

ANNUAL REPORT 2018



Amplifying. Revealing. Connecting.



Dear Friends,

Unprecedented. This is the word that comes to mind as we reflect on the past year and our 20th Anniversary. In 2018 we presented the exhibition *Fog x FLO: Fujiko Nakaya on the Emerald Necklace* in our parks. In this city-wide public art installation, Nakaya brought Frederick Law Olmsted's visionary landscape to life through a new lens. Her fog sculptures captured our imaginations and created a magical experience for Bostonians and international visitors alike.

We didn't stop there, however. We took this opportunity to pilot new wayfinding tools and install interpretive displays in the Shattuck Visitor Center to share with the public the work of the Conservancy and the importance of their parks. We did all this while expanding our education offerings, planting trees, shrubs and perennials, advocating for access and safety and putting on over 200 events across the Necklace.

Taken together, this was an undertaking unlike anything the Conservancy had tackled before, but we felt our anniversary year was the time to **amplify** our message, **reveal** the beauty of the parks and **connect** to our audiences. Engagement, wayfinding and an enhanced educational space are all strategic goals of the Conservancy, and it was wonderful to combine these goals for a more impactful outcome.

The other word that encapsulates last year is *thankful*. We are thankful for our staff, without whom a program of this scale would not have been possible. We are thankful for our volunteers, who spread mulch, led tours and removed invasive plants. We are thankful for members of our Board of Directors and Park Overseers, who sat on committees to support all aspects of these projects and spread their excitement to neighbors and friends, ensuring the celebration's success. We are thankful for our donors, who believed in this wild idea enough to make it a reality, and who continue to make our work possible every day.

Last year, we dreamed bigger than we ever have, and with results like these we don't plan to stop dreaming anytime soon. I hope you will join us in dreaming about our next 20 years!



Pictured (L-R): Chris Cook, Chief, Environment, Energy, and Open Space, City of Boston, and Commissioner, Boston Parks and Recreation; Karen Mauney-Brodek, President, Emerald Necklace Conservancy; Janet Atkins, 2018 Olmsted Award of Excellence Honoree; Erin Gallentine, Director, Brookline Parks and Open Space; Ben Taylor, Board Chair, Emerald Necklace Conservancy.



Karen Mauney-Brodek President

Be Tal

Ben Taylor Board Chair

"I have lived in Boston for 10 years, and although my movements frequently intersect with the Emerald Necklace... I have never walked, run, or cycled its length. It took Fujiko Nakaya to induce me to do it."

-Sebastian Smee, The Washington Post.

200+

Performances, including dance, storytelling, music, sound installations and more

135

Articles appeared in local, regional and national media outlets Boston Loves Fog

Residents and visitors of all ages saw the Emerald Necklace in a whole new light during the Conservancy's 20th anniversary in 2018, thanks to the otherworldly fog sculptures of worldrenowned artist Fujiko Nakaya. The special exhibition Fog x FLO: Fujiko Nakaya on the Emerald Necklace, which ran from August through October, marked the Conservancy's twentieth anniversary—and five decades of Nakaya's work-with installations at five sites: the Back Bay Fens, Olmsted Park, Jamaica Pond, Arnold Arboretum and Franklin Park. At regular intervals from dawn to dusk, fog floated across water, rolled down hills and curled around ruins, revealing new perspectives on these historic landscapes. In response, visitors of all ages danced,

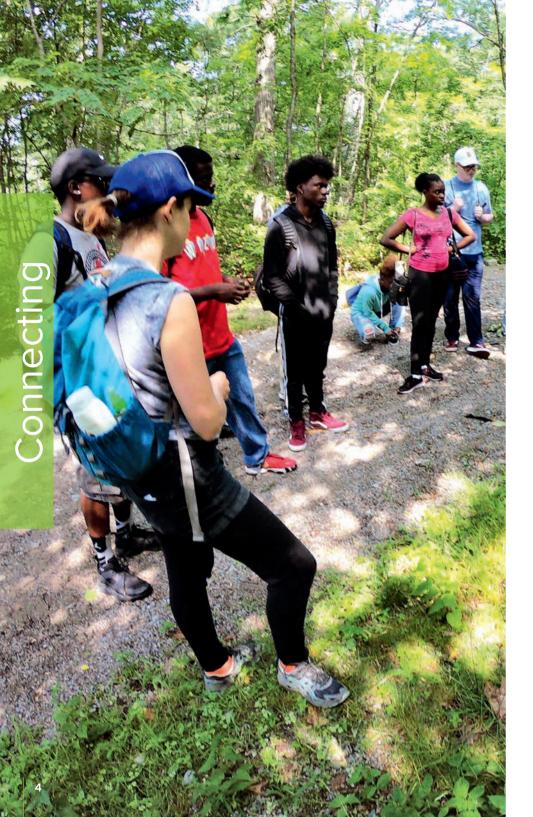
moved, breathed deeply, pondered, posed for selfies and marveled at the ephemeral experience they had shared. "There's a lot of story in this atmosphere," Nakaya said. "I just give [the fog sculptures] a chance to express themselves, I just try to choose a place where they can perform best."

The exhibition was enhanced by more than 200 performances of dance. storytelling, music and other artforms by 40 local creative groups, from a performance by a brass ensemble to a production of *Macbeth*, igniting the public imagination and inspiring exploration. In one of more than 135 articles that appeared in local, regional and national media outlets, The Washington Post critic Sebastian Smee wrote, "I have lived in Boston for 10 years, and although my movements frequently intersect with the Emerald Necklace ... I have never walked, run, or cycled its length. It took Fujiko Nakaya to induce me to do it." Local photographer Brooke Bartletta visited all of the sculptures and took a photograph in Franklin Park that was shortlisted in the SONY World Photography

Awards. "I would never have taken this photograph if not for you all, and especially Ms. Nakaya," she wrote to the Conservancy. "She changed my perspective and my trajectory that day."

During the course of the exhibition. the Conservancy and our partner organizations heard many stories of the impact Fog x FLO had on people's lives. We also saw significant increases in social media activity, foot traffic in the parks and at the Shattuck Visitor Center in the Back Bay Fens, tour participation and requests for information from locals and visitors. The Conservancy was able to secure nearly \$1 million from generous local, national, and international supporters to make this remarkable exhibition, which was named one of the Best Art Museum Shows of 2018 by The Boston Globe, and its related performance experiences possible. By honoring the tradition of "sculpting with water" that guided Frederick Law Olmsted's original design of the Emerald Necklace, Fog x FLO was a fitting and fantastic celebration of his legacy.

Opposite, clockwise from top right: 1. Fog x FLO provided the perfect backdrop for an Instagram-worthy selfie. 2. Fog x FLO curator Jen Mergel and artist Fujiko Nakaya. 3. Guests enjoy the opening reception of Fog x FLO. 4. Visitors enjoy Fujiko Nakaya's Fog x Canopy in the Back Bay Fens.



Educating

"I'm not a huge nature person, and I learned to love it." This was the reflection of one of the 24 students who participated in our Green Team this year on the positive impact of the program. Our teens put in 1,060 hours of work in the parks, went on canoeing and overnight outings to other natural areas, participated in a diversity tolerance training with the Anti-Defamation League and facilitated presentations to thirdgrade students. Team members reported that they learned everything from time management to communication skills to "how to care for the Earth" in the Conservancy's two youth education and leadership development programs, Green Team and the Youth Leadership Program.

On the younger end of the spectrum, our Canopy Classroom program continued to grow, with a 175% increase in the number of engagements with third-grade classes compared to the previous school year. We never tire of seeing the eyes of schoolchildren light up as they get up close and personal with the natural side of their city, some for the very first time.

175%

Increase in the number of engagements with third-grade classes compared to the previous school year 1,060

Hours of work in the parks by our Green Team and Youth Leadership Programs

Lending a Hand

From pruning roses to leading bike tours to representing the Conservancy as ambassadors at community events, volunteers are the backbone of our organization. This year, 1,325 volunteers gave their time to the parks—that's more than one for each of the system's 1,100 acres—and put in a collective 3,442 hours of work. We are immensely grateful for the energy and hard work of our volunteers, whether they join us once or come back once a week! For information on volunteering, visit www.emeraldnecklace.org/volunteer.



3,442 Hours of work given to the Emerald Necklace by

1,473

volunteers

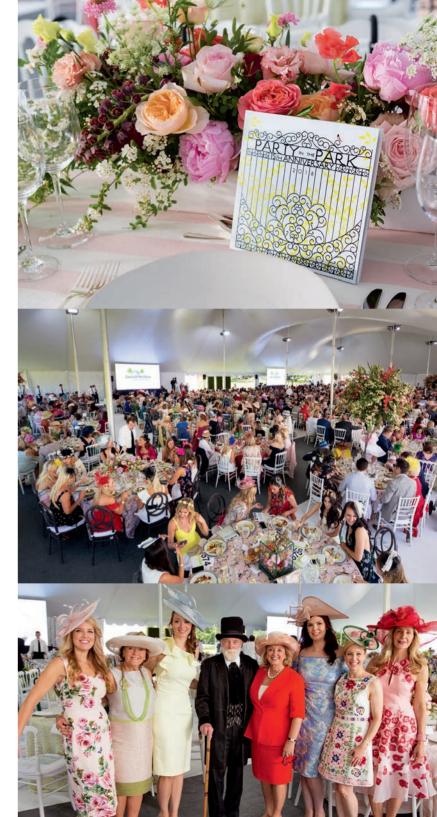
Bags of trash, leaves and invasive plants removed from the parks by volunteers

Celebrating 15 Years of Party in the Park

A storied tradition arrived in Franklin Park in May, in the form of the 15th Anniversary Party in the Park. More than 800 supporters and friends of the Emerald Necklace Conservancy, donning finery of every hue, gathered to pay tribute to the parks at our signature fundraiser. "Party in the Park has become the premier event for the publicprivate partnership to support city parks," says Ursula Liff, daughter of former Boston Parks and Recreation Commissioner and supporter of the Conservancy's founding, Justine Mee Liff, in whose honor the event is held each year. "It's one of the most important events of the year for us, and it keeps the parks on the public agenda in a really meaningful way."

Each year, the Liff Spirit Award Committee recognizes a parks champion at the luncheon. In 2018, the award was presented to Kelsey Wirth, founder of the nonprofit organization Mothers Out Front. Wirth was honored for her work to address the threat of climate change. Party in the Park organizers also supported the installation of five new water fountains in Franklin Park to enhance public enjoyment and use of the space. A sixth fountain will be installed in the Back Bay Fens, near the Shattuck Visitor Center, in spring 2019.

Since its founding, Party in the Park has raised millions of dollars to support the Emerald Necklace. "It's such a joy these days to be in this incredible park system that is being taken care of and valued and loved," said former Governor Michael Dukakis, the 2009 Liff Spirit Award recipient and life trustee of the Conservancy. "That's what this event is all about."



Protecting Boston's Tree Canopy

Founded in 2013, the Olmsted Tree Society continues its important work of inventorying, mapping and managing more than 8,000 trees of the Emerald Necklace, some of which are over 100 years old. This year, we focused on mulching trees along the system's parkways, pruning trees in targeted areas and caring for Heritage trees, which have a diameter of 32 inches or more. Supported by the Justine Mee Liff Fund for the Emerald Necklace, with key public partners—Boston Parks and Recreation, Brookline Parks and Open Space and the Massachusetts Department of Conservation and Recreation—and with mapping and technical assistance from Kyle Zick Landscape Architecture, the Olmsted Tree Society works to protect this canopy and to educate the public about the critical relationship between trees and a healthy urban environment. To learn more about the Olmsted Tree Society, or to adopt a Heritage Tree, visit emeraldnecklace.org/olmsted-tree-society.

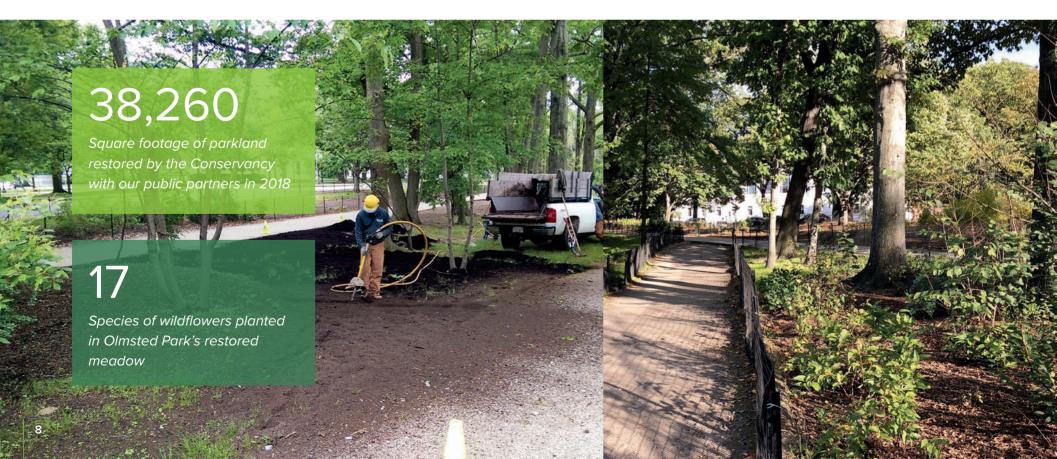


Regular tree care, including pruning, mulching and landscape restoration, protects trees old and new throughout the Emerald Necklace.



Restoring the Emerald Necklace

We like to think the parks breathe a little easier with each restoration project we complete. This year saw us work with our partners to tackle a landscape remediation project near the Shattuck Visitor Center in the Fens, enriching and decompacting the soil, controlling erosion and replacing invasive species with native plants. At Olmsted Park, we worked with the Department of Conservation and Recreation to complete the conversion of a meadow—the former site of Kelly Rink—into a wildflower field to benefit pollinators, planting seeds including switch grass, little bluestem, wild bergamot and showy aster. In a nearby project at the park's Spring Pond, we stabilized the pond's banks, removed Japanese knotweed and planted native ferns. Together, these projects help to ensure that the parks are home to a healthy, thriving ecosystem.



Designing a Greener Charlesgate

Our efforts to support the restoration of Charlesgate, a neglected green space that once connected the Back Bay Fens to the Charles River, took a leap forward when our organization accepted a grant of \$250,000 from the Commonwealth of Massachusetts for planning, design and engineering work on the project. In partnership with the Charlesgate Alliance and the Massachusetts Department of Conservation and Recreation, we are working with Landing Studio, a local architecture and design firm, to develop a public design process for communitysupported improvements, design new park amenities, conceptualize a more bikefriendly, pedestrian-friendly neighborhood and park and improve the water quality of the Muddy River at this site.

While Charlesgate played an important role in Frederick Law Olmsted's vision of the Emerald Necklace, it soon became a victim of 20th century urban development. Cut off from the Charles River by the construction of Storrow Drive in 1951, it was further isolated and compromised when the Bowker Overpass was built in 1966. Over the years, the area became less used and devoid of amenities; efforts to improve it tended to languish. In 2017, Conservancy President Karen Mauney-Brodek began working with the Charlesgate Alliance, a group of engaged residents formed with the goal of bringing positive change to the neighborhood, and helped them to organize and advocate for park improvements from the Commonwealth and the City of Boston. We continue to be an eager and active partner in their effort.

As the major design work continues, Alliance members have undertaken related projects, such as pruning trees and shrubs, holding cleanups and gathering public input on future plans. The project has recently received another major investment of \$400,000 through the Boston Community Preservation Act, and we are gratified by the fact that so many people are stepping up to help improve and restore this significant area. As Alliance co-founder Pam Beale says, "People in this area really care about it and are ready for a change." We think Olmsted would approve.

A neighborhood vision for a lush, activated and better-connected Charlesgate is brought to life in these visualizations from project architects Landing Studio.

~

Studio

dering: Landing



Finding Your Way in the Emerald Necklace

Fog x FLO provided the perfect opportunity to design and pilot new tools to help visitors more easily find and explore the parks of the Emerald Necklace. Physical signs directed park users to the five *Fog x FLO* sculpture locations, building awareness of the exhibition, the park system and points of interest within the parks. We also piloted a digital app that provided details such as distances and travel times between the fog sculptures and historic information about the parks. We are excited to build on this mobile tool, combining information about the parks with tips and tours suited to each season of the year. Check it out at emeraldnecklace.tours.



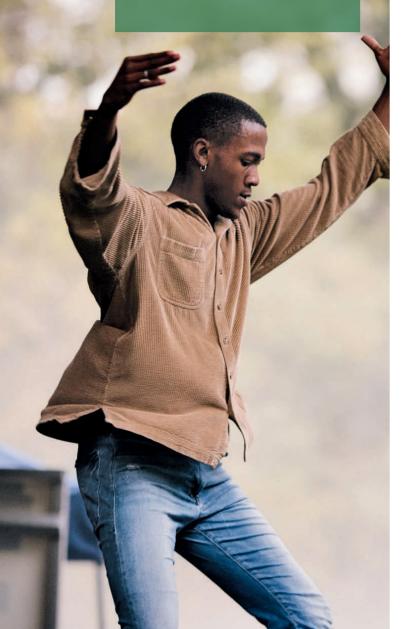






477

People joined us on guided tours of the parks in 2018



Bringing the Parks to Life

In March, we held our annual meeting at the Landmark Center, overlooking the recently dedicated Justine Mee Liff Park and the newly restored Muddy River. Several speakers delivered thoughtprovoking remarks on the theme of "Parks as Infrastructure for Living," addressing perspectives ranging from water to art to park access.

Later in the year, crowds flocked to our *Summer on the Emerald Necklace* series, which upholds and expands a long tradition of free arts and culture events in the parks. This year we welcomed Grammynominated singer Melissa Ferrick back to Pinebank Promontory at Jamaica Pond, and marked the second annual movie night in the Fenway Victory Gardens with a family-friendly screening of *Coco*. Our specially trained docents also led 477 people on 37 tours last year, many of them focused on *Fog x FLO*, offering participants a closer look at the parks and providing information on everything from the local geology to volunteer opportunities.



Throughout the year, we advocate for the parks and the people who enjoy them by championing projects that will improve the accessibility and sustainability of the system. ----

Championing Park Improvements

When it comes to speaking out on behalf of the parks of the Emerald Necklace, the Conservancy is among the most committed voices. Throughout the year, we advocate for the parks and the people who enjoy them by championing projects that will improve the accessibility and sustainability of the system. We accomplish this work by attending and organizing meetings, writing statements for the public record, collaborating with our Parks Overseers and public partners and more. Much of our advocacy occurs behind the scenes, but all of it is intended to ensure that the parks remain open, accessible and receive improvements for the public to enjoy.

This year, our advocacy was focused on projects such as the continuing effort to restore the Muddy River. During the first phase of the work, which took place from 2013 to 2016, a section of the river near the Landmark Center in the Fens was

"daylighted" decades after it had been covered to create a parking lot. The Army Corps of Engineers restored the river, added new trees and plantings and created a green space for the public, now known as Justine Mee Liff Park. Additional restoration work, which is currently in the permitting stage, will result in flood control improvements, including dredging upstream sections of the river in the Back Bay Fens, the Riverway and Olmsted Park and removing phragmites and other invasive plants that are choking this aquatic system.

This year, the Commonwealth announced the relocation of the Shattuck Hospital, which was constructed in the 1950s, from Franklin Park. We believe the relocation of the hospital represents a rare opportunity to return this land to park uses, restoring 13 acres of Boston's largest park and renewing the vision of Frederick Law Olmsted. Finally, we continue to champion improvements that address safety and accessibility concerns along the Arborway in Jamaica Plain. By installing traffic calming measures at nearby locations, DCR has made it possible for pedestrians and bicyclists to approach the parks more safely. Improvements to the Arborway will strengthen the links to make this system more accessible and safe for all users.



Conservancy President Karen Mauney-Brodek, Conservancy Board Member Sarah Freeman, and Franklin Park Coalition Board Member Mike Carpentier on a site walk near the Shattuck Hospital site.

A Refreshed Shattuck Visitor Center

The Shattuck Visitor Center was refreshed with a new look this year, hosting an exhibit called *Sculpting with Water* that details the history of the creation of the Necklace and the founding of the Conservancy, and invites visitors to explore the connections between the art of Fujiko Nakaya and the landscape design of Frederick Law Olmsted. In conjunction with the installation of this display, we enhanced the visitor offerings inside the building — a former gatehouse designed by H. H. Richardson that has served as Conservancy headquarters since 2011 — enriching its educational offerings and installing new displays, lighting, signage, visitor amenities and other features. Thanks to the buzz generated by *Fog x FLO* and to new signs and digital tools that made the Visitor Center easier to find than ever, our staff greeted a record number of visitors in 2018, from solo bicyclists to families touring nearby colleges. We welcomed 4,000 people, an increase of 40 percent over typical years. We will continue to provide exhibits at the Visitor Center, which is truly evolving into a place for conversation and education about the Emerald Necklace, and a point of departure for exploration in the parks.



In the Community

Have you ever tried a tree cookie? It's not a snack—it's a thinly sliced piece of wood covered in soap on one side. Blow through the other side, and you can make bubbles! Plenty of kids and other curious passersby got to try this activity, which shows how water and nutrients travel through a tree, when they stopped by the Conservancy table at community events like Open Newbury Street—a series of Sundays when the city transforms the famed street into a pedestrian-only walkway—and a Boston Pops concert in Franklin Park. As part of our dedication to reaching and engaging as many people as we can, our cheerful ambassadors were on hand to provide coloring pages, maps and other information on the Emerald Necklace at community events all summer long.

We also collaborated with local community groups to help them host events in the parks. This year, we partnered with the Boys & Girls Clubs of Boston for their 8th annual "Passing the Mic" event, providing Party in the Park's spacious tent in Franklin Park as a new, larger venue for this popular celebration of young musical talent.







New Partnerships

Several exciting new partnerships helped us amplify our work in the Emerald Necklace: *The Boston Globe* and *Boston* magazine collaborated with us to help Bostonians discover the jewel of a park system in their midst, promoting the *Fog x FLO* exhibition and our 20th anniversary programs. *Boston* magazine also supported our mission of restoring and improving the Emerald Necklace for all by naming us as its nonprofit partner for its annual "Best of Boston" event. Finally, in a delicious effort to draw attention to all that is special about our city, wine merchant 90+ Cellars released a limited-edition "Celebrate Boston" rosé, with one dollar from each sale supporting the Conservancy's work. We'll drink to that!



(L): Three bands jammed at the Shattuck Visitor Center as part of the inaugural Fenway Porchfest, organized by our partners at The Fenway Civic Association, Fenway Alliance and Fenway CDC.

(Inset): The Conservancy was selected as the nonprofit partner for Boston magazine's annual "Best of Boston" event.

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Thank you!

Our deepest thanks to the individuals, foundations, corporations, and government and institutional partners who contributed so generously to help us achieve our mission to maintain, restore and protect the parks of the Emerald Necklace.

Our parks would not be the same without you.



\$50,000+

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"We are extremely grateful to the Boston Parks and Recreation Department and the Emerald Necklace Conservancy. Without their support...we could not provide needed care to the trees in our historic community gardens and parkland."

— Marie Fukuda and Susan Povak, Co-Chairs, Fenway Garden Society Tree Committee

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"I learned that I am a lot more comfortable being a leader than I thought I was. I can communicate well with the crew members."

 Charlie, age 17, re ecting on his experience as a crew leader in the summer Green Team program



"FogxFLO provided me with my firs opportunity to create sound for a long duration. outdoor. and widely accessible piece. As much as anv work I have been involved with. the audience is in dialog with the art. Some visitors return daily and I hear them talking about their experience amongst themselves."

- Neil Leonard, Composer



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"The impact the Canopy Classroom has made on our students is one to treasure. The excitement they felt each time knowing the Emerald Necklace Conservancy program was soon coming was memorable for me as the director. To see the smiles when the plants started to grow was so incredible, to this day, the students still ask 'when are the plant people coming back?"

 Marisol Ayala, Director, Boys & Girls Clubs of Boston-Hennigan Club



Financial Summary, Fiscal Year 2018

Revenue

GRANTS AND CONTRIBUTIONS

Individuals	895,193
Foundations and Corporations	655,269
Olmsted Tree Society	83,610
Justine Mee Liff Fund*	1,239,106
TOTAL GRANTS AND CONTRIBUTIONS	\$2,873,178
Investments & Other Income	291,678
TOTAL REVENUE	\$3,164,856

Net Assets

Fixed Assets—Shattuck Visitors Center	731,156
Operating Funds	352,990
Olmsted Tree Society	1,084,076
Shattuck Endowment	738,749
Justine Mee Liff Fund*	3,398,405
TOTAL NET ASSETS	\$6,305,376

This is an audited financial summary for the fiscal year ending September 30, 2017. The independent auditor's report, including financial statements, is available on the Conservancy's website at emeraldnecklace.org/about-us.

*Party in the Park raises funds for the Justine Mee Liff Fund.



Photo: Melissa Ostrov

Expenses

PROGRAMS / PROJECTS / EVENTS

Education & Youth Programs	188,559
Park Events and Visitor Services	1,183,401
Maintenance, Restoration & Volunteers	423,375
Olmsted Tree Society Tree Management Program	197,024
Justine Mee Liff Fund	573,197
TOTAL PROGRAMS / PROJECTS / EVENTS	\$2,565,556
PROGRAM SUPPORT	
Development & Administration	546,954
TOTAL PROGRAM SUPPORT	\$546,954
TOTAL EXPENSES	\$3,112,510

Visit. Support. Connect.

Emerald Necklace Conservancy Shattuck Visitor Center 125 The Fenway, Boston, MA 02115 emeraldnecklace.org | 617.522.2700



