



Annual Report 2019



ALLIANCE FOR
**FLUSHING
MEADOWS**
CORONA PARK

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All photographs and images courtesy of NYC Parks and Alliance for Flushing Meadows Corona Park



The mission of the Alliance for Flushing Meadows Corona Park is to support NYC Parks to preserve, maintain, and improve Flushing Meadows Corona Park for the benefit and use of the surrounding communities and all New Yorkers.

As stewards, we aspire to raise awareness and engage the community by caring for the natural environment, preserving our history, and providing exceptional amenities and programming.

We are committed to making the park accessible for all to enjoy, now and for future generations.

Our Alliance

From the Chair

Dear Friends and Neighbors,

FY19 marks the third year of the Alliance for Flushing Meadows Corona Park, and it is rewarding and inspiring to watch it grow and serve the public with innovative programming and services.

Our accomplishments are having an impact. We hosted our second annual fundraising party for the park at the iconic Unisphere —“Evening Under the Sphere” – in October 2018, raising close to \$70,000 for great free programming, extra funding for gardeners, and, when combined with generous contributions from local elected officials and businesses, new equipment for maintaining the park’s 898 acres of fields and forests, playgrounds and gardens.

Flushing Meadows Corona Park is the largest park in Queens and a flagship park of New York City, attracting over 9 million people annually to its athletic fields and gardens, playgrounds and fountains, world-class monuments and World’s Fair icons, programming and special events, professional sporting venues and cultural institutions.

I am proud to be part of it, and I look forward to continuing to hear your ideas at our public meetings and special events. Whether it’s a volunteer stewardship day, summer concert movie under the stars, or the Alliance’s annual Evening Under the Sphere gala where hundreds of our friends and neighbors come out to dine, dance, and celebrate the vitality and importance of one of Queens’ largest and most popular backyards, this park and this emerging non-profit partner are here to serve you.

See you in the park!



Mitchell J. Silver, FAICP, Hon. ASLA
Commissioner, NYC Parks
Chair, Alliance for Flushing Meadows Corona Park



Chair Mitchell J. Silver, FAICP, Hon. ASLA

Board of Directors

Officers:

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Raul Garcia, Associate General Counsel, 32BJ

James F. Gennaro, Deputy Commissioner, NYS Department of Environmental Conservation

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Andrew Hollweck, Senior Vice President/New York Building Congress

Vicky Morales, representing Queens Borough President Melinda Katz

Victoria Schneps-Yunis, Publisher and President of Schneps Communications

Jean C. Silva, Chair, Community Advisory Board for the Alliance for Flushing Meadows Corona Park and President, FMCP Conservancy

Terry Tang, Co-Founder and CEO of BCGA Concept Corporation

Michelle Villagomez, ASPCA

Edwin Wong, Forest Hills Asian Association



Volunteer Programs

Volunteer Overview

In FY19, 1,080 volunteers donated 3,866 hours of public service to Flushing Meadows Corona Park on 44 days of volunteer events. Park-lovers of every age and ability painted benches and light poles. Environmental steward volunteers cleaned our shoreline, trails, and garden areas, cleared away invasive species such as phragmites, and planted flowers. Docents educated and entertained park-goers on free walking tours and bike rides that explored the park's nearly 40 remaining World's Fair sites, structures, and monuments. And corporations, schools and community groups requested customized volunteer days for their employees.





Stewardship



Flushing Meadows Corona Park is 898 acres of fields, wetlands, woodlands, and ecosystems for wildlife and native plant species.

In FY19, the Alliance's Environmental Stewardship Team attracted 320 volunteers who donated 958 hours over 19 volunteer days. Environmental Stewardship events included *Mugwort Madness*, *Fall Kick-Off*, *Bulb Planting*, *Stewardship Hikes*, *Winter Clear-Outs*, *Nature Scavenger Hunts*, *Grass Care Days*, *Spring Cleaning*, *Planting Days*, *Earth Day Celebrations*, *Party for the Planet* days, participation in *National Trails Day*, a local environmental artist's *Becoming Biodiversity* project, a Father's Day event, and a *Summer Invasives* clean-up, among others. Initiatives at these events included planting garden beds, mulching trails, cleaning overgrowth, laying down new pathways, and observing and quantifying environmental features of the park such as its biodiversity and elements of its habitat.

Park-goers of all ages and abilities were provided with tools, training, and supervision, and received hands-on experience while having fun and learning new things. They are essential to the park's success.

For more information, please visit our web site at allianceformcp.org/stewardship.

Docent Program

Flushing Meadows Corona Park was the site of both the 1939/40 and 1964/64 World's Fairs in New York City. Every year, the Alliance invites interested park-goers to become docent volunteers who lead free history tours – walking tours and bicycle rides – of remaining World's Fair sites and structures.

In FY19, the Alliance program hosted 25 free World's Fair History docent tours, led by 26 volunteer docents, attended by 359 people.

Docent walks and rides included customized tours for Queens College, Fordham University, the Art Deco Society, and the Buick Club of Long Island. Pictured below, on July 19, 2018, World's Fair History docent Ed Swierczewski led a World's Fair History bike ride for In Tandem, a non-profit that pairs sighted and unsighted riders on bicycles for two.

In Spring 2019, docent volunteers attended a Thank You Day at the Queens Theatre in the park. The Queens Theatre itself is housed in the New York State Pavilion, a 1964 World's Fair landmark designed by legendary architect Philip Johnson.





Public Programs

Programming Overview

In FY19, the Alliance hosted 19 days of free special events, including puppet shows, children’s theater, live science and nature shows, dance and sing-alongs for kids at the Unisphere, and spectacular evenings of non-stop dancing with Silent Disco and Salsa Warriors. Park-goers were treated to free summer movies under the stars, concerts, and a full performance of Shakespeare with the Hip to Hip Theatre. At Shocktoberfest, the Alliance’s annual Fall Festival, children enjoyed free crafts, activities, treats, costume contests, goody bags of treats, and a pumpkin patch with pick your own pumpkins.



Featured Programs

Music Together with Music and Me

Live music and dance for young children and the adults who want to sing and dance along.

Salsa Warriors

Traditional and new music with a live band performance and non-stop dancing.

Queensboro Dance Festival

Community dance activities and live performances by Queens-based dance companies.

Nature Nick's Animal Adventures

Live exotic wildlife show with zoologist "Nature Nick."

Movies Under the Stars

Full outdoor evening screening of "Wonder Woman."

Cinderella

Live performance of the popular play by Plaza Theatrical.

Silent Disco

Family-friendly dance night with Hip Hop, R & B, Motown, Top 40, and other favorites played by three live DJs.

Movies Under the Stars

Full outdoor evening screening of "Coco."

Darlene Graham Children's Concert

Live performance with popular musician Darlene Graham.

Movies Under the Stars

Full outdoor screening of "Black Panther."

Mad Science Summertime Shows

Live performance and demonstrations geared for children and teens.

Shakespeare in the Park

Introduction to "All's Well That Ends Well" followed by a full live performance of the play.

Puppets in the Park

Live show based on "The Big Bad Wolf" and other fairy tale characters.

Movies Under the Stars

Full outdoor screening of "Ferdinand."

Movies Under the Stars

Full outdoor screening of "Star Wars: The Last Jedi."

Shocktoberfest

Halloween event for all ages, including a pumpkin patch, games, rides, and goodies.

Sports & Fitness



Flushing Meadows Corona Park is home to tennis and basketball, cycling and jogging, boating, hiking, and on its 19 athletic fields, football, cricket, soccer and baseball. The Alliance is proud to support improvements and programs at these outdoor spaces.

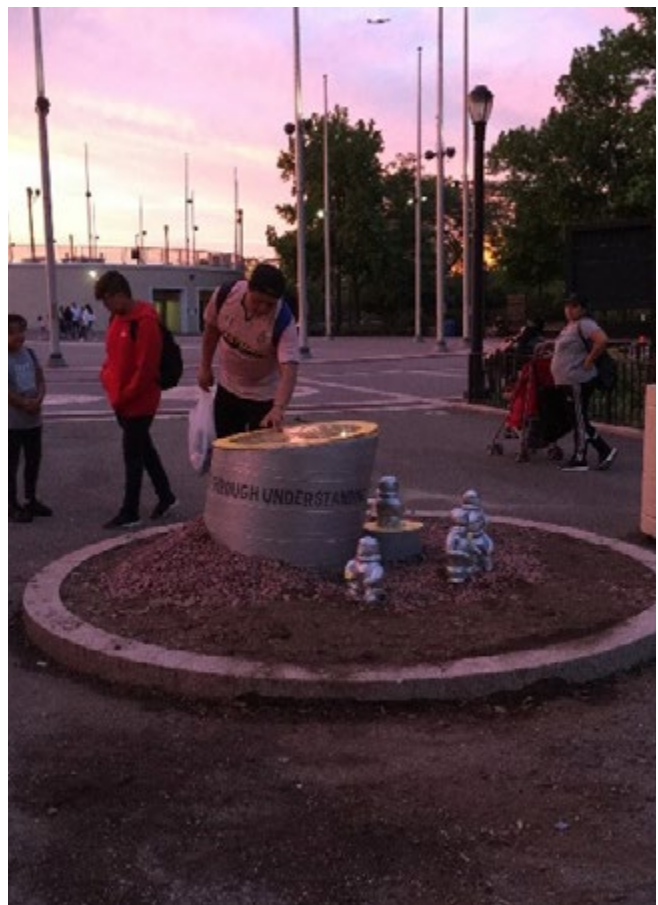
In FY19, the Alliance also hired nine fitness instructors who offered 70 free weekly outdoor classes at the Unisphere in yoga, aerobics, zumba, and high-energy bootcamp attended by 5 to 30 people attended per class.

Art in the Park

In FY19, the Alliance inaugurated a new annual arts program for the park. Working in partnership with NYC Parks' "Art in the Parks" division, the Alliance provided the full funding to enable two Queens-based artists in mid-career to create, build, and install unique visions of Flushing Meadows Corona Park as "The World's Park" at selected entrances and under-utilized spaces within its 898-acres. The artists were also invited to include ideas for community engagement through programming, talks, and activities on site.

The first round of grants of \$5,000 each were awarded to Yvonne Shortt for "Pavilion Landing," inspired by the 1964/'65 World's Fair, and Karl Orozco's "Hospicio Cabanas," a mosaic of heirloom corn kernels used to depict the artist's vision of a stage for Thunder Hawk, the first Mexican video game character.

The original works were installed in Summer 2019 and remain on view for one year.





Improvements

Improvements Overview



The Alliance raises funds to make improvements to the park including additional equipment, staffing, and operational initiatives. In FY19, this included the rental of a seasonal restroom trailer near the Unisphere, one of the most heavily-used sections of the park. The Alliance also funded the creation of gardens in two popular locations -- a former fountain near the carousel and zoo, and along Yitzhak Rabin Way near the New York State Pavilion.

Staffing & Equipment



In 2018 and again in 2019, the Alliance stepped-up three Parks employees to the positions of Crew Chief and hired eight seasonal Park Workers for the busy months of April through October. This allowed us to have a Natural Areas crew, a Special Events crew, and expanded maintenance and operations throughout the grounds.

Equipment purchases, which greatly enhanced our ability to address flood-prone areas and heavy invasive overgrowth, included:

2 Toro tractors with accessories - \$108,000

An Aquatic Vegetation Groomer with accessories -- \$1,811

A John Deere Weedingtech FoamStream -- \$33,699

NYC Parks Capital Projects



The Alliance does not raise funds for capital projects in the park. NYC Parks handles all capital projects for city parks including ours. We are happy to report that, in FY19, two construction projects were completed and two additional construction projects began:

Flushing Meadows Corona Park's northeast promenade and roadway was re-aligned and narrowed to make it more pedestrian and bike-friendly. This capital project helped eliminate flooding by reconstructing and re-grading the paths and planting rain gardens in the northeast section of Meadow Lake, where large annual events for thousands of park-goers, such as the Hong Kong Dragon Boat Festival, are held. Construction started in Fall 2017 and was completed in Spring 2019. Total cost for the project was \$5.1 million.

Flushing Meadows Corona Park's Lawrence St. Playground was completely reconfigured and rebuilt, with new play equipment, spray showers, swings, and basketball courts. The playground was enlarged and re-graded with new landscape, which now includes rolling hills and grass areas for play. Construction began in Summer 2018 and was completed in Spring 2019. Total cost for the project was \$4.22 million.



As part of NYC Parks' citywide Parks Without Borders initiative, Flushing Meadows Corona Park's 111th St. entrance at 56th Avenue, also known as the Henry Hudson Entrance, is being upgraded. The parking lot and entrance will be fully re-formatted to create a more inviting and pedestrian and bike-friendly approach to the park, with raised crosswalks, pavers, and an ADA-certified accessibility ramp incorporated into the main entrance staircase. Construction began in Spring 2019 and is expected to be completed by end of Summer 2020. Total cost for the project is \$4.5M.

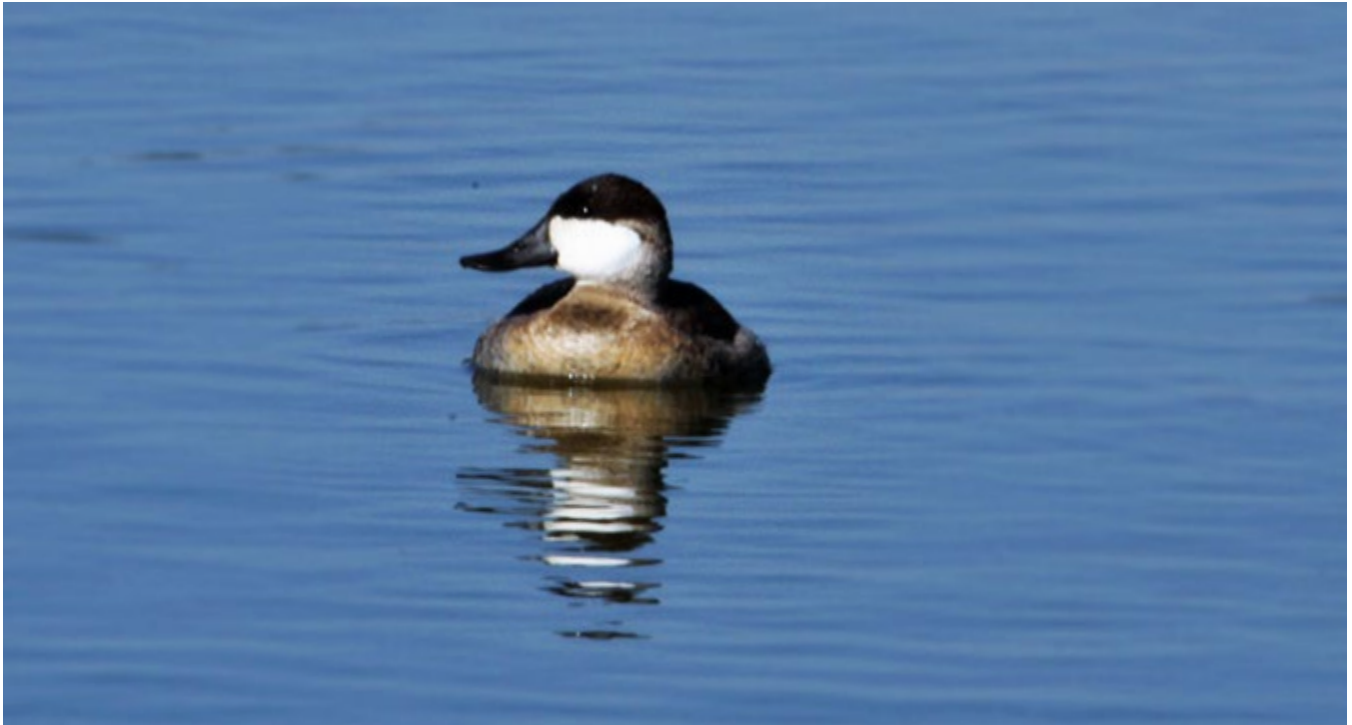
Flushing Meadows Corona Park's Mauro Playground is being completely upgraded with new play equipment, spray showers, swings, and adult fitness equipment. In addition, the basketball courts and handball court are being refurbished. Construction began in Spring 2019 with an early completion in Fall 2019. Total cost is \$5.3 million.

For more information about capital projects in Flushing Meadows Corona Park, please go to www.nyc.gov/parks/capital-tracker and enter Flushing Meadows Corona Park in search.



Financials

Financials Overview



The Alliance’s Finance and Development Committee meets quarterly to determine funding resources and designated projects for each fiscal year. In FY19, the Alliance utilized both restricted funds from dedicated grants, new sources of unrestricted funding from elected officials and local business, and created specific fundraising initiatives staffed by Alliance volunteers, such as the “Evening Under the Sphere” gala.

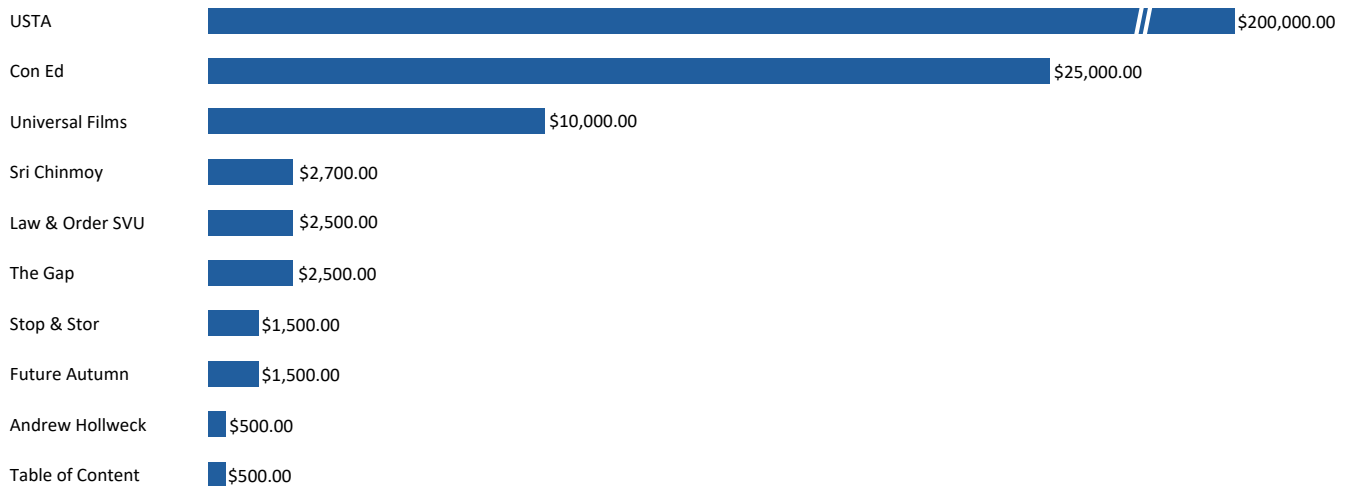
FY19 Sponsors

We would like to thank the following donors for their generous support to the Alliance for Flushing Meadows Corona Park for FY19.

Note: Please see the additional funders of "Evening Under the Sphere" on page 26.

**Alliance for Flushing Meadows Corona Park
Restricted Grants and Council Funding
FY19 Donors (not including Gala)**

Donor



FY19 Budget

Alliance for Flushing Meadows Corona Park

FY19 Proposed Budget

Budget Period July 1, 2018 - June 30, 2019

As of June 30, 2019

	FY18 Actual	FY19 Proposed Budget	FY19 Actual To Date
Revenue (Assets)			
<i>Restricted</i>			
USTA Funds	\$350,000.00	\$200,000.00	\$200,000.00
Grants Carryover	\$88,635.00	\$52,187.80	\$52,187.80
Con Edison Grant		\$25,000.00	\$25,000.00
City Council	\$59,000.00	\$0.00	\$0.00
NTHP Carryover	\$19,392.00	\$19,392.00	\$19,392.00
<i>Estimated</i> Cash Reserve	\$555,421.26	\$599,813.26	\$599,813.26
Total restricted funds	\$1,072,448.26	\$896,393.06	\$896,393.06
<i>Unrestricted</i>			
Film Shoots	\$27,000.00	\$15,000.00	\$18,000.00
Other	\$42,833.33	\$5,000.00	\$5,200.00
Adopt-a-bench	\$5,000.00	\$10,000.00	\$0.00
Gala Reception	\$44,550.00	\$25,000.00	\$67,950.00
<i>Estimated</i> Cash Reserve	\$11,040.00	\$94,433.04	\$94,433.04
Total unrestricted funds	\$130,423.33	\$149,433.04	\$185,583.04
Total Revenue	\$1,202,871.59	\$1,045,826.10	\$1,081,976.10
Expenses			
<i>Restricted</i>			
Equipment	\$209,324.96	\$150,000.00	\$141,959.90
Staffing	\$186,003.56	\$220,000.00	\$206,368.34
Improvements	\$127,480.00	\$150,000.00	\$40,550.00
Miscellaneous Operations		\$10,000.00	\$6,125.00
Grants FY18 Carryover	\$36,447.20	\$52,187.80	\$37,842.00
Con Edison Grant		\$25,000.00	\$18,103.23
City Council	\$58,572.74	\$0.00	
<i>Estimated</i> Cash Reserve	\$409,800.54	\$289,205.26	
Total Restricted	\$1,027,629.00	\$896,393.06	\$450,948.47
<i>Unrestricted</i>			
Programming (unrestricted)	\$18,503.72	\$20,000.00	\$19,775.86
CPF Administrative Cost	\$10,000.00	\$10,000.00	\$10,000.00
Administrative Costs - other	\$2,193.42	\$5,000.00	\$3,526.52
Implement Alliance Branding	\$10,521.00	\$10,000.00	\$5,000.00
Gala	\$2,231.57	\$5,000.00	\$2,592.00
Adopt-a-Bench	\$600.00	\$800.00	
Art in the Park		\$10,000.00	\$9,000.00
Community Outreach		\$2,000.00	
Scenic Frames		\$2,000.00	
Strategic Plan Consultant		\$25,000.00	
<i>Estimated</i> Cash Reserve	\$1,990.29	\$59,633.04	
Total Unrestricted	\$46,040.00	\$149,433.04	\$49,894.38
Total Expenses	\$1,073,669.00	\$1,045,826.10	\$500,842.85



Fundraising

Fundraising Overview



The Alliance raises funds and purchases goods and services that enhance the maintenance, operations, and programming of Flushing Meadows Corona Park. All funds raised go directly to the park. The Alliance does not raise funds for capital projects and infrastructure improvements – capital projects are handled exclusively by the City and its agencies.

Highlights of the Alliance’s FY19 fundraising season included its second annual “Evening Under the Sphere” fundraising gala featuring local talent and international cuisine so central to the borough’s identity of inclusion and multiculturalism, and the inaugural year of its Art in the Parks/Alliance for FMCP Arts grants for Queens-based artists.

Evening Under the Sphere Gala



In October 2018, the Alliance held its second fundraising gala, “Evening Under the Sphere.”

Moderately-priced tickets allowed community members and park lovers to participate. In-kind donations from dozens of local businesses and park vendors made it possible for the Alliance to retain nearly 98% of money raised.

A special thank you to all of our sponsors and guests, who made the Alliance’s “Evening Under the Sphere” a great success:

Cherry Blossom (\$10,000)

*Con Edison
Delta Air Lines
T-Mobile*

Sweetgum (\$2,500)

*ABNY Census 2020
Brooklyn Crafted
LaGuardia Redevelopment
Maspeth Federal Savings
New York Presbyterian Queens
The Port Authority of NY & NJ*

In-Kind Donations

*Big aLiCe Brewery
Coffeed
Maestro
Entertainment*

*Mechy’s Deli
Queens Museum
Queens Night Market
The Home Depot*

Willow (\$5,000)

Mets Foundation

Maple (\$1,500)

*Founders Entertainment
LaGuardia Gateway Partners
Live Nation
Long Island Jewish Forest Hills
NYSCI, Queens Museum
The Shops at Skyview*

2020 and Beyond



FY19 was a promising and rewarding year for the Alliance, from volunteering to fundraising, from educating and entertaining families and neighbors to protecting the environment at the park and hardening its green infrastructure against climate change and outdated environmental practices.

In September 2019, the Alliance was honored by the Central Park Conservancy when its new Institute for Urban Parks selected our non-profit organization as one of eight from around New York City and the United States to participate in the inaugural 2019-2020 Partnerships Lab. As part of this enterprise, the Alliance will learn from the best about how to build our capacity to plan, develop, and maintain our great public space and help ensure that our surrounding communities receive maximum advantage of the social, economic, environmental, and health benefits urban parks such as ours provide.

In addition, the year ahead will continue the Alliance's core efforts to involve surrounding communities and park users, provide free programming and services, and widen the scope of the park's potential.

Thank you for being part of what we do. We hope you'll join us in the coming year by subscribing to our free newsletter, participating in our events, and enjoying one of the City's green gems in all seasons.

You can support the park by donating to the Alliance through our website at allianceformcp.org.

Follow @allianceformcp on social media.



Contact:

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ALLIANCE FOR
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