## 2019 Greenway Conservancy 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
- 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
- Begin implementation of Communication Plan, incl. new website launch

### Results

| • | ✓+ ; ✓ |
| • | ✓+ |
| • | ✓+ ; deferred |
| • | ✓ |
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| • | ✓+ ; ✓ |
| • | ✓ |
| • | ✓ ; ongoing |
| • | ✓+ |
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