



THE GREEN WAY

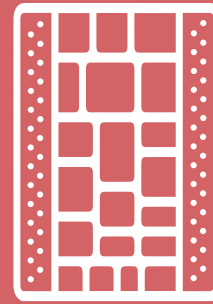
Annual Report 2022

OUR YEAR AT A GLANCE

For all who visit—from residents making their way daily through our lawns and gardens to visitors seeking adventure and exploration on new and unfamiliar pathways—The Greenway is far more than just a downtown park.

From block to block, neighborhood to neighborhood, The Greenway is an ever evolving, open-air invitation to gather, play, unwind, and explore in beautifully cared for green space within the backdrop of downtown Boston.

In 2022 the Conservancy renewed its dedication to enlivening the downtown experience with verdant gardens and lawns activated by stimulating programs for everyone who encounters our oasis in the heart of the city. We completed construction and opened North Meadow on The Greenway at the northern terminus of The Greenway, converting a neglected triangle into a vibrant, green neighborhood park. We welcomed the return of a full park season of programming, markets, and festivals, with more than 320 events that were free and open to the public. We showcased eight public art exhibitions that invited Boston to reconsider and reimagine its sense of self as a city.



6,677

linear feet of joints in the granite paving on The Greenway were repointed and recaulked.

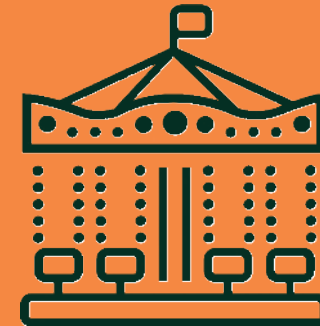


584

volunteers contributed to the beauty of The Greenway by donating **3,310 hours** of their time and hard work.

300+

free events on The Greenway showcased the ingenuity and breadth of our community.



1,325

flowering native perennials, supporting pollinators, and beneficial insects were planted.

30+

artists supported through new commissions, performances, and projects.

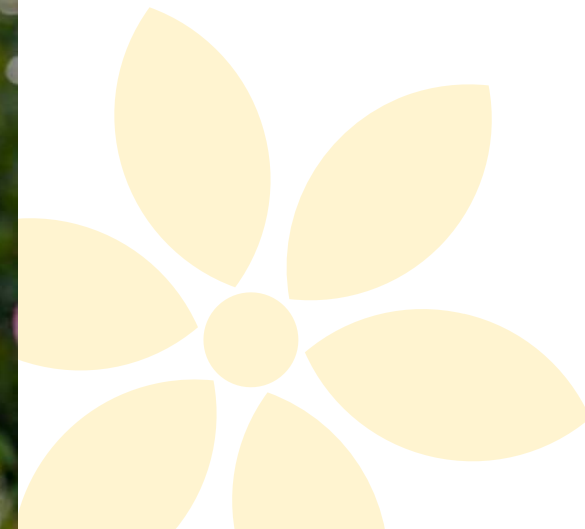
2,000

people attended the Conservancy's first Mural Block Party.



64%

of the food truck entrepreneurs on The Greenway identified as women or minority-owned businesses.



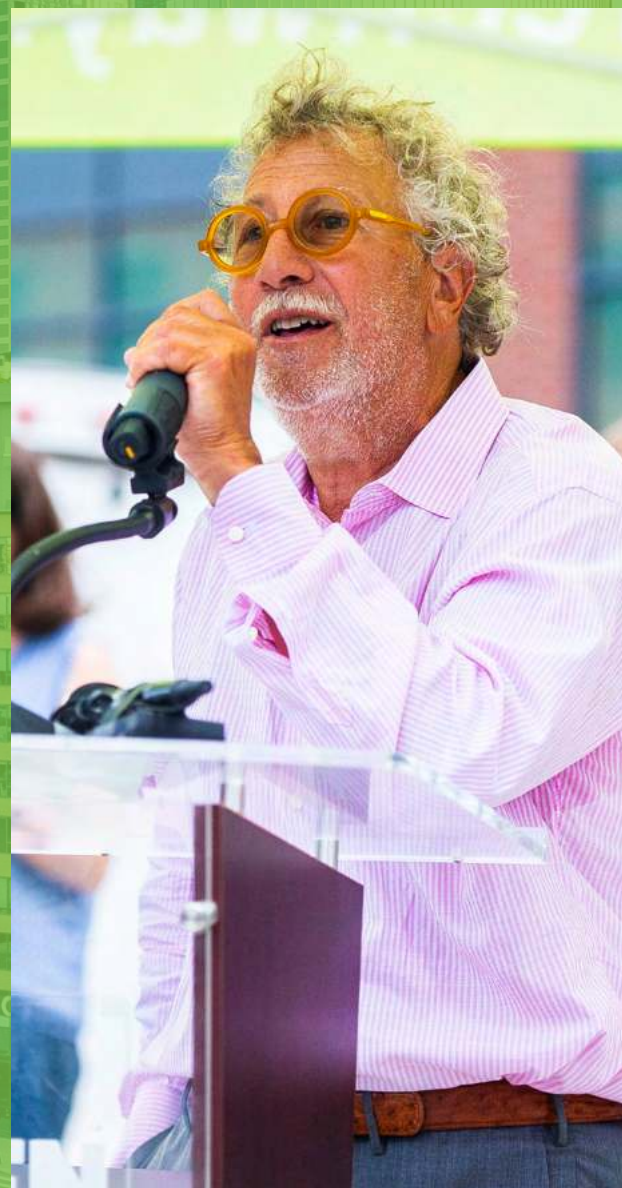
The Greenway is one of my favorite places to walk in Boston. The gardens and parks are so beautiful and they have great events throughout the year. Today I had the opportunity to give back by volunteering to do some spring cleanup in the meadow and the rose gardens. The staff was so welcoming, knowledgeable and well organized. Can't wait to do it again!

– Greenway Conservancy Volunteer

*Left: Volunteers watering flowers & plants in the Dewey Demonstration Garden in the summer.
Right: A couple walking in the Carolyn Lynch Garden
Photo credit: Anthony Crisafulli*



A Message from the Executive Director & Board Chair



Dear Friends,

In 2022, The Greenway continued to be a treasured asset and an agent of change for the entire City of Boston and beyond by creating vibrant opportunities for inclusive art and a diverse range of free programming, all in a lush park setting nurtured by organic ecological horticulture.

The Greenway Conservancy is proud of its role in helping to create a better city and region this year by:

- connecting neighborhoods and people through the robust return of inclusive, community-led programs throughout the park,
- taking action to address climate change through ecological plant care and healthy green space, and
- creating equitable outdoor spaces where, entirely free of charge, residents and visitors can engage with public art and exquisite landscapes.

We are indebted to our generous community of donors who play such an important role in supporting the Conservancy's work to make The Greenway a place of connection, joy, renewal, and reflection in the heart of downtown Boston for residents and visitors alike.

We hope to see you soon on The Greenway!

With gratitude,

A handwritten signature in black ink, reading "Chris Cook".

Chris Cook
Executive Director

A handwritten signature in black ink, reading "Doug Husid".

Doug Husid
Board Chair

*Chris Cook & Doug Husid speaking at the North Meadow on The Greenway Ribbon Cutting
Photo credit (Foreground): Lee-Daniel Tran
Photo credit (Background): Chris Rucinski*



Caring for The Greenway

Our landscape management program is guided by the ecology of our park. We are dedicated to the practice of ecological horticulture to create and maintain resilient landscapes that connect people to nature and each other.



North Meadow on The Greenway

Construction of the new North Meadow on The Greenway was completed in the spring, opening up a brand new space that is both a gateway to The Greenway and a pocket park for residents and visitors to the surrounding neighborhoods in the West End and North End.

In planning and design, the community prioritized maximizing nature, creating a place of serenity, and showcasing the site's history. Serving as a tribute to the Charles River's estuarine ecology, the park's native meadow plantings and unique boardwalk create a sense of enclosure and tranquility.



*City officials, board members, supporters, and the public gathering to celebrate North Meadow on the Greenway Ribbon Cutting
Photo credit:
Left: Anthony Crisafulli
Top: Chris Rucinski
Right: Lee-Daniel Tran*

Ecological Horticulture

Over the past 10 years, our horticulture team has nurtured The Greenway’s soil life by brewing and applying organic compost tea. Our horticulture is increasingly robust and resilient through our additions of more native species and work adapting to changing sun/shade patterns. Now that the park is established, we are better tailoring our maintenance efforts to the park’s ecological needs, reducing inputs and conserving water wherever possible.



Greenway Staff planting sunflowers for the Ekua Holmes & London Parker-McWhorter ‘Seeds of Justice’ installation
Photo credit: Tarik Bartel



Photo credit: Anthony Crisafulli



In low-traffic areas of the park, we participated in and publicized Plantlife’s No Mow May, an international initiative to support pollinators, reduce lawn inputs, and grow healthier lawns by not mowing for the entire month of May.

Our urban orchard and edible gardens in Dewey Square produce ~200 lbs. of fruit and vegetables every year. In 2022, we donated this produce to St. Francis House, a nearby non-profit organization that serves individuals experiencing homelessness.



Maintenance & Improvements

Our creative and resourceful Maintenance team cares for six fountains, acres of granite paving, complex lighting systems, and the support infrastructure for the Conservancy's programs and public art installations. They also ensure the cleanliness and safety of the park, and more.

In 2022, the Maintenance team managed the repair and repainting of the beloved creatures of the one-of-a-kind Greenway Carousel at the Tiffany and Company Foundation Grove. They also enlarged the openings in the pavement around the trees surrounding the Carousel to accommodate expanding roots.

To proactively guard against storm surges brought about by climate change, we protected the complex equipment that operates two of our popular water features. We sealed all penetrations in the equipment vault walls at the Rings Fountain and replaced the equipment vault hatch with one that is water tight at Harbor Fog.

In Dewey Square, the Maintenance team created a new picnic table and benches, with an integrated accessible component. In Chin Park, they brought cooling features to this urban heat island by adding a water misting station and a water bubbler. They also supported the park's ecology by building eight pollinator houses and three Elm Bark Beetle traps.

*A person enjoying the summer sun in one of the many public fountains on The Greenway.
Photo Credit: Anthony Crisafulli*





Rangers

Greenway Park Rangers ensure a safe and welcoming park experience for all visitors. They provide visitor and public safety services to the general public, and alleviate chronic homelessness on and around The Greenway by connecting people experiencing homelessness and addiction with local services.

Top: Greenway Staff during their self defense training class organized by the Rangers.
Left to Right: Rangers Jill, Garrett, and Trina
Photo Credit: Anthony Crisafulli



Left: Ranger Trina giving directions to a passerby.
Right: Rangers Garrett and Jill enjoying a mid-day break during the Pups in the Park event.
Photo Credit: Greenway Staff



Volunteers

Our robust and welcoming Volunteer Program offers opportunities for individuals and corporate, non-profit, academic, and other community groups to experience hands-on learning while they assist us with park stewardship. In 2022, 584 volunteers contributed to the beauty of The Greenway by donating 3,310 hours of their time and hard work.

Several volunteers and Greenway Staff members maintaining the park
Photo Credit: Greenway Staff



From those who volunteer once a year to those who volunteer once a week, we're so grateful to have such incredible volunteers who help us make The Greenway the best it can be!
- Abigale Purvis, Volunteer & Programs Manager

Public Art

We commissioned and presented eight public art projects that engaged restorative histories and charted new cosmologies that centered joy, interdependence, abundance, and wonder. Together, these works spoke to the power of collective imagination to envision and create more just and inclusive worlds, beginning with our public spaces.



We launched the season with the mural *Breathe Life Together* by Rob “ProBlak” Gibbs presented on the Greenway Wall in Dewey Square. The artwork centers a joyful, cosmic, and powerful depiction of Black youth and was created by the first Black Boston-native artist commissioned for the mural. In May, over 2,000 people attended the Conservancy’s first Mural Block Party, a community festival celebrating Gibb’s artwork and message that included hands-on art making, a live DJ, musicians, spoken word and dance performances, creative play for kids, and roller skating.

Breathe Life Together by Rob “ProBlak” Gibbs,
Mural on Dewey Square.
Photo Credit: G. Ortiz Photography

Year of the Tiger by Cheryl Wing-Zi Wong was a colorful pavilion that was formally activated with the **VISION/ VOICES** performance series throughout summer 2022, featuring over 12 local Boston-area AAPI artists and musicians, and co-curated by Pao Arts Center.

Spoken word and dance performance on the Year of the Tiger installation at Mary Soo Hoo Park.
Photo Credit: Lee-Daniel Tran



Inspired by and designed to complement Gibbs’ mural, *Seeds of Love and Justice* by Ekua Holmes, featured hundreds of sunflowers planted in gardens surrounding the mural.

Vibrant Seeds of Love and Justice sunflowers on Dewey Square.
Photo Credit: Tarik Bartel



Lantern Stories by Yu-Wen Wu was comprised of 31 lanterns that celebrate the past, present, and future of Boston’s vibrant Chinatown community.



Onlookers gazing at *Lantern Stories* as they walk through Auntie Kay and Uncle Frank Chin Park.
Photo Credit: Mel Taing

Tuhmaġatipi (Dakota for “Beehive”) by Erin Genia was a sculptural habitat and water source for pollinators created using the Dakota morning star form and built with sustainable materials: clay, natural composites, and driftwood.



Photo Credit: Mel Taing

Acknowledge + Listen: Undoing Colonial Design in Massachusetts was co-designed by Lesley Art + Design students and faculty as part of their work to challenge the racist imagery featured on the state seal and flag of Massachusetts.



Photo Credit: Mel Taing

Where The Land And Our Bodies Intersect by Mithsuca Berry was a series of four digital illustrations printed on fabric flags and four vinyl text installations mounted on The Light Blades on The Greenway.



Where The Land And Our Bodies Intersect flags waving in the Wharf District.
Photo Credit: Mel Taing

As We Rise by Wendy Yu was a site-specific video installation on the Federal Reserve Building that featured short bursts of freestyle-based street dance from 5 local dancers. Yu created the work in collaboration with street dance organization The Flavor Continues and projection artists ILLUMINUS.

Jahmier “Slingshot” Berry-Irvis freestyling.
Photo Credit: Aram Boghosian



Programs & Community

We hosted more than 300 free events on The Greenway that showcased and supported the ingenuity and breadth of our community.

Popular festivals returned in 2022, including Boston Local Food Festival presented by the Sustainable Business Network, the Caribbean One World Expo presented by the Authentic Caribbean Foundation, Jazz in the Park presented by the North End Music and Performing Arts Center, Films at the Gate presented by the Asian CDC, and the Lantern Festival presented by Chinatown Main Street. Let's Dance Boston by Celebrity Series of Boston offered five nights of free dance instruction and live music. Coolidge on The Greenway brought free movies with a Science on Screen series, and Street Stage returned with live opera performances. New partnerships brought the BAGLY Massachusetts Youth Pride Event and the Boston Music Project Festival to The Greenway.

We continued our deep engagement with the Chinatown community through reciprocal partnerships and community driven programs. Crowds gathered at the VISION/VOICES performance series at the YEAR OF THE TIGER artwork. Our weekly Chin Park play sessions engaged families from June to October,

and we again sponsored weekly lion dances at the Chinatown Gate to drive weekend tourism. We also gathered community feedback on a redesign for a section of Mary Soo Hoo Park that will provide more recreational and children's space in this busy neighborhood. Consistent with the Conservancy's commitment to supporting local entrepreneurs, The Greenway served as an incubator and platform for more than 100 small businesses through our food truck program, fitness series, and artisans and farmers markets. The majority of these businesses identified as women or minority-owned.

Photo Credits (Top to bottom, left to right): G. Ortiz, Celebrity Series of Boston, Lee-Daniel Tran, BAGLY, Mel Taing, Greenway Staff, Lee-Daniel Tran



'Breathe Life Together' Block Party



Let's Dance Boston



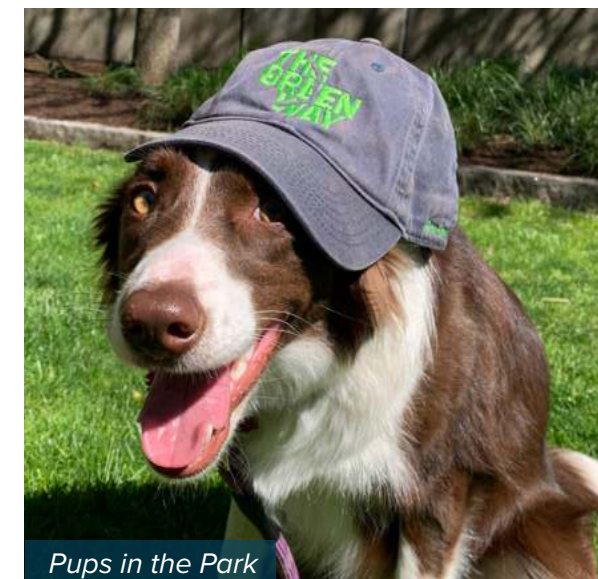
Jazz in the Park



Youth Pride



Films at the Gate



Pups in the Park



Greenway Carousel



Artisan Market



VISIONS & VOICES

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have helped sustain our work between
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Alyssa Zonghetti

In Memory Of

Peter Albanese
Helen P. Banning
Nancy Brennan
Frank Chen
Maria Coli
Mary Soo Hoo
Letitia F. James
Marie Kensinger
William M. (“Bill”) Snyder

In Honor Of

Sir Bosque
Keelin Caldwell
Chris Cook
Dave and Deb Flynn
Hugh Gorman
Deniz Johnson
Rachel Lake
Sheila Novak
Abby Parker
Abigale Purvis
PhuongDuy Tran
Cathy Weston
Yu-Wen Wu

In-Kind

90+ Cellars
AHA
Berklee College of Music
The Best Bees Company
Bully Boy Distillers
The Chiofaro Company
Canopy by Hilton
Boston Downtown
City Winery
Coca-Cola
Eastern Landscaping/
Groundscapes Express
G. Ortiz Photography
Goulston & Storrs
Groundscapes Express
Harborside Inn, Cafe &
Lounge
JetBlue

Johnny’s Selected Seeds
Kahootz Entertainment
KHJ Integrated Marketing
Marr Lifts
Massachusetts Convention
Center Authority
MassDOT
MAX Ultimate Food
New Belgium Brewing
Company
NRS Consulting
Tufts University
Volo Sports
Yotel



*Left: Father and child looking at the lanterns at Chin Park.
Right: Children playing with bubbles by the Greenway Carousel.
Photo Credit: Mel Taing*

The Greenway Legacy Society

The Greenway Legacy Society recognizes those who play a lasting role in securing the Rose Kennedy Greenway Conservancy’s future beyond their lifetime by making a bequest or other planned gift as part of their estate plan. We are indebted to the following Legacy Society members for their thoughtful generosity and stewardship.

Robert and Doris Gordon
Marlene S. Kaplan
Rebecca A. Lee
Janet Veasey and Robert Binney



Doug Husid
*Chair of the
Conservancy Board*



John Shea
*Vice Chair of the
Conservancy Board*

Board of Directors

Alli Achtmeyer
Hilina D. Ajakaiye
Matthew J. “Matt” Conti
Kate Fichter
Conor Finley
Yvonne Garcia
Robertstone Goodridge
Rosalind Gorin
Carmine Guarino
Kirsten Hoffman
Deniz Johnson
Rebecca Lee
Jenny Morse
Thomas N. O’Brien
Linda See
Kimberly Sherman Stamler
Bradley W. Snyder

*As of December 31, 2022



Karen Johnson
*Treasurer of the
Conservancy Board*



Susanne Lavoie
*Clerk of the
Conservancy Board*



*Greenway Directors and Board
of Directors at the Gala on The
Greenway at the Rings Fountain.
Photo credit: Michael Blanchard*



Financials

The Greenway operates with a public/private funding model. Since its founding, the Conservancy has leveraged its government support to raise more than \$66M of philanthropic and other private funds.

Spring 2022 began with a boost to philanthropy, when the Conservancy hosted its first in-person Gala on the Greenway and Glow fundraisers since 2019, resulting in record breaking attendance and support. Additionally, generous funding from our Foundation partners allowed us to foster community engagement in the park, particularly through programming and public art, and offset the loss of COVID related Federal government funding which was critical in 2021.

The Conservancy’s efforts to return to pre-pandemic levels in earned revenue successfully resulted in a 22% increase over 2021 revenue. The Greenway’s Food Vending Program, newly refurbished Carousel, and Trillium Beer Garden saw further growth, however overall, earned revenue remained down 33% from 2019, as much of the area’s workforce continued a hybrid work model.

The Greenway Business Improvement District (BID), the Massachusetts Department of Transportation (MassDOT), and City of Boston (City) support were consistent with the landmark 2017 multi-party funding agreement. The BID continues to provide \$1M annually for maintenance and horticulture operations, plus \$0.5M for enhancements. The City’s annual funding fluctuates with the performance of an invested trust fund. MassDOT funds maintenance, horticulture, and capital repairs, as well as providing in-kind support. Furthermore, the BID, MassDOT and the City (through the Boston Planning and Development Agency) all contributed funds for the construction of the North Meadow on The Greenway which opened with a ribbon cutting ceremony in July 2022. The year closed with the four parties (including The Greenway) successfully finalizing a Memorandum of Understanding which will extend this support through FY28. Completion of final contracts will occur in 2023.

The Conservancy continued to manage its budget conservatively in 2022, but worked to fill positions left vacant during the 2020/21 hiring freeze, increasing staff costs over 2021. Generous funding offset costs for new music, art and dance programming including The Greenway’s first ever mural block party and 2022’s winter lights program.

In keeping with our investment policy, the Conservancy drew from the endowment at a Board-approved 4.5% sustainable rate to fund current operations. Unfortunately, downward trends in the markets drove an overall decline in net assets for the year.

Operating Revenue and Support	FY22	FY21
Earned Revenue	\$ 1,101,848	\$ 906,169
Contributions, BID	\$ 1,163,850	\$ 1,256,257
Contributed income	\$ 1,407,565	\$ 762,040
Endowment draw for current operations	\$ 776,594	\$ 740,090
Government support, MassDOT	\$ 750,000	\$ 750,000
Gala & event revenue, net	\$ 528,748	\$ 428,309
Government support, City of Boston	\$ 294,927	\$ 271,533
Government support, grants	\$ 127,000	\$ 614,718
In-kind revenue, private	\$ 209,522	\$ 123,359
In-kind revenue, public	\$ 280,942	\$ 236,893
Other income and recoveries	\$ 136,164	\$ 14,673
Total operating revenue and support	\$ 6,777,160	\$ 6,104,041
Operating Expenses before Depreciation		
Programmatic	\$ 5,120,905	\$ 4,261,695
Fundraising	\$ 718,658	\$ 672,079
Administrative	\$ 687,199	\$ 646,770
Total operating expenses before depreciation	\$ 6,526,762	\$ 5,580,544
Depreciation	\$ 744,238	\$ 552,313
Non-Operating Revenue and Support		
Contributions, BID - Enhancements	\$ 336,150	\$ 243,743
Government support, MassDOT - capital	\$ 740,078	\$ 268,686
Contributions and Government support - capital	\$ 485,454	\$ 868,071
Investment income, net of fees	\$ (3,171,056)	\$ 2,668,541
Gain/loss on fixed assets	-	-
Endowment draw for current operations	\$ (776,594)	\$ (740,090)
Total non-operating revenue and support	\$ (2,385,968)	\$ 3,308,951
Change in net assets	\$ (2,879,808)	\$ 3,280,135
Net assets, beginning of the year	\$ 30,625,843	\$ 27,345,708
Net assets, end of the year	\$ 27,746,035	\$ 30,625,843

In Memoriam

We celebrate the life & legacy of our founding Executive Director, Nancy Brennan, who passed away in September of 2022.



Nancy was a warm and unrelentingly positive leader who built the foundation on which the Rose Kennedy Greenway has thrived. She raised funds for the Greenway Conservancy's endowment and operations, and recruited and mentored a small, talented staff to transform the sparse green space that capped the Big Dig into a world-class park that reconnected neighborhoods and people.

Nancy's commitment to environmental stewardship fostered our innovative approach to organic horticulture. Her vision for a unique, whimsical carousel that would capture the hearts of visitors of all ages led to creation of the Greenway Carousel at the Tiffany & Co. Foundation Grove, now a beloved Boston landmark. Nancy spearheaded a community-driven public art planning process that produced the program that has presented dozens of acclaimed artworks on The Greenway and led a movement to reinvigorate contemporary art in public spaces throughout Greater Boston.

Nancy's legacy is felt not only on The Greenway, but well beyond as those she so generously mentored have gone on to lead programs and organizations throughout the region and across the country. In Nancy's "both/and" language - we grieve at the loss and retain joy in having had this extraordinary person touch our lives.



Make today an adventure.

