I love Prospect Park because I can walk in the woods, jog around the perimeter road, plant woodland plants as a volunteer, give tours of the ravine, see chipmunks, walk dogs, watch bats, fly a kite, take pictures, attend concerts at the bandshell, listen to free opera in summer, listen to Fred tap dancing under a bridge, watch a woodcarver, have picnics, play soccer, watch baseball, frisbee and cricket, do t’ai chi with my friends on t’ai chi hill, sit on a bench on the way home from the library and start reading my books, visit the zoo, work at the zoo as a gardener...
It is with enormous pride and gratitude that I have now completed my third year as the Chairman of the Prospect Park Alliance. FY10 was a year with some challenges, but also many successes.

The burdens on our staff and volunteers continued to grow as the Alliance was forced to deal with the effect of layoffs and furloughs initiated at the very start of the year. However, I am happy to say we made it through this difficult period with only a minimum loss of service. And, once again, record numbers of people visited the Park.

I would especially like to recognize New York City Parks Commissioner Adrian Benepe and his outstanding staff. Although the City remains in a period of fiscal restraint, their partnership and support help keep the Park the treasure our visitors expect.

This year we made a particular effort to keep the Park clean and to help preserve our trees. We instituted a special education and enforcement program to protect our trees from charcoal left behind after the many barbecues. This effort required extra staff and volunteer time, but the impact was noticeable.

We continue to make great progress on our Lakeside restoration and recreation project and we deeply appreciate the generous funding we’ve received from both public and private contributors.

Finally, I must acknowledge the coming retirement of our founder and president, Tupper Thomas. After thirty years, Tupper announced she would be leaving in 2011. Tupper’s contribution to the Park can literally be seen in every one of the Park’s 585 wonderful acres.

Tupper will be missed, but as she continually reminds us, her proudest achievement is the sustainability of the Alliance and its highly regarded staff, directors and volunteers. She leaves knowing that the Alliance, with your continued support, will grow and thrive in the years ahead.

Sincerely,

Albert H. Garner
Our Public Leaders
Recognizing The Value Of Prospect Park

The Prospect Park Alliance is grateful for the continued support of our elected leaders. Throughout the year, city, state and federal officials allocated funds that are crucial to the Park’s restoration, maintenance and programming.

CAPITAL PROJECTS – FY10

Brooklyn Borough President Marty Markowitz allocated $1 million and City Council Member Letitia James allocated $100,000 for the restoration of the Grand Army Plaza Soldiers and Sailors Memorial Arch. Once complete, the Arch will again provide space for programming, and we will have restored this icon to its former glory.

City Council Member Bill de Blasio allocated an additional $900,000 this year for the Wellhouse Comfort Station. This allocation, combined with his previous funding will convert the building into a much needed public bathroom.

State Assembly Member Joan Millman allocated $200,000 for Lakeside.

PROGRAMS AND OPERATIONS

For the Park’s youth and education programs:
$40,000 from City Council Speaker Christine Quinn
$6,500 from City Council Member Darlene Mealy
$10,000 from State Senate Conference of Black Senators and State Senator John Sampson
$2,500 from State Senator Daniel Squadron
$4,000 from State Assembly Member Karim Camara
$4,000 from State Assembly Member William Colton and State Assembly Member Nick Perry
$15,500 from State Assembly Member Rhoda Jacobs
$5,000 each from State Assembly Member Hakarem Jeffries; State Assembly Member Joseph Lentol; State Assembly Member Joan Millman; State Assembly Member Felix Ortiz; State Assembly Member Annette Robinson

For general operations:
$16,875 from the City Council Brooklyn Delegation, chaired by Council Members Erik Dilan and Letitia James;
$10,000 from City Council Member Sara Gonzalez

$4,000 from City Council Member Domenic Recchia, Jr.
$5,000 from City Council Member David Yassky
$15,000 from State Assembly Member James Brennan

Other allocations:
$24,00 from Brooklyn Borough President Marty Markowitz for New Year’s Eve Fireworks at Grand Army Plaza and general operations
$58,000 from City Council Member Bill de Blasio for Playground Associates and school programs
$18,362 from City Council Member Letitia James for Playground Associates and school programs

Adrian Benepe, Commissioner, NYC Parks & Recreation, gets ready to throw the first ball on Opening Day in Prospect Park
The Park initiated a “Save the Trees” campaign to foster responsible barbecuing. Staff and volunteers spoke to almost 10,000 people in the Park about proper BBQ grilling and cleanup throughout the summer.

The Fix-it Crew, part of the Maintenance department, installed:

- 13 new hot coal bins (there are now 28)
- 15 BBQ grills
- 15 new two-yard dumpsters
- 2 new decorative trash cans

The “Save The T rees” campaign also included:

- new signage
- new rule cards
- stickers distributed to Park goers
- informational ribbons wrapped around trees in BBQ areas
- Staff members working weekends from May 15th through July 25th doing public outreach.

The Community Committee
Working For The Park, Its Visitors And Neighbors

The Prospect Park Community Committee (ComCom) consists of representatives of more than 50 local organizations, as well as all of the elected officials (federal, state and city) and community boards that represent the Park and the surrounding districts.

The three main focus points of the ComCom are:
1. Advocacy: Identify and develop advocacy strategies for specific issues of concern related to the Park.
2. Operations: Study issues related to Park operations and develop a methodology to disseminate information to Park users on specific Park rules.
3. Recruitment & Retention: Strategize to keep organizations engaged in ComCom activities and recruit new membership.

FY10 ACTIVITIES
- In conjunction with the Prospect Park Track Club and Transportation Alternatives, ComCom produced “Road Rules II” where members spent the afternoon distributing Prospect Park Rule Cards and talking with Park users.
- At the “Save the Trees, Anti-Litter” campaign throughout the summer, ComCom members patrolled the Park and participated in information distribution.
- ComCom members testified on the condition of rental horses before the NYC Department of Health and Mental Hygiene and the New York City Council on the Health, Safety and Well-Being of Rental Horses.
- Advocated for funding for Park programs and operations; for a variety of capital improvement projects; and for keeping horseback riding an ongoing tradition in Prospect Park.

Landscape Management and Maintenance & Operations
Keeping The Park Clean, Green, Gorgeous And Growing

Through its various crews, Landscape Management cares for the Prospect Park’s green spaces and waterways. The Turf Crew keeps the lawns mown and the ballfields groomed. Horticulture cares for the more formal landscapes, the Natural Resources Crew looks after the woodlands and lake while the Arboriculture Crew cares for the Park’s 12,000 landscape trees.

WHO DID WHAT?
- In-house arborists pruned 519 trees and supervised the pruning of 103 trees by contract.
- The Natural Resources Crew added 1,603 trees and 2,410 shrubs to the woodlands with a focus on the east side of Lookout Hill.
- The Turf Crew renovated 130,000 sq. ft. of lawn and two ballfield infields (with help from the Prospect Park Baseball Association).
- As part of the Lakeside initiative, Landscape Management installed and maintained 2,500 aquatic plants, 400 shrubs and 60 trees in the Lakeshore restoration.

STORM DAMAGE AND RECOVERY
On the weekend of March 20 a storm ravaged the northeast, destroying over 50 trees in the Park including an oak that had survived the Civil War. With the help of our many supportive neighbors, friends and an anonymous donor who offered a $10,000 match, over $80,000 was raised to help repair the damage.

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A small group of thoughtful, committed citizens can change the world. ~ Margaret Mead

Heaven is under our feet as well as over our heads. ~ Henry David Thoreau

have a picnic…

walk in the woods…
Concessions
Rackets, Rentals, Rides & The Rink

Concessions in Prospect Park are managed to serve the public and earn money, which goes directly back into Park care, maintenance and programming.

The Picnic House was chosen as a The Knot Best of Weddings, 2010 Winner by theknot.com and received a Bride's Choice Award from weddingwire.com. May, June, September and October were the busiest months for weddings, bar and bar mitzvahs and other special occasions, with the space being rented every weekend.

At the Boathouse morning wedding ceremonies and evening reception rentals contributed to revenue.

Wollman Rink was rented for over a hundred private events. The rink was open for a total of 102 days, with 74,785 visitors and over 43,000 skate rentals. Skate rental sales continue to be highly profitable. The "Skate for Free" promotion was very successful in drawing skaters to the Rink: visitors received a coupon good for one free future Rink admission if they rented one pair of skates or made a purchase of $15 or more at the Snack Bar.

In spring 2010 ticket prices at the Carousel increased to $2. Still a good bargain! Revenue increased 10.4% over last year. There were 68,782 rides (including 7,879 free rides) during public hours. The Carousel also hosted about 100 birthday parties and was visited by numerous camp and school groups throughout the season.

Pedal Boats. We rented about 200 boats a week to the public. Approximately 2,500 children toured the lake as part of a school or camp trip.

Food and beverage sales at the popular Parade Ground snack bar continued to bring in revenue.

The Tennis Center is a modern year-round facility with 11 courts for day and night play.

Highlights from the year include:
• A revenue increase of 1% from the previous year despite the economic downturn.
• Expansion of the highly-acclaimed Special Aces Program for special needs kids.
• Our Summer Youth Program was so popular two additional weeks were added in August.
• Introduction of tennis clinics were a new powerful tool to communicate specials events and discounts.

Prospect Park Volunteer Corps continues to attract individuals from all over Brooklyn. The Volunteer Corps consists of several weekly groups that attend to various needs throughout the Park.

In Loving Memory of Richard Enquist

With the death of Richard Enquist this past March, both Brooklyn and the Prospect Park Volunteer Corps suffered a great loss. Prior to the establishment of the Prospect Park Alliance and the official formation of the Volunteer Corps in the late 1970s, Richard was a "one-man volunteer army" in the Park. He was then instrumental in putting together the official Park Volunteer program and quickly took on a leadership role, helping to recruit and train new volunteers.

Today the Volunteer Corps that Richard helped start has grown beyond even his own dreams. In Richard’s honor and memory, a tree will be planted in the Park he so deeply loved.

Honored Volunteer Tim McKinney

Tim McKinney is a fixture in Prospect Park, volunteering twice weekly for the better part of seven years. Since 2003, the Prospect Park Volunteer Corps has been blessed by Tim’s hard work, positive attitude and dedication. This year Tim stepped in to lead Monday’s East Side Revival Corps, making it possible for this group to expand its efforts throughout the Park.

With his relaxed and good-natured manner, Tim has played a key role in fostering a sense of community amongst the volunteers. Tim is a natural leader who is always there to help others, and promote community events both inside and outside the Park. Tim has over 1,500 recorded volunteer hours since 2003 and he gives his time 10 out of the 12 months of the year.

Plant woodland plants as a volunteer…
Look deep into nature, and then you will understand everything better.  
Albert Einstein

Education

Teaching & Learning Never Go Out Of Style

The Prospect Park Audubon Center (PPAC) is a unique and inviting setting where children, families and adults explore and learn about the natural environment.

• Over 73,000 visitors participated in public programs and 11,760 students participated in school programs.
• Visitors can view live exhibits of native and non-native species at the Center. They can see a black rat snake, American bull frog, eastern box turtle, crayfish, snapping turtle and red eared sliders.
• The Center collaborated with the National Environmental Education Foundation (NEEF) and the National Audubon Society to engage pediatric health care providers in recommending outdoor activities to children.
• A new Advocacy Exhibit allows visitors to learn about the importance of preserving natural habitats by giving visitors the opportunity to send a postcard to their state senator supporting the Neotropical Migratory Bird Conservation Act – a small program with a big impact.

Lefferts Historic House is an 18th century farm-house complete with indoor and outdoor exhibits, period rooms and working farm plots.

• A total of 48,800 guests came to visit Lefferts, including 4,000+ students and teachers.
• There was an increase of 9,000 in visitation at the museum over last fiscal year.
• A new interactive textile exhibit using images, reproduction objects and clothing from the museum’s collection allowed visitors to explore the history and processes of transforming natural materials into various textiles.
• With the support of the Leon Levy Foundation, the museum and the Brooklyn Historical Society (BHS) initiated a program of document conservation. BHS accepted a gift of over two hundred documents from the Lefferts collection.

At BASE the focus is on science and the environment. Students study outdoors in the practical learning grounds of Prospect Park and the Brooklyn Botanic Garden.

• BASE students have a graduation rate well above the NYC average – approximately 75%. Three quarters of those graduates go on to college.
• PPA coordinated an Environmental Jobs Fair to introduce students to internships and other positions available at Prospect Park, Brooklyn Botanic Garden and other partners. The Job Fair resulted in 30 students being placed in paid positions.
• Valedictorian Francine Camacho won the prestigious Gates Millennium Scholarship, the second time that one of these scholarships was awarded to a BASE student.
• BASE juniors Ishmael Akahoho and Mariza Foster won top prize at the annual Brooklyn College Science Competition for their work using DNA analysis to discover whether endangered species of sea horses were used in Chinese herbal medicines.

Design & Construction:

A Dedicated Team Of Landscape Architects and Architects

The Design & Construction office is responsible for the ongoing restoration and revitalization of Prospect Park’s woodlands, playgrounds, fields, buildings, Lakeshore and, of course, the Lakeside project.

Fiscal year 2010 was a busy and productive year for Design & Construction.

Prospect Park has always recognized the greatness of its Design & Construction team. This year their talent and dedication were noted by the public and design professions.

• Christian Zimmerman, Vice President for Design & Construction at Prospect Park, was named a Fellow of the American Society of Landscape Architects (ASLA).
• Crystal Gaudio became a registered Landscape Architect.
• The Public Design Commission’s Excellence in Design Award was bestowed upon the designers of the Lakeshore portion of the Lakeside project.

After years of planning and design approvals, ground was broken and construction began on:

• Vanderbilt Playground
• Parade Ground Field IV

Designs were completed and approved for:

• Wellhouse: no longer a functioning wellhouse, the structure will be repurposed for much needed public restrooms; the first composting facility in a NYC park.
• Revised drawings were completed for the reconstruction of the Nethermead Arch parapet walls.
• Lakeside: In FY10, designs for Lakeside were completed and work on Lakeshore began with the installation of two blue dams and the reshaping of the Lake shoreline. A new dock and stone terrace were also constructed.

Adrian Benepe, Parks Commissioner; Tupper Thomas; Mayor Michael R. Bloomberg and Christian Zimmerman

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Lakeside

Lakeside is coming

Lakeside is Prospect Park Alliance’s ambitious new initiative to transform 26 acres in Prospect Park’s southeast quadrant, relocating and replacing the winter-only Wollman Rink with a year-round destination for recreation, fun and fitness within a beautifully restored natural environment.

Prospect Park was built as a natural haven and gathering place for the people of Brooklyn. Now, the Prospect Park Alliance, in partnership with the City of New York, seeks to expand the vision of the Park’s original designers to meet the needs of a uniquely vibrant and diverse 21st century community.

Lakeside will provide Park visitors with:
• A restored environment and additional green space.
• Year-round recreational opportunities, including two rinks, with ice skating in the winter and roller skating in the summer.
• An area rebuilt as a place for community.
• A bold, 21st-century green, LEED-certified building designed by renowned architects Tod Williams and Billie Tsien.

In 2010, the Alliance completed the first phase of Lakeside, the shoreline restoration of over three acres of lake and lakeshore, which includes a new Boat Dock and a Stone Terrace at the water’s edge. This portion of Lakeside was funded entirely by the Leon Levy Foundation and the Environmental Protection Fund of the New York State Department of Environmental Conservation.

The Alliance is breaking ground on the second phase of Lakeside in December 2010, which includes the demolition of Wollman Rink, and the beginning of construction of the new Lakeside facility and skating rinks, including adjacent landscape restoration. We anticipate opening Lakeside in winter 2012.

The next phase of the Lakeshore restoration will include six acres of lake and lakeshore extending from the World War I Memorial to the Concert Grove, and includes the soft edge restoration of 1,700 feet of shoreline, re-establishing Music Island and restoring the lake edge of the Concert Grove. In addition, Phase 2 will gracefully integrate Tod Williams and Billie Tsien’s 21st century sustainable architecture into our wonderful Olmsted designed park.

Completed shoreline restoration

The richness I achieve comes from nature, the source of my inspiration.

Claude Monet

ice skate…

observe warblers migrating…

PROSPECT PARK ALLIANCE DONORS

PROSPECT PARK ALLIANCE CAMPAIGN FOR LAKESIDE DONORS

$10,000,000+
Leon Levy Foundation
Office of New York City Mayor Michael Bloomberg
Office of Brooklyn Borough President Marty Markowitz
NYC Council (Speaker and Brooklyn Delegation)

$1,500,000 - $9,999,999
Brooklyn Community Foundation
Office of Brooklyn Borough President Howard Golden

$500,000 - $1,499,999
Charitable Trusts established by Albert H. Garner
NYS Department of Environmental Conservation
Tiger Baron Foundation
US Representative Anthony Weiner

$250,000 - $499,999
Anonymous
Constance & Henry Christensen III
Henry and Lucy Moses Fund, Inc.
David & Leslie Puth
Martha A. & Robert S. Rubin
US Representatives Yvette Clarke & Anthony Weiner

$100,000 - $249,999
Robert B. & Joan Catell
Con Edison
Lorraine & Gordon DiPaolo
Jorge & Deborah Juananta
Charles R. Jacob III & Valerie Ford Jacob
Peter & Kathryn Mattis
Rachel McPherson & W. Patrick McMullan III
State Assembly Member Joan Millman
State Senator Eric Adams
US Representative Major Owens
Earl D. & Gina Ingoglia Weiner

$50,000 - $99,999
Anonymous (3)
Levi & Alan Bell
Curtis Cravens
Jill Eisenstadt & Michael Drinkard
Stephen K. Hindsy & Ellen Foote
in memory of Sam Heimy

The New York Community Trust
Libby & Jim Ryan

Andrew S. Birch
Bruce Ford Brown Charitable Trust
Deborah Buell & Charles Henry
Robert & Jean Elliott
Edward J. Fondiller & Katherine A. Doran
Michael & Sarah Gerstenzang
Golden Family Foundation
Dominick & Lenae Guarma
Mark B. Jaros & Lyda Drexworth
Eugene Klein & Joanne Witty
Mark Lane & Lisa Craig
Philip Li
The Malkin Fund
Tom & Jerri Mayer
David & Janet Offensend
Betsy & Ted Rogers
Bradley & Karen Sacks
Susan & Larry Sills
Samuel & Ellen Sporn
Virginia K. Stowe
Sullivan & Cromwell LLP

$5,000 – $9,999
Catherine M. & Mark A. Varady

$10,000 – $49,999
Anonymous
Martha Berry
Emma Bloomberg & Chris Frissora
Nancy & Anthony Bowe
Michael Coyle
Fidel E. Del Valle & Alicia M. Hamill
Stephen & Martha Dietz
Virginia & Malcolm Dorris
Ann & Alan Goldberg
Diane & Richard T. Greene, Jr.
Anthony & Deborah Guarna
Raymond Horton & Jacqueline Dinan
Donald & Diane Kendall, Jr. Family Foundation
Mary & Simon Metz
Joanne Nerenberg & Aaron Naparstek
Tupper West Thomas
Martin & Kara Whelan
The Sarah Williams & Andrew Kimball Fund
We don’t stop playing because we grow old; we grow old because we stop playing.  
Benjamin Franklin

Events & Happenings

At the Macy’s Fishing Contest, 3,500 kids cast a line into the Lake during July 15-19, 2009.

18,000 music lovers sprawled out on the Long Meadow on July 15, 2009 to enjoy the free New York Philharmonic concert.

For the Michael Jackson Birthday Celebration & Tribute, 10,000 fans “beat it” to the Nethermead on August 29, 2009.

At the Prospect Park Halloween Haunted Walk and Carnival, 5,000 kids were scared silly in the Nethermead on October 31, 2009.

2,000 revelers welcomed 2010 at the Borough President’s New Year’s Eve Celebration at Grand Army Plaza.

Mulchfest recycling drew almost 500 participants over the two-day event on January 9 and 10, 2010.

The PPA Little League Opening Day Parade saw 3,500 Brooklynites participating on April 10, 2010.


The Celebrate Brooklyn Summer Concert Series drew 260,000 attendees between June and August 2010.

Financial Report

Statement of Financial Position as of June 30, 2010

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<tr>
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<td>Total liabilities and net assets</td>
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Statement of Activities Year ended June 30, 2010

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<tr>
<td>Public programs</td>
<td>328,945</td>
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<tr>
<td>Educational programs</td>
<td>856,466</td>
</tr>
<tr>
<td>Visitor services and events</td>
<td>3,108,398</td>
</tr>
<tr>
<td>Design and construction</td>
<td>4,736,263</td>
</tr>
<tr>
<td>Total program services</td>
<td>10,061,697</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supporting services</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting services</td>
<td></td>
</tr>
<tr>
<td>General &amp; administrative</td>
<td>877,239</td>
</tr>
<tr>
<td>Fundraising</td>
<td>1,150,130</td>
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<tr>
<td>Total supporting services</td>
<td>2,027,369</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total expenses</td>
<td></td>
</tr>
<tr>
<td>Change in net assets</td>
<td>1,444,411</td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>14,597,441</td>
</tr>
<tr>
<td>Net assets, end of year</td>
<td>13,153,030</td>
</tr>
</tbody>
</table>

see chipmunks…
Long Meadow Society
These individuals have included the Alliance in their estate plans.
Anonymos (3)
Leslie & Alan Better
Louis H. Bumgarner
Mr. & Mrs. Henry Christian III
Scott J. & Margaret M. Denton
Charlotte M. Goren & Maurice Sanders
Alan & Ann Goldberg
Alison K. Lee, P.E., Ph.D.
Isabel Kriaz
J. Stanley Krietz
June T. & Albert Kravitz
Iris Luper & Timothy Platt
Rachel McPherson & W. Patrick McMullan III
Event Other
Emily Sather
Arthur Schrager
Pamela & William Sengbar
Kendall Shaw
Brian T. & Lindsay Shea
Brian T. Sullivan & Catherine M. Herman
Tupper West Thomas
Catherine M. & Mark A. Varnum
Voitek & Senator Charles Schumer
This list represents gifts received July 1, 2009 – June 30, 2010. Every effort has been made to provide a complete and accurate list of our members and contributors.

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Frolic Freya
Paul Martinka
Sugene Patton
Ben Sadage
Richard Tensee

...look up and see nothing but sky.
contribute to a September 11th Memorial, ride the carousel, write poems, dance, ice skate, watch fireworks on New Year’s Eve, spot red-tailed hawks, see a brown thrasher, observe warblers migrating through in spring and fall, and kinglets, and a flock of cedar waxwings, see my first kingfisher, ride a boat on the pond, look at quilts in the boathouse, see frogs, snakes, and dragonflies, see a woodchuck (I think), find robin’s egg shells in the grass, lie down in the Long Meadow, look up, and see nothing but sky.

Why I Love Prospect Park, A Tribute To Her Favorite Park By Emily Goodman