



ASTORIA

PARK CONSERVANCY



2021

IMPACT REPORT

FINDING JOY IN THE HARD WORK



We are living through an unprecedented moment in time, and the need to feel connected and to bond with others by sharing common experiences is more important now than ever before. But so many of us feel a distance – ideological, physical, and as we enter our third year of a global pandemic, emotional. How do we bridge this gap and build community during this challenging time? For me, I am remembering to find the joyful moments of respite each day—

sometimes it is a few deep breaths as I stand up from bed, sometimes it is an hour to ski in the sun, and of course, it is finding moments to connect with a friend in one of Astoria's mineral hot soaking pools.

At Astoria, we don't shy away from hard work because we are committed to enhancing wellbeing, and we know that showing up each day makes a difference. In fact, in spite of a challenging year, we set forth a bold vision

and made a big impact. This report celebrates the hard work and joyful moments along the way where we found connection. It also recognizes our partners and leaders like Bill Schwartz, who has steadfastly committed his time to set the course for Astoria with a limitless dedication and joyful jubilation.

As 2022 commences, we remain committed to inspiring connection at Astoria, offering experiences that offer respite and encourage conversation. We look to the future with optimism, confidence, and inspiration as we begin laying the infrastructure for the future community park. We thank you for your support of our work, with sincere gratitude. And we hope you'll make time soon to join us for a soak or perhaps participate in one of our programs – a swim class, a meditation, or a community conversation!



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.



UPLIFTING OUR MISSION

A FOND FAREWELL TO ASTORIA'S FIRST BOARD CHAIR

It is with profound gratitude that we bid Bill Schwartz farewell as the first Chair of the Board for Astoria Park Conservancy. Bill led our board since the organization's founding in 2018, and prior to this role, he served as Campaign Chair for The Campaign for Astoria Hot Springs Park, a partnership between Astoria Park Conservancy and The Trust for Public Land. His dedication to Astoria has been inspirational, unwavering and joyful. For as Bill reminds me often: "It's not worth doing if it isn't also fun, Paige!"

During his tenure, Bill played a central role in completing the \$6 million capital campaign that supported Astoria's design, construction and opening. He recruited new board members, activated board committees, led Astoria's first strategic planning effort, and provided sound financial oversight during a swiftly growing organization. Bill is leaving the board in great hands, with new board chair, John Qualy, taking the helm as Astoria Park Conservancy moves into the phase-two park development. John brings a fresh energy, strong fundraising experience, and governance expertise that position him to help advance Astoria's strategic goals over the coming years. We look forward to seeing Bill relaxing in the hot springs with his wife, children, and grandchildren during his new-found free time!

BILL SCHWARTZ AND FAMILY

Bill and his family's support and dedication to Astoria Park Conservancy have left an indelible mark on the organization's mission, values, and impact. Bill reflects on what has driven this work and the impact Astoria has had on his family:

“ Astoria is a place that has been enjoyed by our family dating back to the early 1960s. My wife, Cheryl, recalls some of her earliest birthday parties in the warmth of the old pool, back when June 24th supposedly marked the end of winter but it still might snow.

Now we are taking our own grandkids there; already going to Astoria is one of their favorite activities. For us, Astoria feels like a slice of the older Jackson Hole—a place where everyone is welcome on equal terms to relax and enjoy our incredible Valley together.

With so many changes in Jackson, and so much conflict in the world, helping to restore Astoria reminds us that by working together we have the capacity to preserve places and experiences that make our part of the world so wonderfully unique.





ASTORIA BY THE NUMBERS

45,000+

OF HOT SPRINGS VISITORS:
(MORE THAN 4X THE NUMBER
OF VISITORS IN 2020)



2.5K+

COMMUNITY MEMBERS ENGAGED
IN EDUCATION, WELLNESS, AND
ACCESS PROGRAMMING

25+

NUMBER OF PROGRAM
EVENTS IN 2021

851

TOTAL NUMBER
OF DONORS

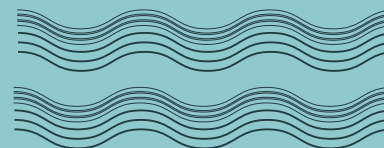
AVERAGE POOL
TEMPERATURE:
101°



NUMBER OF POOLS:
5 POOLS



MILES OF RIVERFRONT:
2 MILES



ACRES OF PARK:
97.7 ACRES





PROGRAMS

CREATING NATURAL COMMUNITY CONNECTIONS

Astoria Park Conservancy is bringing special programming to the Hot Springs and Park with a goal of providing educational and immersive experiences connected to learning, wellness, conservation and equity & inclusion, for the benefit of the entire community.

2021 PROGRAM PARTNERS:

ACROSS THE TABLE

CAMINA CONMIGO

COOMBS OUTDOORS

GRAND TETON MUSIC FESTIVAL ON THE ROAD

JH CHILDREN'S MUSEUM

LATINX HIKERS

TETON YOUTH & FAMILY SERVICES

VOICES JH





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

Astoria Park Conservancy welcomed visitors to the mineral hot springs for our first full year of operations in 2021, providing an affordable and accessible refuge for visitors to connect with one another and the natural environment.

ASTORIA PARK

In 2021, Astoria Park Conservancy laid the groundwork to launch our efforts in creating a 97-acre refuge at Astoria by and for our local community members. Astoria Park will anchor our community as a connector between valleys— providing essential community gathering spaces for time spent with family and friends, natural exploration, and quiet reflection, all while allowing our native species to thrive in harmony with park visitors along the Snake River.



HABITAT RESTORATION



EMPLOYEE HOUSING



TRAIL NETWORK



INTERPRETIVE SIGNAGE



COMMUNITY GATHERING SPACES



NATURE PLAYGROUND





BIGGEST ACCOMPLISHMENTS OF 2021

'21

JANUARY

Implemented organizational priorities surrounding inclusivity, programming, and operations as a result of 3-year strategic plan completion.

APRIL

Partnered with 35+ community organizations for impactful conversation, feedback, and program planning surrounding the hot springs and future park.

JUNE

Launched onsite programming, providing wellness and educational experiences

SEPTEMBER

Completed \$40k Cold Plunge Campaign

DECEMBER

Launched full scale Membership program

WHAT TO LOOK FORWARD TO IN 2022

'22

YEAR ROUND
ONSITE PROGRAMS

PARK COMMUNITY
ENGAGEMENT

COLD PLUNGE
INSTALLATION



ASTORIA PARK CONSERVANCY BOARD

ADRIENNE BENSON

Adrienne Benson is inspired by spending time with her friends and family in the outdoors, and she has been a dedicated volunteer for Astoria since the project's inception. Adrienne believes that time spent at Astoria improves lives and is dedicated to growing our network of supporters and partnerships. Adrienne and her husband Rory split time between the Tetons, Connecticut and Blue Hill, Maine.

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.

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.

GARY GIGOT

Gary is the co-founder and CEO of Vennli, a content intelligence platform. He brings experience in advertising, software, and in both venture capital and angel investing. Gary is the benefactor of the Gigot Center for Entrepreneurship at the University of Notre Dame.

LAUREN GROSSMAN

Lauren is the Founder and Executive Director of Across the Table, a nonprofit which brings together people from diverse backgrounds and perspectives for topic-focused, facilitated conversations over delicious meals. Prior to Across the Table, Lauren founded a nonprofit outdoor education program serving youth in Chicago. Lauren, her husband and two boys are part-time residents of Jackson and feel lucky to be a part of the Astoria and Jackson communities.

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

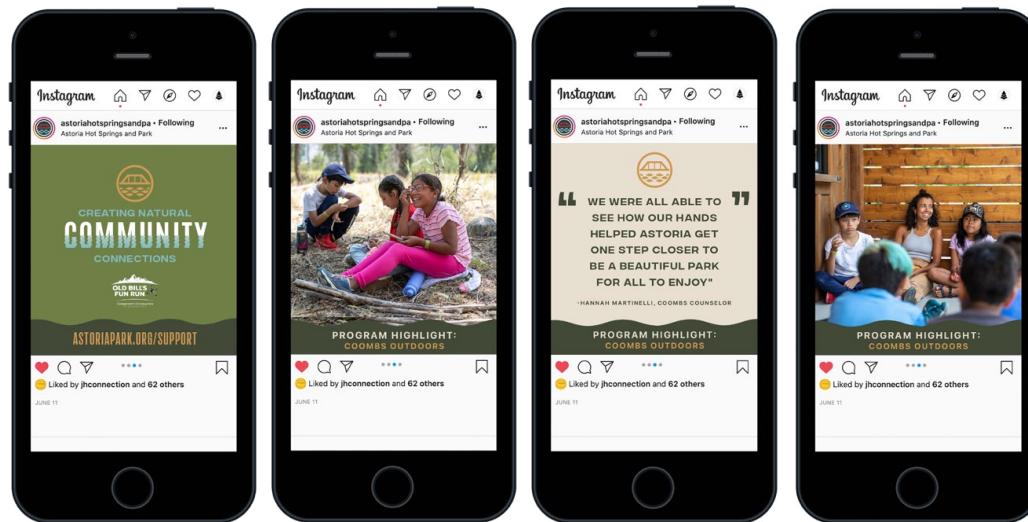
Bill is the founding partner of the law firm of Ranck & Schwartz in Jackson. Bill has over 35-years of experience resolving civil disputes in and outside of the courtroom. Throughout his career, Bill has been very engaged in non-profit service. He is energized to be a part of restoring Astoria to the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



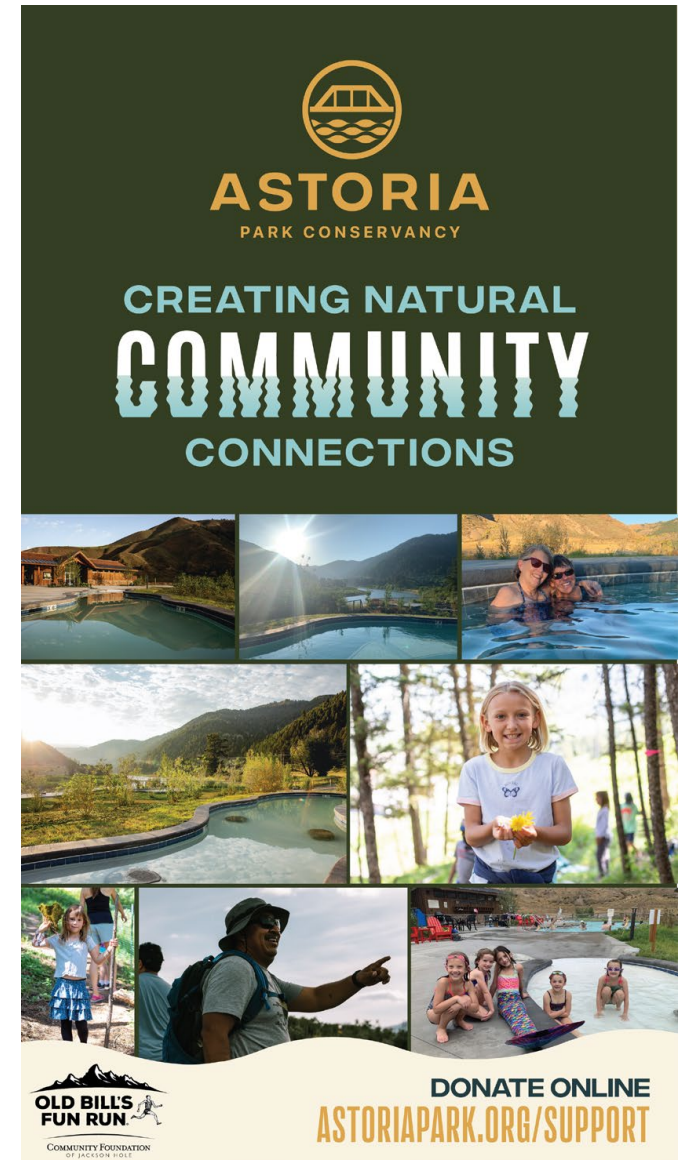
OLD BILL'S 2021

2021 OLD BILLS FUNDRAISING CAMPAIGN

Our community joined hands in an inspiring way, like never seen before for Old Bill's 2021! With record giving this year, Astoria Park Conservancy was humbled by the outpouring of support residents gave to enhance our mission, vision, and values. The campaign focused on our pilot programs, with messaging centering around community connections and shared meaningful experiences at Astoria.



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



**159
DONORS**

**\$100,120
RAISED FROM COMMUNITY**



PARTNERSHIP HIGHLIGHT

JACKSON HOLE CHILDREN'S MUSEUM



Astoria Park Conservancy's mission relies on connecting our community through inspiring experiences in nature that improve livability, health, and wellbeing. As we launched our pilot summer programs this year, we did so in partnership with local organizations whose values speak to those we know to be true at Astoria.

Our partnerships with organizations like Jackson Hole Children's Museum are essential to the vision we have to foster healthier and happier individuals and a more broadly connected community. As we work towards planning for the future park at Astoria, we utilized this partnership to create a community vision for our new space—gathering input from experts in the field for our soon-to-be nature playground: kids!

"Partnering with Astoria Park Conservancy gave our summer campers a greater meaning and purpose behind their building projects. The campers felt a sense of pride that a local organization wanted their ideas and projects to be included in the creation of the public space. As the kids worked to create natural playground models and build prototypes for APC, we noticed them taking more ownership and responsibility in their work because they knew they had an opportunity to make something special for their community."

Anna Luhrmann, Jackson Hole Children's Museum

“ I really liked designing an Astoria playground, and then building it with actual real tools. I hope there's a nature playground next time I go for a soak! ”

“ I liked brainstorming ideas for a new playground for Astoria. I'm excited to go to the park because it will be fun to play on something I built! ”

-CASEY RIDDELL, AGE 7

-ANDY SCHILLING, AGE 9





BECOME A MEMBER

INDIVIDUAL & FAMILY MEMBERSHIPS

Get the most out of Astoria while uplifting our nonprofit mission as an individual or family member! Benefits begin January 1st and last through the calendar year, so join today! All members enjoy hot springs admission, early reservations, special event invitations, donor recognition and Astoria gifts!

LEVEL 1 RISING STEWARD

\$250

50 AVAILABLE

For individuals— Access all that Astoria has to offer while becoming part of our community of supporters.

\$500

35 AVAILABLE

For individuals— Make the most out of Astoria while uplifting our mission.

LEVEL 2 GEOLOGIST

\$1K

25 AVAILABLE

For families: Experience year round, unlimited hot springs access.

\$5K

35 AVAILABLE

Thanks to philanthropic support, we offer subsidized pricing to all local residents. Geologists at this level sponsor 1,000+ local subsidized soaks.

LEVEL 3 ECOLOGIST

\$7.5K

5 AVAILABLE

Ensure Astoria's grounds are pristine and thriving along the banks of the Snake River, creating a haven for our community members. Ecologists at this level guarantee this work for 2 months of the year.

\$10K

4 AVAILABLE

We offer subsidized program admission to anyone in our community who is prohibited by our fees. This is only possible via philanthropic support. Sponsor 500 locals in receiving this benefit.

LEVEL 4 CONSERVATOR

\$25K

1 AVAILABLE

Our anchor sponsor. The Conservator allows our organization to drive toward a more impactful future. This sponsor uplifts all programming, including providing 2,000+ free soaks to low income neighbors—significantly impacting community health, happiness, and connection together.

CORPORATE SPONSORSHIPS:

Corporate philanthropy plays a key role in our ability to uplift our community. To learn about our corporate opportunities, contact dory@astoriapark.org



UPCOMING EVENTS AT ASTORIA

CHECK OUR WEBSITE
**FOR EVENTS LIKE SWIM
LESSONS, MEDITATIONS
AND COMMUNITY
CONVERSATIONS.**

HOST YOUR PRIVATE EVENT AT ASTORIA

**OUTDOOR POOLSIDE & RIVERSIDE LAWNS
PICNIC PAVILION & PLAYGROUND
RUSTIC JOHNNY COUNTS CABIN**

WEDDINGS | BIRTHDAY PARTIES | FAMILY REUNIONS | COMMUNITY GATHERINGS

INQUIRE TODAY. EMAIL EVENTS@ASTORIAPARK.ORG.

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.**

Find out more by contacting Dory Sumner, Director of Advancement 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!





