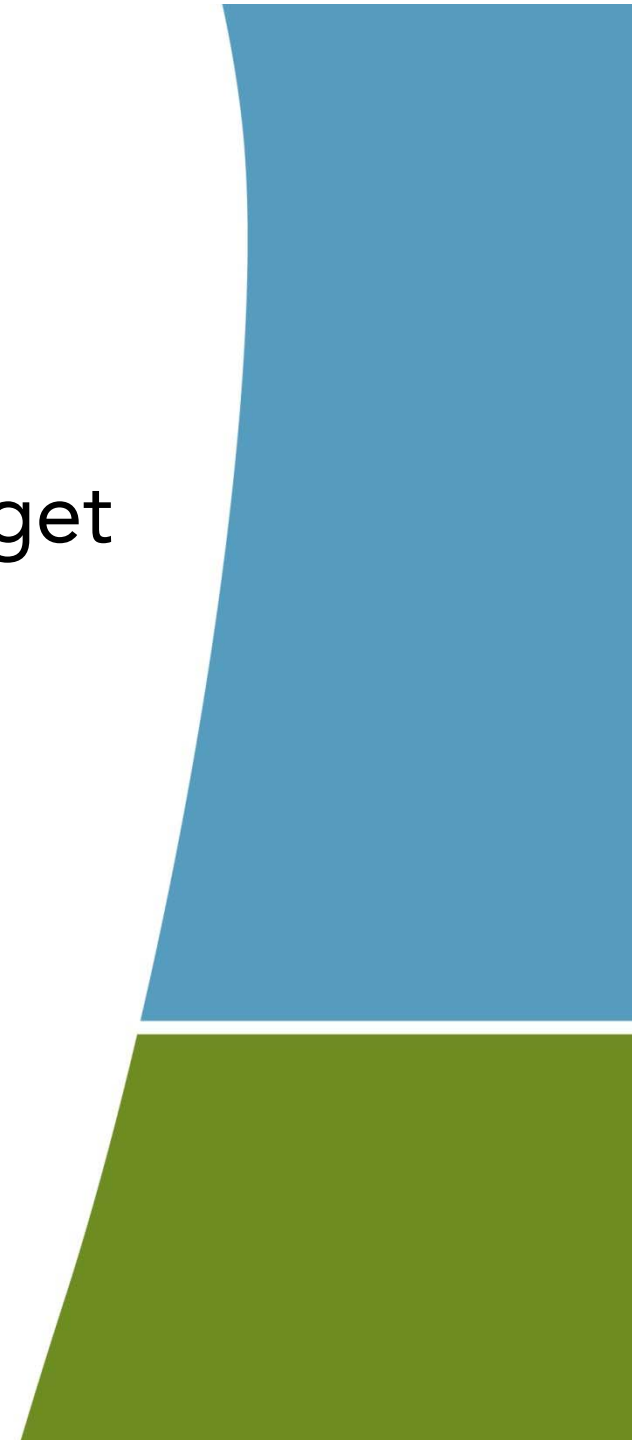


Annual Statements & FY14 Budget Proposed for Approval

Conservancy Board

July 16, 2013



Topics

- Annual Statement of Results for FY13
- Annual Statement of Goals for FY14
- FY14 proposed operating budget

FY14 operating budget: Notable expenditures

The Rose Kennedy Greenway will be a first-class public space – Articles of Organization, 1994

Maintenance & Hort, Planning & Design

- WORK Inc. maintenance contract increased slightly based on new bids
- Includes maintenance of Armenian Heritage Park (and revenues)
- Snow: \$40K budgeted (actuals FY10-FY13 range from \$13K-\$65K)
- No capital maintenance reserve and growing backlog of repairs needed

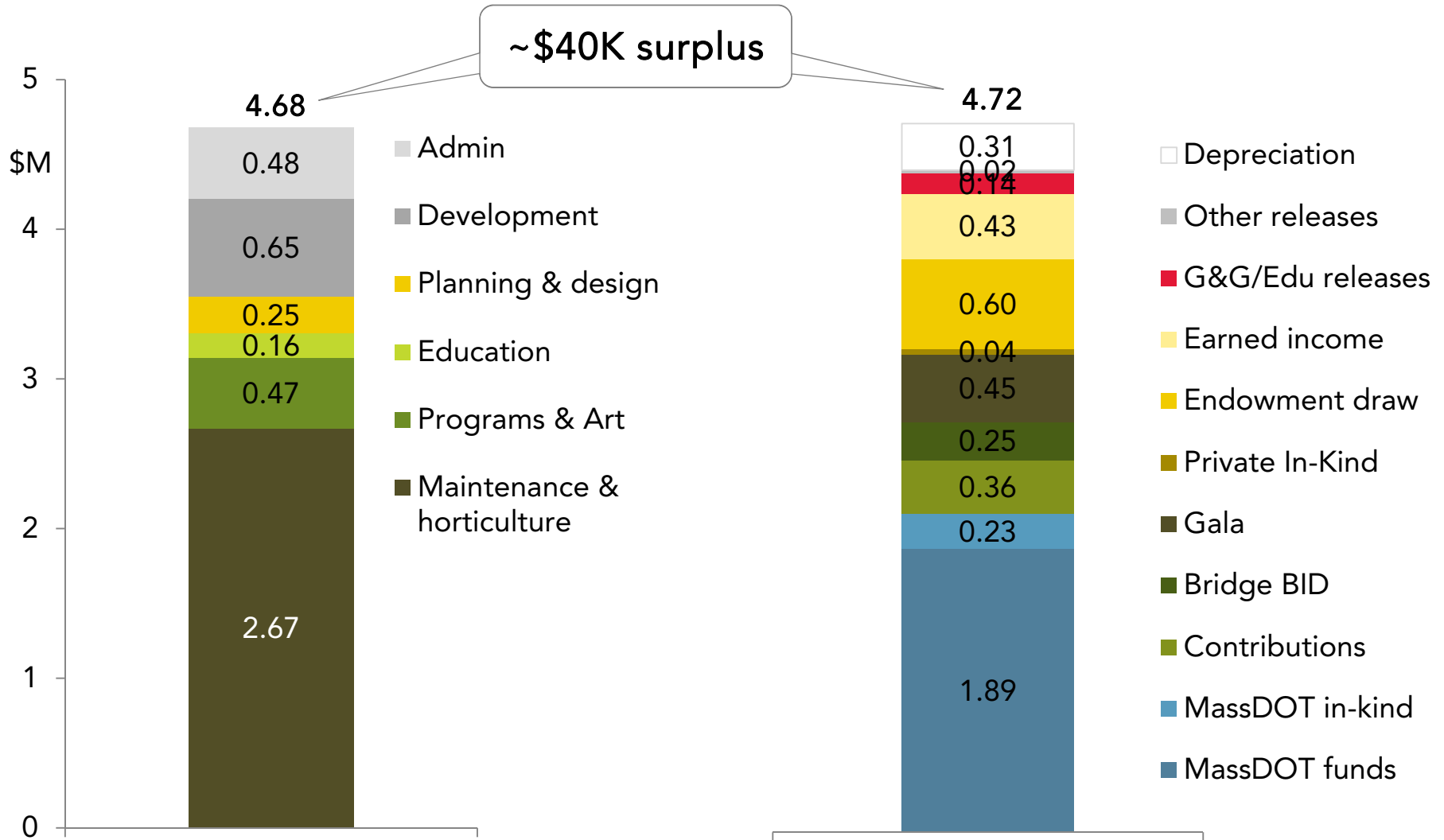
Programs, Art, and Education

- Events via partnerships – i.e., hosted, not produced
- Refocused scope for education
- Includes Dewey mural change-out

Admin, Development

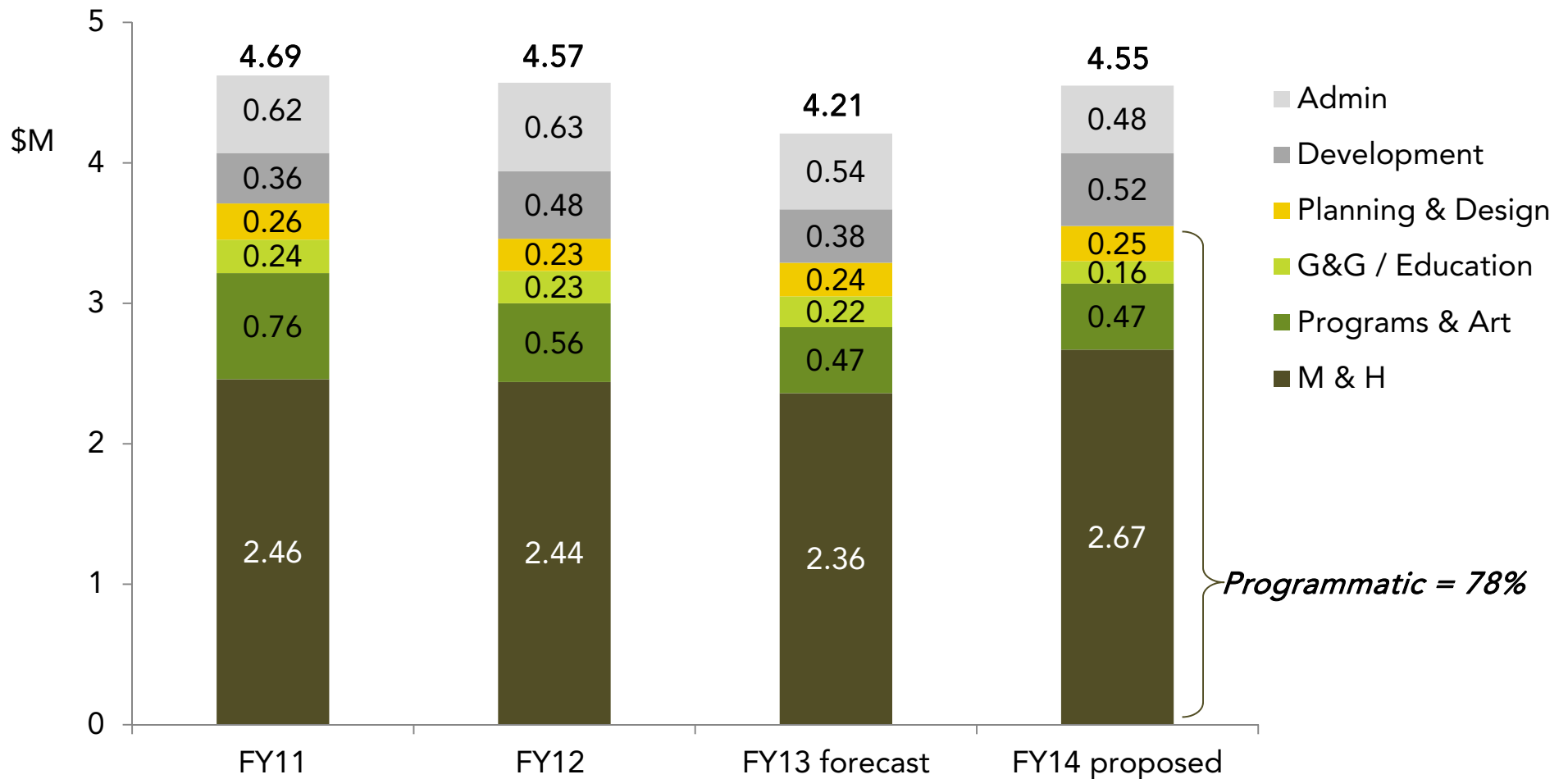
- Assumes Executive Director hired half-way through the year
- Benefit allocations for all individuals now match actual
- Significant increase in depreciation across all departments due to Carousel project

FY14 proposed operating budget of \$4.68M has ~\$40K cash surplus (but contains no capital reserve)



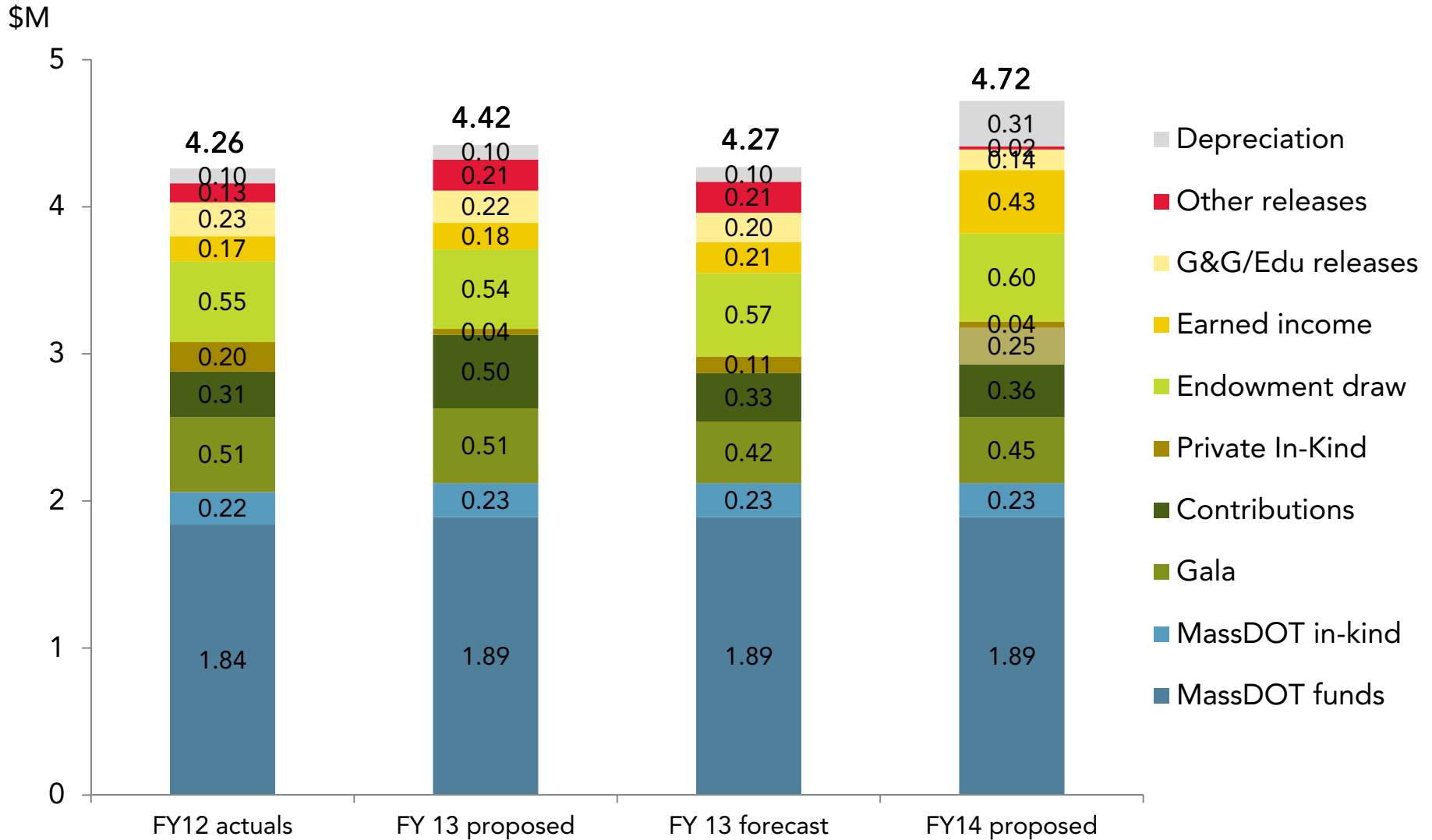
*Including cash+in-kind, all sources, not capital expenditures, accrual basis
Includes Gala expenses (unlike in the audit where they are netted against revenues)*

Operating expenses, historical comparison



FY11 & FY12 from audited financials (Gala expenses netted out)
FY13 & FY14 Gala expenses netted out to make them comparable to audited financials

Operating revenues, historical comparison



Includes full Gala revenues (not net revenues, as shown in the audit)

As presented July 24, 2012:

FY13 Annual Statement of Activities and Goals

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		<u>FY13 results</u>
Beauty	<ul style="list-style-type: none">• Temporary mural at Dewey by Os Gemeos for ICA exhibit• More urban-hardy plants, bringing four seasons of color• 18,000 more bulbs, expansion of "signature" alliums to North End	<ul style="list-style-type: none">✓✓✓
Vibrancy	<ul style="list-style-type: none">• ~300 free events in 2012, up 50% from 2011• Sustainable Business Network's Boston Local Food Fest• Full season of Greenway Open Market• Mobile Eats: pop-up, national TV, another Food Fest• Return of August \$2 Tuesdays at rental carousel	<ul style="list-style-type: none">✓✓✓✓✓
And more!	<ul style="list-style-type: none">• Art planning process concludes• Launch of Greenway membership program• Sitework begins & operator selected for new custom carousel• More volunteer opportunities, volunteers, and collaboration	<ul style="list-style-type: none">✓✓✓✓

FY13 Annual Statement of Results:

Fourth full year of Greenway operations

Beauty

- Applied 13,000 gallons of organic compost tea
- Replaced 15 failing street trees
- Planted 23,000 more bulbs
- Added 6 new shade trees in the North End lawns
- Replanted failed bed area near Rowes Wharf Plaza, filled-in planting beds in Chinatown and elsewhere, and added seating and plantings at Dewey
- Added the Os Gemeos mural, winner of national recognition

Vibrancy

- Filled the Greenway with happy people
 - 350+ free events in calendar 2012, up from 201 in 2011
 - Wildly popular offerings, like Food Truck Throwdown, Boston Local Food Fest, Open Market, Mobile Eats
 - Grew attendance at our offerings 66% to over 600,000 visitors
- Refurbished the Rings Fountain
- Deepened and expanded collaborations, e.g.,
 - Programs: Summer on the Waterfront/BHA, BPMA, Sustainable Business Network, FIGMENT, ACDC, Berklee School of Music
 - Art: ICA (Dewey mural), Flash Forward (The FENCE)

And more!

- Won mayor's Greenovate award for organic and sustainable practices
- Recognized by GreatNonprofits as one of the U.S.'s top environmental organizations
- Received more than 2,100 volunteer hours in calendar 2012, nearly 2x 2011
- Completed art planning process
- Started Carousel construction after receiving Tiffany & Co Foundation capstone gift

FY14 Annual Statement of Activities and Goals: Fifth full year of Greenway operations

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Beauty

- Maintain Armenian Heritage Park with highest level of care
- More bulbs and plantings to bring four seasons of interest
- Rotate in new temporary mural at Dewey in partnership with ICA
- Replace computer and other components on the Light Blades

Vibrancy

- Add new umbrellas and replace damaged tables+chairs in North End
- Open and operate the Greenway Carousel
- Host 300+ free events in 2013, including Boston Local Food Fest, Food Truck Throwdown, Dewey Farmer's Market, Greenway Open Market, extensive fitness classes
- Build the acclaimed Mobile Eats to include movies, pop-ups, games

And more!

- Expand of volunteer program to include more diverse opportunities
- Expand of Greenway membership program
- Welcome the opening of 120 Kingston
- Complete inventory of current capital repair needs