

2019 Greenway Conservancy Results

Results

Provide exceptional management and care	• 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	✓+
Provide a welcoming park to gather, play unwind, and explore	• 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	✓
Broaden and deepen engagement and support	• 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