

# 2023 Organizational Goals Areas and Flow

Plan for and deliver exceptional management & park care

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

Broaden and deepen engagement and support

Individual Goals



Department Goals



Organizational Goals

# 2022 Organizational Goals

## Plan for and deliver exceptional management & park care

- Deliver high quality park maintenance and leverage stakeholder relationships to improve park safety and cleanliness
- Complete Capital Plan repairs on-time and on-budget, and finish construction of North Meadow on The Greenway **and Chin Park Lighting improvements**
- Develop multi-year plan for tracking and addressing State of Good Repair and Climate Resilience
- Lead in the practice of ecological horticulture, steward Eastern North American native plants, foster a diverse plant collection
- **Build staff cohesion and advance human resources practices**

*\*bold indicates incomplete or ongoing*



# 2022 Organizational Goals

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

- **Thoughtfully engage with our community and stakeholders, especially around adjacent development projects and updated park spaces**
- Encourage the return towards a pre-COVID number of programs, with at least 375 events that are free and open to the public, and support local arts ecosystem through creation of new opportunities and partnerships
- Strengthen public art excellence and civic leadership through developing a public art vision, curatorial values, and projects that inspire, resonate with, sustain, and engage Boston's diverse communities
- Increase cultural & racial equity, access, and engagement holistically across all areas of park, from staff, signage, and artists to programs, vendors, and audiences

*\*bold indicates incomplete or ongoing*



# 2022 Organizational Goals

## Broaden and deepen engagement and support

- Create goals and implement strategies for each Department to further advance our commitment to Diversity, Equity, and Inclusion
- Earn \$0.96M and raise \$1.4M in cash for operations
- Continue to increase individual giving, while positioning for future growth
- Deliver successful in-person Gala in a brand new location
- Welcome new, diverse board members and deepen board engagement
- Create and sustain relationships with Greenway BID Board, members and tenants, planning for success for the 2023 BID renewal

# 2023 Organizational Goals

## Plan for and deliver exceptional management & park care

- Deliver high quality park maintenance and leverage stakeholder relationships to improve park safety and cleanliness
- **Complete Capital Plan repairs on-time and on-budget, successfully install new benches and begin design for P19, P21, P22 Lighting and Pathways**
- **Implement Computerized Maintenance Management System**
- Lead in the practice of ecological horticulture, steward Eastern North American native plants, foster a diverse plant collection
- **Build staff cohesion and advance human resources practices**

*\*bold indicates focus area or new goal*



# 2023 Organizational Goals

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

- Thoughtfully engage with our community and stakeholders, especially around adjacent development projects and updated park spaces
- Collaborate with Chinatown community partners on heat resilience
- Encourage **Boston's Downtown recovery**, with at least 375 events that are free and open to the public, and support local arts ecosystem through creation of new opportunities and partnerships
- Strengthen public art excellence and civic leadership through developing a public art vision, curatorial values, and projects that inspire, resonate with, sustain, and engage Boston's diverse communities
- Increase cultural & racial equity, access, and engagement holistically across all areas of park, from staff, signage, and artists to programs, vendors, and audiences

*\*bold indicates focus area or new goal*



# 2023 Organizational Goals

## Broaden and deepen engagement and support

- Create goals and implement strategies for each Department to further advance our commitment to Diversity, Equity, and Inclusion
- Earn \$0.96M and raise \$1.4M in cash for operations
- Continue to increase individual giving, while positioning for future growth
- Welcome new, diverse board members and deepen board engagement
- **Create and sustain relationships with Greenway BID Board, members and tenants, planning for success for the 2023 start of the five year cycle**
- **Explore opportunities of new or transformed spaces of the Greenway including Dewey Square, P6 and Leather District Park**

*\*bold indicates focus area or new goal*

