Public-Private Partnerships: The Central Park Experience

Urban Park Management Webinar Series

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Institute for Urban Parks
Public-Private Partnerships: The Central Park Conservancy Experience

Douglas Blonsky, President & CEO and Central Park Administrator
Webinar Objectives

- **Introduce** and provide a brief introduction to public-private partnerships
- **Present** a timeline of the evolution of the Central Park Conservancy and its partnership with the City of New York
- **Show** how the Conservancy worked steadily over 36 years to restore, enhance and maintain Central Park
- **Share** four “take away” principles to keep in mind when building your public-private partnership
What are Public-Private Partnerships?

A public-private partnership is an arrangement between a public agency (federal, state or local) and a private sector entity. Through this agreement, the skills and assets of each sector (public and private) are shared in delivering a service or facility for use by the general public.
Public-Private Partnerships: Multidisciplinary
Public-Private Partnerships: Supporting Parks
Building and Sustaining Your Partnership

- Know the Impetus for Your Partnership’s Creation
- Determine Your Partnership
- Have a Vision for the Future
- Walk, Don’t Run!

Key Principles
The Impetus for Your Partnership
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The Impetus for Your Partnership

- **42%** Decrease in City Parks Employees
- **60%** Decrease in City Parks Dept. Appropriation
- **80%** Decrease in City Parks Dept. Capital Budget
Determine Your Partnership

The Savas Report
“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
Determine Your Partnership

Central Park Conservancy Management Model

BOARD OF TRUSTEES
Central Park Conservancy

COMMISSIONER
NYC Parks & Recreation

PRESIDENT & CEO
Central Park Conservancy
CENTRAL PARK ADMINISTRATOR

Central Park Conservancy Staff
NYC Parks Department Staff
Have a Vision for the Future
Have a Vision for the Future

Ongoing Strategic Planning
Have a Vision for the Future
Walk, Don’t Run!
Walk, Don’t Run!

Park Lighting
Walk, Don’t Run!

Park Benches
Walk, Don’t Run!

Park Benches Today
Walk, Don’t Run!

Belvedere Castle, 1970s
Walk, Don’t Run!

Belvedere Castle, Restored 1983
Walk, Don’t Run!

Conservatory Garden
Walk, Don’t Run!

Conservatory Garden, Restored 1983
Walk, Don’t Run!

Bethesda Terrace, 1970s
Walk, Don’t Run!

Bethesda Terrace, Restored 1987
Walk, Don’t Run!

The Great Lawn, 1980s
Walk, Don’t Run!

The Great Lawn, Restored 1997
Walk, Don’t Run!

Central Park Management History

CONDITION OF THE PARK

Olmsted/Vaux

Vaux Parsons

No accountability

Moses

No accountability

Pre-CPC Advocacy Groups

Central Park Conservancy

Central Park Management History
Sustaining Our Public-Private Partnership

42 Million Annual Visits
For more information about Institute programs, please contact:

Maura Lout  
Director, Center for Urban Park Management  
mlout@centralparknyc.org

Chris Cousino  
Associate Director of Urban Park Management  
ccousino@centralparknyc.org

Learn more at: centralparknyc.org/institute | institute@centralparknyc.org | @cpcinstitute | 212.310.6678