$19,916. In addition to these projects, MPCD and NRCS also provided everyday conservation technical assistance (CTA).

Some of the projects our office worked on in 2023 included:

Tire Tanks / Spring Developments

Water Diversions

Irrigation Improvements

Erosion and Sedimentation Control

Improved Production

More Efficient Water Use

Pasture / Range Management

Cross fencing

Noxious weed control

Fertilizer recommendations & Clover seeding

Wildlife Habitat Projects

Boreal Toad habitat work

Snow Survey

CO Connectivity Channel (partially funded by RCPP)

East Troublesome Fire EWP Projects (funded by NRCS EWP)

Seed & Tree Sales



Irrigation Pipe Installation

Lotsa Contour Ditch Surveying



Tire Tank Installation



Fertilizer Recommendations



Conservation Projects



Irrigation Diversion Installation



Irrigation Check & Turnouts



Irrigation Pipe



CO River Connectivity Channel



East Troublesome Fire Work



Snow Surveying

Clover Seeding (with HPP)



Boreal Toad Habitat Work



Cross Fencing for Grazing

