

Riverside Park Fund



2010

Report

Greetings

December 2010

Dear Friends:

We are delighted to present the annual report for Riverside Park Fund's 2010 fiscal year. As we embark on our 25th year of service to the care and restoration of our beloved Riverside Park, we are proud to look back on recent accomplishments that you, our supporters, have made possible, and eager to meet the challenge that lies ahead. That challenge is three fold:

Many of us remember the bad old days, resulting from bad economic times, when Riverside Park was neglected and derelict. That sorry state of affairs inspired concerned neighbors to create Riverside Park Fund in 1986 to rally the community to reclaim its park, advocate for greater government support, and help with the hard work of restoring the park. The result, many years in the making, is the park we all enjoy today. With hard times again upon us and the City and State slashing their budgets, we must not backslide and see our hard work undone.

Today Riverside Park is beautiful, and New Yorkers enthusiastically embrace its open spaces for active and passive recreation in numbers never before seen. Accommodating these millions of visitors each year while sustaining and continuing the park's restoration is enormous work. A dustbowl does not need mowing, but lush, restored lawns require continuous care and supervision. Landscapes need weeding and pruning. Critical infrastructure such as bathrooms and drinking fountains must be kept working day in and day out to meet the needs and expectations of park users.

Lastly, our work simply isn't done. There are paths to pave, stairs to reset, playgrounds and monuments to restore, buildings to rehabilitate, and acres of landscape to improve. The list is long.

We are grateful for the hard work of the Parks Department staff and the devoted support of our elected officials. But even in the best of economic times, the difference between an adequate park and the spectacular park we all want Riverside to be lies not with them but with you, our partners and supporters. Please read this report to learn about the many things Riverside Park Fund is able to do by adding significant private support to the park's resources. We are sure you will agree the cause is vital to the life of our city and the Upper West Side, and we hope you will add or continue your support generously. Thank you!

Sincerely,



Robert L. Weigel
Chairman of the Board



John Herrold
President and Park Administrator

Board of Directors

2010 - 2011

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ex officio

Adrian Benepe, Commissioner of Parks & Recreation
William T. Castro, Manhattan Parks Commissioner
John Herrold, Riverside Park Administrator
Scott M. Stringer, Manhattan Borough President

Milton Norman, Chairman Emeritus

We bid farewell to long time officers and board members

Katy Cochrane Carey and **Ray E. Newton III**

with great appreciation for their years of service.

Riverside Park Fund Staff

John Herrold, President & Park Administrator
Lori Brittle, Vice President, Finance & Development
Sabrina Dukes, Director of Finance & Administration
Liz Hydes, Director of Development
Lynda Miller, Director of Volunteers
Kimberly Green, Assistant Director of Volunteers
Jenny Benitez, Director of North Park Outreach

Justin Hova, Zone Gardener
Manny Linares, Zone Gardener
William Thigpen, Zone Gardener
Brendan Kelly, Zone Gardener
Darrell Stephens, Zone Gardener

Riverside Tennis Association Staff

Mark McIntyre, Executive Director
Patrick Wiesel, Director of Facilities

Riverside Park Senior Staff*

Kathleen Willsen, Deputy Administrator
Crista Carmody, Park Manager
Paul Evans, Park Manager
Margaret Bracken, Landscape Architect
Zhen Heinemann, Director of Programming
Chris Lange, Principal Park Supervisor
Hugo Chance, Park Supervisor
Henry Reyes, Park Supervisor
Patricia O'Sullivan, Park Supervisor
Ismael Rivera, Park Supervisor
Ivan Zuniga, Park Supervisor
William Sinderbrand, Purchasing Liaison

* City of New York Department of Parks & Recreation

Grassroots Volunteers

Riverside Park Fund's members give money, but they also roll up their sleeves and get topsoil under their fingernails in the effort to create and sustain a better park for all to enjoy. Our Grassroots Volunteer Program is at the heart of the organization's mission to help improve and maintain the park through community involvement. Arising from the early "clean up and green up" projects undertaken by local residents in the 1980s, the Fund's Volunteer Program has grown through the years to become the largest in any New York City park, with volunteers contributing a whopping 30,000 hours of their valuable time and effort to projects of every sort. The Volunteer Program encompasses our Park Tenders, Place Partners, Park Rovers, User Groups, and group projects.





When you see a carefully tended horticultural area in the park, chances are you're looking at a "Park Tender" volunteer site. Our Park Tenders have made an ongoing commitment to care for a specific landscape site in the park. "Place Partners" work as a team to care for larger sites. "Park Rovers" are volunteers at large who step in for special projects and to facilitate the large volunteer group projects that achieve so much. This corps of more than 200 dedicated neighbors forms the backbone of the park's horticultural care. Additional muscle is provided by group programs facilitating stewardship and team building for organizations as diverse as the Sierra Club and Audubon, area schools and universities, and corporations such as Moody's Analytical and Deloitte Touche. The Fund hosted 161 groups this year to help with projects such as large scale plantings, clearing autumn leaves, and painting blocks of fencing.



These committed park users contribute their talent. The financial support of our donors allows us to buy the tools and plant materials volunteers and staff need to get the job done.

User Groups & Partners



Proof of the importance of Riverside Park in the lives of New Yorkers is found in the hundreds of people who have committed their time, energy, and money to helping care for their special part of the park on an ongoing basis. Dog runs, playgrounds, tennis courts, and athletic fields are better maintained and programmed thanks to the work of these User Groups. Riverside Park Fund helps User Groups organize, serves as fiscal sponsor, acts as liaison to the Parks Department and other public officials, engages and oversees contractors, and helps promote these park users' activities and interests.



Riverside Park Fund User Groups include FLORAL (72nd Street Dog Run); Elephant Playground Renovation Project; Dog Run 87; Hippo Playground Project; The Soldiers' and Sailors' Monument Association; Riverside Tennis Association; Dog Run 105; Swing-A-Ring; Hudson Beach Volleyball; 119th St. Tennis Association; Neighborhood Cats, and many more. And we are grateful to our close partners The West Side Soccer League, The West Side Little League, and The Garden People. These enthusiastic park users take the initiative in finding ways to improve the park and the park experience, funding capital improvements and programming, and fostering a greater sense of community and responsibility within and beyond their ranks.



Over the past three years, these groups have collectively raised and invested nearly \$2 million for park improvements, and their efforts benefit everyone who uses Riverside Park.

Programming



Riverside Park Fund works with the Parks Department and numerous local organizations to produce a wide spectrum of free artistic programming, educational and athletic programs, and other fun events throughout the park all year long. Movies, concerts, sports clinics and tournaments, the County Fair, and much more give New Yorkers of all ages more great ways to enjoy Riverside Park.



Public Leaders



Riverside Park Fund works closely with elected officials and other public leaders. They care deeply about our park, listen to the concerns of our membership, and work hard to support the creative public-private partnerships that get things done. Their efforts can especially be seen in the park's ongoing capital restoration as they provide the funding needed to renovate playgrounds and revitalize recreation; reconstruct paths and stairs; repair walls, fencing, and lights; improve drainage, and so much more. In the past five years, New York City has invested more than \$42 million dollars on capital improvements in Riverside Park and the construction of West Harlem Piers Park.





We especially thank our local elected officials for their caring and support: Mayor Michael R. Bloomberg, Manhattan Borough President Scott M. Stringer, Council Members Gale A. Brewer, Inez Dickens, and Robert Jackson; Assembly Members Daniel J. O'Donnell, Herman D. Farrell, Jr. and Keith L.T. Wright; State Senators Thomas K. Duane and Bill Perkins; and U.S. Representatives Charles B. Rangel and Jerrold B. Nadler. And Riverside Park would not be what it is today without the passionate support of Parks Commissioner Adrian Benepe and Manhattan Borough Parks Commissioner William T. Castro.



Capital Improvements



Projects large and small, public works and privately funded initiatives, are building, restoring, and making Riverside Park a better place. Our elected officials have funded more than \$42 million on improvements and new construction in Riverside Park in recent years. And Riverside Park Fund is proud to play an increasing role in the park's capital restoration. Such private investment sends a clear message that parks are important to the community, and is often the catalyst for securing and using government funding.





Some of the many recent projects funded by local elected officials are shown here. Riverwalk, completed in May 2010, links the River Esplanade from 83rd to 91st Streets. The restored Soldiers' & Sailors' Monument Plaza opened in May 2009 (above). The 87th Street Stair reconstruction was completed in July 2009; and the eight-block long Serpentine Promenade reopened in October 2007. The funding for these very large projects came from Mayor Bloomberg and Council Member Gale Brewer. The historic Overlook Pavilion at Grant's Tomb, facing page, is being restored and improved through a partnership between the National Park Service, New York City Parks, and Riverside Park Fund. It is scheduled to open in spring 2011.



Capital Improvements



Private funding allows Riverside Park Fund to advance the park's capital restoration. Recent valuable improvements include the new sand play area at Hippo Playground, funded by the Fund's User Group the Hippo Playground Project (above, completed fall 2010). The 88th Street pathway and fence were restored in fall 2009 with the help of a substantial gift. And a new entry gate, water feature, and other improvements were added to the 87th Street Dog Run, generously funded by the Run's users and supporters. To improve safety, we added daytime gates to River Run Playground (83rd St.) and Riverbank Playground (142nd St.)





The 2009 restoration of the Robert Ray Hamilton Fountain and Plaza, Riverside Drive at 76th Street, was funded entirely with private support through Riverside Park Fund, including challenge grants of \$75,000 and \$25,000. The 101st Street Soccer field was reconstructed in 2008 with a \$275,000 gift from The West Side Soccer League and \$200,000 in State funds secured by then-Assembly Member Scott Stringer.



Building More Park

At 29,000 acres, roughly 14% of New York City's territory is parkland, and the good news is the City is busy creating even more to meet the needs of a growing population ever more conscious of the many social, economic, and health benefits of trees, vegetation, and outdoor recreation. Some of the most important recent additions have been right here at Riverside Park.



In the summer of 2008 the last waterfront section of Riverside Park South was completed, extending the park all the way to 59th Street. Park construction will continue east of the highway. This new parkland is constructed in phases by the developer of Riverside South and deeded to the City upon completion. The residential property owners fund the park's ongoing maintenance, and Riverside Park Fund offers additional programming as part of the Summer on the Hudson series.



In May 2009, the beautiful new West Harlem Piers Park opened, replacing an old industrial site with lush green space. And by linking Cherry Walk to the 135th – 145th Street Greenway connection, West Harlem Piers Park at long last bridges the historic gap between the southern and northern sections of Riverside Park and eliminates the unfortunate Twelfth Avenue bypass for cyclists and pedestrians.



This fall, a decommissioned highway on ramp at 95th Street became a new sliver of Riverside Park. It is now a sylvan sitting area and provides safer passage for pedestrians crossing the remaining off ramp.

Bold Undertakings



Through a novel and exciting partnership with Parsons School of Design, the West Side Soccer League, and Parks, we have begun to restore the derelict 102nd Street Field House. Gutted by a long-forgotten fire, this valuable property has sat unused for more than 30 years, but now we are turning it into a year-round recreational facility. The newly renovated structure will provide much needed bathrooms for this heavily used athletic area, a base for maintenance staff, and a large, enclosed programming space.

Graduate architecture students at Parsons designed the project and together with Parks took it through the lengthy public approval process, then constructed the customized interior furnishings. We are grateful to The West Side Soccer League for anchoring our fundraising campaign with a \$250,000 gift to Riverside Park Fund.



Our partner and affiliate the Riverside Tennis Association (RTA), operates and maintains the red-clay tennis courts at 96th Street through our license with the City. Together, we raise and invest more than \$250,000 each year in the thriving facility, which the Wall Street Journal calls the “gold standard of public courts.” The RTA’s staff and volunteers provide low-cost instruction and organized competition for hundreds of young people and adults, and each summer sponsor a series of free Saturday night concerts on the lawn north of the courts.

For years court users have relied on two portable toilets while the RTA has run the courts out of two old shipping containers and a tiny block house. With park attendance higher than ever and the popular waterfront Greenway running right past the courts, the need for new facilities can no longer be ignored. The Fund and the RTA recently commissioned a feasibility study to plan for a new “green,” sustainable, carbon-neutral comfort station and maintenance building. We have now embarked on a campaign to raise the money to design and build these new facilities, which will also transform the old southern parking lot into a landscaped promontory, providing the park’s only elevated river views west of the highway.

Financial Report

Statement of Financial Position

As of June 30, 2010

Assets

Cash and cash equivalents	877,676
Pledges receivable	24,129
Prepaid expenses	6,708
Investments	560,870
Fixed assets	11,877
Total assets	1,481,260

Liabilities and Net Assets

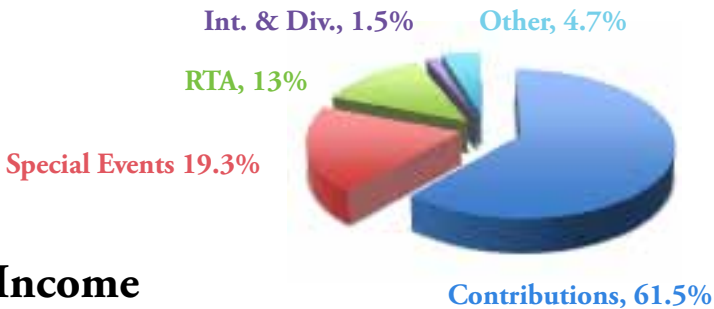
Liabilities

Accounts payable	65,160
Total liabilities	65,160

Net assets

Unrestricted	254,150
Temporarily restricted	679,413
Permanently restricted	482,537
Total net assets	1,416,100

Total liabilities and net assets **1,481,260**



Statement of Activities

For the year ended June 30, 2010

Public support

Contributions	766,898
Special events	240,729
Total public support	1,007,627

Revenue

Interest and dividend interest	18,164
RTA fees	162,540
Other Income	57,927
Total revenue	238,631

Total Income 1,246,258

Program services

Park projects	430,958
Park user services	743,779
Volunteers	231,012

Total Program Services 1,405,749

Supporting services	
Management and General	112,193
Fundraising	109,719

Total Supporting services 221,912

Total Expenses 1,627,661

Unrealized gain/ (loss) on investments 36,819

Change in net assets (344,584)

Net assets - beginning of year 1,760,684

Net assets - end of year 1,416,100



Expenses

The Challenge



A quarter century of patient hard work by public officials, donors, volunteers, and Parks Department and Riverside Park Fund staff has restored the park to its present beauty. But with hard economic times once again limiting what the City can do we must buttress limited public resources with generous private support to make certain our work is not undone. A dynamic, restored park requires a high level of care to maintain and sustain it, especially with millions of visitors expecting to find it in good repair day in and day out.





Much work remains. A long list of playgrounds and ballfields, pathways and stairs, landscapes and infrastructure require significant investment before Riverside Park's restoration is complete



We need your help to preserve our extensive collection of monuments, maintain facilities and horticultural landscapes, hire staff and buy equipment and supplies for ongoing park maintenance, and provide programming for Riversiders of all ages. We cannot do this work without your support!

The Partnership

Since its inception, Riverside Park Fund, an independent not-for-profit organization, has worked side by side with the New York City Department of Parks & Recreation to identify needs and set priorities, plan park improvements and programing, raise support, and carry out our shared goal of reclaiming, restoring, and beautifying Riverside Park. Since our founding in 1986, we have raised more than \$20 million and invested hundreds of thousands of volunteer hours toward this cause. In 2009, we brought our partnership with Parks even closer by combining the previously distinct roles of park administrator and Riverside Park Fund president. This move brings all of the park's public and private resources into closer alignment so that we can more quickly, efficiently and effectively put them to use to meet the needs of our membership and improve the park and the park experience for all New Yorkers.





The men and women of the Parks Department bear the principal responsibility for maintaining the park and we are grateful for their hard work and dedication, but the City's resources are never enough. Riverside Park Fund and its supporters help fill the void, purchasing and repairing essential equipment and providing critical supplies when and where they are needed. We take on capital improvement projects ourselves, and provide the missing pieces when needed to keep publicly-funded projects on course, just as we hire the best entertainers so the show can go on. The Fund's staff plays an ever greater role in both the daily operation and the restoration of the park, and our hundreds of volunteers continue to make all the difference in how the park looks. Your financial support makes all of this possible.



Perimeter Program



Riverside Park has long wanted for skilled horticultural staff because the City simply does not have the resources to dedicate enough gardeners to adequately care for the park. So this year Riverside Park Fund hired and equipped five full-time Zone Gardeners - trained workers dedicated to planting and maintaining specific landscape areas - to care for key horticultural sites throughout the park. They pruned, weeded, watered, and planted, and the park is looking better than ever. Borrowing a page from Central Park, we established a Perimeter Program, asking buildings along the park to support the Zone Gardener initiative financially. Those residents benefit by helping create a better park right outside their doors, to be enjoyed by all who visit the park.

Our Zone Gardeners maintained the ballfield level between 100th and 108th Streets, the landscape surrounding the 96th Street Clay Tennis Courts, and the riverfront from 83rd Street to 100th Street. They nurtured the Woodland Restoration area between 108th and 115th Streets, and plantings all along Riverside Drive between 72nd Street and 153rd Street. Successful horticulture is a year-round endeavor requiring a long-term commitment, and this fall they are installing new plantings that will flourish in the seasons ahead. As well-equipped members of the park's full time staff, they also provided support for Riverside Park Fund Grassroots Volunteers, helping them contribute even more, and strengthening this important bond in our public/private partnership.



Tree Care



More than 10,000 trees grace Riverside Park's 330 acres. They are an essential part of the park experience and so much more - helping to cool the city and save energy, recycle rain water, purify the air we breath, and provide wildlife habitat. These trees require continuous care to remain healthy and safe as storms, drought, disease, and the cycle of life take their toll, so Riverside Park Fund augments the work of the Parks Department, dedicating more than \$50,000 a year to pruning and other essential tree care.





Our majestic elm trees are a signature element of the park's historic landscape design, and after decades of assault from Dutch Elm Disease, our Elm Allées are a rare sight in any American town or city. Working closely with Parks, we test, inoculate, prune, and aerate soil to keep the trees healthy. Diseased trees are removed and replaced with new disease-resistant hybrids. We are helped in this effort through generous in-kind support from Greenacre Foundation.



Giving





This year's spring benefit, styled "Broadway at the Boat Basin" honored restaurateur and long time Riverside Park Fund Board Member Mike O'Neal and was our strongest in years, raising \$200,000. As the sun set over the Hudson River, Broadway star Kelly O'Hara wowed an audience of more than 300 Riverside Park Fund supporters gathered at the 79th Street Boat Basin Cafe.



Giving

We cannot do it without you! More than 2800 individuals, families, and organizations made the choice to support Riverside Park Fund last year, contributing more than \$1.1 million to make our work possible. The breadth of this support confirms just how important Riverside Park is in the lives of New Yorkers.

Corporations and Foundations

\$20,000-\$49,999

Charina Endowment Fund
Collegiate School
O'Neal's West 79th Street Boat Basin Café

\$10,000-\$19,999

West Side Little League
West Side Soccer-AYSO Region 611

\$5,000-\$9,999

Columbia University
Greenberg Traurig, LLP
Debevoise & Plimpton
Milbank, Tweed, Hadley & McCloy LLP
Gibson Dunn & Crutcher LLP
J.P. Morgan Securities, Inc.

\$2,500-\$4,999

Bioseutica USA Inc.
Goldman Sachs & Company
Paramount Pictures
New York Cares

\$1,000-\$2,499

Animal General
Kaplan
Parents Association of Calhoun School
Joint Effort PT
Columbia University
India Food International Inc./Cafe Con Leche,
Inc. /Paper & News Inc.
NBC Studios/Northern Entertainment #4
New York City Triathlon
Riverside Animal Hospital, P.C.
TVM Productions, Inc.
USTA - Eastern Metro Region

Westside Veterinary Center
D.E. Shaw
Duplicity Productions LLC
Federation of West Side Block Associations
Junior Tennis Foundation
Metropolitan Chapter, Jack & Jill
of America Inc.
The Evelyn Sharp Foundation
The Rosenkranz Foundation
Universal Network Television LLC

\$500-\$999

AXA Foundation
Deutsche Bank Americas Foundation
West Side Montessori School
Lincoln Square Veterinary Hospital, P.C.
Symphony Veterinary Center
Doggie Love
102-103 Streets Block Association, Inc.
La Escuelita
Riverside Montessori, Inc.
O.N.E. Natural Experience
Mayor's Fund to Advance New York City
DLA Piper LLP
Follow My Lead, Inc.
Gotham Veterinary Center, P.C.
KPMG
Paris Health Club
The Shubert Foundation
Stardust Visions, Inc. [NY]
The West 83rd Street Association, Inc.

\$250-\$499

Baby Skye Boutique LLC
Bassi & Gartner Speech Language, PLLC
BitzKids/F.O. USA Inc.
Children for Children
In Demand LLC

The Poppysseed Pre-Nursery, Inc.
Bilingual Buds LLC
Barnard College
Playground Pups Inc.
Round Star, Inc. DBA Super Soccer Stars
Bank of America Foundation
Camp Canine Inc.
NYC Doggy Den LLC
NYC Petcare
Nadler for Congress, Inc. /
Friends of Jerry Nadler

Individuals

\$20,000-\$49,999

Mr. and Mrs. Greg Carey
Jaharis Family Foundation

\$10,000-\$19,999

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Ms. Martha A. Escobar and
Mr. Sandor G. Lehoczy
Mr. and Mrs. Robert E. Foran
Jeannette & H. Peter Kriendler Charitable Trust
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The Fred Kassner Family Foundation
The Linden Family Fund
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Mr. Jeffrey B. Rosen and Dr. Daphne T. Hsu
Mr. and Mrs. James P. Smyth
Mr. and Mrs. Robert L. Weigel

\$5,000-\$9,999

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Mr. Jonathan L. Brandt
Mr. Alex Garfield
Anonymous
Mrs. Elizabeth D. Henn
Ms. Elizabeth Isakson and
Mr. Gregg R. Fatzinger
PECO Foundation
Mr. Ray E. Newton III and Ms. Elizabeth Smith
Kyodai Foundation
Ms. Laura H. Richards and Mr. Jim Naughton
The Ted Snowdon Foundation
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Mr. Daniel J. Koob
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Mr. and Mrs. Fareed Zakaria

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Ms. Carol Anne Riddell
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Ms. Kate H. Stiassni and Mr. Ned Nunes
Ms. Johanna Tiemann and Mr. Ben Yandell
Mr. Roger Von Spiegel and
Ms. Stephanie Nallet

\$1,000-\$2,499

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Ms. Judith G. Bartlett
Mr. and Dr. James B. Benson
Mr. Daniel Berner
Mr. Vincent Blasi
Ms. Elizabeth B. Buckner and Mr. Leonard Orr
Mr. and Mrs. Lawrence H. Budish
Mr. David Buka
Mr. Stephen Buka
Dr. Bobby Buka, MD
Mr. and Mrs. Tom Burnett
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Mr. Mark Clifford Smith
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Ms. Mari Beth Ebert and Mr. John Ellingrod
Ms. Diane Englander and
Mr. Mark A. Underberg

Giving

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Mr. Martin S. Fridson
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Ms. Cornelia T. Webb and Mr. Kerry L. Konrad
Mr. and Mrs. Ken Weissman
Ms. Merida Welles and Mr. William G. Holman
Mr. David Ziegler
Ms. Susan Zohn

\$500-\$999

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Mr. Charles M. Allen III
Mr. and Mrs. Tom Allon
Mr. and Mrs. Robert Ashton
Ms. Susan E. Atkins and Mr. Eben D. Shapiro
Mr. and Mrs. John E. Avery III
Ms. Vivian Awner
Ms. Amy Ayres
Mr. and Mrs. Bo Backerman
Mr. Carl Barasch
Ms. Leta Margaret Barry and
Mr. Anthony E. Baer
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Ms. Fiona Hollands
Mr. and Mrs. Thomas Berner

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Mr. and Mrs. Richard Briffault
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Mr. and Mrs. Charles Cooper
Mr. and Mrs. Bruce S. Cooper
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Mr. Dan Marc Jacob
Ms. Leslie Crossley
Ms. Nina Dastur
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Mr. Thomas D. Phillips
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