



# CATALINA ISLAND CONSERVANCY™

## **Catalina Island Conservancy Announce Results of Capital Campaign and Opening of the Trailhead**

*Campaign culminates in opening of flagship building April 30*

**LONG BEACH** – (April 25, 2019) – The Catalina Island Conservancy Board of Directors has announced the successful completion of the nonprofit organization’s first capital campaign. Phase One of the IMAGINE CATALINA campaign raised a total of \$17.3 million, exceeding the \$17 million goal. The Trailhead, the flagship project of Phase One of this important campaign, opens to the public on April 30.

Phase One campaign initiatives focused on immediate priorities that will be transformative to the Conservancy and Catalina Island: the Trailhead visitor center, Trekking Catalina: Master Trails System and West End Restoration Planning.

The Trailhead, Catalina Island’s first LEED-certified green building, will serve as a gateway to the Island's wildlands, providing visitors and residents with information and opportunities to understand and explore the Island's 42,000+ acres of open space and 62 miles of rugged shoreline. The facility will help visitors make the most of their time exploring Catalina, providing an opportunity to obtain hiking and biking permits, trail maps, detailed information on campgrounds, native flora and fauna, ecology and history.

“We are deeply grateful to the many individuals, foundations, businesses and boating communities who stepped forward to make gifts of all sizes during the campaign,” said campaign co-chair Blanny Avalon Hagenah.

“Their generosity will greatly impact the Catalina Island visitor experience in both Avalon and in the Conservancy’s wildlands,” added campaign co-chair John Cotton.

Visitors to the Trailhead will be able to learn about the Island’s rich natural history, board an Eco Tour, enjoy a meal at Toyon Grill by Bluewater, host a special event or shop one of the Island’s most unique selection of retail items. In addition to educational exhibits, the Trailhead will also feature the Conservancy’s rotating Catalina Plein Air art exhibit and a rooftop garden with stunning views.

Trekking Catalina: Master Trails System was completed in 2017 and includes 27 miles of new and expanded trails with seven restroom buildings across the trail network. The new trails are part of 165 total miles of recreational road and hiking trails on the Island, including the increasingly popular 37-mile Trans-Catalina trail that traverses the entire

Island.

With new trail markers and enhanced trailheads, new eco-friendly waterless restrooms at key sites, a new volunteer camp at Black Jack and a new trails map, Trekking Catalina makes the Island a world-class destination for outdoor enthusiasts.

Planning efforts for large scale restoration of the West End of Catalina will begin in the second half of 2019.

Overall, the IMAGINE CATALINA vision allows us to better serve our mission to be a responsible steward of our lands through a balance of conservation, education and recreation. The campaign focuses on four goals:

- Protect and restore the Island by modeling science-based conservation in a lived landscape
- Train stewards of the natural world through life-long learning experiences
- Connect people to the land and sea through nature-based recreational opportunities
- Model sustainability in facilities, operations and financial models

“The successful completion of Phase One of the IMAGINE CATALINA campaign is a testament to the dedication of all involved to ensuring that the Conservancy continues to meet these strategic goals,” said Tony Budrovich, Conservancy President and CEO. “Philanthropy plays a vital role in advancing the Conservancy’s mission to be good stewards of our lands through a balance of conservation, education and recreation. Our donors are helping to ensure the long term sustainability of this iconic Southern California destination for the benefit of residents and more than one million annual visitors.”

For more information and for information about contributing to Catalina Island Conservancy, visit:

<https://www.catalinaconservancy.org/index.php?s=support&p=contribute>

### **About the Catalina Island Conservancy**

Formed in 1972, the Catalina Island Conservancy is one of California's oldest land trusts. Its mission is to be a responsible steward of its lands through a balance of conservation, education and recreation. Through its ongoing efforts, the Conservancy protects the magnificent natural and cultural heritage of Santa Catalina Island, stewarding approximately 42,000 acres of land and more than 60 miles of rugged shoreline. It provides access to the Island’s wildlands and 50 miles of biking and nearly 165 miles of hiking opportunities within its road and trail system. The Conservancy conducts educational outreach through two nature centers, its Wrigley Memorial & Botanic Garden and guided experiences in the Island’s rugged interior. Twenty miles from the mainland, the Island is a treasure trove of historical and archaeological sites. It also contains numerous rare and endangered animals and plants. The Island is home to 60 species – and

counting – that are found only on Catalina. For additional information, please visit [www.catalinaconservancy.org](http://www.catalinaconservancy.org).

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