



ROSE KENNEDY GREENWAY CONSERVANCY

ANNUAL REPORT 2017

**THE
GREEN
WAY**



Dear Friends,

The Greenway is there for the public. It's there in the interactive art installations and the fog rolling off the lights at the Rings Fountains. It's there when you want to sip a craft beer in a beautiful setting, or ride a carousel lobster steps from the Harbor, or tango under the trees on a summer night. And it's there to stay.

This year marks an amazing time of stability for The Greenway. The Greenway Conservancy signed a long-term agreement with the Massachusetts Department of Transportation, launching an upcoming decade where park planning and care can flourish. The Commonwealth of Massachusetts, the City of Boston, the Greenway Conservancy, and a key business group of abutting property owners also reached an agreement for foundational funding that will ensure first-class upkeep of The Greenway. With this stability comes an even stronger asset to Boston and Massachusetts and an opportunity for the Conservancy to build deeper philanthropic relationships for programming and improvement.

The Greenway is a park of innovation; from the organically-maintained gardens, to an early large-scale free WiFi system, to hosting the first gourmet food trucks in Boston. This year, we added the outdoor beer garden and downtown zipline to that list of firsts. The Trillium Garden on The Greenway created a beautiful space for neighbors, visitors, friends and families to gather under the lights and toast the local beer scene. The Z, a three-story, 220' zipline, gave riders a unique view of downtown Boston, the waterfront and The Greenway corridor.

Audiences were again delighted with cutting-edge art, programs and maintenance. Visitors explored our artworks around the theme of *Playful Perspectives*, getting up close with a 3D rooster-printing machine (Chris Templeman's *Make and Take*), a mysterious house (Mark Reigelman's *The Meeting House*) and a perspective-bending Ames room (Meredith James' *Far from this setting in which I now find myself*). Diner en Blanc and Let's Dance Boston brought people together for celebration in The Greenway's iconic spaces. Millions enjoyed updated fountains, new garden spaces, 35 food trucks, and almost 400 free events. Children from the Boys and Girls Clubs of Boston laughed on our Greenway Carousel and hula hooped on our organic lawns.

As we look to the future, we thank you for the glasses you raised, the art you pondered, and the public space you appreciated on The Greenway in 2017. We look forward to what 2018 will bring!

Jesse Brackenbury
Executive Director

James Kalustian
Board Chair

“
The Rose Kennedy Greenway is an important asset to residents and visitors alike... it's critical that we all work together to ensure that we maintain this unique and vibrant green space for generations to come.
”

— Mayor Marty Walsh

INNOVATION

The Greenway had Boston's first gourmet food truck and first large public Wi-Fi network and broke new ground with our organic garden care and our contemporary public art. In 2017, we introduced two more major public space innovations so there's always something new and interesting to experience.



Trillium Garden

Local workers, residents, families, and visitors immediately embraced our new Trillium Garden on The Greenway, Boston's first fully open-air beer garden. Crowds continually lined up at this new favorite hangout spot, which was voted best bar in Boston. Trillium Brewing Company's beer garden, which featured craft beers among the gorgeous scenery of The Greenway, achieved overwhelming success and local support. Look for the return of the beer garden this spring!

The Z – Boston Zipline

The Z, another ground-breaking offering, brought immediate fun with the chance to cruise along the first ever zipline in downtown Boston, spanning 220-feet. While seeing The Greenway from the ground is great, viewing it from the air -- as well as catching elevated glimpses of Faneuil Hall and the North End -- was even more spectacular with this temporary installation.



138K+

Patrons of Trillium Garden on The Greenway



Public Art

The Conservancy continued its leading role in presenting rotating exhibitions of contemporary public art. The unifying 2017 theme, *Playful Perspectives*, included several new commissions, installations from the Design Biennial Boston, and a spectacular mural. Manipulating visual perception, blurring the boundaries between art and everyday life and between expectation and reality, the 2017 exhibitions Included:

We the People II by Mia Cross

Spaces Of Hope by Mehdi Ghadyanloo

Far from this setting in which I now find myself by Meredith James

Balancing Act by Aakash Nihalani

The Meeting House by Mark Reigelman

Make and Take by Chris Templeman

Additionally, Matthew Hoffman's *MAY THIS NEVER END* was recognized in 2017 as one of the country's best pieces of public art by Americans for the Arts' Public Art Network, the fourth Greenway win in five years.



4

Awards from Americans for the Arts



The Meeting House

PLAYFUL PUBLIC ART

This year, for the first time, the Conservancy had a curatorial theme for its year-long series of public art installations along The Greenway entitled *Playful Perspectives*. The surreal installations challenged visitors' perception of reality while engaging the viewer in a playful manner!



Spaces Of Hope



Far from this setting in which I now find myself



Balancing Act I



Make and Take



We the People II

PUBLIC ART 2017



Let's Dance Boston!

EVENTS AND ACTIVITIES

The Greenway is one of the most visited destinations in the Commonwealth with annual attendance exceeding 1.4 million trackable visitors. With 400 free programs and events in 2017, there was a lot to keep visitors entertained and engaged.

400 Free Events

From fitness classes to farmers markets, concert series to food and film festivals, and family-friendly activities, there truly is something for everyone on The Greenway. Major events like the FIGMENT participatory art festival, Diner en Blanc, Let's Dance Boston, and many more filled the park with food, drink, music, and entertainment. Hosting diverse cultural festivals such as the African Festival, My Caribbean Expo, Brazil on The Greenway, and Chinatown Main Streets Festival, The Greenway is a space for all to gather.

Selected highlights from 2017:

Our Play Program focused on underserved youth, including Youth Adventure Day visits that engaged over 360 children from The Boys and Girls Club of Boston and other local partners.

The Greenway Gala, hosted on The Greenway, welcomed ~400 guests for our largest annual fundraising event honoring longtime supporter Citizens Bank.

Now a signature event on Boston's social scene, the Conservancy produced its 3rd annual young professionals event, Glow in the Park, which continues to grow each year. This year's sold-out event attracted 500 attendees.

The Greenway Carousel at The Tiffany & Co. Foundation Grove, a Boston landmark, had another great year with more than 100,000 people taking a spin.

Our nationally acclaimed Greenway Mobile Eats Program continues to expand with 35 trucks and trikes with offerings ranging from Indian delicacies and Korean fusion, to seafood and ice cream sandwiches.



360+
Youth Adventurers





Mobile Eats Program Vendor, Cookie Monstah



Greenway Gala



Diner en Blanc

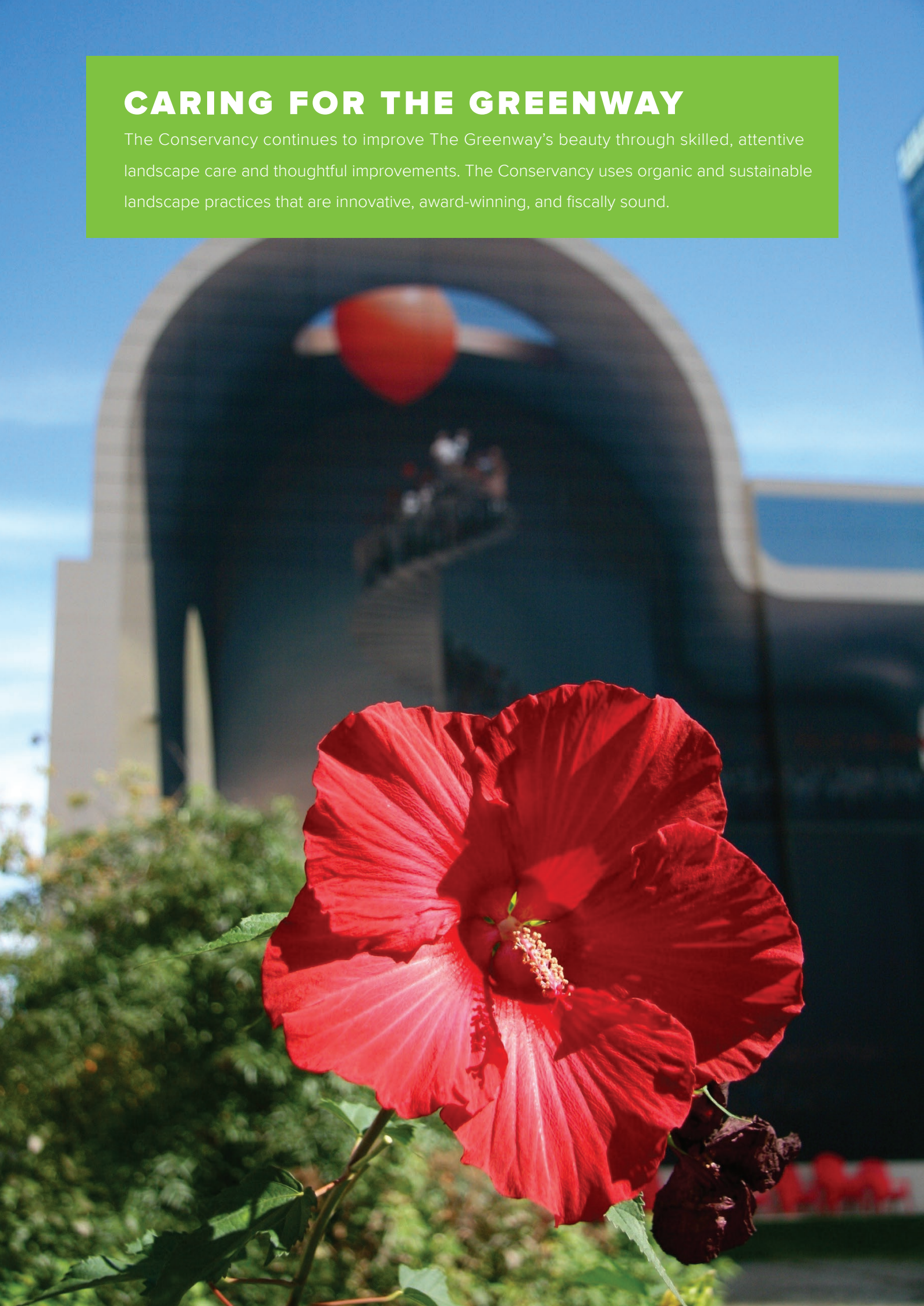
EVENTS 2017



Glow in the Park



Youth Adventure Day



CARING FOR THE GREENWAY

The Conservancy continues to improve The Greenway's beauty through skilled, attentive landscape care and thoughtful improvements. The Conservancy uses organic and sustainable landscape practices that are innovative, award-winning, and fiscally sound.

Organic Park Care

The Greenway's healthy plants are better able to withstand the stress of public use in an urban environment because of our organic management practices. In 2017, we renovated numerous garden areas including adding diversity and year-round interest to Chinatown Park, adding bulbs and perennials, and expanding the Greenway-wide Pollinator Ribbon theme throughout the parks. Our Horticulture staff also created a unique and intriguing living "green wall" on the exterior of artist Meredith James' art installation.

Features and Improvements

On The Greenway, the paths are safe, clear, and well-lit, the fountains are running smoothly, and there are plenty of benches, chairs, and other places to sit back and enjoy the park. This is no small task thanks to our Maintenance team, who handle regular repairs and improvement projects. This year, visitors rejoiced at the return of the fog feature at the Rings Fountain!

Park Rangers

Our two grant-funded Park Rangers are in the park, dawn until dusk, compassionately keeping an eye out for the safety of the park and all our visitors. They are welcoming, friendly faces, providing security and ambassadorship, connecting a wide range of people with the information and services they may need. In 2017, our Rangers logged 5,364 interactions with park visitors.

Volunteers

Our volunteer programs continue to engage our neighbors and supporters, with 640 volunteers contributing over 4,000 hours. In 2017, we created a new opportunity for Zone Gardening Volunteers to work shoulder-to-shoulder with the Greenway Horticulture staff as they tended to a specific area each week. Thank you to the Individuals and companies who dedicated their time to caring for The Greenway.

“

Supporting our green spaces, and a vital urban park, is a great way to give back to the city. And when I enjoy the Greenway on my own, I feel a great sense of pride that I helped make it a special place.

”

— Greenway Volunteer, Annual Survey

DONORS

The Conservancy gratefully acknowledges those whose gifts, pledges and in-kind services have helped to sustain our work between January 1, 2017 and December 31, 2017.

* Denotes payments that are part of multi-year grants or pledges

† Deceased

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We have made every effort to ensure the accuracy of our donor listing. Please accept our sincere apology for any omissions or errors and kindly report them to the Development Office at 617-603-7720. Thank you!

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** As of December 31, 2017*



FINANCIALS

Private support for the public park represented 67% of all revenue in 2017.

Donations, including operating and non-operating contributions, grants, events and pledges, totaled \$2.9M in 2017. This was boosted by a large contribution and pledge for the 2018 renovation, endowment, and naming of a Greenway garden. Revenue from the Greenway Gala and Glow in the Park fundraising events were a record \$438K, net. Earned income continued its strong growth trajectory, hitting a record \$1.19 million in 2017, due largely to the creation of a new beer garden and the expansion of the Mobile Eats Program. MassDOT continued to provide ~\$2.3M in cash and in-kind support for maintaining and repairing the park’s hardscape and horticulture assets; additionally they provided funds for emergency capital repairs due to a broken water pipe.

Programmatic expenses, including organic landscape care, park maintenance, 400 free public programs, public art installations and more, represented 81% of the total \$5.3M in operating expenses. Administrative expenditures increased due to higher legal costs and the adoption of a more conservative overhead allocation policy. Fundraising costs were higher after filling a senior position that had been vacant for part of 2016.

In keeping with our investment policy, the Conservancy continued to fund current operations with an endowment draw at a Board-approved 4.5% sustainable rate. Favorable market performance helped investment income rebounded significantly in 2017, which more than covered the \$638k endowment draw.

The Greenway operates with a public/private funding model. Since its founding, the Conservancy has leveraged its government support to raise more than \$44M through philanthropy and other private funds.

Operating Revenue and Support	2017	2016
Government support, MassDOT	\$1,986,959	\$ 1,929,231
Government support, grants	\$3,000	\$ 3,000
In-kind revenue - public	\$244,206	\$ 283,049
In-kind revenue - private	\$261,994	\$ 463,258
Contributions and grants	\$772,394	\$ 1,074,376
Gala & event revenue, net	\$438,553	\$ 423,880
Earned revenue	\$1,188,861	\$ 956,687
Endowment draw for current operations	\$638,425	\$ 638,076
Other Income and recoveries	\$54,296	\$ 24,383
Total operating revenue and support	\$5,588,688	\$ 5,795,941

Operating Expenses before Depreciation		
Programmatic	\$4,287,363	\$ 4,376,206
Administrative	\$437,522	\$ 342,444
Fundraising	\$584,844	\$ 513,330
Total operating expenses before depreciation	\$5,309,729	\$ 5,231,981

Depreciation	\$333,327	\$ 315,596
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Non-Operating Revenue and Support		
Government support, MassDOT - capital projects	\$103,208	\$ 63,449
Government support, grants - capital projects	\$0	\$ 5,000
Contributions and grants, capital projects	\$770,400	\$ 32,934
Endowment pledge	\$650,000	\$ 0
Endowment draw for current operations	\$(638,425)	\$ (638,076)
Investment income, net of fees	\$2,427,489	\$ 850,914
Total non-operating revenue and support	\$3,312,672	\$ 314,221

Change in net assets	\$3,258,304	\$ 562,585
Net assets, beginning of the year	\$20,337,914	\$ 19,775,329
Net assets, end of the year	\$23,596,218	\$ 20,337,914



THE GREEN WAY

617 292 0020 

rosekennedygreenway.org 

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