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.
The mission of Central Park Conservancy is to restore, manage, and enhance Central Park in partnership with the public.
Overview

Park History and Context
Programming Goals and Strategy
Current Programs
Challenges
Where do we go from here?
Central Park Management Impact

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<td>Olmsted/Vaux</td>
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<td>Veaux/Parsons</td>
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<td>Central Park Conservancy</td>
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40 million visits annually
### Annual Visits – Tourist Destinations

<table>
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<tr>
<th>Destination</th>
<th>Visits</th>
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<tr>
<td>Central Park</td>
<td>40 million</td>
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<tr>
<td>Times Square (tourists)</td>
<td>36 million</td>
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<td>National Mall &amp; Memorials</td>
<td>25 million</td>
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<td>Disneyworld (Magic Kingdom)</td>
<td>17 million</td>
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<td>Niagara Falls</td>
<td>14 million</td>
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<td>Broadway Theaters</td>
<td>12 million</td>
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<tr>
<td>Eiffel Tower</td>
<td>6 – 7 million</td>
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<td>Metropolitan Museum of Art</td>
<td>4.5 million</td>
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<td>Statue of Liberty</td>
<td>4 million</td>
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<td>Yosemite</td>
<td>3.5 million</td>
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</table>
Programming Goals and Strategy

Engagement vs. Activation
Responsibility and Respect for the Park
Reinforcing our Mission
Capturing Participant Information
Creating a Pipeline for Engagement
Program Analysis Framework

Program Criteria
• Build our Brand
• Increase Engagement/Support
• Enhance Visitor Experience
• Sustain Central Park Conservancy and the Park

Target Audiences
• Families
• Adults (locals and tourists)
• Educators
• Members
Education Programs

Service Learning
Exhibits and Gallery Tours
Discovery Programs
Exhibits and Gallery Tours
Discovery Programs
Walks and Talks
Guided and Self-Guided Tours
Illustrated Talks
Challenges

Breadth vs. Depth of participant engagement
Being Mindful of the Landscapes
Capturing accurate demographic/contact information
Encouraging membership/deeper engagement
Program measurement and evaluation
Revenue Generation
The mission of Central Park Conservancy is to restore, manage, and enhance Central Park in partnership with the public.