

2024 ANNUAL REPORT

Ghost Ranch Stats & Financials

With heartfelt thanks, we present our 2024 Annual Report—a celebration of all we’ve accomplished together.

Guest Services & Experiences Impact

In 2024, Ghost Ranch welcomed **28,104** guests, resulting in 18,874 room nights booked for both Experiences participants and other overnight stays—generating **\$4,576,358** in revenue.

Guest Services warmly greeted and checked in:

15,722

Day Guests

797

Outdoor
Adventures
Guests

5,894

Tour Guests
For Public
and Private Tours

3,743

Trail Ride
Guests

Tours guided **6,777** guests, including high school and university groups, across **10** distinctive experiences:

- **Oppenheimer Set Tour**
- **Ghost Ranch Museums and Landscape Tour**
- **Paleontology Tour**
- **Georgia O’Keeffe Landscape Tour**
- **Light Walk in O’Keeffe’s Footsteps**
- **Walk in O’Keeffe’s Footsteps**
- **Evening Stroll and Ghost Tour**
- **Sketch the Morning**
- **Private excursions**

Experiences offered **92** workshops attended by **1,201** participants, including a sold-out program with Dr. Robin Wall Kimmerer, a leading voice in Indigenous ecological knowledge.

Outdoor Adventures connected over **600** guests, including six school groups, with the sacred desert landscape and the Abiquiú Lake waterfront. The team also contributed to a special waterfront restoration project.

Museum staff made significant progress in stewarding our collection with respect and care. Our exhibit spaces reflect this attention, and new learning experiences continue to be developed—offering guests insights they carry with them long after they leave. Tours remain consistently at capacity, providing meaningful perspectives on our history and place in the world.

Our Tour and Outdoor Adventures teams do more than guide—they educate and inspire. By offering immersive experiences on the land, they help foster deep, lasting connections to this unique landscape—encouraging long-term care for natural resources everywhere.

With deep gratitude, we thank everyone—near and far—who supported Ghost Ranch in 2024.

Your generosity, participation, and belief in our mission made 2024 a remarkable year. Whether you joined us on the land, attended a workshop, took a tour, made a gift, or simply held Ghost Ranch in your heart, your support sustains this sacred place and all it offers. Together, we continue to nurture a legacy of learning, connection, and stewardship that reaches far beyond the Ranch.

FINANCIALS

Assets

Cash & Cash Eq	1,043,731
Other Current Assets	1,375,113
Fixed Assets	2,009,937
Investments, Trusts, ROU Assets	3,865,627

Total Assets 8,294,408

Liabilities

Current	1,006,464
Long-term	493,425

Total Assets 1,499,889

Net Assets

Without Donor Restrictions	1,430,343
With Donor Restrictions	5,364,176

Total Net Assets 6,794,519

Total Liabilities & Net Assets 8,294,408

Revenue

Revenue from Operations	5,845,279
Contributions & Grants	1,785,952
Endowment Support	170,200
Investment Returns	549,212

Total Revenue 8,350,643

Expenses

Program	5,709,729
General & Administrative	2,214,991
Funds Development	534,855

Total Expenses 8,459,575

Changes in Net Assets 2024 (108,932)