



BRACKENRIDGE PARK
CONSERVANCY

ANNUAL REPORT



125th 

BRACKENRIDGE PARK

1899 - 2024

MISSION

City and community leaders came together to establish the non-profit Brackenridge Park Conservancy with the specific mission to preserve, protect, and restore the park. The Brackenridge Park Conservancy works with civic and community groups to cooperatively create a unified vision and values to transform the park into a more walkable, enjoyable place while respecting the traditions of its users and highlighting its deep history.

On behalf of the City of San Antonio, the mission of the Brackenridge Park Conservancy is to secure long-lasting financial, institutional, and community support for the park's preservation, enhancement, and maintenance of our threatened historic treasures, through an annual gala, grants, and gifts from individuals, foundations, and corporations.

Guiding the Conservancy is the Cultural Landscape Report (CLR). The CLR provides a holistic vision of the park through an understanding of the entire park landscape and will be the primary tool for the long term management and preservation of Brackenridge Park.



LEADERSHIP

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Capital Projects Consultant

LETTER FROM THE BOARD CHAIR

2024 was a monumental year that reinvigorated awareness and support for Brackenridge Park. We celebrated our 125th anniversary with a year-long lineup of events that welcomed all of San Antonio, solidified a process to evaluate future park projects, and began raising funds for and designing the upcoming nature playscape.

We welcomed our new CEO, Chris Maitre after a lengthy national search. Chris hit the ground running in July, bringing with him more than 27 years of non-profit experience, most recently as the Chief Operating Officer for the City Park Conservancy in New Orleans where he oversaw day-to-day operations for the 1,300-acre urban park. His experience leading an established park conservancy is already helping us grow, reach new audiences, and elevate Brackenridge Park. We owe our deepest gratitude to Terry Brechtel for serving as our interim CEO. She did an impeccable job and made great strides in the park planning process.

Preserving and activating urban green spaces and protecting cultural integrity and tradition, is a legacy worth pursuing. It shapes the physical, mental, and emotional landscape of our communities and is one of the greatest gifts we can provide current and future generations.

I'm very proud of the work that the Brackenridge Park Conservancy undertakes every day to do just that. Conservancy board members and staff continue to work in coordination with the City of San Antonio, community partners, and everyone who lives here to make this iconic park desirable now and for years to come.

We're looking forward to 2025 and the next 125 years.

Sincerely,

Lukin T. Gilliland Jr.
Brackenridge Park Conservancy
Board Chairman



LETTER FROM THE CEO

It is an honor and privilege to join Brackenridge Park Conservancy. Brackenridge Park is one of the nation's most culturally significant sites, yet it is also in great need of restoration and maintenance. Much has been achieved, and much more remains to be done.

What has struck me deeply is that everyone in San Antonio has a Brackenridge story, as do I. Though I grew up in New Orleans, my grandfather was from San Antonio. He often told me about Brackenridge Park: the river, the people, and what it meant to him. To be able to lead this park into its next 125 years is an honor.

Joining the Conservancy during the park's 125th anniversary year put the people of San Antonio front and center. The way this city celebrated together shows that Brackenridge really is the people's park. 2024 marked the biggest line-up of events in the Conservancy's history, not just in number but also in caliber. From Polo in the Park, to the Christopher Cross Concert in Sunken Garden Theater, to Big Brack Bash (our 125th birthday party), we were able to highlight the best of Brackenridge. The Conservancy will build on these great events by reimagining them into annual events. Great urban parks like Brackenridge, serve as a beacon for cultural and environmental programming as well as community events that celebrate life, family, and nature. Our expansion of programming and events will reflect those core beliefs along with the traditions that are unique to Brackenridge Park and those who hold it dear.

The Conservancy was also able to negotiate a 25-year management agreement with the City of San Antonio. This was spearheaded by the City of San Antonio's City Manager's Office and approved by City Council. It speaks to the level of commitment that the City and the Conservancy have in supporting Brackenridge, San Antonio's great urban park.

An additional achievement was in the award of TIRZ funding to enhance Conservancy operations. This award will aid Conservancy efforts to support free programming, build a volunteer program, and enhance park operations. Thank you to the Conservancy board and Terry Brechtel who paved this path.

My family and I are so glad to be here in San Antonio,

Chris Maitre
Brackenridge Park Conservancy
Chief Executive Officer



HIGHLIGHTS



ECLIPSE & SIPS

The Eclipse & Sips fundraiser welcomed 230 people to watch the Annular Solar Eclipse from Alpine Drive, overlooking the Japanese Tea Garden. Brunch and viewing glasses were provided. Alpine Drive remained open to all. The event raised funds to help the Conservancy hold more free community programming throughout the year.



BASURA BASH

2024 was the Conservancy's first year partnering with the non-profit, River Aid San Antonio, to host Basura Bash who collected 38.28 TONS (76,560 lbs) of trash from San Antonio's waterways. Brackenridge Park contributed over two miles of the clean-up..



EASTER IN THE PARK

Easter was once again the busiest weekend in the park. Hundreds of families celebrated with the Conservancy who gifted attendees a photo area and free photographer for family photos. To attain these photos, attendees submitted information like zip codes to help the Conservancy gather more data about who visits the park.



YELP FIESTA MEDAL SCAVENGER HUNT

The Conservancy partnered with Yelp to host San Antonio-based Yelp influencers for a Fiesta medal scavenger hunt. Some 50 influencers attended to help to build more Yelp reviews for the park.



BATTLE OF FLOWERS PARADE

The Conservancy joined the Battle of Flowers Parade with a horse-drawn carriage to increase Conservancy awareness and participate in the celebration of San Antonio's history and culture.

HIGHLIGHTS

KING WILLIAM FAIR PARADE

The Conservancy joined the King William Fair Parade with a float dedicated to celebrating the park's 125th year and expanding awareness of the Conservancy.



POLO IN THE PARK

Polo in Park was created to raise funds for Brackenridge Park while celebrating the park's polo legacy with a classic polo match, hat contest, food, drinks, and local polo legends. This event was such a success that it will become an annual event moving forward.



WOMEN'S PICNIC

One of the Conservancy's most successful fundraisers was the Women's Picnic chaired by Carol McGanity, Rhonda Calvert, and Charlotte Mitchell. Carol's idea for a Women's Picnic in the Park held in the historic Koehler Pavilion raised more than \$29,000 to support park programming. Thank you to the ten table hostesses who invited friends to join their table for camaraderie, a custom picnic lunch created by each hostess, and news about Conservancy activities. The Conservancy made new friends and plans are underway for the 2nd Annual Women's Picnic.



FIDO FILM FESTIVAL

The Dog Guide San Antonio partnered with the Conservancy to host a free family and pet-friendly movie night in the park. Cross promotion helped to increase awareness of free park events.



KIDS PARKOUR ADVENTURE

Brackenridge Park Conservancy teamed up with Parkour Generations San Antonio (PKGSA) to offer five, four-day weeks of parkour action, nature exploration, making new friends, and having an absolute blast. This Parkour Summer Adventure welcomed kids ages 7-14 of all skill levels. A portion of proceeds went to the Conservancy.



HIGHLIGHTS



YOGA IN THE PARK

The Conservancy partnered with SA Sports and The City of San Antonio's Fitness in the Park program to offer free weekly yoga classes. This successful activation will resume in 2025.



URBAN WILD

The launch of Urban Wild created a group for young leaders and stewards (ages 21+) for Brackenridge Park. It is building a constituency who advocates for the park, and most importantly, further activates the park to preserve and enhance its rich history. Approximately 60 people attended the kickoff event. Urban Wild will continue and grow in 2025.



13TH ANNUAL PARKTOBERFEST

This annual Biergarten along the San Antonio River drew more than 1,000 attendees to enjoy free samples from local brewers, live German music, and food for purchase. Parktoberfest's celebration of German culture is an annual favorite for the Conservancy honoring Emma and Otto Koehler of the Pearl brewing family who donated 11 acres adjacent to Brackenridge Park where alcohol could be served.



9TH ANNUAL MONARCH BUTTERFLY & POLLINATOR FESTIVAL

The Monarch Butterfly and Pollinator Festival was a great success with 5,000-plus attendees and participation of more than 40 educational and environmental organizations. The Conservancy is proud to have been a sponsor and is looking forward to the 2025 festival.



TRICK OR TREAT ON THE TRAIL

Trick or Treat on the Trail provided an educational evening of free, safe Halloween fun and will become an annual event. Attendees enjoyed candy, games, music, and costume contests. This event was made possible by partnering with Ghisallo Cycling Initiative who provides bicycling education and encouragement in San Antonio.

HIGHLIGHTS

3RD ANNUAL FAMILY FISH DAY

More than 300 people joined the Conservancy for Family Fish Day. Some 600 channel catfish were released into the San Antonio River for junior anglers, their parents, and avid fishermen to enjoy. Poles and lessons were provided. This event was made possible by partnerships with Texas Parks & Wildlife, Fin Addict Angler Foundation, City of San Antonio Parks & Recreation, and San Antonio River Authority.



VOLUNTEER DAY CLEANUP

A big thank you to the San Antonio Rotary Club who devoted a Saturday morning to cleaning Brackenridge Park. Their hard work and enthusiasm made a big impact in the park.



BIG BRACK BASH

More than 1,200 people attended Big Brack Bash, a community-wide celebration in honor of the park's 125th year. Attendees enjoyed a re-creation of Brackenridge Park's cherished past with "Los Viejitos" vintage car show, riding through the low-water crossing, live music from Santiago Jimenez, Jr., food trucks, face painting, balloon artists, a chalk art station, and much more. UTSA's Legacy: Hands on the Past program shared park artifacts, archaeology, and discussions about cultural preservation with an archaeologist. The City of San Antonio's Office of Historic Preservation gathered interviews and photos of the park. Presenting sponsor, H-E-B provided complimentary ice cream and snacks as well as a visit with H-E-B Buddy and a free photo booth.



CHRISTOPHER CROSS IN CONCERT

with the San Antonio Philharmonic Conducted by Maestro Peter Bay at Sunken Garden Theater

More than 2,200 people attended the fundraiser with all proceeds going towards preserving and enhancing the park's natural, historic, educational, and recreational resources for current and future generations. The event, which was made possible by presenting sponsor Lucifer Lighting, Mays Family Foundation, Live Nation and Spurs, Sports & Entertainment, among others, honored Rhonda and Joe Calvert who have been legacy stewards of Brackenridge Park. Board members Robin Howard and Charlotte Mitchell curated a pre-concert dinner at the Japanese Tea Garden to raise additional funds for Brackenridge Park.





BRACKENRIDE PARK
**STAKEHOLDER
& ADVISORY**
COMMITTEE

The Conservancy co-chaired the Brackenridge Park Stakeholder & Advisory Committee (BPSAC) to reconcile projects from the 2017 Brackenridge Park Master Plan, the 2020 Brackenridge Park Cultural Landscape Report, and the 2019 Midtown Area Regional Center Plan. A broad spectrum of stakeholders participated to ensure all aspects of the park are considered moving forward.

The determination was made to create an evaluation tool. BPSAC developed guiding principles and criteria that addressed the various facets of projects to evaluate and prioritize. Community input through workshops and a survey further informed the creation of the evaluation tool.

Although BPSAC was initially formed to conduct the reconciliation review, the process which has resulted requires an ongoing role for a stakeholder committee to facilitate the review and make recommendations for projects in accordance with the guiding principles and project criteria.

BPSAC will remain a standing committee as presently constituted, or as modified by the city manager, and will make recommendations regarding projects as proposed projects arise. The scope of the committee includes review of and recommendations regarding all capital projects within the understood borders of Brackenridge Park, including those of stakeholder institutions inside the park.



Committee Members Co-Chairs

Lori Houston *City of San Antonio, Assistant City Manager*
Terry M. Brechtel *Brackenridge Park Conservancy, Interim CEO*

Neighborhood Associations

Taylor Watson *Mahncke Park*
Toni Van Buren *Monte Vista*
Bill Ayler *River Road*
Parker Dixon *Tobin Hill*
Joe Bravo *Westfort*

Technical Committee

Office of Historic Preservation
Parks & Recreation Department
Department of Planning
Bexar County
Brackenridge Park Conservancy
San Antonio River Authority
San Antonio Zoo
Witte Museum

Consultant Group

Jay Loudon *Work5hop*
Allison Chambers *Ford, Powell & Carson*
Selina Angel *Work5hop*
Anamaria Suescun-Fast *talkStrategy*
Rachel Trevino *talkStrategy*
David Dunn *talkStrategy*

Stakeholder Organizations

Alex Gonzales *Visit San Antonio*
Allison Cohen *Parks and Recreation Board*
Andrew Peterson *Alamo City Golf Trail*
Carrie Kimbell *First Tee Greater San Antonio*
Frates Seeligson *San Antonio River Foundation*
Irby Hightower *Alamo Architects, History and Culture*
Daniel Menelly *The DoSeum*
Kathy Amen *Tuesday Musical Club*
Mary Jane Verette *San Antonio Parks Foundation*
Patsy Inglet *Parks and Wildlife Advocate*
Ramon Vasquez *History and Culture*
Dr. Randall Preissig *Parks and Wildlife Advocate*
Sabina Carr *San Antonio Botanical Garden*
Dr. Thomas Evans *University of the Incarnate Word*
Dr. Vanessa Beasley *Trinity University*
Dr. Vincent Michael *The Conservation Society of San Antonio*
Sara Beesley *Parks and Wildlife Advocate*



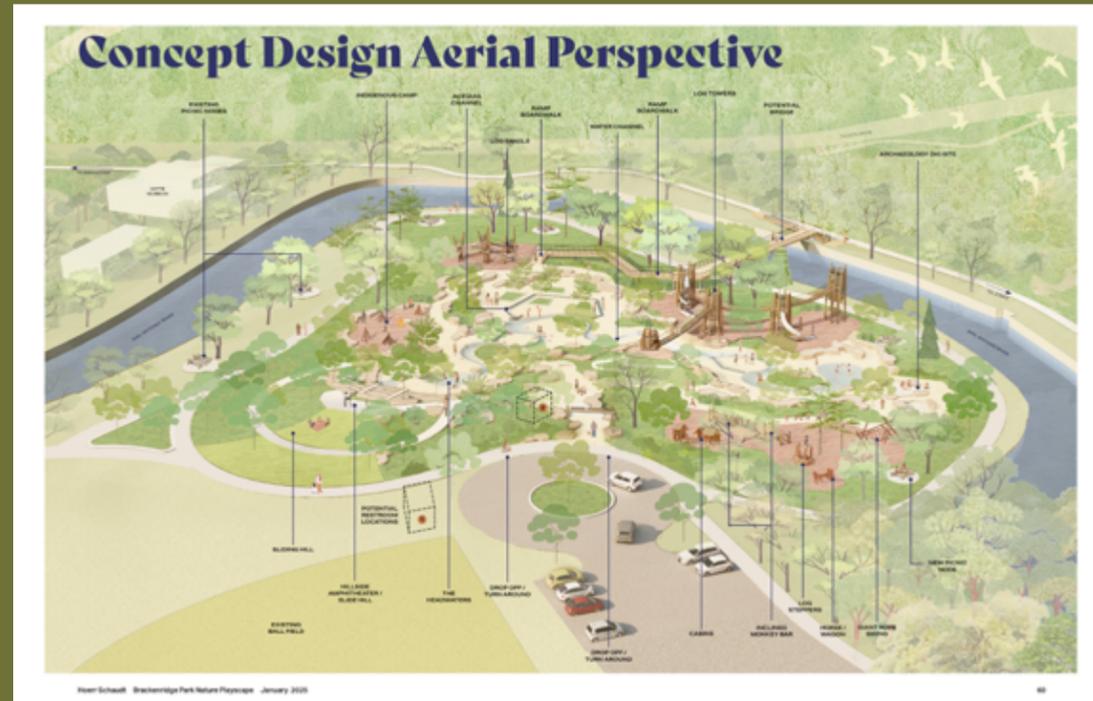
NATURE PLAYSCAPE

Brackenridge Park Conservancy began work to build a much-needed interactive, nature-based, and inclusive playscape. Goals include using sustainable and durable equipment, incorporating thematic features, and providing universally accessible play areas to foster environmental stewardship and a sense of community.

A series of community meetings along with an online survey have helped to attain community input on areas of interest and initial designs. Next, the Conservancy continues fundraising to create final design schematics and begin building.

This is the first project initiated from the recently approved 2024 Brackenridge Park Reconciliation Project that helped define a set of guiding principles and project criteria for new park projects.

Brackenridge Park Conservancy is committed to providing vibrant, sustainable spaces that serve the diverse needs of San Antonio's families and communities.



FINANCIAL UPDATE

Brackenridge Park Conservancy is supported by the generous donations of our board, friends, foundations, corporations, and members of our Founders Circle. Fundraising events like the Christopher Cross Concert and Women's Picnic were a significant contributor to the bottom line that provided resources for free programs like the annual Parktoberfest and Family Fishing Day.

The Conservancy operates with a lean budget and relies on private funding to support programs and events, maximizing your investment in the park. We ended the calendar year with Total Assets of \$5.8 million of which \$4.1 million are for restricted purposes. Funds raised for the Capital Campaign are included in this amount and are restricted for capital projects.



MARKETING UPDATE

NEWSLETTER

3,057 Subscribers
48% Open Rate *(Industry Average is 21%)*
10 Newsletters
39 E-Blasts

WEBSITE

494K Website Visits
73K Website Visitors

MEDIA COVERAGE

1,472 Stories Noting
Brackenridge Park
156 Stories Noting Brackenridge
Park Conservancy

SOCIAL MEDIA

Instagram **4,190** Followers
Facebook **5,571** Followers



WITH GRATITUDE TO ALL OF OUR DONORS

FOUNDERS CIRCLE

Unrestricted Gifts to Support BPC Operations (\$100,000 or more) as of December 31, 2024

Malú and Carlos Alvarez

Walter Brown Family

Rhonda and Joe Calvert

F.B. Doane Foundation

Richard Calvert

Emma and Toby Calvert

Lukin T. Gilliland, Jr.

Gwen and Christopher Graham

Liecie and Nicolas Hollis

Holt Foundation

Corinna Holt Richter

Peter John Holt

Susan and Steve Lewis

Suzanne and Gilbert Mathews

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San Antonio River Authority

Semmes Foundation

Pat and Tom Semmes

Paula and Herbert Stumberg

The Louis H. and Mary Patricia Stumberg Foundation

Annie and Tim Swan

Graham Weston

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BRACKENRIDGE PARK CONSERVANCY FRIENDS

\$7,500 - \$300,000

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H-E-B, LP	Corinna & JB Richter
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Robin and Mark Howard	Muriel F. Siebert Foundation
Joan and Herb Kelleher Charitable Foundation	Texas Cavaliers Charitable Foundation
Live Nation Worldwide, Inc.	
Pat Maloney, Jr.	
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Carol and Peter McGanity	

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\$1,000 - \$7,499

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Rhonda and Joe Calvert	Taddy McAllister	Annie and Tim Swan
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Missy Finck	Meredith Morrill	The Nature Conservancy in Texas
Mary and Lewis Fisher	Lillian Morris	The Vaughn Foundation
Bair and Joseph Fitzsimons	Kathleen Musselman	Lucille and Jim Travis
Katy and Ted Flato	Pape-Dawson Engineers	Mary West and Richard Traylor
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Libby and Steve Golden	Maria and Fred Pfeiffer	Claire and George Vaughan
Dan Goodgame	Beth Plummer	Cynthia Warrick
Pat and Hall Hammond	Caroline and Robert Powers	Elizabeth and Mitch West
Beth and Michael Harper	Kelly Ranson	Kathy and Tommy Wirth
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Elizabeth and Tom Hart	Ethel Runion	

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Jayme and William Russell III
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Joan Smith
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Cheryl and Jerry Wilson
Wanda Wuensche

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BRACKENRIDGE PARK CONSERVANCY CAPITAL CAMPAIGN

Goal: **\$3,200,000** | Total Committed as of December 31, 2024: **\$4,793,870**

City of San Antonio
Bexar County
The Cultural Trail presented by H-E-B
Anonymous
The Brown Foundation
CB & Anita Branch Trust
The Conservation Society of San Antonio
Lou Celia & Don Frost
Kelly & Pat Frost
Frost Bank and their Managed Trusts
John and Florence Newman Foundation
Semmes Foundation, Inc.
SWBC
Holt Family Foundation
Lukin T. Gilliland, Jr.
Carol & Peter McGanity
Amy Shelton McNutt Charitable Trust
Christian Archer
Culligan Southwest/Kristi Stanford
& Bob Boerner
Whitacre Family Foundation
Circle Bar Foundation/Family of John H. White

Paula & Herb Stumberg
Kronkosky Charitable Foundation
Myra Stafford Pryor Charitable Trust
Betty Stieren Kelso Foundation
Rhonda & Joe Calvert
Annie & Tim Swan
The Parker Foundation
Meredith Morrill
Robin & Mark Howard
Lifshutz Foundation
Harvey Najim in honor of Tracy and
Nelson Wolff
Bonnie Reed & Stuart Schlossberg
Roxana Richardson
Liece & Nick Hollis
Leticia & Pete Van de Putte
Ann & Rick Shaw
Suzanne and Parker Scott
Michael G. Imber Architects
Samuel "Mac" White
Kate & Bill Kingman
Charlotte & Lane Mitchell

NRP Group
Elsi & Eduardo Parra
Missy Fink
Monte Vista Garden Club
Harriett & Ricardo Romo
Jane Macon
Muriel F. Siebert Foundation
Mary & Lewis Fisher
Valerie & Jack Guenther
Cha Guzman & Gilberto Ocanäs
Bill Kaufman
Bonnie & John Korbell
Suzy & Cappy Lawton
Joyce & Joe Linson
Maria & Fred Pfeiffer
Robert Scherer, PH.D.
Cece Cheever
Shannon Nisbet
Patricia Pratchett
Kelly Ranson
Lyn & Pete Selig
Laura & Stuart Selig

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— BRACKENRIDGE PARK CONSERVANCY CAPITAL CAMPAIGN —

Goal: **\$3,200,000** | Total Committed as of December 31, 2024: **\$4,793,870**

Shannon & Brent Swanson

Calhoun Bobbitt

Nancy & Robert Shivers

Kip Gilliland

Andres Andujar

Karlos Anzoategui

Julianne & Bruce Bartlett

Carol & Jack Beckwith

Harry T. Drought

John H. Drought

Pamela & James Duerr

Joyce Slocum

Banks Smith

Lori & Bob West

Susan & Ernie Altgelt

Marcella & John Banks

Jordan Ghawi

Judy Lackritz & Bill Long

Bart Nichols

Johanna & Robert Rochelle

Martha & John Sheesley





BRACKENRIDGE PARK CONSERVANCY

Donate or sign up to volunteer at brackenridgepark.org

CONNECT WITH BRACKENRIDGE PARK CONSERVANCY:

info@brackenridgepark.org | 210.826.1412 | brackenridgepark.org | [@BrackenridgeParkConservancy](https://www.instagram.com/BrackenridgeParkConservancy)

DONATE HERE

