

# 2021 Greenway Conservancy Results

|                                                              |                                                                                                                          |    |
|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|----|
| 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 | ✓  |
|                                                              | Advance/implement a new accounting system and reevaluate investment management, as staffing allows                       | √- |
| 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                                                | ✓  |

# 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

# 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

# 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 \$0.97M 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