



“When crisis strikes,  
New Yorkers are no different  
from other Americans.

In large numbers, they turn  
reflexively to houses of  
worship for solace.

But, by many thousands,  
New Yorkers also flock to  
another sanctuary for comfort  
and renewal – Central Park.

It is nothing less than their  
secular cathedral.”



Nearly a century-and-a half ago, Frederick Law Olmsted and Calvert Vaux had a mighty vision: build a park that provides a natural antidote to the strain of city life; a space of beauty that produces "the highest degree of tranquilizing" for those who enter.

In the days following September 11, Central Park was our city's sanctuary, serving as a refuge and a place of healing, fulfilling the intent of its designers.

Our city and our park are intimately linked—both were founded to foster democracy, and both have experienced a renaissance that once seemed unimaginable.

Most recently, as the city mourned, the Park was a source of comfort. New York is one of the world's greatest cities, and Central Park is at its heart.



New York City has seen the best of times and the worst of times. We have enjoyed the benefits of an extended economic and cultural expansion unrivaled by any period in the City's history. Reflecting on the tragic events of September 11, we also recognize that New York will never be the same.

Certainly one thing will never change: Central Park's importance to the health and vitality of the City. Over the past 21 years, New York City and the Central Park Conservancy have built a partnership that ensures the Park will forever remain a beautiful and peaceful place for New Yorkers.

I have never been more proud of our great City and of the work we have done to restore and preserve Central Park for generations to come.

Rudolph W. Giuliani  
Mayor of the City of New York

Central Park is healthier and more beautiful because of the partnership, 21 years strong, between Parks and the Central Park Conservancy. In the past year, Central Park saw improvements to its leadership and its public services. Restorations of two major areas—the Pond, at the south-east corner of the Park, and the Pool, at West 110th Street— began with wildlife rescues in which nearly 15,000 fish and turtles were transported to other water bodies.

In May, we welcomed Regina Peruggi to the position of Central Park Conservancy President. Ms. Peruggi, Doug Blonsky, and Neil Calvanese continue the tradition of effective leadership established by Betsy Barlow Rogers more than two decades ago.

As the flagship of the City's system, Central Park is a treasured park and symbol of New York's vitality and resilience. May it always be so. And may all of our parks, like Central Park, be blessed with a productive relationship between the City and its citizens.

Henry J. Stern  
Commissioner of the City of New York Parks & Recreation



Together, the Central Park Conservancy and the City of New York have transformed Central Park into a model for urban parks worldwide.

I would like to extend my sincere gratitude to Mayor Rudolph Giuliani and Parks Commissioner Henry Stern for the tremendous contribution they have made to restoring, managing, and preserving Central Park for the enjoyment of current and future generations. During the past eight years, we completed a \$77 million capital campaign that restored the westside landscapes, Great Lawn, and the North Meadow. We signed a historic management agreement with the City that signaled a new level of cooperation in a pioneering partnership that has prospered for more than two decades.

Space does not permit a complete list of accomplishments. But it does allow for an expression of appreciation to the Mayor and Commissioner Stern for all they have done for Central Park and for New York City. On behalf of the Board of Trustees, thank you both for your bold leadership and benevolence to New York's most treasured green space.

A.J.C. Smith, Chairman

Central Park's importance to New York was never more evident than in the days following September 11. New Yorkers were instinctively drawn to the serenity of Central Park for comfort and healing. They visited their favorite spot to sit quietly, walked hand-in-hand with loved ones, lit candles, and mourned lost friends.

These events brought a renewed understanding of the intimate relationship New Yorkers have with the Park and with our responsibility to care for it. The mission of the Central Park Conservancy is to ensure that New Yorkers always have a peaceful and beautiful space to reflect on our concerns and celebrate our victories. This is the mission that unifies our supporters, volunteers, partners, and staff. As our city and its people recover, this mission has never been more important.

Regina S. Peruggi, President

# Central Park

## A BACKYARD FOR OUR CHILDREN



### The Park has long served as a popular destination for children and families.

The Dairy was designed in the 1860s as a shelter for children and as a place where mothers could buy fresh milk. In the 1870s, youngsters rode in carriages pulled by goats on the Mall and whirled around the Carousel on painted ponies. Today, the Conservancy offers families a range of activities, from catch-and-release fishing to rock climbing. In 2000, more than 570,000 children, teens, and adults participated in the Conservancy's free recreation, education, visitor, volunteer, and family and community programs.

An innovative after-school program funded by The Henry Luce Foundation, Inc. was launched in fall 2000 to help at-risk teens from the Bilingual Bicultural Middle School in East Harlem. The yearlong program at the North Meadow Recreation Center used rock climbing combined with academic enrichment activities to promote personal development. By June 2001, the students demonstrated significant improvements in their schoolwork and developed a special bond with each other, a self-proclaimed family.

Two of Central Park's most distinctive playgrounds received significant upgrades this year. The East 72nd Street Playground was reconstructed thanks to the generosity of Harriet Heilbrunn and her late husband, Robert H. Heilbrunn. Improvements included new tot swings, a reconstructed tree house, a reconfigured water feature accessible to the physically challenged, and state-of-the-art safety surfacing. With the support of the Louis and Bessie Adler Foundation, the playground had been rebuilt in the 1970s in the adventure style, which used sculptured landforms linked with stepping columns and bridges to create a single system of continuous play.

The Robert Bendheim Playground, located at 100th Street and Fifth Avenue, was also enhanced with a new amenity. The playground had been reconstructed in 1997 to allow physically challenged children to play on the equipment. In 2001, a grant from the Mayor's Office for People with Disabilities funded a new wheelchair-accessible restroom for this "Playground for All Children."



In restoring the East 72nd Street Playground, the Conservancy's landscape architects placed special emphasis on protecting the character of the Richard Dattner designed playground, while making it safer.

# Central Park

A PLACE TO COME TOGETHER



Central Park is the ultimate democratic experiment, a place, as Vaux put it, where "a man of small means may be almost on the same footing as the millionaire."

In April 2001, the Conservancy launched a new initiative to ensure that Park users feel welcome – New Yorkers, as well as visitors from across the country and around the world. Greensward Guides help visitors by providing directions, distributing information about the Park and the Conservancy's free public programming, and promoting stewardship.

During their first summer, the Greensward Guides, composed of Conservancy staff and 40 trained volunteers, distributed more than 17,000 free maps and 6,000 brochures about public programs and tours. A Junior Greensward Guide program that engages high-school students in the effort, as part of their school community service requirement, was also initiated.

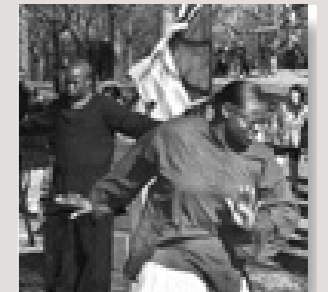
Representatives from the Conservancy, City of New York/Parks & Recreation, Manhattan Community Board #10, and the New-York Historical Society came together in Central Park to commemorate Seneca Village, a settlement once located from 81st to 89th Streets between Seventh and Eighth Avenues. Founded in the 1820s, the village was the first prominent community of African-American property owners in New York City.

The proud history of Seneca Village embodied the evolution of New York City into the world's most diverse "melting pot." People of different races lived peacefully together and worshiped together. As noted on the Park's new historical sign, the All Angels' Church on Broadway and 99th Street was "a racially integrated congregation of African-Americans from Seneca Village and Irish and German parishioners living in the village and within a mile of the church."



Launched in spring 2001, the Greensward Guides program assisted more than 23,000 Central Park visitors. More than 60 percent of those visitors were international or American tourists.

African-American dancers helped celebrate the unveiling of a historic sign near the West Drive at 85th Street, marking the site of the former Seneca Village.



## OUR CITY'S HEALTHY HEART



# Central Park

## Central Park is not only a source of serenity and renewal for New Yorkers,

but is also a green space offering significant environmental benefits. The Park's 26,000 trees and 150 acres of water moderate the climate, improve air quality, and nurture wildlife. Two hundred and fifty acres of lawn also cool the air, reduce pollution, and control erosion and dust.

Three of the Conservancy's capital projects this year focused on additional ecological improvements. To reduce erosion and keep the lawn healthy, the Conservancy replaced an aging irrigation system under Sheep Meadow. The project included the installation of 18,000 feet of pipe and 300 sprinkler heads.

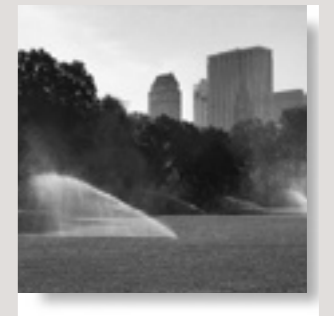
The reconstruction of the Pond was funded by a gift from Julian and Josie Robertson. Located at the southeast corner of the Park, the Pond was drained and the sediment that washed in from the surrounding hillsides was removed. Two cascades were constructed, thousands of plants were added to the landscape and along the shoreline, and an island was constructed to provide a secure habitat for wildlife.

The Pool, located between 100th and 103rd Streets near Central Park West, is one of Central Park's most idyllic water bodies, with grassy banks and willows cascading over the water. The reclamation of the Pool includes the dredging of 150 years of accumulated sediment, new aquatic plantings around the Pool's shoreline, improved pathways, and the installation of new settee benches. A gift from Conservancy Trustee Sheila Labrecque and her late husband, Thomas G. Labrecque, is funding the restoration.



Fish, turtles, and other aquatic creatures from the Pool were transferred to the Park's other water bodies to make way for a major capital restoration.

The installation of a new irrigation system, made possible by a grant from The Marc Haas Foundation, will help keep Sheep Meadow green for years to come.



# Central Park

## A BOOST TO OUR CITY'S ECONOMY



Beginning in the 1850s when support for a great public park was growing, prominent

New Yorkers understood the potential benefits to business and, not least, to real estate. Increased tax revenues resulting from the enhanced values of property surrounding the Park funded the Park's original construction. One hundred and fifty years later, Central Park continues to have a significant impact on property values. Elizabeth F. Stribling, president of Stribling & Associates, Ltd., said, "To have access to beauty and solace, and be able to view the changing seasons from your window, creates an enduring real estate premium."

Central Park promotes tourism. Walk across the Park on any day, and you will hear a multiplicity of languages and accents.

While Belvedere Castle, Bethesda Fountain, and Strawberry Fields continue to be popular destinations for tourists, more and more visitors are discovering the beauties of the Upper Park. *Cara*, an Irish travel publication noted, "Most impressive, perhaps, is the northern end of the Park, around the Harlem Meer."

The article highlights the "formal gardens and a lovely visitor's centre" as features in the Upper Park worth exploring.

Movie and television producers have long recognized that Central Park provides numerous picturesque settings. Since D.W. Griffith's silent film *Father Gets in the Game* was released in 1908, nearly 200 feature films have been shot in Central Park. The Conservancy coordinates activities with media producers to reduce the impact of film shoots on public access to the Park. A recent study concluded that television, film, and commercial productions contributed \$5 billion and 70,000 jobs to the New York City economy. Central Park is one of the industry's favorite locations.



On a bright, sunny day a movie production crew prepares to make it rain on Bethesda Terrace. This year, Central Park was the site of 2,500 film, television, video, and commercial shoots.

Dancing on the Plaza, a festive summer music and dance program at the Harlem Meer, is one of the many activities attracting visitors to the Upper Park.

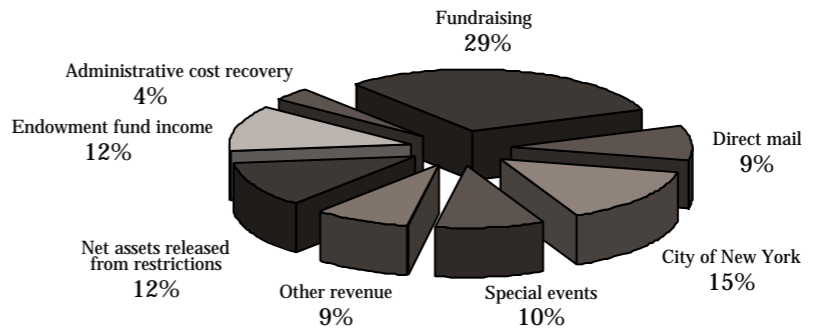


**CENTRAL PARK CONSERVANCY OPERATIONAL REVENUES AND EXPENSES**  
 June 30, 2001 and 2000 (dollars in thousands)

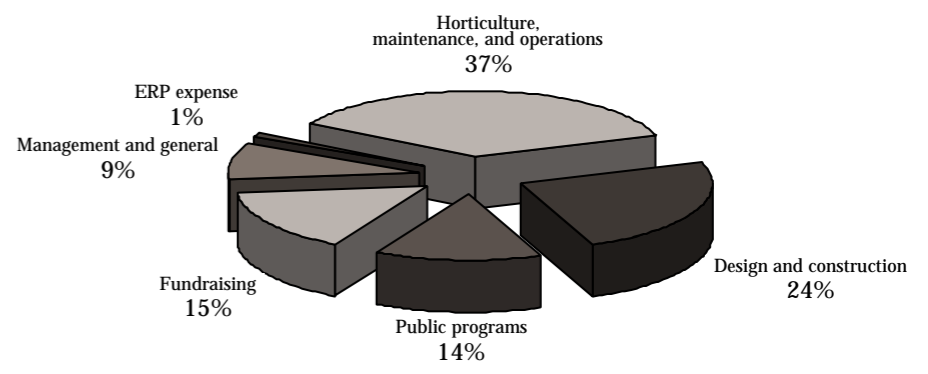
	2001	2000
Revenues		
Contributions:		
Fundraising (note 1)	7,603	10,587
Direct mail	2,290	2,468
Revenue from the City of New York:		
Contract	2,778	2,333
Project	924	593
Special events (net direct expenses)	2,392	2,515
Other revenue	2,201	2,068
<b>Total revenue and other support</b>	<b>18,188</b>	<b>20,564</b>
Other Contributions:		
Net assets released from restrictions	3,022	2,547
Endowment fund income	2,965	1,924
Administrative cost recovery	902	782
<b>Total net assets released from restrictions</b>	<b>6,889</b>	<b>5,253</b>
<b>Total revenues, gains and other support</b>	<b>25,077</b>	<b>25,817</b>
Expenses		
Program services:		
Horticulture, maintenance, and operations	8,918	8,090
Design and construction	5,883	8,107
Public programs	3,446	2,566
<b>Total program services</b>	<b>18,247</b>	<b>18,763</b>
Supporting services:		
Fundraising	3,719	3,762
Management and general	2,266	2,351
<b>Total supporting services</b>	<b>5,985</b>	<b>6,113</b>
<b>Total operating expenses</b>	<b>24,232</b>	<b>24,876</b>
ERP expense:	202	—
<b>Total expenses</b>	<b>24,434</b>	<b>24,876</b>
Increase in net unrestricted assets	643	941

Note 1 - Fundraising in FY2000 includes contributions for capital projects that will be completed in the future.

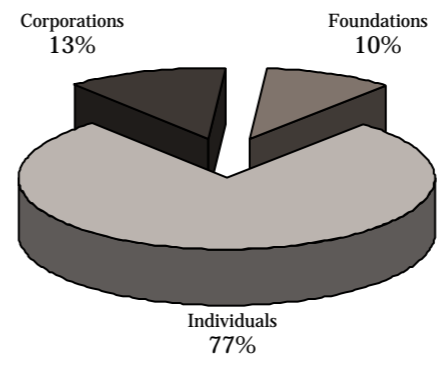
**FISCAL YEAR 2001 REVENUES**



**FISCAL YEAR 2001 EXPENSES**



**FISCAL YEAR 2001 SOURCES OF CONTRIBUTIONS**



This financial information is derived from the Central Park Conservancy's financial statements for June 30, 2001 prepared by KPMG LLP. Copies of the complete audited financial statements are available by calling Stephen Spinelli, Vice President for Finance, at 212-310-6623.





Sharon Klingenstein



Eric and Fiona Rudin



C. Virginia Fields



Dick Gilder and Mike Bloomberg



Bruce and Lueza Gelb

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Madeleine Moore



Ira Millstein, Ian Smith, Doug Blonsky



Cliff and Debbie Robbins

\* Deceased

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**George Langlois\***  
*Park Supervisor*  
**Al McMorris**  
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**Nelson Nicholas**  
*Deputy Chief of Central Park  
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**Michael Ryan**  
*Park Supervisor*  
**Zully Zurheide**  
*Park Supervisor*

## CENTRAL PARK CONSERVANCY STAFF

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Brian Conaty	Cornelio Mora	Marta Torres	Fern Stolper
Victor Corporan	Jamel Moser	Yolanda Torres	Nancy Warfield
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Lyle Davis	Earl P. Munroe	Trung Van Truong	
Raymond Duggan	Jennifer Natoli	David Turner	
James Eggleston	Antonio Nieves	Fred Usoh	
Milton Evora	Steven Norton	Juan Valentin	
Marvin Ferguson	Florence O'Shaughnessy	Richard van Valkenburg	
Robert Ferguson	Charles Obery	Juan Vargas	
Jose Figueroa	Vi Ong	Samuel Vargas	
James Fleming	John Oquendo	Joelle Vasquez	
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Nereida Hernandez	Henry Perez	Derrick Woodbury	
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John Hiser	Muneshwar Persaud	Jonathan Zelkind	
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Rith Hun	Rita Teschner Powell	CENTRAL PARK CONSERVANCY	
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German Laverde	Donna Schwartz	Rita Denowitz	

## There are many ways you can help restore, manage, and preserve Central Park for the enjoyment of present and future generations.

For additional information about any of the Central Park Conservancy's programs, call 212-310-6600 or visit our website at [www.centralparknyc.org](http://www.centralparknyc.org)

### INDIVIDUAL GIVING ANNUAL FUNDS

**MEMBERSHIP:** starting at \$35 per year, Conservancy memberships help preserve everything you enjoy about Central Park.

**PLAYGROUND PARTNERS:** this Women's Committee program is dedicated to keeping the Park's playgrounds clean, safe, and well maintained.

**CONSERVATOR PROGRAM:** annual gifts between \$1,000 and \$10,000 support maintenance, preservation, and horticulture programs in the Park.

**CHAIRMAN'S CIRCLE:** annual unrestricted contributions of \$25,000 or more ensure that Central Park remains a place of unique beauty, open hospitality, and natural wonder.

### PLANNED GIVING

**OLMSTED SOCIETY:** recognizes those friends of Central Park who have included the Conservancy in their estate plans either by a bequest, with a charitable gift annuity, or through other life income arrangements.

### SPECIAL EVENTS

The Women's Committee's celebrated Frederick Law Olmsted Luncheon; the annual Halloween Ball, called by *The New York Times* one of New York City's "ten best" parties;

A Taste of Summer, featuring dancing under the stars and delicacies from some of New York's most talented chefs; Playground Partners Parties, fun for the whole family.

### CORPORATE PARTNERSHIPS

Opportunities are available to sponsor free recreation, education, volunteer, and family and community programs in the Park. Corporations can also help underwrite the costs of the Frederick Law Olmsted Luncheon, The Halloween Ball, and A Taste of Summer, or participate in the annual 3-on-3 basketball tournament.

### LEADERSHIP GIFT OPPORTUNITIES

A variety of landscape, playground, and facility restoration gift opportunities are available.

### ENDOWMENT FUNDS

**TREE TRUST:** this Women's Committee program provides for the permanent care of the Park's 26,000 trees.

**ADOPT-A-BENCH:** adopting a bench in your favorite place in the Park through this Women's Committee program endows the care of the bench and the surrounding landscape.

**DRINKING FOUNTAIN TRUST:** supports the care of Park's ornamental and drinking fountains.

**SCULPTURE & MONUMENT TRUST:** supports the preservation and care of the Park's 51 fountains, monuments, and sculptures.

**ELIZABETH BARLOW ROGERS ENDOWMENT:** the Conservancy's general endowment that provides for Park maintenance and care.

**ZONE GARDENER ENDOWMENT:** support the maintenance of your favorite landscape by endowing a zone gardener.

### INSTITUTIONAL GIVING ANNUAL FUNDS

**CORPORATE PARTNERS:** more than 100 companies currently support the Park's annual care and maintenance.

**PERIMETER ASSOCIATION:** 115 residential buildings, hotels, and clubs surrounding the Park help maintain the Park's six-mile perimeter through this Women's Committee program.

### FOUNDATION SUPPORT

Opportunities are available for foundations to support capital improvements, Park maintenance and operations, and free recreation, education, volunteer, and family and community programs.

