

TOWER GROVE — PARK — REPORT TO THE COMMUNITY FISCAL YEAR 2021





Our mission

The mission of Tower Grove Park is to be an exemplary, well-preserved and well-presented, wooded Victorian park of international significance that provides important recreational, educational and cultural opportunities for the public in a way that is compatible with its unique and historic character.

Our core values

ACCOUNTABILITY

We are accountable to each other, our visitors, and our supporters, and we have a responsibility to be judicious with resources.

STEWARDSHIP

We are called to preserve and enhance the historic land and structures of Tower Grove Park for future generations.

TEAMWORK

We work together to create a unified and engaged team and a vibrant community with robust partnerships.

WELCOMING

We provide a safe, inclusive and pleasant environment through excellent service for all park visitors and team members.

LEADER

We have the courage to assume leadership in all aspects of our work.

FUN

We strive to create an enjoyable environment in which to work, recreate, and live.

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Photos on pages 1, 2 and 20 by Kari R. Frey

A look back

At Tower Grove Park, we believe our 289 acres of green and wooded space provide opportunities to pursue connections. Park People visit to connect with nature, connect with friends and family, or connect with community at events or programs.

These connections became even more meaningful in Fiscal Year 2021 - a 12-month timeframe from July 2020 through June 2021 that began and ended in the midst of a global pandemic.

We have been humbled to hear stories of how Tower Grove Park has helped you during the COVID-19 pandemic, as a place providing moments of much-needed peace and tranquility during a walk, run or picnic.

In summer and winter 2020, our team nimbly transformed a few of our most beloved gatherings - our 5K, Martinis and Frosted - into events in which you could participate from the comfort of your own home.

As the calendar flipped to 2021, we shared your joy and relief as a number of community events returned to the Park, such as our summer children's concert series, Sauce Magazine's Food Truck Friday, and the Tower Grove Farmers' Market on Tuesdays and Saturdays, just to name a few.

After a season of cancellations, we were overjoyed by the return of baby showers, reunions, and weddings at our venues, pavilions, and picnic sites. Just as the Park has been there for you during the COVID-19 pandemic, you have been there for us.

Your financial support of our non-profit organization has not wavered. The Tower Grove Park Society and Friends of Tower Grove Park memberships are at all-time highs.

Your support allows the Park to perform daily maintanence, while also completing exciting projects to preserve our unique, historic structures.

Work began in March 2021 on the restoration of the Turkish and Old Playground pavilions.

In May 2021, we announced a project to daylight the East Stream for the first time in nearly 100 years. This \$2.7 million project will restore a historic stream, create a natural play area for children, and honor the original inhabitants of the land, the Osage Nation.

These projects have provided a chance to partner with Ameren and MSD in ways that not only help the Park, but surrounding neighborhoods.

Our partners at Schlafly Beer released a beer dedicated to Tower Grove Park in September 2020 with designs featuring iconic Park scenes.

We are grateful to everyone who connected with the Park in Fiscal Year 2021 as a donor, volunteer, or visitor, and we look forward to future connections.

Gratefully,

William Reminger

William E. Reininger, Jr. *Executive Director*

A.M.M.

Steve Kidwell President, Board of Commissioners



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*Departed board in October 2020

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Preservation

PAVILION RESTORATION PROJECTS



Work began in March 2021 to restore two of the Park's historic pavilions—the Turkish Pavilion and Old Playground Pavilion. The project restored and preserved the structures themselves, improved accessibility, and added ornamental lighting.

The architectural design team from Trivers and Associates outlined the scope of work by researching the history of the pavilions, ensuring the design adhered to the original details. Vanstar Construction served as the general contractor, and Navigate Building Solutions worked as the owner's representative. Fifteen firms collaborated on the project.

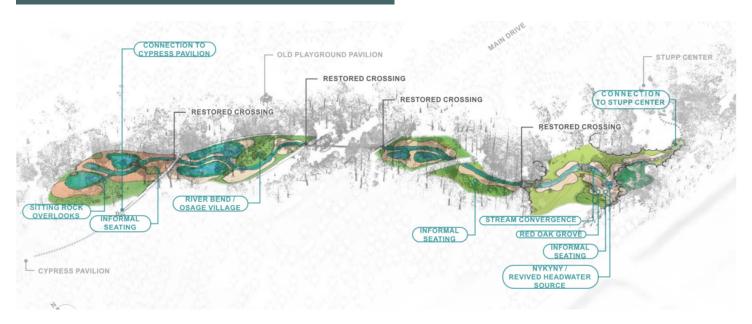
Built in the 1870s, the architecturally elaborate pavilions required extensive preservation work. The project provides critical historical preservation of the structures, including lead paint abatement, restoring distinctive ironwork and decorative wood embellishments, as well as complete restoration of their ornate and brightly painted roofs.

Restoration of the Turkish Pavilion was made possible through a gift from Ann and Mike Konzen. Restoration of the Old Playground Pavilion was possible because of a gift from Nancy and Steve Kidwell. Additional support for the project was received from Ameren Corporate Charitable Trust.



PHOTOS BY TOWER GROVE PARK

EAST STREAM DAYLIGHTING PROJECT



Tower Grove Park broke ground in May 2021 on the East Stream Daylighting project. The \$2.7 million project will restore a historic stream, create a natural play area for children, and honor the original inhabitants of the land, the Osage Nation.

The restoration project will expose a historic stream that has been buried for more than 100 years. The project site runs from the southeast corner of the Park (near the Stupp Center at Arsenal) north toward Magnolia Avenue.

Naturalizing the stream is a priority in the Park's 2017 Master Plan and is one of the most significant and transformative current projects for the Park.

The East Stream project and other improvements to Tower Grove Park are made possible by construction and endowment gifts from generous donors, including the Crawford Taylor Foundation, members of the Taylor Family, and MSD Project Clear.

WHERE WILL THE DIRT GO?

Almost 7,000 cubic yards of dirt will be excavated in the East Stream Daylighting project. More than 75% of the dirt will remain in the Park to improve drainage issues at two sporting fields.



PHOTO BY TOWER GROVE PARK

Community



PHOTO BY KARI R. FREY

RENTAL BOUNCE BACK

Tower Grove Park's historic pavilions and venues are beautiful settings for weddings, parties, and other gatherings. After a season of cancellations due to the global pandemic, rentals began to return in FY21.



CAR-LESS DAYS

After an experiment in spring 2020, Tower Grove Park officially introduced Car-Less Days in July 2020 as a monthly occurence. During Car-Less Days, roads in the East End of the Park are closed to vehicle traffic for four days to allow extra space for social distancing.

More than 1,200 Park People responded to a survey in November 2020 after the initial run of Car-Less Days. The majority of these responses were positive about Car-Less Days, and the practice returned in 2021.



PHOTO BY KARI R. FREY

DID YOU ATTEND?

While not all events returned in Fiscal Year 2021, we were excited to host several community gatherings.

Frosted at Home with STL Barkeep Pop-Up St. Louis Symphony Orchestra Trombone Quartet Concert (SLSO on the Go) Sauce Magazine Food Truck Friday Schlafly Beer Pints in the Park Sip & Stroll Sunday Brunchin' with Four Hands Tower Grove Farmers' Market - Saturday Tower Grove Farmers' Market - Tuesday Tower Grove Farmers' Market - Winter Market Wonderful World of Whiskey with STL Barkeep



PHOTO BY KARI R. FREY

#TOWERGROVEPARK



PHOTO BY @FATCALBERT

We love seeing and sharing your pictures of the Park and events at the Park on social media!

71,796

followers on social media as of June 30, 2021

Conservation

PLANT IT FORWARD



PHOTO BY TOWER GROVE PARK

Volunteers support the work of Tower Grove Park's horticulture program during the Plant It Forward program. The fall edition of Plant It Forward prepares the Park's garden beds for winter. Volunteers also assist the Horticulture program in planting more than 20,000 tulip and daffodil bulbs. The program resumes in the spring when volunteers help prepare the Park's displays for the summer and fall.

DID YOU KNOW?

Tower Grove Park is home to two state champion trees:

Bigtooth Aspen Swamp Privet

Find these and more than 7,000 trees on our digital map.

www.towergroveparkmap.org

AUGUST 2020 STORM DAMAGE

A storm hit Tower Grove Park in August 2020, with 54 MPH gusts recorded at St. Louis Lambert International Airport. The heaviest damage was sustained on the East End of the Park and required a team effort to clean up.





PHOTO BY TOWER GROVE PARK

Community Engagement

SIP & STROLL WITH STL BARKEEP



In August 2020, we partnered with our friends at STL Barkeep to offer a weekly "Sip & Stroll" near

the Piper Palm House.

This pop-up bar provided an opportunity for Park People to buy a handcrafted cocktail and enjoy a sociallydistant sunset stroll around the Park.



STL Barkeep donates a portion

PHOTOS BY EMILY JOHNSON

of the proceeds from Sip & Stroll events to the Park to support ongoing maintenance and operations.

THANK YOU, VOLUNTEERS

Volunteers gave their time across all 289 acres of Tower Grove Park in Fiscal Year 2021! We are grateful for their help to support our teams in Administration, Education, Events, Forestry, Horticulture, Maintenance, and more!

> 307 volunteers 1,174

volunteer hours



PHOTO BY DAVE MOORE

Membership & Events

EVENTS ADAPT DURING PANDEMIC





PHOTO BY LILLY LEYH

PHOTO BY THE VID CREATIVE

In the summer and fall 2020, Tower Grove Park adjusted two longtime events to ensure the safety of our supporters.

Martinis at the Mansion become *Martinis at Your Mansion*. We are grateful to Justin and Tedd Trabert for filming a tour of their incredible Compton Heights mansion with Debbie Monterrey. Ticket holders were able to pick up curbside to-go boxes of elegant hors d'oeuvres and inspired martinis to enjoy at home during the video's premiere.

The Tower Trot 5K, the only run in Tower Grove Park that directly benefits the Park, also became a virtual event, with runners participating at their own leisure and location.

PARK PROMENADE



PHOTO BY TOWER GROVE PARK

In June 2021, Tower Grove Park returned to in-person events with Park Promenade. During the event, the Tower Grove Park Board of Commissioners presented The James Gurney Award to Ted Atwood in recognition of his outstanding, long-term contributions.





INTRODUCING: PARK LAGER



PHOTO BY SCHLAFLY BEER

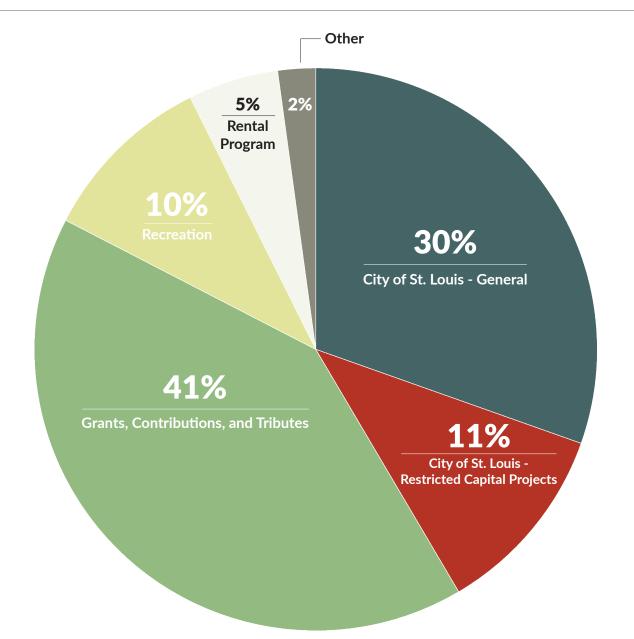
Our partner Schlafly Beer brewed a new beer especially for the Park called Park Lager. The light and drinkable American-style lager helps raise awareness around park membership, and features iconic Park images on the cans.

PHOTOS BY DAVE MOORE

MEMBERSHIP DRIVE SUPPORTERS

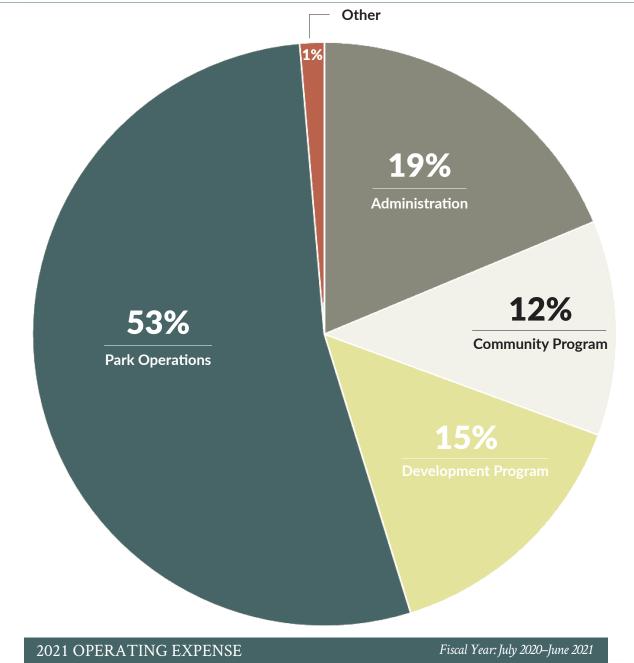
We are grateful to Schlafly Beer and Midwest BankCentre for supporting our fall and spring membership drives in Fiscal Year 2021. Schlafly provided matching gifts for the first \$5,000 gifts in our fall 2020 drive. Midwest BankCentre matched the first \$10,000 of membership donations in spring 2021!

Operating revenue



2021 OPERATING REVENUE	Fiscal Y	Fiscal Year: July 2020–June 2021	
PUBLIC SUPPORT			
City of St. Louis - General	30%	\$735,000	
City of St. Louis - Restricted Capital Projects	11%	\$268,208	
PRIVATE SUPPORT			
Grants, Contributions, and Tributes	41%	\$992,005	
EARNED REVENUE			
Recreation	10%	\$243,057	
Rental Program	5%	\$125,260	
Other	2%	\$52,384	
TOTAL	100%	\$2,415,914	

Operating expense



Administration	19%	\$521,793
Community Program	12%	\$331,949
Development Program	15%	\$407,401
Park Operations	53%	\$1,489,969
Other	1%	\$37,716
TOTAL	100%	\$2,788,828

Thank you to our contributors

Gifts made between July 2020–June 2021

TOWER GROVE PARK SOCIETY

Members of the Tower Grove Park Society have made a special commitment to the sustainability of the Park through annual gifts of \$1,250 or more. (Society members as of June 30, 2021.)

Director's Circle

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LEGACY SOCIETY

Members of the Tower Grove Park Legacy Society support the park through planned gifts.

Ms. Margaret Aston Ms. Mary Bard Christy Beckmann and Jim Vykopal Ms. Ann M. Corrigan Ms. Shelley D. Donaho Jane Piper Gleason Mr. and Mrs. Scott Harper Mr. Jeffrey L. Huntington Mr. John A. Karel Stephen and Nancy Kidwell Laurence and Sharon McCarthy Mr. and Mrs. William Schawacker Ms. Anita Siegmund Mrs. Anne C. Stupp Ms. Nancy R. Suelflow

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Martinis at Your Mansion

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Park Promenade

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INDIVIDUAL, FOUNDATION, AND CORPORATE GIVING

The following individuals, foundations, or businesses generously supported Tower Grove Park with gifts of \$500 or more between July 1, 2020, and June 30, 2021.

\$25,000+

Ameren Corporate Charitable Trust Bellwether Foundation Berges Family Foundation Stupp Bros. Bridge & Iron Co. Foundation The Crawford Taylor Foundation The Saigh Foundation Whitaker Foundation Mr. and Mrs. William Wischmeyer

\$10,000-\$24,999

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\$5,000-\$9,999

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PHOTO BY KARI R. FREY

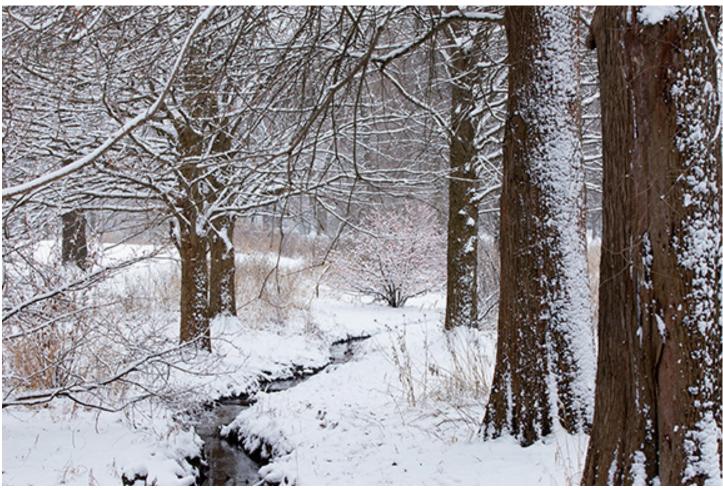
Paric Corporation St. Louis Community Foundation Chrissy Taylor and Lee Broughton Tower Grove Heights Neighborhood Association William and Betty Halliday Foundation

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Thank you to our contributors

Gifts made between July 2020–June 2021



\$1,000-\$2,499

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\$500-\$999

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QUESTIONS?

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