



MEMORIAL PARK
CONSERVANCY



AT MEMORIAL PARK

MEMORIAL PARK CONSERVANCY
2013 ANNUAL REPORT



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 and stewardship 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 limited budget for maintenance of the Park. While the Houston Parks and Recreation Department provides oversight, the City of Houston relies on the Conservancy to coordinate all volunteer efforts and raise funds for additional maintenance issues, special projects and capital improvements.

The Conservancy is responsible for caring for the forest, maintaining trails, controlling invasive species, coordinating volunteer groups and managing the many day-to-day issues that arise in a park this size. We continue work on significant improvements, including completion of the Outer Loop Trail, construction of a state-of-the-art Running Trails Center and implementation of a comprehensive long-range master plan.

Letter from the Chairman

Dear Friends of Memorial Park Conservancy:

I am happy to report that fiscal year 2013 was a very successful year for Memorial Park Conservancy. It has been an honor to lead this fine organization as it continues to preserve, restore and enhance our treasured Memorial Park.

This year marked the most dramatic transition yet from a drought-stricken park to one well on its way to recovery. During the 2011 drought, Memorial Park Conservancy knew that its role as conservator of the Park was more important than ever. The Conservancy successfully raised over \$1 million from foundations, corporations and individuals like you to pay for the removal of approximately 12,000 dead trees, to begin the joyous replanting of the forest with over 15,000 seedlings and to enact fire-wise acre management, stump grinding and more. We know our work isn't over. The fact is, we have a long road ahead of us as we seek to make the forest healthier than ever before. We hope you will be alongside us all the way.

As you can see, our eye is on the future. Last year, Memorial Park Conservancy kicked off its search for a world-class landscape architectural firm to develop a long-range master plan for the Park. The selected firm, Nelson Byrd Woltz, is renowned for its projects' scale, stewardship and sustainability of public space. The firm's experience with ecological restoration, combined with the beauty of past projects, and its strong background in public-private partnerships are precisely what Memorial Park needs and deserves.

This year we also undertook the critically important task of rebuilding our staff with highly professional personnel. Executive Director Shellye Arnold agreed to join the Conservancy in late spring and will do a wonderful job spearheading the many important projects underway. Ms. Arnold has a masters degree in Public Affairs from Princeton University and has a deep and infectious love for Memorial Park and the natural environment. She is supported by a passionate, experienced and dedicated team.

Thanks to friends like you, we will be able to complete the much needed development of the long-range master plan for Memorial Park, continuing to replant portions of the forest while also overseeing ongoing efforts to improve and care for the Park such as upgrading the Seymour Lieberman Exer-Trail and the construction of the Running Trails Center. 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 was able to make a significant impact on the health and maintenance of the Park. Conservation, forestry and stewardship efforts included reforestation, watering and irrigation, invasive species control, wildlife conservation, soil conservation and the creation of fire protection zones.

HIGHLIGHTS:

- The planting of over 15,000 trees
- The removal of over 12,000 drought-stricken trees
- The implementation of over 170 acres of invasive plant control
- The grinding of over 3,500 stumps
- The planning of the next phase of post-drought reforestation



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

HIGHLIGHTS:

- The planning of the new Running Trails Center, due to open Spring 2014
- The initiation of the design process for the Seymour Lieberman Exer-Trail renovation
- The initiation of the design of the final section of the TXDOT Trail
- The participation in the execution of a new stretching deck for runners
- The ongoing care of the Living Bridge

COMMUNITY INVOLVEMENT AND EDUCATION included volunteer conservation and forestry work, community events, newsletters and social media, and advocacy for Park needs.

HIGHLIGHTS:

- The support and management of over 42 volunteer work-events in the Park
- The mobilization of over 2,000 volunteers for 6,800 hours of work in Memorial Park
- The continued education of the community on forest lifecycle, tree planting and invasive species
- The provision of over \$160,000 in volunteer work to the Park



MASTER PLANNING with the goals of restoring habitat and a healthy ecosystem to the Park included upgrading existing amenities, addressing unmet community needs, elevating the Park to an award-winning park, and honoring the Ima Hogg legacy of protecting and embracing nature.

HIGHLIGHTS:

- The creation of a high performing Master Planning Committee
- The absorption of the Park into the boundaries of the Uptown Tax Increment Reinvestment Zone (TIRZ) #16
- The leading of the process to select a landscape architect for the Master Plan
- The commitment to creating a robust and effective public input process

Thank You to Our Supporters

ANNUAL GIVING AND GENERAL OPERATIONS

Making Our Mission Possible

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Austin Community Foundation
Becker Family Foundation
Charles Schwab Matching Gift
Foundation
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The Houstonian Club and Hotel
Memorial Drive Garden Club
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Trees for Houston

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Ms. Eileen Campbell
Mr. Gregory Caudell
Ms. Janet Clark
Ms. Virginia Clark
Mr. Joseph Crownover
Mr. and Mrs. Bill Curtis

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.

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Mr. and Mrs. Mike Dishberger
Mr. Tom Doneker
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Caring for Urban Greenspace

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Garden Club of Houston
The Kinkaid School
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Sharing Passion for the Park

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Financial Information

Audited Consolidated Statements of Financial Position as of May 31, 2013 and 2012

	2013	2012
ASSETS		
Cash	\$ 2,084,783	\$ 2,023,288
Pledges receivable, net	1,059,341	1,073,484
Prepaid expenses and other assets	8,567	17,526
Investments	677,178	656,912
TOTAL ASSETS	\$ 3,829,869	\$ 3,771,210
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts payable	\$ 81,675	\$ 220,655
COMMITMENTS		
Net assets:		
Unrestricted	1,247,475	863,915
Temporarily restricted	2,389,719	2,575,640
Permanently restricted	111,000	111,000
Total net assets	3,748,194	3,550,555
TOTAL LIABILITIES AND NET ASSETS	\$ 3,829,869	\$ 3,771,210

Audited Consolidated Statement of Activities for the year ended May 31, 2013

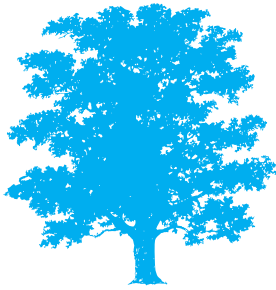
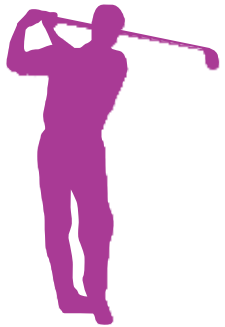
	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
REVENUE				
Contributions	\$ 531,017	\$ 983,705		\$ 1,514,722
Special events	652,727			652,727
Donor benefit costs	(89,886)			(89,886)
Investment return	6,562	18,420		24,982
Total revenue	1,100,420	1,002,125		2,102,545
Net assets released for:				
Purpose restrictions	1,171,546	(1,171,546)		
Time restrictions	16,500	(16,500)		
Total	2,288,466	(185,921)		2,102,545
EXPENSES				
Park enhancement and programming	1,521,580			1,521,580
Management and general	241,393			241,393
Fundraising	141,933			141,933
Total expenses	1,904,906			1,904,906
CHANGES IN NET ASSETS	383,560	(185,921)		197,639
Net assets, beginning of year	863,915	2,575,640	\$ 111,000	3,550,555
NET ASSETS, END OF YEAR	\$ 1,247,475	\$ 2,389,719	\$ 111,000	\$ 3,748,194

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





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CONSERVANCY



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6501 Memorial Drive
Houston, Texas 77007

www.memorialparkconservancy.org