



FAIRMOUNT PARK

CONSERVANCY

PARK IMPROVEMENTS

ENGAGEMENT

ACTIVATION

SUPPORT





FAIRMOUNT PARK

CONSERVANCY

Fairmount Park Conservancy brings parks to life. We improve and steward Philadelphia's parks, enhance their historic and cultural assets, and support the communities they serve.

We envision a vibrant, high-quality, and equitable park system that enriches the lives of all Philadelphians and serves as a model for excellence in civic engagement, environmental stewardship, historic preservation, and cultural vitality.

COVER

Visitors to The Oval+ take in the ribbon pavilion on a summer night

LEFT

A young superhero poses at the Parkside Fresh Food Fest at Centennial Commons

PARK IMPROVEMENTS

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Dear Friends,

For Fairmount Park Conservancy, 2018 was an exciting year full of accomplishment, opportunity, and ambition. We cut the ribbon on Phase 1 of Centennial Commons in West Fairmount Park and watched as it grew into an important civic space for the Parkside neighborhood. We led extensive community-driven planning processes at FDR Park in South Philadelphia and Mander Playground and Recreation Center in Strawberry Mansion, ensuring that those who use and love these spaces the most have a hand in crafting their futures. We also had a significant impact on many of Philadelphia's most cherished spaces, beginning a major restoration effort at the creeks that surround the Fairmount Park Horticulture Center, building the Trolley Trail in West Fairmount Park, and completing preservation projects at the Fairmount Water Works site and in historic Rittenhouse Town, among dozens of others.

Substantial support from ArtPlace America inspired us to integrate arts and culture strategies into our work—an effort that has taken us on unexpected journeys, which include bringing the Trisha Brown Dance Company to Philadelphia this fall for a series of performances in the park.

Most importantly, we brought Philadelphia's parks to life. With our partners at Philadelphia Parks & Recreation, we led thousands of volunteers at more than 100 parks for city-wide service days, reintroduced Love Park with a new slate of programs and performances, and expanded the footprint of The Oval+ down the Parkway with pedestrian- and bike-friendly interventions. Our generous partners at TD Bank supported the expansion of TreePhilly over the next three years, ensuring that all communities have access to the benefits that trees provide for us.

During this time of tremendous activity, we also dedicated the time and energy to developing a new Strategic Plan that will guide us over the next several years, bringing renewed clarity, vision, and purpose to our work.

Thank you for your support throughout 2018. As we eagerly look ahead, we invite you to join us in taking a moment to look back.

Best wishes,



John Gattuso
President, Board of Directors

FACING, TOP

Volunteers get to work at Fisher Park during Love Your Park Spring Service Day

FACING, BOTTOM

Artwork by Jesse Harrod adorns Centennial Commons for the West Park Arts Fest

PARK IMPROVEMENTS

ENGAGEMENT

ACTIVATION

SUPPORT

Conservator Kelly Altrichter puts the finishing touches on restored windows at Water Tower Recreation Center





PARK IMPROVEMENTS

The Conservancy develops community-driven capital projects that have the power to change Philadelphia's cultural landscape, restores and protects the city's natural areas, and preserves and revitalizes their historic and cultural assets.

BY THE NUMBERS

\$6,238,975 INVESTED IN PHILADELPHIA'S PARKS

\$1,083,062 INVESTED IN HISTORIC PARK STRUCTURES

44 PRESERVATION PROJECTS

80 PARTICIPANTS IN HOMEOWNER WORKSHOPS

8 APPRENTICES & INTERNS

456 PARTICIPANTS AT FDR MASTER PLAN MEETINGS & EVENTS

4,750 FEET OF SUSTAINABLE TRAIL CREATED

FACING, TOP LEFT

Conservator Andi Exo powerwashes the Frank Furness-designed Centennial Arch

FACING, TOP MIDDLE

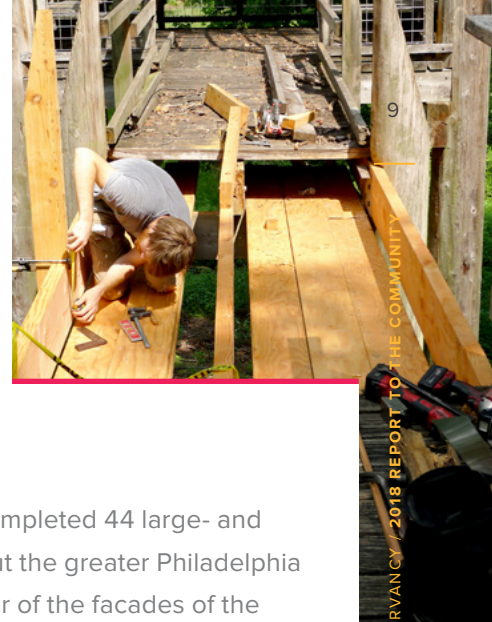
Transporting a Fairmount Park guardbox in need of repairs

FACING, TOP RIGHT

Conservator Andrew Staples repairs the damaged Pavilion in the Trees

FACING, BOTTOM

Our conservators begin the restoration of the Water Tower Recreation Center windows



PRESERVATION

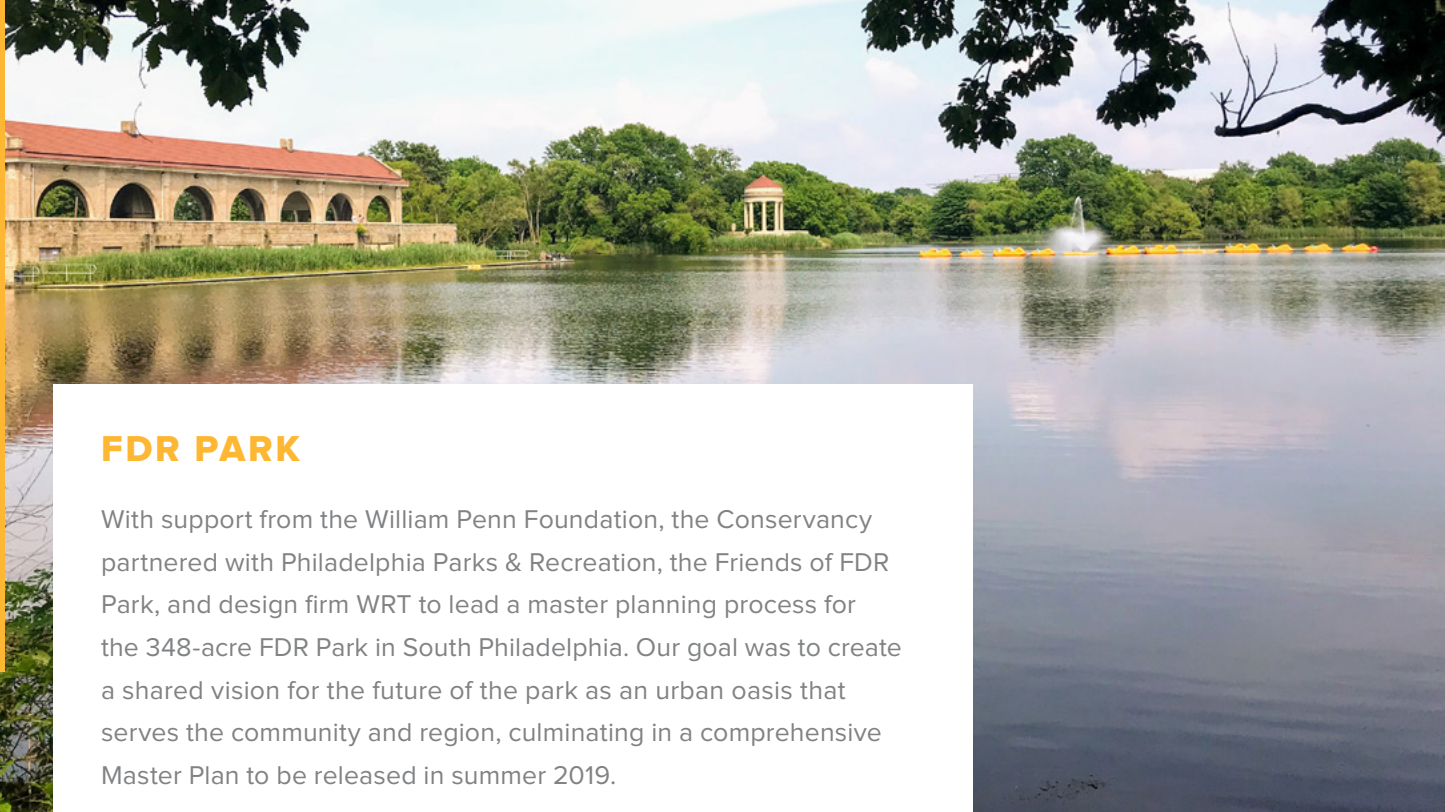
Our team of award-winning conservators completed 44 large- and small-scale preservation projects throughout the greater Philadelphia region. Project highlights included: full repair of the facades of the Abraham Rittenhouse Home in historic Rittenhouse Town; restoration of three significant windows at the [Water Tower Recreation Center](#), including the grand two-story Palladian window; construction of new horse stalls for the Bill Picket Riding Academy at the Belmont Stables in West Fairmount Park, and replacement of a portion of the walkway at the [Pavilion in the Trees](#) sculpture in West Fairmount Park, where a 15-foot section was demolished by a fallen tree.

We led several projects at iconic Philadelphia sites, including Rittenhouse Square, where we provided on-call preservation services to remove graffiti from the historic limestone balustrade, and at the Fairmount Water Works, continuing a series of improvements that have had a positive impact on the visitor experience at the site. Our team restored the exterior envelope of the Engine House, Caretakers House, and the North and South Entrance Buildings, and made structural repairs to the Mercury Pavilion and column repairs at the Eagle Pavilion.

At Thomas Mansion in Clifford Park, we replaced the roof of the 9,000-square foot building thanks to a generous grant from the 1772 Foundation and additional support from Philadelphia Parks & Recreation. This is the next step in bringing Thomas Mansion back online for prospective tenants.

The team hosted eight interns and apprentices from local colleges and technology schools, and hosted homeowner workshops for more than 80 residents, including at the historic Hatfield House in Strawberry Mansion.





FDR PARK

With support from the William Penn Foundation, the Conservancy partnered with Philadelphia Parks & Recreation, the Friends of FDR Park, and design firm WRT to lead a master planning process for the 348-acre FDR Park in South Philadelphia. Our goal was to create a shared vision for the future of the park as an urban oasis that serves the community and region, culminating in a comprehensive Master Plan to be released in summer 2019.

The Conservancy led a multi-faceted effort to understand what residents and park users love about FDR Park and what they want for the park's future. We recruited five park users to serve as ambassadors and worked with them to conduct surveys in the park and in their communities, collecting 1,300 responses. We hosted two large community meetings drawing 350 people, interviewed 50 stakeholders, and conducted seven design workshops that invited park users to create maps of their own ideal FDR Park. We also partnered with local nonprofits like SEAMAAC and the Aquinas Center to engage communities often left out of the planning process, working with community-based interpreters and translating outreach materials into seven languages.

Led by WRT, our project team worked with experts and stakeholders to develop the foundation for a master plan based in the realities of changing demographics, climate, and recreation priorities. The team has national experience in delivering resilient urban parks, including projects like the High Line and Pease Park in Austin.

ABOVE

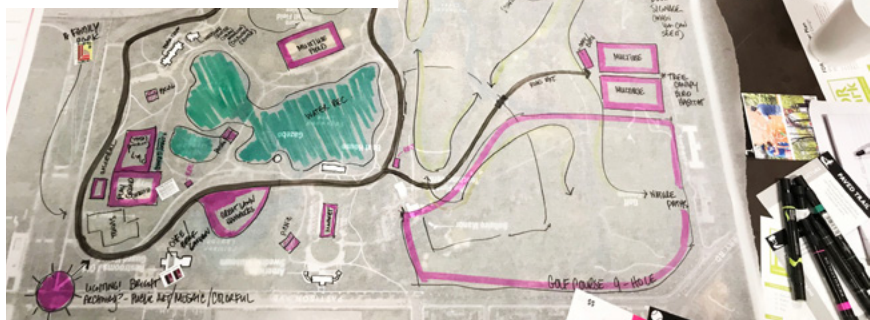
The picturesque scene on Edgewood Lake at FDR Park

BOTTOM LEFT

Visitors take in the lesser known areas of FDR Park

BOTTOM RIGHT

Mapping possible futures for the park at a community meeting



**ABOVE**

Residents discussing park priorities at a Mander community meeting

BELOW

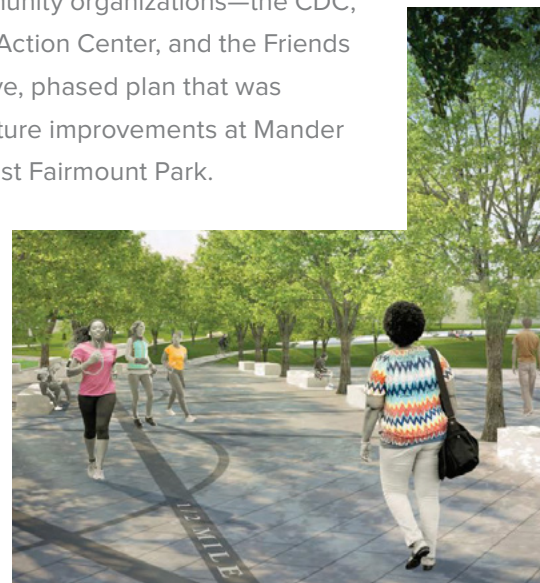
Renderings from the Mander Concept Plan, courtesy of Studio Zewde

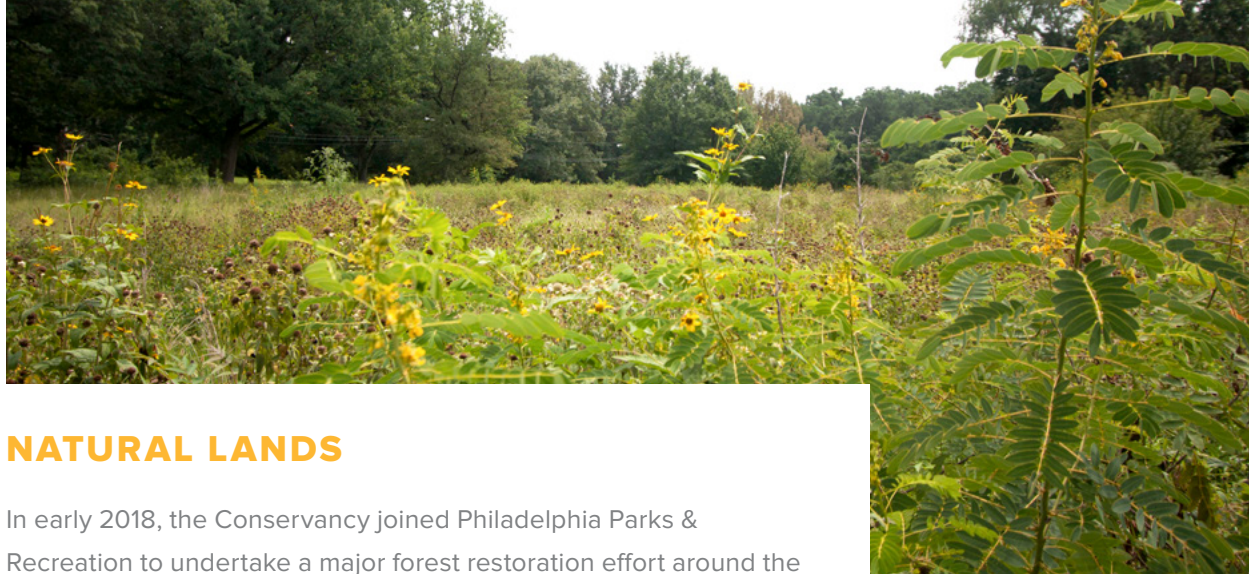
MANDER PLAYGROUND & RECREATION CENTER

The Conservancy partnered with the Strawberry Mansion Community Development Corporation (CDC) and retained the Seattle-based landscape architecture firm Studio Zewde to work with Strawberry Mansion residents on a vision plan for the future of Mander Playground in East Fairmount Park. Studio Zewde, leading a team with Philadelphia-based DIGSAU and Amber Art & Design, was selected by the Conservancy and the Strawberry Mansion Advisory Committee, who together set the scope of work.

The team hosted two public community events in fall/winter 2018, kicking things off with an “I Love Mander” block party in October. More than 200 attendees drew, collaged and contributed ideas directly onto maps of the site and helped set design priorities by investing “Mander bucks” in various site amenities. Amber Art & Design screen-printed custom t-shirts and provided art activities, while local photographer Snapshot Anderson documented the events, which were more like celebrations than traditional meetings.

The design and engagement process deepened the Conservancy’s partnership with the three leading community organizations—the CDC, the Strawberry Mansion Neighborhood Action Center, and the Friends of Mander. It resulted in a comprehensive, phased plan that was completed in early 2019 and outlines future improvements at Mander Playground and its 22-acre setting in East Fairmount Park.



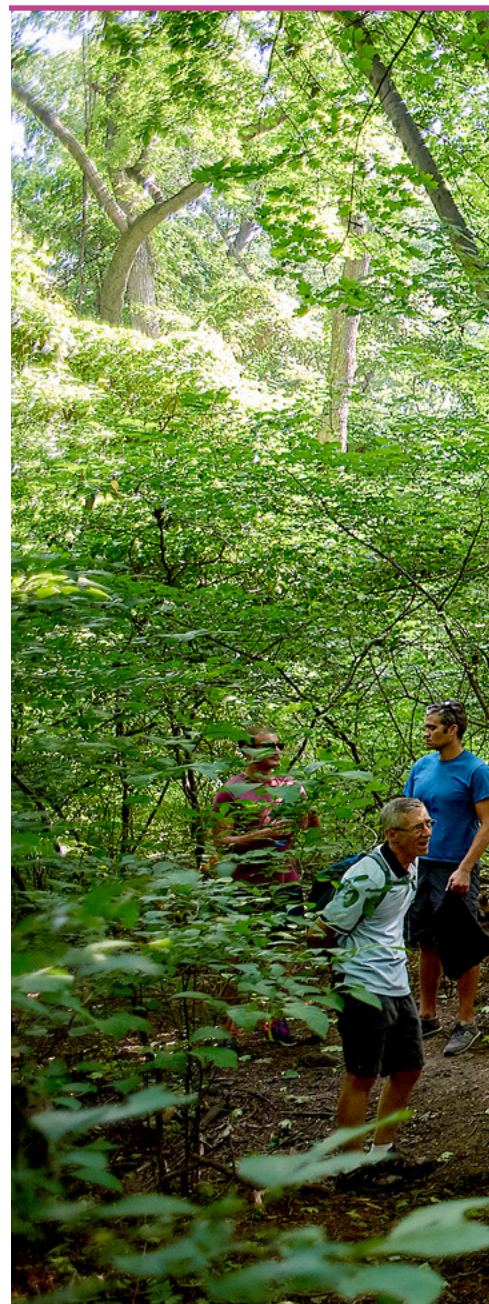


NATURAL LANDS

In early 2018, the Conservancy joined Philadelphia Parks & Recreation to undertake a major forest restoration effort around the grounds of the Fairmount Park Horticulture Center. The forested valleys and wetlands that surround the popular Horticulture Center in the park were being rapidly replaced by invasive trees and woody vines that threatened to erase the native herbaceous layer, reduce its biodiversity and habitat, and limit the forest's aesthetic appeal. Following the recommendations of 2013's Parkland Forest Management Framework and 2014's New Fairmount Park Plan, the reforestation project seeks to demonstrate a high-quality forest, showcase the water-related infrastructure of West Fairmount Park, and improve the quality of both Lansdowne and Montgomery Creek in their approach to the Schuylkill River.

Upon completion of the first phase of the work, we partnered with Terra Firma Trails to create a 2,000-foot long loop trail through Lansdowne Glen, which will allow future visitors to view improvements made by the restoration of the surrounding forest and wetland areas. The area also contains some hidden features of the built environment—a Japanese lantern and the Pavilion in the Trees overlook—that will be more easily discovered and enjoyed through the creation of this trail. A grant from the PECO Green Region program enabled us to build the trail.

Supported by the Adelberg Estates, our Natural Lands team continued their incremental approach to creating the Trolley Trail, completing an additional 1,750 linear feet of the 4.5-mile loop in West Fairmount Park. This new, sustainably-built trail reimagines the site of the old Fairmount Park Trolley—discontinued in 1946—as a scenic interpretive trail, reviving a lost connection to the city's park system.



**FACING, TOP**

A view of Bittersweet Meadow on George's Hill in West Fairmount Park

LEFT

A new bridge at Lansdowne Glen, built from fallen park trees

BELOW

Tour guide Chris Dougherty leads a hike on the Trolley Trail

We also continued our successful milling program, bringing back Gene Hamilton, a local sawyer, to mill 9,054 board feet of fallen park trees to be repurposed for a variety of city programs. The resulting lumber was used for bridges on park trails, benches at The Oval+ pop-up park, garden beds for the Farm Philly program, and picnic tables at Recreation Centers. Tiny WPA used the wood to create special Fairmount Park-themed ornaments for the holiday season. Milled wood was also used at the park's nursery, the city's PowerCorpsPHL initiative, the Philadelphia Prison System's PhilaCor program, Furnishing the Future, NextFab, and at The Schuylkill Center for Environmental Education.

Finally, our team joined with Philadelphia Parks & Recreation and PowerCorpsPHL to plant 1,582 trees in East and West Fairmount Park, Cobbs Creek Park, Pennypack Park, and Wissahickon Valley Park.



*The stunning Skew Arch
Bridge along the Trolley Trail
in West Fairmount Park*





ENGAGEMENT

The Conservancy strengthens and sustains our parks by connecting and engaging neighbors, and by helping community members build capacity as leaders in the stewardship of their parks and public spaces.

BY THE NUMBERS

3,837 TREES PLANTED

113 REGISTERED PARK FRIENDS GROUPS

125 TOTAL PARKS PARTICIPATING IN SERVICE DAYS

4,683 VOLUNTEERS

14,476 VOLUNTEER HOURS

4,320 PLANTS & FLOWERS PLANTED

1,995 BAGS OF TRASH REMOVED FROM PARKS

56 LOVE YOUR PARK WEEK SPECIAL EVENTS

**FACING, TOP, MIDDLE,
& BOTTOM RIGHT**
*Scenes from TreePhilly
community giveaways*

FACING, BOTTOM LEFT
*Volunteers and park staff
planting trees at Fisher Park
during Love Your Park*

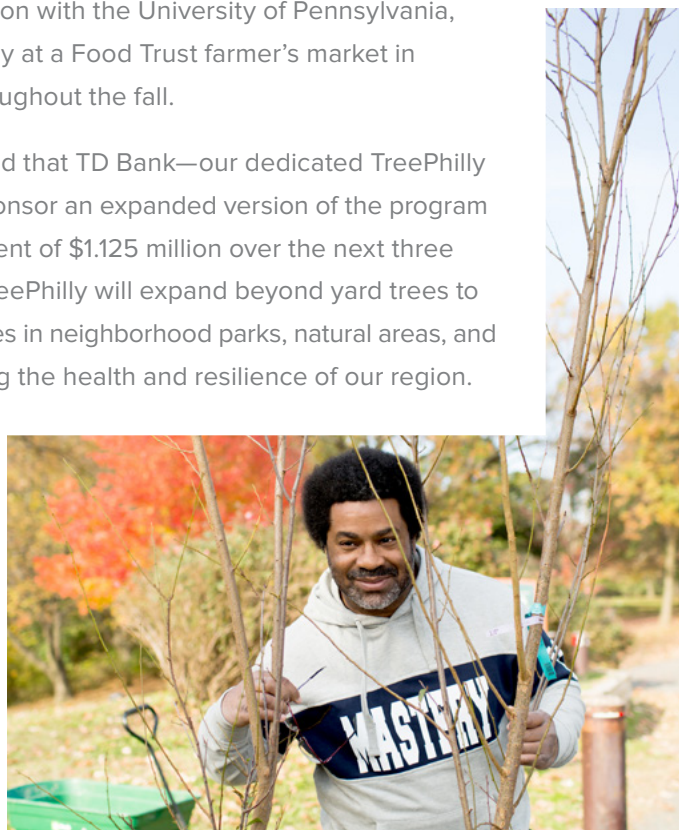


TREEPHILLY

Since 2012, the Conservancy has worked with Philadelphia Parks & Recreation on TreePhilly, a city-wide tree planting program that has given away 22,000 trees to residents and businesses at nearly 200 giveaway events. The goal of TreePhilly is to restore the critical tree canopy to 30% coverage in all Philadelphia neighborhoods, improve the overall environmental health of the city, and address environmental equity issues that will improve the lives of residents.

In 2018, TreePhilly distributed 2,001 trees at 17 events in neighborhoods across the city with the help of 29 community partners, including the Asociación Puertorriqueños en Marcha, Frankford CDC, Muslim Youth Center, People's Emergency Center, and many more. Special events included the annual Arbrev Day tree distribution in April in partnership with Yards Brewing Company, a large collaborative distribution with the University of Pennsylvania, as well as a weekly giveaway at a Food Trust farmer's market in southwest Philadelphia throughout the fall.

In September, we announced that TD Bank—our dedicated TreePhilly sponsor since 2016—will sponsor an expanded version of the program with an increased commitment of \$1.125 million over the next three years. With TD's support, TreePhilly will expand beyond yard trees to include tree planting initiatives in neighborhood parks, natural areas, and sidewalks, directly impacting the health and resilience of our region.



TOP RIGHT & FACING, TOP LEFT

Members of the Civic Commons Collective tour Toronto and Copenhagen

FACING, TOP RIGHT

Kids getting creative at the Parkside Fresh Food Fest

BOTTOM LEFT

Mayor Jim Kenney and former Managing Director Mike DiBerardinis enjoying the new Centennial Commons

BOTTOM RIGHT

Parkside residents pose on the new swing benches at Centennial Commons

CIVIC COMMONS

In late 2014, Philadelphia got the special opportunity to test a new approach for enhancing its parks, recreation centers and libraries. The John S. and James L. Knight Foundation and the William Penn Foundation gave a combined \$11 million to the Conservancy to support five major public investments located around the edges of greater Center City, convene the partner organizations to share strategies and ideas, and serve as a local hub for the initiative.

The remaining Commons pilot projects wrapped up in 2018, with the first phases of the Rail Park and our own Centennial Commons opening in June, and the Discovery Center opening in September. The work of the Commons, however, lives on in our capital project planning efforts in East and West Fairmount Park and FDR Park, in learning journeys that took the partners to Copenhagen, Detroit, and Toronto, and through the evolution of our work within the Neighborhood Park Stewardship program, which is now part of a larger network of volunteers supporting our civic spaces—parks, recreation centers, libraries, and community gardens.

Over the summer, our Centennial Commons hosted the Parkside Fresh Food Fest, a biweekly program in partnership with the Centennial Parkside CDC, Farm Philly, Reading Terminal Market and the Vetri Foundation that provided subsidized CSAs, hosted vegetable giveaways, food demonstrations, movie nights, and art-making activities for kids.







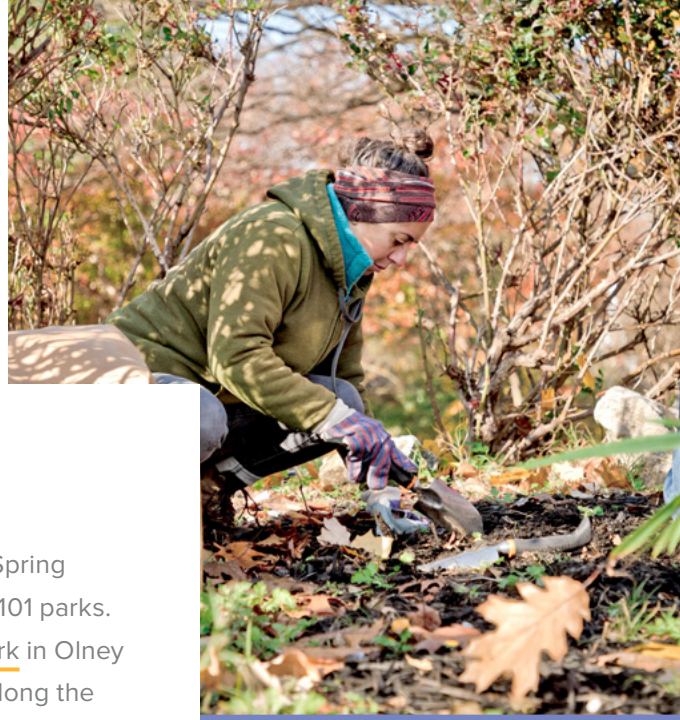
NEIGHBORHOOD PARK STEWARDSHIP PROGRAM

This year's Love Your Park Week kicked off with a rainy Spring Service Day on May 12 that brought 2,322 volunteers to 101 parks. Nearly 100 volunteers gathered at the 23-acre [Fisher Park](#) in Olney to plant more than a dozen trees, mulch, clean up litter along the hiking trails, and tend to the community garden. Following the city-wide service day, we provided support and resources for Park Friends Groups as they hosted 56 events, including nature walks, park parties, arts and craft days, birding events, nature photography tutorials and more.

On November 10, we hosted the Love Your Park Fall Service Day, bringing 2,237 volunteers to a record 107 parks. At [Cobbs Creek Park](#), the fall signature site, more than 60 volunteers from the surrounding community came out to clean and green the park—raking leaves, mulching trees, and planting bulbs—all to help prep the park for winter.

Beyond Love Your Park, we facilitated quarterly meetings, a skills conference, a neighborhood park bus tour, and an annual volunteer celebration party for our Park Friends Network, all while providing support, resources, and skill-building opportunities to the 113 registered Park Friends Groups.

Building on the work and spirit of the Civic Commons initiative, we are working to change how Philadelphia citizens engage with their civic assets through our Neighborhood Park Stewardship program. Over the course of the year, we worked to connect our Park Friends Network to the Recreation Advisory Councils and Friends of the Free Library groups that support the city's recreation centers and libraries, establishing collaborative training models for stewardship staff across organizations and departments.



FACING, TOP LEFT & MIDDLE

Volunteers on the move at Love Your Park fall at Cobbs Creek

FACING, TOP RIGHT

Our Park Stewardship Coordinator Lindsey Walker getting her hands dirty during Love Your Park fall

FACING, BOTTOM

A young volunteer working on a raised garden bed at Love Your Park spring

BOTTOM

Volunteers pulling weeds at Fisher Park during Love Your Park spring

TOP RIGHT

Cheers at the Public Space Summit



This work culminated in the first ever Public Space Summit in October, co-hosted with the Philadelphia Parks Alliance and the Free Library of Philadelphia, with support from the Knight Foundation. Park Friends Groups, Friends of the Free Library groups, and Recreation Center Advisory Councils spent the day learning and networking through inspirational, practical, and educational workshops and sessions. Following the Summit, we encouraged additional coalition building between the three fields through a Neighborhood Collaboration Grant, an opportunity for groups to work together to provide collaborative programming in their spaces.



Volunteers gather supplies at
the start of Love Your Park Fall
Service Day in Cobbs Creek Park

ENGAGEMENT





ACTIVATION

The Conservancy brings people to parks, encouraging play and exploration, nurturing health and wellness, and utilizing arts-based engagement to animate our shared civic spaces.

BY THE NUMBERS

100,000 VISITORS TO PARKS ON TAP

693 CIDERFEST ATTENDEES

2,600 VISITORS TO THE ICE BAR

11,508 ATTENDEES AT A VERY PHILLY CHRISTMAS

23,306 VISITORS TO FAIRMOUNT PARK'S HISTORIC HOUSES

50 MEMBER EVENTS

1,178 ATTENDEES AT MEMBER EVENTS

180 BOXERS' TRAIL 5K PARTICIPANTS

120,000 VISITORS TO THE OVAL+

FACING

*Parks on Tap making the rounds
at Belmont Plateau, Baldwin
Park, Dickinson Square, and
the Schuylkill Banks*



PARKS ON TAP

Parks on Tap, the roving beer garden that gives back to the parks, traveled across Philadelphia's park system from April through September in its third year of operation. The Conservancy joined partners Philadelphia Parks & Recreation and FCM Hospitality in bringing more than 100,000 visitors to 23 sites over 23 weeks. The 2018 locations featured some Parks on Tap favorites including Belmont Plateau, the Schuylkill Banks, Shofuso Japanese House and Garden, Mount Pleasant and Lemon Hill Mansions, and the kick-off site at the Azalea Garden behind the Philadelphia Museum of Art. We explored new locations as well, with stops at Lovett Park, Fernhill Park, Dickinson Square Park, Pleasant Hill Park, Pastorius Park, and the Glendinning Rock Garden in East Fairmount Park.

The program, which invites residents and visitors to experience familiar parks in new ways while introducing others to lesser known parks for the first time, generated \$165,000 for parks. These funds enable the Conservancy and Philadelphia Parks & Recreation to offer new and improved amenities, increased maintenance, and innovative programming throughout the city's parks.





ARTS & CULTURE PROGRAM

Last year marked the conclusion of the three-year grant from ArtPlace America that inspired us to experiment with arts and culture strategies, and the impact of the work lives on through a permanent Arts & Culture program at the Conservancy.

We partnered with the West Park Cultural Center and Mural Arts Philadelphia to bring the West Park Arts Fest (now in its 11th year) back into the park. We commissioned three artists—Brian Bazemore a.k.a. BCASSO, Ruth Scott Blackson, and Jesse Harrod—to create site-specific works inspired by both the area’s Centennial Exhibition history and its current cultural identity.

In East Fairmount Park, following the guidance of the newly formed Strawberry Mansion Advisory Committee, we brought special homeowner workshops to Hatfield House to help residents learn the basics of care and maintenance of their historic homes, created the *My Park, My Neighborhood* Youth Photography summer program to introduce neighborhood kids to digital photography and encourage deeper exploration of East Fairmount Park, and partnered with Little Giant Creative to design gateway signage for the Boxers’ Trail—the urban trail made famous by Smokin’ Joe Frazier and other local boxers who trained on it.

We wrapped up a year-long Community Catalyst artist residency at Hatfield House with Amber Art & Design, which invited the community to explore this historic asset, creating a base of operations and an event, exhibition, and performance space built around neighborhood talent and interests. Throughout the year, Amber led a multi-layered process of cultural asset mapping, social engagement, and community building, hosting monthly events to showcase neighborhood arts, facilitate discussion, and gather ideas.



TOP LEFT

Visitors walking through BCASSO’s installation at the West Park Arts Fest

TOP

Scenes from a BBQ at Hatfield House

MIDDLE

Dancers at the West Park Arts Fest

FACING, TOP RIGHT

Robust discussions at the ArtPlace America closing event

FACING, MIDDLE

Strawberry Mansion-themed playing cards

FACING, BOTTOM

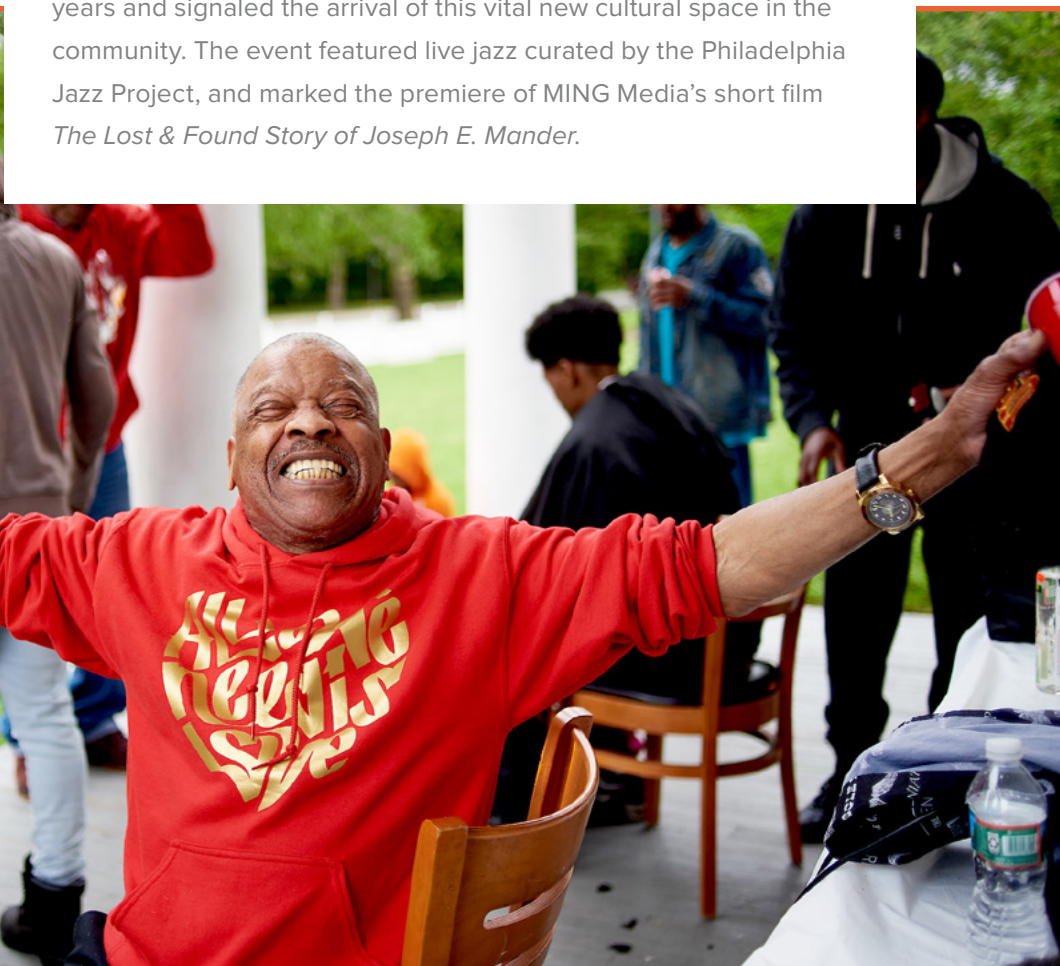
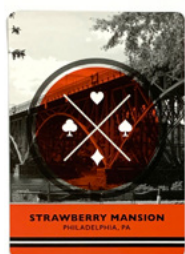
Showing off a fresh haircut at the barbershop pop-up on the Hatfield porch



These events included dance parties, art installations, and a free barbershop on the porch. The cultural asset mapping work culminated in the creation of a deck of Strawberry Mansion-themed playing cards that feature cultural institutions, places, and neighborhood heroes.

The ideas shared and connections made with this arts-based engagement are informing upcoming investments in the park and neighborhood, including in the development of the Concept Plan for Mander Playground & Recreation Center, to ensure these projects are grounded in community conversations and priorities.

In October, we hosted a closing event for the ArtPlace America grant at Hatfield House, which highlighted the work of the last three years and signaled the arrival of this vital new cultural space in the community. The event featured live jazz curated by the Philadelphia Jazz Project, and marked the premiere of MING Media's short film *The Lost & Found Story of Joseph E. Mander*.





HISTORIC HOUSES

The historic houses of East and West Fairmount Park took another great leap forward in 2018 with a robust program schedule that drew 23,306 visitors over the course of the year—a record number.

In June, we hosted our second annual Fairmount Park history-themed scavenger hunt, a light-hearted competition that took 100 participants through the park's historic houses and grounds. In September, we brought back Ciderfest, drawing 693 attendees to the six participating houses for an afternoon featuring eight local cideries, food, and music by local artists.

In December, we hosted our third edition of A Very Philly Christmas, bringing 11,508 visitors to the houses and offering four special weekend events—Flavors of the Season, Family Day, Neighbors Day, and Sounds of the Season. During this year's A Very Philly Christmas events, we debuted the Ice Bar at Lemon Hill Mansion, drawing 2,600 visitors to this temporary outdoor bar, with ice art by Ice Sculpture Philly, lighting design by Drew Billiau, fire pits, a rotating line-up of food trucks, and hot and cold beverages served at—of course—a bar made of ice.

Thanks to support from the Henry A. Jordan, M.D. Preservation Excellence Fund, the Conservancy was also able to pilot a new docent training program at Woodford Mansion, hiring a young Strawberry Mansion resident—Luke Graham—to become our first docent-in-training last summer. Over the course of 24 weeks, Luke led tours for more than 250 residents and visitors, including three tours at the first-ever Peach Festival at Woodford, three tours for children from the Strawberry Mansion Learning Center, and a special tour for Strawberry Mansion neighbors.



TOP LEFT

Woodford Mansion decked out for A Very Philly Christmas

TOP RIGHT

Ciderfest attendees travel between houses

MIDDLE

Docent-in-training Luke Graham flanked by tour takers at Woodford

BOTTOM

Ice Bar signage at Lemon Hill





WELLNESS & MEMBERSHIP EVENTS

A major part of the Conservancy's mission is our effort to draw Philadelphians into meaningful social and health-focused engagement with the thousands of public park acres that surround them.

Our ever-growing membership program surpassed 1,000 members in 2018, and continued to offer weekly events, including guided hikes, bike rides, meditations, runs, and year-round yoga classes in the lush greenhouse at the Fairmount Park Horticulture Center.

In the spring, 41 fundraiser-advocates on our 2018 Broad Street Run team of Park Champions raised a combined \$18,000 for park maintenance and improvements, and in the fall we hosted our 7th annual Glow in the Park event outdoors at the Horticulture Center.

We grew our partnership with Philadelphia Parks & Recreation and Get Healthy Philly to expand the social walking club, We Walk PHL, to 10 sites in its second year, drawing 866 attendees. We continued our support of FarmPhilly, the city's urban agriculture program, the Boxers' Trail 5K, which brought 180 runners and walkers out to Mander Recreation Center on Strawberry Mansion Day in September, and the Senior Strut, which brought 400 seniors to Boathouse Row for a health fair and walk along the Schuylkill River Trail in October.

Finally, we launched a brand-new Volunteer Ambassador program, training 17 volunteers to help us spread the word about the Conservancy and our work at local festivals and special events.

TOP LEFT

Runners at the start of the Boxers' Trail 5K

TOP RIGHT

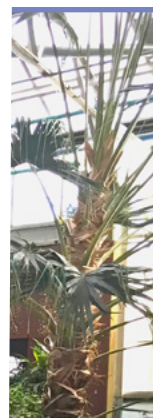
A festive Jingle Jog crew prior to departure from Lloyd Hall

MIDDLE

We Walk PHL participants gathered at the Fresh Food Fest at Centennial Commons

BOTTOM

Members yoga at the Fairmount Park Horticulture Center





LOVE PARK

After a soft opening that gradually unveiled the new park design to returning visitors as the weather warmed, the new Love Park was formally re-introduced to Philadelphia with a party and fundraiser hosted by the newly-established Friends of Love Park on May 30th.

Known and loved as a site for citizenship in action, the new Love Park retains the ability to serve as a public gathering space while offering an improved green space, a new fountain display, and new seating and pathways that improve access and the quality of the park experience.

To celebrate the reopened park, the Conservancy and Philadelphia Parks & Recreation brought new activities, programs and amenities to the park, including weekly dance and meditation classes, a rotating array of food trucks under the banner “Lunch in Love,” a month of FringeArts Festival live performances, and Wedding Wednesdays in front of the postcard-perfect LOVE sculpture. In December, Christmas Village returned with an expanded footprint, bringing with it “The Present,” a glowing, Instagram-ready, 30-foot-tall gift box that encouraged visitors to walk-in, take a photograph and make a donation to local charities.

Multi-year support from Bank of America and Saint-Gobain ensures that we are able to provide the high-level of maintenance, management and programming needed for Love Park to reach its true potential as a cultural asset, regional destination and economic driver for years to come.

TOP LEFT

A happy couple getting hitched during Wedding Wednesdays

ABOVE

The food truck scene at the Friends of Love Park fundraiser

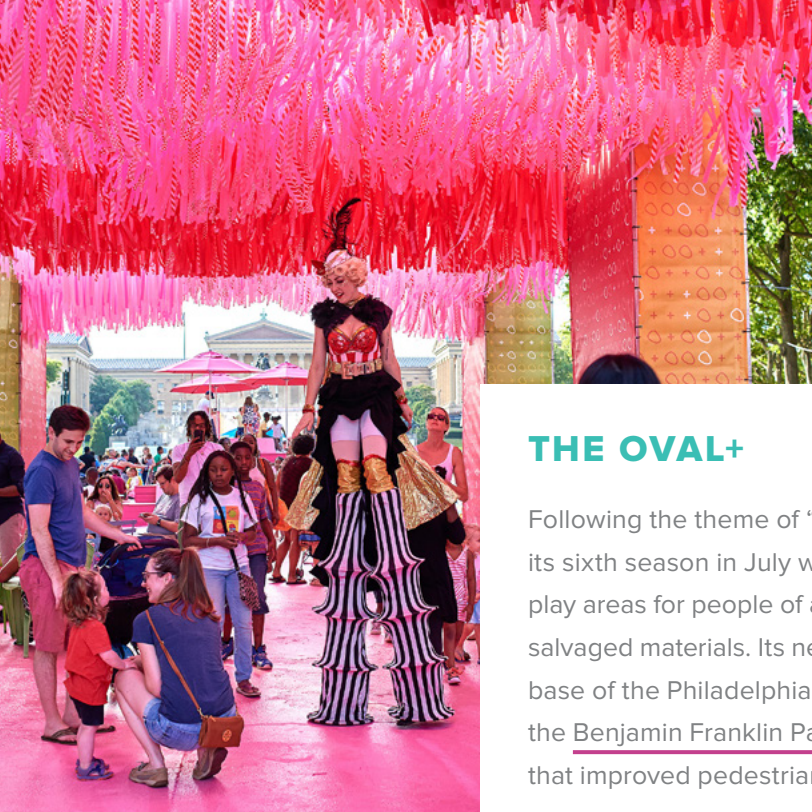
BELOW

Contemplating “The Present” during the holiday season

BOTTOM

The dancing crowd welcoming the reopened Love Park



**TOP LEFT**

Opening day at The Oval+ with the Philadelphia School of Circus Arts

TOP RIGHT

Violinist Faith Williams serenading passersby on the expanded Oval+ footprint

BOTTOM LEFT

Scenes from the Silent Disco in The Oval+ beer garden

BOTTOM RIGHT

Face painting during Let's Rock Recess



THE OVAL+

Following the theme of “More Park, More Play,” The Oval+ launched its sixth season in July with its trademark 22,000 square foot mural, play areas for people of all ages, and a beer garden made largely from salvaged materials. Its new, expanded footprint stretched from the base of the Philadelphia Museum of Art to the Barnes Foundation on the Benjamin Franklin Parkway thanks to temporary road closures that improved pedestrian access.

The Conservancy and Philadelphia Parks & Recreation reunited with PORT Urbanism and Mural Arts Philadelphia to create the 2018 Oval+ campus, with a mural designed by The Heads of State. Down the Parkway, temporary roadway murals, benches made from salvaged park wood, and a pop-up play area outside the Barnes encouraged exploration and discovery, beginning a progression of activity from which to take in the surrounding Parkway sights.

With 120,000 visitors in just five weeks in July and August, The Oval+ continued to build a strong case for the future vision of the Parkway.

The Oval+ was made possible by presenting sponsor PNC Bank, with additional funding from ArtPlace America, Knight Foundation, and William Penn Foundation, additional corporate sponsors, and support from key city agencies and more than 40 local programming partners.



Taking "More Play"
seriously at The Oval+



ACTIVATION



More PLAY

SUPPORT

The Conservancy is grateful to the following individual, corporate, and foundation supporters who contributed gifts of \$100 or more during the fiscal year July 1, 2017 to June 30, 2018. We also wish to extend a sincere thank you to the many other donors who give generously each year to support our work.

The Conservancy would also like to thank our public agency partners, whose leadership and support allows us to maximize the impact of our work: Philadelphia Parks & Recreation, Philadelphia City Council, Managing Director's Office, Office of Arts, Culture and the Creative Economy, Philadelphia Department of Public Health, Philadelphia Streets Department, Philadelphia Water Department, and Philadelphia City Planning Commission.

BY THE NUMBERS

309 LOVE PARK FRIENDS EVENT ATTENDEES

402 CENTENNIAL CELEBRATION ATTENDEES

447 GLOW IN THE PARK ATTENDEES

1,034 MEMBERS

1,362 TOTAL INDIVIDUAL SUPPORTERS

FACING, TOP LEFT

Conservancy Board President John Gattuso, Tonetta Graham of the Strawberry Mansion CDC, and Ellen Ryan of the Conservancy at the Annual Meeting

FACING, TOP RIGHT

Attendees at the 11th Annual Centennial Celebration



CONSOLIDATED STATEMENT OF ACTIVITIES

FOR YEARS ENDED JUNE 30, 2018 AND 2017

Support & Revenues	Unrestricted	Temporarily Restricted	Permanently Restricted	2018 Total	2017 Total
Foundation Grants	\$73,987	\$1,076,900	-	\$1,150,887	\$3,955,359
Corporate Grants	\$108,999	\$221,301	-	\$330,300	\$394,073
Contributions	\$205,802	\$419,089	-	\$624,891	\$1,093,964
Government Contracts	\$2,516,820	-	-	\$2,516,820	\$1,305,328
Contracts	\$538,513	-	-	\$538,513	\$710,151
Rental Income	\$204,093	-	-	\$204,093	\$194,019
In-Kind Contributions	\$95,852	-	-	\$95,852	\$267,421
Special Events, Net of Expenses	\$288,699	-	-	\$288,699	-
Investment Income	\$39,983	\$153,232	-	\$193,215	\$242,845
Net Assets Released from Restrictions	\$4,865,672	(\$4,865,672)	-	-	-
Total Support and Revenues	\$8,938,428	(\$2,995,150)	-	\$5,943,270	\$8,163,160
Expenses					
Program Services	\$7,313,652	-	-	\$7,313,652	\$5,930,094
Administrative	\$902,430	-	-	\$902,430	\$886,051
Fundraising	\$679,606	-	-	\$679,606	\$552,051
Total Expenses	\$8,895,688	-	-	\$8,895,688	\$7,368,196
Change in Net Assets	\$42,732	(\$2,995,150)	-	(\$2,952,418)	\$794,964
Net Assets—Beginning of Period	\$1,268,698	\$15,117,100	\$100,000	\$16,485,798	\$15,690,834
Net Assets—End Of Period	\$1,311,430	\$12,121,950	\$100,000	\$13,533,380	\$16,485,798

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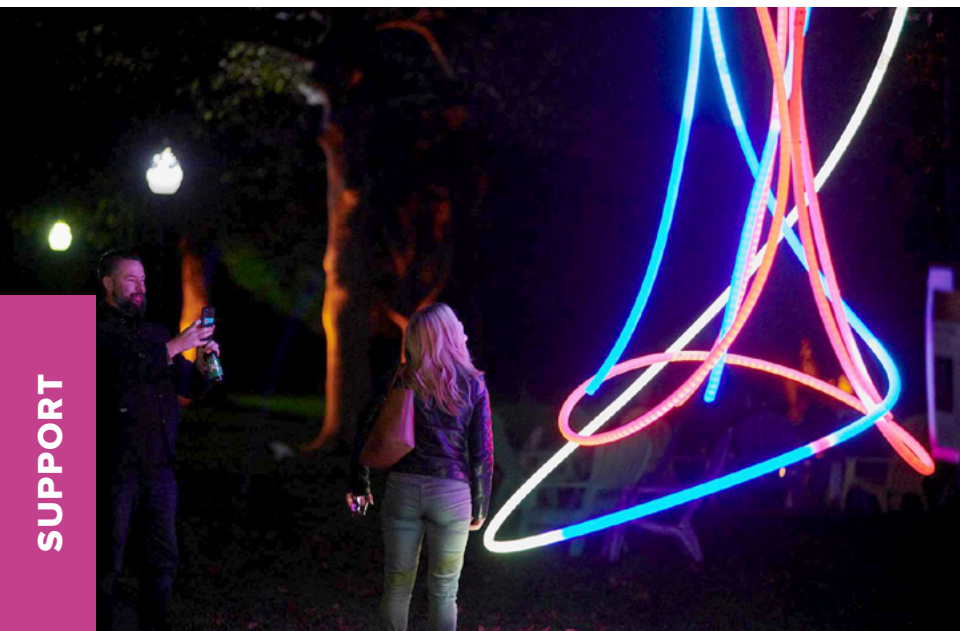
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*Glow in the Park attendees
checking out the temporary
glowing sculptures of Sunil Garg*

FACING

*Revelers at the Hatfield House
closing event*

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*Capturing the view from the
Olmstead Overlook at FDR Park*

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*Conservators touching up
paint at the caretaker's cottage
at Woodford Mansion*

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