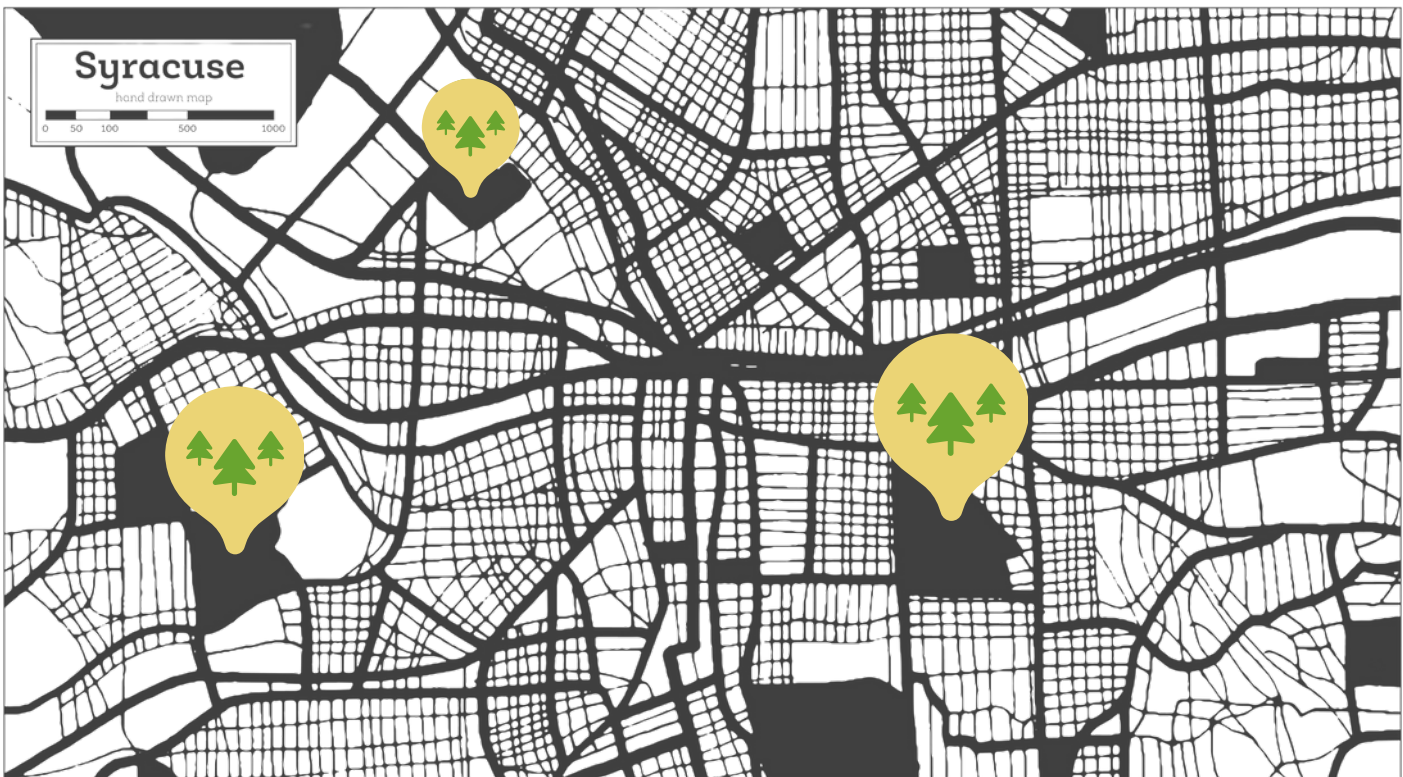


20
22



ANNUAL REPORT
SYRACUSE PARKS
CONSERVANCY



WHO ARE WE?



The mission of the Syracuse Parks Conservancy is to ensure that all Syracuse parks, public lands and their habitats are sustainably protected, restored, enhanced and developed for the educational, recreational and wellness uses of our citizens and their guests. The SPC will accomplish this through a public-private partnership with the City of Syracuse.

56
CITY PARKS

PUBLIC POOLS **10**



1923
Dr. E.M Mills Rose Garden was built in Tornden Park.

35



PLAYGROUNDS



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A MESSAGE FROM OUR PRESIDENT

The Syracuse Parks Conservancy can take great pride in what it has accomplished over the past year. With the additional funding from the City of Syracuse in the amount of \$25,000 we have been able to secure a part-time executive director. This additional funding has permitted the executive director to establish a better presence in the community, make more plans for both fundraising and grant writing, and continue supporting the growth of the SPC. It is our hope with some additional funding to be able to make our city parks even more attractive in order to bring more people into the parks for more outdoor activities.

Most important to mention is our continuing partnership with the Parks Department, which continues to be strengthened through the work of Julie LaFave, our current Commissioner, who aids in finding projects for the Conservancy and assists in bringing them into fruition. Without her help the Conservancy would not be able to thrive and grow. This summer we have plans to expand our Movies in the Parks, Pops in the Parks and the Aquathon competition in our city pools.

It is important to mention once again that the Parks Conservancy primarily serves as means for the public to donate directly to their city parks in general or to a specific project in a chosen park. We can accept the donation and put it to work as the donor wishes without it going into a general fund where it might not be used for what the donor directed. Over the past year we have received several donations of this type to improve our parks, the most recent being a \$5,000 unrestricted donation from the Eastwood Bears upon their dissolution.

Once again I have to attribute the success of the Syracuse Parks Conservancy to the strength of our board and the time each of these individuals contributes to our mission. You can see the results when you visit our website or take a walk through one of the city's beautiful parks. I hope you will consider making a contribution by volunteering your time or making a monetary donation to the SPC.

Christopher Wiles
President, Syracuse Parks Conservancy



www.syracuseparksconservancy.org



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TAKING A
LOOK BACK

Looking back at the bustle of activity that characterized 2022 for the Conservancy, one theme stands out: growth. This past year saw the organization expand in big and small ways with the goal of fulfilling its mission to maintain, preserve and enhance Syracuse's parks and green spaces.

After operating for fourteen years exclusively through the efforts of its volunteer board members, perhaps the most significant aspect of the Conservancy's growth in 2022 was **hiring the organization's first Executive Director**. Heather McClelland joined the Conservancy in February of last year. A native Central New Yorker who has run her own business and also worked in the non-profit sector, Heather brings to the Conservancy energy, creativity and an entrepreneur's spirit and drive. In the short time she has been with the Conservancy, Heather has greatly expanded the organization's community profile, social-media presence, fund-raising activities and operational efficiency. Growing any enterprise presents challenges, but with Heather on the team, the Conservancy is confident it will overcome those challenges.

Besides Heather, the Conservancy was fortunate to be able to grow its team further in 2022 with the addition of another talented Central New York native. In December, **Ellie Krause joined the Conservancy's board of directors**. Ellie is an architect with Syracuse-based QPK Design. Ellie's professional focus on the interplay of the natural and built environments makes her uniquely qualified to contribute to the Conservancy's mission, which in essence revolves around the coexistence of green spaces within a dense urban setting. Importantly, Ellie's interaction with the natural world is not confined to her architect's drawing board, for Ellie counts hiking, skiing, running and backpacking among her favorite pastimes.

To enhance those green spaces within the dense urban environment that is Syracuse, the Conservancy's **Greening Grants Program**, led by Matt Oja, registered a strong and diverse 2022. Under the Program, funds were disbursed to neighborhood organizations for the benefit of various City parks. That funding supported **annual plantings in Strathmore and the Valley and the provision of children's play equipment outside the MOST**. Funds were also allocated to create a community garden on Cannon Street. With Matt's enthusiasm and able leadership, the Conservancy sees last year's growth of the Greening Grants Program continuing into the future.

New Team
Members

Heather McClelland-
Executive Director
Ellie Krause- Board of
Directors

GROWTH

Greening
Grants

funding supported annual plantings in Strathmore and the Valley and the provision of children's play equipment outside the MOST. Funds were also allocated to create a community garden on Cannon Street.



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TAKING A LOOK BACK

This past year, the Conservancy also saw growth in the level of financial support it received from the City of Syracuse. That support more than doubled in 2022 over the prior year, and the Conservancy's board appreciates the confidence Mayor Ben Walsh and the Common Council have demonstrated with their generosity.

Also in partnership with the City, the Conservancy and the Department of Parks, Recreation & Youth Programs, working together, conducted the City's first tree-giveaway event. With the goal of increasing the tree-canopy within the City, over one hundred trees were provided for free to property owners throughout the City. Trees were provided at two locations within the City, Homer Wheaton Park and Kirk Park. Various species of trees were available, including pawpaw, persimmon serviceberry, grafted walnut, tulip, sugar maple and red oak.

In an effort to grow its relationships with key elected officials, the Conservancy's board chairman, Chris Wiles, and several other board members met last year with Assemblyman Bill Magnarelli and members of his staff. The purpose of the meeting was to explore opportunities for the Conservancy to collaborate with state government for the benefit of Syracuse's parks. In 2023 and beyond, the Conservancy will seek out and pursue areas of collaboration.

As a sign of the Conservancy's growing recognition in the community, the **Eastwood Bears Football Association**, as a result of the organization's dissolution, designated the Conservancy as the recipient of a cash donation dedicated to beautifying Syracuse's parks.

Finally, 2022 saw the Conservancy expand its fund-raising capabilities by affiliating with "Givebutter," an internet-based donation platform. With this affiliation, the Conservancy will be able to accept donations through multiple payment channels, conduct auctions, communicate with prospective donors by email and text and support fund-raising events.

With confidence, a focused sense of purpose and reliance on the accomplishments of 2022, the Syracuse Parks Conservancy, in partnership with the Syracuse Department of Parks, Recreation & Youth Programs, looks forward to continuing to serve the Syracuse community in its mission to make the City's parks places of fun, refuge and beauty.

\$5k

The Eastwood Bears Football Association, as a result of the organization's dissolution, designated the Conservancy as the recipient of a cash donation dedicated to beautifying Syracuse's parks.

Thank you Mayor Ben Walsh

The Conservancy's board appreciates the confidence Mayor Ben Walsh and the Common Council have demonstrated with their generosity

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LOOKING FORWARD

In 2023 the SPC's main focus continues to be **GROWTH**. The SPC's goal is to engage with the community and continue to restore, beautify and enhance the parks in the City of Syracuse, but on a larger scale.

To help achieve this goal, the SPC is actively pursuing grants funded by local foundations, sponsorships, and donations from the community.

In addition, the SPC has a full year of events and community involvement planned for 2023. Our kickoff of events begins on March 5th with the Tipperary Hill Shamrock Run, the first of eight races in the **Syrathon** race series that is expected to attract 2,200 participants. The remaining 7 races in the series run through October 22nd.

The SPC will also host three other event series in parks around Syracuse with "**Pops in the Park**", "**Movies in the Park**", and "**Aquathon**". Pops in the Parks is a concert series held weekly in July and August. Local bands will perform at 3 different Syracuse City Parks for the community to enjoy.

"Movies in the Park" is a series of family friendly movies that will be shown at various city parks on Friday nights in July and August. Finally, "Aquathon" combines swimming and running into a fun sporting event for kids ages 5-15 and will be held at various city-park pools in July and August. These are all free events to get the public out to enjoy their neighborhood parks.

Syrathon 2023



The Foot Race
Tour of
Syracuse Parks



Aquathon

A swimming and running into a fun sporting event for kids and will be held at various city-park pools.

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LOOKING FORWARD

Volunteer With Us



Give back to your local parks by volunteering with the SPC.



Golf Hole

Sponsor a golf hole at Burnet or Sunnycrest Golf Course.

In addition to these events, the SPC will be continuing its annual golf-hole sponsorships at Burnet Park Golf Course and Sunnycrest Golf Course. Local businesses have an opportunity to showcase what they do while supporting their local parks.

Later in 2023, the SPC plans to launch the “**SPC Pledge**,” which will allow community members to directly support the parks through a monthly pledge amount of their choice. Those making pledges will have the opportunity of winning SPC gear, gift cards from local businesses and more.

Outside of the full schedule of fundraising efforts the SPC is launching, Board Members Ellie Kraus and Kate Awewaeter are creating a **volunteer program** to expand our community involvement efforts as well as giving volunteers a more rewarding experience.

Moving forward in 2023 the SPC has also begun conversations with Onondaga Earth Corps and various park associations to work together on future projects in the parks and to create a long lasting partnership that will benefit the green spaces in Syracuse.

The Syracuse Parks Conservancy is taking 2023 head on and is very enthusiastic about the growth that is taking place.

GET INVOLVED

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follow us on social media!

 @syrparksconservancy

Syracuse Parks
Conservancy



If you would like to help the SPC make the city parks a better place take these few easy steps:

1. Visit syracuseparksconservancy.org.
2. Click on "Get Involved."
3. Decide to donate or volunteer!



Stay up to date on what the SPC is doing through our News Letters. Sign up on our [website!](#)



THE FINANCIALS

STATEMENT OF FINANCIAL POSITION

Assets

	Dec. 31st 2022	Dec. 31st 2021
Cash and cash equivalents	\$54,727.96	\$ 65,128.86
Prepays	\$2,652.40	\$2,261.64
Total Net Assets	<u>\$ 57,380.36</u>	<u>\$ 67,390.50</u>

Liabilities and Net Assets

	2022	2021
Net assets:		
Unrestricted:		
Designated for operations	\$47,205.03	\$ 58,225.17
Restricted:		
Norwood Park Restricted	\$5,000.00	-
Donors Restricted	\$500.00	\$500.00
Greening grants restricted funds	\$4,675.33	\$8,665.33
Total Net Assets	<u>\$ 57,380.36</u>	<u>\$ 67,390.50</u>



THE FINANCIALS

STATEMENT OF REVENUES, EXPENSES AND OTHER CHANGES IN NET ASSETS YEAR ENDING DECEMBER 31, 2022

Revenues and gains:	Total Unrestricted	Total Restricted	Total
Grant income	\$9,000.00	\$5,000.00	\$14,000.00
Donations	\$4,904.57	-	\$4,904.57
Sponsorship/Advertising	\$1,050.00	-	1,050.00
Race Registration Fee	\$500.00	-	\$500.00
Participant Registration Fee	\$2,178.50	-	\$2,178.50
Other revenues	\$14.81	-	\$14.81
	<hr/>	<hr/>	<hr/>
Total Revenue	\$17,647.88	\$5,000.00	\$22,647.88
Expenses:	Expenses:	Expenses:	Expenses:
Insurance	2,727.44	-	2,727.44
Website	1,483.37	-	1,483.37
Credit For Website	(1,255.00)	-	(1,255.00)
Admin - Executive Director	13,150.00	-	13,150.00
Prizes (T-Shirts & Medals)	2,487.75	-	2,487.75
Grants awarded	-	3,990.00	3,990.00
Special Projects	4,396.78	-	4,396.78
Other	5,677.68	-	5,677.68
	<hr/>	<hr/>	<hr/>
Total Expenses	28,668.02	3,990.00	32,658.02
Change in net assets before transfers	(11,020.14)	1,010.00	10,010.14
Change in net assets	(11,020.14)	1,010.00	(10,010.14)
Net assets, beginning of year	<hr/> 58,225.17	<hr/> 9,165.33	<hr/> 67,390.50
Net assets, end of year	<hr/> \$47,205.03	<hr/> \$10,175.33	<hr/> \$57,380.36

2022 Syracuse Parks Conservancy Board of Trustees



OUR TEAM

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Board of Trustees

Chris Wiles, President
Kevin McClelland, Vice President
Christopher Powers, Secretary
Neil Falcone, Assistant Secretary
Kaitlyn Axenfeld, Treasurer
Joseph Masella, Development Committee Chair
Paul Pflanz, History Committee Chair
Ellie Krause
Kate Auwaerter

Julie LaFave, Commissioner, City of Syracuse
Department of Parks, Recreation and Youth
Services.

Corrine Driscoll Dunham, City of Syracuse,
Office of the Mayor

Matt Oja, Chairman of Greening Grants
Committee

SPC Staff

Heather McClelland, Executive Director

Contact Us

syrparksconservancy@gmail.com
Syracuse Parks Conservancy
PO Box 11384
Syracuse, NY 13218