



## YEAR IN REVIEW

This last fiscal year provided Discovery Green's board, staff and visitors a special opportunity to look back while moving forward.

To begin, we celebrated Discovery Green's 15th anniversary with a programming series, sponsored by The Brown Foundation, that highlighted the culture and traditions that make Houston awe-inspiring. Special events included concerts highlighting Houston's soul and jazz music communities and largescale art installations.

It was a year to celebrate how transformational the opening of Discovery Green's I2-acres of green space was for Houston in 2008. In the last I5 years, more than \$I.8 billion in new development has sprung up around the park and the city's grown as a destination for conventions, tourism and more.

For example, NCAA Final Four March Madness Music Festival returned to Discovery Green. Over 43,000 fans enjoyed free concerts featuring Houston artist Megan Thee Stallion, Lil Nas X, Keith Urban and Tim McGraw among others. Amenities such as Discovery Green are vital to attract events like the NCAA Final Four which generated \$270 million in direct economic impact for Houston.



New leadership provides the perfect time to plan big, exciting new projects for the future. Discovery Green's legacy is only just beginning. In the country's most diverse city, Discovery Green is where people gather to explore cultural traditions and share in moments of magic and joy. This year Discovery Green heard from hundreds of visitors who responded to surveys, or who shared their Discovery Green story, about how the park has impacted their life. One woman told us that after losing her son, she brings her granddaughter to Discovery Green to keep his memory alive. They enjoy remembering all the happy moments together they experienced at the park.

Discovery Green exists to bring people together. In fiscal year 2023, Discovery Green hosted more than 2 million visitors who skated, picnicked, played and enjoyed six temporary art installations, or one of the 514 free events The Conservancy produced. According to the most recent survey, 75 percent, of the more than 600 respondents, reported conversing with strangers while at Discovery Green. The park's role in improving civic participation and community cohesion in Houston cannot be understated.

This year has also been about planning for the future. In February, a \$2 million dollar grant from the Kinder Foundation initiated an endowment fund for the Conservancy. This is an important first step toward insuring the park's long-term viability. In addition, the Kinder Foundation issued a matching grant challenge. For every dollar donated to the endowment between now and Dec. 31, 2023, the Kinder Foundation will give an additional \$.50 up to \$2 million. Thanks to individual and foundation gifts, the endowment is now over \$4.3 million.

This endowment will allow Discovery Green's uncommonly beautiful, urban green space to continue serving as a village green for the city, a source of health and happiness for its citizens, and a window into the incredible diversity of arts and traditions that enrich life in Houston.

Also, big news for the future: Discovery Green Conservancy hired Kathryn Lott as the new President and Park Director. Lott brings to her role as Discovery Green Conservancy President two decades of experience in nonprofit administration and event production. Her experience makes her uniquely qualified to connect, nurture and cultivate communities through the arts, wellness, and urban green space.

New leadership provides the perfect time to plan big, exciting new projects for the future. Discovery Green's legacy is only just beginning.

We thank you for your past support and urge you to further your impact by renewing your donations at discoverygreen.com/donate.

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FY 2023

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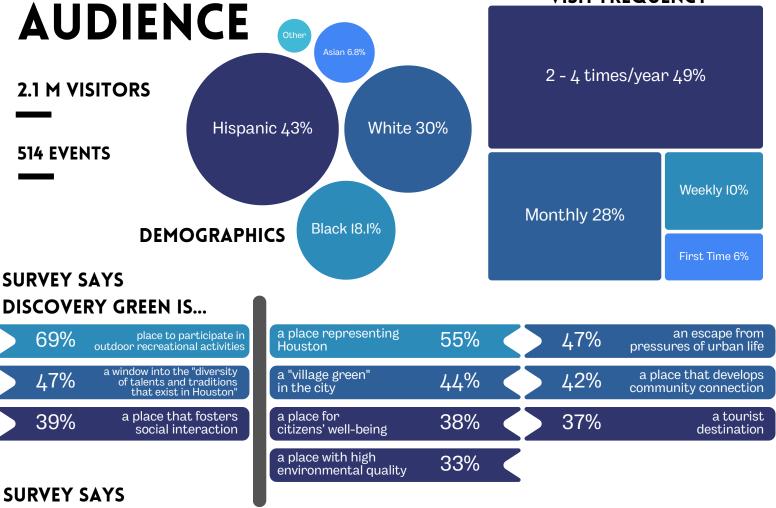
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# DISCOVERY GREEN BY THE NUMBERS VISIT FREQUENCY



## WHY VISITORS COME:



Over 600 Discovery Green visitors and social media followers took the survey in January of 2023. **STATS FROM FY 2023** More than one response was allowed for each question.



## **ENGAGEMENT**

#### **NEWSLETTERS**

4600 **NEW SUBSCRIBERS**  SOCIAL MEDIA

200,000 FACEBOOK FOLLOWERS

118

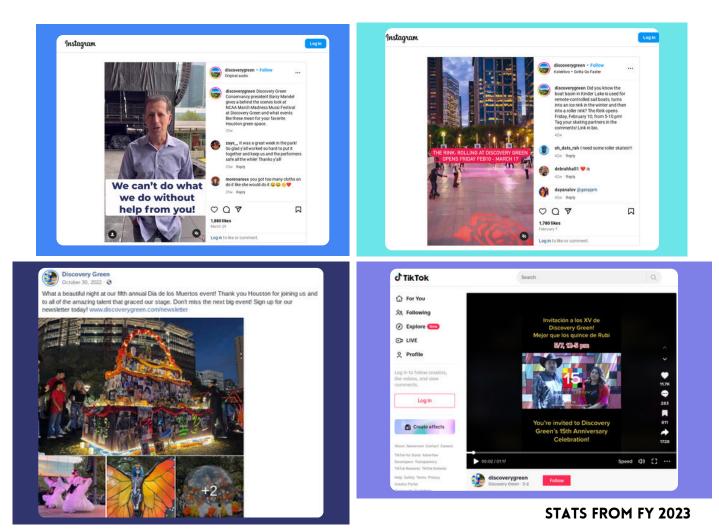
450,000 TOTAL FOLLOWING

FANTASTIC NEW DONORS

36% **OPEN RATE**  133,000 INSTAGRAM FOLLOWERS

24 MILLION **TOTAL IMPRESSIONS** 

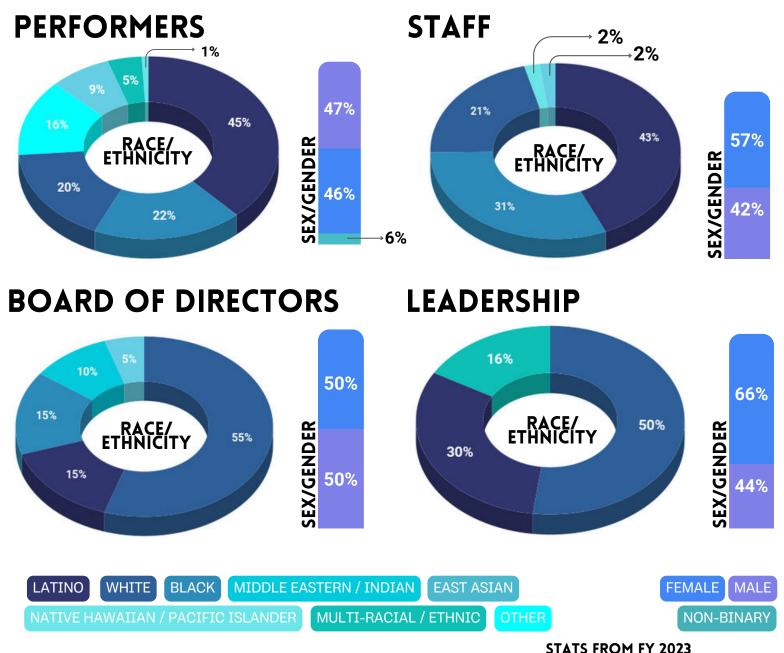
Newsletter sponsored by Academy Sports + Outdoors





## DIVERSITY, INCLUSION & EQUALITY

in FY 2023, the Conservancy surveyed performers in an effort to track our DEI goals. These results are compiled from those surveys which are voluntary and may not completely reflect the diversity of performers that the Conservancy contracts with.



# VENUE LICENSE

Discovery Green serves as a "village green" for Houston. The Conservancy is proud of the many organizations that choose it for their corporate events, cultural festivals and more. Serving as the "civic heart" of Houston is what we do. That includes discounts and support for more than I2 nonprofit partners a year. For more information about holding your event at Discovery Green visit www.discoverygreen.com/rental.

OTHER EVENTS HELD AT DISCOVERY GREEN

48

FREE CULTURAL EVENTS PRODUCED AT DISCOVERY GREEN

NONPROFIT PARTNER EVENTS

12





Words cannot express our sincere gratitude and deep appreciation for your level of professionalism and expertise, during the planning of our Wheeler Avenue Baptist Church "Blessings On Blessings" Church Picnic.

Considering this was the first time we've ever coordinated an event with Discovery Green, you made the process seamless, and as worry and stress-free as possible.

Hugh and Karen V. Tillman Chairs, Wheeler Avenue Baptist Church Picnic

### **BUSINESS OWNERS SAY:**

Discovery Green has been a beacon of light and many chefs, entrepreneurs and creatives have been attracted to the revitalization of downtown Houston because of Discovery Green's positive presence. The Park is a hub and hearth for Downtown Houston, Houstonians and visitors alike. There would definitely never have been a Phoenicia Foods Downtown, if it wasn't for Discovery Green being such a beautiful force.

--AnnMarie Tcholakian



## NCAA MEN'S FINAL FOUR MARCH MADNESS MUSIC FESTIVAL

For the fourth time the NCAA Final Four chose Houston as host city for Men's Final Four<sup>®</sup> in partnership with the Houston Local Organizing Committee, Discovery Green was chosen as the venue for the March Madness Music Festival. Visitors and fans were treated to three days of free concerts inside the park including performances by Houstonian Megan Thee Stallion, Lil Nas X, Keith Urban and Tim McGraw.

Discovery Green's beautiful downtown location and experience with events of this size made for a fantastic opportunity to show off Houston to visitors from all 50 states and I6 countries.



VISITORS TO DISCOVERY GREEN DURING NCAA MARCH MADNESS MUSIC FESTIVAL

# \$270 MILLION

THE NCAA FINAL FOUR DIRECT ECONOMIC IMPACT GENERATED FOR HOUSTON

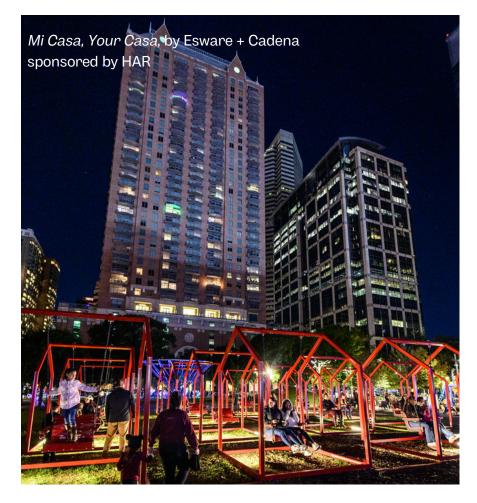
SOLSTICE, BY STUDIO IREGULAR SOLSTICE ART PROGRAMMING SPONSORED BY PNC BANK AND SUPPORTED BY THE BROWN FOUNDATION INC.

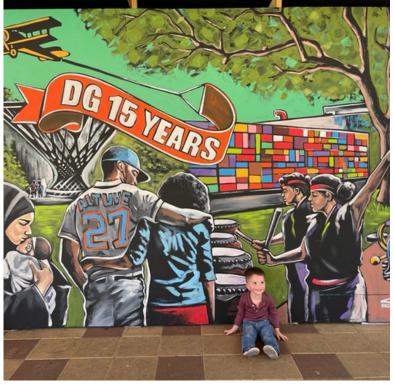
# ART

The Conservancy aims to present temporary art installations that:

- Reflect the incredible **diversity of arts** and **traditions that enrich** life in Houston
- Inspire a sense of wonder and awe
- Encourage a **sense of discovery** for audiences of all ages and backgrounds
- Provide distinct **day and night viewing** opportunities and rewards repeat viewings

Discovery Green Conservancy Public Art Committee is chaired by Judy Nyquist. Weingarten Art Group provides professional assistance.





for.ever.bloom, by JoAnn Fleischhauer

PRESIDENT'S MURALS SERIES

*Discovery Green from A to Z*, by Ange Hillz supported by The Brown Foundation Inc.

# PUBLIC ART PROGRAMMING

# 156 73,300

**EVENTS** 

ATTENDEES



*Lifted,* by Mimbre Presented by Humphreys Foundation and supported by City of Houston/Houston Arts Alliance and The Brown Foundation

## VISITORS SAY:

We thoroughly enjoy the art installations - particularly the exhibits that are lit at night. More please! -Jason R I love the public art installations. I go specifically to see those.

-Shawn K

ARTS

156

73,300

**EVENTS** 

ATTENDEES

ARTISTS SUPPORTED

79



Emancipation Park, Buffalo Bayou Park, and Discovery Green team up to celebrate the Houston musicians who keep the tradition of jazz alive and bopping. The concert series is made possible by a grant from the Kinder Foundation.



International Day of Yoga is observed in 170 countries. Discovery Green and the Counsel General of India hosted a celebration featuring Bollywood dance, yoga and a labyrinth walk.

#### DISCOVERY GREEN CONSERVANCY

# SPECIAL EVENTS

**87,500** 

### VISITORS SAY:

Discovery Green is a vibrant oasis nestled in the heart of Houston, offering a perfect blend of recreational activities and serene green spaces.... Discovery Green is a must-visit destination for anyone seeking an urban escape with a touch of community charm.

--Mia Clark



Tejas Got Soul at Discovery Green featured three free concerts highlighting Houston's Chicano musicians. These musicians, inspired by the soul, blues and zydeco traditions of Bayou City, developed a style of conjunto music distinct from the rest of the state. Tejas Got Soul was supported by National Endowment for the Arts and the City of Houston through Houston Arts Alliance.



México en el Corazón is a touring ballet folklorico troup featuring more than 50 performers in stunning traditional costumes.



Houston's citywide Halloween celebration with a costume contest, dance party and more!



Día de los Muertos, or Day of the Dead, is a Mexican holiday where families and friends gather to celebrate, remember and prepare special foods in honor of those who are no longer living. Día de los Muertos was supported by City of Houston through the Houston Arts Alliance.



Songs of the season filled the air with scenes from the mariachi opera El Milagro del Recuerdo and music from local children's ensemble Segundo Barrio, and selections presented by the Houston Grand Opera Chorus, HGO Studio and Bauer Family High School Voice Studio. Supported by the Brown Foundation Inc.



Flea by Night presented by Green Mountain Energy is an open-air market featuring local artisans and small business owners selling vintage, handmade, recycled, repurposed and local goods.



A chance to view the art cars featured in The Orange Show's Art Car Parade. Visitors see the art cars up close and party with the artists!



The Earth Day featured Houston Public Works popular Water Works Festival with interactive exhibits to educate families about this vital natural resource. Green Mountain Energy Earth Day was supported by Port Houston, Skanska USA, Union Pacific Railroad and Hollaway Environmental & Communications.

# FAMILIES & CHILDREN

Discovery Green Conservancy supports family life in the central city through affordable programs and recreational opportunities for families and children. Vivian L Smith Foundation supported families and children programming.

EVENTS

37

29,900

ATTENDEES



Spring Break sponsored by EOG Resources at Discovery Green with Houston's only outdoor roller-skating rink and plenty of fun, educational activities.



An opportunity for kids to learn Spanish while creating beautiful art. Supported by Vivian L Smith Foundation and The Brown Foundation.



Toddlers and their caretakers enjoy a morning of interactive story time, costumed character meet and greets, activities, and soft play equipment. Supported by Vivian L Smith Foundation.

### VISITORS SAY:

"Discovery Green is a fun and very educational park. My daughter and I love to visit this park not only because of the views of downtown but also because it has so many activities going on every week." -- Lorena Garcia

You did a great job this year! We really enjoyed the soft play and story time ♥ Great turn out!

Toddler Tuesday post event survey respondent DISCOVERY GREEN CONSERVANCY Every event and space is run beautifully at Discovery Green. I am never disappointed! Thank you for creating and maintaining such an amazing park for Houston!

-- Delfina

Discovery Green is a must-visit spot for locals and tourists alike. One of the best place in the heart of Houston surrounded by high rise buildings. A true downtown attraction and the best place to spend fun time with your family. Great place to entertain your children.

-- Farhan Ahmed

# HEALTHY LIVING

**135** 

5,180

Discovery Green offers affordable programs and experiences that promote healthy living and a sustainable relationship with the world that we share with all forms of life.



Fitness in the Park presented by One Medical, includes Gentle Flow Yoga, <u>Clase De Yoga</u> <u>Respiración Consciente Y Meditación De Sonidos En Españo</u>, and Hatha Yoga.

## GREEN MOUNTAIN ENERGY ICE AT DISCOVERY GREEN

80

## 41,142

**EVENTS** 

ATTENDEES

" ... I personally enjoy the throwback music the djs play during ice skating ... season. We have had soo much fun and wonderful memories made!"

--Martha Caudillo



DISCOVERY GREEN CONSERVANCY

RINK

40



**EVENTS** 



"Took my crew roller skating, ... Amazing scenery and atmosphere. Great place to bring your family and pup for an outing. ..." --Doris Hargis Rylander One of a kind outdoor ice skating rink in Houston, during the winter season.



Houston's only outdoor roller rink.

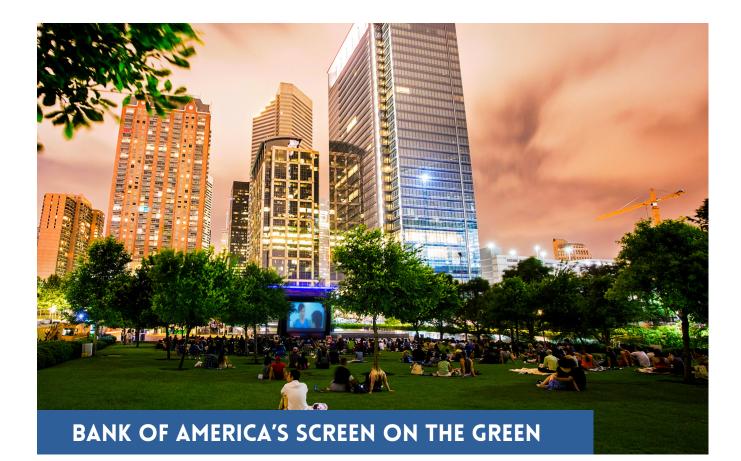
# ENTERTAINMENT





EVENTS

ATTENDEES



Bank of America's Screen on the Green, free outdoor movie nights.



#### VISITORS SAY:

Love, bring my kiddos here! We always have a great time, and when they have free crafts for the kiddos and different things going on like movie night, different performances through the year. Most of all you get to meet new people every time.

Nicole Esparza

I absolutely love Discovery Green! It is the perfect little park in the middle of downtown. Every city needs a green space like this and I have spent countless hours here over the last few years. The park is always clean, well kept, and generally pleasant to visit. They regularly have events for all ages, yoga, concerts, and art festivals.

Daniel Gable

## DISCOVERY GREEN IN THE NEWS

## 5,600

## \$12.7M

**Total Clips** 

National TV Publicity

## = CHRON

LIFESTYLE | TRAVEL

## There's a world to discover at this 'gem' in downtown Houston

Discovery Green is a 12-acre oasis is packed with fun for all ages.

By Robin Soslow, Special to Chron Jan 28, 2023 (f) (y) (m)



## \$110.5M

Total Online + Print Publicity

\$11.7M Local TV Publicity

"Proving how much an urban park can do for a neighborhood, the I2-acre park has helped revitalize Houston's downtown, enticing office workers and fun-seekers with green spaces, family-friendly recreation and more than 10,000 free events that have showcased the culture, diversity and spirit of H-Town. "

-Chron.com

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#### LIFESTYLE

#### Exclusive: Kinder Foundation announces \$2 million gift for Discovery Green's 15th anniversary

Nancy and Rich Kinder's gift ensures Discovery Green's viability over the next 15 years. By Amber Elliott, Staff writer Updated Feb 24, 2023 8:14 a.m.



"In 2008, Nancy and Rich Kinder's transformational gift of \$10 million helped found Discovery Green, a 12acre park in the center of downtown Houston. The Brown Foundation gave another \$10 million, and Houston Endowment followed suit. The Wortham Foundation contributed \$5 million."

-Houston Chronicle

## DISCOVERY GREEN IN THE NEWS

#### With A Playground, SplashPad, And Concert Venue, This Texas Park Is the Ultimate Family Destination

By Katie Lawrence | Published August 02, 2023

In my opinion, if you're in search of a family-friendly <u>park in Texas</u>, it's hard to beat Discovery Green. Located in the heart of Houston, this sprawling oasis features a playground, splash pad, concert stage, walking trails, and tons of grassy lawn space. Enjoy nature in the big city and discover a plethora of attractions for all ages in every season.

Nestled in the heart of downtown Houston, Discovery Green is truly a magical place.



"When you're here, you're in the center of the action in the Bayou City. The I2-acre park is brimming with year-round activities for the whole family, from art installations to gardens to entertainment and so much more."

-Only in Your State

#### Three Days, Three Parks: How to Spend a Green Weekend in Downtown Houston



"While the variety of programming here is head-spinning—top-billed concerts, movie nights, festivals, live art installations this is also the kind of park where you can just show up and see what unfolds. " -Texas Monthly

#### LOCAL NEWS

## Relief from the heat: Stay up a little later and discover this Houston gem that's so much more than walking in a park

Discovery Green brings back its beloved Park After Dark experience this July and August; Keep reading for all the planned activities

Mecca Thompson, Houston Life Digital Contrib Published: June 29, 2023 at 2:19 PM Updated: June 29, 2023 at 2:37 PM

Tags: Discovery Gre



"Discovery Green has just installed new lighting that's perfect for the evening hours. Visitors can enjoy the Gateway Fountains until 10:00 p.m., indulge in food trucks including Burger Joint and Pop Life Popcorn, and browse items from vendors like FurrEver Doggie and Charmify."

-Click2Houston.com

## THANK YOU DISCOVERY GREEN DONORS!

(Donors listed in order giving level).

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