Statement of Purpose

The Central Park Conservancy Institute for Urban Parks is the educational arm of CPC.

The Institute develops programs designed to facilitate discovery of the Park and transfer knowledge of our world-class urban park management and stewardship practices, both locally and globally.
Central Park Conservancy raises 75% of Central Park's annual $57 Million Parkwide expense budget.

Over $6 Million is raised through ticketed Events.
What type of Events do we host?

Membership/Donor Events
“Perks” for members of the Conservancy:

*Fall Foliage Tour, Hound Hikes, Forts Landscape Tour*

Public Programs
Events or initiatives available to the Public:

*Family Performance Festival, Fishing and Water Celebration, Great Jazz on the Great Hill, CP Circuit*

Ticketed Events (Fundraisers)
Paid events used to raise funds for the Central Park Conservancy:

*Frederick Law Olmsted Awards Luncheon, Autumn in Central Park, Taste of Summer, Annual Playground Party, Playground Partners Winter Lunch, Women’s Committee Fall Luncheon*
Why do we hold these events?

- Raise money
- Increase awareness & to promote our work
- Engage our supporters
- Make new friends
CPC Event Calendar

• We have 6 ticketed events per year
  • Women’s Committee Fall Luncheon (fall)
  • Autumn in Central Park (fall)
  • Playground Partners Winter Lunch (winter)
  • Frederick Law Olmsted Awards Luncheon (spring)
  • Annual Playground Party (spring)
  • Taste of Summer (early summer)
Women’s Committee Fall Luncheon

**Location:** Mandarin Oriental

**Attendance:** 400 people

**Amount Raised:** $165,000

**Audience:** By invitation only. Invites sent to Women’s Committee Members and past attendees

**Format:** 30 min reception, seated lunch, welcome by Women’s Committee President, guest speaker, Q&A
Women’s Committee Fall Luncheon

Evolution of the Event:
• Originally was Women’s Committee Annual Meeting
• Became a “Friendraiser”
• Expanded to a Fundraiser
Women’s Committee Fall Luncheon

Successes

• Date consistency – 3rd Monday in October
• Event Sponsor

Challenges

• Limited space
• Speaker selection
Autumn in Central Park

**Location:** Naumburg Bandshell, under a clear ceiling tent

**Attendance:** 500 guests

**Amount Raised:** $1 Million

**Audience:** Central Park Conservancy donors and Trustees

**Format:** Cocktails, Seated dinner and Dancing
Autumn in Central Park

Evolution of the Event:

- CPC originally hosted the “Halloween Ball”
- In 2011 the event was revamped
  - We weren't the only organization hosting a costume party
  - Event was stagnant
  - We didn’t have a Gala
Autumn in Central Park

**Successes**
- No real space limitations
- Event Sponsor
- Able to show-off the Park

**Challenges**
- Date consistency
- “Ground-up” Event
- Event Sponsor
  - finding sponsors is not easy
Autumn in Central Park
PGP Winter Lunch

**Location:** Loeb Boathouse

**Attendance:** 300 Guests

**Amount Raised:** $85,000

**Audience:** By invitation only. Playground Partner members and their friends

**Format:** 30 min reception, seated lunch, guest speaker
PGP Winter Lunch

Evolution of the Event:

- Last year was the inaugural year
- Did not have a ticketed event for mothers without their children
PGP Winter Lunch

Successes
• Entry-level event – accessible price point
• Made new friends

Challenges
• Limited space
• Speaker selection
• Event Sponsor
Frederick Law Olmsted Awards Luncheon

**Location:** Conservatory Garden

**Attendance:** 1,200 guests

**Amount Raised:** $3.5 Million

**Audience:** By invitation only. Invites sent to Women’s Committee Members at the $1,000 level, Major Donors and Trustees

**Format:** 1 hour reception, seated lunch, brief remarks by WC President and Honoree
Frederick Law Olmsted Awards Luncheon

Evolution of the Event:

• 1983 – Tavern on the Green – 300 guests – $175,000
• 1987 – Bethesda Terrace – 900 guests – $300,000
• 1991 – Conservatory Garden – 1100 guests – $500,000
• 1995 – First year we broke $1 Million
• 1999 – First year we broke $2 Million
• 2012 – First year we broke $3 Million
Frederick Law Olmsted Awards Luncheon

Successes
• Date consistency – 1st Wednesday in May
• Event Sponsor & Corporate Sponsor
• Showcases the Park
• Has become known as the “Hat Lunch”
• Incredible Benefit Committee
• Generous underwriting support

Challenges
• Space limitations
• WEATHER!
  • Menu limitations
  • Getting guests attention during presentation
Annual Playground Party

**Location**: Heckscher Playground

**Attendance**: 1,600 tickets

**Amount Raised**: $415,000

**Audience**: School age children and their parents

**Format**: Activities, entertainment and food in Heckscher Playground
Annual Playground Party

Evolution of the Event:
- Originally 2 separate events, one on the Westside the other on the Eastside
- In 2000 became 1 party in Heckscher Playground
Annual Playground Party

**Successes**
- Date consistency – 3rd Wednesday in May
- Event Sponsor
- Generously underwritten
- Active Benefit Committee
- Most activities are donated

**Challenges**
- Limited space
- Weather
- Closing the playground to the public
Taste of Summer

**Location:** Bethesda Terrace

**Attendance:** 800 people

**Amount Raised:** $935,000

**Audience:** CPC donors, young professionals

**Format:** Tastings from 35 restaurants, cocktails, dancing, silent auction
Taste of Summer

Evolution of the Event:
• 1996 – First event was held at Bethesda Terrace
• 2005 – Moved event to Naumburg Bandshell to accommodate additional guests
• 2012 – Moved back to Bethesda Terrace
Taste of Summer

Successes
• Event Sponsor
• Celebrity Chef/ Name recognition
• Showcases the Park
• Casual environment
• Used iPad auction this year

Challenges
• Load-in and load-out is tricky - Minimize the effect the event has on the Park
• Keeping the event new and fresh
Tips, Ideas & Thoughts

1. Something for everyone
   - Try to engage all age groups
   - Options at different price-points
   - Events at different seasons/times of year

2. Benefit Committees & Host Committees - Its okay to “name drop”
   - Print names on the invitations

3. Pre-Events (often) hosted by a sponsor
   - Nice way to drum up excitement
Tips, Ideas & Thoughts

4. Don’t ask too much from your donors
   • Try to space out events
   • Don’t do a Pre-Event for every fundraiser

5. Underwriting
   • Ask your donors to help underwrite elements of the event
   • Make sure to breakdown prices to affordable levels
   • Recognize donors for their contributions

6. Thank you!
   • Make sure to thank your donors
   • Idea! Include a photo of them with their thank you note
Discussion