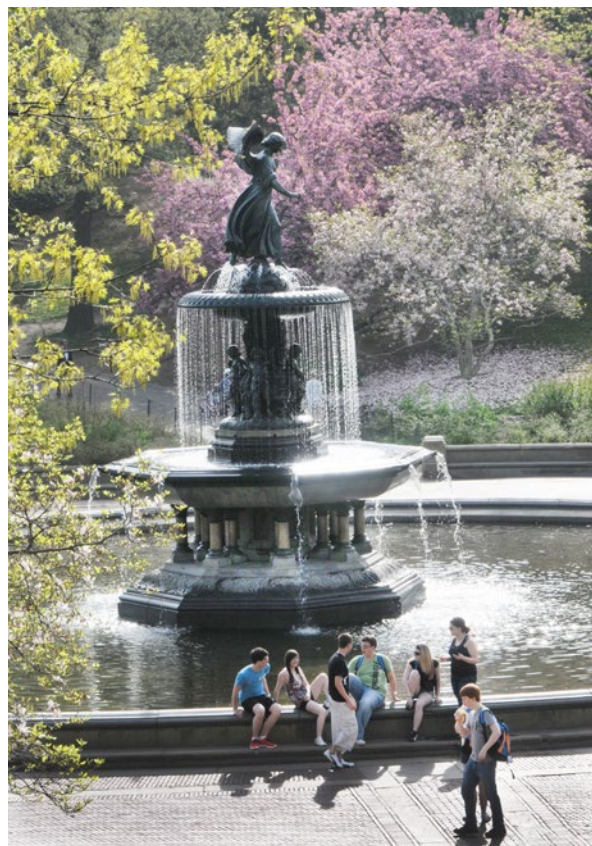


Central Park Conservancy

2018 PRESS KIT



The mission of the Central Park Conservancy is to restore, manage, and enhance Central Park in partnership with the public. We aspire to build a great organization that sets the standard for and spreads the principles of world-class park management – emphasizing environmental excellence – to improve the quality of open space for the enjoyment of all. The Central Park Conservancy is committed to sustaining this operating model to provide a legacy for future generations of park users.

Urban Park Maintenance

The Central Park Conservancy is an international leader in urban park management, having dedicated more than three decades to maintaining Central Park even as up to 250,000 visitors explore the Park on a daily basis. Part of our success in urban park maintenance is the result of a unique zone management system, which separates the Park into 49 zones. A select team, composed of gardeners, arborists, and technicians, is responsible for the care of each zone; the resulting familiarity with the zone's landscapes and regular visitors, along with individual accountability, helps Central Park continue to thrive. Specific maintenance responsibilities include: landscape and lawn maintenance, tree care, horticultural work, graffiti removal, cleaning playgrounds and comfort stations, repairing benches, clearing walkways, cleaning drains and sewers, and maintaining and repairing monuments and certain Park structures.

Public-Private Partnership

The Central Park Conservancy was founded in 1980. Since 1998, we have managed Central Park pursuant to a written agreement with the City of New York. Our decades-long partnership with New York City has inspired the formation of public-private partnerships in care and support of other parks throughout the world, becoming an internationally recognized example of how conservancies are invaluable assets to municipalities and citizens. Under the management agreement, the City of New York retains ownership and policy responsibility for Central Park; we are responsible for the Park's day-to-day maintenance and operations.

Forever Green

Forever Green: Ensuring the Future of Central Park is a 10-year fundraising campaign to restore and preserve the historic Frederick Law Olmsted / Calvert Vaux vision for the extraordinary landscape of Central Park. Following decades of investment by the Central Park Conservancy in essential rebuilding and infrastructure, this ambitious project will raise \$300 million to enable vital long-term planning for the entire Park – its woodlands, historically and architecturally significant structures, playgrounds, and more – a cultural renaissance for Central Park. A \$25 million cornerstone gift to Forever Green has been pledged by the Thompson Family Foundation to help fund the restoration of Belvedere Castle, as well as the historic Children's District, including the Dairy, Kinderberg, and Chess & Checkers House.

Institute for Urban Parks

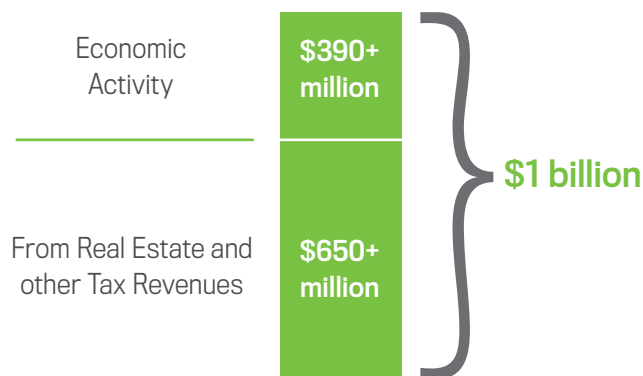
The Central Park Conservancy Institute for Urban Parks is the educational arm of the Central Park Conservancy. Environmental education programs offered through the Institute provide a range of educational resources for teachers, students, and families to discover Central Park's history, design, and diverse ecosystems – encouraging the next generation to become dedicated stewards of urban parks. The Institute's Park-to-Park Program provides direct assistance and advice, formal training, and on-site support to urban park professionals locally, nationally, and internationally. Through the exchange of management best practices, the Central Park Conservancy Institute for Urban Parks seeks to strengthen the role of parks in our ever-urbanizing world.

Conservancy Stewardship Makes NYC Residents, Economy Healthier

As the green heart of one of the world's greatest cities, Central Park always had the potential to be one of the most beloved and visited destinations in the world. But it wasn't until the Central Park Conservancy dedicated itself to the Park's restoration and maintenance that the Park was able to reach its potential. As a result of our work, the Park welcomes 42 million visitors and contributes more than \$1 billion to New York City's economy every year.

The Central Park Effect

An independent study shows that Central Park is responsible for more than \$1 billion in annual economic activity and revenue for New York.



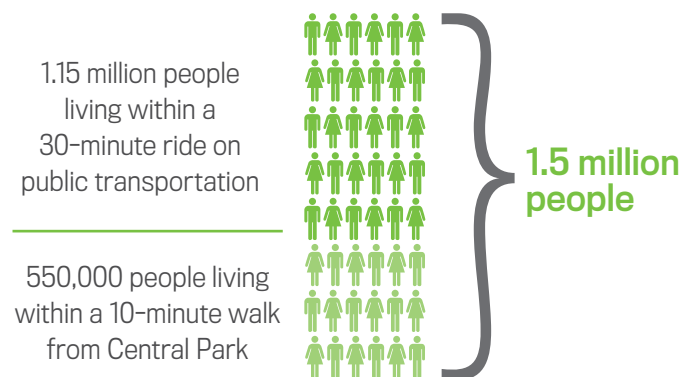
The Central Park Effect translates into more than 11,000 jobs – nearly 4,000 positions from economic activity as well as 7,200 jobs from real estate and other tax revenues.

Central Park is also a major source of added value to the City's most valuable real estate. As of 2014 The Central Park Effect added \$26.07 billion to the market value of properties near the Park – a premium equivalent to approximately 8 percent of the total value of all Manhattan real estate.

Quality of Life

Central Park is much more than a public green space around which many of New York's leading hotels, cultural institutions, and corporate headquarters are concentrated.

Central Park serves a large local community, with more than 1.5 million people living within a short walk or commute.



FAQs

1. When and why was the Central Park Conservancy founded?

The Central Park Conservancy was founded in 1980 by a group of civic and philanthropic New Yorkers who were determined to end Central Park's dramatic decline of the 1970s and restore it as America's first and foremost major urban public park.

2. What is your relationship with the City of New York?

In 1980, the Central Park Conservancy was founded with the purpose of managing the restoration and maintenance of Central Park. Eighteen years later, in 1998, we signed a management agreement with the City of New York, formalizing their public-private partnership and our responsibilities.

3. What are you responsible for?

As of 2016, Central Park Conservancy is responsible for the day-to-day maintenance and operation of Central Park, along with the continued restoration of its landscapes. Currently, 90 percent of the Park's maintenance and operations staff are employed by Central Park Conservancy, which also provides 75 percent of Central Park's \$67 million annual operating budget.

More specifically, Conservancy crews:

care for

- 693 acres of land
- 150 acres of lakes and streams
- 20,000 trees
- hundreds of thousands of plants

maintain

- 9,000 benches
- 26 ballfields
- 21 playgrounds

preserve

- 55 sculptures and monuments
- 36 arches and bridges

remove annually

- more than 2,200 tons of trash
- more than 70 tons of recyclables

We also operate five visitor centers throughout Central Park, where visitors can get information and resources to enhance their Park experience.

4. What have you accomplished during your 38-year stewardship of Central Park?

Since 1980, Central Park Conservancy has overseen the investment of more than \$875 million into Central Park, privately raising the vast majority of that amount from individuals, corporations, and foundations. We have developed and implemented a management and restoration plan for the 843-acre Park, created educational and enrichment programs for visitors, and shared our experience in urban park management with other parks throughout New York City and around the world to encourage accessible urban parkland wherever possible.

5. What's next for the Central Park Conservancy?

Sustaining our restoration of the Park will never end – it's a 24/7 job. We are dedicated to making sure the Park never re-enters its historic cycle of restoration and decline. In addition, we are in the midst of Forever Green: Ensuring the Future of Central Park – a 10-year fundraising campaign to restore and preserve the historic Frederick Law Olmsted / Calvert Vaux vision for the extraordinary landscape of Central Park. Following decades of investment by the Central Park Conservancy in essential rebuilding and infrastructure, this ambitious project will raise \$300 million to enable vital long-term planning for the entire Park, its woodlands, historically and architecturally significant structures, playgrounds, and more – a cultural renaissance for Central Park.

Central Park Conservancy Facts

CENTRAL PARK CONSERVANCY . . .

- is a nonprofit organization founded in 1980 to restore Central Park after decades of neglect
- is the official caretaker of Central Park and has invested more than \$875 million into the Park to restore and enhance it
- raises 75% of Central Park's \$67 million annual operating budget from private sources
- shares its best practices for urban park management with other parks around the country and world

MISSION STATEMENT

The mission of the Central Park Conservancy is to restore, manage, and enhance Central Park in partnership with the public.

The Central Park Conservancy aspires to build a great organization that sets the standard for and spreads the principles of world-class park management – emphasizing environmental excellence – to improve the quality of open space for the enjoyment of all.

The Central Park Conservancy is committed to sustaining this operating model to provide a legacy for future generations of park users.

KEY FACTS

Founded: **1980**

Investment in Central Park since 1980: **over \$875 million**

Annual budget for Central Park: **\$67 million**

Annual visits to Central Park: **over 42 million**

Staff: **380+**

Volunteers: **1,900**

Annual economic impact of Central Park on NYC: **\$1.4 billion**

Tons of waste removed annually: **2,000**

Cubic yards of recycling annually: **1,400**

Management zones in Central Park: **49**

GIFT SHOPS IN CENTRAL PARK

Dairy Visitor Center & Gift Shop (full selection of merchandise) Mid-Park at 65th Street

Belvedere Castle (select merchandise)
Mid-Park at 79th Street

Charles A. Dana Discovery Center (select merchandise)
110th Street between Fifth and Lenox Avenues

Columbus Circle Information Kiosk (select merchandise, open seasonally, spring through fall) Central Park West at 59th Street

Shop Online: centralparknyc.org/shop

CONNECT WITH US

Sign up for email updates: centralparknyc.org

Follow: [@centralparknyc](https://twitter.com/centralparknyc)

DONATE TO MAINTAIN CENTRAL PARK

Donate in Central Park at the Dairy Visitor Center & Gift Shop, Chess & Checkers House, Belvedere Castle, and Charles A. Dana Discovery Center

Online: centralparknyc.org/donate

Mobile: Text PARK to 20222 to donate \$5

Mail: Make check payable to the Central Park Conservancy and mail to:

Central Park Conservancy
14 East 60th Street
New York, NY 10022
Attention: Membership

Call 212.310.6600

VOLUNTEER

centralparknyc.org/volunteer

KEEP THE PARK CLEAN AND GREEN

- Carry in, carry out
- Recycle
- Use trash cans
- No smoking

Central Park Facts

Areas

Acres

Park Total	843
Cedar Hill	12
East Meadow	8.5
Great Lawn Oval	13
Great Lawn Total	55
North Meadow	23
Sheep Meadow	15
Total Woodlands	80
Hallett Nature Sanctuary	4
Ramble	36
North Woods	40
Total Lawns	250

Water Bodies

Acres / Depth

Conservatory Water	1.91 / 3.5'
Harlem Meer	9.93 / 4'-9'
Reservoir	95.79 / 38'
The Lake	17.83 / 7'
The Pond	3.73 / 2.5'
The Loch	.61 / 6.5'
Turtle Pond	1.98 / 10'
The Pool	1.57 / 6'
Total Water Bodies	133.35 acres

Features

Arches & Bridges	36
Ballfields	26
North Meadow	12*
Great Lawn	8
Heckscher	6
Benches	9,000
Delacorte Theater	1,885 seats
/home of Shakespeare in the Park	
Drinking Fountains	135
Fountains & Monuments	55
Tennis Courts	30 (26 Clay)
Playgrounds	21
Number of Trees	20,000
Species of Trees	171
Species of Birds	More than 280

* 5 softball, 7 hardball, and 6 soccer fields