

2020 Results & 2021 Goals

Greenway Conservancy Board
February 2, 2021



2021 Organizational Goals

Plan for and deliver exceptional management & park care

- Continue high-quality maintenance and leadership in ecological landcare
- Leverage SmartSystem data and stakeholder relationships to improve park safety and cleanliness
- Construct and begin care of new park on P2
- Complete Capital Plan repairs on-time and on-budget
- Develop multi-year plan for tracking and addressing State of Good Repair and assuring Climate Resiliency
- Assure smooth transition to outstanding new Executive Director & Curator; build staff cohesion and cultural competencies
- Implement new accounting system and reevaluate investment management

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

- Improve Chin Park infrastructure: 4+ lighting projects, MSH pilots, safety surface
- Maintain relationships with programmatic partners and develop post-COVID vision
- Support earned-income partners through COVID challenges
- Continue public art leadership with 2021 installs (especially D. Gordon exhibit) and with preliminary 2022 planning

Broaden and deepen engagement and support

- Earn \$0.33M and raise \$1.29M in cash for operations, plus \$.35M for Chin capital
- Increase individual giving by 40%, while positioning for future growth
- Deliver successful virtual Gala and Momentum Campaign
- Maintain stakeholder & donor relationships through leadership transitions
- Welcome new, diverse Board members and build Board engagement

2020 Greenway Conservancy Results

Plan for and deliver exceptional management & park care	Continue high-quality maintenance and leadership in ecological landcare & leverage new contractor to improve park safety and cleanliness (especially in Chinatown), with new coronavirus safety protocols	√+
	Procure contractor for construction of new park on P2	n/a
	Complete Capital Plan & Carousel 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	√+
	Significantly advance planning for new accounting system implemented in 2021	√-
	Build staff capabilities and cultural competency	✓
	Prepare for new Public Art Curator hire in 2021	✓
Provide a welcoming park to gather, play unwind, and explore	Deepen relationships with programmatic providers with focus on high-quality partners and COVID support	✓
	Explore partnership with Chinatown organizations and pilot new placekeeping with partners in 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 \$0.3M and raise \$1M in cash for operations	✓
	Increase individual giving by 30% while positioning for future growth	✓
	Provide corporate partners with stewardship that exceeds their expectations	✓
	Develop fundraising strategy for Chin Park Lighting project and raise funds for Spring 2021 construction and subsequent phases	✓
	Pilot new marketing/outreach efforts	✓