

New York City Department of Parks & Recreation



EIGHT SEASONS OF PROGRESS
2002-2003

Parks & Recreation

2002-2003



Commissioner Adrian Benepe, Deputy Mayor Patricia E. Harris, and Mayor Michael R. Bloomberg at Rainey Park in Astoria, Queens.

Dear Friends,

We routinely refer to New York as “the greatest city in the world.”

No city – not even one with our well-documented brand of self-assurance – could ever make that claim without an outstanding park system. Every day, at any moment, New Yorkers have the opportunity to ease out of the animated flurry of city life and step into one of our uniquely diverse and superior parks. They are the product of centuries of development, both natural and man-made, as well as a daily commitment of time and talent by thousands of our fellow citizens.

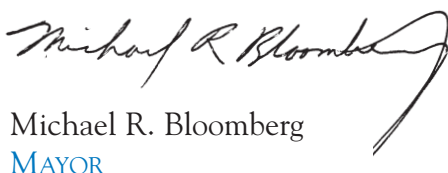
This report covers the past two years – a period in which we grew our parks in remarkable ways and began to fulfill our vision for an even richer future.

We must, and we will, continue to focus on several priorities: providing places for children to play, adults to exercise, and seniors to relax. We will reconnect New Yorkers to our magnificent waterfront and introduce visitors to our trees and open spaces.

None of this could be possible without the continued dedication of Department of Parks & Recreation staff, the support of elected officials, the generosity of private businesses, and the hundreds of park support groups, large and small, that have invested their resources into the care and improvement of our city’s open spaces.

We look forward to the years ahead as we partner with all of you to green our neighborhoods and create better opportunities for our children. Please read through this biennial report and let us know how you might like to work alongside us by calling 311.

Sincerely,


Michael R. Bloomberg
MAYOR


Adrian Benepe
COMMISSIONER

Biennial Report



NEW YORK CITY'S PARKS ARE OUR VILLAGE GREENS. We gather in parks to swap tales, play chess, shoot hoops, find repose. We pause to hear the music of orchestras, songbirds, and rustling leaves, and to take in the beauty of grand trees, harbor views, and children at play. In our recreation centers, we find artistic, academic, and athletic enrichment; we make friends. And, from the anonymity of our city's multitudes, we join ranks to enjoy and preserve these precious resources. We forge communities.

Parks & Recreation is the steward of nearly 28,700 acres of land, which make up 14 percent of New York City and include almost 4,000 individual properties, ranging from Yankee Stadium and Central Park to community gardens and greenstreets. We operate more than 800 athletic fields and nearly 1,000 playgrounds; we manage 550 tennis courts, 63 swimming pools, 35 recreation centers, and 14 miles of beaches; we care for 1,200 monuments and 22 historic house museums; we look after 500,000 street trees, and 2 million more in parks. We are New York City's principal provider of athletic facilities. We are home to free concerts, world-class sports events, and cultural festivals.

This biennial report, *Eight Seasons of Progress*, highlights the five major initiatives we pursued in 2002 and 2003. With the help of non-profit and private partners, we used these initiatives to strengthen our parks and programs throughout the city.

PUTTING CHILDREN FIRST ●

Children are our top priority; they are New York City's future and its most vulnerable population. To improve the health of our children, we developed new recreational facilities and designed innovative fitness and education programs.

CONNECTING PEOPLE WITH THE WATERFRONT ●

For the past 380 years, commerce and transportation cut off public access to New York City's waterfront. With the leadership of Mayor Bloomberg, we built new river- and harbor-side parks, creating unprecedented opportunities for New Yorkers to recreate and relax along the water.

GREENING NEW YORK ●

Following decades of withering commitment, we renewed our dedication to horticulture by planting millions of flowers, restoring and creating world-class gardens, and developing new ways to green grey spaces and make parks more inviting.



REBUILDING NEIGHBORHOOD PARKS ●

Neighborhood parks are the heart of our agency. To enhance the parks that New Yorkers use most, we rebuilt older parks, fixed comfort stations, water fountains, and spray showers, strengthened our partnerships with local civic organizations, and attracted new volunteers.

FUNDING OUR INITIATIVES ●

Our non-profit and private partners helped fund park improvements and programs. To develop new opportunities for corporate and philanthropic involvement in parks, we created a Marketing and Corporate Sponsorship division.

PARKS PEOPLE ●

The quality of our parks and the success of the initiatives covered in this report depend on the strength of our workforce and of our partners. By restructuring our operations and putting a new emphasis on training, we have improved agency communication and collaboration.

Putting Children First



Athletes play on one of the city's new synthetic turf fields at the Parade Grounds in Prospect Park, Brooklyn.

Participants in the Wake Up New York fitness program stretch in Thomas Jefferson Park, Manhattan.

Young artist draws a model in a program run by Parks AfterSchool and the Society of Illustrators.



- ◆ In Parks AfterSchool, participants spend an average of 500 hours a year with our professional staff.
- ◆ Youth membership at our recreation centers is free. There are currently 25,000 children who are members, up nearly 40 percent from two years ago.
- ◆ Parks & Recreation received more than \$200,000 through the State Department of Education to develop a new family-centered academic curriculum at Sunset Park AfterSchool in Brooklyn.
- ◆ In 2002 and 2003, we built 30 new synthetic turf fields.

MORE THAN 1.2 MILLION CHILDREN live in New York City, and most of them play in parks. Our children embody our dreams and aspirations for New York City's future; providing programming and facilities for children is a top priority for Parks & Recreation.

Go to a playground, ballfield, or recreation center, and you will see children having fun and getting exercise. To enrich further the lives of New York City's kids, we created Shape Up New York and enhanced Parks AfterSchool and Teens at Parks, all with the assistance of outside partners.

SHAPE UP NEW YORK •

In collaboration with the City Departments of Education and of Health and Mental Hygiene, we developed Shape Up New York, a year-round fitness program for children and families. Shape Up encourages and facilitates the development of healthy lifestyles through energizing, non-competitive physical activity. This program grew from Wake Up New York, a successful pilot program run in the summer of 2003 at four sites in the Bronx, Brooklyn, and Manhattan. Shape Up reaches nine neighborhoods whose residents disproportionately suffer from diabetes and weight-related health problems.

PARKS AFTERSCHOOL •

With the help of grants received through the City Human Resources Administration, as well as from Derek Jeter's Turn 2 Foundation, we enhanced Parks AfterSchool. Based in 33 of our recreation centers,



Winning leap in a sack race at Central Park's Easter Eggstravaganza.



Annual Chess in the Parks Rapid Open at Central Park's Bethesda Terrace draws hundreds of young participants.

Parks AfterSchool now serves 3,000 kids ages six to thirteen, 80 percent of whom are on public assistance. Visit any of the programs across the five boroughs, and you will find children staging plays, building web sites, and warming up with their soccer teams. With a student to staff ratio of ten to one, Parks AfterSchool gives every child quality attention for as many as three hours a day, five days a week, all school year long.

TEENS AT PARKS •

The Teens at Parks program, now thriving at 18 recreation centers, teaches teenagers leadership skills, civic responsibility, and self-presentation. In this afterschool program, participants mentor and tutor younger students. The teenagers acquire self-awareness and self-esteem through these positive relationships, and the younger children find homework help and role models.

LOOKING AHEAD •

Through a growing collaboration with the City Department of Education, we are developing new interdisciplinary programs. We are exploring aquatics classes for middle school and elementary school kids; structured outdoor athletics that help middle schoolers acquire fitness habits and prepare them for high school programs; and overnight camping and field trips that give social, environmental, and historical context to the subjects kids study in school. We will also continue to renovate ballfields, basketball courts, and playgrounds.

Physical activity is essential to maintaining a healthy weight and can vastly improve the health of children and adults. Wake Up New York and Shape Up New York are model programs that offer terrific opportunities for families to improve their health and to establish healthy behaviors for children.

-Thomas R. Frieden, MD, MPH
City Department of Health and
Mental Hygiene Commissioner

New synthetic turf fields open worlds of play in Flushing Meadows Corona Park.



Connecting People with the Waterfront



Ah, what can ever be more
stately and admirable to me
than mast-hemmed Manhattan?
River and sunset and scallop-
edged waves of flood-tide?

—Walt Whitman
"Crossing Brooklyn Ferry," 1900

Early morning in the new Brooklyn Bridge
Park at the site of the former Brooklyn
ferry landing.



You must have plenty of
sea-room to tell the truth in.

—Herman Melville
"Hawthorne and His Mosses," 1850

- ◆ New York City has 578 miles of waterfront, one third of which is parkland.
- ◆ Parks & Recreation manages 12 marinas and more than 1,200 boat slips.
- ◆ Since 2002, Parks & Recreation has bolstered its local summer lifeguard staff with international lifeguards.
- ◆ In 2003, Parks & Recreation gave canoe and kayak lessons to more than 2,500 New Yorkers.

NEW YORK CITY'S WATERFRONT is our last untapped open space. During the boom years of maritime industry, the waterfront was used for transport and trade, while parks were developed primarily in the city's interior. Now, commercial interests no longer dominate city shores, and the idea of the waterfront as a public space for recreation has captivated the attention of New Yorkers.

Mayor Bloomberg has made restoring our city's waterfront a top priority. In 2002 and 2003, we developed waterfront parks in every borough in tandem with other city and state agencies and through entities such as the Brooklyn Bridge Park Development Corporation, the Hudson River Park Trust, and the Riverside South Planning Corporation. New Yorkers and visitors alike have flocked to these parks, taking in their expansive new vistas and enjoying some of the best examples of contemporary park design.

MIDLAND BEACH PIER •

The new \$9 million Midland Beach Pier in Staten Island provides peaceful escape in a city defined by motion. At 835 feet long and with 30,000 square feet, it is New York City's largest recreational pier on the Atlantic Ocean. Visitors can now taste the salty air, feel the ocean breeze, and meander amidst fishermen and sunbathers.

MANHATTAN GREENWAY •

In 2003, we led the effort to open the Manhattan Waterfront Greenway, investing \$6.5 million in construction and signage. The Greenway runs a total of 32 miles around our skyscraping metropolis, with interim inland detours bypassing waterfront obstacles. The



Parks & Recreation began reforesting Alley Pond Park in Queens with native plantings and restoring the wetland at Gerritsen Creek in Marine Park, Brooklyn.



From the Westchester border to the Long Island Sound, the Bronx River unites the neighborhoods that line its banks. Due to the work of community residents, non-profit partners, and local government, the river and its parks are awash in life again.

–Alexie Torres–Fleming
Chair, Bronx River Alliance

Greenway was the product of many partners: the City and State Departments of Transportation, the Department of City Planning, the Economic Development Corporation, and the Hudson River Park Trust. This is only the beginning; we are building new greenway sections in East and West Harlem, and in Riverside and East River Parks.

BROOKLYN BRIDGE PARK •

We transformed a parking lot on Brooklyn's industrial waterfront into a beautiful overlook along the East River. With its scenic views of both the Manhattan and Brooklyn Bridges, its nautical playground, wildflowers, and wide steps cascading to native shoreline plantings, the park has become a popular destination. This \$6.6 million park is the first step in a state and city collaboration to develop a 1.3-mile waterfront park embracing Vinegar Hill, Fulton Ferry, and Brooklyn Heights.



Boys holding fiddler crabs in Soundview Park, where the Bronx River pours into the Long Island Sound.

WETLAND RESTORATIONS •

In 2002 and 2003, Parks & Recreation restored 13 acres of wetland and surrounding parkland at a cost of over \$2.5 million. We completed restoration projects along the Bronx River and Jamaica Bay, developing new techniques to restore degraded natural shorelines. The industrial ruins of a cement plant now serve as a backdrop for grassy new wetland along the Bronx River. At Four Sparrow Marsh in Brooklyn, we rejuvenated the natural ecosystem, establishing a healthy tidal salt marsh.

Young rollerblader on the Harlem River Speedway, a reclaimed stretch of the Manhattan Waterfront Greenway.

LOOKING AHEAD •

The past two years of development are just the first wave in the transformation of the waterfront. We are developing greenways in Queens, Brooklyn, and Staten Island, and along the Bronx shore of the Harlem River. Not long from now, New York City will be known for the serene views from its surrounding shoreline, in addition to the green spaces in its interior.



Greening New York



Today I have grown taller from walking with the trees.

—Karle Wilson Baker
“Good Company,” 1922

Children plant a tree on Green Day at the Arthur Ross Nursery in Van Cortlandt Park, Bronx.



- ◆ At 134 feet tall, New York City’s tallest tree is a tuliptree in Alley Pond Park, Queens.
- ◆ Parks & Recreation recycled 25,719 holiday trees through MulchFest 2003.
- ◆ Operation Releaf has received substantial support from the private sector. The American Museum of Natural History contributed \$70,000 for the greening of Theodore Roosevelt Park, and the Carl Schurz Park Association underwrote the refurbishment of Carl Schurz Park with \$43,000.

NOTHING DEFINES A CITY PARK MORE than soaring trees, open lawns, and blooming gardens. Yet, plants are more than just graceful to the eye. Both common sense and scientific study have shown that greenery in the center of busy traffic, gardens amidst concrete sidewalks, and urban forests all have a calming, even restorative, effect on the city dweller.

Recognizing this, Parks & Recreation has renewed its commitment to the science and art of horticulture. In order to better care for our gardens, all 3,000 year-round employees attended horticulture training. Well over 2 million flowers and more than 15,000 new street trees were planted. And, in a legal settlement negotiated by the Bloomberg administration, we acquired 198 new community gardens, bringing the total number of community gardens protected as parkland to 300. With the support of our GreenThumb division, volunteers maintain all of our community gardens.

To encourage volunteer interest and usher new ideas into the agency, we created the “Uncommon Ground” lecture series, inviting renowned landscape architects to share their visions. One lecturer, Piet Oudolf, created a signature garden in the Battery with the support of the Battery Conservancy and a \$1 million grant from Verizon.

OPERATION RELEAF •

Through a new initiative called Operation Releaf, we restored 117 degraded landscapes in parks and playgrounds with trees, shrubs, and



Volunteer plants flowers in Detective Joseph Mayrose Park (Upper Vets), Brooklyn during the 2003 “It’s My Park!” Day.



In our own nurseries, we will soon propagate heritage crabapple trees like the ones pictured above.

flowers, often using plants grown in our two nurseries and three greenhouses. In 2003, we expanded this program to include “Greeting Gardens,” small, decorative planting beds at park entrances with historical and directional signage that welcomes and orients visitors. In our first season, we planted 30 greeting gardens across the city.

Through the successful Greenstreets program, we converted 51 barren traffic triangles and roadway medians into pocket parks and tree-lined malls. Local citizens and corporations, including MetLife and Wendy’s, adopted many greenstreets, which now number more than 2,050.

THE CRABAPPLE TREE •

More than 60 years ago, the spreading, low-branched crabapple tree was a favorite among New York City landscape architects. This multi-stemmed crabapple later fell out of fashion, and old specimens began to die out. We are bringing the sweet-smelling crabapple tree back to New York City. This past season, we planted 100 crabapples, and we will soon begin propagating “heritage” cultivars in our own nurseries.

LOOKING AHEAD •

We will expand our Greenstreet, Greeting Garden, and Operation Releaf programs with the planting of more trees, shrubs, and flowers in all of our landscape designs. We will continue to work closely with our federal and state partners to eradicate the Asian longhorned beetle, an invasive pest that has destroyed more than 3,800 trees since first discovered in New York City in 1996. With the New York Tree Trust and Trees New York, we will help residents care for their neighborhood trees and greenstreets. And, we will develop and pilot new strategies to improve the health of trees, focusing on soil mix, bare-root plantings, and tree-sidewalk conflicts.

Trees comprise the living component of our city’s infrastructure. They are as vital as roads, electricity, and running water; they give breath to our city. Everyone needs to take responsibility for their care.

–Barbara Eber-Schmidt
Executive Director, Trees New York

Gardener plants a tree on Earth Day in Morningside Park, Manhattan.



Rebuilding Neighborhood Parks



Children eat cake in Manhattan's Lower East Side at the celebration of the 100th anniversary of Seward Park, the city's first municipal playground.

Four gentlemen enjoy a spring day on the Broadway Malls in Manhattan.



- ◆ In 2002 and 2003, park managers accompanied police captains on night tours to identify and address safety concerns in parks throughout the city.
- ◆ In 2004, we will construct a senior park in Staten Island, complete with benches, shade structures, and a tot lot for grandchildren.
- ◆ In 2002, we installed what may be the nation's first grey water recycling system in a playground. Built in Seward Park with funds from the Department of Environmental Conservation, this system cleans water from the playground spray shower and reuses that water to irrigate the park's gardens and trees.

NEIGHBORHOOD PARKS ARE THE HEART OF THIS CITY.

We bring our children to playgrounds, spend quiet moments reading on shaded benches, we watch passers-by, we converse. Individual New Yorkers forge communities around shared public spaces, and communities impart to these spaces the unique flavor of their neighborhoods. Strong parks have strong communities, whose members become our most vocal, involved constituents. Most of our properties are neighborhood parks, and most of our resources are dedicated to their operation.

PARK RENOVATIONS •

Local elected officials champion small park renovations. In Fiscal Year 2003, City Council Members allocated \$79.2 million for capital projects, and Borough Presidents allocated \$37.9 million. After a new concerted effort to encourage their support, state elected officials provided more than \$8.2 million in grants. Our parks also received over \$10.7 million in federal grants. Elected officials know that small park improvements can quickly make positive impacts on a neighborhood's quality of life and property values.

LOWER MANHATTAN •

In spring 2003, the Lower Manhattan Development Corporation awarded us a \$24.3 million grant to develop or renovate 13 parks in Lower Manhattan. Five months later, with the assistance of the City Department of Transportation, we cut the ribbon on Drumgoole Plaza. Pace University, adjacent to the plaza, partnered with us to maintain this new open space. We will deliver five more sites by April 2004.



Basketball player drives for a lay-up in newly constructed Rock Garden Park, Bronx. Children cool off in the spray shower at American Playground in Greenpoint, Brooklyn.



Volunteering in parks is gratifying because the results are so evident in the greener grass and the healthier trees. Perhaps more importantly, we teach our youth, our most precious resource, to appreciate the importance of parks—we create the next generation of park stewards.

—Homer Young-Kennedy III
Inwood Hill Community Coalition

OPERATION RELIEF •

Operation Relief, a new partner program of Operation Releaf, focuses on reactivating comfort stations and the water features that make neighborhood parks havens on hot summer days. Over the course of two years, we reconstructed or created 94 spray showers in playgrounds across the city. By fall 2003, 84 percent of park comfort stations were open during the summer, in contrast to 58 percent in 2001, and last summer 89 percent of our drinking fountains were flowing, compared to 81 percent the previous summer.

VOLUNTEERS •

Partnerships for Parks, the community stewardship program managed with City Parks Foundation (CPF), engaged over 12,000 volunteers in 55,000 hours of service in 2003 and increased the percentage of parks with affiliated stewardship groups from 40 percent in 2001 to 50 percent in 2003. Partnerships also launched a four-year community development initiative centered on the parks of Astoria/Long Island City, Harlem, High Bridge, and Red Hook. For this project, CPF garnered \$5 million from private supporters, including the Commonwealth Fund, the J.M. Kaplan Fund, and Starbucks Coffee. We anticipate an additional \$20 million in capital project allocations for these parks.

LOOKING AHEAD •

We will invest more resources in local parks, building cricket pitches, skate parks, and synthetic turf fields to meet the changing neighborhood needs of New York.

Boy builds a moat in the sand at Wolfe's Pond Park, Staten Island.



Funding Our Initiatives



90,000 music lovers attended the Dave Matthews Band concert in Central Park sponsored by AOL.



Another hot night I stop off at the Goldman Band concert in the Mall in Central Park. The people seated on the benches fanned out in front of the band shell are attentive, appreciative. In the trees the night wind stirs, bringing the leaves to life, endowing them with speech . . . It is a magical occasion, and it's all free.

-E.B. White
Here is New York, 1949

PRIVATE SECTOR SUPPORT ENERGIZES our initiatives. Our major non-profit partners, such as the Prospect Park Alliance and the Central Park Conservancy, lead private fundraising efforts for parks. Within Parks & Recreation, we created a Marketing and Corporate Sponsorship division to reach further into the private sector, and over the past two years, foundations, corporations, and individuals have increased their direct financial and in-kind support for special events, children's programming, and greening. Below is a sample of some of the private support we received in the past two years; in the back of this report is a more substantial list of our many partners.

SPECIAL EVENTS •

Privately sponsored public events have drawn record numbers of people to parks. AOL underwrote the Dave Matthews Band Concert in Central Park with a donation of \$1 million to Parks and a commitment to raise \$1 million for the Fund for New York City Public Schools; American Express and Con Edison funded the Cool New York winter event series; Newmark & Company Real Estate sponsored Halloween festivities throughout the five boroughs. None of these events would have been possible without private funding.

CHILDREN'S PROGRAMMING •

The private and non-profit sectors have been great supporters of youth programming. In the summer of 2003, the New York Jets ran a football clinic for kids in our AfterSchool flag football league. The Mayor's Fund to Advance New York City and its board member, columnist



As part of Cool New York, presented by American Express, children sled down a hill of man-made snow at the 2003 Hormel Winter Festival in Central Park.

Liz Smith, raised \$100,000 for the Parks Conservation Corps, an employment and environmental education program for high school students. BP donated \$177,000 to Wildlife Management, which runs our American Bald Eagle program in Inwood Hill Park. Among our major non-profit partners, the City Parks Foundation has continued to lead efforts to bring high quality youth programming to parks.

GREENING •

One of our most imaginative public-private partnerships has been the ongoing revitalization of the Heather Garden in Fort Tryon Park, spearheaded by the Rockefeller family, which originally donated and built this 60-acre park for the city in 1935, and local resident Dr. Ruth Westheimer. In partnership with the New York Restoration Project, we are renovating Fort Tryon Park, and a number of foundations, particularly the Rhodebeck Charitable Trust, are helping to raise an endowment to preserve the garden for the years ahead.

IN-KIND DONATIONS •

Park enthusiasts do not just contribute financially; many also offer in-kind donations. Daimler-Chrysler donated 248 Global Electric Motorcars, and Toyota gave us 10 electric RAV4 sports utility vehicles. Similarly, the Public Art Fund and the Rockaway Artists Alliance contributed labor and materials to monument installation and restoration.

LOOKING FORWARD •

We will continue to expand the role of the private sector in parks. We will help our private partners find new donors, while creating appropriate opportunities for corporate sponsors and individuals to play important roles in underwriting programs, events, and projects in parks.



Park Ranger leads a tour through Inwood Hill Park, one of many environmental programs made possible by private support.

Sponsoring the Dave Matthews Band Concert in Central Park gave us a wonderful, visible way to support a terrific cause.

-Jon Miller, Chair and CEO of America Online, Inc.

Proud fisherman in Macy's Prospect Park Catch-and-Release fishing program.



Parks People



- ◆ An average of \$262 million was allocated annually to Parks & Recreation for equipment and 8,000 personnel.
- ◆ Parks & Recreation was awarded more than \$79 million in federal and state grants in 2002 and 2003.
- ◆ Parks & Recreation concessionaires, ranging from hot dog vendors to golf course operators, paid \$113 million in fees to the city over the last two years – up \$10 million from the previous biennial period.

ALL OF PARKS & RECREATION is divided into four parts. One maintains and operates our parks, another programs and patrols them, the third builds them, and the fourth manages and enhances agency resources. This team, 8,000 strong at its summer peak, has invigorated our parks and programs over the past two years.

OPERATIONS •

Our Operations division ensures that 1,700 parks, more than 2,050 greenstreets, and 14 miles of beaches are clean, safe, and accessible. This division includes nearly 3,000 year-round employees and 3,000 participants in our Parks Opportunity Program (POP), which helps public assistance recipients gain full-time employment. In 2002 and 2003, we wired our district offices for email access and equipped supervisors with point-to-point radios to quicken internal communication. To improve community outreach and park management, we created two new park administrator positions: one for northern Manhattan and another for northeastern Queens. We acquired 100 acres for the next generation of New York City parks.

PUBLIC PROGRAMS •

Our Public Programs division was created in 2002, linking recreation, enforcement, outreach, and environmental education; it has become the most progressive arm of the agency. Our Parks Enforcement Patrol has been working more closely with local police precincts to make parks safer. Our outreach coordinators cultivated new volunteer groups. We integrated Parks Central Communications with the city's 311 non-emergency hotline, enabling us to respond more expeditiously to our patrons' concerns.



CAPITAL •

Our Capital division is regarded as a national leader in playground and park design. Staffed with architects, engineers, landscape designers, lawyers, and technicians, we directed the investment of \$350 million over two years into park construction and refurbishment. To increase the productivity of our Capital division, we reorganized the staff into borough teams, unifying designers and construction supervisors to work on borough-specific projects. Modeled after a collaborative method common in the private sector, this system has improved communication both within the division and between Capital and borough administrative offices.

MANAGEMENT •

Our Management division oversees and enhances agency resources. It serves as our internal auditor and park inspector. Over the past two years, we boosted our annual inspections by 25 percent to 5,000, and we increased concession revenue by 9 percent. We integrated our geographic data through a computer mapping system. Most importantly, we reorganized our job training and job placement program for POP participants. In the two years covered by this report, we helped more than 1,000 participants find permanent jobs.

LOOKING AHEAD •

As part of Mayor Bloomberg's effort to provide a seamless delivery of city services, we are developing youth programs together with other agencies and non-profits. Throughout the agency, we will adopt more environmentally friendly policies, reducing energy consumption in our buildings, using green designs in construction projects, and purchasing more low-emission vehicles for our fleet.

Managing parks is vital work, and New York City has the best staff to do it. Recognized nationally for their innovative practices, our workers and non-profit partners bring talent and passion to the job. I have loved being part of this agency for the last 25 years.

—Adrian Benepe, Parks & Recreation Commissioner

Left to right: Blacksmith sands an edge at the 5 Boro shops; staff plant plugs at the Greenbelt Native Plant Center; resident engineer reviews plans with an equipment operator at Davidson Park, Bronx; sign supervisor varnishes greenway signage; climbers and pruners cut down a tree infected with the Asian longhorned beetle in Forest Park, Queens; lifeguard scans the waters at Rockaway Beach; children cool off at Highbridge pool; recreation staff member prepares to coach at Thomas Jefferson Park; Mounted Parks Enforcement Patrol officer musters; conservator works on the *Puerto Rican Sun* in the Bronx.

Friends of Parks



♦ MAJOR SUPPORT FROM NON-PROFIT PARTNERS (2003)

The Battery Conservancy	\$1,304,000
Broadway Mall Association	\$435,000
The Bronx River Alliance	\$534,000
Central Park Conservancy	\$20,605,000
City Parks Foundation	\$15,181,000
Forest Park Trust	\$238,000
Friends of Van Cortlandt Park	\$203,000
The Fund for Park Avenue	\$700,000
Greenbelt Conservancy	\$634,000
Heather Garden Committee	\$1,000,000
The Historic House Trust	\$1,600,000
Madison Square Park Conservancy	\$1,367,000
New York Restoration Project	\$5,000,000
New Yorkers for Parks	\$1,600,000
Prospect Park Alliance	\$6,100,000
Randall's Island Sports Foundation	\$5,346,000
Riverside Park Fund	\$1,725,000
Trees New York	\$600,000
Unisphere	\$53,000

♦ SUPPORTERS AND SPONSORS \$50,000 AND OVER (*in-kind donations)

American Express	Italian Historical Society of America
Anonymous Donors	J. E. & Z. B. Butler Foundation
AOL Inc.	J. M. Kaplan Fund
Arnow Family Fund of the Jewish Communal Fund	KaBOOM! Inc.
Associated Landscape Contractors of America	John Kamen
Bisazza*	Lincoln Center for the Performing Arts, Inc.
BP	Mayor's Fund to Advance New York City
Carl C. Icahn Foundation and Icahn Charitable Foundation	Merck Company Foundation
Chevrolet*	Microsoft Corporation
DaimlerChrysler*	National Football League
Deutsche Bank	National Geographic Society
Emigrant Savings Bank through Songmasters	New York Post
Estate of Joseph Temeczko	New York University
Evan Frankel Foundation	Newmark & Company Real Estate
Ferrero U.S.A., Inc.	Nike
Florence Gould Foundation	Public Art Fund*
Friends of the British Memorial Garden	R. Paniagua, Inc.
Goldman Sachs	Rhodebeck Charitable Trust
Greenacre Foundation	Toyota*
Horace W. Goldsmith Foundation	Turn 2 Foundation
Hormel Foods Corporation	United Way of NYC
Hudson River Foundation	Verizon
	Viacom Outdoor
	WKTU

♦ SUPPORTERS AND SPONSORS \$10,000 – \$49,999 (*in-kind donations)

American Battle Monuments Commission
 American-Scottish Foundation, Inc.
 Anonymous donors
 Aqualina (PepsiCo.)
 Arthur Ross Foundation
 AT&T Wireless
 Barbro Osher Pro Suecia Foundation
 Barney Skanska*
 C & M Arts*
 Centre for Innovative Leadership*
 Citicorp
 Cleveland H. Dodge Foundation
 Columbia Presbyterian Hospital
 Con Edison
 ConAgra Grocery Products Company
 The Concept Studio
 Crayola
 Cyberchase
 David Schwartz Foundation
 Discovery Communications, Inc.
 Donald J. Trump Foundation

Eastern Mountain Sports
 Entenmann's
 Ford Motor Company*
 Frito-Lay
 HealthFirst PHSP
 HealthPlus
 Hershey Foods Corporation
 HIW*
 J. P. Morgan Chase & Co.
 LSR Foundation
 Marlborough Gallery
 Masterfoods
 Metropolitan Life Insurance Company
 Metropolitan Museum of Art*
 Municipal Art Society
 National Architectural Trust
 NCR Corporation
 New York Jets
 Ambassador and Mrs. Lyndon L. Olson Jr.
 Abby and George O'Neill
 Pace University

Quilted Northern
 Rockaway Artists Alliance*
 David Rockefeller
 Samuel H. Kress Foundation
 SculptureCenter
 Snapple Beverage Corporation
 Starbucks Corporation
 Sullivan & Cromwell LLP
 Tachikara
 Target Corporation
 Gina Torres
 Ty, Inc.
 United Athletic Association
 Vermont Ski Areas Association
 Walt Disney Company
 Warner Brothers
 Wendy's International, Inc.
 Wildlife Conservation Society
 WNET New York
 Woodlea Nursery*

This page lists only a small number of the many people and organizations who support the city's parks and programs. While a better park is the best reward, we give our deepest thanks to all those who gave.



MISSION STATEMENT

As stewards of nearly 14 percent of New York City’s land, the Department of Parks & Recreation builds and maintains clean, safe, and accessible parks citywide and programs those parks with recreational, cultural, and educational activities for people of all ages. Through this work, Parks improves people’s lives, providing outlets for creative expression, opportunities for healthy recreation, and exposure to the restorative beauty of the natural world.

Young girl skips rope in Nelson Playground, West 166th Street in the Bronx.

Front Cover: Boy plays in spray shower in Clove Lakes Park, Staten Island.

Back Cover: Fort Tryon Park’s Heather Garden in bloom.

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For more information, please visit
www.nyc.gov/parks or call 311.

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