

A Thriving Park for a Thriving Brooklyn



Fulfill the Park's Potential as a World-Class Public Space

	Description	Status
Park Operations	We will strengthen park care through maintaining capital investments, advancing impactful capital improvements, and developing a landscape management plan.	<ul style="list-style-type: none"> Acquired new asset management technology to improve stewardship of park infrastructure. Developed new management tools and metrics to guide resource allocation and foster cross-departmental collaboration.
Stewardship	We will invest in innovative design, communications and programming to strengthen community stewardship of the park.	<ul style="list-style-type: none"> Launched development of Ambassador Program pilot to support stewardship outreach in the park.



Boost NYC's Resilience with a Thriving Landscape

	Description	Status
Climate Action	We will create a climate action plan to reduce our footprint and enhance the environmental benefits of the park.	<ul style="list-style-type: none"> Secured pro-bono support from a leading management consultancy to create a detailed roadmap for this initiative.



Optimize Programs to Champion Community Needs

	Description	Status
Community-Responsive Programs	We will prioritize and develop Alliance-led public programs that reflect our mission, diversify our audience and increase civic engagement.	<ul style="list-style-type: none"> Launched new tools and feedback surveys to evaluate and strengthen programs. Developed strategic vision and operational model for a sustained public art program.



Optimize Programs to Champion Community Needs

	Description	Status
Health + Wellness	We will partner with local providers to offer health and wellness services, connecting visitors to essential care.	<ul style="list-style-type: none"> • Launched health & wellness pilots including mobile medical unit, free meals truck, community health program. • Secured funding to expand program resources and engagement.
Youth Development	We will enhance youth development programs to cultivate future green-space stewards and offer wraparound services for participants.	<ul style="list-style-type: none"> • Developed strategy for expanding youth development programs. • Launched new youth employee recruitment process, connected youth to workforce readiness training and conducted career-pathway networking event.



Secure the Financial Future of the Park

	Description	Status
Enhanced Visitor Amenities	We will revitalize underused spaces to improve and enrich the visitor experience.	<ul style="list-style-type: none"> • Developed comprehensive park amenities analysis with recommendations to expand our visitor amenities.
Organizational Growth	We will expand our fundraising approach to ensure sustainable, predictable income.	<ul style="list-style-type: none"> • Hired a Major Gifts Officer to grow the number of individuals who are investing deeply in the Alliance.