Dear Friends,

The Rose Fitzgerald Kennedy Greenway now embodies a 21st Century Boston. International artists premier their American works in the park. More than 100 free fitness classes take place with the iconic Boston skyline as a backdrop. The park showcases cutting-edge solar and agriculture technology from start-ups. A diversity of festivals bring the park alive, while children splash in the signature fountains. The Greenway has become Boston’s favorite backyard and “one of the most innovative places in all of Boston” according to BostInno.

A record 1.4 million trackable visitors enjoyed the 400+ events, ate at one of the nationally-recognized food trucks, utilized the carrier-grade free Wi-Fi, or took a ride on the one-of-a-kind Greenway Carousel at The Tiffany & Co. Foundation Grove. Millions more casually enjoyed playing in one of our seven water features, relaxing on the organically maintained lawns, or wandering through the gardens.

The Greenway Conservancy is a recognized leader and award winner and has helped make this unique ribbon of parks a nationally-respected model for other cities. Following on Janet Echelman’s As If It Were Already Here in 2015, Mehdi Ghadyanloo’s Spaces Of Hope and Ai Weiwei’s Circle of Animals/Zodiac Heads Bronzes helped cement our reputation as an exemplar in presenting exhibitions of contemporary public art. The Conservancy is a sought-after partner, working with organizations ranging from The Boys and Girls Clubs of Boston to the Celebrity Series to the Brazilian Consulate to the Boston Public Market Association. For the 5th straight year, we again were Top Rated by GreatNonprofits.org.

As we prepare for the 2017 season, we’re committed to continuing to sustain and improve our world-class park, offering engaging programs and experiences. We cannot do all that we do without our valued supporters and partners and we thank you for your continuing support!

See you on The Greenway!

Jesse Brackenbury
Executive Director

Jim Kalustian
Board Chair
The Conservancy hosted multiple temporary exhibitions of contemporary Public Art. From continuing a series of exhibits based on the Chinese Zodiac calendar to teaming up with other groups to host new and innovative art displays, The Greenway welcomed voices both local and international.

Clockwise from top left: *Monkey See* by Don Kennell, *High Tide* by Carolina Aragon, *May This Never End* by Matthew Hoffman, and *In Search of the Truth* (The Truth Booth).

Clockwise from top left: *Pink Lines as Concentric Arches on Yellow (Boston Bloom)* by Kawandeep Virdee, *Midden* by Gianna Stewart, and park visitors learn about *Circle of Animals/Zodiac Heads* by Ai Weiwei.
From late April to late October 2016, The Greenway presented Circle of Animals/Zodiac Heads by internationally acclaimed Chinese contemporary artist Ai Weiwei (pronounced ‘eye way way’) around the Rings Fountain in our Wharf District Park.

The fifth (and current) mural on The Greenway Wall, Spaces Of Hope, was painted by Iranian artist Mehdi Ghadyanloo. The mural, called ‘a triumph’ and ‘a stunning expression of optimism’ by art critics, is the first to be curated entirely by the non-profit Greenway Conservancy.
The Greenway hosts over 400 events annually, welcoming 1,379,000 trackable visitors to our parks in 2016! We hosted over 100 free fitness classes, multiple festivals, and many diverse performances.

Clockwise from the top left: Housing the HUB exhibit during HUBweek, children play at the Spring Food Truck Festival, Lucas Cowan, our Public Art Curator, speaks to a tour group about our public art installations, and one of the five Street Pianos we hosted on The Greenway.

The eighth annual Greenway Gala, the biggest source of unrestricted funds for the Conservancy, honored Eaton Vance. Held under a tent on The Greenway, the magical evening culminated in a procession to our Rings Fountain and Ai Weiwei’s Circle of Animals/Zodiac Heads for performances. Glow in the Park, a networking event for young professionals, was held the following night for its second consecutive year.
In 2016, we recorded 1,379,000 trackable park visitors on The Greenway, not including the millions of others who passively enjoy our parks each year.

Clockwise from the top left: Jinta la Mvta performance, TD Bank Carnival of Dogs, and a donut mosaic of legendary Red Sox player, David Ortiz, created by Dunkin Donuts.

Clockwise from the top right: MSL Pilates Bootcamp, Bostoberfest, and BU Bangra dancers.

Greenway Trackable Attendance

In 2016, we recorded 1,379,000 trackable park visitors on The Greenway, not including the millions of others who passively enjoy our parks each year.
In 2016, The Greenway introduced Play programming to our parks, offering an innovative space for free, unstructured learning experiences that connect kids, families, and adults with the playful elements of our urban park space.

In partnership with Design Museum Boston and Playworld, The Greenway installed the PlayCubes as a multi-year feature in our Chinatown Park (photos courtesy of Playworld).

Clockwise from the top left: Nature GreenPLAY, impromptu play in our Chinatown Park, StoryWalk, and a GreenPLAY session with students from the Josiah Quincy School.
With seven water features, The Greenway offers something for everyone. The Canal Fountains in our North End Parks (top) and our Rings Fountain (bottom right) in our Wharf District Parks give visitors a chance to splash around on a hot day. For a quieter experience, the Armenian Heritage Park fountain (bottom left) features the Abstract Sculpture, which is reconfigured annually in celebration of the immigrant experience.

The Greenway Carousel at The Tiffany & Co. Foundation Grove featured a new light show for winter. This Carousel, considered New England’s most accessible carousel for those with physical or auditory disabilities, features fourteen different animals, all native to Massachusetts.
The Greenway is maintained using sustainable and organic horticulture, which helps ensure a safe place for children and pets.

Bottom right: The Conservancy celebrated planting our 150,000th bulb with State Senator Joe Boncore, Chinatown Business Association president Steven Chen, and Conservancy Board Chair Jim Kalustian. From allium to narcissus, these beautiful signs of spring are always welcome!

We work closely with volunteers from both local businesses and individuals to help us care for The Greenway. From helping keep the gardens blooming to working on special projects in the Conservancy offices, to Davies the parks and providing information to visitors about our Public Art and Play programs, volunteers help keep us going!
The Conservancy gratefully acknowledges those whose gifts, pledges and in-kind services have helped to sustain our work between January 1, 2016 and December 31, 2016.

**DONORS**
The Greenway operates with a public/private funding model. Since its founding, the Conservancy has leveraged its government support to raise more than $37M through philanthropy and other private funds.
BOARD OF DIRECTORS*

Jim Kalustian, Chair of the Conservancy Board
Kathryn R. Burton, Vice Chair of the Conservancy Board
Christine Manfredi, Treasurer & Clerk
Christopher Betke
Mark E. Boyle
James Chan
Helen Chin Schlichte
Beedee Ladd
Susanne Lavoie
Martin W. Lynn
Bryant McBride
Timothy P. Morningstar
Thomas N. O’Brien
Jane Pappalardo
John Pregmon, Esq.
Robyn Reed
Bud Ris
Kimberly Sherman Stamler
Daniel Sieger

* As of December 31, 2016