Accelerating the Delivery of the 2015 Memorial Park Master Plan: 10 Year Project Plan
<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td><strong>Drought</strong> devastated Memorial Park forests, Houston’s largest urban wilderness</td>
</tr>
<tr>
<td>2012</td>
<td>City leadership spearheaded creation of <strong>long-range Master Plan for Memorial Park</strong> and to <strong>build Memorial Park Conservancy capacity</strong></td>
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<tr>
<td>2013</td>
<td>Council approved <strong>TIRZ annexation of Park</strong> to support long range project plan</td>
</tr>
</tbody>
</table>
| 2015 | **Council approved Memorial Park Master Plan and tri-party Development Agreement**  
  • Informed by input from 3,000 Houstonians + 75 ecological, historical, parks and other experts  
  • Identified long range capital projects  
  • Named Memorial Park Conservancy as operator and manager of 1,100 acres of Memorial Park’s 1,500 acres with oversight by HPARD and Standards Committee  
  • Created framework to attract private donations to support capital improvements (public-private partnership model) |
### Hurricane Harvey

**2017**

Hurricane Harvey elevated need for **healthy green infrastructure**, role of Memorial Park in a **resilient Houston**

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### Today

**2018**

- Next phase of project initiated by Kinder Foundation donation of $70M and Conservancy commitment of $55M
- Uptown TIRZ financials support $50M of capital investment
- City of Houston well-positioned for $30M federal trails (TIP) grant
Memorial Park and Central Park
4 million people visit Memorial Park annually.

A 2015 survey identified visitors from 170 distinct zip codes across the greater Houston region.
• **Significant completion of 2015 Master Plan in 10 years**
  - Kinder Foundation provides $70M for capital projects
  - MPC will commit $15M already raised to capital projects, and raise an additional $40M in philanthropic funds for capital projects
  - $125M in private funds leverage $80M in public funds

• **Provides long-term funding for Park care**
  - Maintenance and greenspace care will be funded through proceeds from Memorial Park golf, paid parking, public funding and fundraising
  - Endowment for long-term care of assets
Kinder Foundation

• Provides $70,000,000 to MPC for 10-year plan projects, the largest single gift in Houston parks history
• Approves any substantive changes to 10-year plan projects
• Has representation on the Standards Committee
Memorial Park Conservancy

- Provides $15,000,000 to complete Eastern Glades
- Funds additional $40,000,000 for 10-year plan capital projects
- Provides funds to care for the Park
  - Funds $1,000,000 for operations & maintenance annually
  - Creates $1,000,000 endowment for capital expenditure reserves
  - Funds $1,000,000 endowment for resiliency fund
  - Funds $5,000,000 in general endowment
Eliminates $400,000 annual funding provided by HPARD to MPC for greenspace maintenance and $200,000 obligation from HPARD to be paid to MPC for the Cullen Running Trails Center → HPARD Neighborhood Playground Initiative

- Golf fund revenues of $200,000 will be provided to MPC to support greenspace maintenance

- Paid parking will be added to portions of the Park with meter rates of $1 per 3-hour visit with a commitment to always keep areas of free parking available in the Park
Uptown Development Authority

- Funds $50,000,000 in capital improvements per existing UDA project plan
- Provides an additional $500,000 annually from FY2025 - FY2028 annually for ecological restoration projects
- Provides ongoing care for 10-year projects
## Summary of Capital Commitments

<table>
<thead>
<tr>
<th>Project</th>
<th>City/Public (Uptown TIRZ)</th>
<th>Potential Federal</th>
<th>MPC Capital Campaign</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destinations</td>
<td></td>
<td></td>
<td>$58,000,000</td>
<td>$58,000,000</td>
</tr>
<tr>
<td>Central Connector</td>
<td>$30,000,000</td>
<td></td>
<td>$40,400,000</td>
<td>$70,400,000</td>
</tr>
<tr>
<td>Connectivity in Park</td>
<td>$5,000,000</td>
<td></td>
<td>$10,900,000</td>
<td>$15,900,000</td>
</tr>
<tr>
<td>Connectivity to Park</td>
<td>$7,000,000</td>
<td>$30,000,000</td>
<td></td>
<td>$37,000,000</td>
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<tr>
<td>Stormwater Management</td>
<td>$5,000,000</td>
<td></td>
<td>$2,300,000</td>
<td>$7,300,000</td>
</tr>
<tr>
<td>Recreation and Amenities</td>
<td>$3,000,000</td>
<td></td>
<td>$8,700,000</td>
<td>$11,700,000</td>
</tr>
<tr>
<td>Endowment</td>
<td></td>
<td></td>
<td>$4,700,000</td>
<td>$4,700,000</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td>$50,000,000</td>
<td>$30,000,000</td>
<td>$125,000,000</td>
<td>$205,000,000</td>
</tr>
</tbody>
</table>
## Summary of Greenspace Maintenance Targets

<table>
<thead>
<tr>
<th></th>
<th>FY2019</th>
<th>FY2023</th>
<th>FY2029-2041</th>
</tr>
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<tbody>
<tr>
<td><strong>Golf</strong></td>
<td>$200,000</td>
<td>$200,000</td>
<td>$200,000</td>
</tr>
<tr>
<td><strong>Parking</strong></td>
<td>$135,000</td>
<td>$375,000</td>
<td>$750,000</td>
</tr>
<tr>
<td><strong>MPC contributions</strong></td>
<td>$35,000</td>
<td>$255,000</td>
<td>$262,500</td>
</tr>
<tr>
<td><strong>UDA funding</strong></td>
<td>$700,000</td>
<td>$1,216,000</td>
<td>$888,200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,070,000</td>
<td>$2,046,000</td>
<td>$2,100,700</td>
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</tbody>
</table>
ENGAGING HOUSTONIANS IN THE MASTER PLAN PROCESS

The master planning team has engaged 3,300 people in public planning process via public meetings, online input, and focused workshops.

MEMORIAL PARK IS 1,500 ACRES OF PARKLAND FOR THE ENTIRE CITY OF HOUSTON TO ENJOY.
Improving Resiliency by Establishing Healthier Ecologies

Existing Conditions: Vegetation Composition

- Mature Mixed
- Well-Drained
- Pine-Dominant
- Hardwood-Dominant
- Native Prairie
- Poorly Drained

Vision: Diverse Ecological Corridors

- Riparian Forest
- Riparian Edge & Barranco Forest
- Pine-Hardwood Forest
- Pine-Hardwood Savannah
- Native Prairie
- Wet Savannah and Prairie
- Naturalized Golf Course
- Bog Areas
- Ponds and Stream Corridors
Connecting with Houston’s Past
Connecting Memorial Park to Houston’s Trail Network
Connecting a Divided Park

Existing Condition
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Divided Park

Vision
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Reconnected Park
MEMORIAL PARK 10-YEAR PLAN
Reconnecting the Park: bridging within / connectivity beyond
Healing 75-Year Divide While Expanding Green Infrastructure
Central Connector - Land Bridge, Native Prairie, Trails
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Central Connector - Land Bridge, Native Prairie, Trails
Honoring Houston’s Contribution to WWI, Camp Logan: Memorial Groves
Improving Recreational Amenities: Running Center Complex
Completing 1st Project Already Underway: Eastern Glades
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Thank you!