Public-Private Park Partnerships: The Central Park Conservancy
Maura Lout, Director, Center for Urban Park Management
Webinar Objectives

- Define the Central Park Conservancy’s public-private partnership with the City of New York

- Describe the circumstances that led to (and the process of) founding the Conservancy

- Examine critical components of the partnership that support and enhance its success

- Share five key principles to consider when developing your public-private partnership
Key Principles for Partnerships

- Be a partner
- Have a plan
- Identify your funding model
- Walk, don’t run
- Think long-term
A public-private park partnership is an arrangement between a public agency (federal, state, or local) and a private sector entity that focuses on parkland. Through this agreement, the skills and assets of each sector (public and private) are shared in delivering a service, asset, or facility for use by the general public.

Varieties: Conservancies, Trusts, Alliances, Friends of Groups, BIDs.

A Conservancy is a private, nonprofit public benefit organization that raises money independent of the city and spends it under a plan of action mutually agreed upon with the government.
What is a public-private park partnership?
The Central Park Conservancy
The Central Park Conservancy

Our Management Agreement

Three Important Components

✓ Authority

✓ Financial structure

✓ Indemnification
Be a Partner
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“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, NYC Parks Commissioner 1978-1983
Be a Partner
Have a Plan
Identify Your Funding Model
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Walk, Don’t Run!
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Walk, Don’t Run!
Walk, Don’t Run!
Think Long-Term

42 Million Annual Visits
Key Principles for Partnerships

- Be a partner
- Have a plan
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Leave Room For Fun!
Q & A
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