DEAR PARKS ALLIANCE COMMUNITY,

You can learn a lot about a city by the state of its parks and public spaces, and right now ours can make San Francisco feel like a tale of two cities: One that showcases one of the best park systems in the world, and another that displays the results of an equity gap—with many public spaces in desperate need of our love and attention.

Over the past year the Parks Alliance has gone through an extensive strategic planning process to ensure we can best meet the evolving needs of our city, resulting in a set of core values, a merger with a key partner, Place Lab, and a new mission statement: **The San Francisco Parks Alliance champions, transforms, and activates parks and public spaces throughout the City.**

Our new mission statement better represents the active role we serve for both the most immediate and long term needs of our open space ecosystem, while our core values now provide a meaningful framework for how we prioritize our efforts. Place Lab brings expertise in landscape architecture, project implementation, and urban planning that will enable us to expand our innovative programing. **Together we believe we can be the one-stop shop for San Francisco's parks and public spaces, and collectively leverage the strengths of our communities, government, and business partners for the benefit and beautification of our open spaces.**

All this didn’t slow us down. Thanks to your support, in the past year we’ve worked with our partners to complete over 20 park projects, engage over 100,000 residents in park programming, and help raise over $20 million for essential capital projects.

This is a critical time for our city’s public spaces. I’m excited to further our important work through our strategic plan to ensure all parks and open spaces share the tale of one collective city, that is beautiful, safe and welcoming to all.

With gratitude,

Drew Becher
CEO

Cover photo: Mt. Sutro, Dennis Belogorsky, brand-new-films.com
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SAN FRANCISCO Parks Alliance
OUR CITY, OUR PARKS.

TRANSFORM,
Kenny Alley
James Lick Middle School
Dinosaur Garden
Dogpatch Arts Plaza
Farout West Community Garden

CHAMPION,
Let’sPlaySF!
Golden Gate Park Tennis Center
Renovation
Partner Conference

ACTIVATE,
Sundown Cinema
Social Harvest e-Tuk

SUPPORT,
Party for the Parks
Parks, Cities and People Breakfast

FINANCIALS,
The San Francisco Parks Alliance works with 200 partner groups, programs and city agencies to transform, improve, and empower neighborhoods. Here are some of the wonderful projects completed this year.

**KENNY ALLEY**
This Excelsior alleyway was graffiti prone, littered, and unsafe. In 2014, Friends of Kenny Alley, with support from the Parks Alliance, Public Works, Excelsior Action Group, and a Community Challenge Grant installed a mosaic staircase, an art mural, floating gardens, and a welcome sign paying homage to Kenny the Alley Cat. It is now a beautiful and busy corridor providing access to local businesses and public transportation.

![Before and after photos of Kenny Alley](image)

**JAMES LICK MIDDLE SCHOOL DINOSAUR GARDEN**
This Noe Valley garden at James Lick Middle School was designed with help from student volunteers and neighbors. Spearheaded by Climate Action Now, the project involved four years of planning, fundraising, and community engagement resulting in an imaginative educational garden used to teach students about climate change and species from prehistoric eras.

![Before and after photos of the Dinosaur Garden](image)
“Working with the Parks Alliance was critical in achieving our vision for Kenny Alley. The project management, fiscal sponsorship, and resources they provided enabled us to transform this space!” —SUMMER KOIDE, Friends of Kenny Alley

DOGPATCH ARTS PLAZA
Once a dead-end street at 19th and Indiana, this space is now an 8,000 square foot public pedestrian plaza complete with a gathering space and outdoor art gallery for large-scale installations and performances. Made possible by Place Lab, CMG Landscape Architecture, BUILD, O&M and Friends of Dogpatch Arts Plaza.

FAROUT WEST GARDEN
In 2013, Outer Sunset neighbors created a community treasure by building an urban farm on St. Paul’s Presbyterian Church grounds. In 2018, the volunteers installed a rainwater harvesting and groundwater recharge system. This system is the first of its kind in San Francisco and was supported by a Community Challenge Grant and the SF Public Utilities Commission.
As the only city-wide parks advocacy organization, the Parks Alliance invests in parks and people each year through philanthropic campaigns and capacity building. In 2018 we championed playgrounds and recreation, and connected our amazing network of partners all in one place for the first time.

**LET’SPLAYSF!**

Over four years in the making, the Let’sPlaySF! campaign to transform 13 of the highest need playgrounds in San Francisco is taking an exciting turn. By the time you’re reading this, the first playground renovation will be completed with six more set to finish by the end of next year! That’s why we’re calling 2019:

**YEAR of the PLAYGROUND**

**SGT. MACAULAY PLAYGROUND**
Scheduled Completion: Summer 2019
Design by Miller Company Landscape Architects

**WASHINGTON SQUARE PLAYGROUND**
Scheduled Completion: Fall 2018
Design by SF Public Works

The Let’sPlaySF! campaign is a Parks Alliance and SF Rec and Park partnership that leverages public and private funding to give more than 20,000 children access to new places to play.
“A new playground shows that people care and are willing to invest in a community to make it better.”
—EDNA JAMES, Community Advocate

GOLDEN GATE PARK TENNIS CENTER RENOVATION

SF Rec and Park, the Parks Alliance and the Tennis Coalition of SF have partnered to upgrade these legacy courts that have been utilized since 1894. Once completed, players of all ages will enjoy 17 tennis courts, an expanded club house, a garden and patio, and lighting allowing for an additional 20,000 hours of annual play. Scheduled to break ground next year, this center is expected to be completed by the 150th anniversary of Golden Gate Park in 2020!

Rendering of the future Lisa & Douglas Goldman Tennis Center, scheduled to open in 2020.

PARTNER CONFERENCE

In April 2018, the Parks Alliance inaugurated the annual Partner Conference, welcoming more than 100 Partners and broader community groups, providing information and resources to support them in their work improving and activating San Francisco’s parks and public spaces.

7 of 13 playgrounds to be renovated by the end of 2019

ALICE CHALMERS PLAYGROUND
Scheduled Completion: Fall 2019
Design by Groundworks Office

Alice Chalmers Playground

Washington Square Playground

Sgt. Macaulay Playground

existing playgrounds
The Parks Alliance is dedicated to new ways of engaging residents with their parks and public spaces, and this year we activated our parks system with the first ever traveling movie nights series and Social Harvest e-Tuk.

### Sundown Cinema

This summer the Parks Alliance launched Sundown Cinema in partnership with DoTheBay and Alamo Drafthouse Cinema with support from Former Mayor Mark Farrell and the SF Recreation and Park Department. This free outdoor movie series was spread across four iconic San Francisco parks with films that celebrated the unique character of each place.

The series debuted on June 28 with *Little Shop of Horrors* on the Conservatory of Flowers lawn. Next, the series highlighted the distinct beauty of San Francisco with *Mrs. Doubtfire* in Alamo Square, days before the late Robin Williams’ birthday in July. The dogs came out for *Best in Show* at Duboce Dog Park in August, and the season culminated with a 40th anniversary *Grease* sing-along at Jerry Garcia Amphitheater in September.

“After years of advocating for Jerry Garcia Amphitheater, it was amazing to see so many neighbors and newcomers at the first night event in over a decade!”

—LINDA LEITHEISER, Friends of Jerry Garcia Amphitheater
SOCIAL HARVEST E-TUK

With a generous grant from Kaiser Permanente’s Northern California Community Benefit Program, the Parks Alliance designed an electric three-wheeled vehicle that can be seen around the city at many of our events and in community gardens. The “Social Harvest e-Tuk” is equipped with a sink, water tank, refrigerator, bubble machine, sound system and lighting to travel to our SF gardens that are often without direct water access. With the e-Tuk, communities can wash harvested fruit and vegetables and add some fun to their unique spaces!
SUPPORT
Each year, the Parks Alliance supports critical community projects, and improves and encourages the activation of San Francisco parks and open spaces.

PARTY FOR THE PARKS
In September, more than 600 guests celebrated the 13th annual Party for the Parks at the Music Concourse in Golden Gate Park. The Hellman Foundation’s generous match was an essential component of the $700,000 raised that evening, inspiring support for the Parks Alliance and Let’sPlaySF!. Special thanks to our party chairs, Caroline Brinckerhoff, Mollie Gardner Hector, and Katy Congdon Williams!

PARKS, CITIES AND PEOPLE BREAKFAST
In March, we hosted our inaugural Parks, Cities and People Breakfast with a distinguished panel of Bay Area leaders to discuss the ‘Value of Making Space’. It was a thought provoking conversation that explored how community leaders have leveraged public spaces to change how we interact with our urban environment.
PARTNERS
San Francisco Parks Alliance is grateful to our partners with whom we work with every day to beautify and activate every corner of the city!

Alemany Farm (Friends of)  
Alta Plaza Park (Friends of)  
Amphitheater at McLaren Park (AMP)  
Angel Alley  
Athens Avalon Greenspace  
Bernal Heights Outdoor Cinema  
Buena Vista Neighborhood Association  
Cabrillo Playground (Friends of)  
Carolina Island Greenspace  
Christopher Park (Friends of)  
City Guides  
Climate Action Now!  
College Hill Neighborhood Association (Bernal Cut Path)  
Connecticut Friendship Garden  
Corbett Heights Neighbors  
Dahlia Society  
Diamond Heights Blvd Median Project  
Dolores Park Playground (Friends of)  
Dolores Park Works (Dolores Park Ambassadors)  
Ecos SF  
Esprit Park (Friends of)  
Far Out West Dune Community Garden  
Franklin Square (Friends of)  
Garden for the Environment  
Glen Park Greenway Project  
Goettingen Neighbors Group  
Golden Gate Park Band (Friends of)  
Golden Gate Park Handball  
Grattan Playground (Friends of)  
Green Alleys Project  
GreenTrust SF  
Hardly Strictly Bluegrass  
Help McLaren Park  
Howard Langton Community Garden  
Jackson Park Playground (Friends of)  
Japanese Tea Garden (Friends of the)  
Joe Dimaggio Playground (Friends of)  
Jesu Coronado Playground (Friends of)  
Jungle Stairs  
Kenny Alley Beautification Project  
Kezar Triangle (Friends of)  
Kids in Parks  
La Playa Park Coalition  
Lafayette Park (Friends of)  
Lakeview Summit Steps  
Larsen Playground (Friends of)  
Lincoln Park Steps (Friends of)  
Literacy for Environmental Justice  
Marina Earthquake Monument Group  
McLaren Bike Park Founders  
Miraflora Arts Council  
Mission Community Market  
Mountain Lake Park Playground (Friends of)  
Ney Street Neighborhood Watch  
Noe Courts (Friends of)  
Noe Valley Rec Center (Friends of)  
Northridge CommunityUNITY Garden  
Oak Woodlands (Friends of)  
Pennsylvania Street Gardens (combines Penn Community Garden & Penn Railroad Garden)  
Penny Lane (Friends of)  
Pioneer Park  
Plant*SF  
Playland at 43rd Avenue (Friends of)  
Polo Cycling Track (Friends of)  
Potrero Gateway Loop  
Potrero Hill Rec Center (Friends of)  
Potrero Sustainable Living Group  
Precita Valley Neighbors  
Rebirth and Development  
Ridge Lane Neighbors  
Rossi Playground (Friends of)  
Russian Hill Improvement Association  
SailSF  
SF Bee-Cause  
SF Tennis Coalition  
SF Urban Riders  
Shared Schoolyards Project  
South End Rowing Club (Boathouse Renovation)  
South Park Improvement Association  
Starr King Watershed Project  
Storrie Ord Neighborhood Group  
Sunnyside Conservatory (Friends of)  
Sutro Stewards  
The Greenhouse Project  
Tompkins Stairway Garden  
Tunnel Top Park  
Upper Douglass Dog Park (Friends of)  
Urban Sprouts  
Victoria Manolo Draves Park/Gene Friend Rec Center (Friends of)  
Visitacion Valley Greenway  
Visitacion Valley PTA  
Washington Sq Park (Friends of)  
Waterfront Playground (Friends of)  
West Portal Playground  
West Sunset Playground (Friends of)  
With Honey in the Heart

CITY PARTNERS
Thank you so much to our many partners in City agencies that help make of all of our work possible.
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Thank you!
San Francisco Parks Alliance would like to thank its generous supporters for their contributions between July 1, 2017 and June 30, 2018.

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STATEMENT OF FINANCIALS*
Statement of Financial Position June 30, 2018

ASSETS
Cash and Cash Equivalents $908,238
Accounts Receivable $248,964
Unconditional Promises to Give $10,000
Prepaid Expenses $173,355
Inventory – Conservatory of Flowers $15,740
Investments $8,994,485
Property and Equipment - Net $19,218
Total Assets $10,370,000

LIABILITIES
Accounts Payable and Accrued Expenses $1,024,589
Deferred Revenue $284,520
Capital Lease Payable —
Total Liabilities $1,309,109

NET ASSETS
UNRESTRICTED
Designated by the Board for Specific Purposes $1,371,197
Designated for Conservatory of Flowers Operations $81,197
Undesignated $3,100,953
Total Unrestricted Net Assets $4,553,347

RESTRICTED
Temporarily Restricted $4,457,544
Permanently Restricted $50,000
Total Net Assets $9,060,891

TOTAL LIABILITIES AND NET ASSETS $10,370,000

*Unaudited financials. Audited financials will be available by early 2019 at sfparksalliance.org.

STATEMENT OF ACTIVITIES*
For the Fiscal Year Ended June 30, 2018

SUPPORT AND REVENUE
Contributions $11,081,862
Admissions and Sales $1,303,637
Program/Administrative Fees $1,052,905
Revenue from Special Events $1,070,801
In-Kind Donations $529,802
Investment Income $206,740
Realized and Unrealized Gain (Loss) from Investments $124,995
Other Income $295,383
Total Support and Revenue $15,666,125

EXPENSES
PROGRAM SERVICES
General and Partners Programs $12,202,237
SF Recreation & Parks Department Programs $794,491
Conservatory of Flowers $2,399,788

SUPPORT SERVICES
General and Administrative $631,910
Development $1,146,831
Total Expenses $17,175,257

Increase (Decrease) in Net Assets ($1,509,132)

Net Assets at Beginning of Year $10,570,023
Net Assets at End of Year $9,060,891

*Every year Partner groups leverage Parks Alliance fundraising, community mobilizing, and technical assistance expertise to raise millions of dollars. Those donations are used to renovate or beautify parks, or enhance them with programming. Projects fundraise all year long and often take in revenues that are not spent in the same fiscal year. Partner groups are often awarded grants from city departments that are reimbursable only after projects are completed. The Parks Alliance provides these funds to Partners in advance of the city’s reimbursements, which may cause the appearance of a deficit when funds are reimbursed by the city after the close of a fiscal year.

OPERATING REVENUE SOURCES

- Contributions: 70.7%
- Admissions & Sales: 8.4%
- Program Fees: 6.7%
- Revenue from Special Events: 6.8%
- In-Kind Donations: 3.4%
- Interest & Investment Income: 1.3%
- Other: 1.9%
- Realized and Unrealized Gain (Loss) from Investments: 0.8%

OPERATING EXPENSE ALLOCATION

- General & Park Partners Programs: 71%
- SF Recreation & Park Dept. Programs: 4.6%
- Conservatory of Flowers: 14%
- General & Administrative: 3.7%
- Development: 6.7%
As a member, experience an array of wonderful benefits including complimentary beverages at our Sundown Cinema movie series, tickets to the Conservatory of Flowers, free entry to Scaregrove and Eggstravaganza, and more! A membership gift is also a gift to your community. Join today and support our efforts to champion, transform, and activate parks and public spaces throughout San Francisco.