

WATERFRONT MATTERS

SPRING 2019

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**ANNUAL
REPORT**



“My favorite place in New York City..”

...It has all the best elements of natural beauty and urban beauty. I go there all the time and I'm still captivated by the view. To be able to volunteer with the Conservancy is an opportunity I'll never stop being grateful for.”

- KATIE ANDERSON, CONSERVANCY VOLUNTEER



BROOKLYN BRIDGE PARK CONSERVANCY

Brooklyn Bridge Park Conservancy works to ensure Brooklyn Bridge Park reaches its full potential as a dynamic and vibrant public space for all of New York City and beyond. Since 2000, we've brought the waterfront to life for more than 1.7 million visitors with free and low-cost cultural, recreational, and educational programming.

More than 130,000 kids and families come each season to enjoy over 500 events in the park — music, movies, arts and culture, waterfront workouts, kayaking, seining, volunteer opportunities, tours and classes, philanthropic fundraisers, and so much more. Our Environmental Education Program allows thousands of students and visitors to learn about the environment and sustainability through Open Hours at the Environmental Education Center, immersive classes, and outdoor activities.





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A VIEW FROM THE BRIDGE



2019 is a momentous year for the Conservancy. This summer will mark the 20th anniversary of the Conservancy's seminal launch into free public programming.

We began our extraordinary journey as grassroots advocates to transform Brooklyn's derelict waterfront into the beautiful, thriving park we know and cherish today. As part of our advocacy work we began hosting free events along the East River, and in the summer of 2000, we invited the public down to what was then Empire-Fulton Ferry State Park to experience *On the Waterfront*, Brooklyn's first East River movie viewing. It was here, watching movies backlit by a sparkling Brooklyn Bridge that many first fell in the love with the idea of transforming the dilapidated piers into Brooklyn Bridge Park.

Two decades and 1.7 million visitors later, the Conservancy now plays a vital role in the cultural, educational, and recreational life of the City. In 2018, Brooklyn Bridge Park's natural spaces came to life with 500+ free and low-cost events that lit up the waterfront for more than 130,000 kids and families. Visitors came from across the five boroughs to experience immersive environmental education, kayak camps, family festivals, acoustic music, theatrical performances, waterfront workouts, basketball clinics, seining sessions, and much more.

In addition to celebrating 20 years of Movies with a View, New York Classical Theatre will return with Oscar Wilde's *The Importance of Being Earnest*. At Unplugged, live musical duos will serenade guests over multiple Friday evenings.

We're bringing new classes to our expansive Waterfront Workout fitness series, adding more seining workshops, and hosting a brand-new Fishing Clinics series for kids and adults. We'll welcome more young people to our Youth Kayak program, which gives underserved youth (most of whom have never participated in water sports or boating) the opportunity to learn progressive skills and a new form of recreation and physical activity.

We cannot thank you enough for your dedicated support over this incredible 20-year journey. You've helped us make Brooklyn Bridge Park the thriving and dynamic public space of today, and together, we've built a better and more beautiful future for tomorrow.

We're excited to share the successes of our 2018 season, plus the thoughts of a few of the many volunteers who help bring vitality to the park and our programming. We hope the pages that follow inspire you to get out of the AC this summer and come down to the waterfront to celebrate, learn, and play with us here in Brooklyn Bridge Park.

Nancy Webster, Executive Director

FINANCES

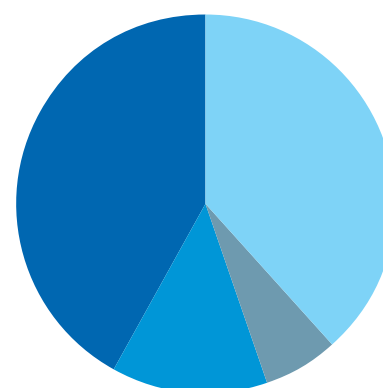
STATEMENT OF FINANCIAL POSITION

<i>Assets</i>	
Cash and cash equivalents	\$715,485
Grants receivable	\$277,455
Prepaid expenses and inventory	\$19,041
Property and equipment, net	\$211,362
<i>Total assets</i>	<u>\$1,223,343</u>
<i>Liabilities</i>	
Accounts payable and unearned revenue	<u>\$113,321</u>
<i>Net assets</i>	
With donor restrictions	\$147,400
Without donor restrictions	\$962,622
<i>Total net assets</i>	<u>\$1,110,022</u>
<i>Total liabilities and net assets</i>	<u>\$1,223,343</u>

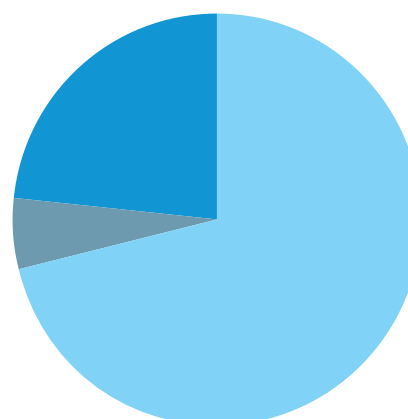
SUMMARY OF ACTIVITIES

<i>Sources of funds</i>	
Contributions and grants	\$1,045,386
Government support	\$180,518
Program service revenue	\$356,736
Events (net of direct cost)	\$1,143,001
Other	\$747
<i>Total revenue</i>	<u>\$2,726,388</u>
<i>Use of funds</i>	
Program services	\$1,974,314
Management and General	\$151,971
Fundraising	\$644,088
<i>Total expenses</i>	<u>\$2,770,373</u>

REVENUE



EXPENSES





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ARTS & CULTURE

There's no better place to be on a hot summer day than enjoying one of the Conservancy's free public programs. From book readings, to movie screenings, family festivals, and live music – thousands of attendees came out for dazzling arts and cultural events in 2018.

At Lift Off: A Waterfront Kite Festival, families watched their kites soar above the Manhattan skyline, while local partners hosted new S.T.E.A.M. activity stations – wind tunnels and robotic air propellers that allowed kids to explore the science of flight.

Up and down the park, guests were treated to live performances all summer long – heartstirring renditions of *Romeo & Juliet* at All the Park's a Stage; book and poetry readings at Books Beneath the Bridge; a sacred Hindu Lamp ceremony; and four nights of intimate, acoustic music at our first-ever Unplugged series.

At Movies with a View, we wowed, thrilled, and entertained 50,000 moviegoers with unique wrap-around programming in honor of this year's theme, *She Directs*, presenting films directed by women.

On Pier 6, we rounded out the season with our 9th annual Harvest Festival. 5,000 kids and families showed up for a joyful afternoon of activity booths, face-painting, animals, square dancing, lawn games, and live music. Volunteer Helen Emmanuel and her family helped make Harvest Festival a success:

“Like anything that you grow to love and appreciate, I wanted to devote myself to this park and fantastic community. Volunteering at Harvest Festival became an incredible opportunity to combine my creativity and love for children. The best part was witnessing how proud my little girl was...it's an experience that will forever be embedded in our memories.”

- HELEN EMANUEL, CONSERVANCY FAMILY COMMITTEE





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MOVIES WITH A VIEW

50,000

SUMMER FILMGOERS

ALL THE PARK'S A STAGE

2,000

PUBLIC THEATRE SPECTATORS

BOOKS BENEATH THE BRIDGE

150

LITERATURE LOVERS PER NIGHT

HARVEST FESTIVAL

5,000

FRIENDS AND FAMILIES

HINDU LAMP FESTIVAL

3,500

CELEBRANTS

BROOKLYN AMERICANA

1,800

LIVE MUSIC FANS

RECREATION

No treadmill compares to Brooklyn Bridge Park’s clean air, lush surroundings, and spectacular Manhattan views. That’s why nearly 12,000 people came for free fitness and recreation classes — our largest attendance to date!

Visitors stayed happy and healthy all season long thanks to an abundance of Waterfront Workouts — sunrise yoga, pilates, Broadway and retro dance, basketball and tennis clinics, double dutch, hip hop aerobics, and total body conditioning.

On the Pier 5 fields, we saw one of our most successful soccer seasons to date. Adult and youth soccer leagues filled up with eager registrants who ran, dove, jumped, and scored all along Brooklyn Bridge Park’s extraordinary turf.

On Pier 2, thousands of kayakers launched into the East River for a day of excitement and exploration on the water. For our walk-up kayaking and kayak polo participants, it was a perfect chance to take time away from the hustle and bustle of New York City.

For many in our Youth Kayak Program, seeing New York City by water is a rare opportunity. Middle schoolers from underserved neighborhoods came to learn a new form of recreation and left with a fresh understanding of their city’s geography. Tom Potter, our Youth Kayak Program partner, shares:

“Most of the youth we serve don’t know how to swim and have never been in a small boat. They usually start off our program with excitement but also some understandable fear. It is amazing to watch them get out on the water and grow in confidence and joy. By the end of their session they are typically racing around on their own, exploring the protected embayment and enjoying the feeling of wind and waves on their boats. There is no other youth paddling program like this anywhere in New York.”

- TOM POTTER, BROOKLYN KAYAK FOUNDATION





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PUBLIC KAYAKING

6,600

EAST RIVER PADDLERS

WATERFRONT WORKOUTS

1,349

FITNESS FANS

ADULT SOCCER LEAGUES

1,728

FOOTBALLERS

YOUTH KAYAK CAMP

476

KIDS ON THE WATER

YOUTH SOCCER LEAGUES

924

TEAM PLAYERS

BASKETBALL CLINICS

250

YOUNG DRIBBLERS

EDUCATION

Brooklyn Bridge Park Conservancy is deeply committed to providing groundbreaking environmental education experiences that showcase the East River estuary and utilize the park as a living classroom. In 2018, 20,000 students and visitors learned about conservation and nature through Open Hours at our Environmental Education Center, outdoor classes, early childhood and after-school programs, and professional development opportunities.

120 schools from all five boroughs used the park as a living laboratory this year. Through hands-on investigation and experiential learning, students explored everything from the plants, animals, and history of Brooklyn Bridge Park, to East River ecology, sustainable design, geology, and meteorology. 61% came from Title 1 schools.

At Early Nature Experiences and Discovery Sessions, little learners lit up to touch-tanks, songs, puppet shows, and our 250-gallon East River aquarium.

Thanks to partner collaborations with over 40+ organizations, including the Billion Oyster Project, St. Francis College, Brooklyn Historical Society, AMNH, Brooklyn Children's Museum, NYC DOE, and others, we gained key learnings, expanded our reach, and strengthened our offerings for seasons to come.

Education Volunteer Laura Waterbury helped kids and families explore the ecology of the East River:

"I never thought I'd find fish interesting — or cute — but now I do. Ever seen a baby oyster toadfish? Adorable. Kids and adults come away amazed by everything they didn't know about the East River and city we live in. One of the perks of being a volunteer is seining with school classes. I look forward to putting on waders and slogging around under the piers catching fish. The kids get so excited."



- LAURA WATERBURY, EDUCATION VOLUNTEER





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STUDENTS

9,200

YOUNG PEOPLE REACHED

SCHOOLS + DAY CAMPS

119

REPRESENTED

TITLE 1 SCHOOLS

61%

FROM UNDERSERVED AREAS

OPEN HOURS

9,300

ED CENTER VISITORS

CLASSES

300

CONDUCTED

ZIP CODES SERVED

509

FROM NYC AND BEYOND

STEWARDSHIP

In 2018, hundreds of volunteers rolled up their sleeves to mulch, plant, weed, clean, educate, and greet to help keep Brooklyn Bridge Park vibrant.

Up and down the park, volunteers completed thousands of service hours and performed essential services for staff and park-goers alike. All season long, over 600 volunteers were vital to cleaning Brooklyn Bridge Park's coastline, gardening and maintaining the greenway, greeting guests, giving tours, photographing events, and supporting the Conservancy's family festivals.

Coastal Cleanups, Green Team, service days with Corporate Groups, and Teens Interested in & Dedicated to Science (TIDES), all had record years. Volunteers removed a soaring 2,500 lbs of trash from the East River, a 480% increase from last year. We received more applicants and hosted more groups than ever before.

At Green Team, volunteers supported Brooklyn Bridge Park's horticulture staff with various gardening projects. Katie Anderson returned in 2018 to donate her Saturday mornings to her favorite park in NYC:

"What keeps me coming back is the incredible community. I love that this park connects us and that it brings me joy every time I go. It can be so easy to live in Brooklyn and not see green space or the water. There's nothing like spending a couple hours a week getting my knees muddy by weeding or mulching. I get lost in it because it's so therapeutic. And it's gratifying to know my work will have made a small difference for other park visitors."

- KATIE ANDERSON, GREEN TEAM VOLUNTEER





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VOLUNTEERS

660

GAVE BACK TO THE COMMUNITY

INFO STATION

4,100

VISITORS ENGAGED

SERVICE HOURS

3,050

TOTAL HOURS CONTRIBUTED

COASTAL CLEANUPS

2,500

POUNDS OF TRASH REMOVED

VALUE OF SERVICE

\$89,000

WORTH OF LABOR

WEEDS REMOVED

55

CUBIC YARDS

THANK YOU TO OUR SUPPORTERS

The Conservancy is most appreciative of the thousands of individuals — members and friends — and organizations who generously support and attend our events and activities each year. We gratefully acknowledge the following people, businesses, corporations, and foundations who have made gifts of \$250 or more in 2018. List as of December 31, 2018.

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Here's to 2018

AND TO NEXT SEASON FOR THE 20TH ANNIVERSARY OF
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