

2018 Organizational Results

Results

Maintain & improve a world-class Greenway

<ul style="list-style-type: none"> Continue high-quality care, with improvements in Chinatown & plaza cleanliness 	√+ √-
<ul style="list-style-type: none"> Complete YR1 Capital Plan and begin YR2 Capital Plan 	√+
<ul style="list-style-type: none"> Achieve public and donor acclaim for on-time, on-budget Lynch Family Garden placemaking improvements 	√+
<ul style="list-style-type: none"> Help protect public interests pertaining to MassDOT-COB irrigation and street tree work and upgrade related Greenway irrigation controllers 	√ (ongoing)

Connect people with engaging experiences

<ul style="list-style-type: none"> Maintain 1.4M tracked attendance, with focus on high-quality partners and diverse offerings 	√+
<ul style="list-style-type: none"> Pilot 2nd “beer garden” while at least maintaining total revenue to Conservancy 	√+
<ul style="list-style-type: none"> Grow corporate volunteer program and deepen relationships with individual volunteers 	√
<ul style="list-style-type: none"> With successful 2018 GLOW installations and 2019 Auto Show planning, grow public art reputation and audience 	√

Increase and diversify funding and engagement

<ul style="list-style-type: none"> Raise+earn cash revenue of \$2.4M for 2018 operations + \$0.2M for capital 	√ √-
<ul style="list-style-type: none"> Support the July 1 launch of a BID with efficient governance 	√+
<ul style="list-style-type: none"> Conclude SBP with stakeholders aligned; organization prepared for fundraising campaign; and a communication strategy for message clarity and diversification of audience 	√+

2019 Organizational Goals - DRAFT

Provide exceptional management and care

- Continue high-quality care, with improvements in Chinatown & plaza cleanliness
- Relaunch upgraded Rings Fountain on-time and on-budget to fanfare
- Complete Capital Plan repairs and irrigation controller updates
- Expand zone management by staff & individual volunteers
- Advance key planning initiatives (EL/lighting study, two destinations, maintenance facility)
- Make new hires and strengthen systems and processes

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

- Maintain attendance, with similar slate of high-quality, diverse programs
- Execute 10-Year Anniversary initiatives to public acclaim
- Continue public art leadership with 2019 installations and 2020 planning
- Demonstrate placemaking expertise with successful Dewey drinkery
- Implement new Carousel ticket pricing and community offers

Broaden and deepen engagement and support

- Earn **\$1.4M** for operations and raise **\$1.2M** for operations (both cash)
- Grow relationships with major individual giving prospects; increase number of individual contributions by **##%**
- Develop processes with City+**BID** & engage **BID** Board members as ambassadors
- Begin implementation of Communication Plan, including launch of new website