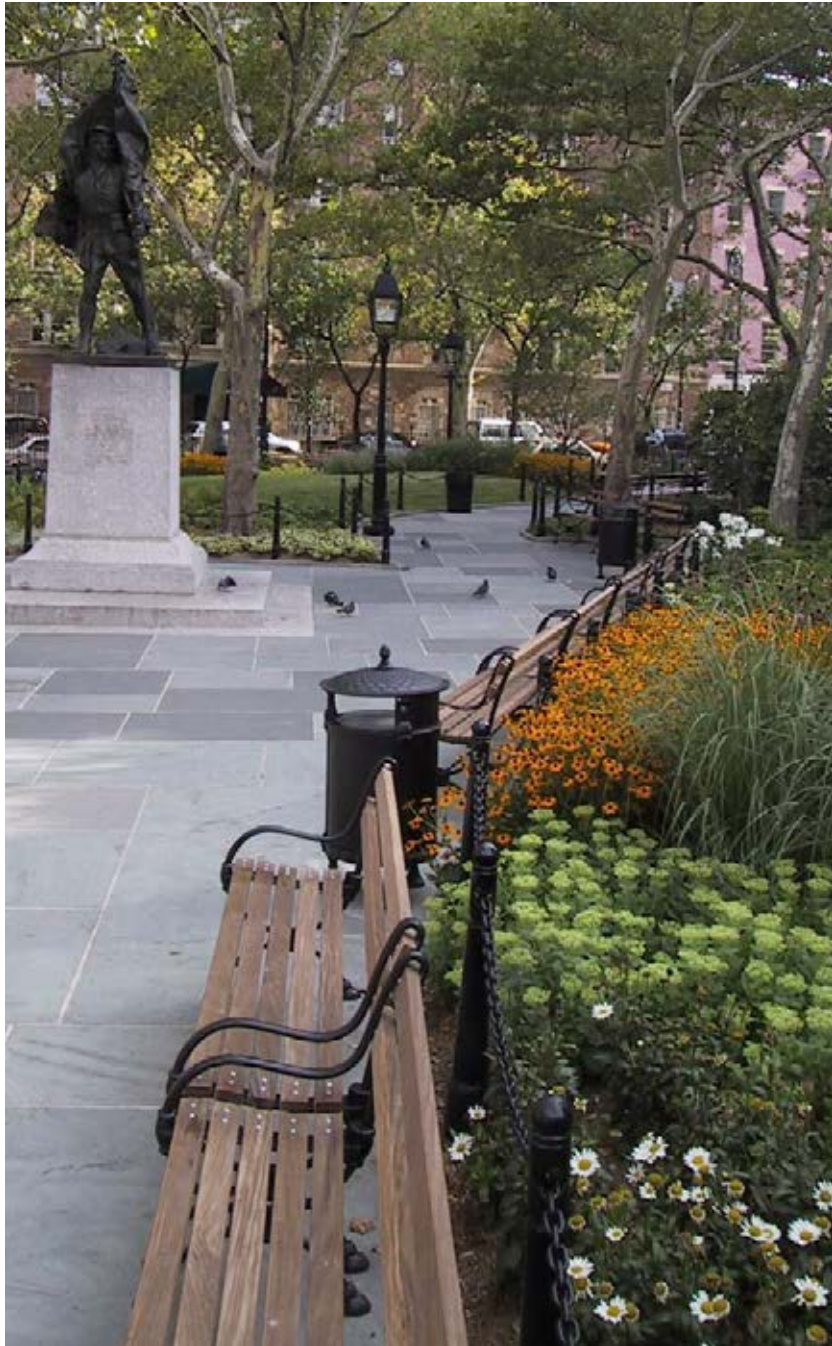


# It Takes a Village

2013 Annual Report







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## Stewardship

### *Letter from the Chair, Board of Directors*

It takes a village to raise a child, and it takes a multitude of donors, volunteers, elected officials and a committed board of directors in the West Village to maintain and enhance Abingdon Square, your Square, the crown jewel of the West Village.

The title of this year's annual report, *It Takes a Village*, speaks to the Conservancy's central long-term goal to develop broad and lasting community support for the Square. And we're getting there! Awareness continues to grow that the Square is primarily dependent on donations from neighborhood businesses and individuals for its well being and operations. Revenues have increased from \$22,000 in 2011 to \$70,000 in 2013. Individual donors have grown from 24 in 2012 to 103 in 2013.

Due to limited fundraising in 2012, the Conservancy managed its finances conservatively in 2013 and reduced spending on plantings and gardening fees in order to keep its budget balanced. Because fundraising improved significantly last year, there will be more flowers and plants, more plantings, additional gardening care and more overall maintenance, including more garbage pick-up and more frequent cleaning of the bluestone this year, the 10th anniversary of the reconstruction of the Square. You will see a difference in 2014.

In the year ahead, the Conservancy will continue to focus on raising the funds necessary to care for the Square. We will also concentrate on organizational development. One of our primary goals for 2014 is to show significant progress in the overall care and maintenance of the Square. We believe that enhancing the condition of the Square will help us to further expand and strengthen community support.







We've adopted one of the most fundamental lessons of caring for an urban park from Doug Blonsky, President and CEO of the Central Park Conservancy. Doug started working for the Conservancy in the mid-1980s when Central Park was at its worst. The early efforts by Doug and his team to maintain the park at a high level set important precedents that have had an enormous impact not only on Central Park, but also on the lives of New Yorkers and the city's economy. "If you want to build community support, you've got to show results!" Doug urged participants at the Conservancy's inaugural Urban Parks Management Forum in October 2013. (Our Conservancy was one of only five park conservancies selected to attend the two-day Forum.)

As part of the process of developing the Square into a shared and permanent neighborhood trust, a visitor survey was administered. Please see page 8 for some of the highlights of the survey results. An initial draft of a long-range plan has been completed and planning for an endowment campaign continues. Also, the Conservancy's application to become a non-profit public charity is under review by the IRS. In anticipation of receiving non-profit status, the Conservancy has begun to establish the infrastructure necessary to support a stand alone non-profit organization. For example, we recently retained a general counsel on a pro bono basis.

We thank you, our neighbors, for your generous support of the Square. We look forward to working with you in all seasons to continue improving your Square.

Kind regards,

Joseph R. Mayock  
Chair, Board of Directors



### ***Letter from the Manhattan Parks Commissioner***

On behalf of the Department of Parks & Recreation, I would like to congratulate the Abingdon Square Conservancy and its supporters on another year of accomplishment.

The Conservancy helps to ensure that Parks can continue to maintain Abingdon Square Park, one of the West Village's most important and popular outdoor spaces, at a high level for the community. We appreciate the Conservancy's continued dedication to helping sustain the park's long-term health and vitality. We are grateful for the ongoing generosity of its supporters. We look forward to continuing to work with this wonderful group, so that the park remains one of our city's great treasures.

Sincerely,

A handwritten signature in black ink, appearing to read 'W. Castro', with a long horizontal flourish extending to the right.

William T. Castro  
Manhattan Borough Commissioner  
New York City Department of Parks & Recreation





## **Board of Directors**

### ***Chair***

Joseph R. Mayock  
Chief Marketing Officer, Chadbourne & Parke LLP

### ***Vice Chair***

Bruce Mastalinski  
Chief Compliance Officer, Lighthouse Guild International

### ***Treasurer***

Todd Hittle

### ***Secretary***

Jeffrey Fitts  
Research Scholar, Civil and Environmental Engineering  
Princeton University

Natane Boudreau  
Actor, Producer

Jeanne Bucknam  
Associate Broker, Sotheby's International Realty

Tim Crowley  
Managing Director, Flank, Inc.

John Solum  
Faculty, Vassar College

### ***General Counsel***

Collin Glidewell  
Manager of Contracts, Clinical Trials Office,  
Columbia University Medical Center





## Mission

The mission of the Abingdon Square Conservancy is to work together with the West Village community to maintain and enhance Abingdon Square as a scenic and historic landmark, creating one of the best small parks in the world. The Conservancy aspires to secure the financial future of the Square for future generations and contribute to the economic well being of the West Village, while upholding its core values of stewardship, community building, diversity and excellence. Within the Square, the Conservancy seeks to promote the passive use and quiet enjoyment of the park for all.

## Goals

The goals of the Conservancy are:

- 1) Secure the financial future of the Square for succeeding generations;
- 2) Develop the best small park in the world by enhancing the Square to the point where it clearly provides a world-class visitors' experience year-round;
- 3) Contribute to the economic well being of the West Village; and
- 4) Live up to the core values that the organization has established: stewardship, community building, neighborhood pride, diversity and excellence.





## Care and Maintenance of the Square

As part of the Conservancy's efforts to make the Square resplendent, we are using a range of tools, including more plantings, more garden maintenance and more overall care of the Square.

### ***Fall 2013 Garden Maintenance and Plantings***

The following horticultural tasks were completed in Fall 2013:

- Dead or dying plants and shrubs were removed. All shrubs were pruned.
- Seven yards of compost and soil were added to the beds. All beds were mulched. All existing plants were fertilized.
- Forty-four new shrubs were installed.
- Over 5,500 spring bulbs were planted, including tulips, windflowers, crocus, chionodoxa, galanthus and allium.

### ***Garbage Control***

During the summer of 2013, the Conservancy was receiving increased neighborhood feedback about our ongoing—and losing—war on garbage, so we decided to step up our battle to keep the Square clean. Beginning in July 2013, additional garbage control services were provided in the Square once per day at mid-day during the workweek and twice a day on weekends. The services being provided included emptying garbage cans, sweeping up trash on the paths and picking up trash in the gardens inside the Square, emptying City trash cans on the perimeter of the Square and placing a new liner in the garbage cans. Last year, these services were contracted through September 30, the end of the Square's "high season."

The feedback from visitors to the Square about the garbage control services has been overwhelmingly positive. The Conservancy will resume the program in Spring 2014.





## Growing Neighborhood Involvement

Indicators of the Conservancy's outreach efforts and the neighborhood's positive response in 2013 include:

- Individual donors increased from 24 in 2012 to 103 in 2013.
- The mailing list grew from less than 100 contacts to over 500.
- A neighborhood “listening tour”: Held meetings with the boards of 61 Jane, 299 W. 12th and 302 W. 12th co-ops/condos. Presented at the annual meeting of 75 Bank co-op and did a Q&A with the shareholders.
- An expanded email information campaign: 10 emails were distributed to the mailing list, including the “*Your Donation at Work*” series.
- A strategic planning process: Administered a visitor survey, developed a draft long-range plan and a draft endowment campaign plan.
- The establishment of an annual fundraiser: Held the inaugural Tulip Gala on May 1, 2013. Raised nearly \$28,000. The 2nd annual Tulip Gala is scheduled for April 30, 2014.



## Neighborhood Input: Visitor Survey

We want to listen to our neighbors' concerns about the Square and respond to them. Accordingly, a visitor survey was distributed to the Conservancy's mailing list in August 2013. It was also handed to visitors in-person in September and October 2013. Over 100 visitors participated. Highlights of the survey data follow.

72% of the respondents visit the Square a few times per week or more.

The positive aspects of the Square that respondents mentioned most often were:

- Quietness
- Beauty
- Meeting neighbors

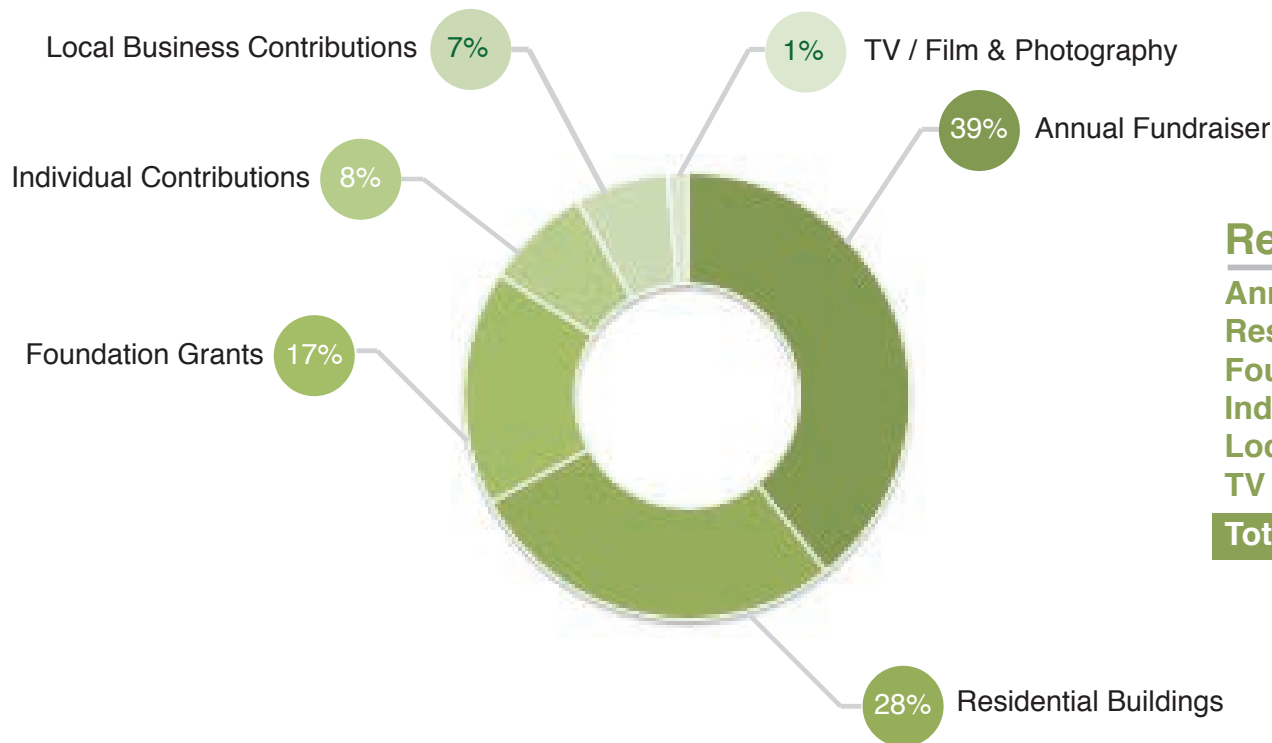
The negative aspects of the Square that respondents mentioned most often were:

- Trashcans overflowing and trash scattered about
- Plantings have been disappointing
- The Square is sometimes too crowded

The goals that respondents supported most strongly are:

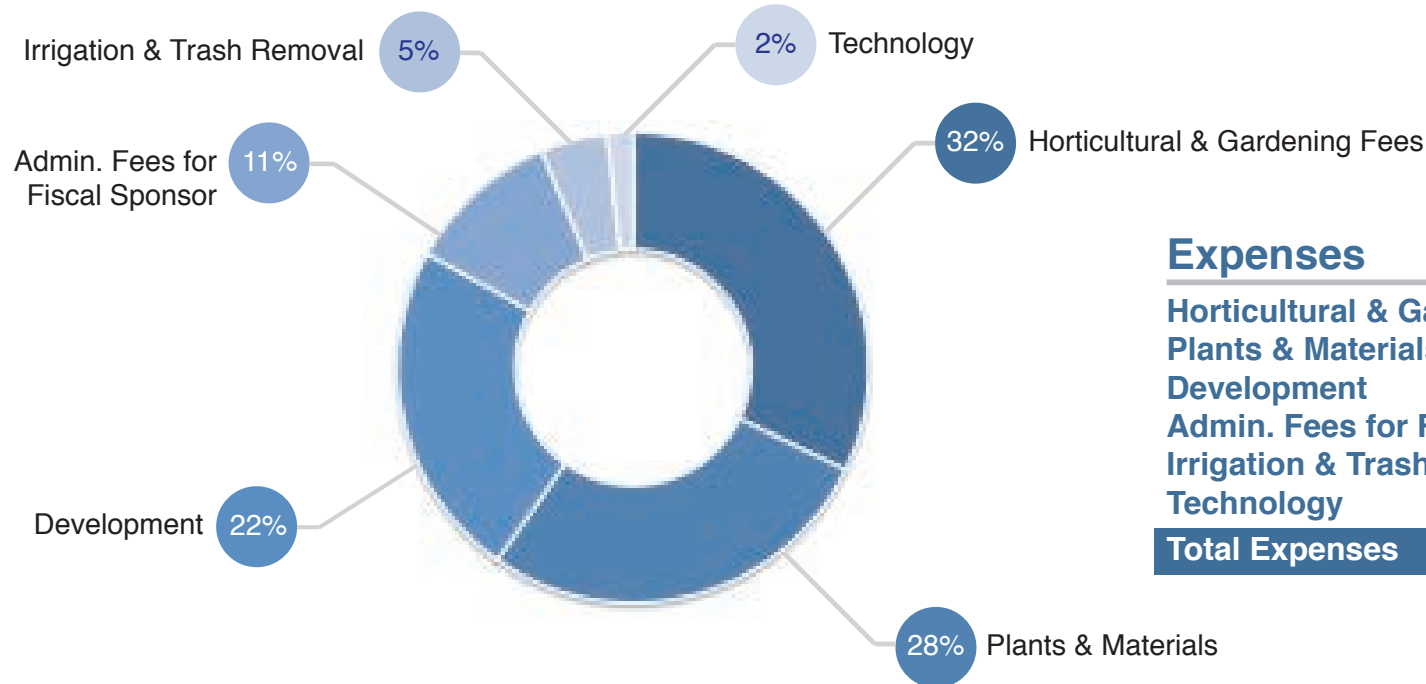
- 85% Maintain a peaceful and quiet atmosphere
- 80% Implement year-round landscaping
- 76% Additional staffing for high-level upkeep of the Square





**Revenues**

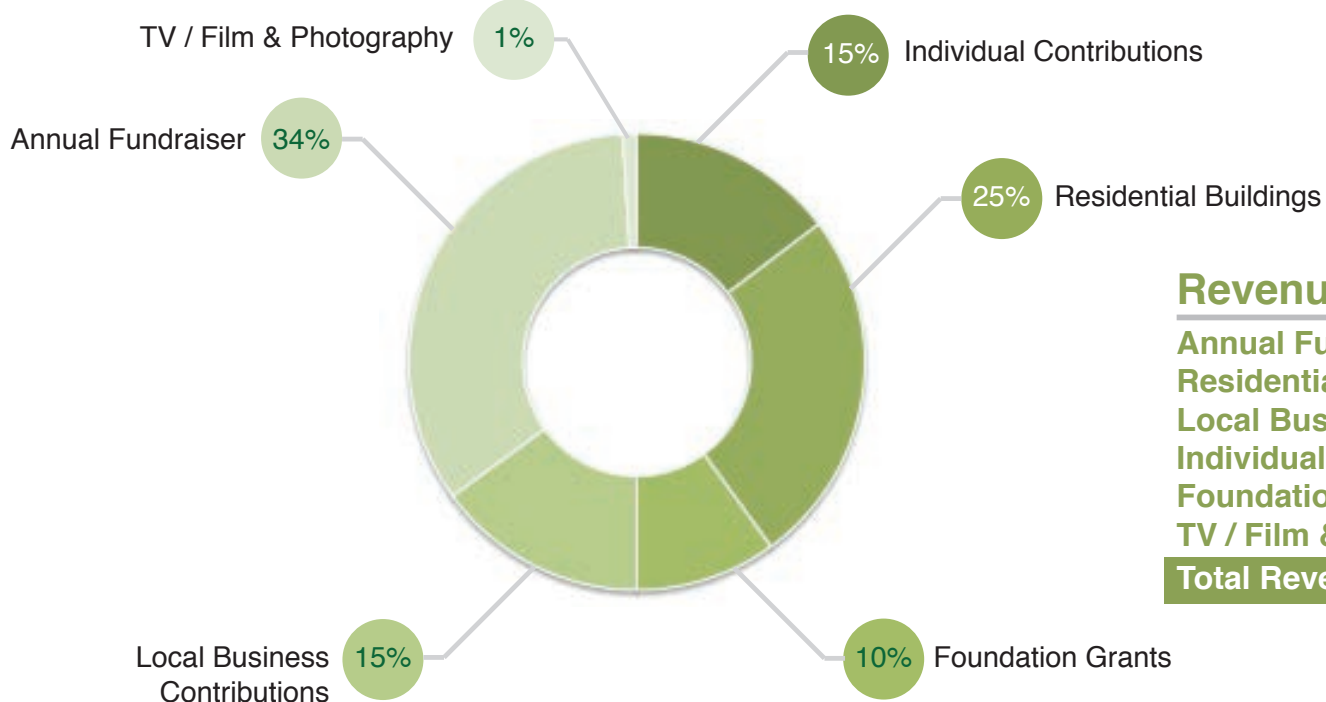
Annual Fundraiser	27,698
Residential Buildings	19,550
Foundation Grants	12,000
Individual Contributions	5,422
Local Business Contributions	4,750
TV / Film & Photography	1,000
<b>Total Revenues</b>	<b>70,420</b>



**Expenses**

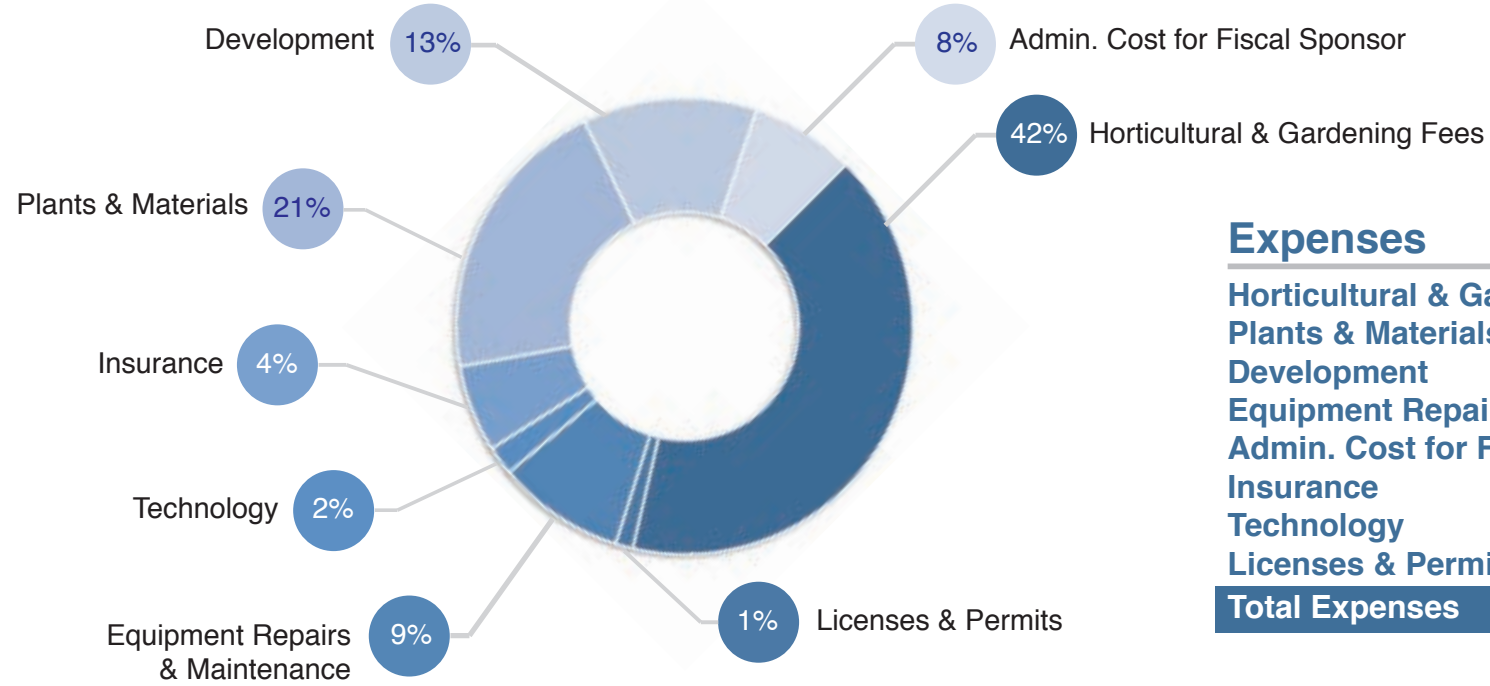
Horticultural & Gardening Fees	14,541
Plants & Materials	12,504
Development	10,521
Admin. Fees for Fiscal Sponsor	4,790
Irrigation & Trash Removal	2,071
Technology	806
<b>Total Expenses</b>	<b>45,233</b>

# 2014 Estimated Revenues and Expenses



## Revenues

Annual Fundraiser	34,000
Residential Buildings	25,300
Local Business Contributions	15,000
Individual Contributions	14,700
Foundation Grants	10,000
TV / Film & Photography	1,000
<b>Total Revenues</b>	<b>100,000</b>



## Expenses

Horticultural & Gardening Fees	40,000
Plants & Materials	20,000
Development	12,000
Equipment Repairs & Maintenance	8,816
Admin. Cost for Fiscal Sponsor	7,184
Insurance	3,800
Technology	2,000
Licenses & Permits	1,200
<b>Total Expenses</b>	<b>95,000</b>



## 2013 Support

### Donors

#### *Corporate / Small Business*

Café Cluny  
Flank, Inc.  
Jane Street Tavern  
The Marrow  
Ralph Lauren Corporation  
Teich

#### *Residential*

302 W. 12th Street Condo.  
299 W. 12th Street Condo.  
75 Bank Street Cooperative

#### *TV / Film and Photography*

Project Runway  
Shake Productions

#### *Community*

Perry Street Block Association

#### *Individual*

Vanessa Afshari  
Richita Anderson  
Jose Barral  
Deirdre Barry  
Ben Bengtsson  
Carol Ben-Moshe  
Bruce Berger  
J. Bland | Michael Katovitz  
Lynne Block  
Todd Blumenthal

Peter Boffa  
Joe Boone  
Kate Bostock  
Natane Boudreau  
Jeanne Bucknam  
Philip Cavanaugh  
Carol Chave  
Diane Cohen  
Joanne Collier  
Peter Collins  
Norma Cote  
Paul Critchlow | Patty McCormick  
Virginia Davies | Willard Taylor  
Stephen Davis  
Dru Desantis  
Speed Dillon  
Madeline Dowling  
Joan Ellis  
Sigrid Esser  
Erika Faust | Colin Gardner  
Annette Fesi  
Amy Finzi  
Nian Fish  
Stephen Foster | Russell Saray  
Chris Garvin  
Allison Geuder  
Deborah Glick  
Marion Green  
Zoe Haydock  
William Heinzen  
Todd Hittle

Adam Jachimowski  
Joe Jaffoni  
Jana Jevnikar  
John Keenen  
Alexander Kelloff  
Stephen Klein  
Joan Klygn  
Lorna Koch  
Peter Kostmayer  
Lars Larsson  
Deslie Lawrence  
Sarah Lazin  
Barbara Lorber  
Barbara Lord  
Michael Lumbardo  
Janice Lunde  
Joy Marcus | David Rosenberg  
Bruce Mastalinski  
Joe Mayock | Rich Lo  
Randy McHaney  
Molly Meloy | Jeff Fitts  
Paul Michaud  
Linda Miller  
Carrie Molay  
Adair Mueller  
Margaret Murphy  
Elaine Niedoroda  
Heather O'Neill-Ferrer  
Diana Pardue  
Kate Pelet  
Cynthia Penney

Cyrelle Pinar  
Carol Rheuban  
Anita Rizzo  
Jayn Rosenfeld  
Norman Rosenfeld  
Clifford Ross  
John Salvato  
Herb Sambol  
Eric Sanford  
Daniel Schindler  
Frank Schwarzer  
Daphne Shirley Guest  
Tracey Sides  
Helene Silver  
Susan Skoorka  
John Solum  
Joanne Spina  
Henry Strouss  
Vicki Sufian  
Kathryn Sullivan  
Eiseley Tauginas  
Lois Teich  
Romy Truscelli  
Family Viarengo  
Michael Vinturella  
David Wallace  
Mick & Christine Walsdorf  
Jane Weissman  
Christine Weston  
Polly Wittenberg  
Harriet Zimmer

## 2013 Support

### Foundation Grants

City Parks Foundation  
Greenacre Foundation

*Webmaster and Videographer*  
James Carson

### In Kind Gifts and Services

*Candles*  
Kerin & Mark Reyes, Diptyque

*Chocolates*  
Chris Taylor, Anthony Cirone, Li-Lac Chocolates

*Commissioned Artwork*  
Kaz Morimoto

*Event Space for Tulip Gala*  
Karen Lashinsky, 632 On Hudson

*Food and Beverage*  
Maud & Philippe Bonsignour, Bakehouse  
Imperial Vintner

*Holiday Decorations*  
Billy Romp, Romp Family Christmas Trees

*Legal*  
Philip Wagman, Xenia Garofalo, Clifford Chance US LLP

*Mailbox*  
Katherine DeFlaun, Manhattan Mailboxes

### Volunteers and Friends

Elizabeth Atwood  
Kirsti Bambridge  
Colin Gardner  
Chris Hepner  
John Keenen  
Emma Kruse  
John Langan  
Rich Lo  
Barbara Lorber  
Maura Lout  
Sarah Malloy-Good  
Paul McRae  
Ralph Musolino  
Alexandra Nudelman  
William Reue  
Arthur Rosner  
John Rumely  
Conor Saunders  
Steve Simon  
Jane Stouffer  
George Vellonakis  
David Williams  
Lee Zimmerman





## **How You Can Help Your Square**

### **Become a Member**

Go to [abingdonsquare.org](http://abingdonsquare.org). Click on the “Dough-Nate” button on the lower right side of the home page.

### **Matching Gifts**

Please ask if your company has a matching gift program and enclose the form with your donation.

### **Stock Gifts**

The Conservancy accepts gifts of securities. For more information, please email us at [info@abingdonsquare.org](mailto:info@abingdonsquare.org).

### **Planned Giving**

Include the Conservancy in your estate planning. Please email us at [info@abingdonsquare.org](mailto:info@abingdonsquare.org) for information about making a bequest.

### **Contact Us**

[info@abingdonsquare.org](mailto:info@abingdonsquare.org)  
Abingdon Square Conservancy, 302A West 12th Street, #113,  
New York, NY 10014

### **Stay Connected with Us**

Go to [abingdonsquare.org](http://abingdonsquare.org). Click on “Join Mailing List” on the upper right side of the home page; Friend us on Facebook; Join our LinkedIn group; Follow us at Twitter.



