



Organizational Overview

Historical Background

In 1997, a feasibility study was ordered by members of the Fairmount Park Commission "to determine the feasibility of establishing a more formal and effective development program on behalf of the Fairmount Park Commission; to identify the possible uses of contributed support; and to examine fund-raising potential for the Park." Following a recommendation of the study to create a separate 501(c)(3) fundraising organization that would operate independently of the Commission to raise monies for Fairmount Park, the Fairmount Park Foundation was incorporated in July, 1998, and received its 501(c)(3) designation in November of that year. In 2001, the organization changed its name to the Fairmount Park Conservancy. Its board of directors, composed of community and business leaders, takes an active leadership role in raising funds for the park system and in guiding the organization.

Mission Statement

To enhance the quality of life of the Greater Philadelphia Region through the financial support of the Fairmount Park system,

The Conservancy actively supports initiatives that:

- 🌱 Improve the environment
- 🌱 Spark community revitalization
- 🌱 Encourage recreation and tourism
- 🌱 Preserve historic treasures

Accomplishments 2001-2009

IMPROVE THE ENVIRONMENT

- 🌱 Expanded environmental education opportunities for more than 18,000 students, teachers, chaperones, families and campers by transporting them to Fairmount Park's Pennypack or Wissahickon Environmental Centers, where students got hands-on environmental experience, fulfilling some of their schools' academic standards.
- 🌱 Through a partnership with the Philadelphia Water Department, facilitated more than \$1.9 million in funding to support improvements to watersheds and protection of Philadelphia's natural environment.

SPARK COMMUNITY REVITALIZATION

- 🌱 Revitalized twelve neighborhood parks in six years through *Growing the Neighborhood with Fairmount Park*, a program which empowers residents to improve their local parks.
- 🌱 Commissioned a master plan for the revitalization of Hunting Park, an 87-acre historic and recreational park in North Philadelphia. The final plan will be released in October 2009.

ENCOURAGE RECREATION AND TOURISM

- 🌱 Facilitated the creation of the Centennial District Plan, a 20-year plan designed to create a family oriented entertainment zone in West Fairmount Park. Lead working group of partner organizations to manage communication, administration, and advocacy for federal legislation to authorize \$45 million in funding for the historically significant district.

- ✔ Completed the \$1.5 million restoration of the Boxers Trail in Strawberry Mansion. The newly restored trail connects historic Smith Memorial Playground and the mansions of Fairmount Park to the Strawberry mansion neighborhood as well as to a regional trail system that leads to Valley Forge.
- ✔ Completed the \$425,000 relighting of Boathouse Row, installing energy efficient LED lights and refining one of Philadelphia's most signature views.
- ✔ Partnered with *Philadelphia Magazine* on the first-ever 12-page feature on the treasures in the Fairmount Park system, entitled "The Ultimate User's Guide to Fairmount Park."
- ✔ Produced the first comprehensive Map & Visitor's Guide of the Park system done in almost 30 years and provided funding for two additional reprints.
- ✔ Collected and organized over 6,000 photos of Fairmount Park into a cogent catalogue for marketing and PR initiatives
- ✔ Launched new park website, www.fairmountpark.org and new Conservancy brand and website, www.myphillypark.org
- ✔ Developed a strategic cause-marketing plan to recommend actionable strategies, tactics and tools to help the organization evolve market presence for itself and the Park as a whole, establish its leadership position and drive increased membership and development activity.
- ✔ Facilitate concessions on behalf of Park, including a parking operation in FDR Park, a café at Lloyd Hall (One Boathouse Row), and Segway tours along the Benjamin Franklin Parkway

PRESERVE HISTORIC TREASURES

- ✔ Completed the restoration of the \$8.2 million campaign to restore and endow the Fairmount Water Works South Garden and Cliffside Path.
- ✔ Managed *Fairmount Park Living History Fund* to help preserve the Park's 200+ historic properties.