



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.

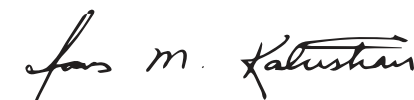
People of all ages played together on The Greenway. They engaged in open-ended family activities facilitated by our Play Program, splashed in the delightfully unpredictable jets of the Rings Fountain, and laughed over lawn games with new friends at our annual young professionals event, Glow in the Park.

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!

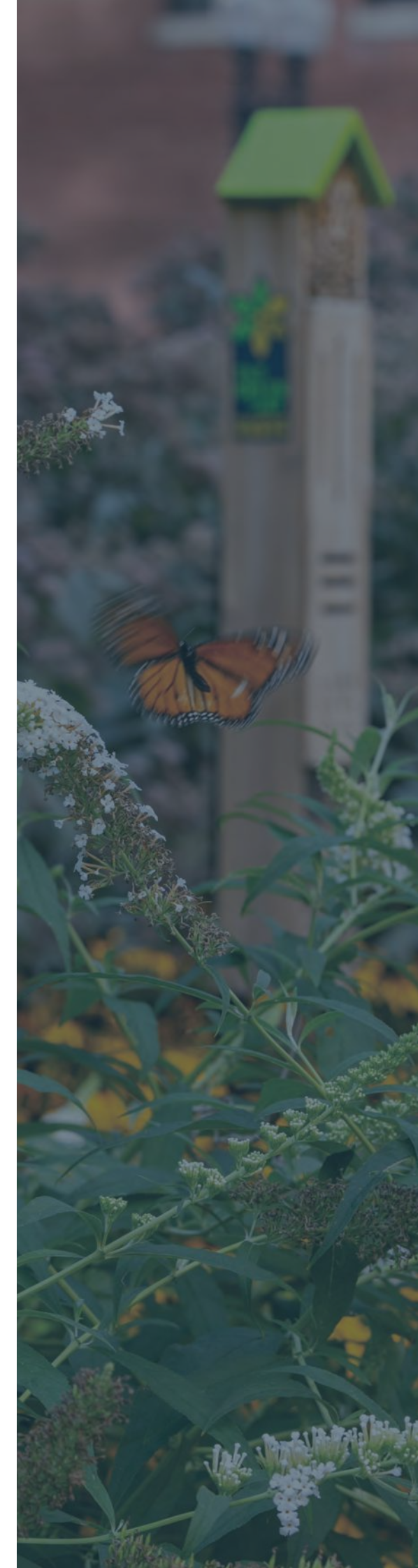
Pollinator Ribbon

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



Awards from Americans for the Arts



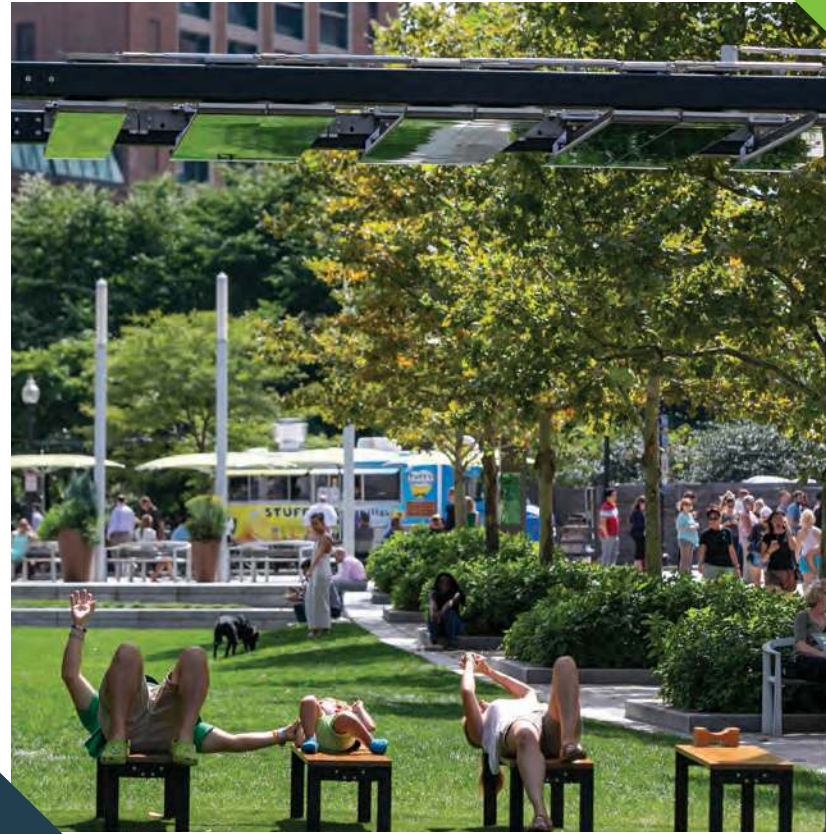
GLOW, Photo by Rich Colicchio

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

Laurie Travia
Scott Treacy
Charles and Anna Tretter
Marta B. Van Dam
Rosamond Vaule
Paula Wagner Gold
Andrew Waples
Jason & Meagan Wasfy
Mindee Wasserman
Erin Webb
Jennifer Weissman
Eric Weitz
Joseph Welby
Catherine M. Weston
Barbara Wiedenman
Donald Wiest
Schuyler Wiggin
Nancy Wilde
Dorothy and Richard Willey
Pace Willisson
Toby Wolf
Jodi Wolin
Edward Worrell

\$1 - \$99
Amazon Smile
Phyllis Andersen
Emily Anderson
Linn Anderson
Anonymous
Casey Baines
Clara Balkas
Tom Ball
Laura Barooshian
Brenden Beatty
Alex Beaulieu
Megan Benner
Judy L. Bernstein
Mairead Blue
Rosemarie Paula Boardman
Virginia Boudwin
Andrew O. Brown
Ivan E. Brown
Andrea Bullock
Eunice “Oonie” Burley
Christopher Burrows
Stephen Byrne
Keelin Caldwell
Christopher Calvanese
Catherine Carlock
Deborah DiVerdi Carlson
Adam Castiglioni
Anne Marie Cerami
Trina Chang
Jill S. Charney
Patricia Cherney
Anonymous
Clara Chow
Kathryn Clark
Jose Conchello
Jessica Cronin
Larry and Denise Cultrera
Gyongyi Dalnoki Kalmar
Glen Dash
Sarah DeBenedictis
Matthew R. DeBlois
Amy Deveau

Paul S. and Helen H. Dewey
Sally Dias
Susan DiPinto
Anne M. Disarcina
Jay Donga
Adam Durst
Cameron Ehle
Eze Software
Andrea Fajardo-Valerio
Jennifer Falor Sammons
Linda Fariole
Mariah Ferranti
Angela M. Ferrari
Aubree Flynn
Lawrence John Gage
Stephanie Games
Jess Garnitz
Sadie Garside
Janet Z. Giele
Jane M. Gifun
Sandra Gilpatrick
Robert Goisman, M.D. and Jeanne Traxler
Tim Goldner
Meredith Goldstein
Jackiez Gonzalez
Kevin P. Greenwood
Sharon Guadagno
Carmine Guarino
Remo and Silva Guastucci
Paul Guglielmino
Mila Hadzhiracheva
Janice G. Halpern
Margot Hanford
John Harrington
Erika Harris
Fran Hauck
Daniel Hayhoe
Michelle A. Herd, CFP
Michael Lawrie Hooton
Amanda Horgan
Susan Hortenstine
Jonathan S. Horwitz
David L. and Koko F. Howell
Wynne Huang
Kiara Huntress
David P. Ingram
Patricia H. Jaworski
Marc E. and Cynthia A. Joyce
Rebecca Kangos
Mary Kelligrew Kassler
Casey Kidik
Tyler King
Alexandra Kirk
Joanne Klys
Madeleine Kobold
Anonymous
Deborah Krieg
Karyn Krystock
Joerg V. Ladny
Scott Laffey
Rachel Lake
Avis Landaw
Lauren Leavitt
Andrea Lee
Ashley Lee
Kat Leggett

Charles Li
Sarah Luick
Margaret (Margi) A. Lynch
Adam Lynds
Eleanor A. Maciolek
Maureen Maffei
Matthew Lieber and Lucy Leyland
Narj Matuschak
Margaret McCarthy
Bronte McGarrah
Samantha McGinnis
Sara McHale
Joanne Melo
Barbara Boyce Meyer
Kim Micciche
Pamela P. Michaelis
Margaret E. Michaud
Harold Michlewitz
Jessica Miller
Kara Miller
Dante Mirabella
Sam Mitchell
Andy Morgan
Rebecca Morley
Mercedes Moses
Kathryn Murtagh
Paul Nasser
Jefferson V Nathasingh
Liz Nelson Weaver
Next Level Fitness
Kim Lesley Nichols
Karla Noboa
Kaitlyn Noll
Sheila Novak
Casey O’Grady
Arlenn Officer
Alicia Orr
Miguel Padro
Panos Argiras and Ashley Baker
Henry Paulus
Meghan Pepin
Eric Peters
Ryan Peters
Alexandra Phillips
Dylan Polin
Trevor Pollack
Kate Prescott
Elana Price
Anastasiia Puchkova
Heath Racine
Marcelle Racine
Rachel Raczka
Michael Ratty
Vani Reddi
Dan Ricardelli
Andrew Rice
Robert and Carol Brandon
Erika Roegies
AnneMarie Ross
Eric Rubega
Joseph Ruggieri
Roberta Russo
Lauren Ryan
David Salkovitz
Leslie Sanders
Kristen Scanlon
Stephen Sciortino

Courtney A. Scott
Susanne Seitinger
Courtney Shanahan
Melissa Shim
Mary Jean Shultz
Daniel Sieger
Julia Sigel
Scott Sigel
Max Silverman
Joy Silverstein
Raymond Singh
Elaine & Larry Smith
Michael S. Smith
Stephanie Smith
Duncan Spelman and Elizabeth Grady
A Theresa Steffano
Jean C. Stewart
Anne M Stoma
Ronald Suffers
Ellie Sullivan
Matthew Sullivan
Janice Tatarka
Dawn Marie Thompson
Nancy Totton
David Trompke
Agnieszka Trzcinka
Sam Ullian
United Way of Massachusetts Bay
Maria van Heeckeren
Timothy Vrabel
Rachel Walters
We the People Coffee & Tea
Drew Weber
Jessica Weber
Karen Weinberg
Robin Weinberger
Kinsley Weiss
Emily Wheeler
Andrew Whittier
Jim Wieder
John Willard
Doris H. Wilson
Marian Wing
Rosalyn Winspeare
Amy M. Wixon
Jonathan Wu
Thomas Wycheck
Jena yinsumi
YourCause - Corporate Employee Giving Programs

In-Kind Donors
Bon Me Foods, LLC
Boston Harbor Hotel
Boston Honey Company
Commodore Builders
Eastern, Inc
Goulston & Storrs
GrandTen Distillery
Indulge India
JetBlue
MassDOT
MAX Ultimate Food
Moyzilla
Photos In A Minute
Roxy’s Grilled Cheese
Southwest Airlines Co.
Stoked Pizza
Sugarbabies, Inc.
The Best Bees Company
Vivian Luo
Yotel

We have made every effort to ensure the accuracy of our donor listing. Please accept our sincere apology for any omissions or errors and kindly report them to the Development Office at 617-603-7720. Thank you!

2018 Board of Directors*

James Kalustian,
Chair of the Conservancy Board

Kathryn R. Burton,
Vice Chair

Bud Ris,
Treasurer & Clerk

Alli Achtmeyer
Christopher Betke
Mark E. Boyle
James Chan
Robertstone Goodridge
Doug Husid
Karen Johnson
Susanne Lavoie
Bryant McBride
Thomas N. O'Brien
Jane Pappalardo
John Pregmon, Esq
Robyn Reed
John Shea
Kimberly Sherman Stamler
Daniel Sieger

**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		
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
--------------	-----------	-----------

Non-Operating Revenue and Support		
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 