2023 Organizational Goals Areas and Flow

Plan for and deliver exceptional management & park care

Provide a welcoming park to gather, play unwind, and explore

Broaden and deepen engagement and support

Individual Goals

Department Goals

Organizational Goals
2022 Organizational Goals

Plan for and deliver exceptional management & park care

- Deliver high quality park maintenance and leverage stakeholder relationships to improve park safety and cleanliness
- Complete Capital Plan repairs on-time and on-budget, and finish construction of North Meadow on The Greenway and Chin Park Lighting improvements
- Develop multi-year plan for tracking and addressing State of Good Repair and Climate Resilience
- Lead in the practice of ecological horticulture, steward Eastern North American native plants, foster a diverse plant collection
- **Build staff cohesion and advance human resources practices**

*bold indicates incomplete or ongoing*
2022 Organizational Goals

Provide a welcoming park to gather, play unwind, and explore

- Thoughtfully engage with our community and stakeholders, especially around adjacent development projects and updated park spaces
- Encourage the return towards a pre-COVID number of programs, with at least 375 events that are free and open to the public, and support local arts ecosystem through creation of new opportunities and partnerships
- Strengthen public art excellence and civic leadership through developing a public art vision, curatorial values, and projects that inspire, resonate with, sustain, and engage Boston’s diverse communities
- Increase cultural & racial equity, access, and engagement holistically across all areas of park, from staff, signage, and artists to programs, vendors, and audiences

*bold indicates incomplete or ongoing*
2022 Organizational Goals

Broaden and deepen engagement and support

- Create goals and implement strategies for each Department to further advance our commitment to Diversity, Equity, and Inclusion
- Earn $0.96M and raise $1.4M in cash for operations
- Continue to increase individual giving, while positioning for future growth
- Deliver successful in-person Gala in a brand new location
- Welcome new, diverse board members and deepen board engagement
- Create and sustain relationships with Greenway BID Board, members and tenants, planning for success for the 2023 BID renewal
2023 Organizational Goals

Plan for and deliver exceptional management & park care

- Deliver high quality park maintenance and leverage stakeholder relationships to improve park safety and cleanliness
- **Complete Capital Plan repairs on-time and on-budget, successfully install new benches and begin design for P19, P21, P22 Lighting and Pathways**
- **Implement Computerized Maintenance Management System**
- Lead in the practice of ecological horticulture, steward Eastern North American native plants, foster a diverse plant collection
- **Build staff cohesion and advance human resources practices**

*bold indicates focus area or new goal*
2023 Organizational Goals

Provide a welcoming park to gather, play unwind, and explore

- Thoughtfully engage with our community and stakeholders, especially around adjacent development projects and updated park spaces
- Collaborate with Chinatown community partners on heat resilience
- Encourage Boston’s Downtown recovery, with at least 375 events that are free and open to the public, and support local arts ecosystem through creation of new opportunities and partnerships
- Strengthen public art excellence and civic leadership through developing a public art vision, curatorial values, and projects that inspire, resonate with, sustain, and engage Boston’s diverse communities
- Increase cultural & racial equity, access, and engagement holistically across all areas of park, from staff, signage, and artists to programs, vendors, and audiences

*bold indicates focus area or new goal
2023 Organizational Goals

Broaden and deepen engagement and support

- Create goals and implement strategies for each Department to further advance our commitment to Diversity, Equity, and Inclusion
- Earn $0.96M and raise $1.4M in cash for operations
- Continue to increase individual giving, while positioning for future growth
- Welcome new, diverse board members and deepen board engagement
- Create and sustain relationships with Greenway BID Board, members and tenants, planning for success for the 2023 start of the five year cycle
- Explore opportunities of new or transformed spaces of the Greenway including Dewey Square, P6 and Leather District Park

*bold indicates focus area or new goal*