

I love Prospect Park because I can walk in the woods, jog around the perimeter road, plant woodland plants as a volunteer, give tours of the ravine, see chipmunks, walk dogs, watch bats, fly a kite, take pictures, attend concerts at the bandshell, listen to free opera in summer, listen to Fred tap dancing under a bridge, watch a woodcarver, have picnics, play soccer, watch baseball, frisbee and cricket, do t'ai chi with my friends on t'ai chi hill, sit on a bench on the way home from the library and start reading my books, visit the zoo, work at the zoo as a gardener...



It is with enormous pride and gratitude that I have now completed my third year as the Chairman of the Prospect Park Alliance. FY10 was a year with some challenges, but also many successes.

The burdens on our staff and volunteers continued to grow as the Alliance was forced to deal with the effect of layoffs and furloughs initiated at the very start of the year. However, I am happy to say we made it through this difficult period with only a minimum loss of service. And, once again, record numbers of people visited the Park.

I would especially like to recognize New York City Parks Commissioner Adrian Benepe and his outstanding staff. Although the City remains in a period of fiscal restraint, their partnership and support help keep the Park the treasure our visitors expect.

This year we made a particular effort to keep the Park clean and to help preserve our trees. We instituted a special education and enforcement program to protect our trees from charcoal left behind after the many barbecues. This effort required extra staff and volunteer time, but the impact was noticeable.

We continue to make great progress on our Lakeside restoration and recreation project and we deeply appreciate the generous funding we've received from both public and private contributors.

Finally, I must acknowledge the coming retirement of our founder and president, Tupper Thomas. After thirty years, Tupper announced she would be leaving in 2011. Tupper's contribution to the Park can literally be seen in every one of the Park's 585 wonderful acres.

Tupper will be missed, but as she continually reminds us, her proudest achievement is the sustainability of the Alliance and its highly regarded staff, directors and volunteers. She leaves knowing that the Alliance, with your continued support, will grow and thrive in the years ahead.

Sincerely,

Albert H. Garner



Board of Directors

Albert H. Garner, *Chairman* Leslie L. Beller, *Secretary*
Tupper Thomas, *President* Mark A. Varous, *Treasurer*

Directors

Amy Bender; Emma Bloomberg; Henry Christensen III; Jane Cohan; William R. Coleman; Curtis Cravens; Fidel F. Del Valle; Robert Doar; Jill Eisenstadt; Joseph L. Fishman; Richard T. Greene, Jr.; Stephen K. Hindy; Charles R. Jacob III; Jorge Juantorena; Mark B. Justh; Donald R. Kendall; Andrew H. Kimball; Philip Li; Grace Lyu-Volckhausen; Rachel McPherson; Dr. William Pollard; Leslie Puth; Elizabeth Ryan; Claude Trahan; Catherine M. & Mark A. Varous; Nadia Wallace; Gina Ingoglia Weiner; Iris Weinshall

Ex Officio

Adrian Benepe, *Commissioner, City of New York/Parks & Recreation*
Bill de Blasio, *City Council Member*
Marty Markowitz, *Brooklyn Borough President*

write poems...

There is not a sprig of grass that shoots
uninteresting to me. *Thomas Jefferson*

Our Public Leaders

Recognizing The Value Of Prospect Park

The Prospect Park Alliance is grateful for the continued support of our elected leaders. Throughout the year, city, state and federal officials allocated funds that are crucial to the Park’s restoration, maintenance and programming.

CAPITAL PROJECTS – FY10

Brooklyn Borough President Marty Markowitz allocated \$1 million and City Council Member Letitia James allocated \$100,000 for the restoration of the Grand Army Plaza Soldiers and Sailors Memorial Arch. Once complete, the Arch will again provide space for programming, and we will have restored this icon to its former glory.

The City Council Brooklyn Delegation, chaired by Council Members Erik Dilan and Letitia James, allocated



\$1 million for the Prospect Park Tennis House and Garage Compound. Currently, the Park’s maintenance, operations and landscape management staff work out of the Wollman Rink. But with the construction of Lakeside (a year-round, state-of-the-art recreational facility in Prospect Park, which will replace the current rink) these staff members will need to be moved to alternate locations. Once renovated, the Tennis House will be an ideal location for some of these staff members. We plan to house the other staff members in a proposed new facility located in the Borough Garage at Prospect Park.

City Council Member Bill de Blasio allocated an additional \$900,000 this year for the Wellhouse Comfort Station. This allocation, combined with his previous funding will convert the building into a much needed public bathroom.

State Assembly Member Joan Millman allocated \$200,000 for Lakeside.

PROGRAMS AND OPERATIONS

For the Park’s youth and education programs:

\$40,000 from City Council Speaker Christine Quinn
\$6,500 from City Council Member Darlene Mealy
\$10,000 from State Senate Conference of Black Senators and State Senator John Sampson
\$2,500 from State Senator Daniel Squadron
\$4,500 from State Assembly Member Karim Camara
\$4,000 from State Assembly Member William Colton and State Assembly Member Nick Perry
\$15,500 from State Assembly Member Rhoda Jacobs
\$5,000 each from State Assembly Member Hakeem Jeffries; State Assembly Member Joseph Lentol; State Assembly Member Joan Millman; State Assembly Member Felix Ortiz; State Assembly Member Annette Robinson

For general operations:

\$16,875 from the City Council Brooklyn Delegation, chaired by Council Members Erik Dilan and Letitia James; \$10,000 from City Council Member Sara Gonzalez

Adrian Benepe, Commissioner, NYC Parks & Recreation, gets ready to throw the first ball on Opening Day in Prospect Park



\$4,000 from City Council Member Domenic Recchia, Jr.
\$5,000 from City Council Member David Yassky
\$15,000 from State Assembly Member James Brennan

Other allocations:

\$24,00 from Brooklyn Borough President Marty Markowitz for New Year’s Eve Fireworks at Grand Army Plaza and general operations
\$58,000 from City Council Member Bill de Blasio for Playground Associates and school programs
\$18,362 from City Council Member Letitia James for Playground Associates and school programs

1. Mayor Michael Bloomberg, 2. Brooklyn Borough President Marty Markowitz, 3. City Council Speaker Christine Quinn, 4. US Representative Yvette Clarke, 5. US Senator Charles Schumer, 6. Former City Council Member and current NYC Public Advocate Bill de Blasio, 7. City Council Member Mathieu Eugene, 8. City Council Member Sara Gonzalez, 9. State Assembly Member Joan Millman, 10. State Assembly Member Felix Ortiz, 11. State Assembly Member Rhoda Jacobs, 12. Former City Council Member David Yassky, 13. City Council Member Domenic Recchia, Jr., 14. City Council Member Letitia James, 15. US Representative Nydia Velazquez, 16. City Council Member Brad Lander, 17. State Assembly Member Hakeem Jeffries, 18. State Assembly Member Joseph Lentol, 19. State Assembly Member Nick Perry, 20. State Assembly Member James Brennan, 21. State Senator Eric Adams, 22. US Representative Anthony Weiner, 23. City Council Member Darlene Mealy, 24. City Council Member Stephen Levin, 25. State Senator Velmanette Montgomery



watch baseball...

A small group of thoughtful, committed citizens can change the world. *Margaret Mead*

The Community Committee

Working For The Park, Its Visitors And Neighbors

The Prospect Park Community Committee (ComCom) consists of representatives of more than 50 local organizations, as well as all of the elected officials (federal, state and city) and community boards that represent the Park and the surrounding districts.

The three main focus points of the ComCom are:

1. Advocacy: Identify and develop advocacy strategies for specific issues of concern related to the Park.
2. Operations: Study issues related to Park operations and develop a methodology to disseminate information to Park users on specific Park rules.
3. Recruitment & Retention: Strategize to keep organizations engaged in ComCom activities and recruit new membership.

FY10 ACTIVITIES

- In conjunction with the Prospect Park Track Club and Transportation Alternatives, ComCom produced "Road Rules II!" where members spent the afternoon distributing Prospect Park Rule Cards and talking with Park users.
- At the "Save the Trees, Anti-Litter" campaign throughout the summer, ComCom members patrolled the Park and participated in information distribution.
- ComCom members testified on the condition of rental horses before the NYC Department of Health and Mental Hygiene and the New York City Council on the Health, Safety and Well-Being of Rental Horses
- Advocated for funding for Park programs and operations; for a variety of capital improvement projects; and for keeping horseback riding an ongoing tradition in Prospect Park.



have a picnic...



Heaven is under our feet as well as over our heads. *Henry David Thoreau*

Landscape Management and Maintenance & Operations

Keeping The Park Clean, Green, Gorgeous And Growing

Through its various crews, Landscape Management cares for the Prospect Park's green spaces and waterways. The Turf Crew keeps the lawns mown and the ballfields groomed, Horticulture cares for the more formal landscapes, the Natural Resources Crew looks after the woodlands and lake while the Arboriculture Crew cares for the Park's 12,000 landscape trees.

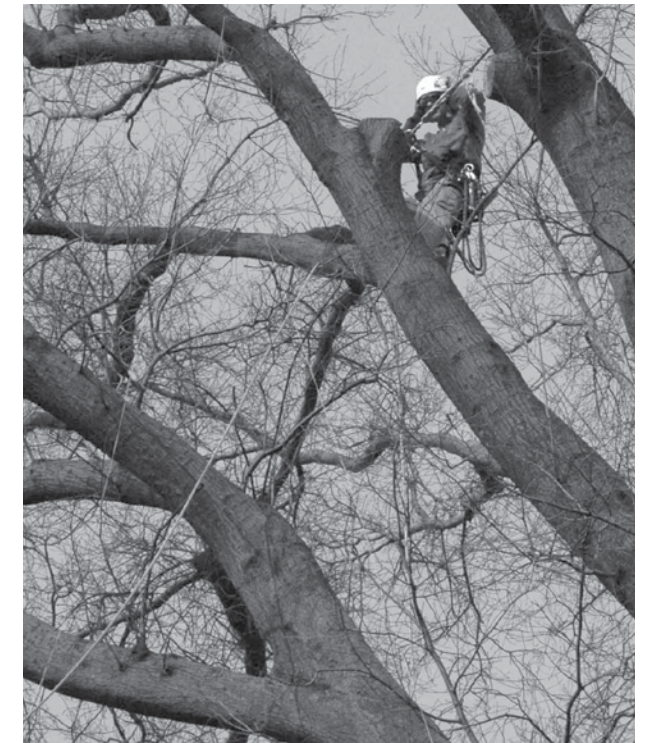
WHO DID WHAT?

- In-house arborists pruned 519 trees and supervised the pruning of 103 trees by contract.
- The Natural Resources Crew added 1,603 trees and 2,410 shrubs to the woodlands with a focus on the east side of Lookout Hill.
- The Turf Crew renovated 130,000 sq. ft. of lawn and two ballfield infields (with help from the Prospect Park Baseball Association).
- As part of the Lakeside initiative, Landscape Management installed and maintained 2,500 aquatic plants, 400 shrubs and 60 trees in the Lakeshore restoration.



STORM DAMAGE AND RECOVERY

On the weekend of March 20 a storm ravaged the northeast, destroying over 50 trees in the Park including an oak that had survived the Civil War. With the help of our many supportive neighbors, friends and an anonymous donor who offered a \$10,000 match, over \$80,000 was raised to help repair the damage.



The Park initiated a "Save the Trees" campaign to foster responsible barbecuing. Staff and volunteers spoke to almost 10,000 people in the Park about proper BBQ grilling and cleanup throughout the summer.

The Fix-it Crew, part of the Maintenance department, installed:

- 13 new hot coal bins (there are now 28)
- 15 BBQ grills
- 15 new two-yard dumpsters
- 2 new decorative trash cans

The "Save The Trees" campaign also included:

- new signage
- new rule cards
- stickers distributed to Park goers
- informational ribbons wrapped around trees in BBQ areas
- Staff members working weekends from May 15th through July 25th doing public outreach.

walk in the woods...

Do what you do so well they will want to see it again and bring their friends. *Walt Disney*

One touch of nature makes the whole world kin. *William Shakespeare*

Concessions

Rackets, Rentals, Rides & The Rink

Concessions in Prospect Park are managed to serve the public and earn money, which goes directly back into Park care, maintenance and programming.

The **Picnic House** was chosen as a The Knot Best of Weddings, 2010 Winner by *theknot.com* and received a Bride's Choice Award from *weddingwire.com*. May, June, September and October were the busiest months for weddings, bat and bar mitzvahs and other special occasions, with the space being rented every weekend.

At the **Boathouse** morning wedding ceremonies and evening reception rentals contributed to revenue.

Wollman Rink was rented for over a hundred private events. The rink was open for a total of 102 days, with 74,785 visitors and over 43,000 skate rentals. Skate rental sales continue to be highly profitable. The "Skate for Free" promotion was very successful in drawing skaters to the Rink: visitors received a coupon good for one free future Rink admission if they rented one pair of skates or made a purchase of \$15 or more at the Snack Bar.

In spring 2010 ticket prices at the **Carousel** increased to \$2. Still a good bargain! Revenue increased 10.4% over last year. There were 68,782 riders (including 7,879 free rides) during public hours. The Carousel also hosted about 100 birthday parties and was visited by numerous camp and school groups throughout the season.

Pedal Boats. We rented about 200 boats a week to the public. Approximately 2,500 children toured the lake as part of a school or camp trip.

Food and beverage sales at the popular **Parade Ground** snack bar continued to bring in revenue.

The **Tennis Center** is a modern year-round facility with 11 courts for day and night play.

Highlights from the year include:

- A revenue increase of 1% from the previous year despite the economic downturn.
- Expansion of the highly-acclaimed Special Aces Program for special needs kids.
- Our Summer Youth Program was so popular two additional weeks were added in August.
- Introduction of tennis ebasts were a new powerful tool to communicate specials events and discounts.



dance...

Volunteers

Individuals Giving Their Time, Energy And Irrepressible Spirit

Prospect Park Volunteer Corps continues to attract individuals from all over Brooklyn. The Volunteer Corps consists of several weekly groups that attend to various needs throughout the Park.

- Monday: East Side Revival Corps
- Wednesday: GAP Corps; Wednesday Corps
- Thursday: Thursday Corps
- Saturday: Weekend Woodlands Corps
- Saturday/Sunday: Weekend Volunteer Corps

The Volunteers are also an integral part of many of the Park's great events including:

- Macy's Fishing Contest
- Halloween Haunted Walk and Carnival
- It's My Park! Day
- International Coastal Cleanup Day

This year, the Park benefited from over 6,700 volunteer hours from 2,695 individual volunteers; 22 school groups; 18 college groups; 52 community groups; five religious groups and 15 corporate volunteer groups for a total of 240 volunteer visits.



plant woodland plants as a volunteer...



In Loving Memory Of Richard Enquist

With the death of Richard Enquist this past March, both Brooklyn and the Prospect Park Volunteer Corps suffered a great loss. Prior to the establishment of the Prospect Park Alliance and the official formation of the Volunteer Corps in the late 1970s, Richard was a "one-man volunteer army" in the Park. He was then instrumental in putting together the official Park Volunteer program and quickly took on a leadership role, helping to recruit and train new volunteers.

Today the Volunteer Corps that Richard helped start has grown beyond even his own dreams. In Richard's honor and memory, a tree will be planted in the Park he so deeply loved.

Honored Volunteer Tim McKinney

Tim McKinney is a fixture in Prospect Park, volunteering twice weekly for the better part of seven years. Since 2003, the Prospect Park Volunteer Corps has been blessed by Tim's hard work, positive attitude and dedication. This year Tim stepped in to lead Monday's East Side Revival Corps, making it possible for this group to expand its efforts throughout the Park.

With his relaxed and good-natured manner, Tim has played a key role in fostering a sense of community amongst the volunteers. Tim is a natural leader who is always there to help others, and promote community events both inside and outside the Park. Tim has over 1,500 recorded volunteer hours since 2003 and he gives his time 10 out of the 12 months of the year.

Look deep into nature, and then you will understand everything better. *Albert Einstein*

Education

Teaching & Learning Never Go Out Of Style

The Prospect Park Audubon Center (PPAC)

is a unique and inviting setting where children, families and adults explore and learn about the natural environment.

- Over 73,000 visitors participated in public programs and 11,760 students participated in school programs.
- Visitors can view live exhibits of native and non-native species at the Center. They can see a black rat snake, American bull frog, eastern box turtle, crayfish, snapping turtle and red eared sliders.
- The Center collaborated with the National Environmental Education Foundation (NEEF) and the National Audubon Society to engage pediatric health care providers in recommending outdoor activities to children.
- A new Advocacy Exhibit allows visitors to learn about the importance of preserving natural habitats by giving visitors the opportunity to send a postcard to their state senator supporting the Neotropical Migratory Bird Conservation Act – a small program with a big impact.



Lefferts Historic House is an 18th century farm-house complete with indoor and outdoor exhibits, period rooms and working farm plots.

- A total of 48,000 guests came to visit Lefferts, including 4,000+ students and teachers.
- There was an increase of 9,000 in visitation at the museum over last fiscal year.
- A new interactive textile exhibit using images, reproduction objects and clothing from the museum's collection allowed visitors to explore the history and processes of transforming natural materials into various textiles.
- With the support of the Leon Levy Foundation, the museum and the Brooklyn Historical Society (BHS) initiated a program of document conservation. BHS accepted a gift of over two hundred documents from the Lefferts collection.

Brooklyn Academy of Science and the Environment (BASE)

At BASE the focus is on science and the environment. Students study outdoors in the practical learning grounds of Prospect Park and the Brooklyn Botanic Garden.

- BASE students have a graduation rate well above the NYC average – approximately 75%. Three quarters of those graduates go on to college.
- PPA coordinated an Environmental Jobs Fair to introduce students to internships and other positions available at Prospect Park, Brooklyn Botanic Garden and other partners. The Job Fair resulted in 30 students being placed in paid positions.
- Valedictorian Francine Camacho won the prestigious Gates Millennium Scholarship, the second time that one of these scholarships was awarded to a BASE student.
- BASE juniors Ishmael Akahoho and Marcia Foster won top prize at the annual Brooklyn College Science Competition for their work using DNA analysis to discover whether endangered species of sea horses were used in Chinese herbal medicines.

Laying out grounds may be considered a liberal art, like poetry and painting. *William Wordsworth*

Design & Construction:

A Dedicated Team Of Landscape Architects and Architects

The Design & Construction office is responsible for the ongoing restoration and revitalization of Prospect Park's woodlands, playgrounds, fields, buildings, Lakeshore and, of course, the Lakeside project.

Fiscal year 2010 was a busy and productive year for Design & Construction.



After years of planning and design approvals, ground was broken and construction began on:

- Vanderbilt Playground
- Parade Ground Field IV

Designs were completed and approved for:

- Wellhouse: no longer a functioning wellhouse, the structure will be repurposed for much needed public restrooms; the first composting facility in a NYC park.
- Revised drawings were completed for the reconstruction of the Nethermead Arch parapet walls.
- Lakeside: In FY10, designs for Lakeside were completed and work on Lakeshore began with the installation of two blue dams and the reshaping of the Lake shoreline. A new dock and stone terrace were also constructed.



Adrian Benepe, Parks Commissioner; Tupper Thomas, Mayor Michael R. Bloomberg and Christian Zimmerman

Prospect Park has always recognized the greatness of its Design & Construction team. This year their talent and dedication were noted by the public and design professions.

- Christian Zimmerman, Vice President for Design & Construction at Prospect Park, was named a Fellow of the American Society of Landscape Architects (ASLA).
- Crystal Gaudio became a registered Landscape Architect.
- The Public Design Commission's Excellence in Design Award was bestowed upon the designers of the Lakeshore portion of the Lakeside project.

see frogs, snakes and dragonflies...

play...

The richness I achieve comes from nature,
the source of my inspiration. *Claude Monet*

Lakeside

Lakeside Is Coming

Lakeside is Prospect Park Alliance’s ambitious new initiative to transform 26 acres in Prospect Park’s southeast quadrant, relocating and replacing the winter-only Wollman Rink with a year-round destination for recreation, fun and fitness within a beautifully restored natural environment.

Prospect Park was built as a natural haven and gathering place for the people of Brooklyn. Now, the Prospect Park Alliance, in partnership with the City of New York, seeks to expand the vision of the Park’s original designers to meet the needs of a uniquely vibrant and diverse 21st century community.

Lakeside will provide Park visitors with:

- A restored environment and additional green space.
- Year-round recreational opportunities, including two rinks, with ice skating in the winter and roller skating in the summer.
- An area rebuilt as a place for community.
- A bold, 21st-century green, LEED-certified building designed by renowned architects Tod Williams and Billie Tsien.



Lakeside in Winter



Completed shoreline restoration

In 2010, the Alliance completed the first phase of Lakeside, the shoreline restoration of over three acres of lake and lakeshore, which includes a new Boat Dock and a Stone Terrace at the water’s edge. This portion of Lakeside was funded entirely by the Leon Levy Foundation and the Environmental Protection Fund of the New York State Department of Environmental Conservation.

The Alliance is breaking ground on the second phase of Lakeside in December 2010, which includes the demolition of Wollman Rink, and the beginning of construction of the new Lakeside facility and skating rinks, including adjacent landscape restoration. We anticipate opening Lakeside in winter 2012.

The next phase of the Lakeshore restoration will include six acres of lake and lakeshore extending from the World War I Memorial to the Concert Grove, and includes the soft edge restoration of 1,700 feet of shoreline, re-establishing Music Island and restoring the lake edge of the Concert Grove. In addition, Phase 2 will gracefully integrate Tod Williams and Billie Tsien’s 21st century sustainable architecture into our wonderful Olmsted designed park.

ice skate...

PROSPECT PARK ALLIANCE
CAMPAIGN FOR LAKESIDE DONORS

\$10,000,000+

Leon Levy Foundation
Office of New York City Mayor Michael Bloomberg
Office of Brooklyn Borough President Marty Markowitz
NYC Council (Speaker and Brooklyn Delegation)

\$1,500,000 - \$9,999,999

Brooklyn Community Foundation
Office of Brooklyn Borough President Howard Golden

\$500,000 - \$1,499,999

Charitable Trusts established by Albert H. Garner
NYS Department of Environmental Conservation
Tiger Baron Foundation
US Representative Anthony Weiner

\$250,000 - \$499,999

Anonymous
Constance & Henry Christensen III
Henry and Lucy Moses Fund, Inc.
David & Leslie Puth
Martha A. & Robert S. Rubin
US Representatives Yvette Clarke & Anthony Weiner

\$100,000 - \$249,999

Robert B. & Joan Catell
Con Edison
Lorraine & Gordon DiPaolo
Jorge & Deborah Juantorena
Charles R. Jacob III & Valerie Ford Jacob
Peter & Kathryn Mattis
Rachel McPherson & W. Patrick McMullan III
State Assembly Member Joan Millman
State Senator Eric Adams
US Representative Major Owens
Earl D. & Gina Ingoglia Weiner

\$50,000 - \$99,999

Anonymous (3)
Leslie & Alan Beller
Curtis Cravens
Jill Eisenstadt & Michael Drinkard
Stephen K. Hindy & Ellen Foote
in memory of Sam Hindy

The New York Community Trust
Libby & Jim Ryan

\$10,000 - \$49,999

Andrew S. Birsh
Bruce Ford Brown Charitable Trust
Deborah Buell & Charles Henry
Robert & Jean Elliott
Edward J. Fondiller & Katherine A. Doran
Michael & Sarah Gerstenzang
Golden Family Foundation
Dominick & Lenae Guarna
Mark B. Justh & Lydia Denworth
Eugene Keilin & Joanne Witty
Mark Lane & Lisa Craig
Philip Li
The Malkin Fund
Tom & Jerri Mayer
David & Janet Offensend
Betsy & Ted Rogers
Bradley & Karen Sacks
Susan & Larry Sills
Samuel & Ellen Sporn
Virginia K. Stowe
Sullivan & Cromwell LLP
Catherine M. & Mark A. Varous

\$5,000 - \$9,999

Anonymous
Martha Berry
Emma Bloomberg & Chris Frissora
Nancy & Anthony Bowe
Michael Coyle
Fidel F. Del Valle & Alicia M. Hamill
Stephen & Martha Dietz
Virginia & Malcolm Dorris
Ann & Alan Goldberg
Diane & Richard T. Greene, Jr.
Anthony & Deborah Guarna
Raymond Horton & Jacqueline Dinan
Donald & Diane Kendall, Jr. Family Foundation
Mary & Simon Metz
Joanne Nerenberg & Aaron Naparstek
Tupper West Thomas
Martin & Kara Whelan
The Sarah Williams & Andrew Kimball Fund

observe warblers migrating...

We don't stop playing because we grow old; we grow old because we stop playing. Benjamin Franklin

Events & Happenings

At the Macy's Fishing Contest, 3,500 kids cast a line into the Lake during July 15-19, 2009.

18,000 music lovers sprawled out on the Long Meadow on July 15, 2009 to enjoy the free New York Philharmonic concert.

For the Michael Jackson Birthday Celebration & Tribute, 10,000 fans "beat it" to the Nethermead on August 29, 2009.

At the Prospect Park Halloween Haunted Walk and Carnival, 5,000 kids were scared silly in the Nethermead on October 31, 2009.

2,000 revelers welcomed 2010 at the Borough President's New Year's Eve Celebration at Grand Army Plaza.

Mulchfest recycling drew almost 500 participants over the two-day event on January 9 and 10, 2010.

The PPA Little League Opening Day Parade saw 3,500 Brooklynites participating on April 10, 2010.

The New York Road Runner's Club, Brooklyn Half Marathon drew 10,000 racers on May 22, 2010.

The Celebrate Brooklyn Summer Concert Series drew 260,000 attendees between June and August 2010.



see chipmunks...

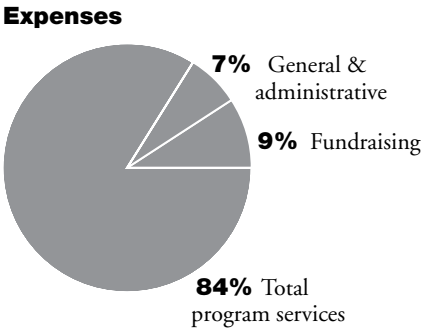
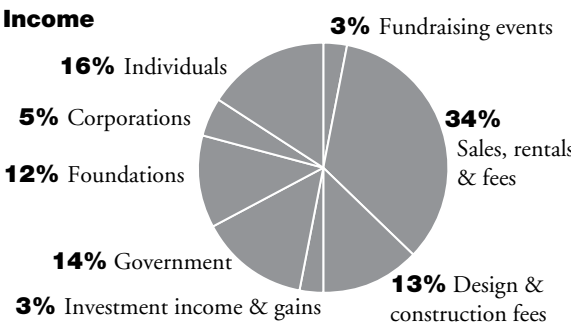
Financial Report

Statement of Financial Position as of June 30, 2010

Assets	
Cash	2,196,795
Investments	8,618,825
Accounts receivable	946,348
Contributions receivable < 1 year	2,971,213
Inventory	16,513
Prepaid expenses	118,904
<hr/>	
Total current assets	14,868,598
Contributions receivable > 1 year	318,531
Fixed assets	2,706,478
Security deposits	59,944
Deferred costs	39,371
Escrow fund	93,466
<hr/>	
Total assets	18,086,388
Liabilities and net assets	
<i>Liabilities</i>	
Bank loan payable	161,794
Accounts payable and accrued expenses	1,859,862
Deferred revenue and support	381,588
<hr/>	
Total current liabilities	2,403,244
Bank loan payable - net of current portion	2,530,114
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Total liabilities	4,933,358
<i>Net assets</i>	
Unrestricted	2,059,411
Temporarily restricted	9,668,773
Permanently restricted	1,424,846
<hr/>	
Total net assets	13,153,030
Total liabilities and net assets	18,086,388

Statement of Activities Year ended June 30, 2010

Support	
Individuals	1,794,024
Corporations	589,980
Foundations	1,390,372
Government	1,607,922
Fund-raising events (net of costs)	290,297
<hr/>	
Total support	5,672,595
Revenue	
Design and construction fees	1,426,751
Sales, rentals and fees	3,834,857
Investment income	80,277
Gains on investments	230,175
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Total revenue	5,572,060
Total Income	11,244,655
Program services	
Field operations and woodlands	1,631,628
Public programs	328,945
Educational programs	856,466
Visitor services and events	3,108,395
Design and construction	4,736,263
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Total program services	10,661,697
Supporting services	
General & administrative	877,239
Fundraising	1,150,130
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Total supporting services	2,027,369
Total expenses	12,689,066
Change in net assets	(1,444,411)
Net assets, beginning of year	14,597,441
<hr/>	
Net assets, end of year	13,153,030



2010 Supporters

Public Funding

includes Lakeside funding

Capital Improvements

Mayor Michael Bloomberg
Borough President Marty Markowitz
Speaker Christine Quinn and the Brooklyn
Delegation of the New York City Council,
chaired by Council Members Erik Dilan and
Letitia James
City Council Member Bill de Blasio
State Assembly Member Joan Millman
New York City Department of Parks and Recreation
New York State Dormitory Authority

Programming

Mayor Michael Bloomberg
Brooklyn Borough President Marty Markowitz
Speaker Christine Quinn and the Brooklyn
Delegation of the New York City Council,
chaired by Council Members Erik Dilan and
Letitia James
City Council Member Bill de Blasio
City Council Member Sara Gonzalez
City Council Member Letitia James
City Council Member Darlene Mealy
City Council Member Domenic Recchia, Jr.
City Council Member David Yassky
State Senate Conference of Black Senators
State Senator John Sampson
State Senator Daniel Squadron
State Assembly Member James Brennan
State Assembly Member Karim Camara
State Assembly Member William Colton
State Assembly Member Rhoda Jacobs
State Assembly Member Hakeem Jeffries
State Assembly Member Joseph Lentol
State Assembly Member Joan Millman
State Assembly Member Felix Ortiz

State Assembly Member Nick Perry
State Assembly Member Annette Robinson
New York City Department of Parks and Recreation
New York State Office of Parks, Recreation and
Historic Preservation

Foundations, Corporations & Business Members

\$250,000+
Bloomberg

\$100,000-\$249,999
Goldman, Sachs & Co.
Henry and Lucy Moses Fund, Inc.
Leon Levy Foundation
National Audubon Society/National Audubon
Society of New York
The Speedwell Foundation
William Randolph Hearst Foundation

\$50,000-\$99,999
The Altman Foundation
American Youth Soccer Organization Region 473
Birkrem Prospect Park Trust
Con Edison
J.M. Kaplan Fund

\$25,000-\$49,999
The Achelis & Bodman Foundation
Barclays/Nets Community Alliance
Coleman Family Charitable Foundation
Fidelity Charitable Gift Fund
JP Morgan Chase Foundation
The Kettering Family Foundation
Merrill Lynch
National Grid Foundation

\$10,000-\$24,999
Brooklyn Community Foundation
Career Internship Network
The Clark Foundation
Forest City Ratner Companies
The Irene Ritter Foundation
The Joseph LeRoy and Ann C. Warner Fund, Inc.
Louise and Ardè Bulova Fund
The Lucius N. Littauer Foundation
Macys East, Inc.
The Malkin Fund
Mary J. Hutchins Foundation
Morgan Stanley Foundation
The New York Community Trust
Phoenix Beverages, Inc.
The Prospect Hill Foundation
The Rhodebeck Charitable Trust
Silverman Charitable Group
TD Bank
Tiger Baron Foundation, Inc.
Urban Outfitters

\$5,000-\$9,999
The Altschul Foundation
The Atlantic Philanthropies (USA) Inc.
Brooklyn Brewery
Con Edison Solutions
Deloitte LLP
The Durst Organization Inc.
HSBC Bank USA
Michael Tuch Foundation
Peerless Beverage
Vogue Magazine
The William C. Bullitt Foundation
ZeitZ Foundation

\$2,500-\$4,999
The Berkeley Carroll School
Constans Culver Foundation
Ezra Jack Keats Foundation
FIDO in Prospect Park
Jack Rabbit Sports
The May and Samuel Rudin Foundation, Inc.
Morgan Stanley Employee Donation Program
New York Methodist Hospital
Stop & Stor
Vanneck Bailey Foundation

\$1,000-\$2,499
45 Plaza Street West
Bessemer Trust
Brooklyn Historical Society
The Brooklyn Hospital Center

*Christian Zimmerman; Adrian
Benepe; Shelby White, trustee of
the Leon Levy Foundation; Al
Garner; Henry Christensen III and
Tupper Thomas at the Lakeshore
Groundbreaking Ceremony on
December 9, 2009*

The Brooklyn Improvement Company
Brooklyn Industries
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Clem Snacks/UTZ Potato Chips
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Giving Alternative Learners Uplifting Opportunities,
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The McGraw-Hill Companies
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The Movable Feast
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The New York Mets
The Park Slope Day Camp
Prospect Park Residence
PS 321 PTA, Inc.
Renaissance Charitable Foundation, Inc.
Scott Jordan Furniture, Inc.
Shirley Brownrigg Charitable Trust
Super Soccer Stars
United Way of New York City Combined Municipal
Campaign
U. Santini Inc. Moving & Storage Co.
Verizon Foundation

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Addiction Research and Treatment Corp.
Alexander's, Inc.
Aliseo Osteria del Borgo
Blue Marble Ventures LLC
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Brooklyn Bureau of Community Service
Brooklyn Cyclones
Brooklyn Irish American Parade Committee
C.D.E. Air Conditioning Co., Inc.
Celebrate Brooklyn
Chubb & Son
Common Cents New York, Inc.
Community Service Society of NY
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Great Green Cleaning
The Green-Wood Cemetery
Ideal Properties Group, Inc.
Inverness Counsel, Inc.
ioby
Janni & Associates
Little Things Toy Store
Matt Brewing Company
Medgar Evers College
Mundy's Red and White Softball League
Music Together of Park Slope
Nova Zembra
Pete's Downtown Restaurant
Posh Pets Grooming and Boarding, LLC
Prospect Park Track Club
PURE Dance Group
Renaissance Properties, Inc.
Saint Francis College
Saint Paul Foundation
Sam Schwartz Engineering, PLLC



Summer Soirée 2009

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School Bus by Superior, Inc.
The Segal Company
Tarzian Hardware
Time Inc. Time To Give Back Campaign
Tom Cat Bakery
TriBeCa Pediatrics
TVM Productions, Inc.
Vinnie's Italian Ironworks, Inc.
Waste Management

\$250-\$499
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Adventure Equities, Inc.
American Cancer Society
Arnold & Porter LLP
Ask DrMarge.com
Back To The Land Natural Foods
Bank of New York Mellon
Better Carpet Warehouse, Inc.
Boot Camp Challenge
Brooke's Appliance Brothers. inc.
Brown Harris Stevens
Brownstone Agency Inc.
Bussaco
C.H. Robinson Company
City Solar / Acupuncture Alternatives, LLC
Cocoa Bar
Elevator Consultants Inc.
The Fashion Center BID
Fermented Grapes
The Flatbush Food Coop
Franklin Park
Garfield Realty
Great Performances
Haagen-Dazs Ice Cream Shop
James Restaurant
La Taqueria
Ladybird Bakery
LexisNexis
Manhattan Beer Distributors
Masters Auto Body Inc.
Morgan Stanley Corporation
Movers, Not Shakers!

NYCharities.org
NYCRuns.com
On The Move
Opportunities For A Better Tomorrow
Park Slope Civic Council
Park Slope Copy Center
Park Slope Food Co-op
The Puppetworks
Rachel's Taqueria, Inc.
Rhodeside & Harwell, Inc
Seventh Avenue Framing Corp.
Sommers Real Estate
St. Saviour High School
Tandem Productions, LLC
Transportation Alternatives
Travel Wizards, Inc.
Truist
Turning Point
Two Boots of Brooklyn, Inc.
United Way Combined Federal Campaign
United Way of New York City Local Campaign
United Way SEFA
Willie's Dawgs
Y B Market Inc.

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Gifts
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Insurance Services Office, Inc.
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Macy's Foundation
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Mizuho USA Foundation
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Prospect Park Ball 2009

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**Salary funded by Prospect Park Alliance.
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Special thanks to the additional full-time, part-time and seasonal staff not listed above who helped sustain Prospect Park and support its programs during the 2010 fiscal year.



...look up and see nothing but sky.

contribute to a September 11th Memorial,
ride the carousel, write poems, dance, ice
skate, watch fireworks on New Year's Eve,
spot red-tailed hawks, see a brown
thrasher, observe warblers migrating
through in spring and fall, and kinglets,
and a flock of cedar waxwings, see my first
kingfisher, ride a boat on the pond, look at
quilts in the boathouse, see frogs, snakes,
and dragonflies, see a woodchuck (I think),
find robin's egg shells in the grass, lie down
in the Long Meadow, look up, and see
nothing but sky.

Why I Love Prospect Park, A Tribute To Her Favorite Park By Emily Goodman