the Healing POWER of PARKS

2020 Annual Report

MEMORIAL PARK CONSERVANCY
MISSION

The mission of Memorial Park Conservancy is to preserve, restore, and enhance Memorial Park for the enjoyment of all Houstonians, today and tomorrow.

CORE VALUES

» Visionary stewardship of all resources
» Conservation of natural resources
» Sustainability and resilience
» Exemplary park management
LETTER FROM THE BOARD CHAIR

Dear Friends of Memorial Park,

As Board Chair for Memorial Park Conservancy, it is a joy each year to reflect on what Memorial Park means to Houstonians. It is more than a place for recreation. It is a gathering place for celebration, escaping into nature, and reflecting on times that have challenged us but allowed us to grow.

We know that Houstonians need a place big enough to roam outside in nature. We watched as Park usage surged to more than three times the normal use in the spring of 2020. Memorial Park is a constant with no doors to close, and the Conservancy relies on your support to steward it. Now more than ever, public greenspace is vital to the mental and physical well-being of the nearly 80 percent of Americans living in urban areas.

Parks are for people, and they are powered by people. The Conservancy is dedicated to connecting all visitors with Memorial Park in a meaningful way. As park users seek a deeper connection with our natural and recreational landscapes, we have the unique opportunity to improve the physical and mental well-being of Houstonians while exercising responsible stewardship of our shared public greenspace.

All who have contributed to Memorial Park Conservancy during our 2020 fiscal year share in this success. Caring for the Park encompasses the ecological restoration of nearly 1,100 acres, monitoring more than 20 miles of trail system, maintaining treasured cultural resources, rapidly responding to issues that impact users, and bringing educational programming and recreation opportunities to Park visitors.

Hand in hand with operation and management, Memorial Park Conservancy and its partners are working to transform Memorial Park through the implementation of the visionary Master Plan, ensuring that Memorial Park remains our signature urban wilderness park through the next century.

Our supporters like you make it possible for Memorial Park Conservancy to steward the Park each and every day. On behalf of the Conservancy’s Board of Directors and staff, thank you for your support of Memorial Park.

With sincere gratitude,

Steven B. Jenkins
Chairman
Board of Directors
The Ten-Year Plan allows the Conservancy to accelerate design and construction of significant components of the Memorial Park Master Plan. The Ten-Year Plan is well underway thanks to a catalyst gift from the Kinder Foundation, other generous donors, and the dedicated work of our public–private partnership team: Houston Parks and Recreation Department, Memorial Park Conservancy, the Kinder Foundation, and Uptown Development Authority.

In Fiscal Year 2020, Memorial Park Conservancy and its partners:

- Advanced design on the Land Bridge and Prairie project.
- Opened Blossom Street Plaza, an original entrance into Camp Logan, at the intersection of Blossom Street and Crestwood Drive.
- Extended the Outer Loop Trail through Eastern Glades and the Sports Complex, completing an important amenity for those pursuing north side recreation, including joggers and cyclists.
- Continued work on Eastern Glades Phase II.
- Began construction on the Sports Complex Phase I, taking a step forward in the Master Plan’s goals of consolidating areas of recreation and reuniting previously fragmented ecological areas.
Memorial Park Conservancy prides itself on being a research-led, data-driven steward of Memorial Park. We strive to offer pertinent research results to the greater community and advance the science of urban park management, ecological restoration, and natural resource conservation.

**INNOVATION AND LEADERSHIP**

- Initiated a plan for updating technology and connectivity throughout the Park to enhance security and productivity, and to provide Park users with better cellular service.
- Continued to advance preparations for the return of the Houston Open golf tournament to Memorial Park, which was last hosted in the Park in the early 1960s.
- Saw unprecedented park usage as Houstonians flocked to the outdoors during Covid-19, provided expanded trash services, visitor communications, and increased sanitization.
- Hosted park peer groups from across the region in multiple workshops, elevating the greater parks community through collaboration and knowledge exchange.
- Partnered with the Houston Livestock Show and Rodeo and Rice Center for Civic Leadership to mentor the next generation of park leaders through internships.

**PARK RESEARCH AND ECOLOGICAL RESTORATION**

Memorial Park’s natural areas are being gradually transitioned from their existing state of imbalance to the appropriate ecology for each area within the Park. Each of these areas requires an extensive ecological restoration and conversion process, often taking years before moving into a maintenance regime. The outcome will be a robust and resilient Memorial Park, reminiscent of the forest of the past—a majestic gallery gently dispersing into savanna and prairie—restoring this unique urban wild for present day and future generations.

- Completed a BioAssessment Database to provide access to all wildlife, vegetation, and biological data collected by the Conservancy, consultants, and citizen scientists.
- Developed a GIS database to map and analyze park resources and to better tell the story of the Park’s history and ecologies.
- Completed site preparation and planting of savanna, upland mixed pine-hardwood forest, and native prairie across 43 acres of Memorial Park.
Memorial Park Conservancy operates and maintains 1,100 of the Park’s 1,500 acres and aspires to implement principles of exceptional park management and stewardship. The Conservancy advances its mission through improving Park amenities, supporting forestry management initiatives, planting native tree varieties, maintaining natural and surfaced trails, and caring for landscaped areas within the Park.

- Implemented a preventative maintenance plan for the Conservancy’s fleet of equipment including tractors, mowers, trucks, and hand tools.
- Helped prevent continued erosion on the Seymour Lieberman Trail by stabilizing a culvert at a frequently-used portion of the trail.
- Provided rapid response time to issues and concerns raised by Park users.
- Identified and removed aging amenities, includes picnic tables and swing sets, to make way for new designs.

PROGRAMMING AND VOLUNTEER MANAGEMENT

The Conservancy values Park users and their experience within Memorial Park. Programming allows visitors to engage with Memorial Park through volunteer opportunities, food trucks and concessions, park reservations, recreation and fitness, and history and nature walks while our Volunteer Program engages a dedicated corps of corporate and community volunteers with service-minded initiatives in the Park.

- Hosted Forest Health Day, an annual tree planting event, with over 235 volunteers planting 945 trees.
- Launched a new online volunteer sign up platform and annual calendar for volunteers.
- Entered into a partnership with workforce development organizations to provide additional hands-on support for park care while providing additional skill sets to program participants.
Memorial Park Conservancy relies on the generous gifts of supporters to care for and maintain Memorial Park for public use and enjoyment. Signature events, membership, and donations help the Conservancy to successfully operate Memorial Park.

**PHILANTHROPIC SUPPORT AND IMPACT**

Memorial Park Conservancy was unanimously passed by Houston City Council.

**5 years since the Memorial Park Master Plan was unanimously passed by Houston City Council**

**Over 20 miles of natural and surfaced trails**

**$1.3 million raised annually for the day-to-day care of Memorial Park**

**$3.4 million raised in FY20 for funding Park improvements**

**7,000 volunteer hours worked**

**2,045 trees planted**

**3 times more people visited Memorial Park during Covid-19 quarantine**

**580 cubic yards of elephant and horse manure collected from the Houston Zoo and Houston Polo Club and used to create nutrient-rich compost for healthy Park soils**

**4 million visitors annually**

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**MEMORIAL PARK CONSERVANCY by the Numbers**

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### Consolidation Statement of Financial Position as of May 31, 2020 and 2019

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<tr>
<td>Cash</td>
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<td>Operating contributions receivable</td>
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<td>Contributions receivable restricted for capital projects, net expenses</td>
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<td>Prepaid expenses and other assets</td>
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<td>Investments</td>
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<td>Property and equipment, net</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
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<td>$44,611,291</td>
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<td><strong>LIABILITIES AND NET ASSETS</strong></td>
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<td>Liabilities</td>
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<td>Accounts payable</td>
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<td>Accrued payroll expenses</td>
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<td>Paycheck Protection Program refundable advance</td>
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<td>Total liabilities</td>
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<td>Net assets</td>
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<tr>
<td>Without donor restrictions</td>
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<td>With donor restrictions</td>
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<tr>
<td>Total net assets</td>
<td>39,067,245</td>
<td>42,126,504</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$41,884,374</td>
<td>$44,611,291</td>
</tr>
</tbody>
</table>
Memorial Park Conservancy is deeply grateful for the support of the community as we continue with our mission of caring for the Park. We would like to thank the following donors who supported us during the last fiscal year.

**GENERAL OPERATIONS**

**Making Our Mission Possible**

$100,000+

Anonymous
The William Stamps Farish Foundation

$50,000+

The John P. McGovern Foundation

$45,000+

Charles N. & Melissa Davis.

$25,000+

The Hildebrand Fund

$25,000+

The Wortham Foundation, Inc.

$25,000+

W. Houck Foundation

$25,000+

The Powell Foundation

$25,000+

The Louis and Joyce Tucker Foundation

$15,000+

Dr. William LeBoeuf

$10,000+

The Brown Foundation

$3,000,000+

The Cullen Foundation

$2,500,000+

The Williams Companies, Inc.

$70,000,000+

Hobby Family Foundation

$5,000,000+

The William J. Hobby Family Foundation

$2,500,000+

The Elkins Foundation

$1,000,000+

The W.T. and Louise J. Moran Foundation

$500,000+

The Fondren Foundation

$300,000+

The Robison Foundation

$250,000+

Generous Families/InduMar Products, Inc. Tommy and Steve Jenkins

$200,000+

Reidoff Family

$150,000+

Gutierrez and David Wilde

$75,000+

Edison and Mary Jo Huggins

$25,000+

Dennis Eileen

$10,000+

Vivian L. Smith Foundation

$5,000+

Nancy and Myron Blalock

$2,500+

Alabama Power Foundation

$2,000+

Susanne and James Maida

$1,000+

Susanne and Anthony Radoff

ENDOWMENT

Investing in Tomorrow’s Park

$9,500+

Julie and Drew Alexander

**EVENTS**

Sharing Passion for the Park

**Picnic for the Park Gala**

$95,000+

Baker Born LLP/ Carol and John Porter

$35,000+

Susanne and James Maida

$15,000+

Emily and Robert Clay Hines

$10,000+

Carolyn and Mark Khorais Stephanie and Brad Tucker/ Mustang CAT

**PARK CARE**

**Advancing to Today’s Park**

$15,000+

The Hildebrand Fund

$10,000+

Kinder Foundation

$5,000+

Clay Development & Construction, Inc.

$5,000+

Leats and John Arnold The Brown Foundation

$4,000+

Houston Endowment Inc.

$3,000+

The Cullen Foundation

$2,000+

Wendy and Jeff Hines

$1,000+

The Elkins Foundation

$1,000+

The fondren Foundation

$1,000+

Robert and Mary Stuff

$1,000+

The Houston Livestock Show and Rodeo

**ECOLOGICAL RESTORATION**

**Caring for Urban Greenspace**

$25,000+

Claire and John Connell

$10,000+

REI Co-op

$5,000+

The Gardens Club of Houston

$2,500+

Peggy and Mark Buzek

**PARK RESEARCH PROGRAMS**

Supporting Immense Education

$100,000+

Houston Livestock Show and Rodeo

$5,000+

Susanne and James Maida

**RESTORATION**

**Advancing the Future of the Park**

**Donors to the Campaign as of May 31, 2020**

$750,000+

The Houstonian Hotel, Club and Spa

$500,000+

Houston Livestock Show and Rodeo

$250,000+

Kathy and Kurt Talbot

$250,000+

Cates and Paula Bisset

$250,000+

Kathy and Kurt Talbot

**RESEARCH**

**Preserving Our Future**

$200,000+

Jane and John Briscoe

$100,000+

Baker Born LLP/ Carol and John Porter

$75,000+

Susanne and James Maida

$10,000+

Annie and Bob Denman

$2,500+

Pat and Ken Jones

$2,000+

Maggie Brown

$1,000+

Kathy and Randy Lake

$500+

Amy Pierce

$250+

James and Patty Steele

$100+

Janine and Kevin McArdle

**PARKS AND GARDENS**

**Restoring the Historic Landscape**

$250,000+

Cates and Paula Bisset

$200,000+

Kathy and Kurt Talbot

$100,000+

Bill and Sally Bucufo

$50,000+

Kathy and Kurt Talbot

$25,000+

Dr. William LeBoeuf

$25,000+

Kathy and Kurt Talbot

$20,000+

Patricia and Richard Rice

$15,000+

Kathy and Randy Lake

$2,500+

Johnny Steele Design

$2,000+

Kathy and Kurt Talbot

$1,000+

Kathy and Kurt Talbot

$500+

Baker Born LLP/ Carol and John Porter

$250+

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Janine and Kevin McArdle

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Kathy and Kurt Talbot

$100+

Janine and Kevin McArdle
Through your generosity, Memorial Park Conservancy is able to preserve, restore, and enhance Memorial Park for the enjoyment of all Houstonians.

Shannon and Mark Nint
Carrie and Ali Papi
Oscar Rodriguez
Vielle and Russell Windham
Walter P Moore & Associates

$1,000+
Chandini and Eddie Allen
Alice and Peter Arbour
Vera and Andy Baker
Delmas and Paul Bice
Clark Condron Associates
Steven Cowart and Tony Dendalsa
Crowell Ventures
Mary and Stephen Dyer
Elmcor Public Relations
Lori Gallaghers
Areti Gavrinoudis and Pirae Psital
Flairetre and Frederick Gautier-Watkins
Kate and Steve Gibbons
Laurens Gordon and David Minesberg
Kate Hartfield and Maine
Garrett Finney
Landscape Architects
McDowell
Purav Patel
Tony Deanda
Bracewell

FRIENDS OF MEMORIAL PARK
Personally Connecting with Your Park

Annie and George Smith
Laurie and Gih Surlis
Adri and Bruce Swanson
Jill and Charlie Takeman
Trent and Ray Thomas
Cathy and David Wilde
Lynda and Jim Winer
Jane and Daniel Zilkh.

State of the Park

$15,000+
Houston Company

$10,000+
Crowell Ventures
Rainham Family Foundation

$5,000+
Emily and Robert Clay
Counsel Families/InduMar Products, Inc.

$2,500+
Monsey Law Group

Nelson Byrd Woltz Landscape Architects
Crown Castle
Hobby Endowment Foundation
Tammy and Steve Jenkins
Uptown Houston

$1,000+
Francye Pergara and Ed Allday
Johanna Bot and Tim Thomas
Sandra and Tim Lemming
Melissa and Stacey Smith
Susan Pastell and Shane Schlemoyer
Rosanna and Myron Blaude
Adam Newe
Carrie and Ali Papi
Cathy and David Wilde
Vielle and Russell Windham
Nan and Bob Franklin
Mae Family Foundation
Braswell

Claire and John Caudill
Chuck Condron Associates
Houston Post Office
Carrie and Robert Lopez
Pam Oak Interests

Golf Tournament

$20,000+
Anonymous

$15,000+
Crowell Ventures

$5,000+
Leslie Squire
Richard Vermillion

Urban Wild Bridge Bash

$5,000+
Ky

$2,500+
Sarah and Cameron Phillips

$1,000+
Clark Condron Associates
Homesbridge Financial Services
Mill Creek Residential Trust LLC
Mose Landscape
Union Pacific Railroad
Uptown Houston
Walter P Moore & Associates

$500+
Ankeny Investment & Advisory
Robert Enzi
Morgan and Luke Hesse
Johnny Steele Design
Jone & Carter, Inc
Carrie and Al Papi
Margaret and Michael Pierce
Philip Schneidau
Jeffrey Chaudoin Yates

Did you know that you can include Memorial Park Conservancy in your estate plans? For information about planned giving contact giving@memorialparkconservancy.org or call 713.863.8403

Donors listed include gifts and pledges of $100 or more made during the fiscal year from June 1, 2019 to May 31, 2020. Commitments are recognized in full at the time of the pledge. Should you wish to report a concern regarding information listed in this report, please email staff at giving@memorialparkconservancy.org.
MEMORIAL PARK CONSERVANCY STAFF

Executive Team
Shelley Arnold, President & CEO
Clark LaBounty, Executive Vice President & Chief Operating Officer

Administrative
Desiree Alejandro, Executive Assistant
Jose Leal, Finance Manager
Yuliana Martinez, Staff Assistant
Elizabeth Taylor, HR Consultant Contractor
Jeremy Windham, Conservation Manager

Conservation
Erik Grundvig, Conservation Technician II
Courtney Hall, Conservation Technician
Brenda Hollerman, Conservation Technician
Matthew Jackson, GIS & Data Analyst
Natalie Jones, Forestry Technician
Lee Bertsch, Forestry Technician
Jacob Smith, Conservation Specialist–Grasslands
Caroline White, Conservation Director

Engagement
Amanda Bissett, Development Specialist–Events & Marketing
Holly Clements, Director of Engagement
Molly Gifford, Operations Coordinator
Christopher Knight, Programming Events Lead
Roxana Szefers, Visitor Services Coordinator
Jill Stullmiller, Development Manager
Anne Vance, Annual Giving Manager
Tracy Ward, Visitor Services Assistant

Greenspace & Operations
Julian Alfaro, Grounds Technician
Lynden Abeebood, Volunteer Supervisor
Erika Almeida, Grounds Technician
Lindon Barrs, Senior Landscape Technician
Channing Cooper, Volunteer Coordinator
Eldo Finisio, Junior
Stefan Frederick, GCTP & CPEP Program Coordinator
Giovanni Pueyo, Maintenance Technician
Dean Hall, Maintenance Technician
Alyssa Harmon, Native Horticulture Technician
Joseph Jackson, Grounds Technician
Phillip Jimenez, Native Horticulture Technician II
Katie LeBoeuf, Native Horticulture Supervisor

Greenspace & Operations
Jessie Maldonado, Grounds Foreman
Andrew Martin, Operations Supervisor
Andrea Meggg, Operations Coordinator
Mary Nelson, Native Horticulture Technician
Ryan Perea, Landscape Technician II
Heather Eklund, Grounds Maintenance Manager
Grady Reid, Native Landscape Manager
Michael Rodger, Native Horticulture Technician
Timothy Scroggins, Grounds Crew Leader
Eugene Sorto, Grounds Technician
Abby Sordet, Operations Technician II
Paul Taylor, Operations Foreman
Camilla Thompson, Native Horticulture Technician
Jessie Velezquez, Grounds Technician
Tom Wieza, Grounds Technician II
Howard Wilson, Native Horticulture Technician
Cheri Winkler, Turf Care Supervisor
Simon Zavala, Native Landscape Technician II

Memorial Park Conservancy would like to thank the underwriters of the 2020 Annual Report.

Rathmell Family Foundation