

Serenity Ridge Nature Preserve & Arboretum



About Serenity Ridge

BACKGROUND

Serenity Ridge Nature Preserve and Arboretum (SRNPA) **spans 177 acres in Windsor Mill, Maryland**, including a 62-acre conservation easement protected through Baltimore County.

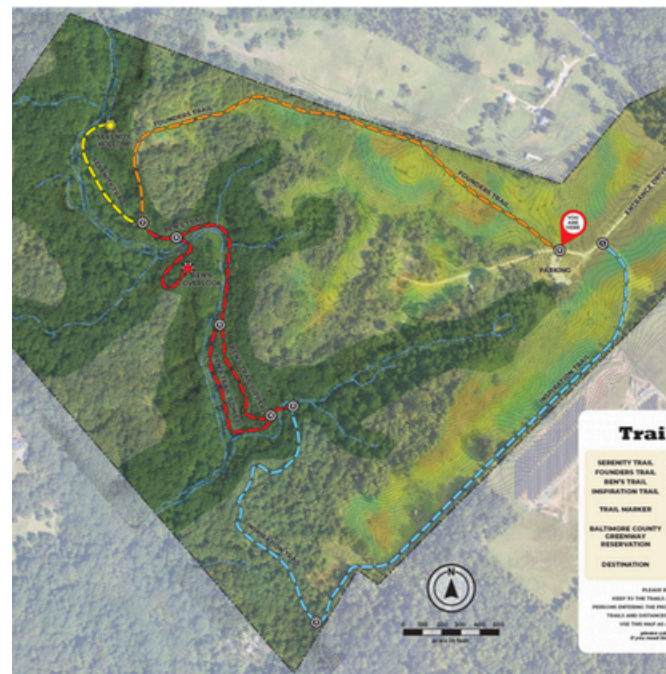
Established as a nonprofit in **Fall 2024**, the property has been **stewarded by the Berg family since 1965**. It is also home to Serenity Ridge Natural Burial Cemetery — Maryland's first fully natural burial cemetery and the only one situated within a nature preserve and arboretum. Together, these spaces honor the interconnected cycles of life, death, and renewal within the natural world.

While the Preserve is set within a peaceful rural landscape, it is uniquely accessible to nearby urban and suburban communities that often have limited access to sweeping acreage and protected wildlands. SRNPA helps fill this gap by offering **free public access to nature, passive recreation, and environmental education opportunities close to home**.

We believe that time spent in nature fosters a deeper understanding of the living world. By walking the land, observing its rhythms, and learning how ecosystems sustain themselves, visitors can develop a stronger sense of connection, stewardship, and shared responsibility for protecting the environment.



**Forests,
Meadows,
Trails
&
Streams**



Our Environmental Offerings

**Level 1
Arboretum
with 51 native
tree species**



**Diversity of
birds, insects,
mammals,
reptiles &
amphibians**



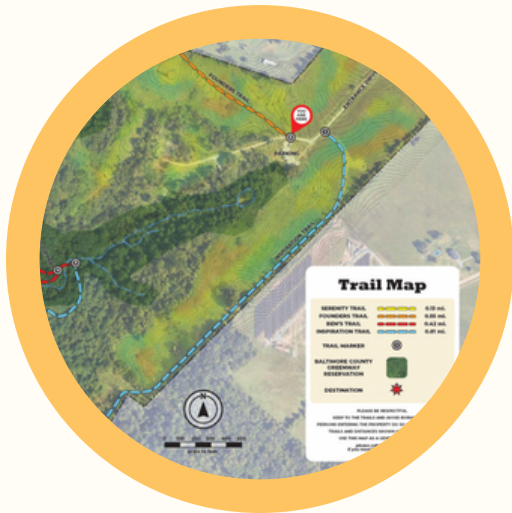
OUR MISSION

Our mission is to bridge the gap between people and nature by fostering a deeper appreciation for Maryland's native habitats. Through immersive exploration of our **forests, meadows, and streams**, we provide educational opportunities for all ages. By creating a space where people and nature exist in harmony, we bolster physical and mental well-being while protecting the delicate ecosystems that sustain our wildlife and inspire lifelong stewardship. We exist to restore the natural world and the human spirit, offering a refuge to reflect on the circle of life within our Chesapeake Bay Watershed.



OUR VISION

To be a regional center for ecological harmony and community wellness. As a living museum, Serenity Ridge Nature Preserve will serve as a hub for engagement, blending immersive community experiences, such as our annual Earth Day and Fall Fest events, with comprehensive habitat restoration. Through our forests, meadows, streams, and strategic partnerships, we are a unified space where people and nature flourish together with the full expression of the “circle of life.”



CORE VALUES

1. Ecological Stewardship

We lead with excellence in habitat restoration, maintaining uncompromising standards to provide an exemplar of a holistically restored Maryland landscape.

2. Harmony & Connection

We provide a sanctuary for all cultures and faiths to find peace. By bridging diverse backgrounds through shared, immersive experiences, we create a space where people can be reminded of the tapestries of life that connect us all.

3. Education

By offering educational opportunities for all ages, we empower every visitor to become a confident steward of the earth.

4. Community Outreach

Our nature preserve works to bring people into our preserve to learn to appreciate what we have to offer, birds, hiking trails, apiary, events, and to going beyond our borders to educate our community to be better environmental stewards.



Tree Giveaway



TARGET AUDIENCE

I. Active Explorers & Enthusiasts

- Nature enthusiasts, hikers, birdwatchers, and lifelong learners: Driven by the desire to identify species, hit the trails, and gain specific knowledge about the local ecosystem.
- Individuals, couples, and groups seeking meaningful outdoor experiences.

II. Stewards & Advocates

- Eco-conscious individuals and environmental stewards: Our passionate nature-positive volunteers who want to actively help restore and protect SRNP's vital habitats.

III. Educators, Mentors & Researchers

- Families looking to foster a connection with nature for their children: Focused on play-based learning and creating early childhood memories in the woods.
- School groups, educators, homeschool communities, City and County school groups, and Scouting organizations: Seeking curriculum-aligned and service-learning activities, badges, or formal environmental education (EE).
- Researchers through the University of Maryland & Baltimore County will assist us in baseline measurement and the impact of habitat restoration.

IV. Mindfulness & Wellness Seekers

- Holistic wellness & mindfulness practitioners: Focused on the experience and the sensory connection to the environment.
- Community members seeking quiet reflection and recovery by tuning in to nature and connecting to our community.

Organizational Leadership

CURRENT CAPACITY



BONNIE SORAK- Executive Director

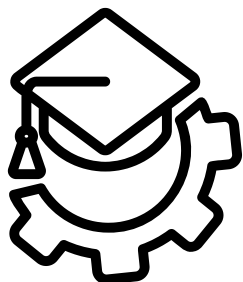
Leads the strategic transition of Serenity Ridge Nature Preserve into a premier “Living Museum.” She is responsible for securing the financial, human, and strategic resources required to achieve the organization’s three-year ecological and community goals. Bonnie also serves as the primary liaison to donors, partners, and the broader community, advancing and communicating the “Living Legacy” vision.

Salary: \$125,000



HOWARD K. BERG, MD - President & Treasurer

Howard is one of the three family partners of Serenity Ridge Nature Preserve. He brings a lifelong connection to land stewardship, shaped by his upbringing on a farm in Stevenson, Maryland. He oversees ecological integrity across the preserve, including baseline environmental assessments, invasive species management, and native plant propagation efforts. In his dual role, he also provides financial oversight to ensure responsible and sustainable organizational growth. He is currently a non-paid member of the team.



Chesapeake Climate and Conservation Corps Intern

Serenity Ridge has been designated as an official host site for the Chesapeake Bay Trust’s Chesapeake Climate and Conservation Corps. This partnership **introduces a full-time, paid internship** to our team, designed to scale our impact through flexible, candidate-driven specializations. By integrating expertise in habitat restoration, volunteer management, and strategic communications, this role ensures our operational goals are met with fresh, dedicated purpose.

Salary: Full-time paid intern paid through the Chesapeake Bay Trust Climate & Conservation Corps. (Annual)

FUTURE CAPACITY

NATURAL RESOURCES MANAGER

A Natural Resource Manager (NRM) will be essentially as the chief steward of our Nature Preserve Their primary responsibility is to find the optimal balance between human recreation, resource utilization, and environmental conservation. In the context of a project like your TRAILS initiative, they are the professional who oversees the health of the land, manages the budget, and ensures that projects like trail repairs, meadow restorations, and facility construction align with environmental laws.

Salary: \$75,000

VOLUNTEER COORDINATOR

The Volunteer Coordinator will be responsible for recruiting, training, retaining, and managing the volunteer workforce necessary to support the preserve's operations. This role is instrumental in executing the TRAILS initiative, directly coordinating community workdays for trail repairs, habitat and meadow restoration (invasive species removal), and public programming at the new multi-purpose center. The ideal candidate is an enthusiastic communicator who balances administrative organization with a passion for environmental stewardship.

Salary: \$50,000

CURRENT BOARD OF DIRECTORS



DEVIN LEARY, ASLA

Devin Leary is a Landscape Architect, Forest Conservation Qualified Professional with the Maryland Department of Natural Resources, and Principal at Human & Rohde. He provides strategic planning, environmental design, and implementation oversight for complex land stewardship and conservation projects throughout Maryland. With expertise spanning environmental planning, horticulture, permitting, ecological restoration, and construction administration, Devin brings a comprehensive understanding of the full project lifecycle—from conceptual planning and regulatory coordination to long-term site management and infrastructure execution.

His experience guiding multidisciplinary environmental projects strengthens Serenity Ridge’s organizational capacity in strategic land-use planning, restoration implementation, infrastructure resilience, and environmental compliance. Devin also provides valuable technical oversight related to conservation easements, habitat restoration planning, and sustainable site design, ensuring projects are executed in alignment with state and regional environmental priorities.

DAN MORHAIM, MD

Dan Morhaim, MD, brings a unique interdisciplinary perspective rooted in public health, environmental policy, and community wellness. A physician, author, consultant, and former Maryland State Delegate of 24 years, Dr. Morhaim was a leading advocate for policies supporting environmental stewardship, public health infrastructure, and sustainable community development throughout his legislative career.

In addition to his ongoing clinical and academic roles at Sinai Hospital and George Washington University Medical Center, Dr. Morhaim provides strategic guidance on public engagement, institutional partnerships, and the intersection of ecological health and human well-being. His experience navigating state-level policy, funding initiatives, and interagency collaboration strengthens Serenity Ridge’s long-term organizational planning and ability to align conservation goals with broader community health outcomes.

CURRENT BOARD OF DIRECTORS



KEN SCARLATELLI

Ken Scarlatelli is a Certified Wildlife Biologist and Senior Professional Wetland Scientist with more than four decades of experience in natural resource management, wetland ecology, habitat restoration, and environmental science. Ken is an advisor to FEMA's environmental and preservation unified Federal review. So whenever there is a natural disaster involving multiple agencies, Ken coordinates between them to ensure consistency with all environmental and historic preservation regulations. He has led ecological assessments, permitting support, habitat evaluations, and restoration planning efforts across the Mid-Atlantic region.

His technical expertise provides Serenity Ridge with critical scientific guidance related to biodiversity conservation, wetland stewardship, ecological monitoring, and habitat management strategies. Ken also supports the organization's commitment to science-based restoration practices, helping ensure that long-term ecological initiatives are grounded in measurable outcomes, regulatory best practices, and adaptive environmental management.

ASHLEY TRAUT

Ashley Traut serves as Senior Advisor for the Greater Baltimore Wilderness Coalition, where he works collaboratively with public agencies, nonprofit organizations, and regional stakeholders to advance resilient and equitable green infrastructure initiatives throughout Central Maryland. He is also the founder of Gaiacene Services, an environmental consulting firm specializing in nature-based solutions, ecological restoration strategy, and renewable energy planning.

Ashley brings extensive experience in strategic conservation planning, partnership development, grant strategy, and environmental project coordination. His background supporting multi-partner regional initiatives strengthens Serenity Ridge's organizational capacity in grant development, interagency collaboration, and long-term implementation oversight. Through his expertise in conservation funding alignment and landscape-scale planning, Ashley helps position the organization for sustainable growth and successful execution of complex ecological restoration initiatives.

FUTURE BOARD OF DIRECTORS

FINANCE - This director oversees the financial health and integrity of the nature preserve.

- **Key Responsibilities:** They work closely with the Executive Director to oversee the annual budget, ensure proper tracking of donations and grants, and work with our accounting firm to provide regular financial reports to the rest of the board to ensure long-term fiscal sustainability.

MARKETING - This director is the community voice of Serenity Ridge, focused on brand messaging and positioning, outreach, advertising, visibility and overall growth of the Nature Preserve.

- **Key Responsibilities:** They develop strategies to promote the preserve's mission, manage public relations, oversee digital and print communications (like social media and newsletters), and drive attendance to events or educational programs.

LEGAL - This director provides crucial risk management and legal oversight for the organization.

- **Key Responsibilities:** They ensure compliance with environmental regulations, local land-use laws, and non-profit statutes. They also review contracts, land conservation easements, liability waivers, and property agreements to protect the preserve from legal vulnerabilities.

DEVELOPMENT - Role Overview: This director focuses entirely on fundraising, relationship building, and securing the capital needed to maintain and expand the preserve.

- **Key Responsibilities:** They spearhead fundraising campaigns, cultivate relationships with major donors, identify and write corporate or government grant proposals, and organize charity galas or donor appreciation events.

Partnerships & Community Collaboration

OUR APPROACH: GROWING IN PARTNERSHIP

Our mission is amplified through a multi-sector coalition of partners dedicated to ecological stewardship and community wellness. Together, we leverage diverse expertise to transform our nature preserve into a vibrant hub for environmental education, citizen science, and conservation.



Ecological Identity & Living Museum

ARBORETUM



An arboretum is fundamentally a place to **educate**, serving as a **"living museum"** or **outdoor laboratory** designed for the study, display, and conservation of trees and woody plants. Beyond just providing a scenic space, the arboretum is dedicated to deepening the public's understanding of trees, ecology, and environmental sustainability.

OBJECTIVE: To achieve the benchmark of **100 identified and curated tree species**, elevating the preserve to **Level 2 Arboretum status**. This formal accreditation will serve as a catalyst for professional growth, deeper scientific collaboration, and expanded public engagement..

- **Professional Collaboration:** This achievement will integrate the Preserve into a broader network of accredited botanical institutions. This status allows us to engage in peer-to-peer knowledge exchange, leveraging the shared experience of established Arboretums to refine our own stewardship and curation practices.
- **Community-Based Forestry:** We are extending our impact beyond the preserve's borders by facilitating **free community tree distributions**, a successful model piloted during our **2026 Earth Day Festival**. This initiative allows us to act as a regional resource for urban canopy restoration and community forestry initiatives.
- **Educational Impact:** By providing the community with the tools and knowledge for proper tree planting and care, we transform passive residents into active practitioners of environmental stewardship, fostering a "living legacy" of native tree growth throughout the region.



- | | |
|-----------------------------------|------------------------------|
| 1.American Basswood | 26.Paper Bark Maple |
| 2.American Beech | 27.Persimmon |
| 3.American Holly | 28.Pignut Hickory |
| 4.American Hornbeam | 29.Pin Oak |
| 5.American Yellowwood | 30.Red Maple |
| 6.Big Leaf Magnolia | 31.Red Maple 'October Glory' |
| 7.Bitternut Hickory | 32.Redmond Linden |
| 8.Black Birch | 33.Red Oak Southern |
| 9.Black Cherry | 34.River Birch |
| 10.Black Gum "'Northern Splendor' | 35.Sassafras |
| 11.Blackhaw Viburnum | 36.Scarlett Red Oak |
| 12.Black Locust | 37.Serviceberry |
| 13.Black Walnut | 38.Shagbark Hickory |
| 14.Black Willow | 39.Slippery Elm |
| 15.Box Elder | 40.Southern Red Oak |
| 16.Burr Oak | 41.Swamp White Oak |
| 17.Chestnut Oak | 42.Sweetbay Magnolia |
| 18.Dogwood | 43.Sycamore |
| 19.Eastern Red Cedar | 44.Tulip Poplar |
| 20.Forest Pansy Redbud | 45.Tupelo Tower Black Gum |
| 21.Fringe Tree | 46.Virginia Pine |
| 22.Frontier American Elm | 47.White Oak |
| 23.Hackberry | 48.White Pine |
| 24.Legacy Supar Maple | 49.Willow Oak |
| 25.Norther Red Oak | 50. Yellow Birch |
| 26.Oklahoma Redbud | |

BEN'S RUN: OUR LIVING STREAM

Our streams and rivers and the land surrounding them (riparian buffers) serve as essential nutrient transport systems and wildlife corridors. Ben's Run, a tributary of the Patapsco River, serves as the biological "heartbeat" of the preserve. As a dynamic, free-flowing stream, it acts as a vital energy base for the entire ecological corridor, pumping life into the surrounding landscape.

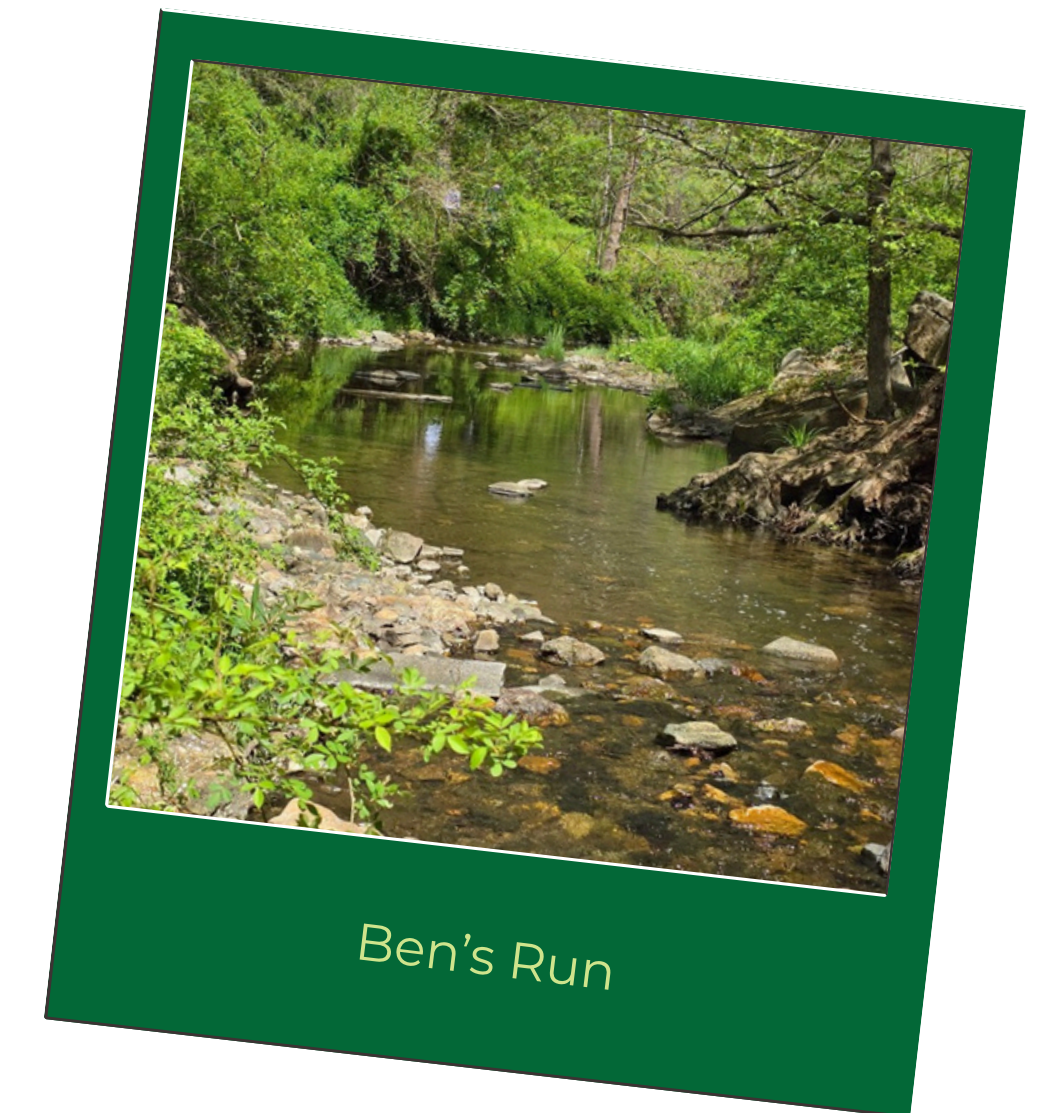
Sentinel Species: The River Otter

The presence of river otters serves as a high-level bio-indicator of the stream's vitality. As a sentinel species, the otter's return confirms a high-functioning ecosystem characterized by clean water and a robust fish population.

Protecting this riparian habitat ensures continued support for diverse wildlife, from kingfishers to herons, maintaining the integrity of our regional watershed.

A Living Laboratory

Because of its high-functioning status, and our location downstream from urban development, Ben's Run represents a prime location for water quality and biodiversity monitoring. It offers a great opportunity for ongoing data collection, serving as a prime indicator of broader for ecological health and a critical site for studying the resilience of our local waterways.



Community Impact & Stewardship

ECOLOGICAL CONNECTIVITY

Serenity Ridge Nature Preserve serves as a premier destination for conservation and passive recreation, anchored by a **three-mile trail system** that winds through **meadows, wetlands, and vibrant stream corridors**. Situated within the **Piedmont Plateau**, the preserve offers visitors meaningful opportunities for observation, **environmental learning**, and quiet reflection. Its proximity to major population centers ensures accessible, affordable, year-round access to nature.

The vitality of the ecosystem is sustained through **active stewardship and strategic partnerships**. We collaborate with organizations such as the **the Greater Baltimore Wilderness Coalition** the **Patapsco Heritage Greenway**, and **other nonprofit and community-based groups** to maintain and **improve the trail network**, while **advancing arboretum development** and native habitat restoration initiatives.

To deepen the connection between visitors and the landscape, we are implementing a modern interpretive signage system featuring QR-enabled content. This system provides real-time insights into **conservation efforts, ecological data**, and the significance of the Mid-Atlantic ecosystem, transforming the preserve into an interactive outdoor learning environment.

Our **commitment to biodiversity** is further demonstrated through **targeted avian and pollinator initiatives**. A key component of the preserve is a **managed apiary**, currently supporting **five active hives** that contribute to local pollinator health and density. Through these efforts, Serenity Ridge continues to evolve as a resilient, **biodiverse sanctuary**—one that supports both ecological health and meaningful community engagement.



Property Activities & Public Engagement

PROPERTY ACTIVITIES



ECOLOGICAL RESEARCH & STEWARDSHIP

Apiary Operations & Pollination Research

In partnership with the **Piedmont Learning Center**, our apiary serves as a critical pollination hub for the local ecosystem. By facilitating the reproduction of native wildflowers and seed-bearing plants, we bolster regional biodiversity and support local food security. Beyond ecological services, the apiary provides a controlled environment for conservation research and pollinator health monitoring, fostering public awareness of the essential role pollinators play in a resilient habitat. **Honey sales help to support this effort.**

Astronomy & Dark Sky Preservation

The **Westminster Astronomical Society (WASI)** is a non-profit organization of amateur astronomers based in Westminster, Maryland. Founded in 1984, they are a premier regional organization dedicated to education and active observation. By providing a low-light environment for Public Star Parties, we connect the community with experts from institutions such as NASA's Goddard Space Flight Center and the Space Telescope Science Institute. This partnership highlights the preserve's role as a rare "dark sky" resource in the Baltimore-metropolitan corridor.



Active Property Apiary



Our Apiary Sells
Fresh Honey

PROPERTY ACTIVITIES

ECOLOGICAL RESEARCH & STEWARDSHIP



Avian Monitoring & Citizen Science

In collaboration with the **Baltimore Bird Club**, Serenity Ridge hosts regular habitat hikes and birding walks to document local avian populations. To date, these expert-led surveys have identified **over 157 native species on our property**. These walks serve as a vital community engagement tool, contributing long-term population data to state-wide efforts to track the health of Maryland's bird species.

Kestrel Recovery / Maryland Bird Conservation Partnership

Through our partnership with the **Maryland Bird Conservation Partnership's (MBCP)**, Farmland Raptor Program we have implemented a targeted nesting program for the **American Kestrel—North America's smallest falcon**. With kestrel populations **facing a 30% decline due to habitat loss**, Serenity Ridge provides essential "cavity nesting" structures. This initiative is a cornerstone of our broader strategic mission to protect "Farmland Raptors," including Barn Owls and Northern Harriers, through science-driven habitat management.



Bird Watching



American Kestrel Box

PROPERTY ACTIVITIES CONT.

ECOLOGICAL RESEARCH & STEWARDSHIP

By hosting a diverse menu of events, Serenity Ridge Nature Preserve & Arboretum invites the community to view the property, learn about our cemetery as a sanctuary for the living – a place for bird-watching, hiking, and reflection—rather than a somber, gated area.

Bat Boxes

In partnership with local Scouts and the Maryland Department of Natural Resources, Serenity Ridge installed **three bat boxes** to help attract bats to the area. This initiative supports natural insect population control and promotes a healthier, more balanced ecosystem.

Search & Rescue Dog Training

Mid-Atlantic & Chesapeake DOGS provides professional search and rescue dog teams at no charge for their specialized services to official agencies. To provide, as a benefit to the public, upon request of any official agency, dog and handler teams trained for search and rescue (SAR) of persons lost, trapped, incapacitated or drowned, day or night, under any and all conditions where dogs can efficiently operate. The dogs and handlers train on our property.

Volunteer Invasive Species Removal & Tree Maintenance

In cooperation with partner organizations such as Patapsco Heritage Greenway and Greater Baltimore Wilderness Coalition coordinate events to both remove invasive species and care for trees. These provide opportunities to educate community members about the ecological importance of identifying and removing invasives therefore helping to care for our grounds and to bring this knowledge to enhance and improve their home landscapes.



PROPERTY ACTIVITIES CONT.

ECOLOGICAL RESEARCH & STEWARDSHIP

Earth Day Festival - April

Now in its second year, our annual Earth Day event transitions environmentalism from an abstract concept to a tangible, "boots-on-the-ground" experience. We host environmental experts and learning stations, fostering a sense of localized stewardship. By connecting visitors to specific forests and meadows, we move beyond passive observation to cultivate a community of active protectors.

Community Events - October

Every Fall we host an event on property that serves as a primary gateway for community members to connect with the preserve's mission through experiential learning and low-impact recreation. By hosting hands-on ecological activities alongside local vendors and music, we cultivate a multi-generational audience. This signature event transforms the property into an accessible public asset, strengthening local partnerships and building a broad foundation of community support for our long-term conservation goals.



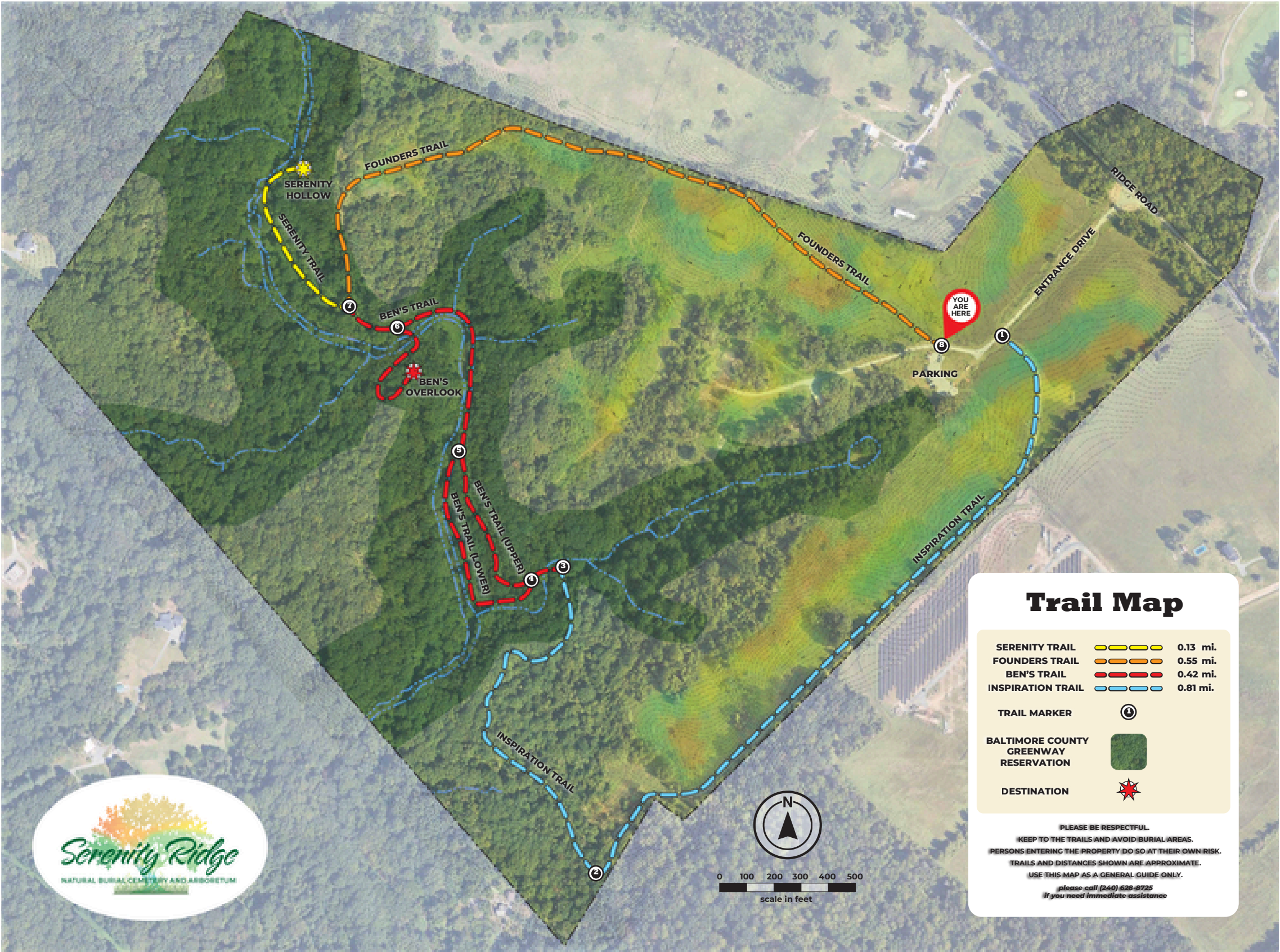
Community Event



Earth Day 2026

STRATEGIC PRIORITIES

Trail Map



I. TRAILS

PRIORITY 1: Infrastructure Resilience & Public Safety Upgrades

OBJECTIVE: To restore and improve the **three-mile loop to a safe, navigable standard**, ensuring the preserve remains a welcoming destination for visitors of all ages and skills.

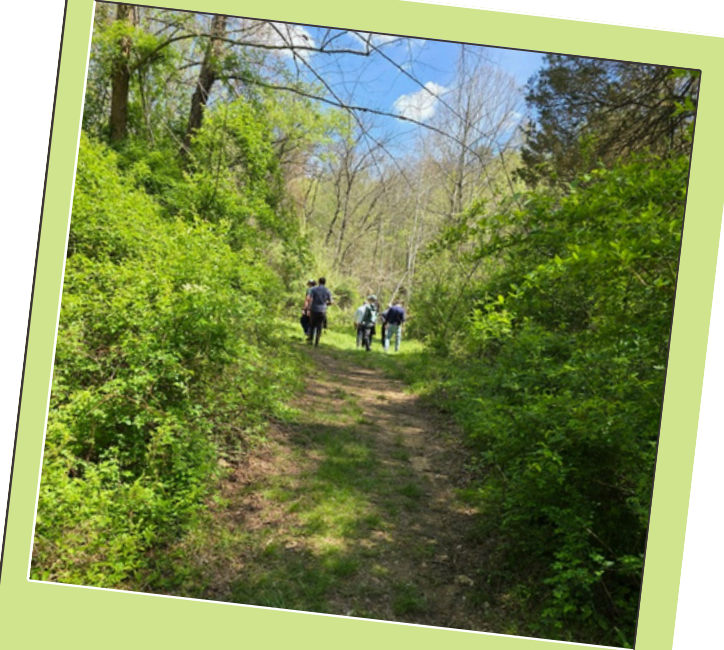
- **Strategic Partnerships:** We have initiated Phase I of our collaborative project with the **Baltimore County Department of Recreation and Parks**. The following items will be completed by the end of 2026 using the **\$20,000 contribution from Baltimore County Recreation and Parks**:
 - **Trail Infrastructure:** Improve our trail infrastructure and environmental conditions. With the support of **The Greater Baltimore Wilderness Coalition's** technical expertise, upcoming work will focus on bank stabilization, hazardous debris removal, and large-scale clearing of obstructive overgrowth to improve safety, accessibility, and ecological health.
 - **Safety & Restoration Signage:** Implement a comprehensive "Caution" and "Restoration in Progress" signage system. This proactive communication strategy manages visitor expectations, ensures public safety during active work phases, and highlights the ongoing ecological recovery.
 - **Safety Communication & Digital Integration (QR-Integrated Mapping):** To modernize the visitor experience and enhance safety through dynamic, real-time communication tools. We will implement a QR-code-integrated signage system. This digital tool will provide visitors with dynamic "Trail Mapping," real-time safety alerts, and educational content about the restoration in progress.
 - While initial support is anchored by county partnerships, we are aggressively pursuing supplementary grant funding to scale this digital infrastructure across the entire three-mile loop, ensuring universal access to navigation and safety data. Digital integration reduces the need for excessive physical signage, maintaining the preserve's natural aesthetic while providing a high-tech and environmental learning opportunity for modern hikers

I. TRAILS CONT.



PRIORITY 1: Infrastructure Resilience & Public Safety Upgrades Cont.

- **Community-Led Stewardship:** We will mobilize regional volunteer organizations, including the **Scouts of America**, to support trail work and invasive species and debris removal. By facilitating **Eagle Scout** and **Gold Award** projects, we will foster a sense of shared community ownership. Recent successes, such as the completed on-property bat-box installation, serve as a model for this collaborative framework.
- **Boundary Integrity & Access Control:** To protect the preserve's ecological integrity, we will apply standardized "blue paint" boundary markers and private property signs to clearly delineate the nature preserves property lines. This measure is a critical deterrent against unauthorized usage, such as ATV incursions, which can damage sensitive habitats and compromise trail safety.



Bird Walk

I. TRAILS CONT.



PRIORITY 2: Sustained Stewardship & Operational Maintenance

OBJECTIVE: To transition from reactive repairs to a proactive, board-guided, stewardship model that ensures the long-term safety, functionality, and aesthetic integrity of the preserve's trail system.

- **Strategic Opportunity (Formalized Stewardship):** We will institutionalize "**Trail Recovery Days**" in coordination with recurring volunteer cohorts. These targeted service events will focus on "high-priority zones," addressing fallen limb removal and invasive species encroachment to ensure trail corridors remain unobstructed and navigable year-round.
- **Long-Term Sustainability (Scheduled Maintenance):** To protect the capital and labor investments initiated in Priority 1, we will establish a formal **Trail Maintenance Schedule**. Shifting to a preventative maintenance cycle that prevents the degradation of trail infrastructure and ensures that hazardous conditions do not recur.

The Trail Steward Program (Monitoring & Oversight): We will integrate a specialized "Trail Stewards" tier into our volunteer program. We will seek funding to hire a **Volunteer Coordinator**. In the meantime, members of our Board and partner organizations will train the volunteers to conduct regular site assessments and condition reporting, allowing us to implement rapid-response interventions for minor issues before they escalate into costly, large-scale infrastructure failures.

Impact: This proactive framework secures the Arboretum's future as a reliable community asset, maximizing the "lifecycle" of our trails and ensuring a consistently high-quality experience for all visitors

I. TRAILS CONT.

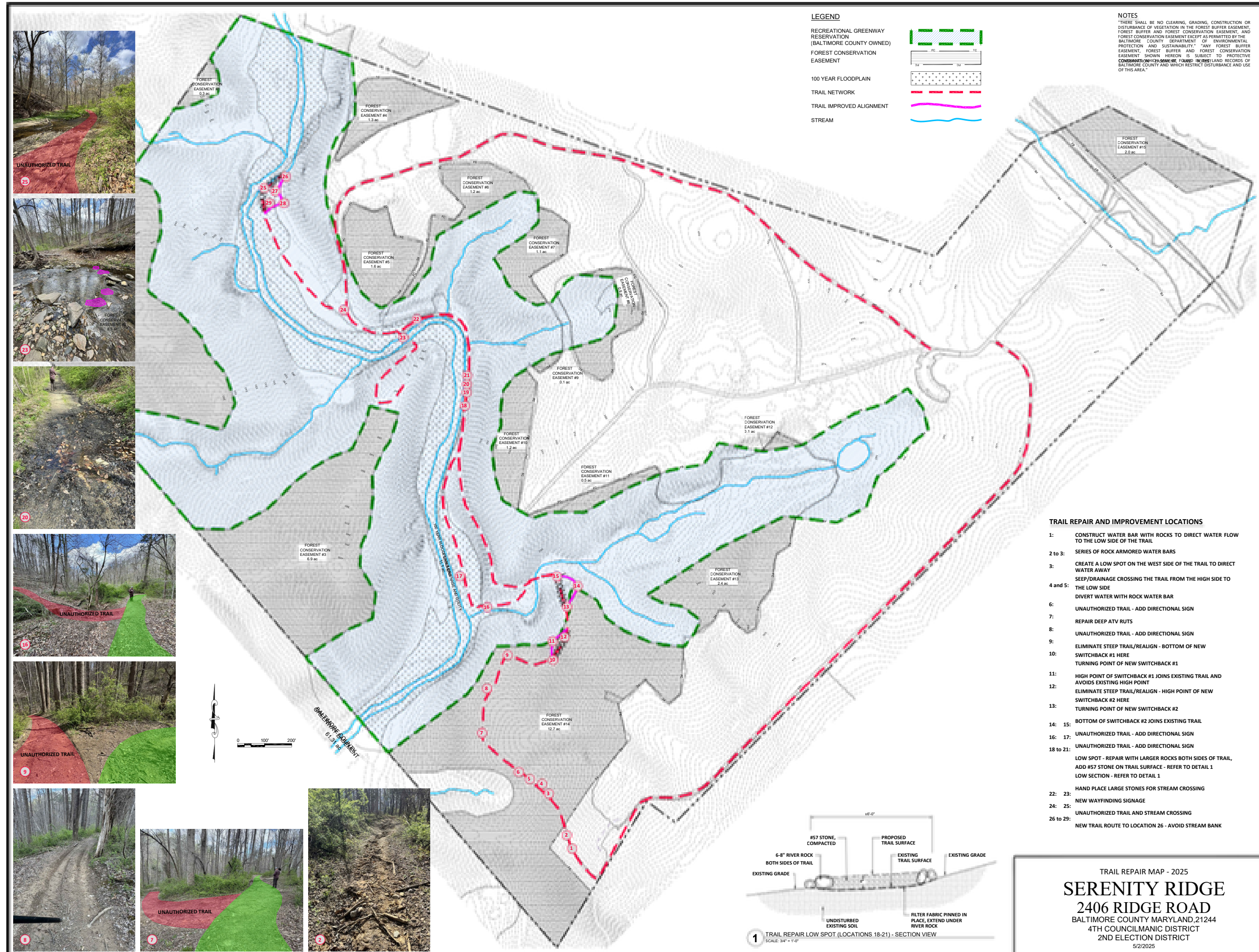


PRIORITY 3: Habitat-Sensitive Infrastructure & Conservation

OBJECTIVE: To enhance trail durability and hiker safety while safeguarding the preserve's sensitive hydrological features.

- **Erosion Mitigation & "Mud Zone" Remediation:** We will prioritize the stabilization of high-traffic "mud zones." By improving drainage and trail heads in these areas, we prevent "social trailing"—the formation of unauthorized paths by hikers seeking to avoid mud—which is a primary driver of stream-bank erosion and trail degradation.
- **Professional Conservation Oversight:** The success of these technical interventions requires the expertise of a **Natural Resources Manager**. We will seek dedicated grant funding to secure this role, ensuring that all infrastructure improvements are executed with a "habitat-first" methodology that protects the water quality of Ben's Run.

Projected Impact: These improvements create a durable trail system that can withstand increased public usage without compromising the integrity of the surrounding ecosystem or the health of local waterways.



II. ARBORETUM



PRIORITY 1: Invasive Species Management & Predator Control

OBJECTIVE: Develop and implement a management plan for invasive species, both plants and animals, to secure the foundation for native forest regeneration.

- **Strategic Opportunity (Deer Exclusion):** Develop a deer exclusion program using fencing and natural deterrents.
- **Operational Capacity & Stewardship:** Our approach leverages both professional guidance and community mobilization. Upon hiring a **Natural Resources Manager** to oversee a robust pipeline of student, Scout and other volunteers, we will execute a systematic, multi-decade restoration plan.
- **Methodology:** Work will be conducted in **3-to-5-acre** management blocks, allowing for precise monitoring, measurable restoration success, and recurring service-learning opportunities.
- **Projected Impact:** This systematic clearing removes the "biological chokehold" of invasive species, decreasing resource competition and herbivory, allowing for a resilient, self-sustaining, native ecosystem.

II. ARBORETUM



PRIORITY 2: Native Biodiversity & Specialist Habitat Restoration

OBJECTIVE : Reintroduce high-value native hardwoods to support the recovery of federally endangered species, specifically the Indiana Bat (*Myotis sodalis*).

Strategic Opportunity (The Roosting Initiative): In direct consultation with the Department of Natural Resources (DNR), we will implement a specialized reforestation protocol. As part of our effort to become a Level 2 Arboretum, we will prioritize the planting of Shagbark Hickories and other prime hardwoods to establish the specific exfoliating bark structures required for Indiana Bat maternity colonies and summer roosting. We will submit a grant request from the DNR to cover the expense of purchasing these Shagbark Hickories.

Expert Collaboration: By engaging the DNR as a technical partner, we ensure our restoration efforts align with state and federal conservation priorities, utilizing their expertise in wildlife biology to validate our habitat design.

Projected Impact: This initiative marks a critical evolution in our mission: shifting the Arboretum from a "specimen collection" to a functional wildlife sanctuary. This transition provides a vital regional anchor for some of the region's most vulnerable species and significantly elevates the ecological value of our landholdings.

II. ARBORETUM



PRIORITY 3: Environmental Programming

OBJECTIVE: To activate the Arboretum as a premier regional hub for immersive environmental education and sustainable, low-impact recreation.

- **Strategic Priority:** Activating the Living Classroom
 - **The Preserve Events Series:** Formalize high-value partnerships with organizations such as the **American Astronomical Society** for dark-sky preservation and **local birding chapters** for migratory data collection. Partner with Brianna Amingwa (Deeply Rooted Outdoor Education) and others to transform the preserve into a "Living Classroom." This initiative focuses on high-engagement, experiential learning that connects the community to the unique ecology of the Piedmont Plateau.
 - **Community Science Advocacy:** Strengthen our role in the global conservation network by formalizing our participation in the **National Aquarium's City Nature Challenge** and other community science initiatives, using our **2026 Earth Day** event as a scalable engagement model.
- **Impact:** By shifting the visitor experience from passive observation to active participation, we will broaden our donor base and cultivate a dedicated cohort of advocates and volunteers for the preserve's long-term protection.

II. ARBORETUM CONT.



PRIORITY 4: Memorial Tree Planting

OBJECTIVE: To activate the Arboretum as a premier regional hub for immersive environmental education and sustainable, low-impact recreation.

Strategic Priority: Activating the Living Classroom

The Preserve Events Series: Formalize high-value partnerships with organizations such as the American Astronomical Society for dark-sky preservation and local birding chapters

Impact: Educate families on the importance of environmental stewardship while memorializing their loved ones on our Preserve property.

III. MASTER SITE PLAN

PRIORITY 1: Pavilion & Sanitation (by FY2027)

OBJECTIVE: Establish a permanent, weather-protected pavillion as a community gathering space to serve as the central hub for preserve activities. Additionally, install a permanent sanitation building.

- **Strategic Opportunity:** Construct a multi-use pavilion with integrated seating and tables to facilitate structured outdoor learning and community workshops. Additionally, implement a phased build-out focused on potable water stations and eco-friendly plumbing.
- **Impact:** Transforms the grounds from a simple trail system into a true nature preserve destination. It ensures that rain or extreme sun no longer dictates the programming schedule, enabling summer camps and multi-day intensives. Removes the primary barrier for schools and large groups and allows them to attend and participate in events and activities on our property. This transition allows the preserve to shift from "short-visit" status to hosting full-day events and overnight volunteer work-camps.
- **Action Plan:** Submit RFPs to contractors to determine the logistical requirements and costs for permanent bathroom and shower facilities.

III. MASTER SITE PLAN

PRIORITY 2: Front Entrance Signage

OBJECTIVE: Redesign and install a permanent, high-visibility front entrance sign at the preserve's gateway.

- **Strategic Opportunity:** It will provide a more visual element for the community to locate our nature preserve.
- **Impact:** Serves as a critical visual landmark that establishes a strong, professional identity for Serenity Ridge Nature Preserve within the Windsor Mill community, making the property easily identifiable to passing traffic and incoming visitors. Enhances curb appeal and creates an immediate, welcoming first impression. Clearly communicates operational hours and basic visitor guidelines to encourage self-guided exploration. Elevates community awareness and drives first-time visitation by transforming an easily missed entrance into an inviting destination point.
- **Action Plan:** Draft and distribute a Request for Proposals (RFP) to local contractors and design firms to evaluate logistical requirements, sustainable material options (e.g., stone, reclaimed wood), and total project costs for permanent gateway signage.



III. MASTER SITE PLAN

PRIORITY 3: Multi-Purpose Center (FY2029 & beyond)



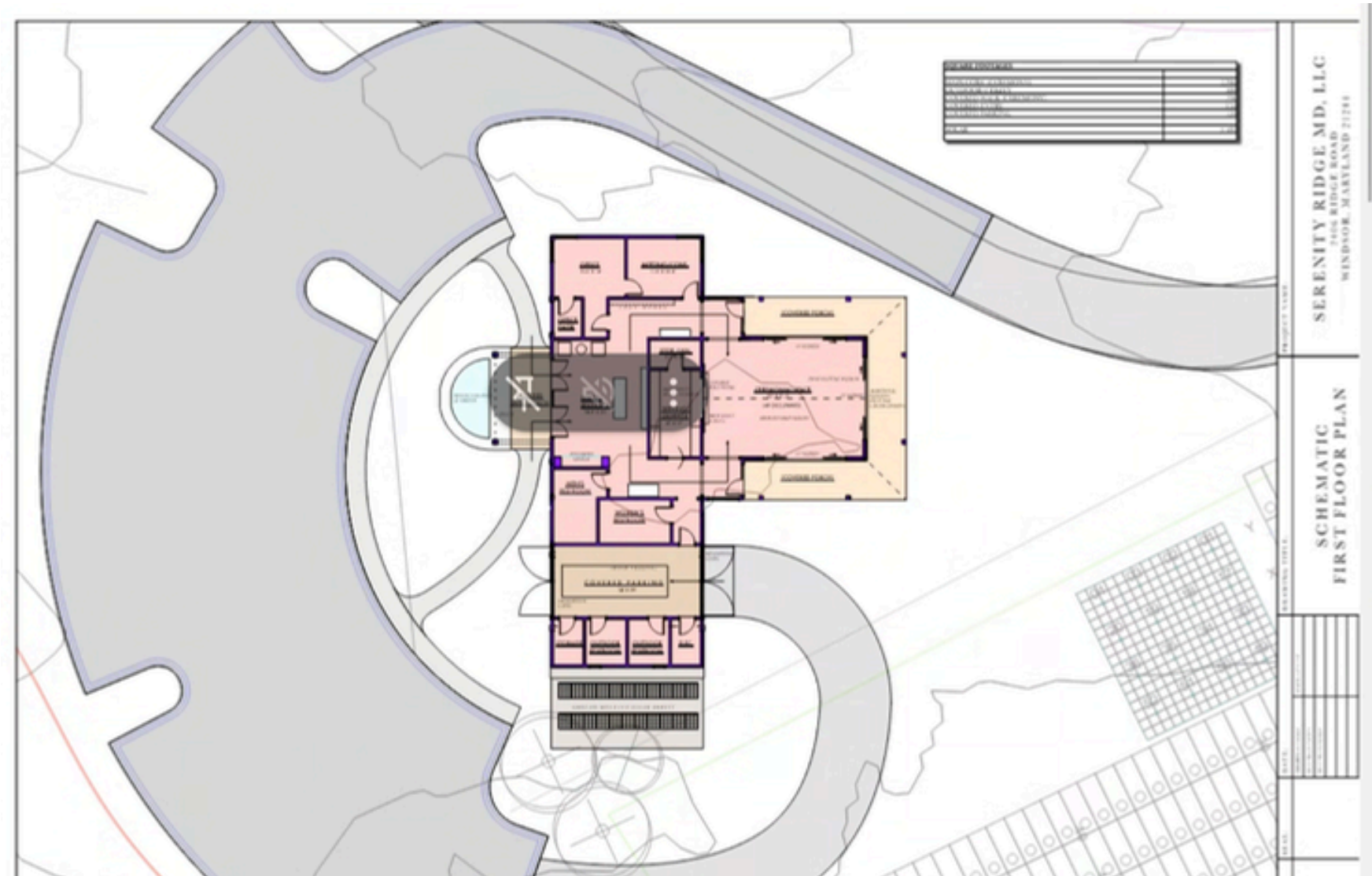
OBJECTIVE: Using the existing architectural plans for a permanent facility (photos attached), we will construct the building to incorporate office space, permanent bathrooms, education and research space, and more.

- **Strategic Opportunity:** A destination for environmental literacy and scientific inquiry that is climate-controlled during inclement weather.
- **Impact:** K-12 Schools. The building will serve as a hub and "nature lab" where younger students can use microscopes, examine local flora and fauna, and receive a foundational introduction to the Piedmont ecosystem before heading out onto the trails.
- High School: through college: Older students can transition from general education to intensive research. Our building becomes a workspace to conduct field-to-lab experiments—such as analyzing soil chemistry, testing wetland water quality, or cataloging macroinvertebrates collected from the property.

III. MASTER SITE PLAN

PRIORITY 3: Multi-Purpose Center Cont.

- **Multi-Purpose Center** (FY2029)
 - **Cost Projection:** \$2.5 million+
 - **Funding Strategy:** Private donations



Marketing & Development Plans

MARKETING COMMUNICATIONS

Marketing Objective

To position Serenity Ridge Nature Preserve (SRNP) as a premier regional destination for ecological stewardship, environmental literacy, and passive outdoor recreation. By deploying a multi-channel communications framework, the preserve will systematically drive community engagement, cultivate a robust volunteer network, and expand philanthropic giving to ensure long-term operational sustainability.

Strategic Benchmarks

- **Audience Growth:** Scale regional brand awareness to drive consistent, measurable increases in annual trail utilization and public programming attendance.
- **Stewardship Mobilization:** Build and maintain an active community-science and volunteer database to support ongoing land management initiatives.
- **Capital Support:** Maximize donor acquisition and retention across individual giving, corporate partnerships, and commemorative sponsorships.

Core Pillars

Brand Awareness:

- **Focus:** Cultivating a distinct, brand voice that highlights the preserve's unique ecological value, ongoing restoration milestones, and regional significance.
- **Channels:** High-end digital media production (photography/video), comprehensive local public relations campaigns, and a dynamic website acting as the digital visitor center.
- **Strategic Intent:** Transform passive regional observers into active visitors by continuously showcasing the preserve's changing seasons, wildlife recovery data, and trail infrastructure.

Educational Outreach & Partnerships

- **Focus:** Cultivating a distinct, brand voice that highlights the preserve's unique ecological value, ongoing restoration milestones, and regional significance.
- **Channels:** High-end digital media production (photography/video), comprehensive local public relations campaigns, and a dynamic website acting as the digital visitor center.
- **Strategic Intent:** Transform passive observers into active visitors by continuously showcasing the preserve's changing seasons, wildlife recovery data, and trail infrastructure.

MARKETING COMMUNICATIONS

MARKETING TACTICS:

- **Brand Refresh with Brand Guidelines:** Logo design, color palette, brand voice, and a unified typography scheme to ensure consistent messaging across all digital and print media.
- **Blogging** - 4 professionally written blog posts per month focusing on the ongoing restoration work (e.g., your Rosa multiflora eradication or the ArbNet Level 2 progress). This drives your SEO and provides educational content for schools while positioning the preserve as a regional leader in conservation.
- **Collateral design & printing:** Educational brochures, event flyers, direct mail, trail maps, donor pitch decks, business cards, and letterheads printed on eco-friendly, recycled paper to align with the organization's environmental values.
- **CTV Advertising:** Targeted Connected TV (streaming) ads on platforms like Hulu or Roku during peak seasonal shifts (Spring/Fall) to raise hyper-local awareness about the preserve's trails, public workshops, and community-funded conservation efforts.
- **Direct Mail:** Quarterly print newsletters, seasonal event calendars, and annual donor appeals sent to high-affinity zip codes and past supporters to drive physical attendance and funding.
- **Digital Advertising:** Low-budget, highly geotargeted Meta (Facebook/Instagram) and Google ads to promote specific volunteer days, workshops, or your memorial tree program aimed at local residents within a 15-mile radius.
- **Email Marketing:**
 - **The Welcome Series (3 emails):** Sent automatically when someone signs up via your website or at an event. Introduces the preserve's mission, highlights the Level 2 Arboretum goals, and invites them to their first trail walk.
 - **The Volunteer Onboarding Track:** Triggers when someone signs up for a "BioBlitz" or trail day, sending them safety protocols, waiver forms, and what to wear, as well as other on-property events such as Earth Day and Fall Fest.
 - **The Commemorative Inquiry Track:** A beautiful, automated drip sequence for community members who express interest in the Memorial Tree & Bench program, guiding them through options and legacy impact.

MARKETING COMMUNICATIONS

MARKETING TACTICS:

- **Social Media Marketing:** Content scheduling, community management, and daily posting across Instagram, Facebook, and LinkedIn.
 - **Quarterly Media Shoots:** Bringing in a professional videographer/photographer four times a year to capture the preserve across changing seasons.
 - **Video Assets:** Production of a high-end 3-minute brand video for your website homepage, alongside short-form video reels (TikTok/Instagram Reels) highlighting your "BioBlitz" events or trail openings.
- **Print & Broadcast Advertising:** Placements in regional magazines, local newspapers, and community event programs, as well as broadcast media
- Public Relations
- **Local SEO & Map Management:** Rigorous optimization of Google Maps, Apple Maps, Yelp, and TripAdvisor profiles (essential for driving local physical traffic).
- **SEO:** Ongoing keyword optimization so you rank for searches like "nature center near me," "hiking trails," or "natural burial cemetery."
- **Signage**
- **Website refresh:** A clean, accessible (ADA-compliant) website with interactive trail maps and a donation portal.

Cost Projection: \$115,000 per year

DEVELOPMENT & BOARD CAPACITY PLAN

Goal #1: Strengthen and Modernize Fundraising Operations

- **Maximize CRM Capabilities:** Optimize the SRNPA CRM database by implementing advanced training modules in account management, data segmentation, custom reporting, portfolio development, and moves management tracking.
- **Optimize Revenue Architecture:** Evaluate and identify the most lucrative, high-yielding revenue streams to strategically prioritize donor and grant outreach.
- **Establish Operational Standards:** Author and implement standard operating procedures (SOPs) to seamlessly capture all relationship-building activities, donor touchpoints, and constituent data within the CRM.
- **Integrated Donor Communications:** In alignment with **Marketing**, design and launch a comprehensive annual strategic donor communication plan optimized for all distribution channels.

Goal 2: Implement Strategic & Purposeful Relationship Cultivation

- **Centralize Funder Accounts:** Systematically update the CRM with comprehensive data for all funder segments—including individuals, foundations, corporations, and in-kind contributors—and strategically assign dedicated solicitors.
- **Data-Driven Personalization:** Capture and segment current and prospective donor profiles to deliver highly tailored, deeply resonant outreach and impact communications.
- **Formalize the Development Lifecycle:** Standardize a comprehensive process to systematically engage, cultivate, solicit, and steward members of the Serenity Ridge giving community.
- **Foster a Culture of Philanthropy & Gratitude:** Build a sustained culture of giving through synchronized campaigns, seasonal appeals, donor-exclusive events, and transparent impact reporting across all organizational channels.

DEVELOPMENT & BOARD CAPACITY PLAN

Goal 3: Elevate Board Governance, Participation, & Mission Alignment

- **Deepen Mission Connection:** Strengthen the philanthropic relationship with Board Members, deeply rooting their engagement within the core conservation and education mission of SRNPA.
- **Celebrate Leadership Impact:** Intentionally express institutional gratitude while consistently demonstrating the measurable impact of the Board's leadership, advocacy, and service.
- **Optimize Board Responsibilities:** Enhance and clearly define Board Member expectations regarding active governance participation, personal philanthropic giving, and proactive fundraising support.
- **Strategic Board Diversification:** Recruit, onboard, and expand the Board of Directors to intentionally encompass a diverse range of backgrounds and critical sector expertise, including legal, finance, marketing, and emerging technologies (AI).

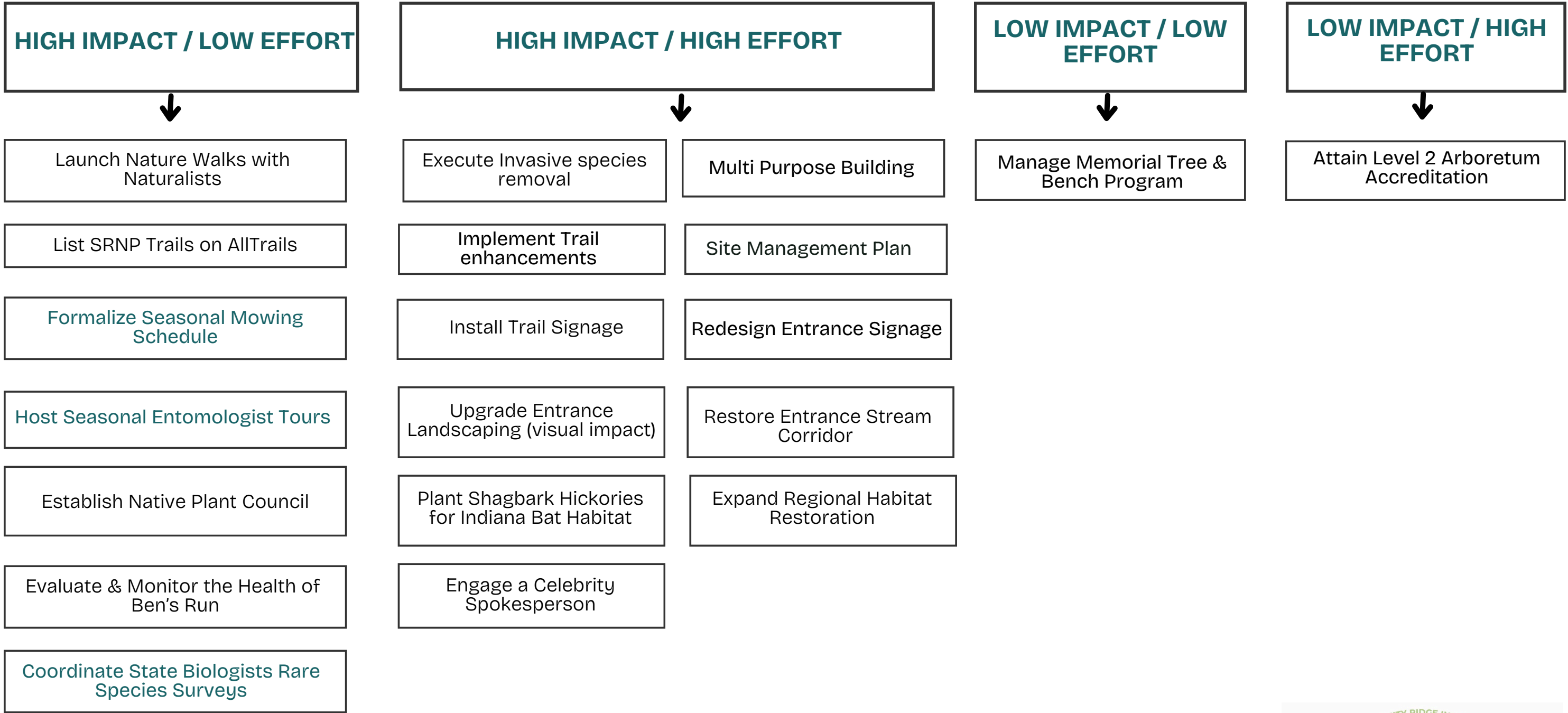
Goal 4: Secure Funding for Immediate & Short-Term Infrastructure Needs

- **Executive Leadership Alignment:** In direct consultation with the Executive Director, evaluate and deploy targeted fundraising strategies to secure immediate funding for essential site infrastructure, including a temporary office/meeting trailer, restroom facilities, and potable water access.
- **Design a Short-Term Capital Campaign:** Structure and launch a highly focused capital campaign designed to fund immediate physical infrastructure priorities, ensuring operational continuity and enhanced guest services.

Cost Projection: \$20,000

Opportunities

OPPORTUNITIES



Measurable Outcomes & Implementation

MEASURABLE OUTCOMES

I. Site Management Planning

- **Forest Stewardship Plan (FY2027)**
 - **Objective:** Develop a professional Forest Stewardship and Site Management Plan to allow us to prioritize environmental restoration efforts.
 - **Methodology:** Establish a roadmap and cost-analysis framework to guide contractors and volunteer restoration work.
 - Foundation (NFWF).
 - **Cost Projection:** \$8,600 (Total) | \$5,800 (DNR) & \$2,800 (NFWF)
 - **Funding Strategy:** Secure 65% of project costs via Maryland DNR EQIP and WIP grants, with the remaining 35% sought through the National Fish and Wildlife
 - Applied April 2026
- **Site Master Plan (FY2027)**
 - **Objective:** To establish clear strategies to locate all site improvements on the property. It also helps to delineate clear zones for where we can build and add to our infrastructure, parking, and more.
 - **Methodology-** RFP for estimates
 - **Cost Projection:** \$60,000-\$100,000
 - **Funding Strategy** - Grants and private funding

MEASURABLE OUTCOMES

I. Site Management Continued

- **Trail Maintenance (FY2028)**
 - **Objective:** Develop and execute a trail system management plan focused on critical repairs and safety upgrades for the primary loop.
 - **Methodology & Implementation:** Formalize a proactive trail maintenance, mowing and tree-health schedule under the technical oversight of the Board and outside expert partners.
 - **Institutional Continuity:** Codify existing protocols into a permanent Property Maintenance Manual to ensure standardized land stewardship across board leadership and staff transitions.
 - **Cost Projection:** [\(ASK THE BOARD\)](#)
 - **Funding Strategy:** \$59,000 dedicated capital allocation from Baltimore County Recreation & Parks

MEASURABLE OUTCOMES

I. Site Management Continued

Phased Invasive Species Management (FY2029)

Objective: Achieve a 30% minimum reduction of high-priority invasive flora within targeted management blocks.

Methodology & Implementation: Execute management on 3-5 acres annually, utilizing the specific technical prescriptions identified in the Site Management Plan.

Cost Projection: \$10,000 per acre

Funding Strategy: The preserve will secure \$300,000 through targeted grants and philanthropic donations to restore 30 priority acres.

Unified Signage & Safety Integration (2028)

Objective: Deploy a comprehensive signage system to manage visitor expectations and mitigate liability during active restoration phases.

Methodology & Implementation: Install "Caution" and "Restoration in Progress" markers to provide transparent communication regarding site safety and ecological goals.

Cost Projection: \$1,000

Funding Strategy: Fully backed by a committed fiscal allocation from Baltimore County Recreation & Parks to SRNP, requiring no additional grant matching for this phase.

MEASURABLE OUTCOMES CONT.

II. Implementation

Reforestation & Meadow Restoration(Ongoing Stewardship)

Objective: Establish and implement a comprehensive meadow restoration initiative across _____ priority acres.

Performance Metric: Achieve a minimum 80% plant survivorship rate at the conclusion of two growing seasons (defined as active growth or dormant viability). Mortality exceeding 20% automatically triggers mandatory remedial replanting in the subsequent cycle to guarantee project integrity.

Ecological Standard: All plantings will utilize locally sourced native plants to ensure regional genetic resilience and superior habitat integration.

Funding Strategy: Primary project capitalization is leveraged by a pending \$80,000 request submitted to the NFWF WILD Grant program (April 2026 application cycle).

MEASURABLE OUTCOMES CONT.

II. Implementation

Targeted Restoration: Inspiration Point Corridor (FY2028)

Objective: Execute a priority ecological restoration of the ____ acres leading to Inspiration Point. This initiative will focus on comprehensive meadow restoration by removing aggressive invasive species.

Methodology: Two-phase protocol

Mechanical Remediation: Complete removal of Rosa multiflora and associated invasive understory species.

Chemical Control: Targeted, low-volume herbicide application to suppress regrowth and prepare the seedbed for native establishment.

Cost Projection: up to \$22,000 (Calculated at a standard regional rate of \$5,000-\$7,000 per acre for dense invasive removal.)

Funding Strategy: Project capitalization is driven by a pending grant request submitted to the NFWF WILD Grant program in April 2026.

Deer Exclusion Study & Protection (FY2028)

Objective: Mitigate the primary threat of deer over-browsing by installing a 1-acre high-tensile deer exclusion fence to serve as a pilot study for native forest regeneration.

Methodology & Implementation: Install a professional-grade, 8-foot high-tensile perimeter fence. This managed zone will serve as a treatment area to measure native flora recovery speeds against adjacent, unprotected control plots.

Cost Projection: \$7,350 (Full procurement and installation of an 8ft exclusion fence encompassing 1 acre).

Funding Strategy: Financed via a pending NFWF Grant application (April 2026 cycle), establishing the necessary baseline protection required for the broader restoration initiative.

MEASURABLE OUTCOMES CONT.

III. Long Term Maintenance

Cemetery Stewardship & Botanical Guidelines (FY2027)

Objective: Codify and enforce a standardized Native Flora Protocol for all cemetery plantings to protect the ecological integrity of the Serenity Ridge Natural Burial Cemetery. This policy ensures all landscaping choices actively support the preserve's biodiversity and create a seamless ecological transition between memorial grounds and the surrounding interior forest.

Methodology & Implementation: Collaborate with cemetery stakeholders to develop an approved species list. This matrix will strictly prioritize low-maintenance, deer-resistant, and drought-tolerant regional native plants. It will explicitly prohibit aggressive ornamental species, safeguarding grave site aesthetics while creating a permanent biological barrier against invasive encroachment.

Funding Strategy: Executed as a volunteer-led stewardship initiative, fully capitalized by dedicated operational donations from the Serenity Ridge Natural Burial Cemetery to the Nature Preserve.

MEASURABLE OUTCOMES CONT.

III. Long Term Maintenance

Boundary Security & Trail Protection (FY2027)

Objective: Secure the preserve's perimeter and trail systems through standardized boundary marking and active surveillance to eliminate illegal motorized incursions and protect critical habitats.

Methodology & Implementation: Implement physical deterrents to prevent unauthorized ATV and motorized vehicle incursions, which cause severe soil erosion and habitat fragmentation. This includes **installing a game camera monitoring system** and applying standard **"blue paint" markers** and regulatory signage along property lines and trail corridors to clearly define boundaries and authorized paths. Deploy a network of **trail cameras** to monitor sensitive areas for unauthorized activity and wildlife movement.

Impact: Reduces liability, protects trail infrastructure and habitat, and ensures the "quiet enjoyment" of the preserve for visitors.

Cost Projection: \$5,200 total (\$200 for signage and forestry paint; \$5,000 for procurement, mounting hardware, and power/cellular infrastructure for the camera network).

Funding Strategy: Capitalization will be secured through a combination of targeted security-focused grants and private donor contributions.

MEASURABLE OUTCOMES CONT.

III. Long Term Maintenance

Memorial Tree & Bench Program (2027)

Objective: To increase biodiversity and to reach Level 2 Arboretum and to encourage our community to plant trees in memory or in honor of people they care about. To recycle wood into our natural benches, which integrate into the landscape of our property.

Methodology: Implement a structured commemorative giving framework utilizing the preserve's prioritized botanical target list (including canopy-builders like Shagbark Hickory, *Carya ovata*). Capital contributions will be solicited from cemetery site owners and the broader community to fund and install specific, climate-resilient native species designed to fill critical ecological niches and satisfy ArbNet accreditation criteria.

Impact: Maximizes structural and taxonomic diversity, creating vital micro-habitats that attract and support a wider array of native birds, insects, and wildlife.

Cost Projection:

- **Commemorative Canopy Tree:** \$1,800 per installation
- **Reclaimed Timber Bench:** \$700 per unit

Funding Strategy: Operating as a self-sustaining program, this initiative is fully capitalized via dedicated private philanthropic donations and commemorative sponsorships.

MEASURABLE OUTCOMES CONT.

IV. Infrastructure & Biological Monitoring

Ecological Baseline & Biodiversity Monitoring (FY2028)

Objective: Establish a comprehensive biological baseline for the Preserve to measure the long-term efficacy of restoration efforts.

The 500-Species Challenge: Launch a community-wide initiative to identify and document a minimum of 500 unique flora and fauna species within the preserve's borders.

Iterative Monitoring: Establish formal monitoring cycles every 3–5 years to track biodiversity gains resulting from invasive species removal and native reforestation.

Methodology & Implementation (The BioBlitz Model): We will utilize a cost-effective, community-science approach leveraging the **iNaturalist** platform. This "BioBlitz" model engages local experts and volunteers in a concentrated effort to document the preserve's flora and fauna.

Operational Strategy: This initiative operates under a volunteer-led, partner-supported structure. Internal resource allocation will be strictly prioritized for digital outreach, technical training workshops, expert stipends, and data-management curation tools.

Cost Projection: \$2,500 (For event coordination, educational training materials, partner stipends, and cloud data management).

Funding Strategy: Project capitalization is driven by targeted community-engagement grants paired with dedicated private stewardship donations.

MEASURABLE OUTCOMES CONT.

IV. Infrastructure & Biological Monitoring

Infrastructure (FY2029)

Objective: Establish a permanent, climate-resilient multi-purpose facility equipped with modern sanitation infrastructure to expand campus operational capacity and remove accessibility barriers for public visitors, K-12 educational field trips, and regional conservation workshops. In addition, install a water fountain and water bottle fill station for humans and canines.

Methodology & Implementation: Execute a phased, low-impact development (LID) capital expansion:

- **Phase I (Sanitation & Hydration Infrastructure):** Install ADA-compliant, low-flow public restroom facilities and a dual-purpose human/canine bottle-filling hydration station to support increased day-long site utilization.
- **Phase II (Multi-Purpose Learning Center):** Construct an energy-efficient, multi-use educational facility to serve as the central hub for indoor-outdoor environmental programming, community science, and volunteer operations.

Operational Impact: Elevates the preserve's capacity to host multi-hour educational programming and provides the professional staging ground required for large-scale stewardship activities.

Cost Projection:

- **Phase I (Sanitation & Hydration Hub):** Estimated \$150,000 – \$250,000 (Subject to final utility tie-in and engineering design).
- **Phase II (Multi-Purpose Facility):** Estimated \$1.5M – \$2.2M (Pending final architectural schematics)

Funding Strategy: Capitalized through philanthropic donations and grants.

MEASURABLE OUTCOMES CONT.

FISCAL YEAR	MILESTONE CATEGORY	PRIMARY OBJECTIVE
FY2026	Conservation	Transition to 100% Maryland native species for all new plantings.
FY2026	Security	Standardize property boundary demarcation and trail-marking protocols.
FY2026	Maintenance	Codify and implement a systematic meadow mowing schedule.
FY2026	Maintenance	Establish a long-term tree maintenance cycle.
FY2027	Security	Deploy remote surveillance assets to mitigate unauthorized ATV access.
FY2027	Conservation	Formalize native species guidelines for cemetery plot stewardship.
FY2027	Ecological Management	Scale invasive mitigation to 5 acres of forest and 10 acres of meadow.
FY2027	Planning	Ratify a formal Forest Stewardship Plan and secure anchoring grants.
FY2027	Site Master Plan	Finalize and publish the Site Master Plan to guide future infrastructure and land use.
FY2027	Maintenance	Implement Cemetery Stewardship & Botanical Guidelines
FY2027	Marketing	Implement a full-scale strategic marketing plan.
FY2027	Conservation	Formalize Memorial Tree & Bench Program

MEASURABLE OUTCOMES CONT.

FISCAL YEAR	MILESTONE CATEGORY	PRIMARY OBJECTIVE
FY2028	Restoration	Execute Inspiration Point reforestation & restoration with integrated deer exclusion.
FY2028	Maintenance	Develop and Execute Trail Management Plan
FY2028	Maintenance	Install Unified Signage & Safety Integration
FY2028	Restoration	Implement Deer Exclusion Study & Protection
FY2028	Restoration	Execute Ecological baseline & biodiversity monitoring
FY2029	Maintenance	Incorporate Phased Invasive Species Management
FY2029	Infrastructure	Construct ADA-compliant facility for educational programming and potable water station.
Annual	Assessment	Conduct community-science "BioBlitz" to track ecological baselines.

Estimated Budget

STRATEGIC FINANCIAL PROJECTIONS

(2026–2029)

ITEM	ESTIMATED 3 YEAR COST	PRIMARY FUNDING STRATEGY
Site Management Plan	\$60,000.00+	DNR/EQIP (65%) & NFWF (35%)
Forest Stewardship Plan	\$8,600.00	EQIP & WIP/NFWF (April 2026)
Invasive Species Mitigation	\$300,000.00	Phased Grant Cycles (\$10k per acre) / (30 Priority Acres)
Trail Maintenance	\$59,000.00+	Baltimore County Recreation & Parks Commitment Confirmed
Deer Exclusion Pilot	\$7,350.00	NFWF Grant (April 2026)
Sanitary Facilities	\$130,000.00+	Private Donors
Reforestation & Meadow Restoration	\$80,000.00+	NFWF Grant (April 2026)
Ecological Baseline	\$2,500.00	Private Donation & Fundraiser
Potable Water	\$20,000.00	Private Donation
Reforestation of Inspiration Point	+/- \$22,000.00	NFWF Grant (April 2026)
Multi-Purpose Center	\$2.5 Million	Private Donations & Fundraiser
Marketing Plan	\$345,000.00	Grants
Development & Board Capacity Plan	\$20,000.00	CBT Capacity Grant
Personnel	\$750,000.00	Grants & Private Donations
ESTIMATED TOTAL NEEDED	\$4,304,450.00	

Strategic Results

STRATEGIC RESULTS BY 2029



1. Ecological Excellence: The Living Museum

We have successfully transitioned from a passive **Level 1 Arboretum** to a high-functioning **Level 2 Arboretum**. By restoring native plant populations and reintroducing displaced fauna, we have cultivated a self-sustaining ecosystem that serves as a premier regional model for biodiversity and forest health.

2. Capacity Expansion: Education & Engagement

We have institutionalized a coordinated educational curriculum through the appointment of a dedicated team member. This expanded capacity allows for seamless, high-volume partnerships with K-12 schools and universities, delivering structured, science-based experiences to a diverse visitor base.

3. Outdoor Laboratory

We have positioned Serenity Ridge Nature Preserve as a primary environmental education provider and a trusted "Outdoor Laboratory." By offering sophisticated on-site research opportunities in carbon sequestration and tree pathology, we now serve students, university researchers, and post-graduates alike.

4. Community Impact: The Wellness Anchor

We have established a safe, immersive environment that bridges the gap between ecological and human health. Our high-quality green infrastructure serves as a community anchor, contributing to expanded trail usage and a deep sense of regional pride and well-being.

5. Operational Capacity: The Volunteer Corps

We have transformed our volunteer efforts into a structured, professionally coordinated program. This shift has resulted in superior volunteer retention and a significant increase in on-the-ground capacity, ensuring that restoration, maintenance, and public programming are executed to the highest standards.

6. Institutional Infrastructure & Architectural Vision

We have completed ADA-compliant facilities that fundamentally elevate the visitor experience, enabling extended site stays and larger group hosting. Looking forward, we have finalized architectural master plans for a multi-use Pavilion and Education Center, providing the blueprint for the next phase of the Arboretum's physical evolution.

Thank You

**“In every walk with nature, one
receives far more than he seeks.”**

– Dani Martinez

