



ROSE KENNEDY GREENWAY CONSERVANCY

ANNUAL REPORT 2018

**THE
GREEN
WAY**



Dear friends,

As the contemporary park in the heart of historic Boston, The Greenway is a civic space like no other in the city, offering vital opportunities to gather, play, unwind, and explore.

This year, millions of people gathered on The Greenway to experience festivals, markets, fitness classes, and concerts that reflected the diversity and ingenuity of our community. By partnering with scores of local groups, the Conservancy hosted 450 free events, giving a platform to a wide variety of community organizations, artisans, and small businesses. With events like the Boston Local Food Festival, Caribbean World One Expo, Chinatown Main Street Festival, and Greenway Simulcast of the Boston Pops Fireworks Spectacular, The Greenway was a site of communal connection and celebration.

People of all ages played together on The Greenway. They engaged in open-ended family activities facilitated by our Play Program, splashed in the delightfully unpredictable jets of the Rings Fountain, and laughed over lawn games with new friends at our annual young professionals event, Glow in the Park.

The park continued to evolve as an ideal spot to unwind in the midst of the hubbub of the city. This year the new Carolyn Lynch Garden on The Greenway created an oasis of beauty where flowering trees form canopied thresholds to vibrant gardens and inviting plazas with comfortable furnishings. A second drinkery, from Downeast Cider House, opened on The Greenway, and the phenomenally popular Trillium Garden returned. Weekly Boston Calling Block Parties at Dewey Square Park capped off the workday with live music and drinks.

As always, The Greenway was rich with opportunities to explore our connections to the natural world and each other. Educational signage accompanying our newly installed pollinator hotels elucidated the role of bees, butterflies, and other beneficial insects in supporting our food supply. An exhibition of historical neon signs from throughout Massachusetts explored our collective past. Our award-winning public art program featured six commissions of new artworks, including *Year of the Dog* by Risa Puno, which examined the attributes of the dog--such as loyalty and generosity--through stories shared by members of the Chinatown community.

All this and so much more was made possible by your donations, volunteerism, participation, and enthusiasm. Thank you for being a part of The Greenway community!

Jesse Brackenbury
Executive Director

James Kalustian
Board Chair

“
Bostonians from all backgrounds treasure the Rose Kennedy Greenway and respect the Greenway Conservancy’s stewardship of the park, leadership in equitable access to cultural programming, beautiful open space, and vibrant place-making.”
”

— Boston City Councilor Michelle Wu

PARKNESS

In 2018, the Greenway Conservancy instituted major horticulture improvements, enhancing a healthy and welcoming ecosystem for visitors and the environment.



Carolyn Lynch Garden

Following vast renovations to the boxwood gardens, the Carolyn Lynch Garden on The Greenway opened to the public in the summer of 2018. The garden was designed with an array of bright colors, seasonal blooms, and a rich diversity of textures, heights, and personalities. Alongside vibrant furniture and additional planters, the Carolyn Lynch Garden creates a unique place to unwind in the park thanks to a generous gift from The Lynch Foundation!

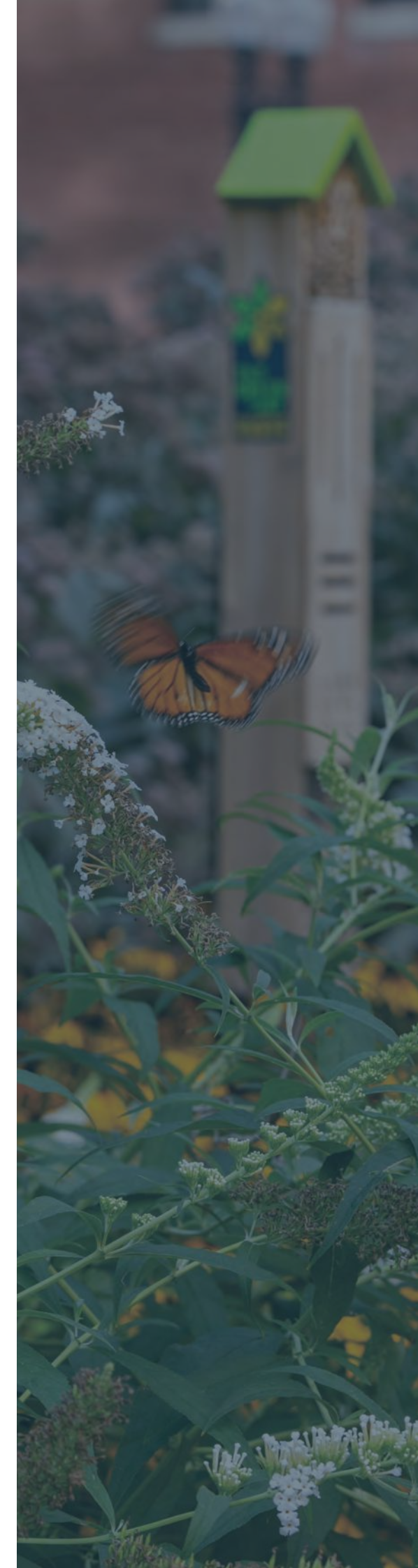
Pollinator Ribbon

In 2018, the Greenway Conservancy installed 11 pollinator hotels and bamboo bungalows throughout the park as part of our Pollinator Ribbon. These structures, along with our 194,000+ pollinator-friendly plants, are designed to attract and support pollinator species throughout The Greenway, creating a rich, sustainable community of bees, butterflies, and birds that love our blooms as much as you do.



194K

Pollinator plants throughout The Greenway





Award-Winning Art

Continuing our leading role in bringing rotating exhibitions of contemporary public art to Boston, the Conservancy received three prestigious awards from the Americans for the Arts' Public Art Network Year in Review for 2017 commissions. The Conservancy has received seven such awards since 2013, placing it in a preeminent position among the nation's non-profits. A focus on light-based experiences in 2018 brought an illuminated tunnel, self-reflecting refractions, and vintage neon signs from Massachusetts to The Greenway:

Carving Out Fresh Options by Shara Hughes

GLOW by Dave and Lynn Waller

Transition by Luftwerk

Temple of Mnemon by Anne Lilly

Year of the Dog by Risa Puno

Balancing Act by Aakash Nihalani

We the People II by Mia Cross



7

Awards from Americans for the Arts



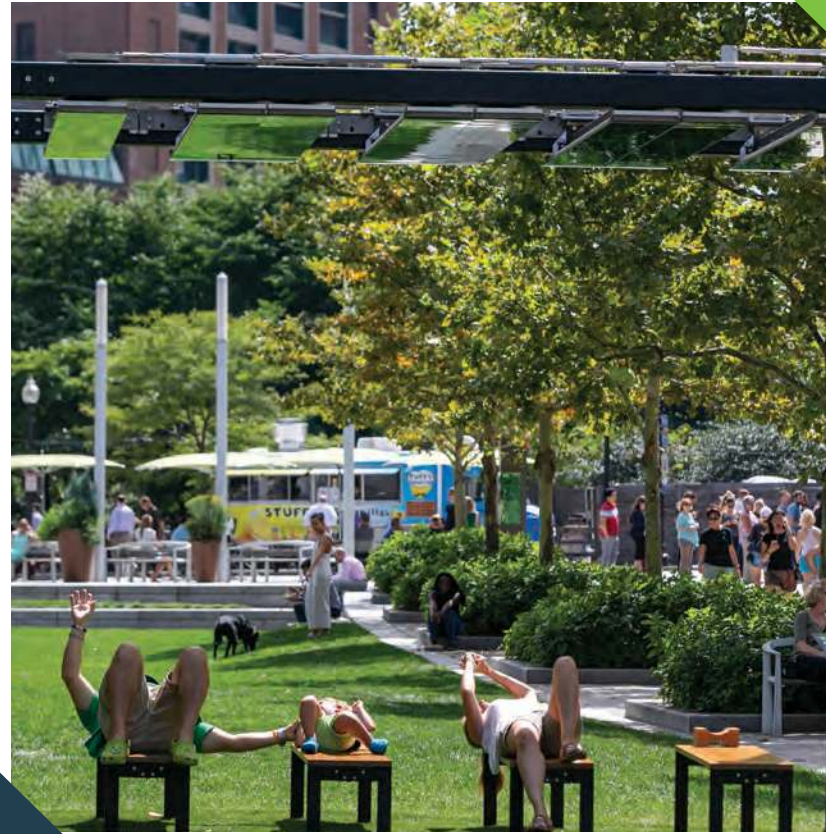
GLOW, Photo by Rich Colicchio

ILLUMINATING ART

Alongside our annual zodiac exhibit and mural, the Conservancy's 2018 Public Art Program featured curated light-based and reflective artworks. These illuminating installations engaged visitors day and night on The Greenway!



Carving Out Fresh Options



Temple of Mnemon



Balancing Act I



Year of the Dog



Transition

PUBLIC ART 2018



Yoga Around Town
Photo: Sam Nipantaporn

EVENTS AND ACTIVATION

With 450 events and activations this year, there was something different to explore with every visit to the park!

450 Free Events

From fitness classes to farmers markets, concert series to food and film festivals, cultural celebrations to family-friendly activities, there truly was something for everyone on The Greenway in 2018.

Selected highlights from 2018:

Our popular fitness program offered visitors over 90 opportunities to work out, outside! A wide range of free workouts provided by Innercity Weightlifting, Ultimate Tango, and other local groups kept our visitors feeling fit this season on The Greenway. This year also brought a one-of-a-kind fitness opportunity to downtown Boston - Goat Yoga!

This year marked the 5th anniversary of the Greenway Carousel at The Tiffany & Co. Foundation Grove, a Boston landmark like no other. To mark the occasion, we released the first edition Greenway Carousel Coloring Book!

Our annual Greenway Gala, held in June, drew 400 guests to enjoy cocktails and dinner under a festive tent on The Greenway at the horticultural peak of the park season. This year's Gala honored philanthropist and Greenway Conservancy supporter Peter Lynch of The Lynch Foundation, and raised over half a million dollars to sustain the work of the Greenway Conservancy.

The Conservancy produced its 4th annual young professionals event, Glow in the Park, now a signature event on Boston's social scene. Featuring local food trucks, live music, lawn games, and libations to network over, this year's sold-out event attracted over 450 attendees.



4000+

Fitness class attendants





2018 Greenway Gala



Trillium Garden on The Greenway



Goat Yoga

EVENTS 2018



Coolidge on The Greenway



Snail Hopscotch

CARING FOR THE GREENWAY

The Conservancy continued to improve The Greenway's beauty through skilled, attentive landscape care and thoughtful improvements. Our exclusive use of organic and sustainable landscape practices are innovative, award-winning, and fiscally sound.

Organic Park Care

The Greenway's healthy plants were better able to withstand the stress of public use in an urban environment because of our organic management practices. In 2018, we renovated numerous garden areas, including our Birch Islands where Pennsylvania Sedge was planted, a native turf-alternative that will thrive in the shaded conditions. A park-wide effort to prune our maturing tree population was completed, ensuring the continued health of our largest plants and their canopies.

Maintenance and Improvements

Throughout The Greenway, the paths were safe, clear, and well-lit, the fountains were playful and refreshing, and there were plenty of benches, chairs, and other places to sit back and unwind. Our talented Maintenance team skillfully handled regular repairs and improvement projects. This year, visitors rejoiced at the return of the swinging benches in the North End!

Park Rangers

Our two Park Rangers were in the park from dawn until dusk, compassionately keeping an eye out for the safety of the park and all our visitors. They were welcoming, friendly faces, providing security and ambassadorship, and connecting a wide range of people with the information and services they needed. In 2018, our Rangers logged 7,920 interactions with park visitors, who represented all 50 states and Puerto Rico, plus 46 other countries around the world.

Volunteers

Our volunteer programs continued to engage our neighbors and supporters, with 768 volunteers contributing 3,975 hours. Our corporate volunteering program expanded to 60+ group projects in 2018, offering more organizations a chance to spend a morning volunteering on The Greenway. Now in its second year, our zone garden program grew to accommodate eight dedicated volunteers who joined us weekly to work alongside our Conservancy Horticulturists, giving them an opportunity to delve deeply into their assigned area. Thank you to the individuals and companies who dedicated their time to caring for The Greenway.

“The enthusiasm of The Greenway team members and the gorgeous morning sun really made this such a great time! I loved getting right into getting dirty and accomplishing tasks I knew would be appreciated by the many people who walk through and enjoy The Greenway daily--including me!”

– Houghton Mifflin Harcourt Volunteer

DONORS AND SUPPORTERS

The Conservancy gratefully acknowledges those whose gifts, pledges, and in-kind services have helped to sustain our work between January 1, 2018 and December 31, 2018.

* Denotes payments that are part of multi-year grants or pledges

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**As of December 31, 2018*



FINANCIALS

The Greenway operates with a public/private funding model. Since its founding, the Conservancy has leveraged its government support to raise more than \$45M through philanthropy and other private funds.

In 2018, \$750K of support was received from the new Greenway Business Improvement District. The Greenway BID, made up of large properties adjacent to the park, was founded in 2018 and began providing \$375K/quarter on July 1, 2018. This new source of funding emerges from the landmark 2017 funding agreement between the Greenway Conservancy, the Commonwealth of Massachusetts, the City of Boston, and abutting property owners. Consistent with this agreement, MassDOT's operating contribution declined to ~\$1.4M, while MassDOT support for capital repairs increased to nearly \$0.4M.

Earned income hit a record, topping \$1.4M; the largest source continues to be the Mobile Eats Program, with strong revenue growth from the beer gardens and promotions/sampling. Donations totaled ~\$1.4M; 2017 had been boosted by the large gift for the Carolyn Lynch Garden construction and endowment.

Programmatic expenses, including organic landscape care, park maintenance, 450 free public programs, public art installations and more, represented 79% of the total \$5.4M in operating expenses. Administrative and fundraising expenses increased due to the fully grant-funded Strategic Business Planning process.

In keeping with our investment policy, the Conservancy continued to draw from the endowment at a Board-approved 4.5% sustainable rate to fund current operations; this totaled ~\$0.7M. The sharp market downturn in 2018Q4 put the endowment underwater at year-end, but the endowment fully rebounded in 2019Q1.

Operating Revenue and Support	2018	2017
Government support, MassDOT	\$1,125,000	\$1,986,959
Government support, grants	\$6,000	\$3,000
Contributions, BID	\$750,000	\$0
In-kind revenue - public	\$262,878	\$244,206
In-kind revenue - private	\$132,577	\$261,994
Contributed income	\$831,961	\$772,394
Gala & event revenue, net	\$404,322	\$438,553
Earned revenue	\$1,475,286	\$1,188,861
Endowment draw for current operations	\$653,022	\$638,425
Other Income and recoveries	\$49,006	\$54,296
Total operating revenue and support	\$5,690,052	\$5,588,688

Operating Expenses before Depreciation	2018	2017
Programmatic	\$4,240,225	\$4,287,363
Administrative	\$545,338	\$437,522
Fundraising	\$593,158	\$584,844
Total operating expenses before depreciation	\$5,378,721	\$5,309,729

Depreciation	\$360,005	\$333,327
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Non-Operating Revenue and Support	2018	2017
Government support, MassDOT - capital projects	\$379,410	\$103,208
Contributions and grants, capital projects	\$0	\$770,400
Endowment pledge	\$0	\$650,000
Endowment draw for current operations	\$(653,022)	\$(638,425)
Investment income, net of fees	\$(1,474,521)	\$2,427,489
Total non-operating revenue and support	\$(1,748,133)	\$3,312,672

Change in net assets	\$(1,796,807)	\$3,258,304
Net assets, beginning of the year	\$23,596,218	\$20,337,914
Net assets, end of the year	\$21,799,411	\$23,596,218



THE GREEN WAY

617 292 0020



rosekennedygreenway.org



185 Kneeland Street
Boston MA 02111

