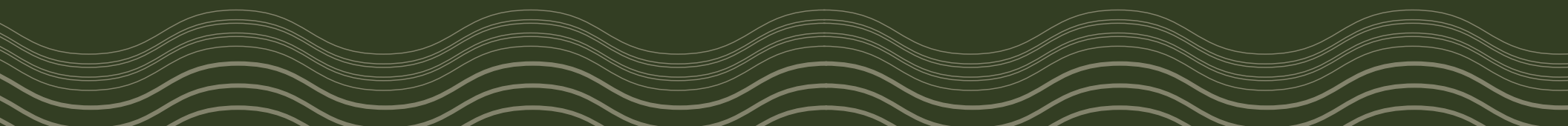




ASTORIA
PARK CONSERVANCY



2020 IMPACT REPORT





LETTER FROM ASTORIA PARK CONSERVANCY LEADERSHIP



LAST YEAR WE WERE CHALLENGED individually and as a community, facing a global pandemic, a racial justice reckoning, and a contentious election. The year illustrated, more than ever before, the importance of individual wellness, connections across our community, and the importance of time outdoors to relieve stress and to reconnect.

Astoria Park Conservancy was born in 2018, with a mission to connect our community through inspiring experiences in nature that improve livability, health and wellbeing; in

2020, we celebrated the long-awaited milestone of opening the hot springs and other phase-one park improvements. It could not have come at a more needed time, and the response from our community was humbling. We are so grateful to those of you who visited, donated, partnered and volunteered - our work is only possible because of you.

Thanks to the hundreds of donors to the *Campaign for Astoria Hot Springs and Park*, the multitude of local residents who contributed to the facility's design, and our partners at The Trust for Public Land we opened the doors to Astoria Hot Springs in September. Our opening occurred during Old Bill's Fun Run, and while we were uncertain how this giving season would look, we were overwhelmed by the influx of support to bring this space back to life at a time when our community needed it the most. Opening during COVID-19 was uncertain and challenging, and, with the spike in infections around the holidays, our board of directors made a difficult decision to suspend operations until January 1st to ease the strain on our healthcare system and refine our protocols to ensure the safety of our staff and visitors.

After re-opening on the first of the year we again saw our community risk level rise to a new and critical phase, thus prompting another suspension of our operations on January 24th. Our board will continue to closely monitor the risks, and we hope it will not be too long before we are again able to provide a safe place for our friends and neighbors to find restoration at the hot springs.

With the support from our partners and donors, we have already started to deliver accessible and affordable programming at Astoria, and plan to expand upon this work in the future, harnessing our partnerships with organizations like Coombs Outdoors and Voices JH. Our community programs are part of a three-year strategy created by our board and staff last fall. This strategy also includes renewing community outreach to complete the plans for our 97-acres of riparian parkland adjacent to the hot springs. We think you will share in our excitement in creating a truly unique Astoria with the community's help: a place that will inspire connection and community for generations.

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 engage with our progress and consider renewing your support for our work in 2021.

BILL SCHWARTZ
BOARD CHAIR

PAIGE CURRY
EXECUTIVE DIRECTOR



MISSION

Astoria Park Conservancy's mission is to connect our community through inspiring experiences in nature that improve livability, health, and wellbeing.



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

TOTAL NUMBER OF DONORS:

841

NUMBER OF DONORS IN 2020:

276



47%

OF 2020
DONORS WERE
NEW DONORS

OF HOT SPRINGS VISITORS:

10,000+



TOTAL EMAIL SUBSCRIBERS

3,000+



90%

JOINED IN
2020

TOTAL INSTAGRAM FOLLOWERS

2,300+

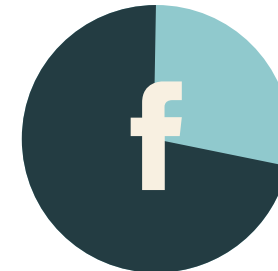


57%

JOINED IN
2020

TOTAL FACEBOOK FOLLOWERS

1,200+



71%

JOINED IN
2020

AVERAGE POOL
TEMPERATURE:

101°



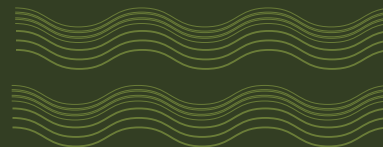
NUMBER OF POOLS:

5 POOLS



MILES OF RIVERFRONT:

2 MILES



ACRES OF PARK:

97.7 ACRES





“ WE’VE ENJOYED ASTORIA 3 TIMES IN THE SHORT

TIME IT’S BEEN OPEN. WE ARE SO EXCITED
ABOUT THE BEAUTIFUL GROUNDS, KID-FRIENDLY
ATMOSPHERE AND ACCESSIBILITY.

THANK YOU FOR RE-CREATING THIS SPOT SO
OUR CHILDREN CAN CREATE MEMORIES OF
THEIR OWN!

LINDSAY LONG

“ HOT WATER, FRIENDS AND
BEAUTIFUL SCENERY. ”

ASTORIA HOT SPRINGS
CAN’T BE BEAT!

CATHY SHILL





ASTORIA HOT SPRINGS AND PARK

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



ASTORIA HOT SPRINGS AND PARK

PHASE ONE

1

Astoria Park Conservancy welcomed visitors to the mineral hot springs facility in September of 2020, providing an affordable and accessible refuge for visitors to connect with one another and the natural environment. Phase-one encompassed five mineral soaking pools, river overlooks, picnic spots, a cabin for programs and events, and the Welcome Center and Snack Shack in partnership with TPL.



ASTORIA HOT SPRINGS AND PARK

PHASE TWO

2

As Astoria Park Conservancy launches into our Phase-two efforts in 2021, we are excited to re-engage the community to help us create the larger 97-acre refuge at Astoria. Astoria Park will provide space for natural exploration, quiet reflection, education and wellness programs, while allowing our native species to thrive in harmony with park visitors along the Snake River.





BIGGEST ACCOMPLISHMENTS OF 2020

'20

JANUARY

TPL donated the land to Astoria Park Conservancy

JUNE

Launched virtual programming with Astoria Activity Book

AUGUST

Phase-one Hot Springs construction completed

SEPTEMBER

We welcomed locals to the hot springs

NOVEMBER

Launched in-person programming with partner organizations Coombs Outdoors and Voices JH

DECEMBER

Completed our three-year strategic plan

SEPTEMBER 2020
ASTORIA CELEBRATES
GRAND OPENING



WHAT TO LOOK FORWARD TO IN 2021

'21

Community programming and education/wellness

PARTNERSHIPS

PHASE 2

Planning and community input for park, trails and gathering spaces

HOT SPRINGS

re-opening as soon as it is safe!



ASTORIA PARK CONSERVANCY 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.

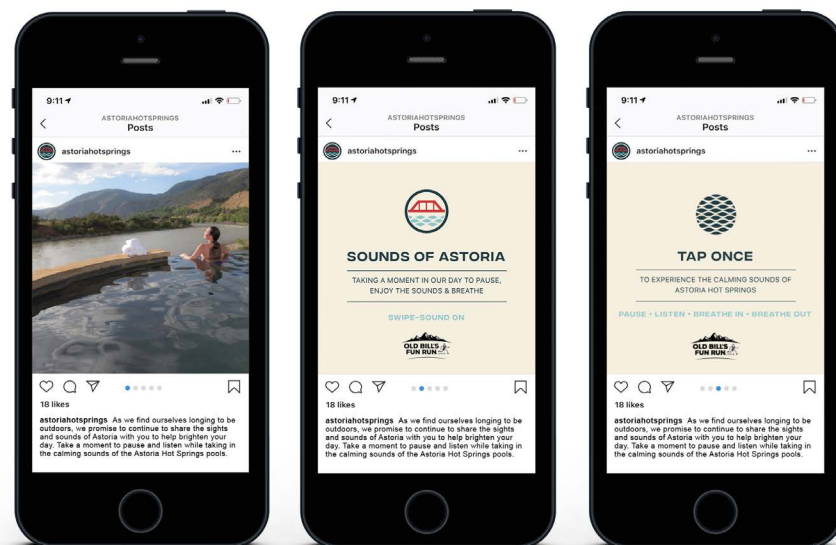



OLD BILL'S 2020

2020 OLD BILLS FUNDRAISING CAMPAIGN

Astoria's Grand Opening coincided with the 2020 Old Bill's Fundraising window, providing an opportunity for Astoria Park Conservancy to really make a splash with a messaging campaign focused on announcing the opening. To support this messaging, Astoria also launched a Moments of Escape campaign to showcase the peaceful respite to be found here. This was especially poignant and engaging content for a community dealing with the social and mental repercussions of life during a pandemic. Overall, the campaigns worked together as a whole to raise awareness for Astoria Park Conservancy's role as a non-profit organization and increased our donor base during a critical time.

**THANK YOU TO THE COMMUNITY FOUNDATION AND CO-CHALLENGERS
FOR SUPPORTING ALL OUR COMMUNITY NON-PROFITS.**



203
DONORS

79 NEW
DONORS IN 2020

\$93,309
RAISED FROM COMMUNITY



A DONOR STORY

MARGOT SNOWDON

Margot has been a Jackson resident for 42 years. She started teaching yoga here in 1980 and moved on to start her own studio, The Yoga Room, in 1985. She has served on several non-profit boards over the years, including Teton Science Schools, Jackson Hole Community Housing Trust, Teton Wellness Institute, Community Foundation of JH and currently serves as Co-Chair of the Board of One22 Resource Center.

“ I think Astoria is a significant part of Jackson Hole, both historically and socially. I spent many hours at the pool here when my daughter was young. Swimming lessons, birthdays, picnics, it was a wonderful healthy place to unwind and socialize.

I support this project as a renewal and expansion of the use of the Hot Springs for health and social reasons. I also look forward to the development of the Park and give a shout out to [Astoria Park Conservancy] for developing a broad and inclusive vision for Astoria and seeing its potential to introduce many members of our community to both the natural beauty and the magic of the hot pools.

Lastly, my experience of my visit in December was of quiet, wonderful water and eagles. Pure magic. ”



PARTNERSHIP HIGHLIGHT



Astoria Park Conservancy's mission relies on connecting our community through inspiring experiences in nature that improve livability, health, and wellbeing. As we welcomed visitors to the hot springs this year, we did so along with launching education and wellness programs both virtually and onsite. Our partnerships with organizations like Coombs Outdoors are essential to the vision we have to foster healthier and happier individuals and a more broadly connected community.

Coombs Outdoors empowers children and youth to reach their full potential through the life-changing power of outdoor recreation. With their support, we welcomed Coombs' elementary to high school groups to visit Astoria, working with them to foster future land stewards and providing volunteer opportunities along with the essential play and relaxation that comes from soaking in Astoria's mineral pools. These pilot experiences are only the beginning and we look forward to growing our partnership with Coombs Outdoors, bringing groups here to connect, play, learn and participate in creating our vision for Astoria's future 97-acre park.

“Astoria is a great resource for Coombs Outdoors' programs. Beyond being a fun activity for the kids each season, Astoria is working to provide an outlet for Coombs participants to be involved on a deeper level, helping to envision the future of the park and how it can benefit the Latinx community. We are looking forward to bringing more Coombs participants to the park and continuing to build this partnership in the coming year.”

- Maggie Shipley



Photo credit: Molly Watters



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/support.**

In 2021, we are proud to offer a limited number of Corporate Sponsorships; this program will allow your business to support our mission and receive select benefits. Find out more by contacting Dory Sumner, Programs and Development Manager at dory@astoriapark.org. To discuss gifts of stock or other specialized donations, please contact Dory Sumner at dory@astoriapark.org.





WAYS TO VISIT

Astoria Park Conservancy welcomes visitors to the hot springs daily, all year long, COVID dependant. Reservations are required ahead of time at astoriapark.org. For locals who love to enjoy the hot springs as much as we do– Astoria offers Annual Passes and Punch Cards, available to purchase year round. At checkout, consider making a donation alongside your reservation. We can't wait to see you at Astoria!





ASTORIA