



JACKSON HOLE LAND TRUST NEWS
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Jackson Hole Land Trust Successfully Raises over \$7 Million for Save the Block Project

Funds raised will protect the community greenspace and historic character of the beloved Genevieve Block in downtown Jackson

Jackson, Wyoming – The Jackson Hole Land Trust is excited to announce the successful completion of the Save the Block campaign, which raised over \$7 Million through more than 5,500 individual gifts.

A 500-person crowd cheered on Sunday afternoon at the Jackson Hole Land Trust's (JHLT) Annual Picnic at Snake River Ranch as bottles of prosecco popped while JHLT President Laurie Andrews announced the much-anticipated news: the organization had met the \$7 Million fundraising goal for the Save the Block project.

From mid-April 2019, until the late hours of August 9, 2019, the JHLT, acting as the lead fundraising organization for the project, rallied community members, businesses, and partner non-profits around the protection of a historic greenspace in downtown Jackson, WY. It would take over \$7 Million dollars from 5,500 gifts to complete the campaign in just four months, a once staggering number and timeline for the non-profit organization in its 39th year. The JHLT presented the community with four successful fundraising challenges and each time the community rose to the occasion, securing millions of dollars for the project by leveraging gifts from \$1 to \$100,000.

"The significance of the Save the Block project is off the charts for the Land Trust because of its relevance among the community and its accessibility to all," said Jason Snider, JHLT Board Chair. "We've focused on this project deeply for months because it represents a unique and timely opportunity, in line with our recent strategic planning, and could not ignore the impact our role could have in saving such a unique and treasured community space. We owe a tremendous debt of gratitude to our project partners and committed supporters who have seen this important project through."

Project closing date is set for August 14, 2019, on the same day of the celebratory fourth installment of the Summer Concert Series on the greenspace with music from the Town of Jackson's Mayor Pete Muldoon, joined by Brent Moyer, Phil Round, and special guest Wendy Colonna. The concert is open to the public, and attendees are encouraged to join in the celebration of the community solution completion.

"We are thrilled by the incredible success of each challenge, the enthusiastic messages and stories we have received from supporters, and the impact that each dollar made, all which led us to this exhilarating moment," JHLT President Laurie Andrews said. "The Land Trust is forever grateful for the backing of our community, for believing in the benefits of an activated 'urban' greenspace, and for honoring our town's history. This campaign has been a shining representation of the Jackson community that we all know and love."

Community members are encouraged to look for their own names in an ad thanking every family, individual, business, and organization that gave to the project, which will be placed in the Jackson Hole News & Guide on August 21. Later in the month, a banner will also be installed on the fencing at the greenspace to thank each donor. Anonymous cash gifts given without a name will be excluded.

"Words cannot express our gratitude towards businesses, who displayed donation boxes and sponsored various engagement activities, as well as organizations that partnered with us at events and project partners that worked closely with us through endless logistics and nuances," said Andrews. "We are forever indebted for and humbled by the unwavering support of each person who joined us to Save the Block this summer."

The greenspace will continue to play host to community events for the remaining month of August and into September. Yoga on the greenspace, sponsored by First Republic Bank, takes place Tuesdays at 12:15 PM and Thursdays at 9 AM, led by local instructors Lexi Baier and Deidre Norman, respectively, through August 29. A fifth and final installment of the Summer Concert Series will take place on Wednesday, September 11, from 6:30-8:30 PM, with a 9/11 tribute and a musician to be announced in the coming weeks. Programming and community outreach for the greenspace will be determined this fall and winter.

The Jackson Hole Land Trust will continue to raise funds for their annual fund and excitedly awaits Old Bills Fun Run on September 7, 2019.

Visit jhlandtrust.org to donate, call 307-733-4707, or stop by 690 S Hwy 89, Suite 101, in Jackson.

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About the Save the Block Campaign

The Save the Block Campaign is led by a group of local citizens and nonprofit organizations who are working on a collaborative solution to preserve the greenspace and historic character of the Genevieve Block. The group is comprised of Café G, LLC, an entity formed to provide the time and opportunity needed to create a community solution, the Jackson Hole Land Trust, Northworks Architects and Planners, Cirque Consulting, Café Genevieve, Persephone Bakery, Healthy Being Café & Juicery and other committed community members. Learn more at SavetheBlock.org.

About the Jackson Hole Land Trust

The Jackson Hole Land Trust is a private, non-profit organization that was established in 1980 to protect and steward the treasured landscapes of Northwest Wyoming including Fremont and Sublette counties. With over 55,000 acres protected, our vision is a legacy of protected open spaces, wildlife habitat, working lands and community spaces that inspire current and future generations. For more information, please visit jhlandtrust.org.