

# on the Greenway

Annual Report **Fiscal Year 2011** | July 1, 2010-June 30, 2011



Rose Fitzgerald Kennedy  
**Greenway**  
CONSERVANCY



# COMMUNITY



## Take a walk on the Greenway and you will see...

Children from all over the world laughing and playing in the Rings Fountain, families gathering for an evening of games in the parks, residents on yoga mats in the morning sun, office workers stopping for lunch at food carts and trucks, young adults learning hands-on horticulture skills, and visitors exploring new public sculptures by renowned national and regional artists. The Greenway connects people and the city by providing beauty, fun, and a sense of COMMUNITY.

Attendance at Greenway programs and use of park amenities such as food trucks and carts, a seasonal carousel, and one of the largest free Wi-Fi networks in Massachusetts increased 124% from the 2009 to 2010 program season; we expect a further 70% increase in 2011. Moreover, the opening of the Boston Harbor Islands Pavilion further enhanced the park experience.

We rely on many partners who have offered their time, energy, knowledge, skills and resources. In our second full year of operation, 300 volunteers dedicated over 900 hours to help the Conservancy take care of our parks. We salute our 444 donors and 17 in-kind contributors, including generous individuals, foundations and corporations. We are grateful to the talented people who have joined the Board of Directors and the Greenway Leadership Council and those who serve on the staff. We all share in the American Society for Public Administration's recent accolade to Nancy Brennan when she received the John W. Gaston, Jr. Award for Excellence in Public Service Management; this award is presented for outstanding achievements in public safety, health, welfare, and the quality of the environment.

We express our deep appreciation to Governor Deval Patrick, State House leaders, the Massachusetts Department of Transportation, our local elected leaders - Mayor Thomas Menino and his team and the Boston City Council - for their assistance and support as we ensure that the voices of the neighborhoods are a part of the growth of the Greenway.

We salute the outgoing members of the Board who served the Conservancy with great energy and wisdom throughout their terms: Peter Meade, for his extraordinary leadership in starting the Greenway's trajectory to become a first class park as founding Chair of the Conservancy Board, and Ann Thornburg, founding Chair of the Greenway Leadership Council.

And, to the broader Greenway community: thank you. Your encouragement, involvement and support make it possible for the Conservancy to sustain our efforts to serve the 2 million people who enjoy all the Greenway has to offer.

**Georgia Murray**  
Board Chair

**Nancy Brennan**  
Executive Director

**The Rose Kennedy Greenway** is a ribbon of contemporary urban parks that connects people and the city by providing beauty, fun, and a sense of community in Boston.

The Rose F. Kennedy Greenway Conservancy operates, maintains and improves the park and creates or facilitates public enjoyment, free events and programs, and educational services. Our focused efforts in FY11 made great strides to advance the Greenway as an indispensable public amenity – dynamic, inclusive, and innovative.



# VIBRANT



→ The Green & Grow youth workforce development and educational program helps young Bostonians to strengthen their academic foundation and learn important employment skills through learning and working in an urban park. 100% of this year's graduating class went on to finish high school, attend college, or secure employment in the environmental sector.

→ Sustainable landscape management practices that avoid the use of toxic chemicals are healthier for plants and people. Barefoot has never felt so good.

→ The "Urban Garden" sculpture exhibit, a temporary installation in collaboration with the deCordova Sculpture Park and Museum, draws visitors to the Fort Point Channel Parks.

→ Corporate groups and individual volunteers help keep the parks looking beautiful. This year, 300 individuals contributed over 900 volunteer hours.

→ Twelve food vendors in six locations offer more choices for wholesome, distinctive, affordable lunch options.

→ 47 new seasonal planting containers provide year-round color and interest along the entire Greenway.

→ Free events and activities – with a focus on fun, healthy living, horticulture and history – attract a diverse audience. Attendance at Greenway events increased 55% since last program season.

→ With approximately 100,000 riders this year, this rented carousel is a big hit. Stay tuned for a one-of-a-kind custom Greenway Carousel inspired by the imagination of Boston's schoolchildren, coming soon!

→ The Boston Harbor Islands Pavilion, a joint project by the National Park Service and the Boston Harbor Island Alliance, welcomes visitors on the Greenway and serves as a gateway to the Islands.



## FINANCIALS

year ended June 30, 2011

	FY11	FY10
<b>Revenue and Support</b>		
Government Support	1,879,375	2,983,095
In-kind support - public	223,626	57,292
In-kind support - private	267,421	255,182
Contributions and donations	1,212,939	334,439
Annual fund	83,103	45,195
Gala revenue, net	300,438	81,761
Mother's Walk revenue	37,593	93,245
Earned revenue	112,318	75,358
Interest and dividends	266,863	156,764
Realized and unrealized gains	756,128	-
Insurance recoveries	252,384	75,000
<b>Total revenues and support</b>	<b>5,392,188</b>	<b>4,157,332</b>
<b>Expenses</b>		
Program	3,713,361	3,121,686
Administrative	615,530	542,217
Fundraising	360,911	584,712
<b>Total expenses</b>	<b>4,689,802</b>	<b>4,248,615</b>
<b>Change in net assets</b>	<b>702,386</b>	<b>(91,283)</b>
<b>Net assets, beginning of the year</b>	<b>17,788,520</b>	<b>17,879,803</b>
<b>Net assets, end of the year</b>	<b>\$18,490,906</b>	<b>\$17,788,520</b>

Fiscal Year 2011 was the Conservancy's second full year of operating the Rose Kennedy Greenway, and the Conservancy managed very well through a tough financial environment, posting a net asset increase of over \$700K. Three major factors resulted in the net asset gain. First, Conservancy fundraising was strong, bringing in \$1.86M from private sources via contributions, in-kind, Annual Fund, and Gala; this was an increase of \$1.15M from FY10. Second, the investment of the Conservancy's endowment led to gains (interest and dividends, along with realized and unrealized gains) of just over \$1M (results will fluctuate yearly in line with market forces). Third, the Conservancy received one-time insurance payments that funded repairs for damaged park fountains.

On the expense side, the Conservancy increased Program spending by nearly \$600K, while lowering the total amount spent on Administration + Fundraising. In FY11, 79% of funds supported maintenance and beautification of the park, free public programs, our youth workforce development program, and the development of improvements like additional signs and park furniture, an increase from 73% in FY10.

For our complete audited financials, please visit:  
<http://www.rosekennedygreenway.org/the-conservancy/about-us/documents>

# STEWARDSHIP



# THE CONSERVANCY GRATEFULLY ACKNOWLEDGES THOSE WHOSE GIFTS, PLEDGES AND IN-KIND SERVICES HAVE HELPED TO SUSTAIN OUR WORK BETWEEN JULY 1, 2010 AND JUNE 30, 2011.

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

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\*members who served between  
July 1, 2010 and June 30, 2011

"I walked the Greenway yesterday with  
some out-of-town visitors – it was green  
and gorgeous and full of people."

– Greenway Neighbor

"...a chorus of screams erupted from children  
playing in the water, even drivers stuck at the  
nearby traffic light could not help but grin."

– Peter Schworm, *The Boston Globe* "Refreshing Change"

"Brick buildings that once turned their backs on  
the car traffic of the artery, are now opening their  
exteriors for windows and sidewalk cafes, all to  
better attract the foot traffic of the Greenway."

– Ted Reinstein, *TheBostonChannel.com* "Feeling Less Blue on Greenway"





North End Parks

Wharf District Parks

Ft. Point Channel Parks

Dewey Square Park

Chinatown Park