

REPORT TO THE COMMUNITY

2025





INTRODUCTION

As we look back on 2025, I am struck by the many ways Bethel Woods continues to grow—not only as a world-class cultural destination, but as a place where people come together to experience joy, reflection, creativity, and connection.

Internally, we embraced the theme of Peace, Love & Impact—a belief that the power of music and the arts can do more than entertain; it can inspire meaningful change in our communities and in one another. Every performance, educational program, exhibit, and shared moment on these historic grounds carried that spirit forward.

2025 also marked my fifth year as CEO of Bethel Woods Center for the Arts, and I have never been more optimistic about our future. What makes Bethel Woods truly extraordinary is not simply our setting or our history, but the people who bring this place to life: our guests, supporters, members, artists, volunteers, staff, and community partners. Your passion and belief in our mission continue to make everything we do possible.

We were deeply honored to be named the #1 Amphitheater in the Nation in USA TODAY's 10Best Readers' Choice Awards. While national recognition is meaningful, what makes this achievement especially gratifying is what it represents: unforgettable experiences shared by hundreds of thousands of guests who feel a genuine connection to this place. From first-time concertgoers to lifelong music fans, Bethel Woods continues to create moments that stay with people long after the lights go down.

We continued building on the momentum of The Campground at Bethel Woods, which has added an entirely new dimension to the guest experience since opening in 2024. Visitors from across the country—and around the world—are choosing to spend more time immersed in the beauty, history, and spirit of this site, transforming a night at a concert into a deeper and more memorable journey.

At the same time, our mission-driven work continues to expand far beyond the stage. Through arts education programs, community initiatives, preservation efforts, and the work of The Museum at Bethel Woods, we are creating opportunities for people of all ages to engage with the enduring ideals born here in 1969: peace, creativity, self-expression, and social impact.

As you read this Report to the Community, I hope you feel proud of the impact we are making together. Because of your support, Bethel Woods is not only honoring its history, it is actively shaping its future.

Thank you for being part of this remarkable story.

Eric Frances

Eric Frances
Chief Executive Officer



BETHEL WOODS CENTER FOR THE ARTS BOARD OF TRUSTEES

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THE MUSEUM AT BETHEL WOODS BOARD OF DIRECTORS

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Neal Hitch

Jim Smith

Keith Suehnholz

MISSION

Bethel Woods Center for the Arts, a 501(c)(3) nonprofit organization located at the historic site of the 1969 Woodstock festival, is committed to building upon a rich history of peace and music by providing extraordinary experiences and access to the arts.

VISION

We envision a world made better
through the power of music and the arts.

Bethel Woods

CENTER FOR THE ARTS





A YEAR IN HIGHLIGHTS

2025 was a year shaped by impact — felt across every part of Bethel Woods and reflected in the lives of the people we serve. As we embraced our theme of Peace, Love & Impact, we saw firsthand how music, arts, culture, and community can inspire meaningful connection and create lasting change.

Recognized as the #1 Amphitheater in the nation, The Pavilion delivered an unforgettable season of live music, welcoming audiences from near and far to share extraordinary experiences under the stars. The Campground at Bethel Woods continued to grow, transforming concert visits into multi-day getaways and fostering a vibrant community of guests united by a love of music and the outdoors. Across the historic grounds, visitors explored the site through tours, programs, and experiences that deepened their understanding of the events of 1969 and the enduring ideals that emerged from them.

From the lawn to The Museum, from the studios to the stage, Bethel Woods was a place where people gathered, created, learned, and made memories. Students discovered new artistic pathways through education programs, artists found opportunities to share their talents, volunteers dedicated thousands of hours in service, and community members came together to celebrate, reflect, and connect.

The stories and achievements highlighted in this report demonstrate the many ways Bethel Woods continues to fulfill its mission — not only as a world-class destination for entertainment, but as a cultural institution dedicated to preserving history, inspiring creativity, and building a more connected and compassionate future.







#1

2025

BEST

AMPHITHEATERS

USA TODAY 100

**THE CROWD
HAS SPOKEN!**



The Pavilion at Bethel Woods was named the best in the nation by USA Today's 10Best Readers' Choice Awards. This prestigious honor underscores the venue's commitment to delivering exceptional live music experiences in a beautiful setting, rich with cultural heritage. "To be named the best amphitheater in the country on the very grounds where a generation gathered to celebrate peace and music is incredibly meaningful.

"At Bethel Woods, we strive not only to honor that moment in history but to carry its spirit forward through every performance, every gathering, and every guest experience." – Eric Frances, CEO

THE SOUND THAT BRINGS US TOGETHER: **NYSCA CAPITAL GRANT**

In 2025, Bethel Woods was awarded a New York State Council on the Arts (NYSCA) Capital Grant to modernize the Pavilion lawn sound system. Originally designed by Jaffe Holden in 2006, the system was considered state-of-the-art and was built to serve attendance projections for a 9,000-seat venue. As Bethel Woods grew into one of the nation's premier outdoor music destinations and regularly welcomed crowds of up to 16,000 guests, the time was right to enhance the system and extend its exceptional listening experience to every corner of the lawn.

The modernization project expands the Pavilion's sound coverage by 30 percent, ensuring that 100 percent of audience seating receives consistent, high-quality audio. The enhanced system strengthens the connection between artists and audiences, creating a more immersive experience and ensuring that every guest can fully engage with a performance.

This investment reflects a core principle that has guided Bethel Woods since its founding: exceptional sound quality should not be a luxury reserved for a select few. From the beginning, the organization sought to provide guests seated on the lawn the same world-class listening experience as those in the front rows, helping establish Bethel Woods as a premier destination for live music in a rural region.

What made this project especially meaningful was the response from our supporters. During Backstage at Bethel Woods, donors came together to match the NYSCA investment through a collective paddle raise, transforming a grant-funded improvement into a community-powered achievement and bringing the vision fully to life.

By strengthening the technical foundation of the Pavilion, Bethel Woods is better positioned than ever to deliver extraordinary shared experiences for audiences today and in the years ahead.



Backstage

AT BETHEL WOODS

Celebrating its fifth year as our signature fundraiser, this year's stage dinner brought a vibrant, psychedelic sunrise honoring Jimi Hendrix's final note at Woodstock, and the legacy of creativity and possibility that followed. Guests experienced an immersive evening featuring a rare Hendrix guitar on display, inspired activations, and a special showcase of the Purple Path project from Consider Peace. Powerful performances by our student ambassadors, a memorable auction, and a dance-filled finale with The Rascals brought the night to life. Thanks to the passion and leadership of our Special Events Committee, the event raised more than \$1M in support of Bethel Woods' mission, a powerful manifestation of what is possible when community, music, and purpose come together.

WHAT AN EXPERIENCE!

Jeffrey Gerson enjoyed a once-in-a-lifetime opportunity to play an authentic Jimi Hendrix guitar, professionally documented with photos and video, creating a lasting connection to music history.



STAGE DINNER

Backstage at Bethel Woods offers a unique opportunity to celebrate the impact made possible by our supporters while experiencing an unforgettable evening on the Pavilion stage. The event opened with an emotional look back at the season, remarks from CEO Eric Frances, and a special performance by the Rock Camp Ambassadors—a talented group of young musicians who embody the mission of Bethel Woods. Having participated in our programs for the past four years, these emerging artists continue to pursue their creative passions while serving as ambassadors for the organization, dedicating their time to rehearsals, performances, and community engagement throughout the year. Their presence on stage is a powerful reminder of the lasting impact of arts education and the next generation of creative voices it inspires.



Backstage at Bethel Woods Chairperson Robyn Gerry welcomed guests and helped set the stage for an evening celebrating the power of music, arts, and community.



The Rock Camp Ambassadors—Elewa, Gabe, Julian, Lilly, Jasper, Radek, Polly, Elias, Cooper and Vinny—delivered a spirited performance that showcased the talent, dedication, and confidence nurtured through Bethel Woods programs.



Rock & Roll Hall of Fame inductees The Rascals had the audience dancing all night long. With the band facing the crowd seated on the Pavilion stage, with the seats to their backs, Backstage at Bethel Woods offers a rare perspective for both the band and the audience.

BUILDFEST 5 YEARS & BUILDING

2025 marked the fifth year of the Art & Architecture Festival, a design-build program that serves as a national model for hands-on architectural education and collaborative design. Under the theme Buildfest, new integrations such as Peace Fest activations, Creative Tent activities, and the interactive Polyolith light show created some of the most memorable installments in the festival's history. This year saw 160 attendees from 15 universities, supported by 20 volunteers and Bethel Woods staff.



PEACEGLOW

October brought the annual Peace, Love & Pumpkins walk-through experience and the debut of Peace Glow, a striking installation featuring more than 1,000 hand-carved pumpkins created by staff and volunteers. Guided by teaching artist Abby Almoraz, the display transformed the Terrace Stage into a glowing tribute to peace, love, music, and the spirit of this historic site. The result was an unforgettable guest experience and a testament to the creativity, dedication, and teamwork that make Bethel Woods unique.



THE ACADEMY STEPS INTO MUSIC HISTORY

As part of The Academy's commitment to expanding creative opportunities for young artists, the inaugural cohort traveled to the legendary Power Station Studios in New York City for an exclusive educational experience hosted by Berklee NYC.

Known around the world for landmark recordings by artists including David Bowie, Madonna, Bruce Springsteen, Prince, Bob Dylan, Lady Gaga, John Mayer, and Lin-Manuel Miranda, Power Station offered students a rare behind-the-scenes look at the professional music industry. Gathering beneath the soaring ceilings of Studio A, students heard from Betsie Becker, Executive Director of Berklee NYC and a member of The Academy Advisory Board, as well as members of the Power Station production team. Together, they shared their career journeys, stories from historic recording sessions, and insights into the many pathways available within the music industry.

The highlight of the visit was the opportunity to participate in a live recording session of Fleetwood Mac's "Dreams." In the same studio where Bruce Springsteen recorded portions of *Born to Run*, Academy students stepped into the roles of performers, musicians, and recording professionals. Vocalists harmonized alongside fellow students on acoustic guitar while their peers observed a professional engineer mix the session on the studio's renowned Neve console. Afterward, students gathered for an artist talk with Mikel Glass, who spoke about the commissioned work at Power Station Studios, offering a thought-provoking look at the intersection of visual art and the musical spaces that inspire it.

The cohort then made their way to the Whitney Museum of American Art, where museum educators led students through the Whitney Biennial. Engaging with bold and boundary-pushing contemporary works, students gained firsthand insight into the conversations shaping the art world today, a powerful reminder that creativity takes any forms and that the impulse driving a recording session and a painted canvas often springs from the same source.

For many students, the experience transformed what had once seemed like distant dreams into tangible possibilities. By connecting emerging artists with industry leaders and world-class studios, and the living pulse of contemporary art, The Academy continues to help young people envision new futures and discover where their talents can take them.

POWER STATION
BerkleeNYC



Preserving Stories That Shape Us: Oral History Spotlight

In the summer of 1969, Jackie was twenty years old and had just returned from studying abroad in Europe, still carrying the sense of adventure that had shaped her childhood. Growing up in the New York City area, she remembers her mother calling out with little warning, "Get in the car, we're going on a high adventure." That openness to the unexpected stayed with her and, almost without planning, led her to the Woodstock Music & Art Fair.

Just a week after returning from Greece, a friend she had met on the trip suggested a drive to a concert in upstate New York. The lineup featured one of Jackie's musical heroes, Joan Baez, whose songs she often played on guitar. She borrowed her parents' white 1961 Chrysler and set off with friends, expecting only a short visit of a day or two before heading on to Albany.

They never quite made it that far. Traffic around the festival site was legendary, and their car overheated just as they reached the final parking area. Forced to abandon the vehicle, they walked into the festival grounds Friday afternoon. Standing above the crowd with a borrowed pair of binoculars, Jackie looked out over what seemed like an endless sea of people and simply thought, "Far out."



The experience was far from comfortable. Rain turned the fields to mud and food was scarce. Jackie's newly purchased sandals from Europe were quickly ruined. Even so, the music and the shared atmosphere left a lasting impression. She especially remembers hearing Joan Baez perform and feeling a deep connection to her values of peace, environmental awareness, and compassion for others.

She had only planned to stay a short time, but leaving proved just as challenging as arriving. When her overheated Chrysler refused to start, a group of strangers helped push the car nearly two miles to a gas station before she and her friends finally made their way north. For decades, she held onto the clothing she wore that weekend—a madras shirt, a fringed suede vest, and purple bell-bottoms—pieces she says helped "chronicle her life." In 2025, she donated the outfit to the Museum at Bethel Woods, where it is now on display.

In March 2026, she rediscovered the necklace she bought in Greece and wore at the festival; she thought it had been lost. As crazy as it sounds, Bethel Woods CEO Eric Frances was in Florida, practically around the corner from where Jackie lives. He was able to meet with her and hand deliver the necklace back to the Museum where it will now be on display with the rest of Jackie's outfit!

Stories like Jackie's remind us that history is not only made on stages or in headlines, it lives in the memories of the people who were there. Through the Museum's Oral History Initiative, voices like hers become part of a permanent record, preserving personal experiences that might otherwise be lost. By sharing their stories and the objects connected to them, narrators help ensure that their memories, and their legacy, live on where they matter most: in the public history of a place that continues to inspire new generations.





A LEGACY OF PLACE AND PURPOSE

The Adam Cohen and Elizabeth Eaton Event Gallery

At Bethel Woods Center for the Arts, every locale tells a story, not only of music and history, but of the people who believe in the power of this place and invest in its future. Through a generous gift, the **Adam Cohen and Elizabeth Eaton Event Gallery** stands as a vibrant hub where community, creativity, and connection come alive. As part of this meaningful commitment, the family also chose to honor their legacy by naming **The Frances K. Eaton and Paul F. Eaton Stage**, a tribute to grandparents whose lives embodied dedication to the Catskills and the people who call it home.

Frances and Paul Eaton came to Walton, New York during the Great Depression in search of opportunity. Paul went on to serve as Mayor of Walton, while Frances became a beloved high school teacher. Together, they built a life grounded in service, education, and the vitality of their community, values that continue to inspire their family today. Their granddaughter, Liza, reflected that the stage honors not only their memory, but their belief in strengthening local economies and bringing people together.

The dedication of the Event Gallery and stage was marked by a ribbon-cutting ceremony, personalized with special touches that reflected both heritage and hope. The family reflected on how meaningful it was to play a part in Bethel Woods' growth, praising not only the beauty of the space, but also the collaborative spirit, lasting friendships, and shared commitment to mission that continue to shape its success.

Their gift reflects a powerful truth: when donors invest in Bethel Woods, they help carry forward a legacy rooted in history while creating new opportunities for connection and creativity across the Catskills. Now, every time you walk into the Adam Cohen and Elizabeth Eaton Event Gallery, you become part of an ongoing story, one shaped by the people, performances, and shared experiences that continue to define Bethel Woods.



THE ACADEMY

89%

REPORTED GROWTH
IN SOCIAL-EMOTIONAL
LEARNING

85%

DEMONSTRATED GROWTH
IN TECHNICAL SKILLS

Building on the latest research in creative youth development and a year-long planning process with industry experts, The Academy at Bethel Woods proudly launched in fall 2025. The Academy represents Bethel Woods' deepest investment to date in closing the opportunity gap for area youth and cultivating the next generation of creators. Kicking off their four-year journey through Popular Music or Visual Art & Design, forty high school students from four partner schools were bussed to Bethel Woods twice a week after school for our pilot fall semester. Even as we identify opportunities to strengthen and expand the program in its second year, the results are promising: 100% of participants reported satisfaction, 89% demonstrated growth in social-emotional learning, and 85% demonstrated growth in technical skills aligned with National Core Arts Standards.



CONSIDER PEACE

Bethel Woods proudly launched this new initiative to foster unity, understanding, and dialogue through shared, on-site experiences that invite people to actively engage with what peace can look like today. Through hiring its inaugural Peace Fellow, building peace into the physical infrastructure of the site with a new, "Peace Point," and engaging thought leaders to guide robust future plans for programming, 2025 marked a turning point for Bethel Woods—when peace shifted from legacy to practice and became a defined part of our mission.



56 YEARS

CELEBRATING ANNIVERSARY WEEK:

As we celebrated 56 years since the Woodstock Music & Art Fair took place, the site was alive with gatherings, music, storytelling, and reflection. From artist talks and film screenings to songwriting workshops, firepit gatherings, and the 5:07 First Note remembrance, the week invited guests to connect deeply with the site's legacy while engaging with new ideas and creative voices. Special appearances by Woodstock photographer Elliott Landy, alongside the Consider Peace Summit, created a vibrant, shared experience—reminding us that Bethel Woods is not just a place, but a living expression of what community can create together.

LOCAL PEOPLE
SPEAK-OUT
STOP MAX'S HIPPIE MUSIC FESTIVAL
NO 150,000 HIPPIES HERE







*First Note Gathering at
5:07 PM on August 15*



MARA MORRIS

In September 2023, the University of Kentucky College of Design sent its first team to the Art & Architecture Festival — a multi-day live-work event where students and professionals design and build large-scale installations on the Woodstock historic site as part of BuildFest.

For recent graduate Mara Morris, BuildFest sat at the sweet spot between two loves: music and architecture. With little convincing, Professor Galo Cañizares agreed to let her join Kentucky's team. That easy yes began to shape the next chapter of her life.

*THE VALUES THAT DREW MARA TO BETHEL WOODS
CONTINUED TO RESONATE LONG AFTER HER
SUMMER ENDED.*



MIX IT UP

The team created an homage to the scaffolding of Woodstock '69's stage. It was Mara's first experience co-creating a large-scale installation, and she found herself captivated by the slow, cumulative rhythm of making. It began with the night sky, which she remembers as "a well of wishes," and continued with a sense of possibility that seemed to settle over the hill — something that she and her teammates learned to recognize and weave into their work.

The installation, Peace, Love, Shimmer, used modular, reusable systems and temporary structures. Situated in a clearing in the Bindy woods along Groovy Way, its iridescent fabric caught sunlight and wind, throwing off psychedelic flashes that echoed the site's musical past.

Mara returned the next two years as a volunteer with the Please Force. In 2025 she tapped into her skills as a vinyl-focused DJ, curating sound-bath activations and post-workday revelries that braided sound with the site's uncanny quiet. Born and raised in Kentucky, Mara arrived at Bethel Woods knowing home as a place. By her third year, she had come to understand it as something more — a sense of belonging built through meaningful work, supportive relationships, and shared experiences. The encouragement of mentors and teammates, the satisfaction of creating something together, and the connections she formed along the way helped transform a place far from home into one that felt deeply familiar.

The values that drew Mara to Bethel Woods continued to resonate long after her summer ended. After returning to Kentucky, she reached out to the Museum about opportunities to become more involved. When the Museum launched its search for the 2026 O'Connor Foundation Fellow, Mara's skills and passions aligned with the fellowship's goals — and she was offered the position with the Museum staff for the season.



FROM P.L.A.Y. TO POSSIBILITY: RADEK'S STORY



I started on drums, then moved to keyboards, and now I play guitar. The program is what inspired me to make music a real part of my life. The best part of being a Rock Camp Ambassador is collaborating with the other students and teaching artists, and yeah, the snacks are pretty great too.



P.L.A.Y.

Radek Evans first came to Bethel Woods in 2021 as a summer P.L.A.Y. student with a passion for drums. Today, he is a multi-instrumentalist, performer, and Rock Camp Ambassador, writing and recording his own music.

Through his journey, Radek performed on the Pavilion and Horizon Stage, represented Bethel Woods at events throughout the region, and developed the discipline to pursue his next chapter as a carpentry apprentice. Through the Rock Camp Ambassador

program, Radek was granted recording time in the **Nicole and Jeffrey Gerson Recording Studio**, where Nicole and Jeff's additional scholarship support helped him purchase his own guitar, an important investment in his continued growth as an artist.

Radek's story is one of many that demonstrate the transformative power of access, opportunity, and encouragement. When young people are given the tools to discover their potential, they gain the confidence to shape their own futures.

PEACE AND PRESERVATION FUND



At Bethel Woods we strongly believe that one of the most significant messages of Woodstock is peace. We strive to support and promote this legacy through exhibits, programs, and one-of-a-kind experiences.

The **Museum's Peace & Preservation Fund** is a dedicated endowment that ensures this iconic site and the voices, memories, and ideals born here, are preserved, shared, and carried forward for generations to come.

As we look ahead to the 60th Anniversary of Woodstock in 2029, we invite you to invest in the future of this historic place, helping to protect a cultural landmark, amplify the stories that shaped a generation, and ensure that the spirit of peace and music continues to inspire what comes next.



A PARTNERSHIP THAT ELEVATES THE GUEST EXPERIENCE

Going on its fifth year, Resorts World Catskills has been a valued partner in helping Bethel Woods create exceptional experiences for guests while advancing our mission. Through its sponsorship of the Member Lounge, Resorts World helps provide one of the most popular benefits of membership—a welcoming space where supporters can gather, relax, and connect before performances.

The partnership reflects a shared commitment to creating memorable experiences in the Sullivan Catskills. Resorts World often describes Bethel Woods as its “entertainment arm,” offering casino guests access to world-class performances at one of the nation’s premier outdoor music venues. Through exclusive

packages and hosted experiences, guests enjoy premium seating, VIP entry, and access to the Resorts World Member Lounge, introducing new audiences to the magic of Bethel Woods.

Beyond enhancing the guest experience, the partnership delivers meaningful support for Bethel Woods’ nonprofit mission. Resorts World’s investment helps strengthen member benefits, expand access to the arts, and sustain the programs and experiences that serve hundreds of thousands of visitors each year.

Together, Bethel Woods and Resorts World Catskills demonstrate how strategic partnerships can create value for guests, strengthen regional tourism, and support the cultural vitality of our community.

Looking Ahead



CELEBRATING 20 YEARS OF IMPACT— AND LOOKING AHEAD

In 2026, Bethel Woods celebrates its 20th anniversary, marking two decades of inspiring creativity, fostering connection, and preserving the legacy of the Woodstock Music & Art Fair. Since opening in 2006, more than four and a half million visitors have experienced concerts, festivals, educational programs, and the Museum at Bethel Woods. What began as a vision to honor a historic moment has grown into a nationally recognized cultural institution that serves audiences, students, artists, and communities across the region and beyond.

The anniversary provides an opportunity not only to reflect on the organization's accomplishments, but also to celebrate the people who have made them possible. Throughout the year, Bethel Woods will share stories from artists, fans, educators, donors, volunteers, staff, and community members whose lives have been shaped by the organization. Special events, community initiatives, and storytelling projects will highlight the countless connections forged here over the past two decades while inviting new audiences to become part of the story.

Most importantly, the 20th anniversary serves as a launchpad for the future. As Bethel Woods looks toward the 60th anniversary of Woodstock in 2029 and beyond, the organization is focused on expanding access to the arts, strengthening its role as a cultural and economic driver, advancing peace-building initiatives, and creating extraordinary experiences for future audiences. The milestone is not simply a celebration of what has been accomplished—it is an affirmation of what is possible in the years ahead.

The 20th anniversary is both a celebration and a call to action—an opportunity to honor the impact made possible by supporters while investing in the next chapter of Bethel Woods' mission.



As part of its 20th Anniversary celebration, Bethel Woods will debut Building Woodstock into Bethel Woods, a new guided golf cart tour exploring the remarkable transformation of the historic grounds. In less than four weeks during the summer of 1969, Woodstock Ventures converted Yasgur's Farm into the third-largest city in New York, creating the infrastructure for a groundbreaking festival that reimagined how music, community, and landscape could come together. Twenty-five years later, a new vision emerged: to preserve the site's legacy while transforming it into a world-class cultural destination.

This immersive tour traces the evolution of the property from a working dairy farm to the site of the Woodstock Music & Art Fair,

to the home of Bethel Woods Center for the Arts. Along the way, guests will explore key locations across the historic grounds, learn about recent Woodstock research and discoveries, and gain behind-the-scenes insight into the operations of one of the nation's premier outdoor music venues.

Designed for history enthusiasts, music fans, and curious visitors alike, Building Woodstock into Bethel Woods offers an in-depth, all-access look at the people, ideas, and vision that shaped this extraordinary place. By connecting the site's past, present, and future, the tour embodies the spirit of Bethel Woods' 20th Anniversary celebration and the enduring legacy of Woodstock.

DEEPENING IMPACT THROUGH A SHARED THEORY OF CHANGE

In 2025, Bethel Woods began aligning department-level goals with our new Theory of Change—a shared framework that clarifies how our work creates lasting impact across five focus areas: **Personal Transformation, Economic Development, Artistic Vibrancy, Community Connection, and Enduring Legacy**—together forming the acronym **P.E.A.C.E.**

As we approach Bethel Woods' 20th anniversary in 2026 and the 60th anniversary of Woodstock in 2029, this important process ensures that every part of the organization is working toward shared outcomes and a unified vision for the future. By connecting day-to-day decisions to long-term impact, the framework helps align programs, partnerships, and investments around the change we seek to create.

This ongoing work reflects our commitment to continuous improvement and to maximizing the value of every philanthropic dollar entrusted to us. As we look ahead, the Theory of Change provides a roadmap for bringing our mission to life with greater intention and accountability—ensuring that the experiences we create continue to generate meaningful personal, economic, artistic, community, and legacy-driven impact for years to come.

THE P.E.A.C.E. FRAMEWORK

Following an intensive, year-long process, Bethel Woods codified a new Theory of Change in December 2025, which provides a roadmap to the long-term impact we seek to realize. As a result of that process, we now define our impact in five areas. By aligning all of our efforts around these five areas, Bethel Woods is dreaming boldly about the future and deepening our long-standing commitment to driving a measurable, evidence-based and enduring impact for our community, our region and the world at large.



CONSIDER PEACE AT PEACE POINT

With generous support from Unalam, Bethel Woods established Peace Point in 2025, a dedicated home for the Consider Peace initiative. More than a new site feature, Peace Point represents an important evolution in our work—embedding the values that inspired Woodstock not only in our history, but also in the visitor experience and the future of our mission.

In the years ahead, Peace Point will feature interpretive exhibits developed by Museum staff exploring the history of the peace symbol, the intentional role of peace in the planning of Woodstock, and the ways those ideas continue to inspire our work today. The site will showcase video content highlighting the inaugural Peace Fellow and other emerging initiatives designed to foster connection, reflection, and civic engagement.

Visitors will be invited to participate through interactive art experiences created with local artists, contributing messages, stories, and artifacts that will help build a contemporary collection reflecting what peace means in the present day. Peace Point will also serve as a gateway to future initiatives, including the Purple Path, Peace Retreats, and PeaceFest—new opportunities to use Bethel Woods' history, landscape, and convening power to help people explore and practice the values that have inspired this site for generations.



36

CONCERTS

36 concerts
across 3 stages



50

ARTISTS

50+ Emerging
Artists
platformed



2,125

ARTS ACCESS PROGRAM

2,125 Ticket and Arts
Access Program,
1,719 Vet Tickets



FESTIVAL DAYS AND EVENTS

59 different festival days
including Peace, Love &
Pumpkins, Peace, Love
& Lights, Harvest, Hello
Inclusion

59



265

VOLUNTEERS AND SUPPORT

265 Volunteers -
19,993 Volunteer
Hours



HISTORIC PRESERVATION

23,926 visitors

2,485 total tours

1,278 docent tours

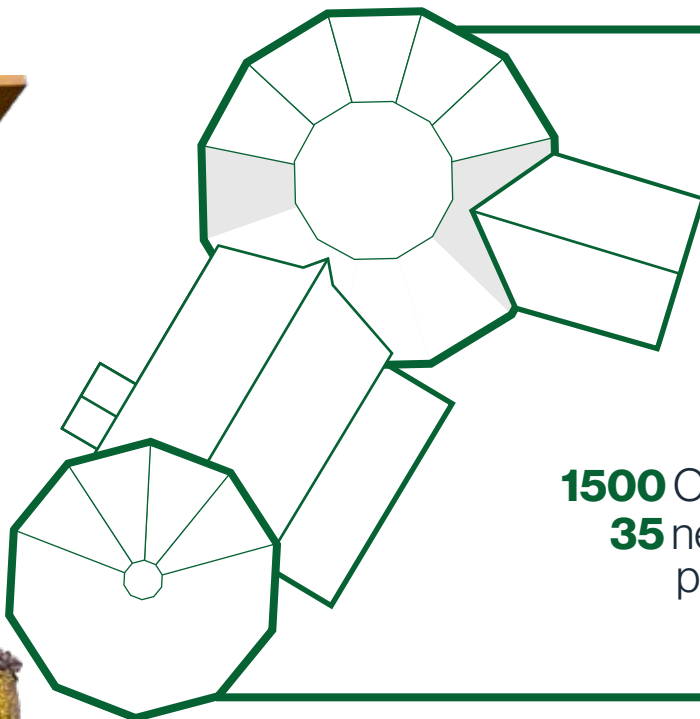
463 BTS tours

744 Main Gate tours

1500 Oral Histories collected since 2020

35 new individual artifacts entered into
permanent collection - **3,420** total

Peace Fellow Hired



ECONOMIC IMPACT

+ VISITORS

Over 297,000 attendees in 2025, and 4.8 million attendees since opening in 2006.

+ JOBS

640 direct full- and part-time and seasonal jobs, or 140 full-time equivalents (FTE) in 2025. In addition, approximately 4 FTE supported the construction of new capital improvements.

+ WAGES AND BENEFITS

\$23.9 million in total labor income in New York State from 2025 operations, including \$11.1 million in direct labor income. There was an additional \$2.3 million in wages and benefits generated to support construction activity in 2025.

+ ECONOMIC OUTPUT

\$59.5 million in total economic output in New York State from 2025 operations, including approximately \$23.8 million in direct economic output. Construction activity generated an additional \$5 million in economic output.





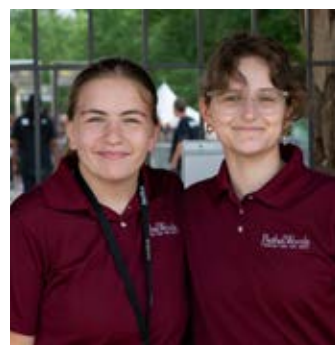
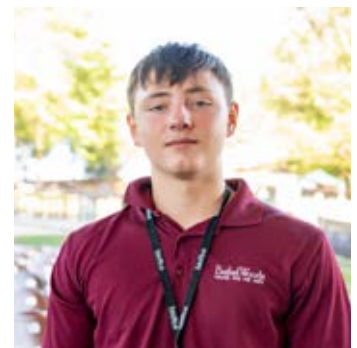
CELEBRATING THE HEART OF OUR COMMUNITY



With heartfelt thanks to our members, donors, volunteers, and sponsors whose generosity brings Bethel Woods to life.

Your support makes this possible.

Celebrate 20 years of peace, music, and community by making a gift today and helping Bethel Woods continue its mission for the next 20 years.



THANK YOU TO OUR 2025 DONORS

CHAIRMAN'S CIRCLE (\$50,000+)

Frank and Susan Brown
Elizabeth Eaton and Adam Cohen
Robyn Gerry and Family
Gerry Foundation
Grimm Construction, Inc.
Susan Henshaw Jones
Andrew Jacobson
Lightpower GmbH
Harvey Manes
New York State Council on the Arts - NYSCA
Rowley Family
Patricia and Stuart Salenger Foundation
James and Nancy Smith
The Suehnholz Family
Unadilla Laminated Products
Craig and Sue Van Cott

CEO'S CIRCLE (\$25,000 - \$49,999)

Diannic LLC
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Glenn and Madeline Friedman
Adam Gerry and Ashley Gerry
Annelise Gerry and Family
The William and Elaine Kaplan Family Foundation
Jared and Julie Kaufman
New York State Agriculture and Markets
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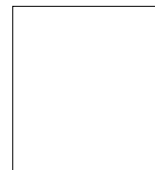
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