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.
REBRANDING CENTRAL PARK CONSERVANCY: 1980-2014
Industrial decline, economic stagnation, and an unprecedented fiscal crisis plunge New York City into chaos.

1,814 HOMICIDES IN 1980

1MM POPULATION DECLINE FROM 1970s to 1980s

25hrs DURATION OF THE 1977 BLACKOUT

Source: NYC.gov, | 311 | The Office of the Mayor
The Great Lawn turned into a dust bowl, vandalism closed Belvedere Castle, beer cans filled the Pond, graffiti marred Bethesda Terrace, and no one entered the Park after sunset.

42% DECREASE IN CITY PARKS EMPLOYEES

60% DECREASE IN CITY PARKS DEPT. APPROPRIATION

80% DECREASE IN CITY PARKS DEPT. CAPITAL BUDGET

In 1980, a small group of citizens formed the nonprofit **Central Park Conservancy**, a public-private partnership created to bring private resources to the public Park.

“We wanted something permanent and nonpolitical, not subject to changes when a commissioner or mayor leaves office; but also something that was accountable to the public and that worked in partnership with the city.”

Gordon Davis, Parks Commissioner 1978-'83

Source: http://www.centralparknyc.org/about/history.html
Starting in 1982, Rogers commissioned an exhaustive three-year survey of all aspects of the Park – from soil conditions to traffic patterns. The result: *Rebuilding Central Park*, a master plan envisioning $150 million for a "systematic and coherent renovation" over a ten- to fifteen-year period.

The plan would, in effect:

- Reverse the damage and deterioration of the 1970s through tangible improvements to the physical condition of the Park.
- Heed the original actions and intentions of the original Olmsted/Vaux *Greensward Plan*, “whenever possible, as a reference and guide.”
- Foster important social changes in public behavior that would return the sanctity of public space, both to the Park and New York City at large.
SUSTAINED PROGRESS

Under a Conservancy-funded master plan, the gradual restoration of decrepit landscapes evolved. And as Central Park Conservancy showed its ability to protect and maintain its investment, more private individuals, foundations and corporations put their time, trust, and their money into the restoration of Central Park.

$172K RAISED BY THE FIRST WOMEN’S COMMITTEE AWARDS LUNCHEON
$65MM RAISED FOR REBUILDING CENTRAL PARK BY 1990
1900 VOLUNTEERS BY 1984
13,000 VOLUNTEER HOURS LOGGED BY 1988
1 CITATION OF EXCELLENCE FROM THE WHITE HOUSE
NEW CHALLENGES

- As different groups with different goals and personalities tried to advance their initiatives independently, they developed communications with little standardization between them, and no consistent treatment of the Parks identity.
- A lack of identity, cohesion, and focus meant no one had an eye on the bigger picture and that all efforts were being diluted.
NEED FOR AWARENESS

In a 2009 user survey, only **15%** of visitors could identify Central Park Conservancy as the group that managed and raised funds for Central Park.

$57 MM

CENTRAL PARK’S ANNUAL OPERATING BUDGET

75%

AMOUNT PROVIDED BY CENTRAL PARK CONSERVANCY VIA PRIVATE DONATIONS

“It’s a challenge, people are not used to understanding that a private organization could be managing a public park.”

Doug Blonsky, President & CEO of Central Park Conservancy
NEED FOR DISTINCTION

- “The Parks Leaf” logo, first introduced on official documents in 1934, is one of the most omnipresent and iconic symbols in New York.
- In the early 1980s it was introduced on Parks trucks, and widely disseminated on Parks signage.
- In 2011, the identity was modernized by Pentagram and led the introduction of a new system for signage, communications, promotions, programming, and partnerships.
BENEFITS OF “BRAND”

- **RELIABILITY** – Earning consumer trust to ensure your brand future.
- **CREDIBILITY** – Inspiring and empowering your consumers to like, share, and advocate on your behalf.
- **QUALITY** – Valuing your brand as much as you would like your consumers to value it in return.
- **RECOGNITION** – Being bold enough to stand out, so that others will see you.

- **MEMORABILITY** – Driving consumers to come back for more.
- **LOYALTY** – Creating a bond between your brand and your consumers through positive experiences.

Empire State Lit Up in Conservancy Green
BENEFITS OF “BRAND”

- Brand begins with a product, but it grows and strengthens with the people who represent it, work for it, and advocate on its behalf.
- Uniting people under a brand brings them identity and purpose—coming together to solve problems under one umbrella.
- Having people wear the brand gives them a sense of pride and belonging.
INSPIRATION

- Central Park Conservancy is an “ingredient brand.”
- Central Park Conservancy powers the Park and makes the Park what it is.

“Intel inside”

“Bringing good things to life”
WHAT MAKES A GOOD BRAND?

UNIQUE
Unlike any other brand.

OWNABLE
Can’t be copied by another brand.

RELEVANT
Speaks to your core constituent.
Central Park Conservancy worked with mcgarrybowen to develop a unique brand identity that would allow the Conservancy to define itself to visitors and donors.
The Central Park Conservancy identity reflects our heritage and displays the solid foundation we provide for New York City as the governing entity in charge of restoring, enhancing, and maintaining Central Park.

Advertising and marketing our mission is as critical to the future of the Park as planting flowers or trees.
PERSONALITY

- The personality of Central Park Conservancy is as unique as the organization it represents. We are positive, upbeat, approachable and generally lighthearted, but when it comes to taking care of the Park, we mean business. In fact, we serve as park management consultants to cities around the world.

VOICE

- We have a New York attitude with a voice that speaks to you, not at you. We believe you can be serious without taking yourself too seriously. Many of our communications will end with “It’s your park. We just take care of it for you”, concisely summing up our mission, and how it benefits us all.
All Central Park Conservancy communications maintain a consistent tone across all media.

- We are playful but not frivolous.
- We are pithy but not brusque.
- We are edgy but not obnoxious.
- We are forward but not overbearing.
- We are confident but not boastful.
- We are engaging but not patronizing.
- We are proud of our accomplishments, but will never rest on our laurels.
HELP KEEP STRAWBERRY FIELDS FOREVER.

THE "PRETTY GOOD" LAWN DOESN'T HAVE THE SAME RING TO IT.

OUR GREEN THUMBS NEED A HAND.
COMMITMENT TO CONSISTENCY
COMMITMENT TO CONSISTENCY
Communications and Branding Guide for Internal and External Use

**USING THE LOGO**

**Logo Usage**

1. **Color**
   - CENTRAL PARK CONSERVANCY central to the park

2. **Black**
   - CENTRAL PARK CONSERVANCY central to the park

3. **Knockout on black or image**
   - CENTRAL PARK CONSERVANCY central to the park

4. **Logo on white bar/strap**
   - ![Image of logo on white bar/strap]

**Variations**
The horizontal logo has various versions that are chosen depending on the background color of the design.

**USING THE LOGO**

**The Park Mark**

- **Type size guidelines to follow:**
  - The green rectangle in the logo is an idealized version of Central Park's footprint.
  - The green rectangle in the logo is referred to as the Park Mark.

- **A 3-to-1 ratio**
  - Central Park’s 845 acres form a large rectangle.
  - The Conservancy’s Park Mark is comprised of three squares.

**Unaccepted variations**:
- Squeezed
- Expanded
- No Park Mark
- Park Mark at right
- Color change
- Omit’s rule
- Park Mark edit
- Color change
- Color on reversed background
- Color on image
- Color w/knockout box
ESTABLISHING STANDARDS

Central Park Conservancy
Signage Catalogue

Web Style Guide

Central Park Bleecker
Central to the park
There were 211 news stories that mentioned CPC in FY14; **82% related to CPC management, programs, events and initiatives.** (For comparison, there were roughly 120 articles about CPC in FY13).
A NEW GENERATION

- Using new media and technology to reach younger audiences and broaden our donor base.
- Transition from creating brand experiences to becoming an experience brand.

MOBILE
iPhone/Android App

ENVIRONMENTAL
Seasons on the Terrace

SOCIAL
#CentralPlay
PUBLIC PROGRAMS
SUCCESS, SO FAR…

In awareness surveys conducted this past spring, we learned that on average,

- **76%** of respondents had heard of Central Park Conservancy on an aided basis, and 29% said that CPC takes care of the Park on an unaided basis.

- **36%** said that funding to care for Central Park came from private donations. An additional 7% specifically said Central Park Conservancy.

$750MM RAISED IN THE LAST THREE DECADES

40MM ANNUAL VISITORS  5 MAYORAL ADMINISTRATIONS  80K ANNUAL SUPPORTERS

Minton Ceiling, The Great Lawn, Conservatory Water, Reservoir Fence
NEW INITIATIVES

- Custom-made trash bins
- In-Park signage
- Pinterest page launch
- Responsive website redesign
- iPhone/Android app update
- Tumblr page launch
Central Park Conservancy Institute for Urban Parks – The educational arm of Central Park Conservancy. The Institute develops programs designed to facilitate discovery of the Park and transfer knowledge of the Conservancy’s world-class urban park management and stewardship practices, both locally and globally. The Institute’s programs help visitors explore the Park’s landscapes, history, and design, as well as share our expertise and management techniques with parks in New York City and around the world.
OFFICIAL CENTRAL PARK TOURS
DISCOVERY PROGRAMS
LASTING LEGACY

For 35 years, Central Park Conservancy has aspired to build a great organization that sets the standard for and spreads the principles of world-class park management – emphasizing environmental excellence – to improve the quality of open space for the enjoyment of all.

Source: http://www.centralparknyc.org/about/history.html
IN CONCLUSION