



Great Rivers Greenway

MAKING THE ST. LOUIS REGION
A MORE VIBRANT PLACE TO
LIVE, WORK AND PLAY.

2017 ANNUAL REPORT



THANK YOU!

Residents of the St. Louis region,

2017 was a momentous year for the citizen's vision to connect the region with greenways. We're very grateful for the partnerships that have propelled so many projects forward. From individual community members to elected officials to nonprofit and business partners, these collaborations increase impact.

This year began yet another major public-private partnership. Joined by 10 other partners, we embarked on an international design competition to find a team to guide the vision for the Chouteau Greenway. While the idea to connect Forest Park to the Arch originated before Great Rivers Greenway even existed, energy and excitement launched the project into motion in 2017 with extensive engagement and strong public, private, nonprofit and institutional partners. Now with a team full of local and national expertise, we cannot wait to work with you to bring this vision to life for our region.

Our mission is to serve you. This report serves as a way to share all of the ways we build, promote and sustain the greenways, engage the community, support the vision, encourage volunteerism and steward your investment. We could not do it without collaboration with the community and the daily practice of partnership.

Thank you for voting twice to invest in this legacy for future generations. Thank you for giving us crucial feedback and trusting us to work together. Thank you for taking a walk, for riding your bike, for going for a run and for living life outside on the greenways.

Susan K. Trautman

Susan Trautman
Chief Executive Officer

Neal F. Perryman

Neal Perryman
2017 Board President





BUILD

Measuring by the number of greenways under construction, 2017 was a year for the record books. Our team and partners broke ground on six new projects in just one year!

While it's cause for celebration, it doesn't tell the whole story about what it takes to bring a new greenway to life. Projects demand careful planning, stewardship, compromise, community engagement, creativity and sometimes a little luck.

Expanding the Mississippi Greenway in Cliff Cave County Park required planning and creativity. Our team orchestrated the placement of two bridges - including one of the longest single-span pedestrian bridges in the region - among trees nestled on soaring wooded hillsides.

Strategic stewardship of your tax dollars made a new expansion of the River des Peres Greenway from the Shrewsbury-Lansdowne MetroLink Station a reality. By leveraging a transportation grant, we were able to extend the greenway to Francis Slay Park and connect more places than ever before - as we work towards a connection to Forest Park.

"I love the greenway trails! I realize the huge undertaking this involves and I appreciate this mission! Thank you for your work!"

- Comment provided by greenway user Jennifer Kelly

In St. Charles County, we expanded the Centennial Greenway over highways 364 and 94 via two new bicycle and pedestrian bridges. The project required four separate overnight highway closures, but with a little bit of luck with weather, our team brought the project in under budget and on schedule!

We've leveraged everything we know about building greenways to connect Gravois Greenway: Grant's Trail with the River des Peres Greenway. We look forward to completing this eagerly anticipated expansion in late 2019.

Thanks to the community's engagement and feedback, we planned a new 1.5 mile route for the Deer Creek Greenway that will link together three parks while improving and enhancing Webster Groves' Lorraine Davis Park for all to enjoy.

8.4 miles

of new greenway - including the installation of 5 bridges - under construction in 2017.

117 miles of greenways

and counting are open 365 days a year for you to explore & enjoy!

\$2,661,717

in federal grants to leverage the taxpayers' investment in the region.





PROMOTE

What can I do on a greenway? Where will this greenway take me? What's coming next? And even...What IS a greenway? These are just a few of the questions we heard in 2017. Our promote team provides the answers so more people will know, use and appreciate the greenways.

While we've been building greenways since 2000, promoting them is a fairly new endeavor. In 2017, we employed a number of strategies to raise awareness of the greenways and promote their benefits.

In 2017, we connected with thousands of people at a variety of events hosted by partners, clubs, municipalities, and organizations across St. Louis City, St. Louis City and St. Charles County. We shared maps, answered questions, talked about how to get involved and offered updates on upcoming projects. Some of these events included St. Louis Earth Day, Pedal the Cause, Passport to Clean Water, Festival of Nations, Monarch Madness and the Great American Solar Eclipse.

We also hosted the second annual Life Outside Festival on June 10. More than 4,000 people enjoyed a sunny day at Creve Coeur Lake Memorial Park to see, try and learn some of the ways they could live life outside in our region. We couldn't have done it without the 57 partner organizations that helped us bring this event to life.

We achieved an organizational milestone with the publication of our first-ever interpretive and engagement strategies. These documents are guides for us and our partners to improve visitor experience, develop high quality programs, turn greenway visitors into stewards, and gather valuable input to work with communities to bring greenway projects to life. We also leveraged the information we gained from a regional survey to inform a new marketing strategy to boost awareness of our work.

Stay up to date with the latest information at GreatRiversGreenway.org. You can also follow us on Facebook, Twitter or Instagram.

**Welcomed
4,000**

people from across the region to the second annual Life Outside Free Festival of the Outdoors on June 10, 2017!

81percent

of Life Outside attendees report that they are likely to come back to the event in 2018.

"I enjoyed going tent to tent and trying out new things. Enjoyed everything! It was our first time and definitely hope to attend next year!"

- Comment from 2017 Life Outside Attendee





The long term success of Great Rivers Greenway demands more than simply building greenways – it requires careful conservation management, consistent operating plans, and strategic engagement of partners and volunteers. This is the work of our sustain team.

To provide better guidance for the long-term care of the greenways, the sustain team finalized three significant documents in 2017: a bridge asset inventory, level of care guidelines, and comprehensive design standards. These resources will be used to design, build and maintain greenways that not only deliver the best possible user experience, but also stand the test of time.

To help our partners effectively maintain the greenways, we organized several events with the goal of sharing best practices, research, and hands-on training for our partners involved in park planning and greenway care. This included Prescribed Burning and Stormwater “Best Management Practice” workshops as well as a day-long Greenway Symposium.

“Our partnership with Great Rivers Greenway is a natural fit. Working together, we can keep our community’s open spaces clean and healthy for people and wildlife to enjoy.”

- Kat Dockery, Executive Director, Open Space Council

Through partnerships with the Urban League of Metropolitan St. Louis and St. Patrick Center, we were able to expand our operational capacity, while also enhancing user experience and restoring native habitat along the Mississippi Greenway: Riverfront Trail. These programs also provided valuable on-the-job training for participants.

Our sustain team has also been hard at work restoring and improving the native habitats along the greenways. In 2017, efforts began to convert a former 34-acre sod farm along the Dardenne Greenway to a native prairie which will provide great benefits to the watershed and wildlife. With the help of AmeriCorps St. Louis, we were able to clear 7.78 acres of honeysuckle and other invasive species along the Meramec River, replacing them with native trees and shrubs.

1,045

native plants planted along the greenways with the help of volunteers.

34

acres seeded for first phase of prairie restoration on Dardenne Greenway in St. Charles County.

7.78

acres of honeysuckle and other invasive species cleared along the Meramec River.





ENGAGE

The people of our region voted to invest in a clear, bold vision – a network of greenways connecting our rivers, parks and communities. Delivering this vision requires engaging with residents of the region to work toward progress.

In 2017, we leveraged the collective experience of our staff and partners to finalize a comprehensive community engagement strategy. This collective tool kit guides our staff, partners and vendors, providing a roadmap for engaging communities in meaningful ways.

At the end of 2017, we laid the groundwork for hiring our first-ever full-time Community Engagement Manager to implement and guide our engagement strategy so we can gather crucial input to develop the best possible projects and user experience.

Community Engagement takes many forms, and in 2017 we connected with the people of the region in a variety of ways, including newsletters, surveys, events, tabling, open houses, workshops, speaking engagements, stakeholder and community meetings. We sought feedback and shared details on several projects throughout the region.

374 people attended **5**
open houses hosted with partners to
engage and inform the community
about greenway projects across the
region.

2,089
surveys provided
community feedback to
help guide the Chouteau
Greenway design
competition.

We also established the new Greenway Advisors program in 2017. Grouped by their own interests, these regular greenway users will be able to provide us with valuable perspectives and insights. One example was asking bike riders to weigh in on repairs for the Old Chain of Rocks Bridge. These cyclists offered valuable feedback that helped guide the choice of surface material to ensure a safe, smooth and steady ride for people traveling across the bridge on bikes.

We know that we will be successful not by doing “for,” but by doing “with” community members who are committed to proudly building, promoting and sustaining the greenways for years to come. We look forward to working with you!

“Having lived in a variety of places around the world, I believe the Greenway is a rare gift that is often overlooked and sometimes even taken for granted. If in some way, I am able to contribute input that could possibly help ensure that this beautiful gift is here for generations to come, it would make the time my family spends there even more precious.”

- Lisa Kneifl, Greenway Advisor





SUPPORT

While tax dollars provide for many projects that expand greenways and take care of our watersheds, raising private funds allows us to make an even bigger impact. This is the mission of the Great Rivers Greenway Foundation, the 501(c)3 nonprofit that supports the mission and vision of Great Rivers Greenway.

Demand for greenways is higher than ever. This is why we've developed a public-private partnership to provide additional resources and funding to support the greenway system and its transformative regional projects.

Already delivering on its mission to provide private funding to leverage the taxpayers' investment, 2017 was a banner year for the Foundation. We hired a seasoned Chief Development Officer and Development Coordinator. We continued building our Foundation Board by electing four new members and are pleased to report that our collective efforts allowed us to exceed our initial annual fund goal by 200%.

Thanks to the commitment of our staff, board, and generous donors, we also raised \$2 million in support of the Gravois Greenway (Grant's Trail) extension to connect with the River des Peres Greenway – one of the most eagerly anticipated and highest impact projects across the region.

2017 also marked the launch of a Greenway Friends membership program. Eighty-four friends strong and growing, the group held their first Greenway Friends Day at the trailhead of the Meramec Greenway in Glencoe last fall.

Last but certainly not least, the staff and Foundation Board developed and adopted a multi-year Strategic Plan to guide their efforts in the coming years. As we work to enhance and enrich the mission of Great Rivers Greenway, we would welcome your support, too. Learn more at www.GreatRiversGreenway.org/support.

"I'm proud to be part of an organization that is transforming the way our community experiences the natural beauty of our region."

- David W. Mason, CEO, David Mason + Associates;
Member, Great Rivers Greenway Foundation Board of Directors

GREAT RIVERS GREENWAY FOUNDATION BOARD OF DIRECTORS:

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George Love
Patheon Biologics

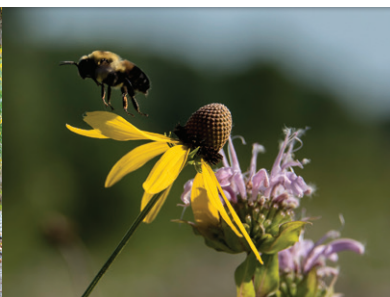
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David Mason & Associates

Daniel Weas
Enterprise Holdings

Susan Trautman
Great Rivers Greenway

EX-OFFICIO MEMBERS:

Bernard DuBray
Great Rivers Greenway Board of
Directors





VOLUNTEER

Building an active community to care for the greenways is critical to the long-term success of the network of greenways.

In 2017, we teamed up with several organizations with well-established volunteer communities such as the Open Space Council and Greenway Network. We collaborated with both groups on watershed education, river cleanups and invasive species removal. We also directly recruited volunteers from area corporations, schools and other groups to further increase our capacity for conservation and habitat improvement.

These people and partnerships not only extended the reach of your tax dollars, but also contributed to healthier watersheds and habitat. In 2017 alone, more than 4,538 volunteers engaged in 33 greenway cleanup and conservation workdays coordinated with partners across the region. This added up to 13,238 hours of time – the equivalent of six dedicated full-time employees!

“Before retirement I was an ‘indoors’ person. Now, thanks to our beautiful greenways, I’ve become a big advocate for outdoor exercise and community involvement. I enjoy sharing what I’ve learned and encouraging others to discover the greenways.”

- Chris Redford, Great Rivers Greenway Ambassador

As sponsors and partners of several watershed cleanups such as the River des Peres and Confluence Trash Bashes, volunteers helped to remove more than 106 tons of trash and 2,749 tires from rivers and creeks across the region.

We also grew our team of volunteer Greenway Ambassadors who extend and support our staff at local events-connecting even more people to greenways and plans for the full network.

Equally important to their maintenance and promotional assistance, our volunteers develop ownership and pride in the greenways by doing. This creates a ripple effect of support and engagement that allows us to meet the needs of the greenways now...and for generations to come. We would love to welcome you or your group as a greenway volunteer. Visit www.GreatRiversGreenway.org/get-involved to learn more!

106
tons of trash and
2,749

tires removed from rivers and creeks across the region with the help of volunteers and partners.

13,238

volunteer hours to benefit greenways, rivers, creeks and streams in 2017 – the equivalent of 6 full-time employees.

4,538

volunteers engaged in 33 greenway cleanups with partners across the region.





As stewards of the taxpayers' investment in the CityArchRiver project, we managed \$85 million in contracts and construction on the Arch grounds and \$12 million for the transformation of Kiener Plaza. Our staff and board leveraged our experience building greenways to deliver the highest quality projects, built by local contractors, within the allotted budget.

In 2017, we completed the final two taxpayer-funded CityArchRiver projects – and as promised – an expanded, reinvigorated, and more connected downtown, Arch grounds and riverfront.

In April, we officially cut the ribbon on the 7.5 acre North Gateway Park. Visitors now enjoy an explorers' garden, elevated walkway with views of the Mississippi River and the surrounding park, a natural amphitheater, and paths for walking and biking.

In May, we hosted a two-day celebration with our partners to welcome the community to an all-new Kiener Plaza in the heart of downtown. This 3.5 acre urban park has new paths and a lawn that can accommodate a variety of events, a bicycle parking grove, a shade garden with café tables and chairs, benches, a fountain garden with a splash pad, and a children's play garden.

This \$380 million public-private partnership to make St. Louis' beloved Gateway Arch safer for everyone to explore and enjoy is unprecedented not only for our region, but also our National Park Service. Great Rivers Greenway will continue to actively collaborate on the ongoing operations and maintenance to ensure your investment is sustained for years to come. To learn more about the project or to see the incredible transformation for yourself, visit archpark.org

Impressive by any measure, here are some stats from the CityArchRiver Project:

- » 100% of construction contracts awarded to local teams in competitive bidding process for 12 projects
- » 4,000 new trees on the Arch grounds, doubling the number of trees and enhancing the landscape for generations to come with lots of native Missouri plants
- » 1.5 miles renovated and elevated riverfront including a new greenway project made possible by investing \$10 million in taxpayer funds and leveraging \$23 million in federal grants
- » \$2 million designated annually to sustain the CityArchRiver project
- » 11 acres of new green space to explore and enjoy
- » 163,297 cubic yards of soil – enough to cover an NFL football field 92 feet deep!

We're 1 of 6 partners in the CityArchRiver Alliance:





STATEMENT OF NET ASSETS

ASSETS		LIABILITIES	
Cash & Investments - Prop C.....	\$13,917,670	Accounts Payable.....	\$8,303,993
Cash & Investments - Prop P.....	4,079,689	Accrued Interest - Prop C.....	36,256
Cash & Investments - CAR.....	12,581,795	Accrued Interest - CAR.....	1,328,330
Restricted Cash - Prop C.....	969,992	Accrued Liabilities.....	434,085
Restricted Cash - CAR.....	6,684,311	Bonds Payable - Prop C.....	16,055,000
Sales Tax Receivable - Prop C.....	2,171,712	Bonds Payable - CAR.....	75,352,176
Sales Tax Receivable - Prop P.....	1,833,912	TOTAL LIABILITIES	\$101,509,840
Sales Tax Receivable - CAR.....	1,833,912	NET ASSETS	
Grant Receivables.....	1,346,694	Unrestricted.....	\$14,934,601
Other Receivables.....	199,910	Restricted.....	20,668,009
Interest Receivables.....	13,928	Investment in Property and Equipment, Net	
Prepaid Expenses.....	71,748	of Related Debt.....	24,074,828
Land.....	26,708,103	TOTAL NET ASSETS	\$59,677,438
Buildings.....	260,118	TOTAL LIABILITIES AND	
Land Improvements.....	91,443,486	NET ASSETS.....	
Leasehold Improvements.....	199,666	\$161,187,278	
Construction in Progress.....	37,686,975		
Office Furniture & Equipment.....	581,616		
Automobiles.....	82,773		
Accumulated Depreciation	(41,480,734)		
TOTAL ASSETS.....	\$161,187,278		

STATEMENT OF REVENUES & ADMINISTRATIVE EXPENSES

REVENUES		ADMINISTRATIVE EXPENSES	
Sales Tax Revenue - Prop C.....	\$11,374,424	Salaries.....	\$843,482
Sales Tax Revenue - Prop P.....	10,473,635	Benefits.....	224,480
Sales Tax Revenue - CAR.....	10,473,635	Professional Fees.....	315,718
Federal Government Grants.....	2,661,717	Office & Support.....	315,543
Private Contributions.....	228,653	Space & Occupancy.....	195,115
Rental income.....	984,666	Administrative Capital Purchases.....	29,592
Cost sharing revenues.....	85,903	Administrative Capital Depreciation.....	67,076
Investment income.....	66,462	TOTAL EXPENSES	\$1,991,007
Investment income - CAR.....	95,238		
Miscellaneous income.....	32,314		
TOTAL REVENUES	\$36,476,646		

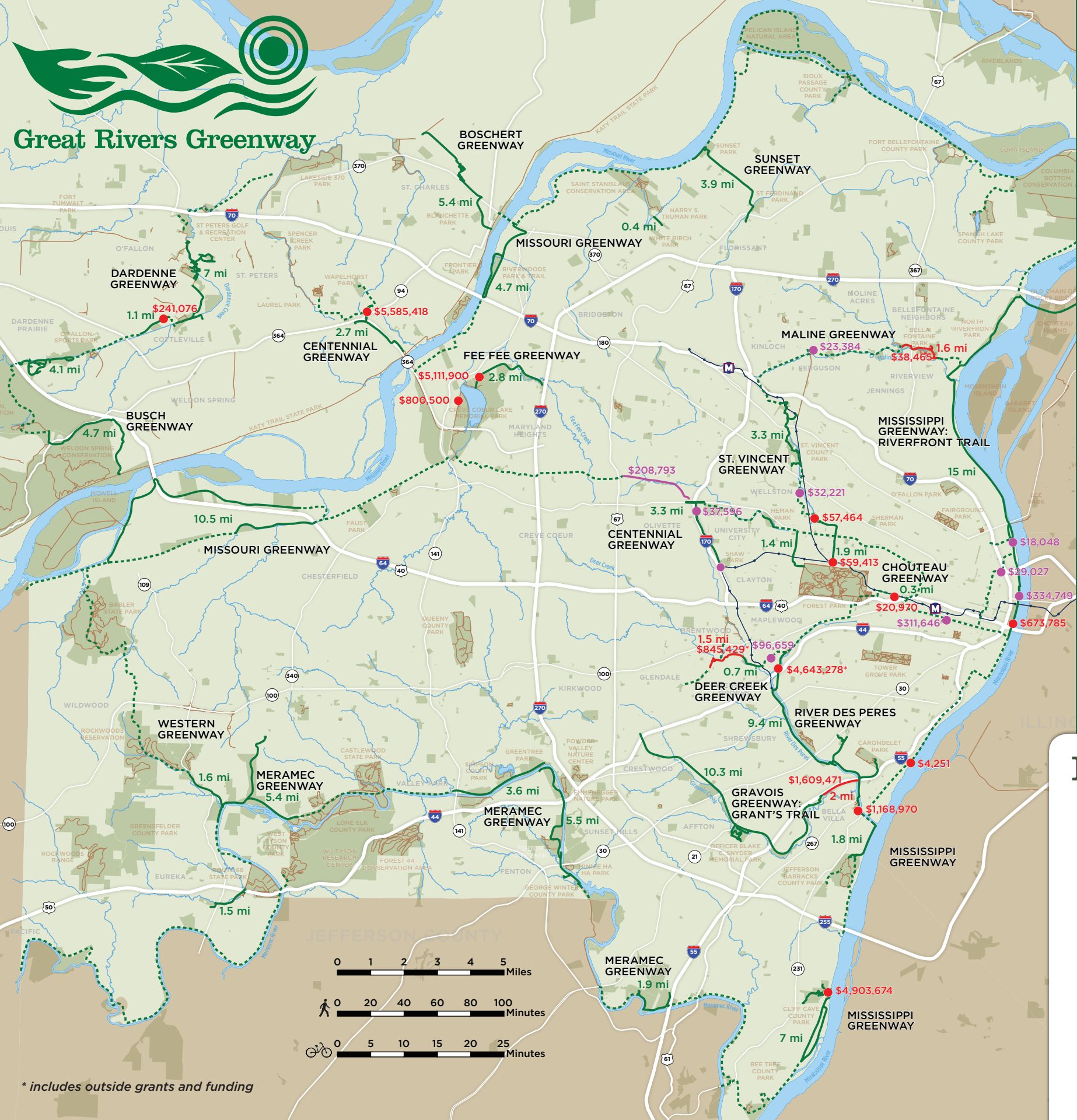
**All financial statements are unaudited and as of December 31, 2017.*

94¢ of every dollar

spent in 2017 went back to the community to build, promote and sustain your network of greenways.



Great Rivers Greenway



* includes outside grants and funding

Other Capital Projects

(not shown on map)

Maintenance Reserve & Land Acquisition
\$1,577,233

Regional Collaborations
Gateway Bike Plan Implementation,
Bike St. Louis Phase III, St. Louis
County Parks Plan
\$216,811

Promote
communications, events,
programs, outreach
\$765,390

Sustain
conservation, operations,
maintenance, volunteers
\$1,821,511

Legend

- Existing Greenways
- Future Greenways
- Other Trails
- Construction
- Planning/Engineering
- MetroLink & Stops
- Stream
- Body of Water
- Parks & Open Space



Great Rivers Greenway makes the St. Louis region a more vibrant place to live, work and play by developing a regional network of greenways.

2017 BOARD OF DIRECTORS

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To find a greenway near you, get the latest updates, volunteer or become a Greenway Friend, visit

www.greatriversgreenway.org





Great Rivers Greenway

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