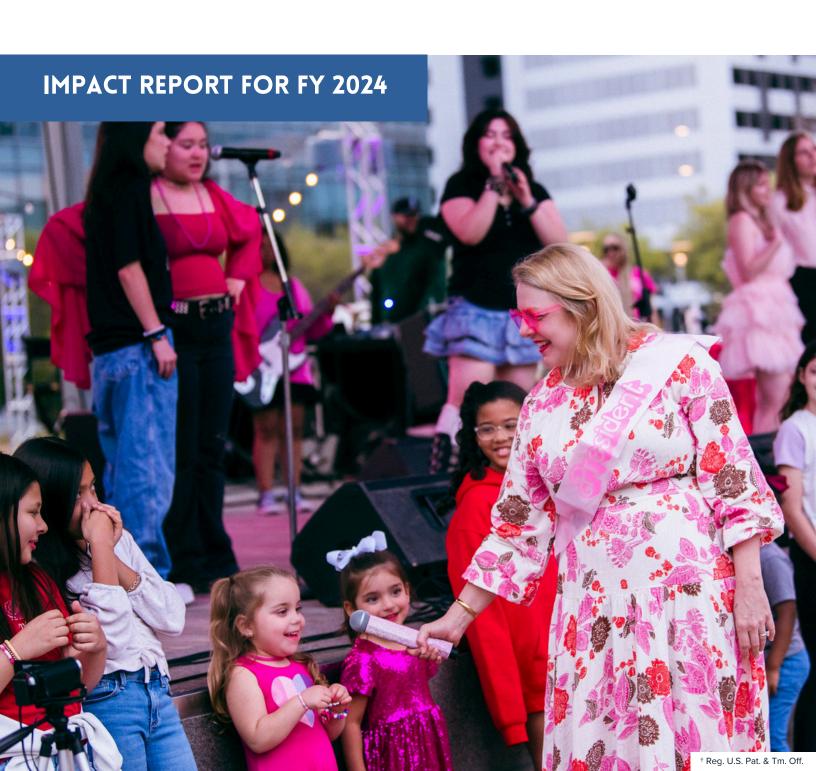


DISCOVERY GREEN®

What will you discover?



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YEAR IN REVIEW

My first year as president of Discovery Green has been filled with countless moments of transformational connection with culture and community.

It has been my privilege to work with the incredibly talented Conservancy staff and Board of Directors. Together, we've produced over 500 free events that showcase the true heart of Houston cultural and performing arts. Our work – alongside our partners Houston First and Downtown Houston Plus – has welcomed visitors with the often surprising and complex diversity of traditions that makes the city so vibrant.

This year Discovery Green has once again reimagined what public spaces are capable of with the launch of Art Lab – a groundbreaking mentorship program for Houston artists who desire to break into interactive public art. The program is co-created with Weingarten Arts Group and guided by input from the Public Art Committee.

With Art Lab, Discovery Green aims to support local artists, foster diversity and spur innovation within our community. The program provides Houston artists opportunities to build skills and access the resources needed to build large-scale, interactive, three-dimensional public art.

Since 2014, Discovery Green has engaged artists from around the world to create site-specific, interactive, public artworks. Through this experience, the Conservancy discovered that Houstonians have a passion for public art that inspires, connects and engages. This is only the beginning for this innovative program.



From my very first day at Discovery Green, I had a vision of the park's future rooted in art and technology that engages visitors and inspires new avenues of exploration.

Art Lab's impact is already being felt in the community with the launch of PRISM, a dynamic group of annual supporters of Discovery Green Conservancy's arts programming. With eight new donors, the program has already reached its first fundraising goals with more to come! These like-minded supporters are dedicated to ensuring the park's arts programming remains freely accessible to all.

That community support is vital to Discovery Green's magic and its egalitarian nature. Houston is only able to remain strong and resilient because of vibrant public spaces like Discovery Green that renew, rebuild and replenish our community.

From my very first day at Discovery Green, I had a vision of the park's future rooted in art and technology that engages visitors and inspires new avenues of exploration. As part of this vision, I gave Susanne Theis the role of Artistic Director. Susanne previously served as Programming Director at Discovery Green and before that was the Executive Director of the Orange Show. Susanne has been a hero of mine since early 2000s because of her creative genius. With this new role, she committed to delaying her planned retirement so that she may lead with me and help build upon her incredible legacy.

The second major leadership decision I made was to make Jose Leal, who was serving as the Finance and Admin Director, the new Chief Operating Officer. Jose now oversees the day-to-day operations of the park and works with me to ensure the fiscal health of the Conservancy. Jose has over 20 years' experience in nonprofit management, and I look to him as my partner in administrative decision-making.

Being president of Discovery Green has been one of the greatest highlights of my career and I couldn't be prouder. The love that Houston has for Discovery Green has been a privilege to witness. I know that with your continued support this uncommonly beautiful green space will bloom for many years to come.

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

DISCOVERY GREEN BY THE NUMBERS

12 ACRES OF UNCOMMONLY BEAUTIFUL GREEN SPACE









2 MILLION VISITS



551 EVENTS



356,000 ATTENDEES



ARTISTS OR
ORGANIZATIONS



MOST POPULAR LEISURE DESTINATION IN HOUSTON



TOP 20

MOST POPULAR LEISURE DESTINATION IN TEXAS





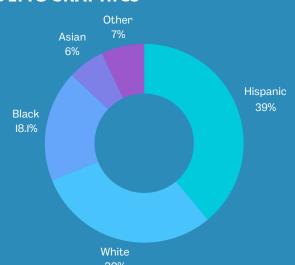
\$74,000 MEDIAN INCOME



32% HOUSEHOLDS WITH KIDS



DEMOGRAPHICS



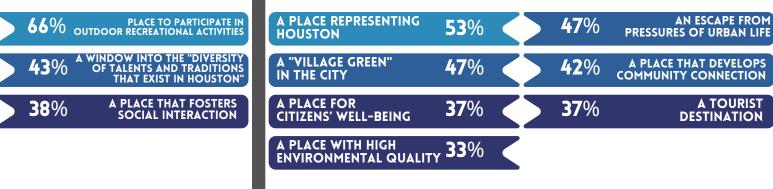
VISIT FREQUENCY







SURVEY SAYS DISCOVERY GREEN IS...



VISITORS LOVE...



66

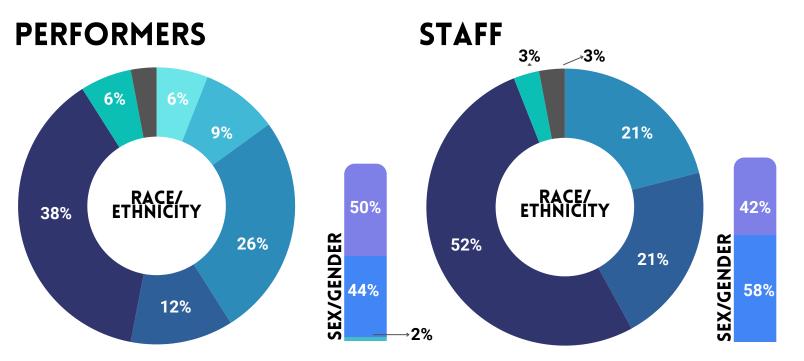
We love Discovery Green. It is such a great outdoor space to display and enjoy art, live music and fun events. Here everyone can find some kind of activity to enjoy. It is a beautiful and relaxing place to unwind, especially with kids. They will love the interactive water features. There is always something going on concerts, movie screenings, public art exhibits, performances, exercise classes and the list goes on. If you get hungry you can grab refreshments and a bite in one of the restaurants.

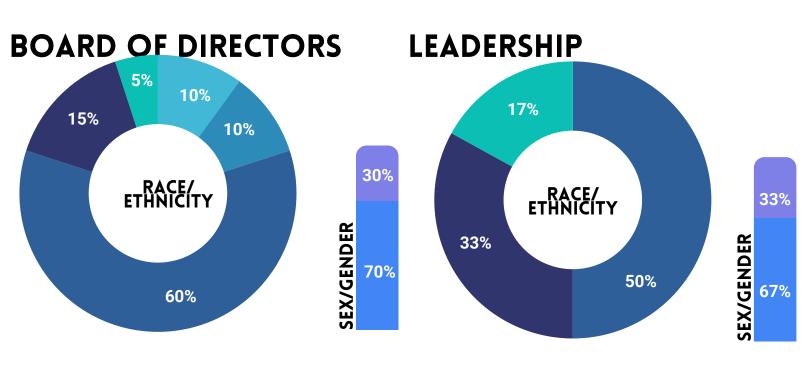
Bella CM



DIVERSITY, INCLUSION & EQUALITY

The Conservancy is committed to our DEI goals. These results are compiled from surveys which are voluntary.











ENGAGEMENT

32 FANTASTIC NEW DONORS

NEWSLETTERS



45,000 SUBSCRIBERS 1125 NEW IN 2024 37% OPEN RATE

GOOGLE REVIEWS



4.7 RATING

192 NEW REVIEWS

SOCIAL MEDIA



203,000

FACEBOOK FOLLOWERS

9,700,000

ENGAGEMENTS



135,000

INSTAGRAM FOLLOWERS

600,000

IMPRESSIONS





VENUE LICENSE

DISCOVERY GREEN SUPPORTS TOURISM & REVITALIZATION OF DOWNTOWN HOUSTON

94

41

25

OTHER EVENTS HELD AT DISCOVERY GREEN

FREE CULTURAL EVENTS
PRODUCED AT DISCOVERY GREEN

NONPROFIT
PARTNER EVENTS



SOUTHERN SMOKE FESTIVAL

3,500 ATTENDEES

More than 60 chefs and personalities from across the country gathered for this party at Discovery Green. Proceeds supported the Southern Smoke Foundation's mission to support food and beverage workers in crisis nationwide.



15,000 ATTENDEES

Runners cross the Chevron Houston finish line, or the aramco houston half marathon, and then celebrate their accomplishment with friends and family. Discovery Green provides the perfect atmosphere to meet up, hang out and relax after the race.

66

[Discovery Green] is a delightful escape in the heart of the city. Its vibrant atmosphere and lush greenery create a perfect oasis. The well-maintained trails offer a serene stroll, while the diverse flora adds a touch of nature to the urban landscape. The park's cleanliness and thoughtful amenities make it an ideal spot for families, picnics, or a peaceful solo retreat. Whether you seek relaxation or outdoor activities, Downtown Park seamlessly blends urban convenience with a refreshing natural ambiance. A must-visit gem in the bustling city center.

-- Melvin King (Google Reviews)



15,000 ATTENDEES

Since 2009, The Korean Festival has become one of the largest free cultural events hosted at Discovery Green in Downtown Houston, drawing tens of thousands of visitors to its cultural presentation and culinary experience.



Josh Cellars invited Houston to "Call Your Mom" at Discovery Green by offering visitors a bottle of wine for anyone who called their mom for Mother's Day. Whatever your goal, discovery green offers a variety of ways to reach your customers.



DISCOVERY GREEN CONSERVANCY

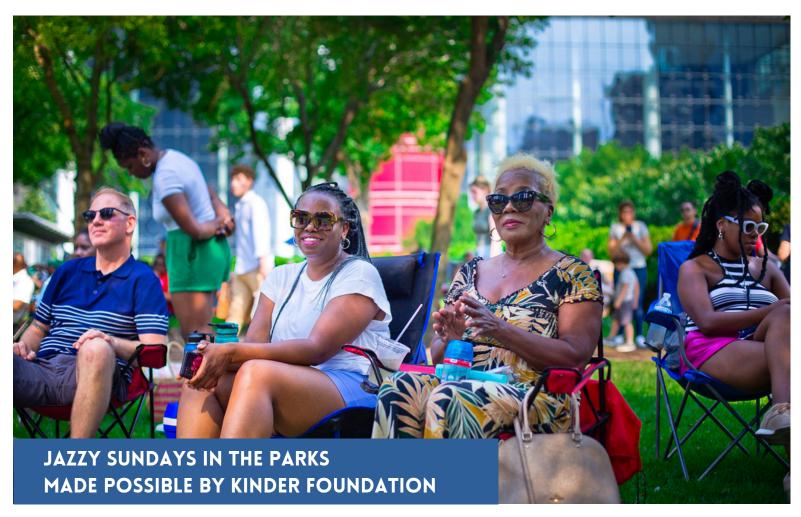
ARTS

14

EVENTS

22,000

ATTENDEES



7,500 ATTENDEES

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.



SPECIAL EVENTS

20

87,500

EVENTS

ATTENDEES



3,300 ATTENDEES

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!

66

Discovery Green has always been a place where one can relax and have fun! with beautiful sights, inclusive activities and events for the whole family and people of all ages. From events and activities for the kids to events held on the stage such as maríachi performances, movies and flea market events held on the green, If you haven't visited it's a must!

-- Jose Aguilar (Google Reviews)

99

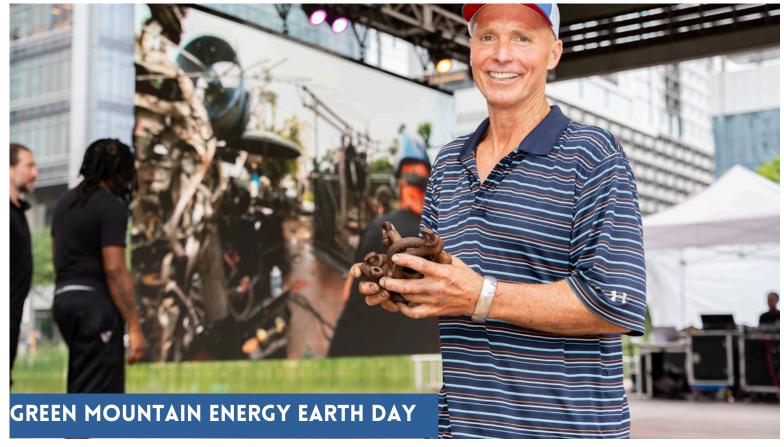


7,000 ATTENDEES

The inaugural Girls on the Green event celebrated Women's History Month at Discovery Green with dress up Barbie box photo ops, music, food, and a screening of the Barbie movie plus a panel discussion about overcoming and giving back led by Discovery Green board member Staci LaToison, Founder of Dream Big Ventures.







31,000 ATTENDEES

Green Mountain Energy Earth Day coincided with the First Robotics Competition at the George R. Brown. This year's celebration focused on art and activism and featured Houston sculptor Mark "Scrapdaddy" Bradford. Discovery Green and Citizens' Environmental coalition are proud to report achieving "Zero Waste" for this event.



9,400 ATTENDEES

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

DISCOVERY GREEN CONSERVANCY



4,800 ATTENDEES

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



1,000 ATTENDEES

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.

DISCOVERY GREEN CONSERVANCY



2,000 ATTENDEES

Two very special guests sat on Rocket Dog and posed with visitors to raise money in support of the Kinder Large Dog Run and the Harriet and Joe Foster Small Dog Run.



18,800 ATTENDEES

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.

FAMILIES & CHILDREN

45

28,865

EVENTS

ATTENDEES

DISCOVERY GREEN CONSERVANCY SUPPORTS FAMILY LIFE IN THE CENTRAL CITY THROUGH AFFORDABLE PROGRAMS AND RECREATIONAL OPPORTUNITIES FOR FAMILIES AND CHILDREN.



25,300 ATTENDEES

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

66

Love this place! They are always having events going on and want to include the community as much as they can. The events they have are diverse and entertaining. Our favorite time to go is spring break because of all the fun and cool things they have going on.

-- Maria Randall (Google Reviews)





1,320 ATTENDEES

Toddlers and their caretakers enjoy a morning of interactive story time, costumed character meet and greets, activities, and soft play equipment.



66

My kids ABSOLUTELY LOVED it here and they slept like a baby when we got home and settled down. This is definitely my summer spot. If you just need to get out the house with the kiddos this is the spot.

Yolanda Ratcliff (Google Reviews

HEALTHY LIVING

214

8,991

EVENTS

ATTENDEES

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.



7,800 ATTENDEES

Fitness in the Park includes Gentle Flow Yoga, Clase De Yoga Respiración Consciente Y Meditación De Sonidos En Españo, and Hatha Yoga.

GREEN MOUNTAIN ENERGY ICE AT DISCOVERY GREEN

79

EVENTS

57,000ATTENDEES

One of a kind outdoor ice skating rink in Houston, during the winter season.



RINK

<u>5</u>3

<u>2</u>6,000

EVENTS

ATTENDEES

Houston's only outdoor roller rink.



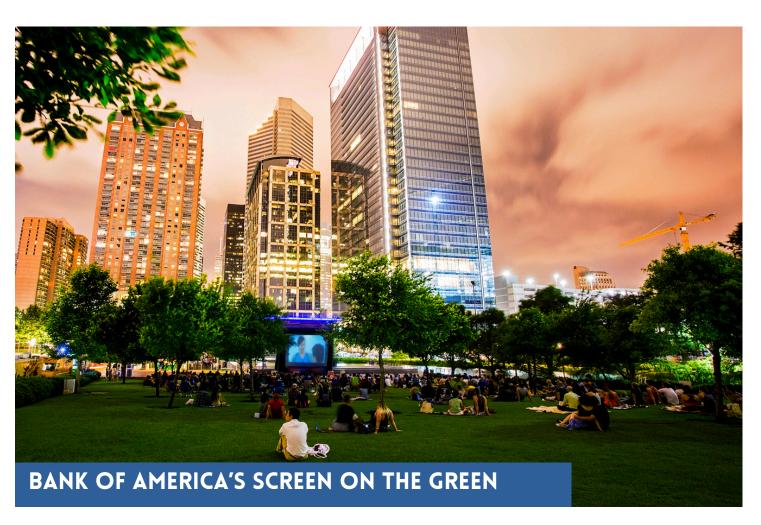
DISCOVERY GREEN CONSERVANCY

ENTERTAINMENT

42

30,235

ATTENDEES



13,600 ATTENDEES

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



13,600 ATTENDEES

Free concerts featuring the best Gulf Coast touring bands courtesy of University of Houston-Downtown.



5,000 ATTENDEES

A chance for Houston music-lovers to choose the Houston bands they want to see on Discovery Green's iconic Anheuser-Busch stage.

DISCOVERY GREEN IN THE NEWS

\$47,700,000 5,366

Publicity Value

Clips



"THE SOUND ENGINEERS MAKE EVERYTHING POP IMPECCABLY, WHETHER YOU'RE HEARING A MARIACHI BAND OR A MARDI GRAS INDIAN FUNK BAND OR JAZZ ON A SUNDAY. EVEN WITH STATE-OF-THE-ART AUDIO, THAT'S NO SMALL FEAT IN THE MIDDLE OF A 12-ACRE PARK, FOLKS. AND THE PROGRAMMING IS FAR MORE DIVERSE (DARE WE SAY "CULTURED"?) THAN YOU'RE LIKELY TO FIND IN MANY VENUES HERE ITS SIZE."

-- HOUSTON PRESS

New Mentorship Program for Budding Artists





Enchanted Promenade' by TILT (2016)

KNOWN NATIONALLY AS a hub for immersive public art, Discovery Green Conservancy has launched Art Lab, a mentorship program for underrepresented artists. It will

"KNOWN NATIONALLY AS A HUB FOR IMMERSIVE PUBLIC ART, DISCOVERY GREEN CONSERVANCY HAS LAUNCHED ART LAB, A MENTORSHIP PROGRAM FOR UNDERREPRESENTED ARTISTS. IT WILL PROVIDE SKILLS AND RESOURCES TO HELP THEM CREATE LARGER SCALE AND INTERACTIVE PIECES, SPECIFICALLY SCULPTURAL AND OUTDOOR ONES LIKE THOSE FOR WHICH THE DOWNTOWN PARK HAS BECOME KNOWN."

-- CITY BOOK

THANK YOU, DISCOVERY GREEN SUPPORTERS

ARTS PROGRAMMING SUPPORTERS

Anonymous June and Steve Barth (PRISM - Peter Cayea (PRISM - Beacon)

Beacon)

Anne L. Kinder(PRISM - Beacon) Judy and Bill Ramsey (PRISM - Teresa Demchak (PRISM - Beacon)

Beacon)

Peggy Moore (PRISM - Beacon) Ann Marie Tcholakian and James

Pendleton (PRISM - Beacon)

ENDOWMENT & CAPITAL PROJECTS

Kinder Foundation The Wortham Foundation, Inc. John Johnson

Fondren Foundation Andrew B. Abendshein/ The Brown Susan and William Harmeyer

Foundation

Audrey and Stan Leong Nancy Abendshein/ The Brown Kara and Ulises Vidal

Foundation

Edie Mayo and Troy Griffin Anonymous

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Foundation

The Brown Foundation, Inc. Houston First Corporation Anonymous

Kinder Foundation Finger Companies The Wortham Foundation, Inc.

The Winston Charitable Foundation Vivian L. Smith Foundation Sarofim Foundation

Sterling-Turner Charitable Chaille Hawkins Houston Jewish Community

Foundation Foundation

Anonymous The John P. McGovern Foundation The Gordon A. Cain Foundation

Greater Houston Community Peter Cayea Nancy and Rich Kinder

oreater riouston community reter dayed rather kinder

Zero Waste Houston Susan and William Harmeyer Trammell Crow Company/Principal

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Elisa S. Pye	Forney Construction	Anonymous
Phoenicia Specialty Foods	Ann Marie Tcholakian and James Pendleton	Ann B. Stern
Fidelity Charitable Gift Fund	Roxann and Tim Neumann	Kara and Ulises Vidal
Michael Barrett	Anonymous	June and Steve Barth
Anonymous	Kristopher Larson	Julia and Drew Sudduth
Kay E. Oxford	Anonymous	Cornelia Long
Deshpande Helmer Fund	Garver/Black/Hilyard Family Foundation	Kathryn and Gary Dudley
Kathy and Randy Lake	Maconda Abinader	Pamela and James Pool
PhotoBooth Productions LLC	Rachel and Bruce Deskin	Roxanne Almaraz and Chrissy Stegemoller
Zane and Brady Carruth	Andrew B. Abendshein	Benjamin Martin
Josh Powers	Gary and Louise Moss	Mary Newton
Deborah Brochstein & Steven Hecht Family Fund	Jodie and Jeff Holstien	Julie Long and Gilbert Herrera
Stewart Title Guaranty Company	Rajani Katta	Benevity Community Impact Fund
Fern Topiol	Kande Lewis	Andrew DeLauro
Beth Soletsky	Jack Richard	Jaclyn Schwing
Jorge Mitre	Kristina Vidaurri	Nancy Stancher
Poonam Daryani	Rachel Harrington	Sharon L. Decker
Guy L. Hagstette	Susanne and David Theis	Anonymous
Bryan Scrivner	Anonymous	Claudine James
Gayle and Robert Eury	Anonymous	Judy and Scott Nyquist
Michael Heckman	Joy Sewing	

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Sean Eaton	Christopher Foyt	Dominique Varner
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Katie Horrigan	Hal Rice	Pete Owens
Lanette Kowis	Aaron Burgman	Katherine Locklear
Anonymous	Fabiola Hernandez	

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Arts Alliance

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The Humphreys Foundation One Medical Avenida Houston/Houston First

Corporation

Port Houston Electrochemical Safety Research Texas Commission on the Arts

Institute

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