

Delivering on the Promise July 2009 – August, 2010

Annual Report
October 5, 2010



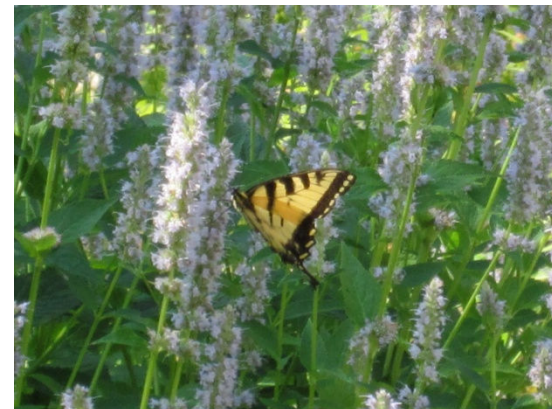
Tracking progress

Illustrating Rose F. Kennedy Greenway Conservancy's successes in:

- Operations and maintenance
- Programming
- Education

Through:

- Connections
- Commitment to sustainability
- Stewardship
- Activation



| Summer 2009

Connection:

- 65 participants in volunteer program

Sustainability:

- Organic lawn care begun

Stewardship:

- First public season as Greenway stewards

Activation:

- 100 free events
- 22,000 participants
- 77,000 riders in first year of Greenway carousel



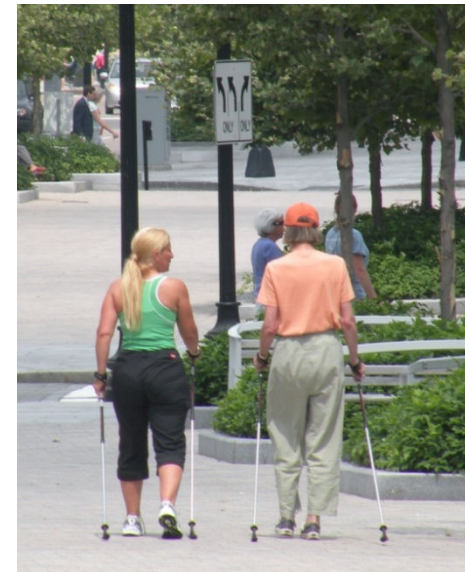
|
July 2009

- Installed "Botanica"
- Began Market Concert Series, Game On, and other free events



| August 2009

- Neighborhood support of weekly programs
 - Story hour and fitness programs



Fall 2009

Connection:

- Invited third-party events to work on Greenway

Sustainability:

- Fall clean up; pruning & thinning
- Fewer chemicals in water treatment

Stewardship:

- \$210,000 raised at Greenway Gala

Activation:

- Programs extended due to demand



September 2009

- Test of third-party events
 - Zipcar movie night
 - Disney movie experience
 - 9/11 service project
- Flutter temporary art installation



October 2009

- Try Something New Fall Festival
- Pumpkin Party at Boston Public Market
- Greenway voted favorite charity by Patagonia fans



Winter 2010

Connection:

- Educational collaborations with area schools

Sustainability:

- "Magic Salt" plant-friendly ice melt

Stewardship:

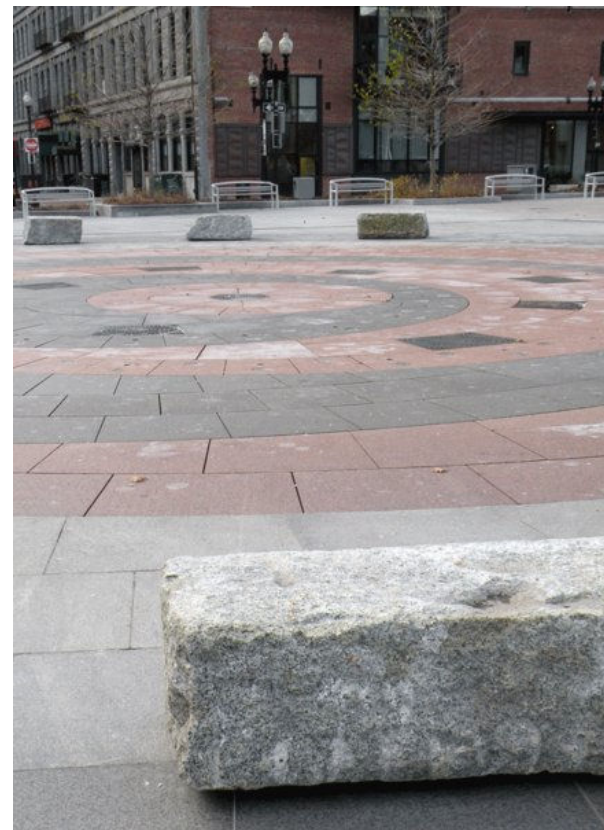
- Phone-A-Thon

Activation:

- Planning for seasonal park enhancements

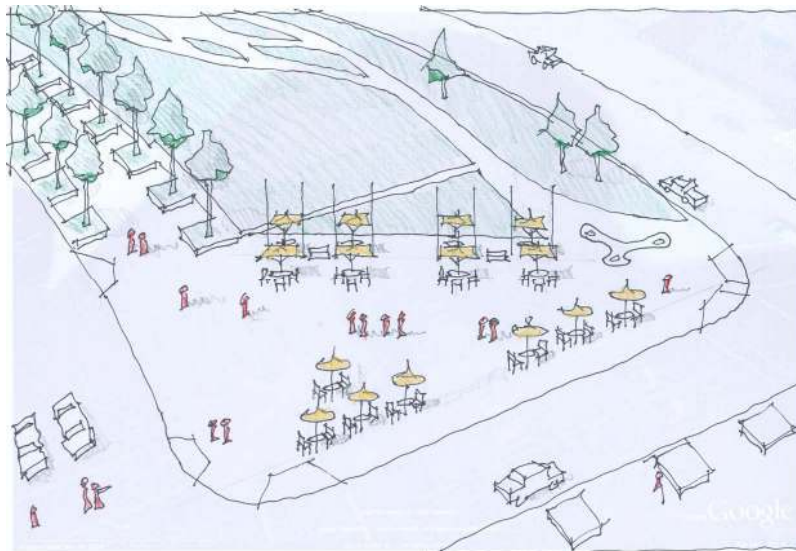
December 2009

- Seawall stones installed to protect Rings Fountain
- Park-wide snow removal plan
- Protecting plants
 - Elm Tree wrap & salt fencing



January – March 2010

- Planning
 - Shade study
 - Coordination of capital projects
- Fundraising for public amenities
- Moved offices



January 2010

- Bright Lights for Winter Nights



February 2010

- North End
Washington Elm tree
lighting ceremony



Spring 2010

Connection:

- 140+ volunteers at spring clean up events
- Horticulture staff takes on instruction of Green & Grow students

Sustainability:

- Organic practices from '09 season prove successful
- Parcel 6 horticulture improvements
- Vermiculture bins and compost brewing

Stewardship:

- Over \$3,000 in-kind support at major event

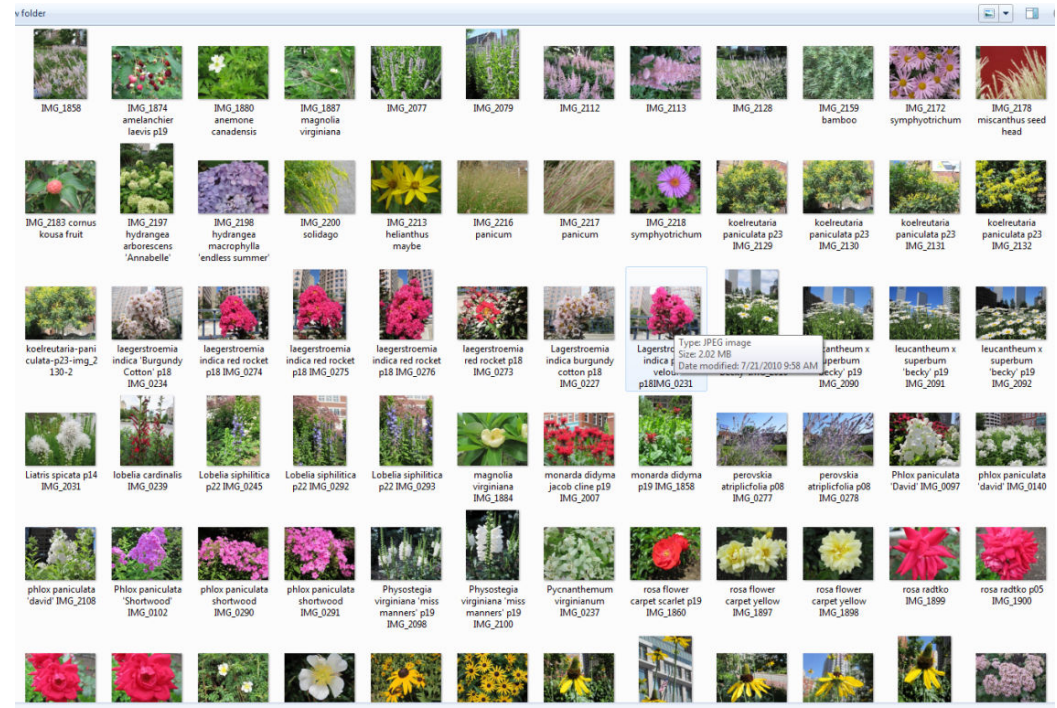
Activation:

- 6,000-person concert



March 2010

- Vermaculture begins in the kitchen
- Healthy, stable soils with positive fertility
- Began plant inventory and bloom calendar



April 2010

- Earth Day concert w/ 6,000 attendees



May 2010

- “A Tribute to Mothers” event with Boston Ballet Orchestra



Summer 2010

Volunteers:

- 8 corporate office teams

Sustainability:

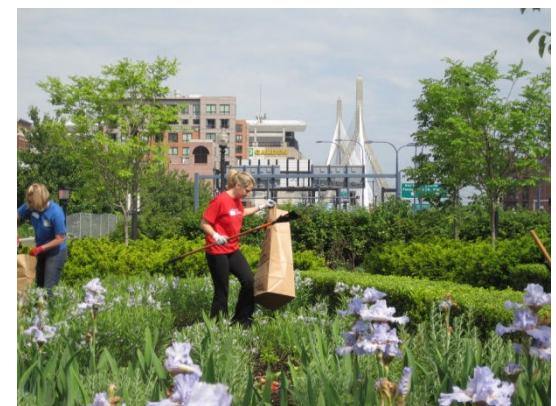
- 14 trees bare-root transplanted; all successful
- Compost tea brewing

Stewardship:

- Coordination of Boston Harbor Islands Pavilion construction

Activation:

- Carousel returns
- 150+ free events + 18 third-party events
- 25,000 attendees



June 2010

- What's in Bloom weekly blog begins
- First tree pruning
- First class of Green & Grow graduates



**GREEN
& GROW**
WORKFORCE DEVELOPMENT



What's in Bloom?

June 25, 2010 by Rose Kennedy Greenway Conservancy

by Matthew Lobdell

Strawberry Candy Daylily (*Hemerocallis* 'Strawberry Candy')

Though a great number of Daylilies are currently blooming all over the Greenway, the red-tinged pink flowers and yellow throat of Strawberry Candy truly make it one of the standouts. Strawberry Candy is currently blooming alongside a multitude of other daylilies in the North End Parks, including the orange 'Rocket City' and pale pink 'Barbara Mitchell'.



Hemerocallis 'strawberry candy'

Becky Shasta Daisy (*Leucanthemum x superbum* 'Becky')

A European-native plant, Shasta Daisy has found a new home as a popular garden plant. The cultivar 'Becky' has been recognized as outstanding due to the bright whiteness of its flowers. The Becky Shasta Daisy is currently blooming in the Fort Point Channel Parks.



June 2010

- Boston Public Market returns with food assistance program
- Skate board deterrents added
- All fountains operating successfully



June 2010

- 6 food carts launch



July 2010

- Wi-Fi launch
- Tables and chairs
- Park signs installed
- New programs added:
 - Activity Carts
 - Playmaking in the Parks
- Continued community supported programs



July 2010

- Party in the Parks/Rose's Teapot
 - 500+ attendees, District-wide
 - N.E. Aquarium, Boston Children's Museum, Fable Vision



August 2010

- Evening Concert Series begins
- The Big Hammock



Board of Directors

Maeve Vallaly Bartlett
Christopher J. B. Fincham
Robert C. Gole
Maggie Fellner Hunt
Susanne Lavoie
Gloria Cordes Larson
Peter Meade
Brian P. Murphy
Georgia Murray
Young K. Park
Edwin Schlossberg
Maryann Gilligan Suydam
Dorothy A. Tenell
Ann M. Thornburg

Greenway Leadership Council

Michael A. Cantalupa
James Chan
Bill Linehan
Dawn Chavez
Chris Colbert
Donna Fieni
Francine Gannon
Therese Murray
Bill Lane
Daniel Nuzzo
David Queesley
Dave Saeley
Richard K. Sullivan, Jr.
Ann M. Thornburg

"I think I'm falling in love with
the Rose Kennedy Greenway."

Yvonne Abraham, The Boston Globe

"Who knew that something so
beautiful would come out of it."

Georgette Burpee Maloof, volunteer

"Have you seen the crowds of people every day
enjoying all of the delights all along the Greenway?
...sounds of joy from children in the fountains, families
and friends gathering...and the ever changing and
beautiful horticulture...a GEM for us all."

Deborah Spirio, neighbor