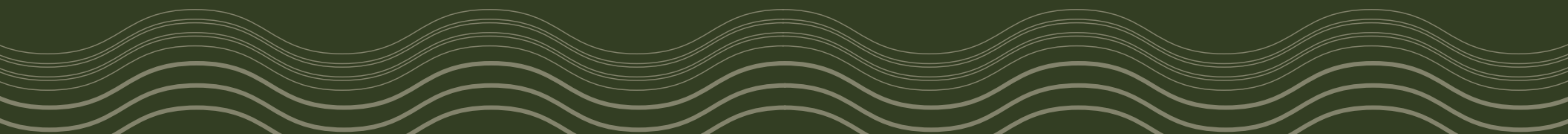




ASTORIA

PARK CONSERVANCY

2019 IMPACT REPORT





LETTER FROM ASTORIA LEADERSHIP



THIS PAST NOVEMBER, Astoria Park Conservancy convened our board members, staff, and other stakeholders for a full-day workshop to set our course and determine our impact model. We celebrated our achievements and progress since the organization’s founding in Spring 2018 and since the beginning of community efforts to establish a new refuge at Astoria in 2012. We additionally looked to our future, establishing organization values and aligning on our mission,

vision and theory of change. We are honored to be taking the reins from our partners at The Trust for Public Land and are eagerly preparing for our 2020 opening. We can’t wait to welcome you to Astoria!

Astoria will change lives by offering our community an affordable and accessible refuge, close to town but removed from the hustle and bustle of our busy daily lives. It is our privilege to be honoring Astoria’s beloved past history and implementing the community’s vision for a new 97-acre park, anchored by the mineral hot springs, with input from over 2,000 local residents. We remain indelibly grateful for the incredible gift The Trust for Public Land has provided, with their significant financial support, laser-focused management of our phase-one design and development, and partnership. Since 2012, over 20 dedicated volunteers have served on committees and helped elevate our impact

and ground our work. And our impact would not be possible without the financial investment of our supporters, many of whom have donated to both the Campaign for Astoria Hot Springs Park and more recently to support our operating needs.

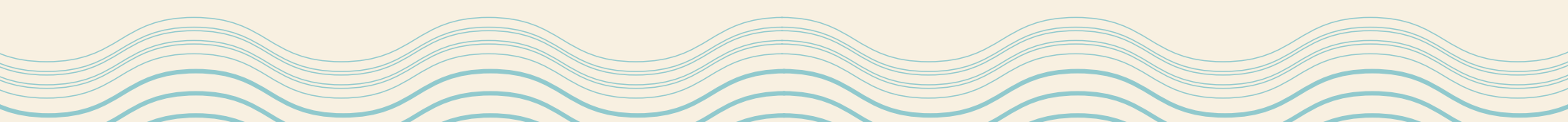
Our 2019 fiscal year brought structure and systems to our mission, growth in our board, and the beginning of a formal three-year strategic plan. We executed a full branding for Astoria and we refined our core values to guide our daily work. This report demonstrates how we are working to steward the investment of our donors, harness the enthusiasm of our community, and intentionally set out to create a place that inspires connection and community.

We are poised to achieve great things in 2020 and have already celebrated our first big milestone this January, when Astoria Park Conservancy officially took ownership of the park site from our partners at The Trust for Public Land. Protecting this beautiful landscape is a critical step in our trajectory as we plan for our mid-year opening, and it is only possible because of the generosity of The Trust for Public Land and other donors to the Campaign for Astoria Hot Springs Park. Learn more about our partnership on page 8. We are diving into planning our soft opening and Grand Opening events; we continue to refine strategies for education and wellness programs and partnerships; and we are already beginning our planning for the larger park. We look forward to sharing our progress with you in 2020!

All of our work to promote broad public access, personal health, and deeper connections between people and nature is fueled by private philanthropy: individuals, foundations and corporations that believe in our vision. Astoria Park Conservancy depends on these gifts, and we are making a difference with your help. We hope you’ll continue to follow our progress and consider renewing your support for our work in 2020. Visit astoriapark.org to learn more.

BILL SCHWARTZ

PAIGE CURRY





MISSION

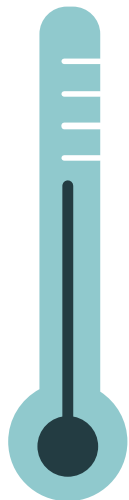
Astoria Park Conservancy's mission is to steward Astoria Hot Springs and Park in a financially and environmentally responsible manner that promotes broad public access, personal health and safety, and deeper connections between people and nature.

VISION

Our vision is that time spent at Astoria will foster healthier and happier individuals and a more broadly connected community.

ASTORIA BY THE NUMBERS

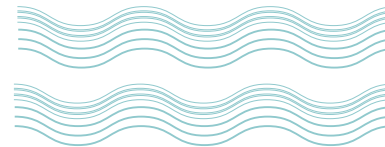
AVERAGE POOL TEMPERATURE:
101°



PLANNED NUMBER OF POOLS:
5 POOLS



MILES OF RIVERFRONT:
2 MILES



ACRES OF PARK:
97.7 ACRES



TOTAL NUMBER OF DONORS: **201 DONORS**



NUMBER OF NEW DONORS IN 2019: **92**



Rendering: DHM Designs

ASTORIA HOT SPRINGS AND PARK PHASE ONE

Astoria will provide recreational opportunities centered around mineral hot springs pools and nestled within a nearly 100-acre riverside park. This non-profit owned public park will offer hiking trails, picnic spots, river overlooks and more.



BIGGEST ACCOMPLISHMENTS OF 2019

'19

Completed
\$6M CAMPAIGN
for Astoria with our partners
at The Trust for Public Land

BROKE GROUND
construction began and
[construction webcam](#)
launched.

**LAUNCHED
ASTORIA BRAND**

Added **3 NEW**
board members

Astoria Park Conservancy
General Operations
100%
donor funded

JANUARY 2020

Astoria Park Conservancy
officially owns the land and
establishes a

\$200,000

stewardship fund with help from
the Trust for Public Land.

WHAT TO LOOK FORWARD TO IN 2020

'20

Community programming
and education/wellness
PARTNERSHIPS

Completion of construction
and hot springs
GRAND OPENING

PHASE 2
Planning and community input for
park, trails and gathering spaces



ASTORIA BOARD

JOE CRANSTON

Joe Cranston has over 30 years of experience in the club business. Joe currently serves as GM/COO of Snake River Sporting Club. Joe shared that while he never saw the original pools, he is amazed at how many people have shared their experiences at Astoria. Joe lives in Jackson with his wife and family.

SCOTT CRISP

Since 2009, Scott has been the principal of Jackson Hole High School in Jackson, where he previously spent ten years as a high school social studies teacher. He previously lived and taught in Bend, OR, and is originally from South Carolina. Scott lives in Jackson with his daughter Zoe.

CHRIS DEMING

Chris has worked for The Trust for Public Land for 19 years, conserving land for people; currently, as Senior Project manager, he works across the Northern Rockies. He and his wife Haley live in Jackson and enjoy raising two kids here because of the value on outdoor opportunities.

KRISTEN FOX

The Tetons have been home for Kristen for nearly two decades. Her time is spent working as Vice President of Business Development for Rocky Mountain Bank, as well as skiing the Teton backcountry or biking wildflower-lined trails with her husband Phillip. Connection to nature and community drive her passion and vision for Astoria.

CHARLIE HAGEN

Charlie Hagen's love of Jackson started at birth and has intensified with time. He believes that Jackson Hole is a treasure and should be carefully managed so that everyone can enjoy its unique wonder today and tomorrow. Charlie is an Engineer that facilitates the ambitious ideas of high energy physics, and dreamers, alike.

JOHN QUALY

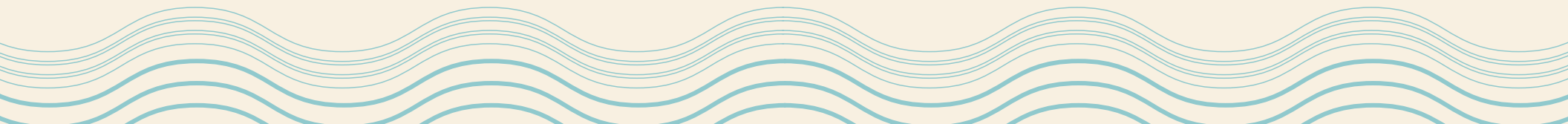
John is a retired Managing Partner of Northwestern Mutual, after a 41 year career. John is a graduate of University of Missouri College of Journalism and continues to participate as a member of the Deans Advisory Council. He splits time between St. Louis, MO and Jackson, with his wife Kathy and his four rescue dogs.

BILL SCHWARTZ

Bill is the founding partner of the law firm of Ranck & Schwartz in Jackson. Bill has over 35-years of experience resolving civil disputes in and outside of the courtroom. Throughout his career, Bill has been very engaged in non-profit service. He is energized to be a part of restoring Astoria to the community.

JOE SCOTT

Joe Scott is a retired orthodontist with over 30 years of a lively practice in Winnetka, IL. Joe moved to Jackson with his wife three years ago, after numerous vacations here. Joe enjoys hiking, biking, skiing, climbing, fly fishing, rafting and other outdoor activities in this magnificent area.



OLD BILL'S STORIES

2019 OLD BILLS FUNDRAISING CAMPAIGN

Over the course of the Astoria project, we've heard from hundreds of residents and former residents, who have shared memories of Astoria. This inspired us to reach out to community members in 2019 to gather more testimonials about previous experiences at the former Astoria resort and what excites locals most about the new Astoria. Between August 1st and September 15th, 2019, Astoria Park Conservancy participated in the Community Foundation of Jackson Hole's Old Bill's Fun Run event, an annual philanthropic giving effort that inspires donors of all types to support their favorite community organizations. We hope you enjoy this snapshot of stories from locals that shared their excitement during Old Bill's!



BARI BUCHOLZ

"I think it will mean a lot to have something like this in our community that everyone can afford and it makes it accessible for a lot of different types of people. It will be great to bring people together in this lovely area and this lovely setting."



PHOEBE COBURN

"I'm really looking forward to the entire park, all ninety/one-hundred acres of it; I'm looking forward to the trails and I'm looking forward to the fact that anyone can be there at any time."



ARIANA SNOWDON

"The community support, even from the beginning, has been really exciting, and I think that speaks to what a special place, the memories, and how treasured they are by members of this community."



170
DONORS

72 NEW
DONORS IN 2019

\$87,636.25 + **\$13,500**
RAISED FROM COMMUNITY MATCH



A DONOR STORY

**CHRIS & RACHEL
KELLER**

HOMETOWN
WILSON, WY

OF YEARS HERE:
2 YEARS

Chris and Rachel Keller are strong park advocates, and as new residents to Jackson, Wyoming, they are excited to support our work at Astoria and look forward to bringing their two young sons to the hot springs.

“ Astoria will offer so many family-friendly activities, a landscape that will inspire the next generation of park advocates, and a space to meet other local residents. The hot springs are unique to the West and provide many wellness benefits, and Astoria’s location makes it easy to drive down for a short soak or spend the day along the Snake River.

We look forward to attending events at Astoria once the hot springs open and are proud to be supporters of Astoria Park Conservancy because we believe in their work and are energized by their enthusiasm and dedication to their mission. We can’t wait for our sons to come to Astoria and enjoy the outdoors as much as we do. ”

PARTNERSHIP HIGHLIGHT

THE TRUST FOR PUBLIC LAND

THE TRUST FOR PUBLIC LAND

Astoria Park Conservancy was founded in Spring 2018, thanks to the leadership of The Trust for Public Land and the Conservancy's founding board members. With a mission to create parks and protect land for people, ensuring healthy and livable communities for years to come, The Trust for Public Land began working with local volunteers and donors in 2012 to regain public access to the property, design a local park and rebuild the hot springs. With tremendous tenacity and leadership, The Trust for Public Land kicked off with negotiations and due diligence, leading to the much anticipated grand opening of the hot springs this summer.

Together, Astoria Park Conservancy and The Trust for Public Land celebrated groundbreaking at Astoria in March 2019 and The Trust for Public Land's donation of the 100-acre park land in January 2020. These milestones and the project's progress have been championed by the support of hundreds of donors to the \$6 million Campaign for Astoria Hot Springs Park and philanthropic generosity for The Trust for Public Land's Wyoming Land Action Fund, which also ensure that admission to the hot springs' facilities will be affordable and open to the public and lay the groundwork for Astoria Park Conservancy's future work.





WAYS TO GIVE

We invite you to join us in supporting Astoria. Your gift will ensure we are able to offer affordable and accessible recreation opportunities to local residents, build education and wellness partnerships, and protect our sensitive riverfront landscape. **Support us today at astoriapark.org.**

In 2020, we are proud to offer a limited number of Founding Memberships and Corporate Partnerships; these programs allow you to support our mission and receive select benefits. Find out more by contacting Astoria Park Conservancy at info@astoriapark.org. To discuss gifts of stock or other specialized donations, please contact Paige Byron Curry at paige@astoriapark.org.

