

# 2024 IMPACT REPORT

## BREAKING NEW GROUND



**ASTORIA**  
PARK CONSERVANCY

**SUSTAINING SACRED  
GROUND**

**CONNECTING  
COMMUNITY**

**ROOTED IN WELLNESS  
GROUNDBREAKING**



**NEW  
ASTORIA  
BRIDGE  
PLACED!**





**MISSION: TO PROVIDE EQUITABLE ACCESS TO  
NATURAL RESOURCES FOR THE EDUCATION,  
WELL-BEING, AND SENSE OF BELONGING FOR ALL.**



astoriapark.org

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## FROM THE GROUND UP

This past September, I celebrated my tenth year working to bring inspiring experiences to people at Astoria Park. From a nascent idea from a loyal group of volunteers, (shout out to our original "outreach committee"), to opening the hot springs during the height of COVID, to breaking ground on the park headquarters, it has been a humbling and hard experience.

I'm incredibly proud of our successes and continue to work hard to improve lives at Astoria.

And I've transformed too: from a young executive director of a non-profit start-up to a seasoned and much more tired mom of a lovable toddler and young corgi.

Along the way, Astoria has provided solace and restoration, grounding me and connecting me with friends and family. I've been able to watch my son learn to swim in the waters where I learned to swim nearly 40 years ago.

Astoria has hired and retained an incredible team of educators, program directors, and facilities magicians; I'm so honored to walk beside them in this work.

Together, we watch residents enter the facility with the weight of the world on their shoulders

and leave a little lighter. We watch the land move through the seasons: from a warm winter stopover to a riparian oasis, with hundreds of species of animals finding safety and sustenance in our unique ecological haven.

Thank you for your continued support of our bold vision to make our little corner of the world a better place. Thank you for visiting, for donating, for volunteering. Thank you for sharing our work with friends and neighbors and visitors from afar.

We look forward to a terrific 2025 and to seeing you at Astoria for a soak, a swimming lesson, or a social event soon.

With my kind regards,

Paige Byron  
Executive Director



## NEW BRIDGE CONNECTS



### November 2024 Ribbon Cutting Ceremony on new Astoria bridge

Astoria Park Conservancy is proud to collaborate with the Snake River Sporting Club ISD and homeowners to create a new, two-lane bridge to Astoria Park, which was unveiled this past November.

The new bridge honors the legacy of the historic red bridge and ensures access to Astoria for generations to come. Funded entirely by

neighborhood landowners, with Astoria Park Conservancy contributing visitor service fees to the project, this exemplifies how we fight to care for our community at Astoria.

There are no height restrictions and the new bridge is two full lanes wide, so no waiting! Crews are still finalizing cosmetic touches, but it is fully operational. Come check it out!

## ACCESS FUND IN ACTION

### A Pit Stop Pass provides a welcome break to an extra long commute

Astoria Park Conservancy jumped into action when Teton Pass closed in 2024. Commuters were offered a Pit Stop Pass.

Over 200 people stopped for a visit to Astoria on their commute during the summer, providing a respite on the longer commute for residents of Lincoln County, Wyoming and Eastern Idaho.

Astoria's supporters elevate our impact, allowing us to support workforce employees at local businesses, commuters, and local families. We are grateful for the continued

support from our local business sponsors, donors, and foundations that stand alongside us in providing these life-changing programs.

"One evening, I ran into a young mom, who had stopped with her infant to soak on her way home from work. She said it was a perfect respite to enjoy some sunshine, a picnic by the pool, and a refuge from waiting in traffic. It's these types of transformational experiences that exemplify our impact," shares Paige Byron, Executive Director.



## HEALTHCARE HEROES FIND RESPITE

St. John's Health Foundation has found its groove in supporting its hard-working employees through a partnership with Astoria Park Conservancy.

Natalie Stewart RN BSN BC DipACLM NBC-HWC, Wellness Director, works with a team of St. John's staff to curate meaningful staff support events: a day of wellness activities, healthy food, team building, and hot springs soaks. Based out of Astoria's beautiful riverside great room in Johnny Counts Cabin, these days allow hospital staff to unwind, connect, and take time for some much-needed self-care!

In combination with these retreats, Astoria offers complimentary soaking privileges to every St. John's Health employee. Throughout the year, hundreds of employees utilize this benefit, retreating to Astoria for a couple hours of restoration. We are grateful for the private philanthropic donations to both St. John's Health Foundation and Astoria Park Conservancy, which collectively make this partnership possible.

Johnny Counts Cabin is an inspirational space for wellness, collaboration and events. This year, Astoria is offering curated wellness days that include a full-day cabin rental, a private riverpool soak, and wellness programming. Community members can now spend a full day at Astoria focusing on wellness and the amazing healing benefits of the hot springs.





## WELLNESS NUMBERS

1

Daylong Wellness Retreat

7

Complimentary partner programs

13

Complimentary Frontline Resilience  
wellness programs

29

Number of wellness programs including  
yoga, meditation, breathwork, etc.

142

Critical service providers attending  
Frontline Resilience programs



**VIEW WELLNESS  
PROGRAMS HERE**



## ROOTED IN WELLNESS

### Health, Wellness, Resilience: From Pilot to Impact

Piloting programs has been essential in shaping Astoria Park Conservancy's dynamic, robust, and intentional Wellness Programs.

Since 2022, we have tested programs at different times of the year, engaged diverse demographics, and collaborated with multiple organizations and businesses to refine our offerings.

In 2024, we hit our stride, delivering a highly successful year of wellness programming:

- 29 wellness programs
- 7 complimentary partnership programs
- 13 complimentary Frontline Resilience Programs

Our partnership programs included the Women's Wellness Series with Emily Bodner, Psychiatric Nurse Practitioner, APRN, PMHNP, and Mindful Me, a

program for kids and parents led by our partner, Rooted Mind Wyoming.

Some heartening feedback we received showed that Mindful Me helped the whole family with mindfulness:

*"This program has helped our kids and family approach life with mindfulness and simple activities we can all use, especially our kiddos! They still use their glitter jars regularly!"*

We also hosted our first-ever Wellness Retreat at Astoria in collaboration with Medicine Wheel Wellness. Meanwhile, our Frontline Resilience Program increased from 19 to 26 partners in 2024 and continues to grow.

To ensure our programs meet community needs, we rely upon up-to-date data from sources like the *Teton County Behavioral Health Assessment* and internal program evaluations. These assessments help us measure impact and refine our approach.



*Mindful Me program participants focus their attention on glitter jars as they are led by meditation experts.*



Key insights from our most recent program evaluation:

- 90% of participants were very satisfied with the program they attended and would recommend it to others.
- 90% reported experiencing a sense of joy and awe.
- 70% felt an increased sense of belonging.

*"Bringing local professionals and community together to talk about the topics that matter to our unique setting is so important! Astoria does this in an idyllic setting that offers information, self-care, a sense of place, and a desire to be part*

*of something larger."*

Looking ahead, our new strategic plan will further shape our wellness programming, emphasizing behavioral health and experiences that restore and heal.

In 2025, Astoria will continue to expand our wellness initiatives in meaningful and impactful ways to support our community's evolving needs.

*"Your support to frontline healthcare employees is amazing. We feel so supported by the community to have this space to relax, connect and prioritize ourselves. Thank you!"*



## CONNECTING COMMUNITY



Fueled by a community of supporters, Astoria's Frontline Resilience programs are specifically tailored for critical service providers in health and human services.

Through partnerships with over 25 organizations, Astoria offers unique experiences such as yoga, breathwork, and meditation classes, followed by rejuvenating hot springs sessions, all complimentary to participants.

These programs have been highly appreciated and are truly transforming our community care.

*"This program is such a wonderful perk for those of us who are critical service providers in the community, especially as our incomes don't always allow for self-care treats like this. Thank you for making it possible – I love it, and so do many of our other team members!"*

—Frontline Resilience attendee

### SURVEY SAYS: LOVE IT!

When asked on a post-program survey for four wellness programs including Frontline Resilience, Mindful Me, Perimenopause & Menopause, and Redefining Wellness, the overwhelming majority gave it the highest mark!

# 90%

90% of participants were very satisfied with the program they attended, would recommend it to others, and reported experiencing a sense of joy and awe.



# SUSTAINING SACRED GROUND

Astoria's conservation projects plant seeds of stewardship in the community

Astoria's hands-on, place-based programs connect children and adults to the local landscape, deepening their understanding and appreciation of the natural world.

In 2024, Education Programming Manager, Bari Bucholz, led habitat restoration projects with local partner organizations and community volunteers to enhance biodiversity and ecosystem health in targeted areas of Astoria Park.

Three monumental community service projects engaged 120 volunteers, ranging in age from six to 72, in hands-on conservation work while providing meaningful learning opportunities and experiences.

Astoria partnered with Teton County Weed + Pest and students from Teton Science Schools' Field Education program to combat invasive species. This collaboration showcased community service at its best and demonstrated the power of out-of-school learning. In just one morning, over 80 middle schoolers removed 5,800 invasive plants and

collected 544 pounds of seeds — preventing further spread while gaining valuable stewardship experience.

Astoria also engages adults in environmental initiatives and new park partnerships, expanding opportunities for conservation education and future programming. One late-August day, ten volunteers gathered at Astoria's future park for a Manual Weed Workshop. In just two hours, they uprooted approximately 550 invasive plants — including Musk Thistle, Houndstongue, Common Mullein, and Spotted Knapweed — eliminating 45.7 pounds of seeds. Led by Teton County Weed + Pest, Habitat Heroes, and Teton Plants, the group included participants from Jackson Hole Wildlife Foundation, Grand Teton National Park, Senior Center of JH, and other engaged community members. Together, they learned how to identify and manually control a few of the county's most persistent invasive species while also gaining a deeper understanding of the vital role native plants play in the ecosystem.

## CAMP ASTORIA INSPIRES FUTURE STEWARDS

Now in its third year, Camp Astoria offers 10–12 weeks of immersive, outdoor education in Astoria Park's outdoor classroom, engaging students in hands-on learning and stewardship projects. In 2024, Camp Astoria served 122 participants and collaborated with eight local non-profit organizations.

*"Camp Astoria was one of the summer's highlights for me! I know it was for our Americorps service member, as well. The topic of water rights was perfect, and I felt like the connection to urban kids was much stronger than I predicted it could be."*

—Matt Bambach

### THANK YOU PROGRAM PARTNERS:

City Kids • History Jackson Hole • Teton County Parks and Recreation • Teton Science Schools • Community Foundation of Jackson Hole • Protect our Water Jackson Hole • Teton Conservation District • Teton County Weed and Pest.

## TWEEN INVASION

Just say no to invasive weeds!

### Middle schoolers help with glow up

A group of 80 tweens 'left no crumbs' and 'locked in' to remove 5800 'sus' invasive plants in the future 95-acre Astoria Park.





### Three Invasive Species Astoria and the Community are Tackling

*Carduus nutans*



**Musk Thistle**

Highly invasive, widespread, and difficult to control — focus on preventing seed spread in the plant's first year.

*Verbascum thapsus*



**Common Mullein**

Grows up to 10 feet — remove early! Each plant releases 175,000 seeds, viable for 100+ years.

*Centaurea stoebe*



**Spotted Knapweed**

Disrupts ecosystems, reduces wildlife habitat, and causes soil erosion

Even Camp Astoria's youngest stewards also played a role! Six and seven-year-olds from Camp Jackson explored native plants and tackled invasive species through a hands-on scavenger hunt. After identifying the habitat's worst offenders, they enthusiastically dug the plants — roots and all — creating piles to showcase their impact.

Astoria is proud to have piloted these programs, which strengthened connections to the outdoors and empowered participants to protect local ecosystems through habitat restoration, citizen science, and community-driven conservation.

This work is just one way to ensure Astoria Park Conservancy fosters ecological health by achieving sustainability through conservation partnerships, hands-on projects, and environmental best practices.

These programs were made possible by funding from Teton Conservation District's Partner in Conservation (PIC) Grant and the Community Foundation of Jackson Hole's Youth Philanthropy Grant.



## STEWARDSHIP STATS

3

Community Service Projects

22

Giant garbage bags of knapweed removed in one project

120

Volunteers engaged

544

Pounds of seeds collected, preventing further spread

5800

Invasive plants removed in one project



**IMAGE GALLERY  
AT ASTORIA BLOG**





# GROUND BREAKING

We celebrated the auspicious occasion of breaking ground on Astoria Park on a sunny Summer Solstice morning.

On Thursday, June 20, 2024, Astoria broke ground in front of a crowd of partners, supporters, and elected officials. Together, we celebrated Astoria's impact since 2020 and the next chapter — the completion of residents' vision for a free, accessible and welcoming riverside park — that collective energy took flight.

Astoria Park will offer visitors an innovative, health-focused restorative experience that builds on the Conservancy's mission to enhance well-being and livability through inspiring experiences in the outdoors.

With features such as a nature playground, a meditation trail, and an expansive river overlook, the Park will allow the Conservancy to scale their success for generations to come. Along with these human benefits, the project also includes nearly \$2M of conservation, including a partnership with Ducks Unlimited to restore the existing three ponds on site.

Working with local experts – schoolchildren, who designed prototyped playground equipment – a unique nature playground came to life. Elements like a drift boat play structure, a large treehouse with bridges and climbing features, and much more, will welcome families.

We've engaged national experts, Beanstock Builders, to fulfill the community's vision for this joyful and whimsical gathering space.

A medicine wheel is being created in the south side of Astoria Park. Brandy Tuttle spoke during the groundbreaking and reminded us that this area in the Snake River Canyon is profoundly special:

"...such a sacred area. Because this canyon carries a lot of power. There's no mistake how the waterways interject to one another and then flow down. No mistake. The fact that this water that is heated from Mahayana (mother earth) herself right here, and the way that it gathers up and her water runs to both sides of this continent from here, so the prayers, the intentions, the things that you bring forth here, be mindful of, because they're going to come into this this waterway, come into this land, it's going to amplify out.

So to be more mindful is really the most powerful thing that we can be in our everyday life."



HEAR A SPEECH  
AT ASTORIA BLOG







## ASTORIA PARK MILESTONES



JANUARY 2024: Conservancy  
completes permitting for construction



AUGUST 2024: Demolition of old  
storage building begins



OCTOBER 2024: Foundation for Park  
Operations and Housing Building  
completed

**THANK YOU TO OUR LEADERSHIP  
CAMPAIGN FOR COMMUNITY  
CONNECTION DONORS!**

Contact Paige Byron for more info:  
[paige@astoriapark.org](mailto:paige@astoriapark.org)



# ASTORIA BY THE NUMBERS

\$388K



TOTAL DONATIONS

38



PARTNERS

1121



MHAM PARTICIPANTS

## FINANCIAL FLOW

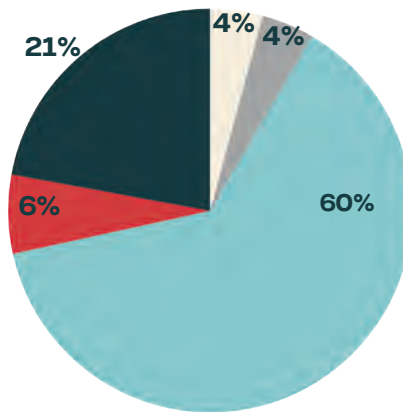
Astoria Park Conservancy was founded in 2018, just prior to the hot springs' opening. Since then the organization has successfully built a fiscally responsible foundation for generations to come. As a result of the generosity of the donors to the Campaign for Astoria Hot Springs and Park and the initial Founding Memberships for Astoria, the organization was founded with a strong foundation. With successful budget management, visitor service fees, and continued philanthropic support, Astoria Park Conservancy has built strong reserves during

its first five years. These reserves allow us to maintain the property, ensure access to the park via the new Astoria bridge, and keep prices for residents as affordable as possible.

Now, our generous philanthropic partners have invested over \$4M towards our Campaign for Community Connection, supporting the completion of Astoria Park. Our innovative business model leverages private philanthropy; every dollar donated to Astoria's operations is matched by \$4. We are so grateful for your support.

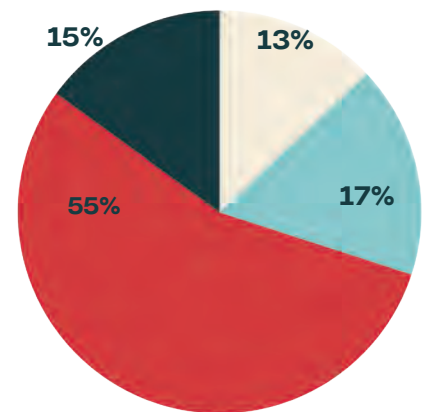
### REVENUE

- FOOD & BEVERAGE
- MEMBERSHIPS
- PROGRAMS
- RENTAL INCOME
- CONTRIBUTIONS



### EXPENDITURES

- FUNDRAISING
- PROPERTY EXPENSES
- PROGRAM EXPENSES
- ADMIN, MARKETING, OFFICE



## AMPLIFY ASTORIA

A sold-out show, Amplify Astoria tickets raised funds to support Astoria Park Conservancy's non-profit mission to increase health, livability and wellness by offering inspiring experiences outdoors. This second-annual benefit concert in the hot springs with special guest JoJo Hermann was off-the-hook good and wasn't only fun, but also supported the Astoria Access Fund! Music builds community — just like soaking at our riverside hot springs. *Save September 20, 2025 in your calendar for this year's event!*





# LETTER FROM LAUREN

My family was drawn to Wyoming because of the open spaces, wildlife and scenic vistas; what has continued to inspire us is the community of people who take care of these things and each other.

The local residents, who know each other by name, support each other in action: a ride from the airport, a soak together at the hot springs on a hard day, a phone call when visiting in person isn't possible.

These actions transform all of us and are the fibers that when woven together, keep this community strong. And I'm so proud that Astoria plays a central role in strengthening these bonds.

This year, I celebrate my second as Astoria's board chair. The organization celebrates its eighth year in 2025. In 2018, our partners at the Trust for Public Land founded Astoria Park Conservancy to steward the legacy created together. The land, of course, but also the community.

Our Access Fund provides discounted or free access to Astoria's programs for hundreds of residents annually. Our partnerships elevate our impact. I hope you enjoy learning more about how we are transforming lives, and in the process, restoring land and relationships between neighbors from all walks of life.

I hope to see you at Astoria soon,

Lauren Grossman

Board Chair



Meet the Grossmans

Transplants from the Chicago suburbs, David and Lauren Grossman are putting down deep roots in the Jackson Hole community.

## ASTORIA 'BEST' CERTIFICATION FOR SUSTAINABILITY IN PROCESS



In March 2024, Astoria Park Conservancy obtained certification as a Sustainable Business Leader through the local program managed by Teton County, Wyoming's Integrated Solid Waste and Recycling (ISWR).

This program offers green business education, resources, recognition, and membership. The Riverwind Foundation, in partnership with ISWR, conducts sustainability education and enrollment sessions for businesses and organizations.

In November 2024, we began the next phase: the Business Emerald Sustainability Tier (BEST) certification. Our goal is to enhance sustain-

ability practices, fostering higher levels of environmental stewardship, social responsibility, and economic vitality, while also bolstering organizational knowledge, skills, and capacity.

*"Astoria Park Conservancy began the BEST Certification process with a strong set of sustainable practices and values. The cohort model has allowed their team to look at intentionally moving these practices to a holistic and integrated part of their nonprofit operations. The team has been incredibly thorough and engaged in the work and a good role model for other folks."*

—SHANNON SHUPTRINE, Executive Director at Riverwind Foundation



# CHILLAX

## EMBRACE THE CONTRAST: A HOT SPRING MEDITATION

Close your eyes and take a slow, deep breath. Feel the crisp, cool air against your face, a gentle reminder of the world beyond these waters. As you exhale, sink deeper into the warmth, allowing it to cradle your body like an embrace from the earth itself.

Notice the contrast — the cold and the heat, the stillness of the landscape and the movement of the steam rising around you. One cannot exist without the other, and together, they create perfect balance.

With each breath, let the warmth seep into your muscles, melting away tension. Feel the contrast not as opposition, but as harmony — a dance of elements working together. You are part of this rhythm, resting in the delicate balance of nature.

Stay here. Breathe. Be present. Let the warmth hold you, the cool air refresh you, and the contrast remind you of life's beautiful, ever-changing flow.



Three sold out swim lesson sessions in 2024 taught water safety skills to local youngsters ages six months to five years old who progressed 'otterly' well in the warm waters of Astoria Hot Springs.

## SWIM SCHOOL

Jackson's families face a lack of swimming instruction opportunities. Astoria is meeting this need through our quickly growing swimming program, with our partners from JH Swimming.

In 2024, the pilot swimming program showed incredible promise by offering expert instruction in our beautiful riverside pools.

Astoria's swim lessons provided critical water safety and skill-building opportunities, with over 75 children (ages six months to five years) participating in this year's pilot. Scholarships through the Access Fund make these small-group lessons accessible to those who couldn't otherwise afford to learn to swim. We look forward to introducing increased offerings in 2025!

*"Limited pool availability and high demand has made finding swimming lessons for our two-year-old challenging. Astoria's ample lesson offerings allowed us to finally get our son's confidence in water. A combination of friendly staff, knowledgeable swim coaches, and a comfortable pool temperature all contributed to a great experience for our son, and us!"*

—WYATT ISON



**ASTORIA**  
PARK CONSERVANCY

Astoria Park Conservancy's mission is to provide equitable access to natural resources for the education, well-being, and sense of belonging for all.

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