



ASTORIA
PARK CONSERVANCY



2023 IMPACT REPORT



BLAZING TRAILS TO EXPAND OUR IMPACT



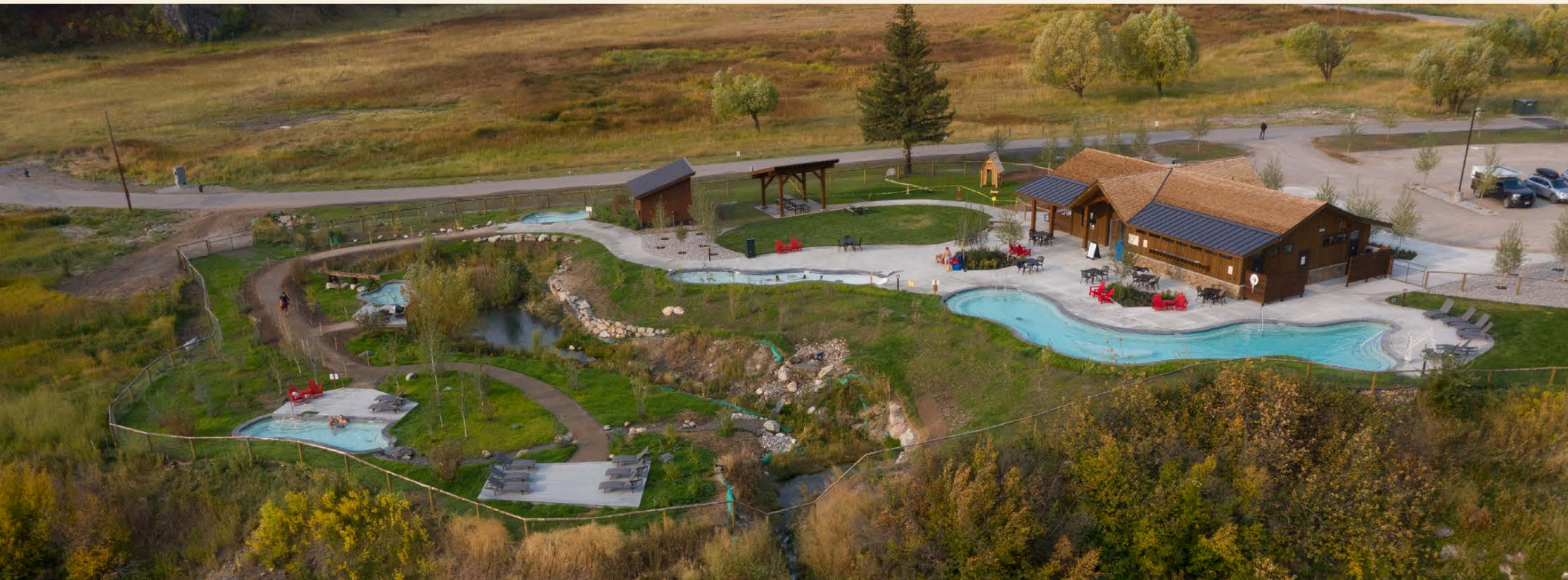
Astoria has been in the business of improving lives since before our opening in 2020, and since then we've welcomed over a hundred thousand visitors to the hot springs. Residents and visitors enjoy the riverfront outing, finding renewal in our unique mineral waters and connecting with others in this special setting.

As we activate Astoria more broadly, we continue our focus toward a vision that time spent at Astoria creates healthier and happier individuals and a more broadly connected community. In 2023, we provided over \$50,000 in subsidized and free entry fees to ensure we reach a broad and intentional cross-section of residents. We believe the benefits found outdoors are a right for all, not a privilege for the few.

We completed our plans for the future Astoria Park in 2023, too, and I'm excited to blaze the trail to offer a free, accessible park surrounding the hot springs. With a state-of-the-art nature playground, a meditation walk, birdwatching platforms, and so much more coming, the Park will allow us to expand our impact further. We will be able to scale our unique wellness programs, offer more educational opportunities, and provide additional gathering spaces to bring neighbors, friends, and visitors together.

Enjoy a look back at an exceptional 2023 and get excited about the year ahead - it promises to be one of Astoria's most exciting times to date! I hope you'll join us at Astoria soon!

PAIGE BYRON
EXECUTIVE DIRECTOR



MISSION

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

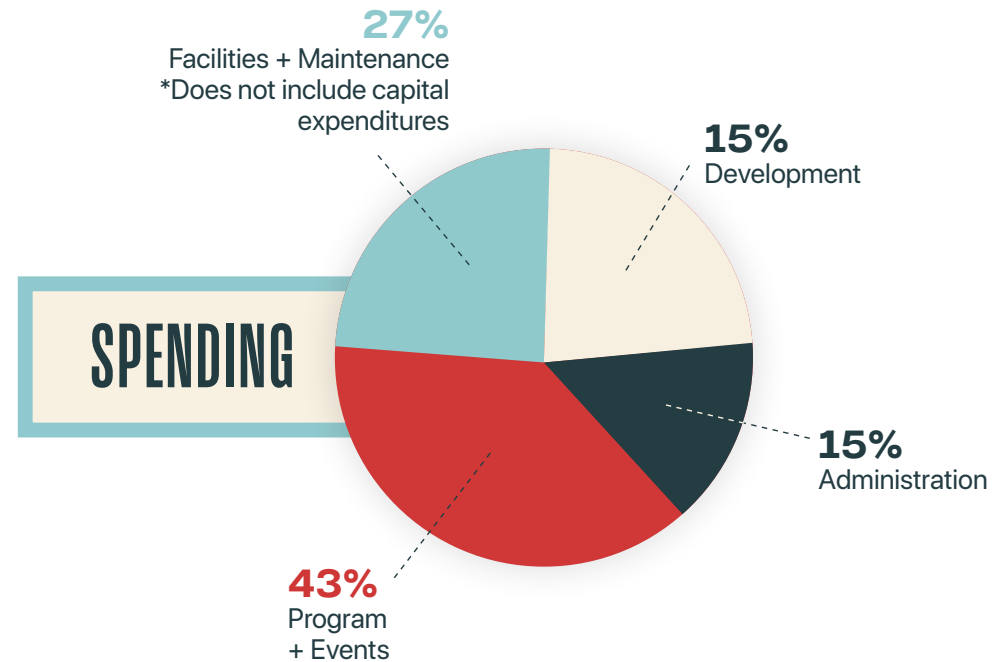
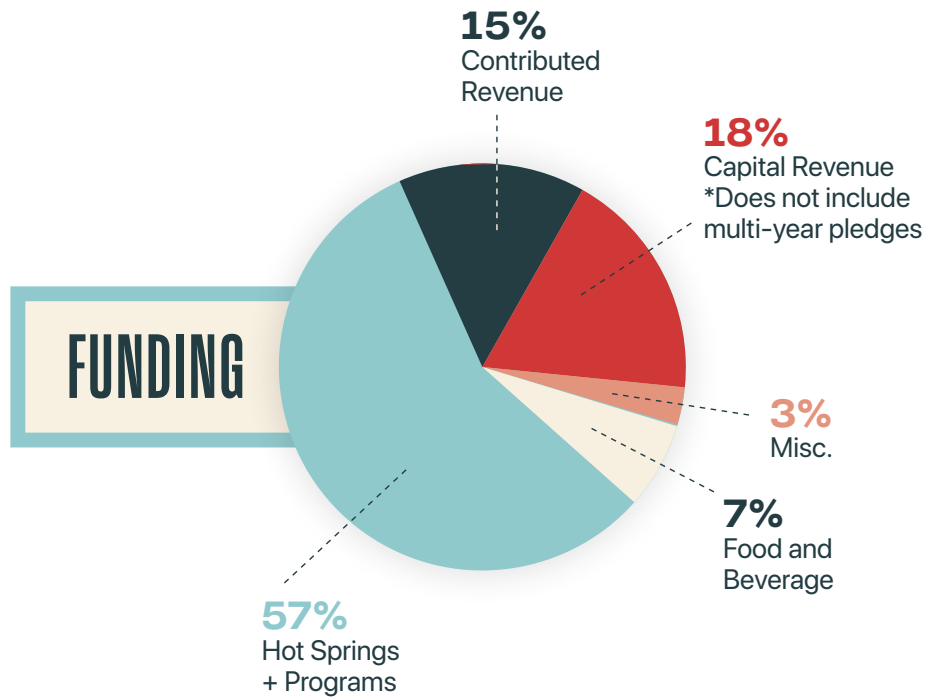


VISION

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

ASTORIA BY THE NUMBERS

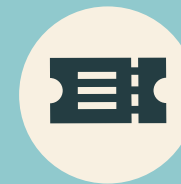
As a non-profit organization, Astoria Park Conservancy elevates our impact through the generosity of philanthropic support. Whether you come for a soak, participate in a program, or make a gift to support our work, we are grateful for your financial support.



58,990
HOT SPRINGS VISITORS



418
DONORS



\$50,000+
IN SUBSIDIZED ENTRY FEES



7 MINERALS

IN THE POOLS: MAGNESIUM, FREE SULFUR, CALCIUM, POTASSIUM, SODIUM, CHLORIDE, AND ALKALINITY

2023 PROGRAMS

Astoria Park Conservancy is dedicated to uplifting our community through innovative programs, and in 2023, a record number of programs reached a broad demographic of residents. Across our wellness and education programs, our Access Fund provides subsidized pricing, community building passes and affinity soaks, increasing accessibility and creating meaningful connections for all. Highlights from our 2023 programs include:

- Camp Astoria: an immersive educational experience
- Monthly Critical Service Provider wellness programs
- Diverse Community Conversations in English and Spanish
- Educational swimming lessons for over 125 children
- Mental Health Awareness Month programs throughout May

EDUCATION • COMMUNITY ACCESS • WELLNESS



PROGRAM PARTNERS



PROGRAM PARTICIPANTS



PROGRAM EVENTS

2023 PROGRAM SUPPORTERS:

The following foundations support Astoria's programmatic impact:





FUTURE PARK AMENITIES

PROTECTED WETLAND HABITAT

CHILDREN'S PLAYGROUND

COLD PLUNGE

JOHNNY COUNTS CABIN

COMMUNITY GATHERING SPACE

5 RIVERFRONT HOT SPRINGS POOLS

ASTORIA HOT SPRINGS

ASTORIA PARK



Astoria Park Conservancy looks forward to welcoming our community to the 97-acre Astoria Park, surrounding the hot springs, once completed in 2025. For more information about the Park, or to donate, please contact

paige@astoriapark.org.



HABITAT RESTORATION



TRAIL NETWORK



NATURE PLAYGROUND



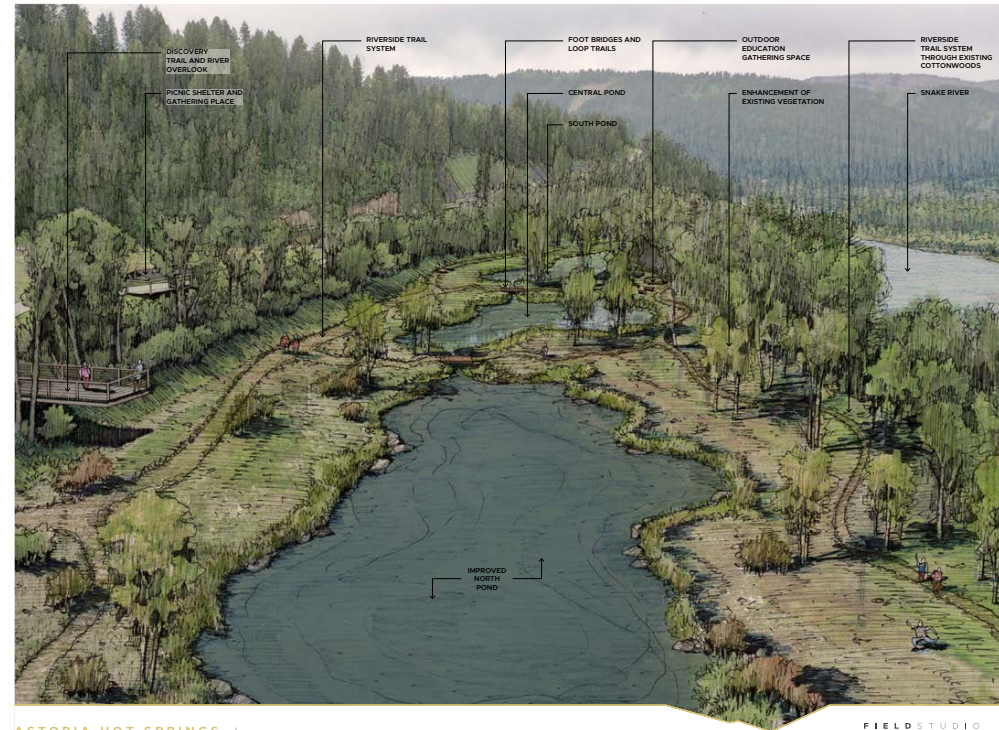
COMMUNITY GATHERING SPACES



INTERPRETIVE SIGNAGE



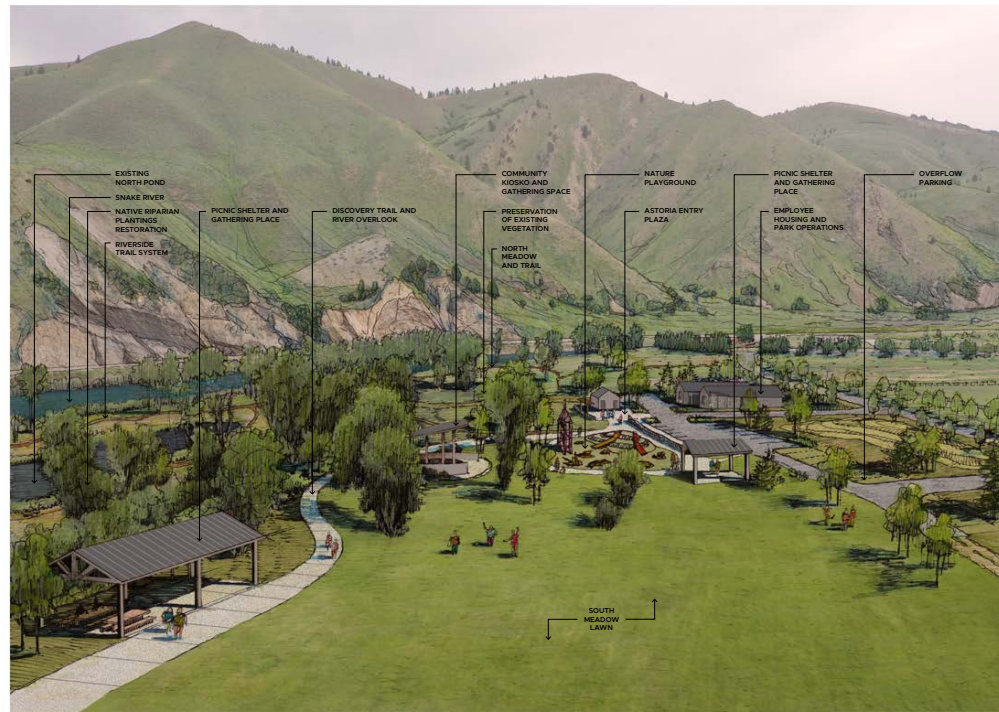
EMPLOYEE HOUSING



ASTORIA HOT SPRINGS | PERSPECTIVE - POND IMPROVEMENTS

2022.08.26

FIELDSTUDIO
LANDSCAPE ARCHITECTS



ASTORIA HOT SPRINGS | PERSPECTIVE - MEADOW LAWN

2022.08.26

FIELDSTUDIO
LANDSCAPE ARCHITECTS

'23 2023 ACCOMPLISHMENTS

MAY

Distributed over 1,000 discounted hot springs tickets during MHAM

JUNE

Piloted Camp Astoria for 200+ students

JULY

Installed new cubbies to increase storage

SEPTEMBER

Inaugural Amplify Astoria: Hot Jamz concert



'24 WHAT TO LOOK FORWARD TO IN 2024

JANUARY

expand educational programming in schools

FEBRUARY

Pool-side storage cubbies and hooks

APRIL

hosting pilot wellness weekend

JUNE

scheduled groundbreaking for Astoria Park

DECEMBER

pilot winter grooming program



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.

MATT DONOVAN

With a decade of event production experience, Matt created Grazing Rights, an event series that served 5,000 meals to local residents in public parks this summer. Jackson community member of 15 years, Town hill supporter, and public land owner.

CHRISTY FOX

Some of Christy's earliest memories include swimming at the old Astoria. Supporting and stewarding the old and new gathering places that make up our community fabric is her passion. Christy has experience in commercial design, business development and philanthropy. A hike with her dog followed by a dip at Astoria with her husband is her idea of heaven.

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.

ROBIN RISKE

Robin is an experienced operational finance executive previously leading teams at public and venture-backed businesses such as One Medical and Peet's Coffee and Tea, and is currently advising a women's integrative healthcare start-up. She and her husband are very excited to be living in Jackson so close to Astoria to enjoy the health benefits and community the park brings.

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.

ADVISORY BOARD

JEAN DAY • MEENA FERNALD • BILL O'NEIL • ABI RIDGWAY • ELISABETH ROHRBACH • ARIANA SNOWDON



EXPANDING OUR REACH

TETON CONSERVATION DISTRICT



**Teton
Conservation
District**
Est. 1946

In 2023, our educational programming reached new heights through collaboration with Teton Conservation District. Receiving their Partners in Conservation grant was pivotal in piloting Camp Astoria. Generosity from Teton Conservation District boosted community engagement and awareness, contributing to our overall success toward our conservation and education goals. Their support enabled us to:

- provide subsidized pricing to over 150 local children
- forge valuable partnerships with local non-profits
- establish Astoria as an educational hub for place-based education
- lead stewardship opportunities through meaningful community service projects

“Walking through our service site, we observed dozens of skipper butterflies congregating on a patch of Showy Milkweed. In that moment, the kids’ attitude flipped from passive listeners to engaged restorationists. Instead of just “learning” about the common native and invasive plants in the area, they were driven to make a difference by removing as many invasive plants as possible to open up resources for the beneficial native plants on site. Houndstongue and Musk Thistle didn’t stand a chance!”

- Morgan Graham, Teton Conservation District

Teton Conservation District’s staff actively engaged students during Camp Astoria. We’re excited for another summer of hands-on learning with David Lee, testing water quality, and exploring aquatic habitats in Astoria’s unique geothermal ecosystem. Additionally, Morgan will share his expertise about all things wild and the importance of maintaining native vegetation, reducing invasive species, and fostering an understanding of native plant ecosystems.

THANK YOU, TETON CONSERVATION DISTRICT!





HOST YOUR NEXT EVENT AT ASTORIA

MULTIPLE CUSTOMIZABLE OPTIONS: JOHNNY COUNTS CABIN, RIVER VIEW LAWN, HOT SPRING BUYOUTS, AND MORE



**WEDDINGS | BIRTHDAY PARTIES
FAMILY REUNIONS | COMMUNITY GATHERINGS**

**INQUIRE TODAY:
EVENTS@ASTORIAPARK.ORG
307-216-3075**

SUPPORTER HIGHLIGHT

Astoria thanks all our individual, foundation and corporate donors for supporting Astoria Park Conservancy. Your gift ensures that all residents have an opportunity to experience the inspiring and restorative offerings at the Park.



ST. JOHN'S HEALTH

Since 2022, St. John's Health has partnered with Astoria Park Conservancy because their desire to Create a Healthy Jackson Hole aligns with our vision that time spent at Astoria will foster healthier and happier individuals and a more broadly connected community. Together, we are able to offer all employees of St. John's Health free and flexible soaking benefits while also supporting Astoria's Critical Service Provider program and discounted local tickets for all. We are grateful for the support of St. John's Health and our other supporters, who generously elevate our impact.

“As a nurse at Sage Living, my days are emotionally draining. The Astoria Park pools...allow me to interact and engage with imagination and energy at work. So the residents see the best side of me.”

- Mark Bergstom, RN St. John's Health

CORPORATE SPONSORS: THANK YOU!

All of our corporate sponsors enhance Astoria's work while receiving benefits for their own staff and business. Our work would not be possible without the incredible community that makes up this group of sponsors. Thank you!



Our 2024 Sponsorships are live. Contact Martha Bancroft for more information: martha@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.**

WAYS TO VISIT

We offer annual memberships (until they sell out!) and gift cards for locals who love the hot springs as much as we do. Please visit our website to find out more and book your soak!



FIND OUT MORE

Find out more and discuss other giving options by contacting Martha Bancroft, Development Director at martha@astoriapark.org.





