



100
1924 2024
YEARS

MEMORIAL PARK

MEMORIAL PARK CONSERVANCY

2024 Fiscal Year Impact Report



MEMORIAL PARK *by the Numbers*

June 1, 2023 - May 31, 2024



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



DEAR FRIENDS OF MEMORIAL PARK,

Memorial Park Conservancy saw a remarkable year of growth, community engagement and celebration in 2023-2024.

In November 2023, we held the highly anticipated Grand Opening of our Running Complex, including the Roy H. Cullen Timing Track and the Running Trails Center Event Plaza. The “all-comers” celebration day brought over 3,000 people and 60 eager kids, who were the first to test out the new track. In December, our third annual Deck the Park lit up Clay Family Eastern Glades once again in a festive celebration for all ages.

January 2024 launched Memorial Park’s Centennial. The Park was full of moments to remember: colorful banners and a special centennial logo touted *100 Years of History, 100 Years for Houston*. In March, we went big and rolled out the picnic blanket for *The Biggest Picnic in Texas, 100th Birthday Edition*, where more than 4,000 people joined us on a cloudy, chilly day to celebrate.

Our April gala, *The Park Ball: Celebrating 100 Years* raised a record-breaking \$1.3 million to support the annual care of Memorial Park. April showers brought a May derecho. While sustained winds caused tree loss and damage to the Ravine Bridges along the Seymour Lieberman Trail, the Conservancy staff quickly mobilized to triage and address the highest-priority repairs.

The Conservancy’s 2024 fiscal year has been filled with milestone moments. Most were joyful, some were challenging, but the common thread through every moment was the resiliency of the Park and the people who call it their home away from home.

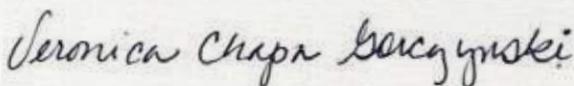
The Conservancy’s mission is to preserve, restore, and enhance Memorial Park for all Houstonians, and this past year is a testament to that commitment. In partnership with Kinder Foundation, the City of Houston, Uptown Houston, and Nelson Byrd Woltz Landscape Architects, the Conservancy is making significant strides in realizing the Master Plan vision for Memorial Park.

As new projects come to fruition, it becomes the Conservancy’s responsibility to ensure their long-term care and continued sustainability. The cost of care associated with preserving these beautiful spaces will continue long beyond the ribbon cutting and initial excitement of project openings. What remains constant, with the invaluable support of our friends and donors like you, is Memorial Park’s staying power as a space for community, healing, resilience and well-being. Your generosity directly contributes to the ongoing renewal and enhancement of Memorial Park.

In the coming year, plans for Memorial Groves, our next major Ten-Year Plan project, will begin taking shape. This space will honor the Park’s history while further enhancing its natural beauty and providing new opportunities for recreation, education and relaxation.

Thank you for your unwavering commitment to our mission. Working together with your continued support, we can ensure Memorial Park remains a cherished oasis into its next century.

In sincere gratitude,



Veronica Chapa Gorczynski
Chair, Board of Directors
Memorial Park Conservancy

CELEBRATING 100 YEARS OF MEMORIAL PARK

Memorial Park celebrated its biggest birthday yet in 2024! To honor this landmark event, the Memorial Park Conservancy team designed a suite of Centennial logos, prominently displayed on banners, flyers, email signatures, and social media graphics throughout the year.

Centennial signage was also unveiled throughout the Park, while themed stickers, shirts and merchandise were distributed at the Cullen Running Trails Center and during events.

A dedicated webpage titled “100 Ways to Celebrate” was launched on the website, offering a comprehensive list of ways for Park visitors to engage with and support the Conservancy throughout the year. These family-friendly options encouraged Park goers to explore different areas of the Park, participate in events, and much more!

Finally, several themed events took place throughout the year, including *The Biggest Picnic in Texas: 100th Birthday Edition* and *The Park Ball, Celebrating 100 Years*.

The Centennial Celebration was more than just a tribute to the Park’s history; it was also about celebrating a vibrant and sustainable future. Thanks to the combined efforts of the Conservancy team, volunteers, and the broader community, Memorial Park will remain a beloved sanctuary for relaxation, recreation, and reflection for decades to come!





BIGGEST PICNIC IN TEXAS

On March 9, 2024, Memorial Park Conservancy marked the Park's Centennial at the Biggest Picnic in Texas: 100th Birthday Edition, presented by Chevron. The celebration was a massive hit!



Despite the chilly weather, over 4,000 attendees gathered to revel in the festivities. The day was filled with live music, entertainment, face painting, children's activities, and 5,000 complimentary cupcakes courtesy of H-E-B. Amidst the celebrations, hundreds sang along as we wished Memorial Park a 'Happy Birthday' on stage, with Houston Astros mascot Orbit joining in on the fun.

Visitors had the opportunity to explore the two 35-foot Kinder Land Bridge mounds that connect the Park's north and south sides across its 1,500 acres, offering a fresh perspective of the Park. Within the 100-acre space, guests discovered wildlife viewing stations, trails, boardwalks, and the Emily Clay Family Scramble, a pathway created from upcycled pieces of Memorial Drive leading to breathtaking views of the Uptown and Downtown skylines from the East mound.

A heartfelt thank you goes out to our sponsors, Chevron and H-E-B, as well as all our partners who contributed to this memorable day. With a multitude of friends gathering to honor this significant milestone, the *Biggest Picnic in Texas: 100th Birthday Edition* was an unforgettable day for all Houstonians involved.





THE GRAND OPENING OF MEMORIAL PARK'S RUNNING COMPLEX

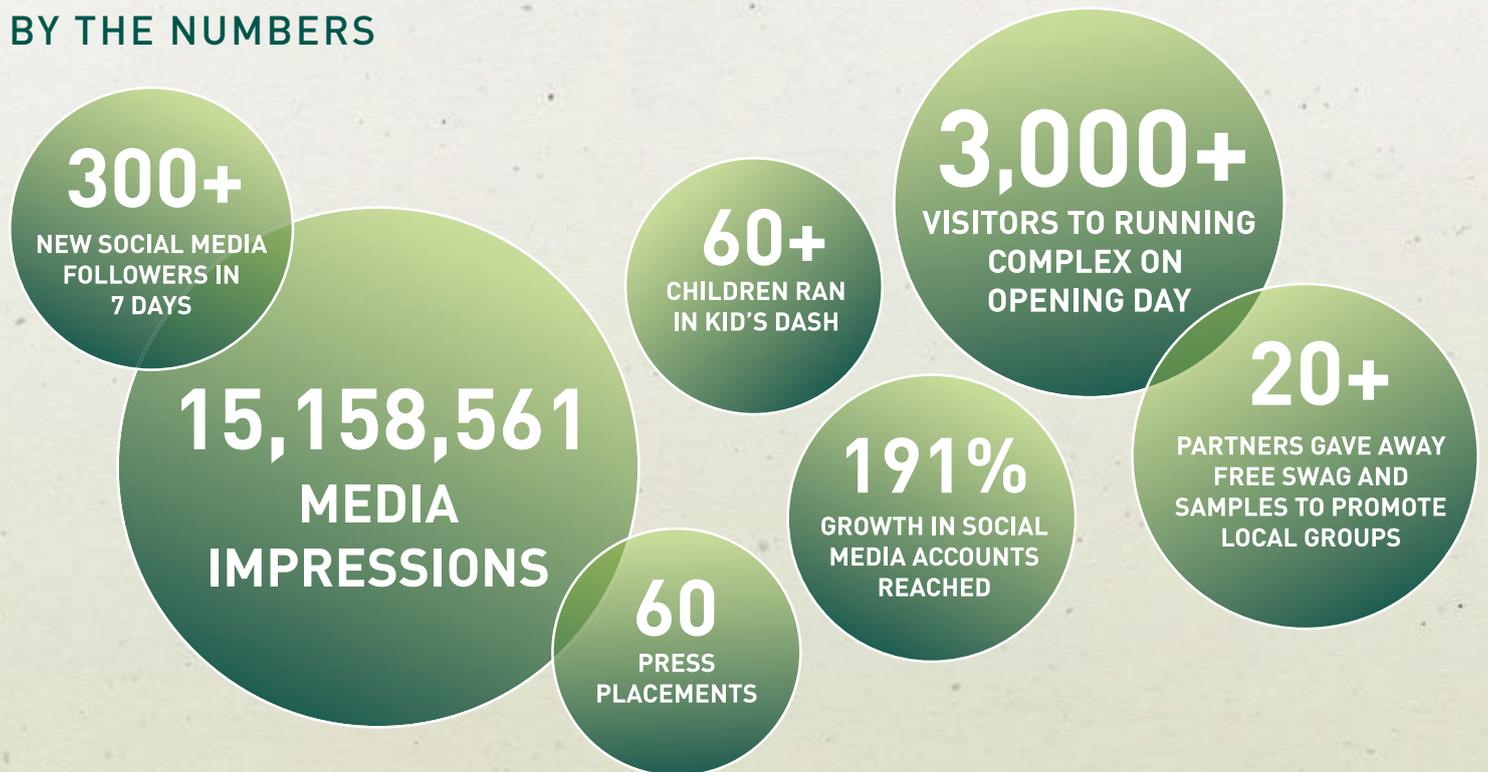
November 4, 2023 marked the highly anticipated Grand Opening of Memorial Park's new Running Complex.

A major programmatic hub and access point on the south side of the Park, the Running Complex is nestled to the southwest of Kinder Land Bridge and Cyvia & Melvyn Wolff Prairie. With amenities including the 400-meter Roy H. Cullen Timing Track, viewing decks, an event plaza, gathering spaces, trails, and more, the Running Complex is designed to be a central gathering spot for all types of Park users, while serving as a new gateway to enjoy the Bayou Wilds trails of Memorial Park.

The grand opening for the new project was a huge success! The day included a ribbon cutting ceremony, food, music, giveaways, and special surprises. More than 3,000 people joined us for the big event, and more than 60 children were the first to break in the new timing track during the very fun and exciting 'Kid's Dash!'



RUNNING COMPLEX GRAND OPENING BY THE NUMBERS



Thank you to everyone who made our Running Complex Grand Opening such a huge success! This beautiful space has already become a new favorite spot in the Park. Special thanks to the Cullen Foundation for helping to deliver this new amenity to Memorial Park.

Completing the final piece of the Running Complex, Vibrant Café opened in April of 2024, providing an all-day dining option within the Park. This Houston-based café focuses on health and sustainability, contributing a portion of its revenue to the Park's preservation efforts.

The Running Complex is a project in the Memorial Park Ten-Year Plan and is delivered in partnership with Memorial Park Conservancy, Kinder Foundation, Houston Parks and Recreation Department, and Uptown Houston.



PARK OPERATIONS & MAINTENANCE

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 trails and pathways, and caring for landscaped areas within the Park

Highlights:

- » Installed cameras to increase Park user safety
- » Helped facilitate the resurfacing of Picnic Loop
- » Opened and began caring for Running Complex and Café
- » Completed 1,435 work orders for fiscal year 2024!
- » Facilitated the cleaning of the limestone monument at Memorial Drive and Blossom Plaza
- » Renovated the Blossom Plaza entrance at Clay Family Eastern Glades



DERECHO LEAVES ITS MARK ON MEMORIAL PARK

Taking much of Harris County by surprise, the derecho that passed through the city on May 16, 2024 inflicted significant damage on Memorial Park. The committed team at Memorial Park Conservancy worked diligently over the following weeks to clear debris, maintain trails, remove fallen trees, and restore structural damage.



The storm's impact:

- » Over 150 trees were lost or significantly damaged.
- » Two out of the three ravine bridges on the Seymour Lieberman Trail sustained notable guardrail damage.
- » The Park endured four days without power in most areas.

A heartfelt thank you to all who provided their support during this challenging period. Thanks to you, Memorial Park now shines brighter and more beautiful than ever!

CONSERVATION

Memorial Park Conservancy takes great pride in managing and stewarding Memorial Park, one of Houston's greatest assets. In this role, there is significant responsibility to cultivate and restore the Park's unique urban wild for current and future generations. This includes collaborating with environmental experts, educating others on biodiversity, and maintaining healthy ecosystems. Whether through planting native species, removing invasive plants, or advocating for sustainable practices, every action contributes to a healthier and more vibrant world.

The Conservation Operations Department consists of three branches: Arboriculture, Native Habitats, and Horticulture/Production.

Highlights:

- » More than 150 trees and 4,000 grass and flowering plants were planted along the Kinder Land Bridge and Cyvia and Melvyn Wolff Prairie, Picnic Loop and Clay Family Eastern Glades.
- » Introduced 19,000 square feet (about four times the size of a basketball court) of garden beds in the newly opened Running Complex.
- » Continued care and management of more than 70,000 square feet of Horticulture space (a football field of garden beds!)
- » Added 100 trees around Picnic Loop, planted by MPC Team and Livelihood Volunteers, the first step towards replacement of trees lost over the over the last 5 years to significant rain and windstorms. More will be planted in the coming years.
- » Removed trees that were lost to drought stress near the Sports Complex, Vale Asche Playground, and Fitness Center. Planted 25 trees as a first step towards replacement, and more to be planted late 2024.

GIVING LOST TREES A NEW LIFE!

At times, the Memorial Park Conservation Team has to make the difficult decision to remove a hazardous tree. Factors like environmental impact, structural instability and disease can cause a tree to pose a significant danger to Park amenities and human safety. Typically, when the decision is reached, the tree is transferred to our Bio-Cycle where it is turned into mulch for the Park.

But that wasn't good enough for MPC Arboriculture Coordinator Cedric Zavattiero. He's brought new life to the stumps left behind after hazardous tree removals, and his artistic inspiration has resulted in a wonderful exhibit for Park users to enjoy! Zavattiero suggested carving something into the remaining wood rather than just leaving a stump behind. So far, he's created several carved mushrooms, a rose, a chair and a cup pouring water! This is how one of the newest Memorial Park attractions was born.



VOLUNTEER OPERATIONS

Volunteers are the lifeblood of Memorial Park. Annually, thousands of individuals contribute countless hours to support the preservation, restoration, and enhancement of Memorial Park in collaboration with Memorial Park Conservancy. We are eternally thankful for our volunteers' commitment, past, present, and future!

Below is a detailed summary of the initiatives carried out by the volunteer department during fiscal year 2024, focusing on conservation projects that encompassed all areas of the Park.

Corporate Engagement:

Thanks to the generosity of our corporate volunteers, we successfully hosted 90 corporate events. Remarkably, 80% of these corporate groups consisted of returning volunteers or companies that dedicated their time on several occasions during the fiscal year!

Additionally, 22% of these groups deepened their commitment by either becoming or remaining valued donors and Corporate Partners of Memorial Park Conservancy.



Group and Individual Volunteer Events:

Thanks to the dedication of both group and individual volunteers, we successfully organized 177 events. These included partnerships with schools, alumni associations, and clubs, which together contributed an impressive total of 3,606 hours. This generosity allowed the Conservancy to carry out a total of 269 shifts during this fiscal year!

Volunteer Accomplishments:

- » Re-potted 15,000+ plants.
- » Removed 250 cubic yards of biomass.
- » Applied 124 cubic yards of mulch.
- » Sanitized 13,015 pots.
- » Transplanted 1,100+ plants.
- » Removed 109 tree stakes.
- » Relocated 11,200 plants in the lathhouse.
- » Seeded 38 trays and 13,228 plants.
- » Collected 800+ seeds.
- » Removed 7 cubic yards of litter.
- » Applied 9 cubic yards of compost.
- » Removed 100+ yards of fencing.
- » Removed 75+ yards of erosion sock.
- » Closed more than 30 goat paths.
- » Removed dead pines equivalent to 120 cubic yards of wood chips.

The cumulative efforts of our corporate partners, group events, and individual volunteers resulted in significant accomplishments within the Park. These endeavors greatly contributed to the Park's ecosystem and overall conservation efforts.

MEMORIAL PARK CONSERVANCY'S COMMUNICATIONS TEAM

In fiscal year 2024, Memorial Park Conservancy established a Communications Team to enhance the organization's engagement efforts and digital presence. The team's primary responsibilities include managing the Conservancy's social media, website, branding, email communications and community engagement.

Key achievements during this period included launching and implementing new branding elements (colors, logos) and the development of a new website project to improve user experience and accessibility. Additionally, the team is focused on optimizing social media strategies to increase engagement and community connection and is actively revamping the Park's signage to provide clear and visually appealing information to visitors.

Other initiatives include photography and content creation to update both the new website and keep followers and subscribers engaged. This includes conducting headshot sessions with employees to update all staff photos and bios on file, walking through the Park with Horticulture Team at peak season to photograph native plants in bloom, and actively attending community events to livestream and capture unique moments.

Through these efforts, the Communications Team has strengthened Memorial Park Conservancy's presence both online and offline, building a more cohesive brand and fostering deeper community connections.



OVERVIEW

Instagram, Facebook, LinkedIn

Total Published Posts:

1,171

Total Impressions:

2,303,718

Total Engagements:

101,970

Total Video Views:

200,855

Total Post Link Clicks:

6,721

Total Audience (Followers):

32,347

Total Net Follower Growth:

5,627

HIGHLIGHTS

Total Followers

+21.2%

Total Published Posts

+14.2%

LinkedIn Engagements

+195.2%

Total Post Link Clicks

+6,721

PROGRAMMING & OUTREACH EVENTS

Memorial Park Conservancy consistently offers a wide variety of free and low-cost community events, from cultural celebrations to fun, educational experiences. By emphasizing inclusivity and encouraging environmental awareness, the Park showcases its dedication to enhancing the lives of visitors while cultivating a lively and sustainable community space.

Make Music Day, June 21:

Groove Mantra, Cris Crochemore and the Jalen Baker Trio took over Live Oak Court at Clay Family Eastern Glades to commemorate this worldwide celebration of music!

Park Conversations: Remembering August 23, 1917:

Memorial Park Conservancy launched its Camp Logan Park Conversations installation in partnership with Buffalo Soldiers National Museum, Commissioner Lesley Briones, Council Member Abbie Kamin, Commissioner Rodney Ellis, Mayor Sylvester Turner, the NAACP, South Texas College of Law Houston and Houston Parks and Recreation Department.

Brewery Bingo Series:

Launched the first-ever Brewery Bingo on September 20, which continued to run every other month throughout the year. At each event, guests were able to enjoy the beautiful scenery of Memorial Park, savor delicious craft beer from Eureka Heights and compete in several rounds of bingo for a chance to win prizes!



Guided Meditation Walks, monthly event:

Several guided meditation walks were held throughout the year, encompassing our connection to nature and the benefits on mental health.

Luna Harvest Festival, October 25:

An autumn evening filled with spooky fun, featuring children's activities, lively music, and delightful trick-or-treating!

Veteran's Day Event, November 11:

Commemorated our nation's Bells of Peace at Bush Groves in Memorial Park. The bells were rung to salute all veterans who served their nation.

Diwali Celebration, December 2:

Celebrated the Festival of Lights with a performance by Kusum Sharma's Shri Natraj School of Dance and sweet treats from Raja Sweets.

Deck the Park, December 1:

December kicked off with Memorial Park Conservancy's annual Deck the Park event. The magic of the holiday season truly came to life when attendees got a first look at the Park's Holiday Lights!

Star Party, monthly event:

In partnership with Houston Astronomical Society, these free star parties gave guests an up-close look at the cosmos alongside passionate astronomers.

Chevron Marathon Hoopla Station, January 14:

Hosted Memorial Park's first-ever 'Scream Tunnel' for the Chevron Houston Marathon, offering supporters pastries and hot coffee as they cheered on marathon participants.

Lunar New Year, February 11:

Hosted the Unity Dragon and Lion Dance Troupe at Clay Family Eastern Glades as they showcased their lively Dragon Dance and captivating martial arts performances.

GirlTREK Walk, monthly event:

Supporting one of the largest public health movements for Black women in the United States, these monthly GirlTREK walks invite participants to work on their journey to better mental and physical health during monthly walks at Memorial Park.



Solar Eclipse Viewing Party, April 8:

Memorial Park Conservancy hosted a Solar Eclipse Viewing Party on top of Kinder Land Bridge!

Sunset Yoga, May 1:

Memorial Park Conservancy hosted its first-ever Sunset Yoga on the Central Lawn at Clay Family Eastern Glades. A perfect mid-week renewal, this event has become a Park-user favorite!

Memorial Walk at Memorial Park, May 25:

Houstonians were invited to Clay Family Eastern Glades on Memorial Day to honor the men and women who sacrificed their lives in service to their country. Guests were able to sign the name of a loved one on a Memorial Banner and walk the Seymour Lieberman Trail in their honor.

FUNDRAISING EVENTS

Fundraising events play a crucial role in ensuring the financial stability of Memorial Park Conservancy and are essential for maintaining the beauty, functionality, and appeal of Memorial Park. Each gathering provides an opportunity for attendees to learn more about the Park's history, ongoing projects, and future plans, fostering a deeper connection with this cherished greenspace. As the sun sets on these memorable occasions, the shared laughter and newfound relationships echo the Conservancy's mission: to preserve, restore, and enhance Memorial Park for the enjoyment of all Houstonians, today and tomorrow.

STATE OF THE PARK

On September 27, 2023, guests gathered at the Junior League of Houston for the State of the Park breakfast. Shellye Arnold, Memorial Park Conservancy President and CEO, discussed how the Conservancy along with our project partners have spent the last decade transforming a Park impacted by drought, severe storms, and a lack of adequate resources and public funding. She examined how we have created a grounded and implementable vision that will help Memorial Park withstand future challenges and foster an even deeper connection with the diverse community of Houston. Guests were treated to a virtual tour of the Park and a sneak peek of the soon-to-open Running Complex!



GLOW IN THE GLADES

On February 16, 2024, Urban Wild hosted its annual Glow in the Glades, presented by Williams. Due to unfavorable weather conditions, the Cullen Running Trails Center and Event Plaza were transformed into a premier event space complete with a tent, glowing lights, lounge furniture, and festive décor. Attendees were treated a live mural painted by Sylvia Blanco, indulged their sweet tooth at the candy bar, and danced the night away to the tunes of dueling DJs on our dynamic new Event Plaza! Over 250 guests supported this incredible night celebrating Memorial Park and the work of the Conservancy.



THE PARK BALL

On April 18, 2024, nearly 500 guests gathered in the Clay Family Eastern Glades for our centennial celebration of The Park Ball. Led by co-chairs Karol and Paul Barnhart, Kate and Steve Gibson, and Diane and David Modesett, the annual gala celebrated a milestone year for the Conservancy. Upon entering Clay Family Eastern Glades, guests were greeted by 8-foot tall panels detailing the history and people behind the land on which Memorial Park sits. Thomas Woltz, lead architect of Memorial Park's Ten-Year Plan, introduced the evening's honoree, Christopher Knapp. After dinner and remarks, guests mixed and mingled to live music by David Caceres and his Jazz Quintet. The evening garnered a record-smashing \$1.3 million and supports the day-to-day care of Memorial Park.





CORPORATE PARTNER SPOTLIGHT

Williams has been a vital part of the Houston community for decades and believes in partnering with organizations that enhance the quality of life for all who call Houston home. Joining Memorial Park Conservancy's Corporate Partner program was a natural fit for Williams. As part of its core values and beliefs, Williams recognizes and enthusiastically accepts its responsibility to the communities it serves. This partnership allows Williams to support an organization that shares its values, promotes sustainability, and makes a meaningful contribution to the community that so many of its employees call home.

Williams handles approximately one-third of the natural gas in the United States and works closely with customers to provide the necessary infrastructure to serve growing markets and safely deliver natural gas products to fuel the clean energy economy. They aim to foster a high-performing, diverse, and inclusive environment where employees, customers, business partners, shareholders, and community partners are treated with integrity and fairness. Williams' three-pillar Giving Strategy guides their corporate giving and community involvement, aligning resources based on organizations where their employees are actively volunteering, where basic human needs are underserved, and where involvement helps them execute their projects and ongoing operations more effectively.



Williams' commitment to community involvement is not just a part of its company culture but a personal commitment of its employees. This is evident in the actions of some employees who trade their business attire for boots and gloves, rolling up their sleeves for a day of service in Memorial Park. Williams employees have been enthusiastic volunteers in Memorial Park since 2020, assisting Conservancy staff members with projects around the Park. Most recently, 43 Williams employees joined forces with the Conservancy's dedicated Park staff for Operation Pine Tree Drought Removal. The eager volunteers successfully removed over 40 dead and distressed trees and cleared three cubic yards of biomass. Their efforts not only saved countless hours of valuable staff time but allowed Williams employees to gain a deeper insight and appreciation of the day-to-day care of Memorial Park.

Volunteering is not the only way Williams employees give back to Memorial Park. Through their corporate matching gift program, Williams employees can help support eligible nonprofit organizations such as Memorial Park Conservancy. As Presenting Sponsors for the Conservancy's Glow, Williams employees enjoy letting their hair down and joining fellow Park-lovers for a night of networking and raising awareness about the Conservancy's mission. Williams' multipronged methods of support for the Conservancy ensures that all employees, regardless of role or department, have access to unique ways to support this iconic greenspace.

Williams' commitment to community involvement is not just about creating stronger communities, but also about nurturing a happier and healthier workforce. This is evident in the story of Kevin Liu, a longtime employee whose journey with Memorial Park began nearly 20 years ago. For him, the Park was a welcome escape from the largely concrete city. Now, five moves later and back in Houston, he is thrilled to share this special place with his family.

"I'm amazed by how much the Park has evolved and deeply appreciate the dedicated support and staff who continue to maintain and improve it."

— Kevin Liu

Memorial Park Conservancy is grateful to Williams and their support of our mission to preserve, restore, and protect Memorial Park for all Houstonians. The Conservancy looks forward to welcoming Williams employees back to the Park again and again as they make new core memories and join us in watching Memorial Park flourish.

FUNDRAISING CAMPAIGNS

DAY OF GIVING

Thank you to everyone who helped make our second annual Day of Giving a success and a special thank you to the Ray C. Fish Foundation for their matching gifts totaling \$50,000 this year!



With the help of our generous supporters, we raised \$95,000 for the Memorial Park Conservancy Fund from over 115 donors along with many other exciting accomplishments for the day:

- Our Running Ambassadors started their *100K for 100 Years* challenge strong by logging over 400 km and raising \$1,800!
- We completed all of our challenges and Power-Hour goals. A lucky raffle winner was chosen for our Memorial Park Conservancy picnic basket.
- Our team was out in the Park all day talking to donors and supporters about why they love Memorial Park!

We are so grateful for our park-loving community in Houston and look forward to many more Day of Giving successes in the future!

RUNNING AMBASSADOR 2024

Our Running Ambassadors helped us celebrate Memorial Park's 100th Anniversary by competing in a challenge to run 100 km in 25 days to raise money for Memorial Park Conservancy! Between February 14 and March 8, 35 Running Ambassadors took on the challenge and raised over \$6,500 for Memorial Park and logged 2,000 km!



We are so grateful to all of our Running Ambassadors for going the distance for Memorial Park Conservancy and ensuring that other runners can enjoy the Park's trails and amenities for years to come.

MASTER PLAN & TEN-YEAR PLAN UPDATE

The 2011 drought catalyzed what was to become a renewed future for Memorial Park. In close collaboration, Memorial Park Conservancy, Houston Parks and Recreation Department, and Uptown Development Authority developed a bold, visionary Master Plan for Memorial Park that included capital improvements, long-term conservation, and an operations and maintenance plan for the Park. Nelson Byrd Woltz served as the lead designer for the Master Plan, which was informed by an extensive public engagement process.

Through the Ten-Year Plan, Memorial Park Conservancy has been able to accelerate design and construction of significant components of the Memorial Park Master Plan thanks to a \$70M catalyst gift from Kinder Foundation, which leveraged public funding through the Uptown Development Authority, and by the generosity of other donors. Execution of the Ten-Year Plan is overseen by the Memorial Park Standards Committee, a partnership comprised of Houston Parks and Recreation Department, Memorial Park Conservancy, Kinder Foundation, and Uptown Houston.

Running Complex

Completed under the Memorial Park Ten-Year Plan, the Running Complex debuted in November 2023, opening a major programmatic hub and access point on the south side of the Park. Located to the southwest of Kinder Land Bridge & Cyvia and Melvyn Wolff Prairie, the Running Complex was designed as a central gathering spot and serves as a new gateway to enjoy the Bayou Wilds trails of Memorial Park. The Running Complex also features the Roy H. Cullen Timing Track—a 400-meter, five-lane track—and an Event Plaza that will be available to rent for private events in the future. The project complements the adjacent Cullen Running Trails Center, which opened in 2014 and includes Visitor Services, restrooms and showers.



The Running Complex is the latest project delivered under the Memorial Park Master Plan that aims to enhance the Park's green infrastructure, protect natural resources, and improve recreational assets for the community. Other recently completed Ten-Year Plan projects include the 100-acre Clay Family Eastern Glades (opened July 2020); the Sports Complex (opened October 2020); a new one-mile segment of the Seymour Lieberman Trail that was moved off of Memorial Drive, offering a scenic running route through trees and over ravines (opened October 2022); and the 100-acre Kinder Land Bridge and Cyvia and Melvyn Wolff Prairie (opened February 2023). Memorial Park Conservancy is delivering the Ten-Year plan projects with its project partners: Houston Parks and Recreation Department, Uptown Houston, and Kinder Foundation. Nelson Byrd Woltz Landscape Architects served as the lead designer for the Master Plan, which was informed by an extensive public engagement process. They also led the design for the Clay Family Eastern Glades, Kinder Land Bridge and Cyvia and Melvyn Wolff Prairie, and the Running Complex projects.



Vibrant Café

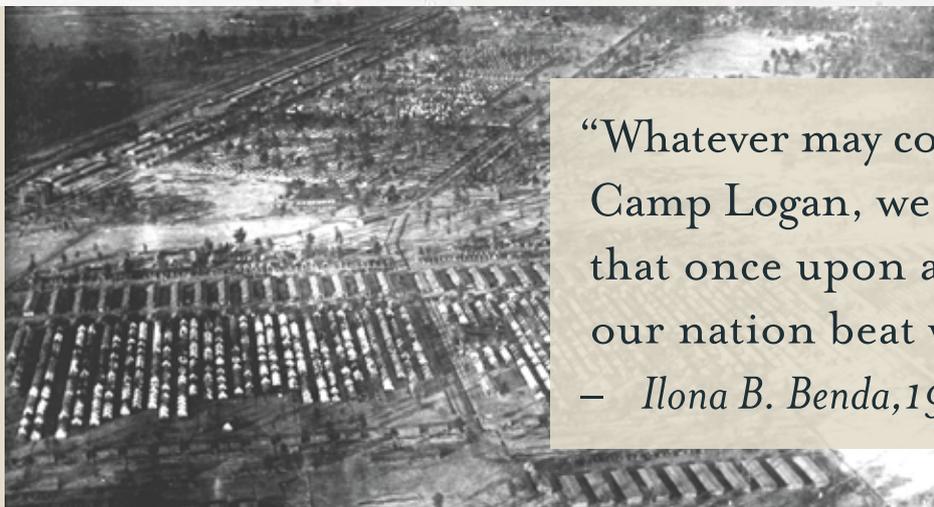
Memorial Park Conservancy was thrilled to announce the latest addition to its dining landscape with the opening of Vibrant, the Houston-based café known for its commitment to health and sustainability. This new establishment joined the existing Vibrant location in Montrose, providing an all-day dining option within the Park's Running Complex, and a portion of the café's revenue goes towards the Conservancy's efforts to maintain and preserve the Park.

Vibrant's health-focused fare complements the Park's eclectic mix of dining venues that accommodate a variety of palates and budgets. Vibrant's menu, available for both dine-in and takeout, is all made in-house from scratch with optimally nutritious, local, regenerative and organic ingredients. Patrons can enjoy breakfast, lunch, and dinner offerings complemented by a full-service organic coffee program, freshly made pastries and bread, natural wines and specialty retail products. Designed by Schaum Architects, an award-winning local firm, the café's light-filled space reflects the natural aesthetic of its surroundings, creating a seamless integration with the Park's native landscape designed by Nelson Byrd Woltz Landscape Architects.



COMING NEXT: MEMORIAL GROVES

Established in 1924, Houston's Memorial Park was named to honor the 70,000 soldiers who served at Camp Logan, a U.S. Army training camp during World War I (WWI). The Park's creation was driven by a campaign from Houstonians to "remember the boys" by acquiring the site and transforming it into a public park. Will and Mike Hogg, with minority owner Henry Stude, bought two tracts of the former Camp Logan land and sold the acreage to the City of Houston at cost. In May 1924, the City officially established Memorial Park in memory of the soldiers. Today, approximately 1,500 of the original 7,600-acre training camp comprise Memorial Park.



“Whatever may come or now be made of our Camp Logan, we never can escape the fact that once upon a time... the very heart of our nation beat within this sphere.”

– Ilona B. Benda, 1923

Now, a century later, the future Memorial Groves will honor all who contributed to the war effort at Camp Logan, including those who trained there, such as the U.S. Army's 370th Infantry Regiment and the Cavalry, the local organizations, like the YMCA, that participated in camp life, as well as the 24th Infantry Regiment, who oversaw the construction of the camp.

Memorial Groves is a landscape envisioned by Nelson Byrd Woltz Landscape Architects as part of the 2015 Memorial Park Master Plan and is designed as a place-based, interactive experience that not only honors Houston's World War I history but also serves everyday park users.





Memorial Groves is located on a narrow tract within Memorial Park running north to south primarily between the Union Pacific rail line and West Memorial Loop Drive. This site was chosen because it holds the greatest number of archaeological remains from Camp Logan structures within the Park: foundations of latrines, shower buildings, pipes, ditches and drains. Despite their modest nature, they are authentic remnants of the Camp and an opportunity for the public to understand and experience the scale and scope of Camp Logan's footprint, making this an appropriate area for a contemplative memorial landscape.

The conceptual design of Memorial Groves is based on the artful and abstract concept of planting rigorous lines of straight, tall trees symbolizing soldiers standing in formation and intends to evoke the vast scale of Camp Logan and the overall war effort. Visitors will be immersed in a grid of tall trees, forming long, cathedral-like spaces that evoke the scale of the war effort and the 70,000 soldiers who trained for war at Camp Logan.

In addition to these contemplative aspects of Memorial Groves, trails for visitors and regular recreational park-goers will enable people to experience a variety of native landscape ecologies while also learning about the lives and daily routines of the soldiers. Similar to other Master Plan projects, this area will introduce new spaces in the Park where families and children can enjoy picnics and engage in interactive recreation and play.

When completed, Memorial Groves will be a unique, engaging and interactive memorial landscape that connects visitors to the diverse, complex, and untold history of Camp Logan; the role of Houston in WWI; and the lives and sacrifices of the soldiers trained there. This is why the Park is fittingly named Memorial Park.

Ten-Year Plan Project Partners:

Memorial Park Conservancy
Houston Parks & Recreation Department
Uptown Houston
Kinder Foundation

Master Plan Design and Project Landscape Architect:

Nelson Byrd Woltz Landscape Architects

Architect:

Moody Nolan

General Contractor:

Tellepsen

The History of

MEMORIAL PARK & CAMP LOGAN

Camp Logan

Established 100 years ago, in 1924, Houston's Memorial Park was named to honor the 70,000 soldiers who served at Camp Logan, a U.S. Army training camp during World War I. The Park's creation was driven by a campaign from Houstonians to "remember the boys" by acquiring the site and transforming it into a public park. Will and Mike Hogg, with minority owner Henry Stude, bought two tracts of the former Camp Logan land and sold the acreage to the City of Houston at cost. In May 1924, the City officially established Memorial Park in memory of the soldiers. Today, approximately 1,500 of the original 7,600-acre training camp comprise Memorial Park.

Camp Logan trained 70,000 soldiers in World War I and was a vital part of the fabric of Houston's community. Even today, archaeological remains of Camp Logan structures can be found within the Park: foundations of latrines, shower buildings, pipes, ditches, and drains. **Memorial Groves**, the next major project of the Memorial Park Master Plan, will properly preserve these archaeological remnants while memorializing the rich history of Memorial Park.



August 23, 1917

Although there are many stories of heroism and bravery associated with the soldiers that lived and worked at Camp Logan, there are also stories of tragedy.

In July 1917, soldiers of the 24th Infantry Regiment were ordered to Houston to guard the construction of Camp Logan. The 24th Infantry Regiment, one of the four Buffalo Soldier Regiments in the U.S. Army, had served the nation bravely in the Philippines, Mexico, and the western frontier for decades. After arriving in Houston, the soldiers of the 3rd Battalion endured virulent racist abuse in the context of the Jim Crow south. After about a month of enduring racial provocations against members of the 24th, including the violent arrest and assault of two Black soldiers, violence erupted on the night of August 23. Amid rumors of additional threats, a group of more than 100 Black soldiers seized weapons from Camp Logan's armory and marched into the city as a measure of last resort to protect themselves. The violence left 19 people dead.

These events occurred only six weeks after the St. Louis Race Massacre, one of the deadliest race massacres in the early 20th Century, and were the precursor for the racist violence of the Red Summer in 1919. In the aftermath of the violence in Houston, the U.S. Army charged 118 soldiers with "mutiny" and murder in three general courts-martial. The first trial of 63 defendants resulted in the conviction of 58 and execution of 13 soldiers. These 13 soldiers were executed on December 11, 1917 with no outside review and within hours of their sentence being approved by their commander, sparking outrage across the nation. In the next two trials, an additional 52 soldiers were convicted and six more executed in 1918. The three courts-martial were marked by serious irregularities and a failure of due process. Seventeen of the executed soldiers are now buried at Fort Sam Houston National Cemetery. Because of the national outrage at the unreviewed executions of the original 13 soldiers, the Army implemented the first appellate review process for military courts-martial in the 1920 Articles of War.



HISTORY IS STILL BEING MADE. U.S. ARMY SETS ASIDE CONVICTIONS OF 110 BLACK SOLDIERS CONVICTED IN THE 1917 HOUSTON RIOTS.

On November 13, 2023, during an unprecedented announcement, the U.S. Army set aside the wrongful convictions of these 110 soldiers, granting each of them honorable discharge. The Army also declared their commitment to providing survivor benefits to the families of these soldiers. And finally, in collaboration with the U.S. Department of Veterans Affairs, they outlined their plans to properly memorialize the soldiers, a promise they honored on February 22, 2024, during a ceremony at Fort Sam Houston National Cemetery in San Antonio, Texas where the Department of Veterans Affairs National Cemetery Administration dedicated new headstones for 17 of the 19 unjustly executed soldiers. The headstones now show the soldiers' ranks, signifying their dedication, leadership and commitment to duty.

Memorial Groves will seek to reveal the rich history of Camp Logan, telling the stories of all who served the war effort, including this story of the 3rd Battalion, 24th Infantry Regiment.





2023

The Running Complex opens to the public, debuting the 400-meter Roy H. Cullen Timing Track, viewing decks, an Event Plaza and Terrace, gathering spaces, trails and more

2020

The 100-acre project, Clay Family Eastern Glades opens to the public, featuring a 5 ½-acre lake, extensive trails and boardwalks, and picturesque picnic spots.

2011

A devastating drought arrives. More than half of the trees in Memorial Park are irrevocably damaged. A reforestation plan is put into motion.

2000

The Memorial Park Advisory Committee becomes the Memorial Park Conservancy, established as a 501(c)(3) nonprofit organization.

1978

The Seymour Lieberman Exer-Trail is established. Today, over 10,000 people each day use the Exer-Trail.

1958

Hogg Bird Sanctuary, a 15.5 acre park at Memorial Drive and Westcott, is donated to the City of Houston by Ima Hogg to be a nature preserve.

1942

Mr. and Mrs. H.C. Weiss donate an additional 8 adjoining acres on the west side of the Park to the City. Years later, this becomes the location for an archery range, a popular pastime.

2023

The 100-acre Kinder Land Bridge and Cyvia & Melvyn Wolff Prairie project opens, transforming Memorial Park, creating two dynamic connections over Memorial Drive and restoring acres of native landscape.

2015

Houston City Council approves the long-range Master Plan for Memorial Park. In December, ground breaks on the inaugural project, Clay Family Eastern Glades.

2009

The Living Bridge opens, providing a safe pedestrian crossing over Memorial Drive.

1990

Sadie Gwin Blackburn assists in developing a larger group to provide guidance and stewardship and organizes the Memorial Park Advisory Committee.

1964

Houston Arboretum & Nature Center opens to the public

1950

Trail riders on the Salt Grass Trail camp overnight in the Park on their way to the Houston Livestock Show and Rodeo, beginning a lively annual tradition.

1934

Construction begins on 18-hole golf course

Memorial Park through the Years

Following the dissolution of Camp Logan, Memorial Park was established in 1924, transforming into the greenspace you see today.



WAYS TO SUPPORT MEMORIAL PARK CONSERVANCY

For 100 years, Memorial Park has stood as a shining example of what happens when dedicated, civic-minded advocates work together to protect and preserve an urban greenspace at the heart of their city. Today, the Conservancy's board of directors, staff, volunteers, partners, members, neighbors, and visitors proudly continue the work that began in 1924.

Whether you make a donation, become a member, attend one of our signature events, or volunteer your time, you are a steward of the Park and are directly helping this iconic greenspace thrive. Your support helps the Conservancy secure the future resiliency of our Park and preserve its cultural and historical heritage.

Make a Donation

Your donation to the Memorial Park Conservancy Fund ensures lawns and trees are healthy, native plants and flowers bloom, wildlife habitats thrive, wilderness trails are maintained and every Houstonian has a place for recreation, rest, and renewal. Whether you make a one-time gift or become part of our Seedling Society and give monthly, your contribution makes a difference!

Become a Member

Join *Friends of Memorial Park* and help support critical preservation and maintenance of Memorial Park, one of the largest urban parks in Texas. As a Friend of Memorial Park member, you will be invited to participate in members-only activities with opportunities to experience the Park in a deeper way.

Urban Wild is Memorial Park Conservancy's group of emerging professionals, ages 21 and up, actively supporting the work of MPC. Urban Wild members enjoy unique events in Memorial Park and around Houston, as well as a discount to the group's signature event, Glow in the Glades.

To become a member, contact giving@memorialparkconservancy.org.

Attend an Event

At Memorial Park Conservancy, our signature events are a great way to support the Park while having fun! Funds raised at these signature events enable Memorial Park Conservancy to care for the 1,100 acres under its stewardship and continue to advance our mission.

For questions, contact giving@memorialparkconservancy.org.

Volunteer Your Time

Support an organization dedicated to the restoration, preservation, and enhancement of Memorial Park with a hands-on experience unlike any other! Volunteers are an integral part of the Park's restoration and maintenance. Volunteer opportunities are available for individuals, groups, schools, and corporations of all types.

For more information, contact volunteer@memorialparkconservancy.org.

THANK YOU TO OUR DONORS!

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.

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Glow in the Glades

\$25,000+

Williams Companies

\$20,000+

Houston Striders, Inc.

\$5,000+

Tito's Vodka

\$2,500+

Boardwalk Pipeline Partners LP
Harvey Builders
Union Pacific Railroad

\$1,000+

Gensler
Maggie and Louie Layrisson
Linda Padon

\$500+

Grow and Company
Cedric Kouam
Resource Environmental
Solutions, LLC

\$50+

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Caroline Austin
Paul Barshop
Heidi Black
Jana Blackburn
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State of the Park

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 Deborah and Chuck Campbell
 Ben Cowan
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 Ozlem Direk
 Morgan German
 Bridget Hennessey
 Betty and Jim Key
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Laura and Barry Leavitt
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 Donna and Marc Phillips
 Jeffery Pickens
 Shellie Posejpal
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 Kay M. Sifferman
 Katherine Smith
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 Dolly Thomas
 Tim C. Thompson, Jr.
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 Xi Zhang

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 in the Park*

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 Carissa Boney
 Michael Budde
 James W. Butzner
 Taylor Calvin
 Kalinda Campbell

Bret Chalpin
 Saurabh Chaugule
 Paige Coleman-Rodriguez
 Melissa Contreras
 Paul Dominique
 Anastasia Ehrlich
 Evin Erdogdu
 Amin Esmaily-Fard
 Kelsey Ffrench
 Kevin Gault
 Andrew Gazda
 Christina Godard
 Marcela Gonzalez
 Patrick Harrison
 Marco Hernandez
 Wyatt Johnston
 Sabrina and Jordan Kirwin
 Robert Lee
 Shane Manning
 Guadalupe Mata
 Taylor Miller
 Teresita Nino
 Kendall Nunez
 Victoria Pence
 Z.K. Alexander Ramos
 Melissa Reihle
 Bonnie Rosensteel
 Irfan Shaikh
 Brianna Tillman
 Kelsey Ullom
 Richard Wingfield

Thank you to our Official Corporate Partners



Donors listed include gifts and pledges of \$50 or more made during the fiscal year June 1, 2023 to May 31, 2024. 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 giving@memorialparkconservancy.org.



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2023-2024

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Townes Pressler

Dhiren Shethia

Charles Wilson



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2023-2024

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Latasha Alsbrooks
Asst Director of Visitor & Volunteer Engagement

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Park and Events Attendant

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Park Operations Technician

Shellye Arnold
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Clayton Emery
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Rocio Feusier
Controllor

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Maintenance & Mechanic Operations Technician

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Manager of Conservation Operations

Helen Harkey
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Sarah Hernandez
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Volunteer Operations Supervisor

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Outreach Specialist

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Rye Kline
Conservation Horticulture Supervisor

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Director of Development

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Turf and Grounds Operations Technician I

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Park Operations Technician

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Park Operations Coordinator

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Major Gifts Officer

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Sr. Director of Park Operations

Madalyn Raia
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Permitting Events Coordinator

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Maintenance & Mechanic Operations Coordinator

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Turf and Grounds Operations Coordinator

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Conservation Technician

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Executive Assistant

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Turf and Grounds Operations Technician II

Alan Velazquez
Park and Events Attendant

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Forest Warren
Conservation Field Coordinator

Taylor Westra
Conservation Technician

Theo White
Turf and Grounds Operations Technician II

Cassandra Wilkerson
Park Administrator and Operations Coordinator

Simon Zavala
Park Operations Technician

Cedric Zavattiero
Conservation Arboriculture Coordinator

Impact Report design by Minor Design

2024 AUDITED FINANCIALS

Consolidated Statements of Financial Position as of May 31, 2024 and 2023

| | 2024 | 2023 |
|---|----------------------|----------------------|
| ASSETS | | |
| Cash | \$ 4,817,871 | \$ 5,365,164 |
| Operating contributions receivable | 405,000 | 230,119 |
| Contributions receivable restricted for capital projects, net | 18,167,538 | 14,357,500 |
| Prepaid expenses and other assets | 16,267 | 5,647 |
| Investments | 18,863,875 | 19,472,878 |
| Investments held for endowment | 3,562,433 | 2,431,712 |
| Property and equipment, net | 627,488 | 377,639 |
| TOTAL ASSETS | \$ 46,460,482 | \$ 42,240,659 |
| LIABILITIES AND NET ASSETS | | |
| Liabilities | | |
| Accounts payable | \$ 544,282 | \$ 2,365,422 |
| Accrued payroll expenses | 311,984 | 358,019 |
| Total liabilities | 856,266 | 2,723,441 |
| Net assets | | |
| Without donor restrictions | 21,729,304 | 10,628,867 |
| With donor restrictions | 23,874,912 | 28,888,351 |
| Total net assets | 45,604,216 | 39,517,218 |
| TOTAL LIABILITIES AND NET ASSETS | \$ 46,460,482 | \$ 42,240,659 |

Consolidated Statement of Activities for the year ended May 31, 2024

| | Without Donor Restrictions | With Donor Restrictions | Total |
|--|-------------------------------|----------------------------|-----------------------|
| REVENUE | | | |
| Contributions: | | | |
| Cash and other financial assets | \$ 1,953,684 | \$ 13,358,491 | \$ 15,312,175 |
| Nonfinancial assets | | 160,715 | 160,715 |
| Special events: | | | |
| Cash and other financial assets | 1,396,672 | | 1,396,672 |
| Donor benefit costs | (286,912) | | (286,912) |
| Investment return | 1,557,174 | 366,687 | 1,923,861 |
| PGA Tournament revenue | 500,000 | | 500,000 |
| Parking revenue | 652,353 | | 652,353 |
| Permitting revenue | 238,180 | | 238,180 |
| Other service fees | 93,892 | | 93,892 |
| Total revenue | 6,105,043 | 13,885,893 | 19,990,936 |
| Net assets released for purpose restrictions | 18,899,332 | (18,899,332) | |
| TOTAL | 25,004,375 | (5,013,439) | 19,990,936 |
| EXPENSES | | | |
| Park enhancement and programming | 11,011,774 | | 11,011,774 |
| Management and general | 1,393,096 | | 1,393,096 |
| Fundraising | 1,499,068 | | 1,499,068 |
| Total expenses | 13,903,938 | | 13,903,938 |
| CHANGES IN NET ASSETS | \$ (11,100,437) | \$ (5,013,439) | \$ (6,086,998) |
| Net assets, beginning of year | 10,628,867 | 28,888,351 | 39,517,218 |
| Net assets, end of year | 21,729,304 | 23,874,912 | 45,604,216 |



**MEMORIAL
PARK
CONSERVANCY**

7575 North Picnic Lane
Houston, Texas 77007

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713.863.8403
