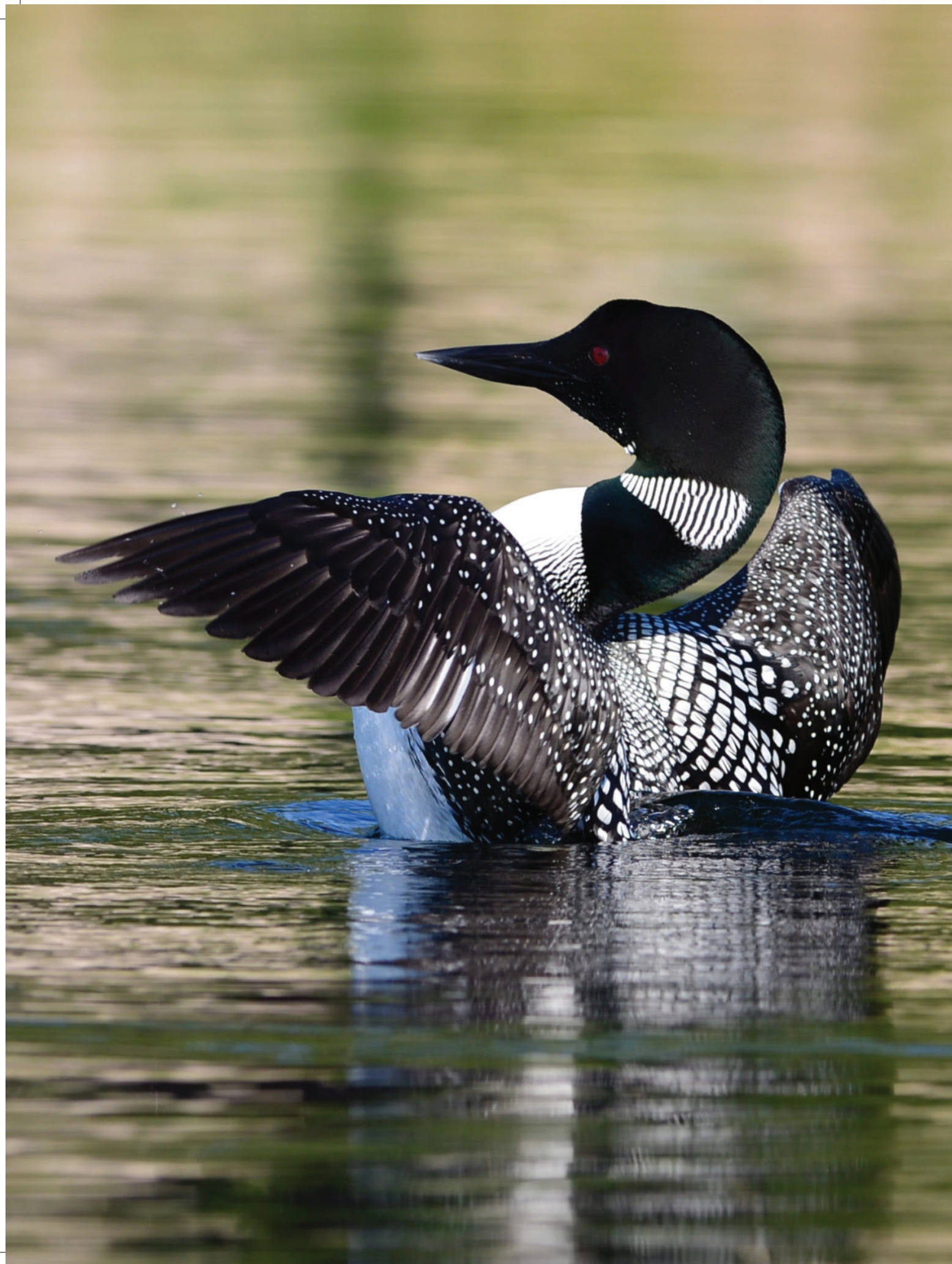




LAUNCHING THE LEGACY STRATEGY FOR LAKE WINNIPESAUKEE

THE BLUEPRINT FOR LASTING PROTECTION



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Reduce stressors on Lake health and increase natural resilience

With funding from The Founders' Group, the Lake Winnepesaukee Alliance (LWA) will develop and implement the **Legacy Strategy** to safeguard the Lake over the course of 2026-27, during the LWA's 50th anniversary. Chief elements of the **Legacy Strategy**, as highlighted here, are designed to generate wide-scale understanding and specific commitments to reducing the primary stressors on Lake health — bloom-feeding nutrients, excessive road salt, and destructive invasive species — and increasing the Lake's natural resilience. Results will be measurable over time with periodic updates to Founders and our engaged partners, reinforcing their ongoing role in achieving sustained Lake protection.

1

Assess the state of the lake to secure the fate of the lake

This landmark science-to-solutions analysis of Lake Winnepesaukee and its watershed will provide both foundation and springboard for advancing Lake protection priorities.

Establish a Baseline

As a first step, the State to Fate Assessment will aggregate and analyze key indicators of Lake health over the past 50 years to reveal trends across diverse measures of ecosystem health. The study will establish an essential baseline of metrics from which to identify and then consistently monitor changes over time. Highest priority will be documenting changes in land use that drive ecological and economic impacts.



Project Trends that Inform Solutions

Scenario analyses will then be performed using the aggregated data to project trends. Projections will be modeled for two scenarios over the next 50 years and presented in 10-year increments to quantify the greatest threats to the stability of the Lake and how the threats interact:

A status quo scenario with business as usual, will show the result of increasing stressors from human impacts, including uncontrolled stormwater runoff, failing septic systems, excessive road salt use, and more invasive species.

A solutions scenario with responsive actions, will show the result of reducing stressors from human impacts and will set the stage for targeted solutions.

Dynamic visualizations of these alternative futures will inform and compel the diverse constituencies — property owners, businesses, local governments, state officials, and others — whose direct participation is fundamental to realizing the **solutions scenario**.

2

Create the digital destination for protection

Given that the overwhelming majority of shorefront properties are privately owned, almost entirely residential, new digital tools will be created to “put the power of Lake protection in people’s hands.” These tools will include an empowering web-based app to equip property owners with password protected profiles of their property’s key attributes — slopes, soils, impervious surfaces, onsite wastewater treatment (septic) systems, cover type, and more.

Assessment & Recommendations

Property profiles will assess “impact factors,” calculating a property’s contribution to water quality issues impacting the Lake. Most important, profiles will feature prescriptive recommendations for reducing these impacts.

Lake-saving Certification

By implementing the recommended measures, a new certification system will help incentivize impact reductions, specifically for stormwater runoff and septic systems (both of which feed bloom growth), and road salt. Implementing recommendations for reducing impacts of the three Ss – Stormwater, Septic, and Salt – provides the basis for “Triple Crown Certification,” an innovation that will be coveted for its Lake-saving, property-value protecting benefits.

3

Establish a system of service providers

A new Service Provider System will streamline the process for implementing prescribed recommendations of the property profiles. A breakthrough arrangement will be working with the existing, and extensive, network of Property Managers — Miracle Farms, Stephens, Piscataqua, Belknap, and others — to become “Lake Protection Managers.” This expanded role will create a range of new services and market opportunities for Property Managers that will feature the process for becoming Triple Crown Certified. The Service Provider System will convert digital information into measurable action — from science to solutions.

Turnkey Protection

In forming a watershed-wide system of Lake Protection Managers, LWA’s technical specialists (on staff and contracted) will conduct trainings in three service areas — stormwater, septic, and salt. Trained Lake Protection Managers will work with identified subcontractors as may be required to implement recommended actions.

Do-it-yourself Option

Alternatively, property owners will have the option of implementing recommendations on their own, with as-needed assistance from LWA’s skilled team. The DIY option can also put property owners on the path to Certification. Opportunities for financial assistance from LWA — subject to resource availability and demonstrated need — will provide the means for all involved to do their part in protecting the Lake.

Value Proposition

An enthusiastic response to the service provider approach from initial meetings with selected property managers bodes well for building this new program. The firms recognize this as a value proposition for growing their businesses and promoting enhanced services to an increasingly motivated market. The entrepreneurial system offers clear potential for replication and scaling in other locations with similarly urgent threats to water quality.

4

Apply strategic investments to accelerate progress

As a cornerstone of the **Legacy Strategy**, direct investments in protection priorities will be the accelerant for success. The Founders' Group will be crucial to forming the Legacy Lake Fund – LLF. The new Fund will serve as the LWA's investment portfolio and financing vehicle to generate crucial momentum on implementing **Legacy Strategy** solutions at the fast pace necessary.

Leveraged Results

A longstanding lack of available public funding severely constrains the rate of response to threats that only grow more serious. The Legacy Lake Fund will break through an anemic status quo with targeted investments designed to produce leveraged results on key priorities. This includes:

Challenge funding to compel financial support from public and private partners for underwriting creation of a strong aquatic invasive species prevention program.

Matching grants for upgrading septic systems and improving stormwater controls in high priority/high need locations as determined by the State to Fate Assessment.

Seed support to stimulate early steps toward more meaningful action such as small grants for septic system upgrade plans or engineering proposals for stormwater improvements.

The efficacy of such strategic investments has been documented and well established in other locations and will be especially valuable given the needs at Lake Winnepesaukee.

Earned Revenues

A percentage of the expanded revenues for services of LWA's system of Lake Protection Managers will contribute to the Legacy Lake Fund. As the LWA expands its network of business partners, whose bottom lines are closely tied to Lake health, related revenue streams – such as 1% for the Planet and rounding up programs on purchasing goods and services – will grow the Legacy Lake Fund and ensure ongoing resources that expand the benefits of direct investments in Lake protection.

5

Host the science to solutions summit series

Building a knowledgeable, engaged constituency for the Lake on major protection priorities is fundamental to generating momentum and concerted commitments to results. A new series of special events (in-person and virtual) will focus on priority threats – Septic, Stormwater, and Salt – and their solution. The events will bring together technical experts, practitioners, property owners, suppliers, and others to connect people to each other and the solutions needed to succeed. Making these connections helps create a common sense of purpose and shared strength.



6

Produce *Paradise in Peril*, a new film to honor and rally support for protection

Film will be used as another proven way to inspire and compel the diverse constituency now needed. *Paradise in Peril* will capture the splendor of the Lake and mounting threats to its future. The professionally produced short film (~5 minutes) will premiere at a celebratory event honoring the LWA at its half-century mark where the organization's next generation of high-performance programming will be showcased.

7

Build high performance internal and external capacity

Effective implementation of the **Legacy Strategy** – transforming big aspirations into major achievements – demands a high-caliber staff team augmented by best-in-class contract specialists across all program and operating priorities. The process for building this capacity and creating a high-performance culture poised for success has already begun. This includes strengthening the roles of existing staff, identifying team gaps to be filled, and engaging contract partners on each of the **Legacy Strategy** priorities.

The combined strength of the **Legacy Strategy** will yield momentum and potent influence that moves public policy makers to rise to their role in furthering the mission. This includes acting on the need for new funding and establishing responsive policies that support enduring Lake protection.



OUR TIME TO
ACT IS NOW.
THE LAKE WILL NOT WAIT.

Join us today as a member of The Founders' Group.



**OUR LAKE.
OUR FUTURE.**