



Central Park Conservancy Institute for Urban Parks

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

1970s – A CITY IN CRISIS

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



THE BEGINNING

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



REVOLUTIONARY PARTNERSHIP

- 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

Shed a Tear for Park's Fragile Remnant of Yesteryear

By PETER COUTROS

In a more leisurely time, when men wore bowlers and women tressed themselves to the point of mimicking poster pigeons and 42nd St. was uptown, Central Park was where you went when you yearned for a day in the country.

And when the sun shone so brilliantly as to almost burn a hole in midday's parasol, there was always the Ladies Pavilion (in which a dandelion in distress could duck for cover, designed in 1871 by Jacob Wrey Mould, who also designed the first wing of the Metropolitan Museum of Art, the pagoda-like shelter had stood on the peninsula that juts gently into Conservancy Lake off the park's West Drive at 77th St.

Three years ago, the Friends of Central Park—a group dedicated to feeding off the eroding encroachments of pillbox time and mindless man—observed the sad state of repair that the Ladies Pavilion was in.

They Make Inspection

Swinging sticks to a rot-roasting rat, Edelle Wolf and other concerned friends of the Park moved close enough to the pavilion to determine that time had taken its toll; that had been worn into the stately, cast-iron columns that supported the structure's roof and the roof itself were the scars of falling branches and the wash-out look wrought out of many rainstorms.

Quickly a campaign was



Ladies Pavilion near Central Park's West Drive lies in ruins after visit by vandals.

REUTERS photo by AP Wirephoto

mouled, funds were raised and \$3,700 was paid to an architectural firm to provide plans for the restoration of a masonry remnant tucked away in one of the park's most scenic areas.

The Park Department was appalled of the Friends' effort and was told of the fund held in readiness for such a rebuilding program.

That was three years ago. In the interim, Central Park became the focal point of a thousand happenings, some

cultural, some strictly for fun, a lot of them simply manifestations of society's excesses.

Sometime last Friday, time and man's irresistible urge to destroy that which he cannot understand caught up with the Ladies Pavilion. Yesterday it lay in ruins, its rusty supports slanted in one direction, as though the vandals who dealt it the coup de grace had tried to push it into the lake with one mighty shove.

A rat scurried in the wreckage of what was once strong and ornate. Nearby, a neatly drawn cross marked the spot where Ricky Gallardo, 11, hanged a cat he and his friends had drowned at the water's edge.

Telegram Is Sent

Down at City Hall, on the mayor's desk perhaps, there was a telegram from Edelle Wolf and her friends. The message took note of the fact that

the mayor was probably too busy to worry about the park.

The telegram also took cognizance of the park commissioner's being "too burdened with his cultural affairs responsibilities, including the Metropolitan Museum, to attend to our parks properly."

Finally, it was suggested that someone be appointed whose "first and only duty will be to protect New York's historic parks before they disappear."



A Conservancy Is Formed to Seek Private Financing for the Aid of Central Park

Continued From Page 12

The conservancy's primary task would be the raising of private money to supplement the city's budget. The conservancy would also be responsible for the day-to-day maintenance of the park, including the cleaning of the park's paths, the painting of the park's benches, and the planting of the park's trees.

There is a great untapped source of donors out there who have never contributed to the park or the city, the conservancy says. When the museum and other cultural institutions don't hesitate to fund their flagships, there's no reason why the city can't do the same.

Projects Under Way

Despite major setbacks to public financing, the city's Parks Department expects by at least 1,200 since 1975, park officials have succeeded in "raising" the larger number of conservancy projects in Central Park's recent history. Among them that involve private funds either in combination with public funds are these:

The remodeling of the Sheep Meadow. The conservancy will contribute \$200,000 in core funds and more than \$200,000 in connection with a James Taylor concert in the park.

The restoration of repair and reconstruction work on a number of monuments, including the Bethesda Fountain, the Cherry Hill Fountain, and the Cherry Hill Fountain.

A \$200,000 renovation of the Dairy, a neoclassical pavilion, the Park Department's Board of Parks Commissioners, the Central Park Conservancy, and the Park Department.

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George J. Davis, right, the city's Commissioner of Parks and Recreation, and Elizabeth Barlow, the Central Park Conservancy's president, with William Pagan, an architect.

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donors wherever possible and supply the park with private philanthropy. "I think we can do it if we create the money," said Mr. Davis.

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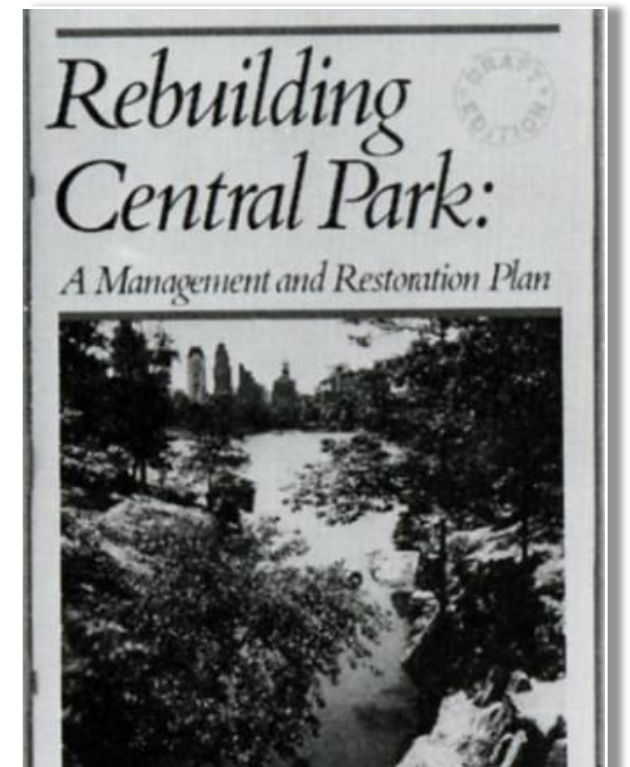
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FIRST ORDER OF BUSINESS

- 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.



Central Park
Conservancy



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.



City of New York
Parks & Recreation



NYC Parks

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.



PROGRESSION

- Central Park Conservancy worked with mcgarrybowen to develop a unique brand identity that would allow the Conservancy to define itself to visitors and donors.



CENTRAL PARK
CONSERVANCY



CENTRAL TO THE PARK

- 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.

TONE

- 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.

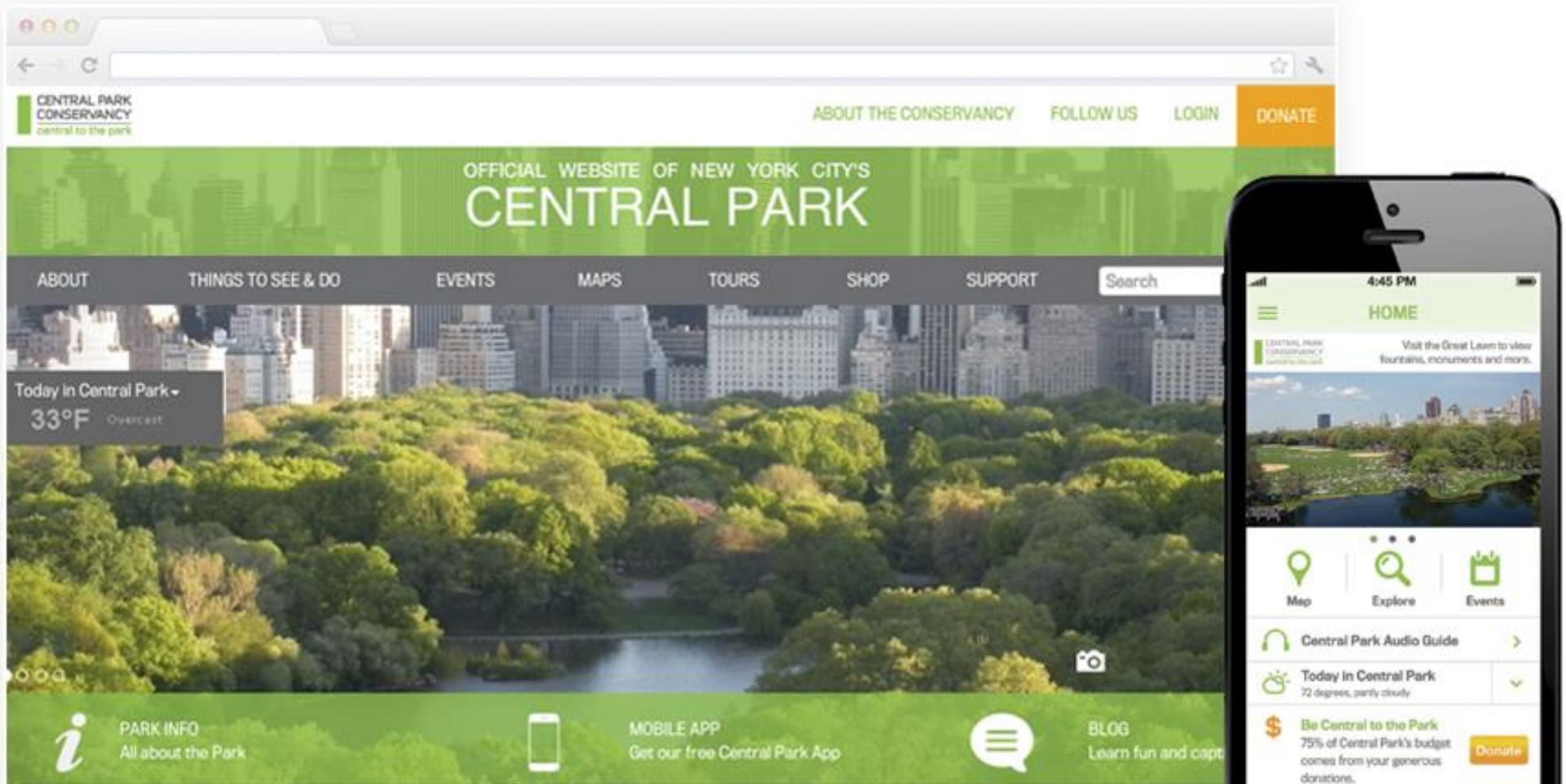
THE "PRETTY
GOOD"
LAWN
DOESN'T HAVE
THE SAME
RING TO IT.

OUR
GREEN
THUMBS
NEED A
HAND.

COMMITMENT TO CONSISTENCY



COMMITMENT TO CONSISTENCY



ESTABLISHING STANDARDS

Communications and Branding Guide for Internal and External Use

USING THE LOGO

Logo Usage

Variations

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



1. Color



2. Black



3. Knockout on black or image



4. Logo on white bar/strap



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.

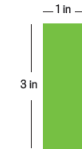
The green rectangle in the logo is referred to as the Park Mark.

A 3-to-1 ratio



The Conservancy's Park Mark is comprised of three squares.

Central Park's 843 acres form a large rectangle.



**CENTRAL PARK
CONSERVANCY**
central to the park

USING THE LOGO

Logo Usage

Unaccepted variations



Squeezed



Expanded



No Park Mark



Park Mark at right



Color change



Omits 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 CONSERVANCY
SIGNAGE CATALOGUE **Key**

GL-MAP-SN-13W24H-01

Great Lawn



The NYC Parks Department requires permits for organized sports and other planned activities. Visit [nycgovparks.org](#) for more information.

The following are not permitted on lawns:

- Bikes, rollerblades, and skateboards
- Cleats and high-impact sports such as football, soccer, rugby, or lacrosse
- Dogs

Alcoholic beverages are not permitted anywhere in the Park.

Red Flags indicate areas restricted due to weather or maintenance. When the green is red, it is closed to the public.

For updated information, call the Great Lawn Information Line at 212.625.1000 Ext. 300

LANDSCAPE

BC = Belvedere Castle
BT = Bethesda Terrace
BP = Bridle Path
CE = Cedar Hill
CH = Cherry Hill
CC = Chess & Checkers
CG = Conservatory Garden
CW = Conservatory Water
DA = The Dairy
DE = The Dene
EG = East Green
EM = East Meadow
GA = Grand Army Plaza
GH = Great Hill
GL = Great Lawn
HB = Heckscher Ballfields
HM = Harlem Meer

LA = The Lake
LB = Loeb Boathouse
NM = North Meadow
NL = No Landscape Specified
NS = Hallett Nature Sanctuary
NW = North Woods
PL = Playgrounds
PO = The Pond
RP = Arthur Ross Pinetum
RS = Reservoir
SF = Strawberry Fields
SM = Sheep Meadow
TM = The Mall
TR = The Ramble
TU = Turtle Pond
ZO = Central Park Zoo

TYPE

AUD = Audio Guide
CNS = Construction
ENF = Enforcement
LOC = Location
MAK = Marketing
MAP = Map

CONFIGURATION

BN = Banner
PG = Plexiglass
SK = Sticker
SN = Sintra
ST = Standee

SIZE

VN = Vinyl

SERIAL NUMBER

Substrates

General Park Signs 1/4" Sintra
Ballfield Signs, Standees 1/2" Sintra
Banners 15 Oz. Vinyl

Typography

Typeface: Titling Gothic Narrow Medium
Leading is 10-15% greater than the point size of the type.
Tracking is between 0 and -20.

Style: Headlines are Set in Title Case
Body copy is set in sentence case.
• Single right point angle quotation marks are used as bullets, with the second lines indented

GRAPHICS

Buttons and Arrows

Buttons and arrows are small design elements use throughout the site. They might seem insignificant, but it is very important to use the correct version. Since these elements are use everywhere on the site, it will be noticeable if different versions of each are used.

NOTE: The same button style need to be used on all our emails. Also, the orange button should only be used when asking for donations.

DONATE NOW

Buttons

This is the style that the buttons need to follow: 37 px height, rounded edges, and all caps Titling Gothic Condensed Regular. The length of the buttons will adjust to accommodate the amount of text inside.

When more than one kind of information on a button is needed on the same page, the color for one of them can be changed to the red/salmon as it is done on the [Tours page](#).



Do not use text in upper lower case or any other variation and don't change the font.

Do not change the size of the font.

Do not use buttons in other shapes or styles.

Arrows

This is the style for the arrows use for links or additional information.



Above are examples of proper uses of arrows on the site

BUILDING AWARENESS OF BRAND

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).

The New York Times **N.Y. / Regio**

WORLD | U.S. | N.Y. / REGION | BUSINESS | TECHNOLOGY | SCIENCE | HEALTH

Inaction and Delays by New York as Storm Bore Down



Angel Franco/The New York Times

Mayor Michael R. Bloomberg on Wednesday with, from left, Jay H. Walder, M.T.A. chairman; Janette Sadik-Khan, transportation chief; Joseph F. Bruno, the city's emergency manager, and John J. Doherty, the city's sanitation commissioner.

By RUSS BUETTNER, MICHAEL M. GRYNBAUM and SERGE F. KOVALESKI
Published: December 29, 2010

WNYC News

In Photos: Snow Blankets the City



Central Park conservancy employees shovel sidewalk on Central Park West and 82nd St.

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.

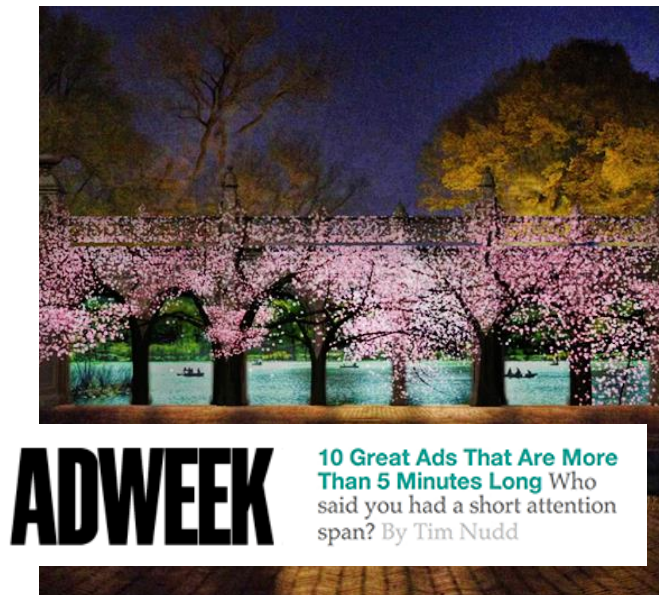
MOBILE

iPhone/Android App



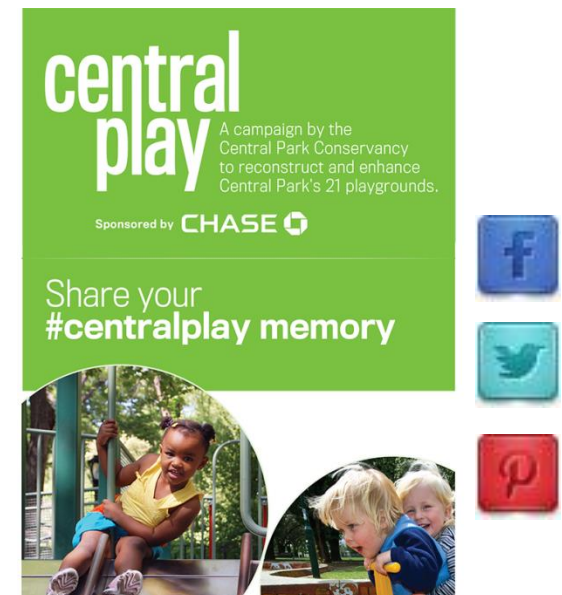
ENVIRONMENTAL

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

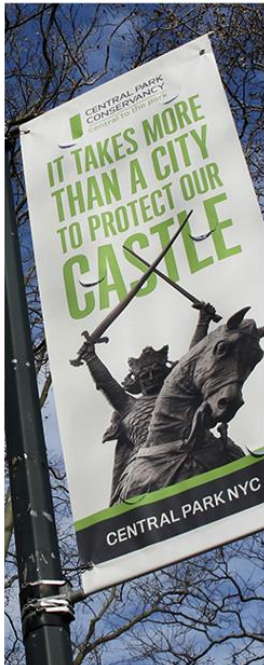
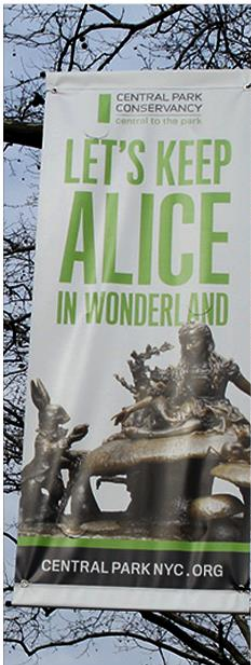
5 MAYORAL ADMINISTRATIONS

80K ANNUAL SUPPORTERS



NEW INITIATIVES

- Custom-made trash bins
- In-Park signage
- Pinterest page launch
- Responsive website redesign
- iPhone/Android app update
- Tumblr page launch



A LOOK INTO THE FUTURE

- **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.



IN CONCLUSION

