

# 2019 Greenway Conservancy Results

		<u>Results</u>
<b>Provide exceptional management and care</b>	• Continue high-quality maintenance and leadership in organic landcare, 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	√+ ; deferred
	• Advance key planning initiatives (electrical/lighting study, two destinations, parcel 2 new park, maintenance facility)	√
	• Strengthen capacity with new hires, expanded zone management by staff+volunteers, and upgraded systems	√+
<b>Provide a welcoming park to gather, play unwind, and explore</b>	• Maintain attendance and slate of high-quality, diverse programs	√+
	• Execute 10-Year Anniversary initiatives to public acclaim	√
	• Continue public art leadership with 2019 installations & 2020 planning	√
	• Demonstrate placemaking expertise with successful Dewey drinkery	√
	• Implement new Carousel ticket pricing and community offers	√
<b>Broaden and deepen engagement and support</b>	• Earn \$1.4M for operations and raise \$1.1M for operations (cash)	√+ ; √
	• Grow relationships with major individual giving prospects, and remake annual giving to increase by 10% and to position for future growth	√
	• Develop processes with City+BID; engage BID Board as ambassadors	√ ; ongoing
	• Begin implementation of Communication Plan, incl. new website launch	√+

# 2020 Greenway Conservancy Goals

## Plan for and deliver exceptional management & park care

- Continue high-quality maintenance and leadership in ecological landcare
- Leverage new contractor and park data to improve park safety and cleanliness (especially in Chinatown)
- Construct and begin care of new park on P2
- Complete Capital Plan repairs on-time and on-budget
- Complete planning & studies (Chin Park lighting study, State of Good Repair inventory, climate resiliency study, maintenance facility design) on-time and with actionable next steps
- Improve efficiency and controls with accounting system upgrade

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

- Maintain attendance and slate of high-quality, diverse programs, including performances
- Pilot new placekeeping with partners to improve Chin Park
- Continue public art leadership with 2020 installations and 2021 planning
- Complete design development for Signature Garden (P18)

## Broaden and deepen engagement and support

- Earn \$1.6M and raise (net of event fees) \$1.2M in cash for operations
- Increase individual giving by 50% while positioning for future growth.
- Integrate corporate relations efforts across volunteer, employee engagement, philanthropic, and earned income opportunities
- Develop Signature Garden fundraising strategy and secure funds for a 1st phase
- Pilot new marketing/outreach efforts