



RoseKennedyGreenway.org

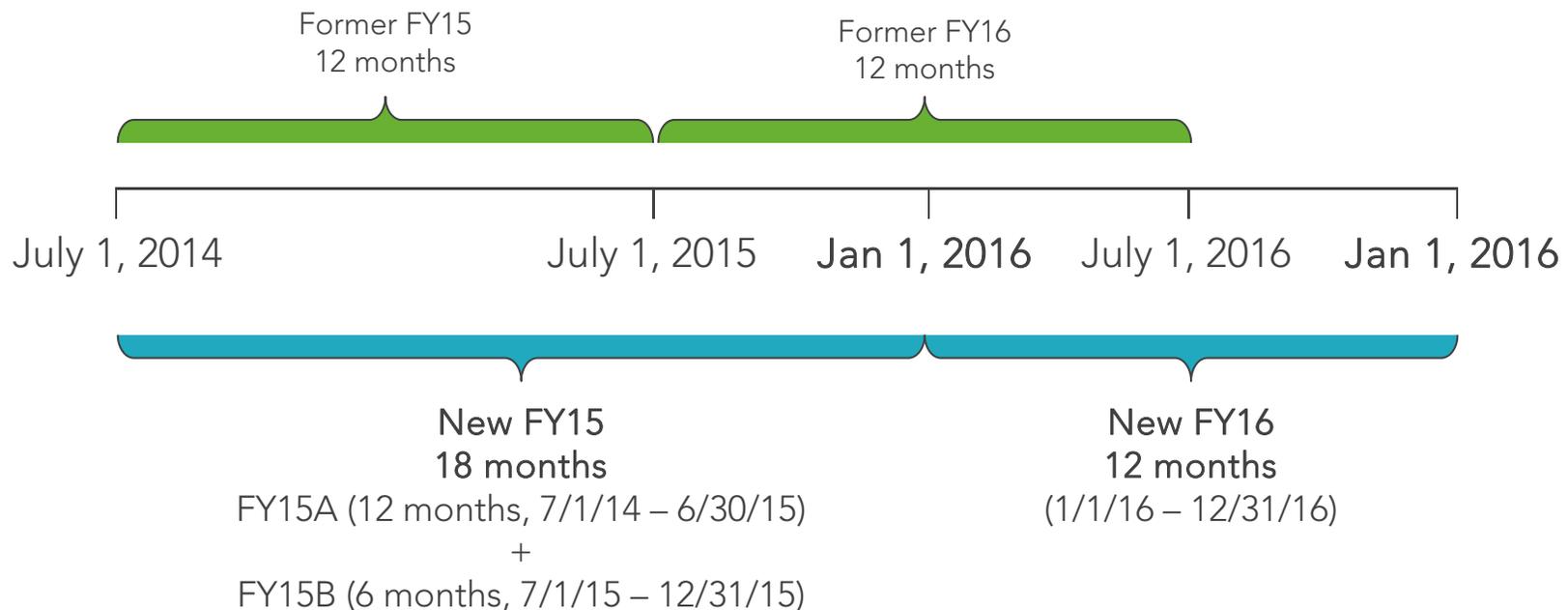
An aerial photograph of a park area, showing a large green lawn, several tall, thin, rectangular structures, and a paved walkway. The entire image is overlaid with a semi-transparent green filter. The text 'GOALS & RESULTS & FY15 (18M) BUDGET PROPOSED FOR APPROVAL' is written in large, white, sans-serif capital letters across the center of the image.

GOALS & RESULTS & FY15 (18M) BUDGET PROPOSED FOR APPROVAL

Conservancy Board

July 14, 2015

REMINDER: CHANGING FISCAL YEAR (CALENDAR YEAR ALIGNS WITH PARK SEASON)



AGENDA

- Annual Statement of Results for FY15A
- Statement of Goals for FY15B
- FY15B proposed budget

FY15A RESULTS

FY15A Goals, as presented July 2014:

Beauty

- Maintain Greenway, including Armenian Heritage Park, at highest level
- Engage more volunteers in learning about and caring for Greenway
- More bulbs and plantings to bring four seasons of interest

Vibrancy

- Install Janet Echelman aerial sculpture
- Rotate in new contemporary mural at Dewey in partnership with MFA
- Build Greenway Carousel attendance, birthday parties
- Host 300+ free events in 2014, including Boston Calling Block Parties, Boston Local Food Fest, 2 BPMA Farmer's Market, Greenway Open Market, extensive fitness classes

And more!

- Hire Public Art Curator
- Launch Park Ranger pilot program
- Develop and deepen volunteer program partnerships
- Welcome the opening of Boston Public Market
- Fundraise for capital repair needs

FY15A results

✓

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✓

FY15B STATEMENT OF ACTIVITIES AND GOALS:

Beauty

- Maintain Greenway and contracted properties at highest level
- Complete North End repairs and improvements
- Begin care of and improvements on new lease parcels

Vibrancy

- Host 300 free events in 2015, including Boston Calling Block Parties, Boston Local Food Fest, Coolidge Corner films, FIGMENT, 2 Farmer's Markets, Greenway Open Market, extensive fitness classes
- Launch Art Ambassador tours
- Install new contemporary mural on Greenway Wall at Dewey Sq. Park
- Request proposals for 2016 Chinatown zodiac public art installation
- Plan for winter market attraction

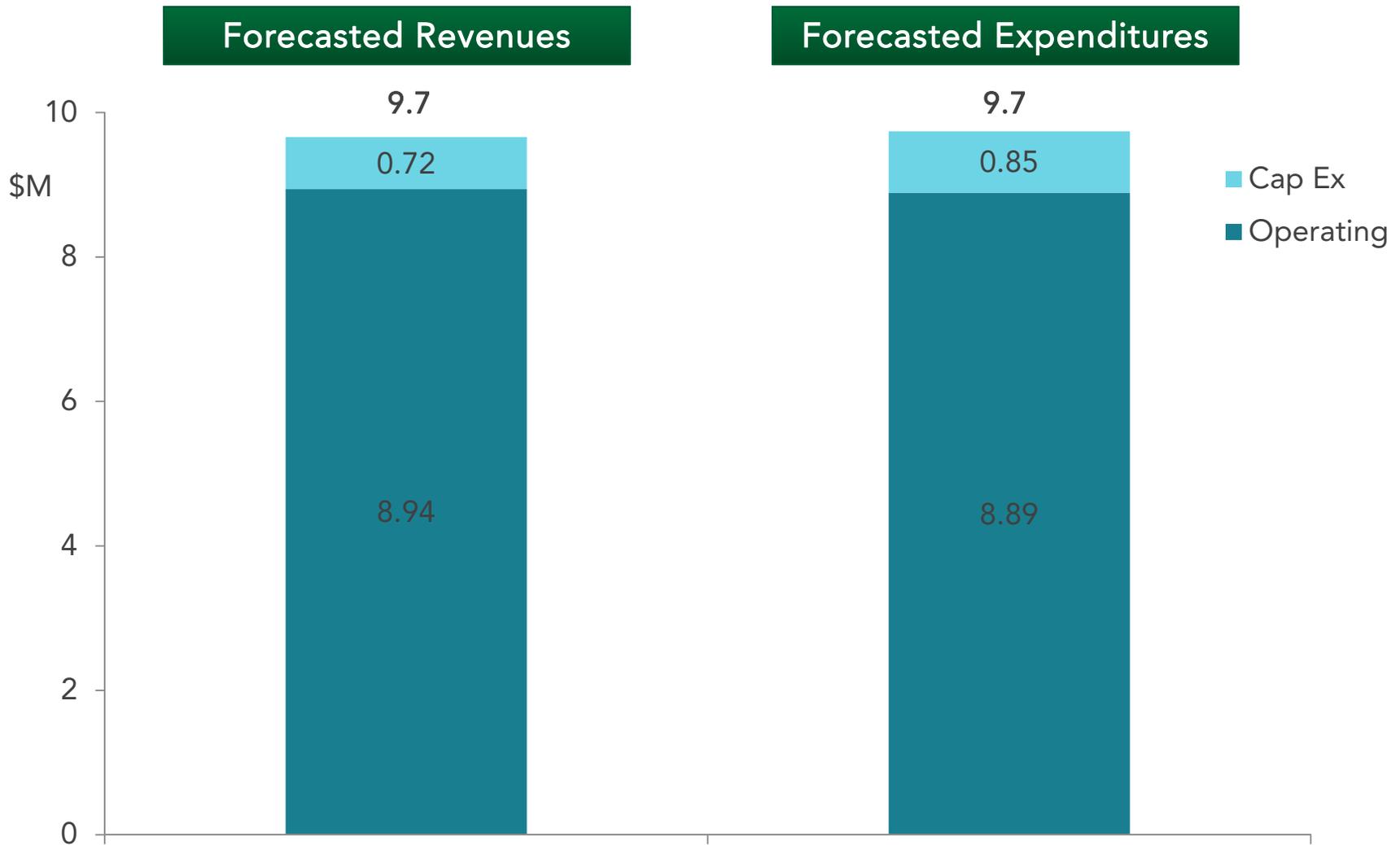
And more!

- Deinstall Janet Echelman aerial sculpture
- Welcome the opening of Boston Public Market & One Greenway
- Increase understanding and appreciation of The Greenway
- Complete fiscal year change

OVERVIEW OF KEY BUDGET MATTERS

- Significant atypical operating revenues & expenses: Echelman & new lease parcel care
- Significant capital revenues & expenditures
 - FY15A: North End improvements, fountain controllers
 - FY15B: new lease parcel improvements, North End improvements, enclosure for Greenway Carousel
- Following 2 Directors' departures, P&D + Programs combined under new leadership
- Recategorization of existing expenditures for upcoming 6 months into new "Public outreach" category (FY15A treatment TBD)
- Still no Greenway capital reserve

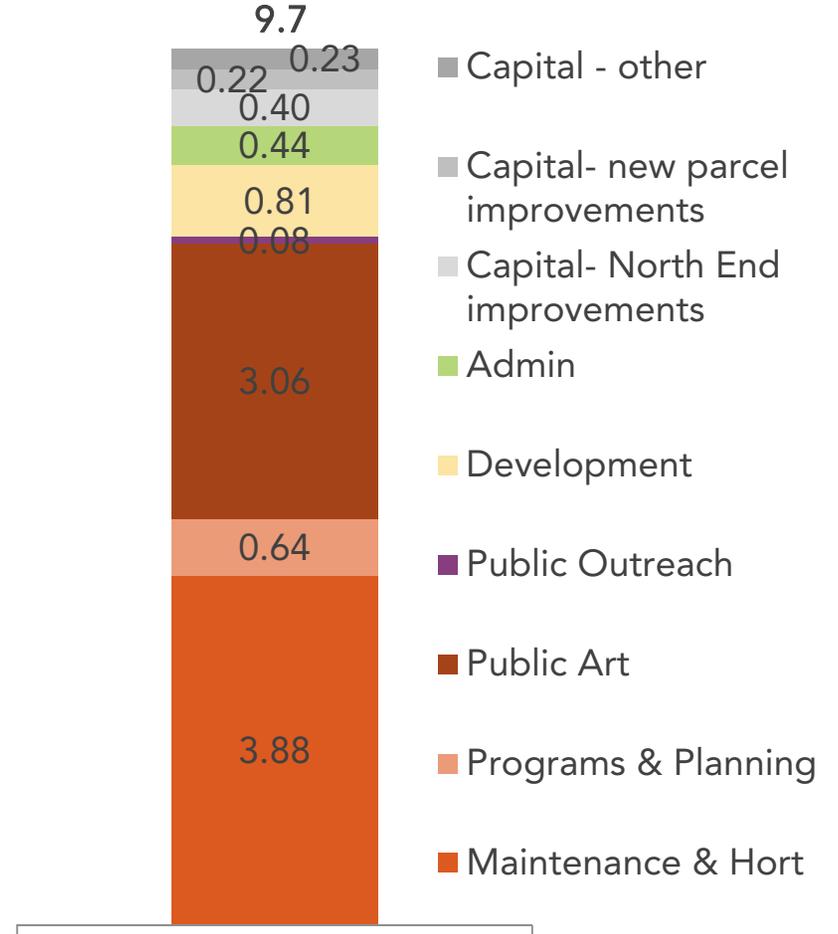
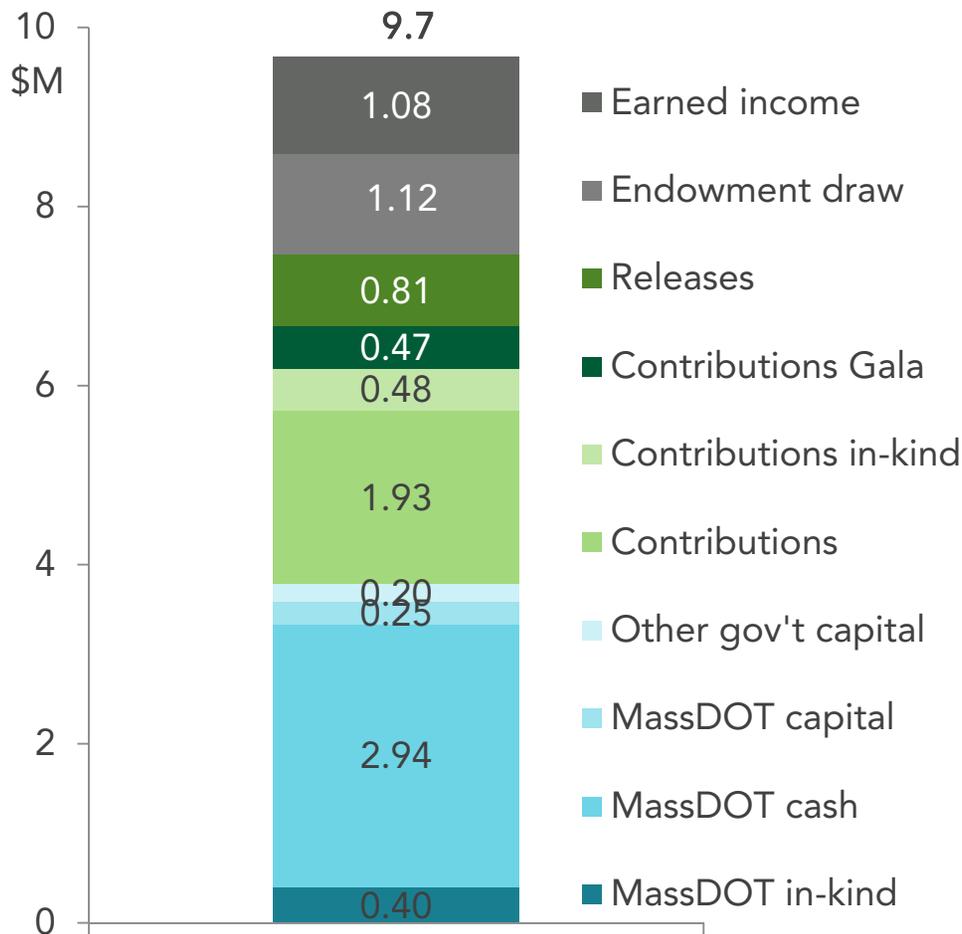
18-MONTH FY15 BUDGET, PROPOSED



PROPOSED 18-MONTH FY15 BUDGET, WITH DETAIL

Forecasted Revenues

Forecasted Expenditures

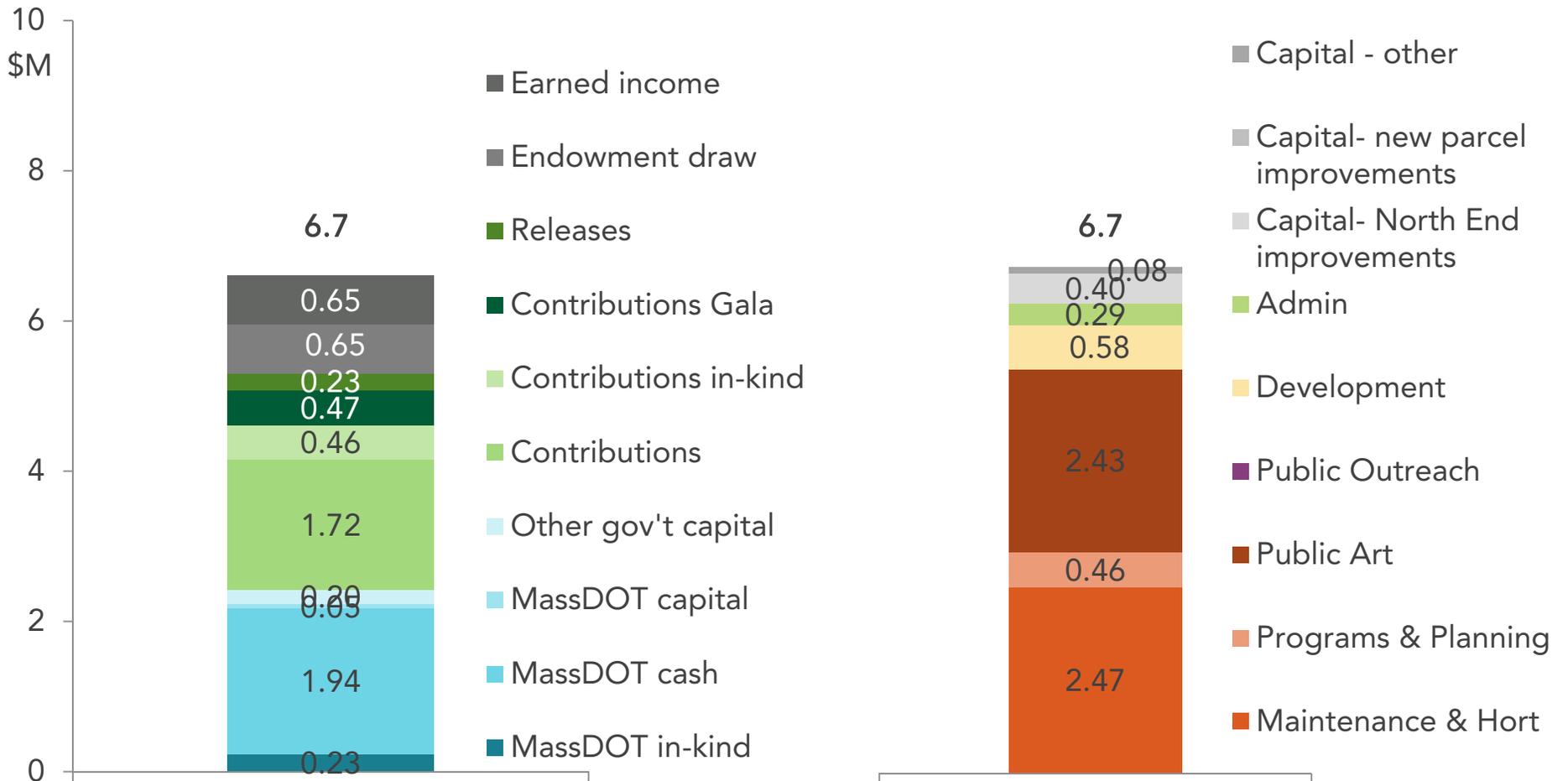


*Including cash+in-kind; excludes depreciation expense;
"Other capital" is fountain controllers + Carousel enclosure*

PAST 12 MONTHS (FY15A), WITH DETAIL (JULY 1, 2014 – JUNE 30, 2015)

Forecasted Revenues

Forecasted Expenditures

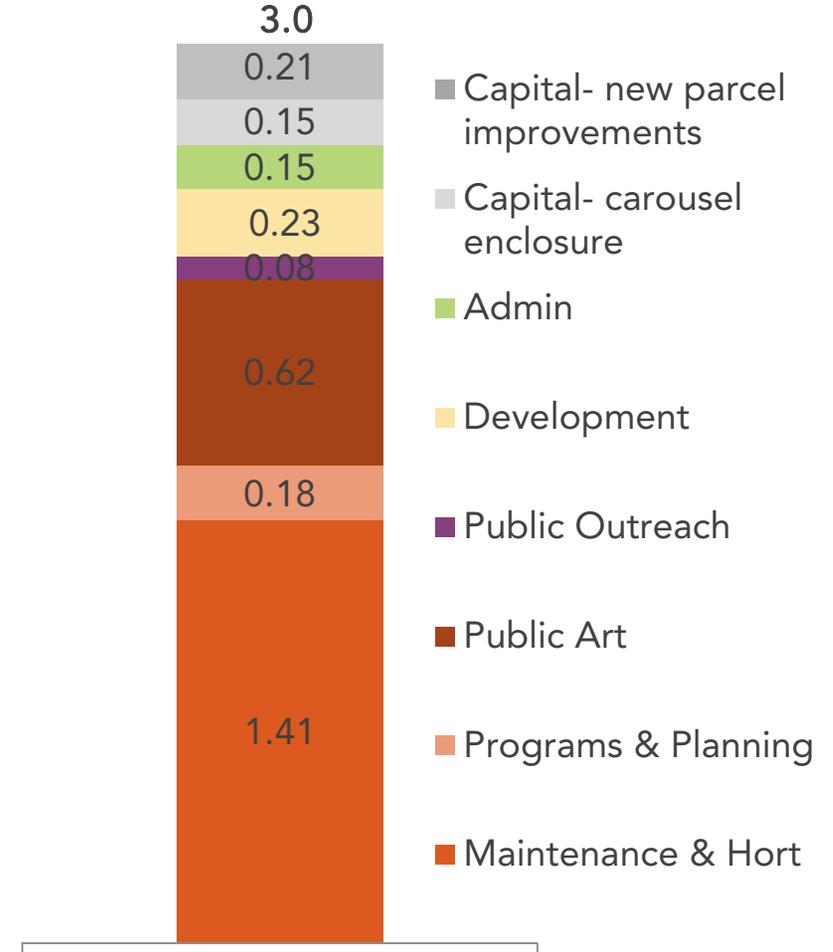
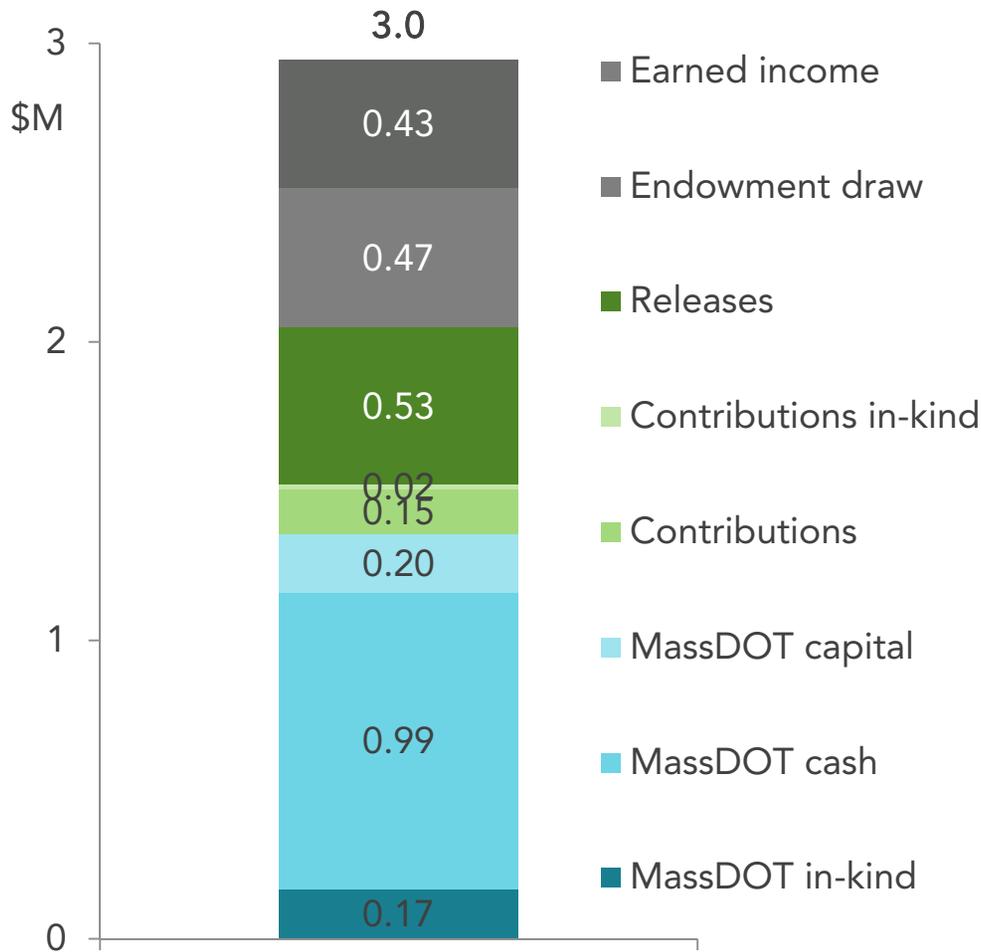


*Including cash+in-kind; excludes depreciation expense;
"Other capital" is fountain controllers*

PROPOSED FY15B (6 MONTHS), WITH DETAIL (JULY 1, 2015 – DECEMBER 31, 2015)

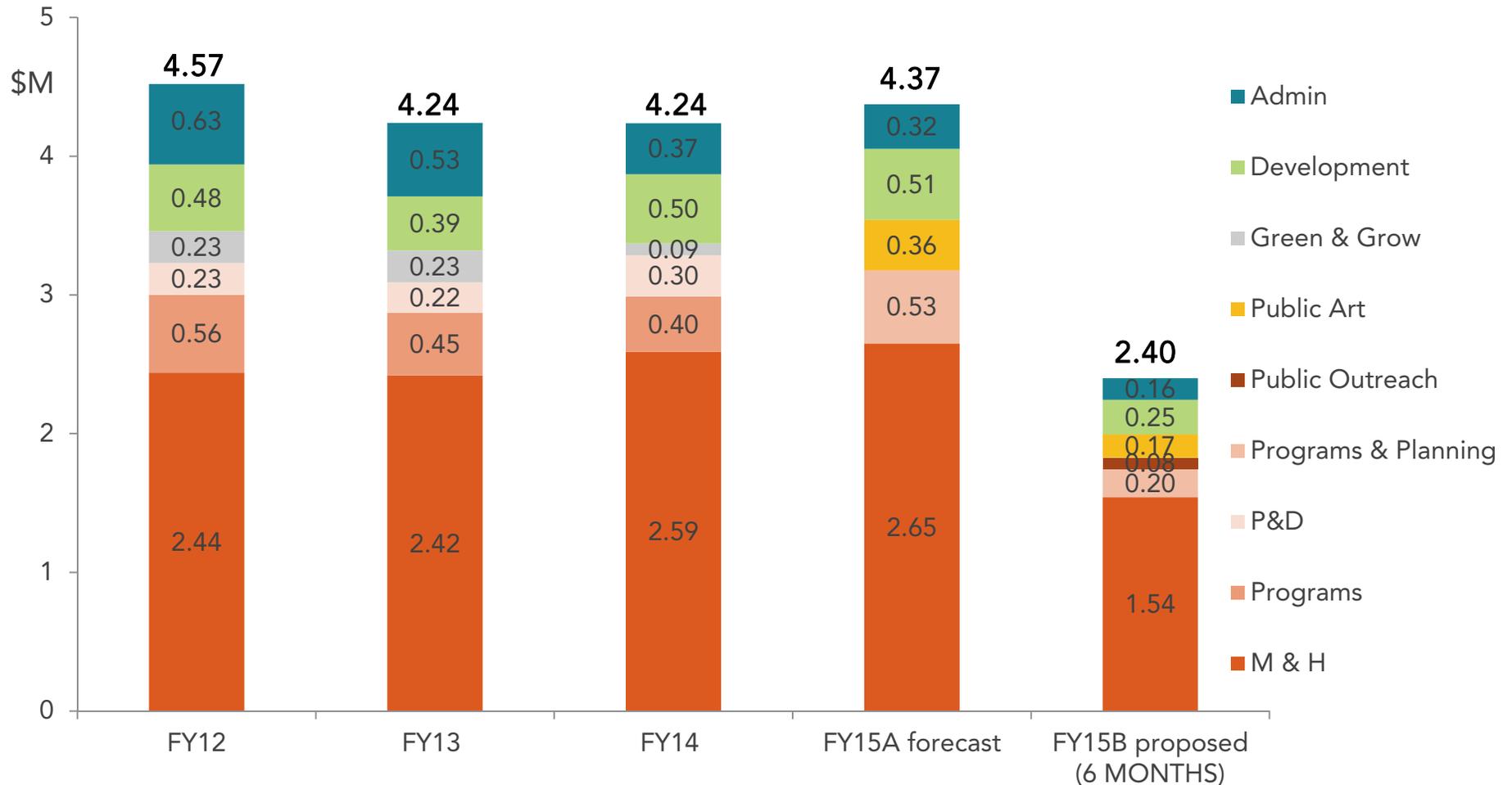
Forecasted Revenues

Forecasted Expenditures



Including cash+in-kind; excludes depreciation expense

FY12 – FY15B RECURRING OPERATING EXPENSES



* For comparison to FY12-FY14 audited financials, Gala expenses are netted out & depreciation is included
 * FY15A & FY15B do not include non-recurring expenses: North End improvements, new parcel repairs, and Echelman project