



MEMORIAL PARK
CONSERVANCY
2014 ANNUAL REPORT

A photograph showing three people from behind as they walk along a dirt path that winds through a dense forest. The person on the left is a man wearing a blue t-shirt, khaki shorts, and a large black backpack. The person in the middle is a woman wearing a blue t-shirt and black shorts. The person on the right is a man wearing a grey t-shirt with red accents on the sleeves, khaki cargo pants, and a black cap. The path is light-colored and leads into the distance, flanked by lush green trees and foliage. The lighting suggests it's daytime, with dappled sunlight filtering through the leaves.

ABOUT MEMORIAL PARK CONSERVANCY

The mission of the Memorial Park Conservancy is to preserve, restore, and enhance Memorial Park for the enjoyment of all Houstonians, today and tomorrow. Our vision is to implement principles of world-class park management in partnership with the Houston community.

While tasked with the ongoing protection, preservation and enhancement of Memorial Park, the Memorial Park Conservancy also fulfills a vital role in supplementing the City of Houston's care of the Park in partnership with Houston Parks and Recreation Department.

The Conservancy is responsible for maintaining trails, natural resource management, coordinating volunteer groups, managing the many daily issues that arise in a park this size and more. We steward future caretakers through dynamic programs such as our Friends of Memorial Park membership group and Urban Wild, geared towards young professionals and the young at heart. We continue work on significant improvements including implementation of a comprehensive long-range master plan.

Find out more about the Conservancy at:
www.memorialparkconservancy.org.

Letter from the Chairman

Dear Friends of Memorial Park Conservancy:

In the fiscal year ending on May 31, 2014, Memorial Park celebrated its 90th anniversary and it was a year of significant accomplishments for Memorial Park Conservancy. The focus on caring for the Park's natural resources continued with ongoing removal of invasive plants and undergrowth from the Park. More than 15,000 trees were planted in 2013 and were closely followed by the planting of 90,000 seedlings in 2014.

Memorial Park Conservancy completed the selection of a nationally known landscape architectural firm, Nelson Byrd Woltz, to develop a long-range master plan for the Park. The firm was selected based on their successful experience with large-scale public projects and a keen focus on restoring damaged ecologies. The Conservancy also championed a robust public input process to ensure that the community's needs were reflected in the design process.

More than 2,000 volunteers from schools and corporations worked in Memorial Park planting trees, picking up trash, and maintaining the various gardens within the Park. MPC also went out into the community, speaking to different groups about the Park—from Greater Houston Partnership to the National Honor Society at Lamar High School and participated in city-wide events including Houston Marathon's Charity Village, Earth Day Houston,

Houston Livestock Show and Rodeo Nonprofit Partner Program, and Arbor Day.

The love people have for this verdant greenspace is never more evident than when they put their time and money to work for the benefit of all who use and love Memorial Park. The Conservancy is grateful to count you as an important part of advancing our mission to restore, preserve and enhance Memorial Park.

Thanks to friends like you we will be able to implement a long-range master plan for Memorial Park, and continue to care for the Park's unique natural resources and landscapes. Public and private support for Memorial Park is critical to ensuring that tomorrow's generation has a beautiful and enduring urban green space. On behalf of the Conservancy's Board of Directors and staff, thank you for all you do to support Memorial Park.

With sincere gratitude and best wishes,



Jim Porter
Chairman, Board of Directors
Memorial Park Conservancy

The Year in Review

Last year, through the generous support of the community, the Conservancy made a significant impact on the health and maintenance of the Park, including:

CAPITAL IMPROVEMENTS included new trails, trail maintenance, new buildings and construction, commemorative plaques and pavers, and existing facility maintenance.

HIGHLIGHTS:

- Broke ground on the new Running Trails Center in partnership with Houston Parks and Recreation Department. Lockers and showers are now available for the use of runners, bicyclists, and other park visitors, vending machines offer snacks, and a new office space was provided for the Conservancy.
- Constructed an exciting new stretching deck on the north side of the Park with the assistance of volunteers.



NATURAL RESOURCES MANAGEMENT AND PARK MAINTENANCE included reforestation, watering and irrigation, landscape maintenance, invasive species control, wildlife conservation, soil conservation and the creation of fire protection zones as part of the Conservancy's transition to proactive natural resource and park maintenance management.

HIGHLIGHTS:

- Continued the invasive species removal program on over 220 acres
- Planted over 90,000 seedlings of diverse species throughout the Park—the largest planting in the Park's history.
- Executed a new maintenance strategy for the Living Bridge, and other established gardens and landscapes within the Park.

COMMUNITY INVOLVEMENT AND EDUCATION included volunteer natural resources maintenance projects, trail cleaning, special events, newsletters and social media, and advocacy for Park needs.

HIGHLIGHTS:

- Managed over 50 volunteer projects in the Park.
- Mobilized more than 1,300 volunteers for 3,200 hours of work valued at over \$80,000 of park care.
- Continued community education on the needs of an urban park, and how to proactively care for an urban greenspace.
- Created of the Conservancy's *ParkLife* biannual newsletter and redesigned the Conservancy website.
- Hosted three signature events: the annual spring Golf Tournament, the Green Gala and the Fun Run.



MASTER PLANNING with the goals of restoring habitat and a healthy ecosystem to the Park including upgrading existing amenities, addressing unmet community needs, elevating the Park to an award-winning park, and honoring nature and culture.

HIGHLIGHTS:

- Led the process in conjunction with Houston Parks and Recreation Department and the Uptown Tax Increment Reinvestment Zone #16 to hire the master planning landscape architecture firm, Nelson Byrd Woltz.
- Conducted multiple studies and analysis covering topics such as ecology, park use, regional, cultural and ecological history, park traffic, security, parking, connectivity, and trends in Houston.
- Organized a robust public input process that included the participation of over 3,000 Houstonians.

Thank You to Our Supporters

Memorial Park Conservancy is deeply grateful for the support of the community as we continue with our mission of caring for the Park. We would like to thank the following donors who supported us during the last fiscal year.

ANNUAL GIVING AND GENERAL OPERATIONS

Making Our Mission Possible

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ExxonMobil Foundation
Marvy Finger Family Foundation
Greater Houston Community Foundation
George and Mary Josephine
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Caring for Urban Greenspace

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Sharing Passion for the Park

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IMPROVEMENTS**

Investing in Tomorrow's Park

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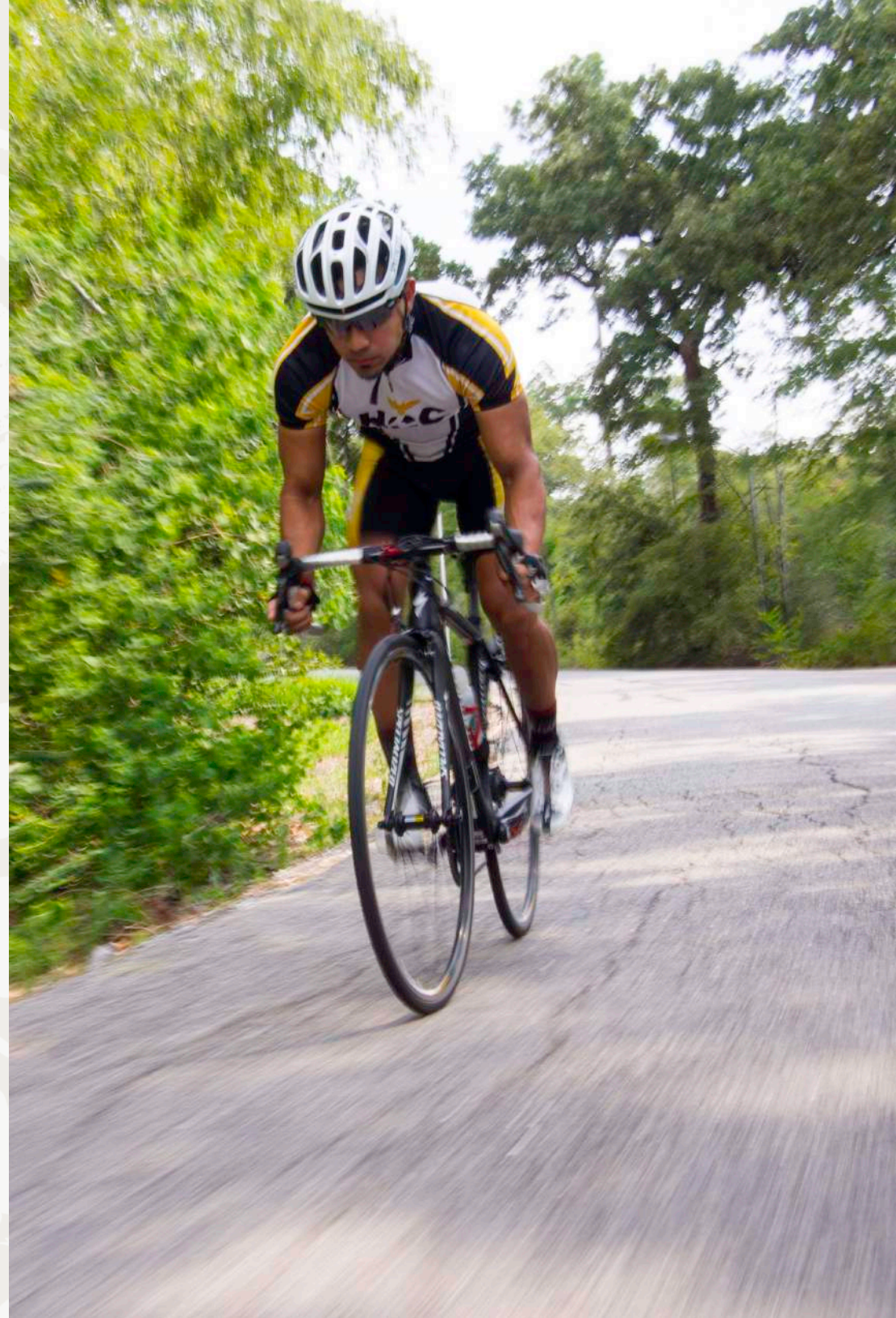
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Financial Information

Audited Consolidated Statements of Financial Position as of May 31, 2014 and 2013

	2014	2013
ASSETS		
Cash	\$ 750,987	\$ 2,084,783
Pledges receivable, net	245,800	1,059,341
Prepaid expenses and other assets	8,250	8,567
Investments	1,710,858	677,178
TOTAL ASSETS	\$ 2,715,895	\$ 3,829,869
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts payable	\$ 395,706	\$ 81,675
COMMITMENTS		
Net assets:		
Unrestricted	1,223,709	1,247,475
Temporarily restricted	985,480	2,389,719
Permanently restricted	111,000	111,000
Total net assets	2,320,189	3,748,194
TOTAL LIABILITIES AND NET ASSETS	\$ 2,715,895	\$ 3,829,869

Audited Consolidated Statement of Activities for the year ended May 31, 2014

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
REVENUE				
Contributions	\$ 459,591	\$ 1,003,401		\$ 1,462,992
Special events	689,701			689,701
Donor benefit costs	(103,494)			(89,886)
Investment return	2,527	16,939		19,466
Total revenue	2,068,665	1,020,340		2,068,665
Net assets released for:				
Purpose restrictions	2,424,579	(2,424,579)		
Total	3,472,904	(1,404,239)		2,068,665
EXPENSES				
Park enhancement and programming	3,003,363			3,003,363
Management and general	282,030			282,030
Fundraising	211,277			211,277
Total expenses	3,496,670			3,496,670
CHANGES IN NET ASSETS	23,766	(1,404,239)		1,428,005
Net assets, beginning of year	1,247,475	2,389,719	\$ 111,000	3,748,194
NET ASSETS, END OF YEAR	\$ 1,223,709	\$ 985,480	\$ 111,000	\$ 2,320,189

The mission of the Memorial Park Conservancy is to preserve, restore and enhance Memorial Park for the enjoyment of all Houstonians, today and tomorrow.





MEMORIAL PARK CONSERVANCY
7575 North Picnic Lane
Houston, Texas 77007

www.memorialparkconservancy.org