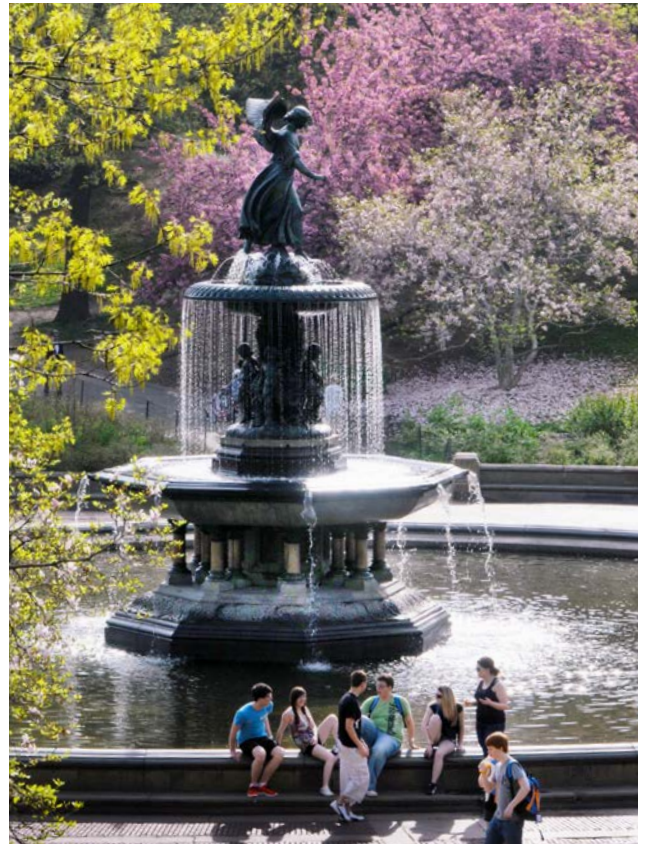


# Central Park Conservancy

## 2020 PRESS KIT



**CENTRAL PARK  
CONSERVANCY**  
central to the park

For more information contact [press@centralparknyc.org](mailto:press@centralparknyc.org)

# Central Park Conservancy Facts

## The Central Park Conservancy . . .

- is a not-for-profit organization founded in 1980 to restore Central Park after decades of neglect.
- is officially entrusted with managing Central Park and has invested more than \$1 billion into the Park to restore and enhance it.
- is responsible for raising the Park's annual operating budget and for all aspects of the Park's stewardship.
- shares best practices for urban park management with other parks around the 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 visitors.

### Key facts

Founded: **1980**

Investment in Central Park since 1980: **more than \$1 billion**

Annual budget for Central Park: **\$85 million**

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

Staff: **300+**

Volunteers: **3,400**

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

### Gift shops in Central Park

**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**  
Central Park West at 59th Street

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

Online: [shop.centralparknyc.org](https://shop.centralparknyc.org)

### Volunteer

[centralparknyc.org/volunteer](https://centralparknyc.org/volunteer)

### Connect with us

Sign up for email updates: [centralparknyc.org/insider](https://centralparknyc.org/insider)

   @centralparknyc #MyCentralPark

### Donate to maintain Central Park

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

**Online:** [centralparknyc.org/donate](https://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 212.310.6672

### 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

## Features

Arches & Bridges	45*
Ballfields	26
North Meadow	12 <sup>#</sup>
Great Lawn	8
Heckscher	6
Benches	9,000 <sup>^</sup>
Drinking Fountains	141
Fountains & Monuments	55
Tennis Courts	30 (26 Clay)
Playgrounds	21
Number of Trees	18,000 <sup>^</sup>
Species of Trees	171
Species of Birds	More than 280

\* Includes bridges that carry Park traffic over transverse roads

<sup>#</sup> 5 softball, 7 hardball, and 6 soccer fields

<sup>^</sup> Approximate

## Water Bodies

## Acres / Depth

Conservatory Water	1.91 / 3.5'
Harlem Meer	9.93 / 4'-9'
Reservoir	95.79 / 38'
The Gill	.18 / 3'
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	133.53 acres



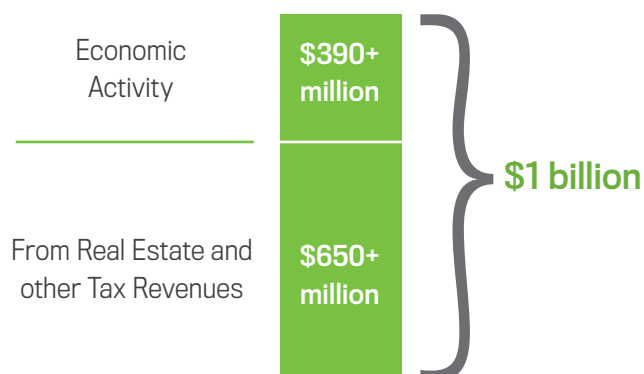
# Company Overview

## Conservancy Stewardship Makes NYC Residents, Economy Healthier

As the lungs 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 more than 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.



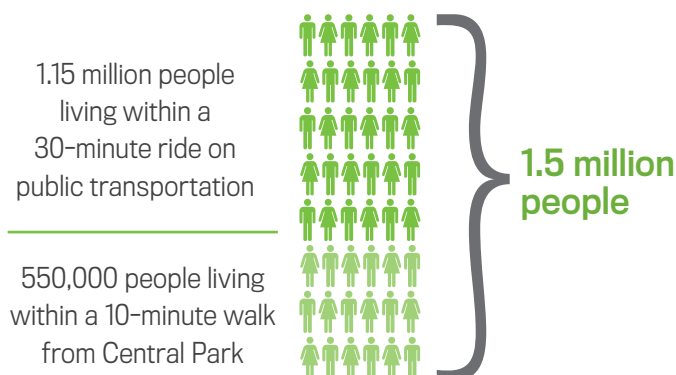
The Central Park Effect translates into more than 11,000 jobs — nearly 4,000 positions from economic activity as well as 7,200 jobs from real estate and other tax revenues.

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.



# Company Overview

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## 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?

The Central Park Conservancy is responsible for raising the Park’s annual operating budget, and is responsible for all aspects of the Park’s stewardship, from day-to-day maintenance and operations to continued restoration and rebuilding projects. Additionally, the Conservancy operates the Park’s visitor centers, provides public programs, and serves as a resource for other NYC parks and for public-private partnerships around the world.

More specifically, Conservancy crews:

CARE FOR	MAINTAIN	PRESERVE	REMOVE ANNUALLY
<ul style="list-style-type: none"><li>• 693 acres of land</li><li>• 150 acres of lakes and streams</li><li>• 18,000 trees</li><li>• hundreds of thousands of plants</li></ul>	<ul style="list-style-type: none"><li>• 9,000 benches</li><li>• 26 ballfields</li><li>• 21 playgrounds</li></ul>	<ul style="list-style-type: none"><li>• 55 sculptures and monuments</li><li>• 45 arches and bridges</li></ul>	<ul style="list-style-type: none"><li>• more than 2,000 tons of waste</li><li>• more than 70 tons of recyclables</li></ul>

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 40-year stewardship of Central Park?

Since 1980, the Central Park Conservancy has overseen the investment of more than \$1 billion 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.

# Coronavirus Response

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Central Park Conservancy staff is committed to caring for the Park and its visitors. We are diligently cleaning and conducting routine maintenance of landscapes, water bodies, and benches in order to keep the Park open as a place of solace — while practicing social distancing — during this crucial time.

The Conservancy believes allowing access to large open public spaces — while observing safe and appropriate social distancing — is essential to the health and wellness of all. Central Park remains open to the public and we welcome passive presence to those in need of a space to get some fresh air and solace amid this public health crisis.

- The Central Park lawns were opened early for passive use because we recognize that New Yorkers need this space now. Seasonal fencing was removed, and athletic fields were opened to further increase space for passive use.
- Relevant and appropriate signage has been placed around the Park in high-traffic spaces indicating best practices for social distancing and reminding Park-goers that congregating in groups is not permitted.
- All visitor centers and playgrounds are closed in alignment with recommendations from public health officials. Maps and other helpful information are available anytime on our website, [centralparknyc.org](https://centralparknyc.org), and we welcome visitors to connect with us on social media with any questions that may arise during your time in the Park.
- Sanitation and maintenance remain a focus of our Central Park operations team, who returned to the Park in full on Monday, April 27, 2020.
- The uninterrupted care of trees, lawns and flora in service to cleaner city air continues. Conservancy horticulturalists and landscape crews continue their work to ensure the health of the trees and plant life, allowing the Park to perform its function as a natural filter for our air.

# Leadership

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## Elizabeth W. Smith, President & CEO



Elizabeth “Betsy” Smith was appointed in March 2018 as President & CEO of the Central Park Conservancy where she oversees strategic planning, park operations, capital programming, public programming, development, and marketing and communication strategies. With the Conservancy’s 40-year restoration of Central Park now largely complete, her focus is on creating a plan that addresses the massive use of the Park while fostering continued stewardship through a commitment to financial sustainability, operational excellence and engaged governance.

Previously, Ms. Smith served on the Conservancy’s Board of Trustees and the Advisory Board of the Institute for Urban Parks, the Conservancy’s educational arm; was a former NYC Parks Assistant Commissioner in the Bloomberg Administration; and also served as a Board Member of Friends of the High Line, the Open Space Institute, and as Vice Chair of New Yorkers for Parks. She is currently the Chair of the Board of Library of America, a not-for-profit publisher of significant American writing.

Prior to joining the Bloomberg Administration, Ms. Smith had a 25-year career in finance, starting in commercial banking at J.P. Morgan before transitioning to venture capital and private equity management at Prospect Group, Inc. and at the family offices of Harry F. Oppenheimer and the Rockefeller Financial Group. She later ran client services and finance at Sotheby’s.