Central Park, 1857
Upper Reservoir, 1864

Lower Reservoir, 1842
Greensward Plan, 1858
by Olmsted and Vaux
Central Park management history

- 1860: Olmsted/Vaux
- 1870: Olmsted/Vaux
- 1880: Vaux/Parsons
- 1890: No accountability
- 1900: No accountability
- 1910: Moses
- 1920: No accountability
- 1930
- 1940
- 1950
- 1960
- 1970
- 1980
- 1990
- 2000
- 2010: Central Park Conservancy

CONDITION
North Meadow, 1875
The Cycles: Decline and Restore

The Mall, 1890s
The Mall, 1979
Central Park Conservancy, 1980

Park-wide Studies:

› History and Archives
› Circulation: Drives, Paths and Bridle Trail
› Vegetation
› Wildlife
› Structures
› Topography, Soils
› Hydrology
› Use
› Management
The Mall: before restoration
The Mall, Restored 1991
Park Lighting
Benches
Sheep Meadow
Restored, 1980
Restored, 1983
Visitor Centers: Harlem Meer
Harlem Meer and Dana Discovery Center
Restored 1993
Great Lawn
Merchants Gate entrance
Restored, 1997
Bethesda Terrace
Zone Management System, 1995
Commissioner
NYC Parks & Recreation

Board of Trustees
Central Park Conservancy

President and CEO, CPC
Central Park Administrator

Central Park Conservancy staff
Contract with the City, 1998
The Pond
Bethesda Arcade

Minton Tiles
Minton Tiles
Restored, 2007
Ancient Playground
Restored, 2009
Restoration of the Lake 2007-2012
The Lake: Island
Lake: Ramble Shoreline
The Lake:
Ramble Western Shoreline 2008
The Lake:
Ramble Southern Shoreline, 2009
The Ramble, 1870s
The Ramble Restored, 2010
The Lake: Ramble Cave, 1860s
The Lake: Ramble Shoreline, The Cave
The Lake:
Ramble
Shoreline,
The Cave

Restored 2008
The Lake: Bank Rock Bay and Oak Bridge, 1870s
The Lake: Bank Rock Bay
The Lake: Bank Rock Bay
Restored, 2008
Oak Bridge, 1864
Oak Bridge and Bank Rock Bay
East Meadow
Tots Playground: before reconstruction
Tots Playground: landscape context
Tots Playground: landscape context
Tots Playground: landforms
East 110th Street: sod and wood decking
East 110th Street after renovation
East 110th Street after renovation
TRASH CANS - BEFORE
- 10-Year Term
- Formalizes the work we do to help other parks
- City contributes 25% of annual funding

New City Contract
Central Park Management Systems
Park Operations, Horticulture Staff
Park Operations, Maintenance Crew
Park Operations, Composting
Park Operations, Maintenance Crew
Park Operations, Horticulture Staff
Volunteer Support
Park Operations, Maintenance
Park Operations, Tree Crew
Park Operations, Maintenance Staff
Park Operations, Tech Services
Park Operations, Tech Services
Park Operations, Restoration
Sustaining the Park:

Balancing preservation and the visitor experience to sustain the Park

Conserve Park Assets
Restore and Maintain

CPC Institute

Engage Park Visitors
Inform and Educate

We built, and will maintain Central Park

Now we will build the Central Park Conservancy
The Central Park Conservancy Institute for Urban Parks is the **educational arm** of CPC.

The Institute develops programs designed to **facilitate discovery** of the Park and **transfer knowledge** of our world-class urban park management and stewardship practices, both locally and globally.
Audience Engagement

- Park to Park
- Urban Park Management Professionals
- Educators and Curriculum Providers
- Guided Visitors
- Self-Guided Visitors
- Central Park Conservancy Staff and Volunteers

Knowledge Sharing and Teaching

Knowledge Exchange and Refine

Internal Audiences

External Audiences

Average 33x21 to 231x80

Audience Engagement

Central to the park
Institute for Urban Parks

Center for Urban Park Management
- Advisory Assistance
- Training Programs
- Management Resources
- Conferences and Seminars
- Field Internships

Center for Urban Park Discovery
- Service Learning Programs
- “Park School” Programs
- Park Discovery Programs
- Educator Resources & Training
- Talks and Walks
- Exhibits

Developing Responsibility and Respect for Urban Parks
Transfer Knowledge
Facilitate Discovery

Institute Structure
Systems Training
Horticultural Classes
Horticulture Training
The Visitor Experience: Information Signage
The Visitor Experience: Information Kiosks
The Visitor Experience: Visitor Centers
V: IMPLEMENTATING NEW TECHNOLOGIES
Audio Guide for Visitors
Customer Reviews
Very useful ★★★★★
by waselreins
I visited NY this past week, and this app saved me a lot of time while walking around Central Park. Without it, I would’ve gotten lost trying to simply get out of the park.
I managed to find all the spots I wanted to see easily thanks to this app. Hoping for more improvements in the future!

Central Park App
The Visitor Experience: Public Programs
40 million visits annually
# Annual visits comparison

<table>
<thead>
<tr>
<th>Location</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Park</td>
<td>40 million</td>
</tr>
<tr>
<td>Times Square (tourists)</td>
<td>36 million</td>
</tr>
<tr>
<td>National Mall &amp; Memorials</td>
<td>25 million</td>
</tr>
<tr>
<td>Disneyworld (Magic Kingdom)</td>
<td>17 million</td>
</tr>
<tr>
<td>Niagara Falls</td>
<td>14 million</td>
</tr>
<tr>
<td>Broadway Theaters</td>
<td>12 million</td>
</tr>
<tr>
<td>Eiffel Tower</td>
<td>6 – 7 million</td>
</tr>
<tr>
<td>Metropolitan Museum of Art</td>
<td>4.5 million</td>
</tr>
<tr>
<td>Statue of Liberty</td>
<td>4 million</td>
</tr>
<tr>
<td>Yosemite</td>
<td>3.5 million</td>
</tr>
</tbody>
</table>
Central Park’s Annual $1 Billion Effect
Central Park is responsible for more than $1 billion in annual economic activity and revenue for New York, according to an independent study.

Quality of Life
Central Park is much more than a public green space. It is central to the cultural, educational, and businesses of New York City.

Proximity to the Park*
Central Park serves a large community, with over 1.5 million people living within a short walk or commute.

People living within a 10-minute walk from Central Park
550,000
1.15 million

People living within a 30-minute ride on public transportation
## Securing Central Park’s Future

### History of the Partnership

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitation</th>
<th>Staff</th>
<th>Budget</th>
<th>City Participation</th>
<th>Crime</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981</td>
<td>12 million</td>
<td>10 CPC / 199 City</td>
<td>$5M ($1M CPC / $4M City)</td>
<td>80%</td>
<td>989 major crimes</td>
</tr>
<tr>
<td>1999¹</td>
<td>20 million</td>
<td>169 CPC / 63 City</td>
<td>$23M ($15.5M CPC / $7.5M City)</td>
<td>33%²</td>
<td>187 major crimes</td>
</tr>
<tr>
<td>2011</td>
<td>35 million</td>
<td>254 CPC / 23 City</td>
<td>$38M ($30.8M CPC / $7.2M City)</td>
<td>19%</td>
<td>100 major crimes</td>
</tr>
<tr>
<td>2014</td>
<td>40 million +</td>
<td>300 CPC / 15 City</td>
<td>$58M ($44M CPC / $14M City)</td>
<td>25%</td>
<td>? major crimes</td>
</tr>
</tbody>
</table>

1. First full year of contract
2. In addition to the contract fee, the City provides the following services to Central Park: security (NYPD and PEP), lighting and power (DOT / Con Ed), significant support for Zoo, etc.