



ROSE KENNEDY GREENWAY CONSERVANCY

ANNUAL REPORT 2019

**THE
GREEN
WAY**



“ The Greenway, which lives where the ugly, elevated I-93 expressway once loomed, punches way above its meager acreage. Reconnecting the city to its waterfront, it has also become a destination unto itself: a serene respite from bustling streets, a place of immense beauty, a platform for adventurous public art. ”

– Yvonne Abraham, *The Boston Globe*

Dear Friends,

2019 marked the 10-Year Anniversary of the Greenway Conservancy’s care and maintenance of The Greenway. The park has transformed the way people experience downtown Boston, providing vital green space essential to everyone who shares our city, and enhancing the lives of residents and visitors, as well as future generations.

In January 2019, the Boston Society of Architects honored the Conservancy with its prestigious Commonwealth Award for “outstanding work on the dynamic transformation and activation of a portion of downtown Boston that was once lost to the Central Artery.”

The Conservancy continued to realize and recommit to the promise of The Greenway through the introduction of new park features. We brought the first beehives to a Boston public park, seeded a wildflower meadow, and commissioned a free dance performance around our reimagined Rings Fountain. Growing on our past successes, the Conservancy opened Boston’s first open-air wine garden in partnership with City Winery.

An economic engine for the downtown district, The Greenway creates a desirable location for residential and commercial development, and provides a sense of community for those who work and reside nearby. This year, millions of people gathered on The Greenway to experience hundreds of free public programs including fitness classes, festivals, markets, and more.

The Greenway makes Boston a more beautiful, green, and vibrant city through the Conservancy’s sustained commitment to the highest standards of park management. All this and so much more was made possible by your donations, volunteerism, participation, and enthusiasm. Thank you for being a part of our valued family of supporters!

Jesse Brackenbury
Executive Director

Doug Husid
Board Chair



TEN YEARS

In 2019, the Greenway Conservancy celebrated the 10-Year anniversary of management and care of The Greenway with signature improvements that connect people to nature and each other.



10-Year Initiatives

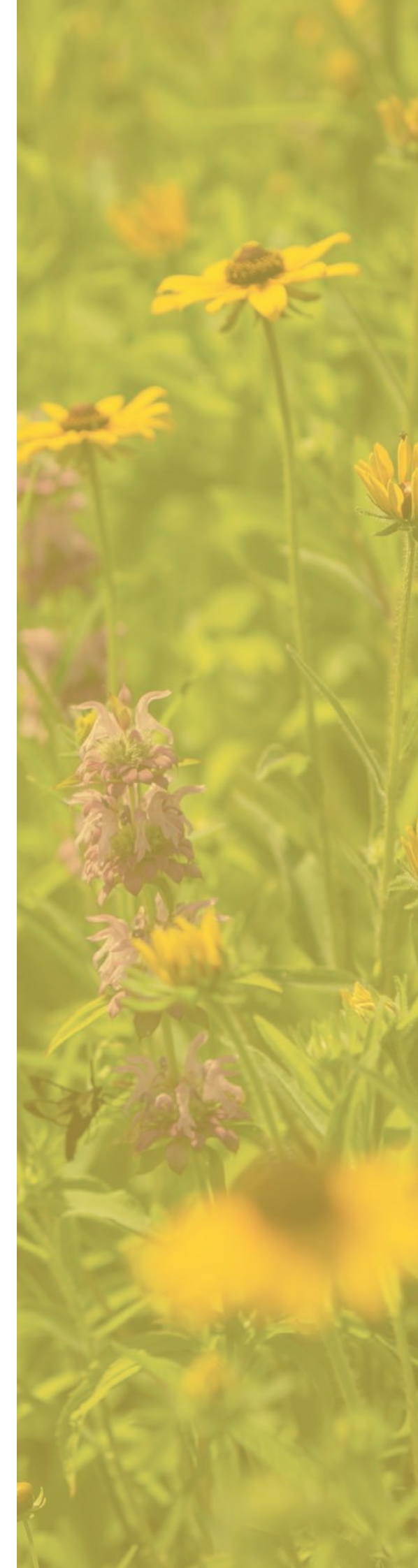
Pioneering horticultural initiatives blossomed on The Greenway in 2019. 10,000 bulbs bloomed in our Carolyn Lynch Garden, our Pollinator Ribbon initiative expanded with the installations of the first beehives in a public park in Boston, and a new urban wildflower meadow blanketed an unfinished area of The Greenway with color.

Hailed as “one of the most effortlessly diverse places in the city” by *The Boston Globe*, our signature Rings Fountain was vivified with the addition of colorful lights synchronized to the play of the fountain jets, delighting throngs of visitors into the twilight hours.

This year, the Greenway Conservancy relaunched its website, which like the park, was designed with visitors in mind. Our new design makes it easy to navigate the site while you’re navigating the park and keep up with The Greenway on the go. Your guide to discovering The Greenway is www.rosekennedygreenway.org.



wildflowers planted in the Greenway Meadow



Past, Present, and Future

The Auto Show helped mark our 10th anniversary by encouraging visitors to reflect on the former elevated Central Artery and the history of the site as a transportation corridor. The exhibition included Augmented Reality Art, which utilized new technology to overlay historical imagery and contemporary digital artworks onto the dynamic landscape of The Greenway.

Public Art featured in 2019:

Resonance, Super A (Stefan Thelen)

Augmented Reality Art, Nancy Baker Cahill,

John Craig Freeman, and Will Pappenheimer

Computer Generated Graphics, Chris Labrooy

No Direction, Julie Libersat

OPERANT (An Oldowonk Catarach), Karl Unnach

UFO, Erwin Wurm

Year of the Pig, Elliot Kayser

Engulf, Juan Triviso



Computer Generated Graphics

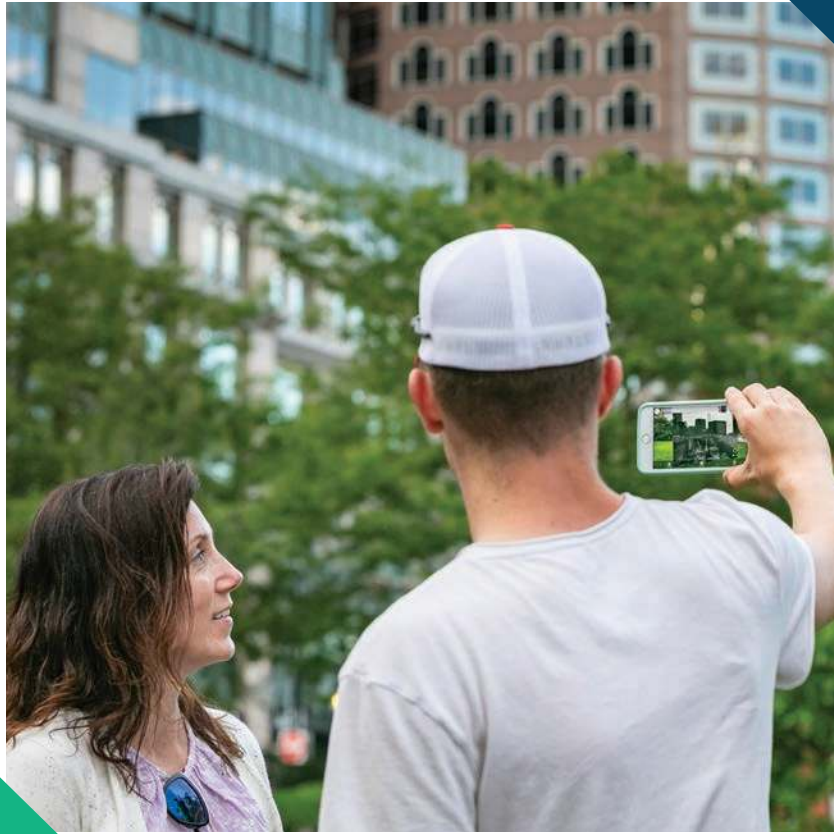


8TH

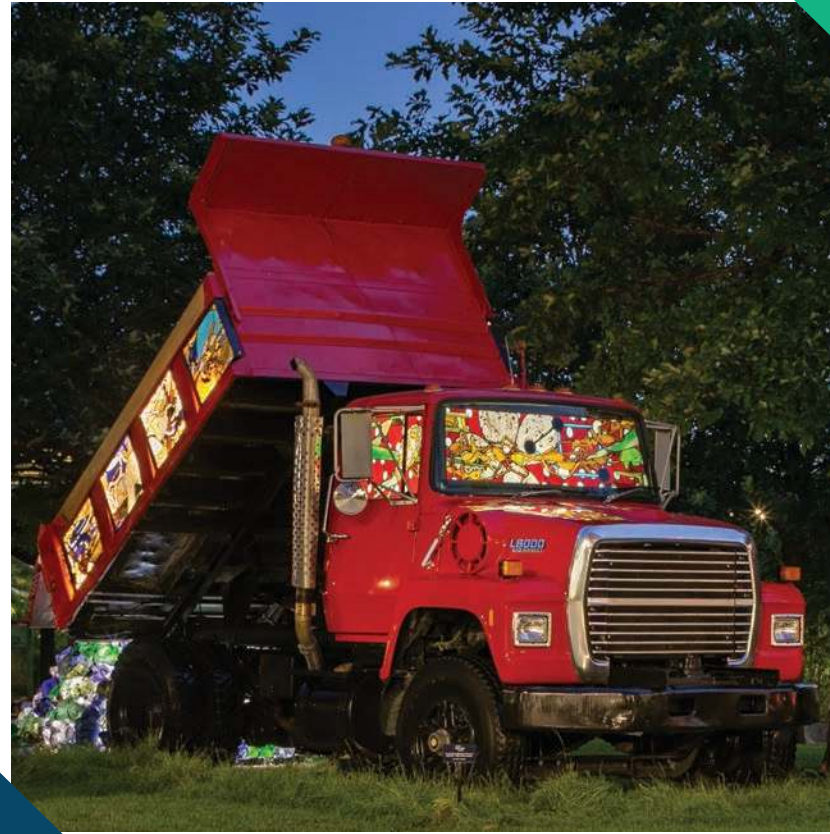
Award from Americans for the Arts

THE AUTO SHOW

The Greenway Conservancy engages the imagination of residents and visitors by presenting new exhibitions of public art each year.



Augmented Reality Art



OPERANT (An Oldsmobile Caterach)



UFO



Year of the Pig



Resonance

PUBLIC ART 2019



Waterway/Lightway/Greenway

Something for everyone

Each year, millions of people enjoy free public programs, the Greenway Carousel, food trucks, beer and wine gardens, free Wi-Fi, and more.

Selected highlights from 2019:

The Greenway Conservancy commissioned celebrated local choreographer Peter DiMuro of Public Displays of Motion to create site-specific, free dance performances in the park. *Waterway/Lightway/Greenway* was inspired by the history of The Greenway and featured dancers ages 12 to 75 performing in and around the renovated Rings Fountain.

The weeklong Concert for One presented by Celebrity Series of Boston paired one listener with one musician for a series of one-minute concerts, fostering intimate connections between performers and audience members.

The Greenway Fitness Program offered more than 100 free opportunities to work out, outside! Workouts provided by BollyX, Boston Lindy Hop, HUB Parkour, UFC Gym Boston and other local groups kept visitors feeling fit.

Visitors gathered at City Winery on The Greenway, a new pop-up wine garden in Dewey Square, to connect with friends and enjoy a selection of wine, beer, and cider. The tremendously popular Trillium Garden on The Greenway returned for a third season.



4K

free rides on the Greenway Carousel

PROGRAMS AND PERFORMANCES

With over 430 free events and activations this year, there was something new to explore with every visit to The Greenway!





Concert for One, Photo by Robert Torres



City Winery on The Greenway



Boston Public Market at Dewey Square

EVENTS 2019



CycleBar, Photo by Nick Cosky



Bloomberg Fourth of July Simulcast

You make The Greenway

Each year, the Conservancy hosts two signature fundraising events in the park. Held on consecutive evenings in the early summer, our community of supporters raised more than \$690K the Gala on The Greenway and Glow in the Park; a new record! Alli and Bill Achtmeyer and Laura and Bob Reynolds co-chaired this year's Gala on The Greenway, which recognized Gala Honoree, Governor of the Commonwealth of Massachusetts Charlie Baker, for his leadership on behalf of the Greenway Conservancy since its inception. As a private citizen, Baker served on our founding Board of Directors and, as governor, his leadership was instrumental in creating the landmark 2017 multi-party funding agreement for The Greenway.

The Greenway BID continues to ensure long-term funding of the Greenway Conservancy. Officially formed in 2018, The Greenway Business Improvement District creates a strong foundation for funding that, in tandem with the continued generosity of the philanthropic community, will help the Conservancy continue to care for and improve the park for years to come.



80%

funding from private sources

FUNDRAISING AND SUPPORT

Private donors like you provide 80% of the Greenway Conservancy's annual operating revenues. Your contributions enable the Conservancy to deliver the exceptional experiences that you know and love.

CARING FOR THE GREENWAY

The Greenway is an urban oasis thanks to the Conservancy's pioneering approach to ecological landscape management that results in healthier plants, a cleaner Boston Harbor, and a safer park for people and pets.

Organic Park Care

The Conservancy uses organic and sustainable landscape practices that are innovative, award-winning, and fiscally sound. Our efforts to support a healthy ecosystem, in-house production and application of organic compost tea, and attention to soil biology lead to plants and lawns better able to withstand the stresses of public use and the demands of an urban setting.

Maintenance and Improvements

The Greenway is growing! The Boston Planning and Development Agency, with the Massachusetts Department of Transportation and the Conservancy, began the community and design process to create a new pocket park on "Parcel 2" at the northern end of The Greenway.

The Conservancy Maintenance Team kept The Greenway in top condition through projects including upgrading the hinge/brake mechanisms of the beloved North End swinging benches and replacing original trash and recycling receptacles.

Volunteers

Volunteers are essential to the stewardship of The Greenway. In 2019, 854 volunteers contributed to the beauty of The Greenway by working shoulder-to-shoulder with our horticultural and maintenance staff to complete projects from weeding beds to planting bulbs to repointing masonry.



240K

bees reside in the Greenway Beehives

Photo by Nina Gallant

DONORS AND SUPPORTERS

The Conservancy gratefully acknowledges those whose gifts, pledges, and in-kind services have helped to sustain our work between January 1, 2019 and December 31, 2019.

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

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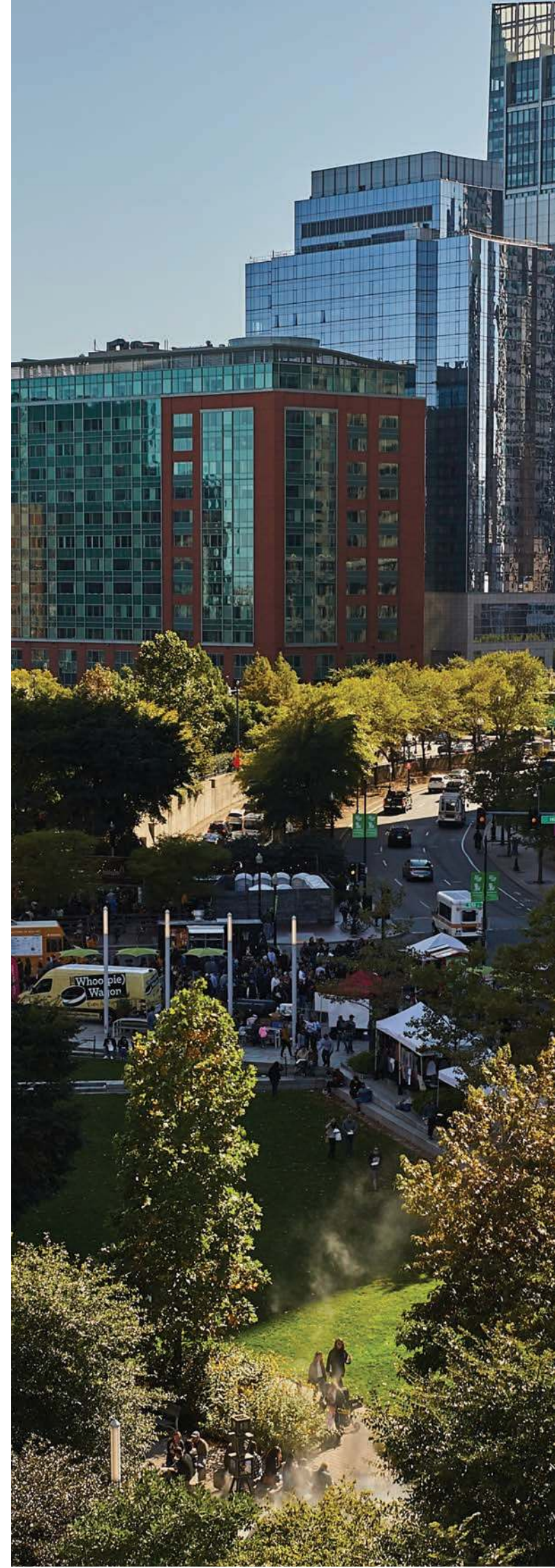
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**As of December 31, 2019*



FINANCIALS

The Greenway operates with a public/private funding model. Since its founding, the Conservancy has leveraged its government support to raise more than \$50M through philanthropy and other private funds.

In 2019, \$1.5M was received from the Greenway Business Improvement District (BID), whose membership is made up of the commercial properties adjacent to the park. From July 1, 2018 to June 30, 2019, the Greenway BID provided \$0.375M for maintenance and horticultural care; beginning July 1, 2019, the BID is providing \$0.25M/quarter for care and \$0.125M/quarter for Greenway Enhancements. The BID emerged from the landmark 2017 funding agreement between the Greenway Conservancy, the Commonwealth of Massachusetts, the City of Boston, and the abutting property owners.

The City and MassDOT provided funding consistent with the 2017 agreement. The City began funding in 2019 with \$0.29M in support through a draw from an invested Trust Fund. MassDOT funds maintenance, horticulture, and capital repairs, as well as providing in-kind support.

Earned income and philanthropy were both up in 2019. Earned revenues hit another record, topping \$1.6M; the largest source continues to be the Food Truck Program, with strong revenue growth from the beer and wine gardens and promotions/sampling. Private philanthropy from contributions, fundraising events, and in-kind support all grew in 2019 to a total of \$1.7M (compared to \$1.4M in 2018). An additional \$0.3M in grants and private support was raised in 2019 for capital projects.

Strong 2019 revenues allowed for budget growth to support the mission. The \$6.2M budget, up 16% from 2018, was the Conservancy's largest ever. Programmatic expenses, including organic landscape care, park maintenance, 400+ free public programs, public art installations and more, represented 79% of the total operating expenses in both 2019 and 2018. Administrative and fundraising expenses increased consistent with the overall budget growth and investments driven by our Strategic Business Plan.

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. A sharp market downturn at the end of 2018 was entirely reversed in 2019.

	2019	2018
Operating Revenue and Support		
Earned revenue	\$1,643,639	\$1,475,286
Contributions, BID	\$1,252,000	\$750,000
Contributed income	\$909,975	\$831,961
Endowment draw for current operations	\$697,321	\$653,022
Government support, MassDOT	\$625,000	\$1,125,000
Gala & event revenue, net	\$492,892	\$404,322
Government support, City of Boston	\$281,741	\$0
Government support, grants	\$16,500	\$6,000
In-kind revenue, private	\$304,556	\$132,577
In-kind revenue, public	\$252,727	\$262,878
Other income and recoveries	\$123,126	\$49,006
Total operating revenue and support	\$6,599,477	\$5,690,052
Operating Expenses before Depreciation		
Programmatic	\$4,918,779	\$4,240,225
Administrative	\$560,232	\$545,338
Fundraising	\$759,341	\$593,158
Total operating expenses before depreciation	\$6,238,352	\$5,378,721
Depreciation	\$439,116	\$360,005
Non-Operating Revenue and Support		
Contributions, BID - Enhancements	\$248,000	\$0
Government support, MassDOT - capital	\$243,040	\$379,410
Contributions and grants - capital	\$160,480	\$0
Government support, grants - capital	\$30,000	\$0
In-kind revenue - capital	\$104,825	\$0
Investment income, net of fees	\$2,931,001	\$(1,474,521)
Gain/loss on fixed assets	\$(27,993)	\$0
Endowment draw for current operations	\$(697,321)	\$(653,022)
Total non-operating revenue and support	\$2,992,032	\$(1,748,133)
Change in net assets	\$2,914,041	\$(1,796,807)
Net assets, beginning of the year	\$21,799,411	\$23,596,218
Net assets, end of the year	\$24,713,452	\$21,799,411



THE GREEN WAY

617 292 0020 

rosekennedygreenway.org 

185 Kneeland Street
Boston MA 02111 