Central Park Conservancy Institute for Urban Parks
Statement of Purpose

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

The Institute develops programs that *foster a deeper appreciation* for urban parks and *share the Conservancy’s world-class management practices*, both locally and globally.
The mission of Central Park Conservancy is to restore, manage, and enhance Central Park in partnership with the public.
Restore and Maintain Central Park

Elevate the Visitor Experience
Central Park 40 million
Times Square (tourists) 36 million
National Mall & Memorials 25 million
Disneyworld (Magic Kingdom) 17 million
Niagara Falls 14 million
Broadway Theaters 12 million
Eiffel Tower 6 – 7 million
Metropolitan Museum of Art 4.5 million
Statue of Liberty 4 million
Yosemite 3.5 million
Overview

Visitor Services: an Organizational Standard
Visitor Experience Strategy
The CPC Brand
Discovery Guides
Visitor Centers as Launching Pads
Retail and Awareness
Staff Development
Challenges
Visitor Experience Strategy

Inform, Equip, Engage

Staff as Ambassadors

Visitor Centers as Launching Pads
Programs and Tours
Free Park Maps
User Group Maps
In-Park Signage
Social Media
Retail
App
Website
Internal Communication
Customer Service Training
Park / Conservancy History

Visitor Experience Strategy
Visitor Services: Current Impact

- 5 Visitor Centers
- 4 Kiosks (1 staff, 3 vol.)
- 10 Discovery Guides
- 100 Volunteer Greeters

- 1 million Visitor Center visits
- 200,000 Discovery Guide interactions
- 250,000 Greeter interactions
- 100,000 Public Program participants
The CPC Brand
Visitor Centers as Launching Pads
Belvedere Castle
The Dairy
Technology

central play
A campaign by the Central Park Conservancy to reconstruct and enhance Central Park’s 21 playgrounds

Share your #centralplaymemory

OFFICIAL WEBSITE OF NEW YORK CITY’S CENTRAL PARK

Today in Central Park +
33°F

PARK INFO
All about the Park

MOBILE APP
Get our free Central Park App

BLOG
Learn fun and cool facts

central to the park
Staff Development
Challenges

Engaging Visitors at Entrances
Staff Development
Internal Communication
Dip Jars
Retail Awareness
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