



PO BOX 954, ASHLAND, OR 97520 / 541 482 3069 / LANDCONSERVE.ORG

November 11, 2025

Members of the Phoenix Urban Renewal Advisory Committee:

Southern Oregon Land Conservancy (SOLC) is writing to strongly support the Pollinator Project Rogue Valley (PPRV) vision for an educational center on the .93 acres along Bear Creek Drive at 4th St. in Phoenix.

SOLC was established in 1978 as Oregon's first regional land trust. Since then, we have worked to conserve and enhance land to sustain our human and natural communities forever. Our work is most effective – both ecologically and culturally – in the context of a diverse network of collaborators who share complementary visions for environmental health, community engagement, and care for the natural world. The EcoEducation Center and Butterfly House proposed by PPRV is a prime example of an innovative project that will illustrate the need for environmental stewardship in our region, while also providing visitors with tangible actions they can take to care for the land and its many inhabitants.

The proposed Phoenix Springs Nature Complex, including PPRV's educational center, will also position Phoenix as a leader in community-centered conservation – the practice of using land conservation efforts as a catalyst for the restoration of ecological and social-cultural landscapes alike. This relationship-based approach, which is emerging nationally as a crucial component of the future of land conservation, recognizes a place's natural resources as shared among all residents and visitors, strengthening community ties and inviting everyone to participate in lasting environmental caretaking. This project presents an opportunity for Phoenix to bring together organizations, agencies, municipalities, and individuals – including butterflies and other pollinators -- to create a truly unique example of community-centered conservation.

Thank you for considering the remarkable value of PPRV's proposal to land conservation efforts in our region.

Sincerely,

A handwritten signature in blue ink that reads 'Steve Wise'.

Steve Wise
Executive Director, Southern Oregon Land Conservancy



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