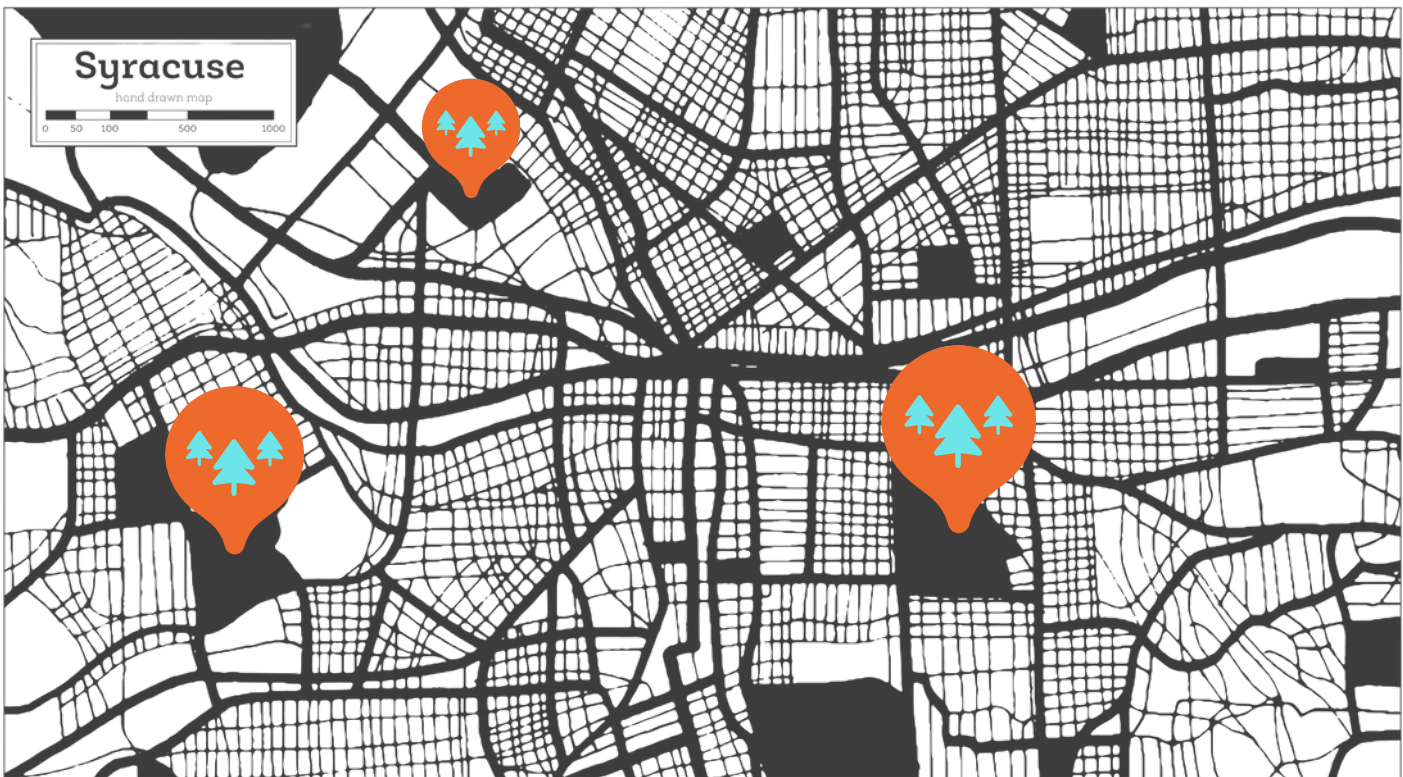


20
21



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 by directing and managing these lands and facilities in a public-private partnership with the City of Syracuse.

56
CITY PARKS

PUBLIC POOLS **10**

6.16.1839

Forman Park

was the first park created in Syracuse, NY



35



PLAYGROUNDS

02

A MESSAGE FROM OUR PRESIDENT

The Syracuse Parks Conservancy began in 2009 with the filing of its certificate of incorporation on July 13, 2009. One year later, in 2010, the SPC received its designation as a 501(c)(3) organization and began its work to make Syracuse's parks more attractive – places where the City's diverse neighborhoods and communities would gather. Over the years since then, the SPC has worked in partnership with four different Commissioners of the Syracuse Department of Parks, Recreation and Youth Programs under a Memorandum of Understanding with the City of Syracuse. Julie LaFave, the current Commissioner, has been especially helpful in raising the SPC's profile and helping it navigate through the challenges brought on by the Covid pandemic.

One of the SPC's primary goals is to provide a means for any person or organization to contribute to the improvement of the City's parks by making a donation to the SPC that can be used as the donor wishes in the most efficient manner. For example, this has enabled the SPC to sponsor GoFundMe campaigns and to receive gifts that cannot go directly to the City but can go to the SPC for the benefit of a City project related to its parks.



**02**

A MESSAGE FROM OUR PRESIDENT

The SPC also administers a Greening Grants program for the CNY Community Foundation. These grants fund neighborhood projects throughout the City that improve the quality of life for all City residents and visitors. I encourage anyone who sees a need to apply for a Greening Grant by going to the SPC's website at syracuseparksconservancy.org.

I am especially proud of the SPC's Board of Trustees. All board members are volunteers who devote their time to fulfilling the SPC's mission to make Syracuse a wonderful place to live, a place where people want to raise a family, become active members of the community and contribute to their City and neighborhoods in whatever manner they see fit.

I hope you will visit the SPC's website and consider volunteering your time or making a monetary contribution to the SPC.

Sincerely,
Christopher Wiles
President, Syracuse Parks Conservancy

www.syracuseparksconservancy.org



03

TAKING A
LOOK BACK

As was the case worldwide for many organizations, both non-profit and for-profit, 2021 again saw the SPC striving to fulfill its mission as it navigated ever-evolving pandemic challenges. Meeting those challenges demanded resourcefulness, flexibility, determination and patience.

Fortunately, the SPC's directors, staff, volunteers and partners proved themselves able to meet that demand.

Early in the year, Syracuse Mayor Ben Walsh announced that the SPC had been selected for two **Distinguished Citizen awards** – one from the Central New York Recreation and Park Society and the second from the New York State Recreation and Park Society. The awards recognize exceptional effort in enhancing and supporting community parks and recreation. In announcing the awards, the Mayor took particular note of the SPC's "#SyracuseSwimsOn" campaign. That effort, which **raised over \$105,000**, enabled the City of Syracuse to open additional swimming pools.

\$105K

Raised to open
additional public
swimming pools

awards

Syracuse Mayor Ben Walsh announced that the SPC had been selected for two Distinguished Citizen awards

#SyracuseSwimsOn

TAKING A LOOK BACK

03

Winning the Distinguished Citizen awards would have been unthinkable without the enthusiastic support and cooperation the SPC received through its partnership with the **Syracuse Department of Parks, Recreation & Youth Programs** under the inspiring leadership of **Commissioner Julie LaFave**. And in recognition of the Department's exemplary performance in fulfilling its mission of providing community-focused programming and maintaining the City's enviable park system, the SPC presented its prestigious **2020 Guardian Award** to the Department. In making the presentation, the SPC noted its "deep appreciation of" the Department's "contributions to preserving the City's parks and green spaces and to boosting the community's spirits in its time of need."

Also garnering a 2020 Guardian Award was **Dennis McGraw**. The SPC recognized the Syracuse resident for his exceptional commitment, vision and leadership in promoting and preserving the beauty of Syracuse's parks. Every day, the award citation noted, Mr. McGraw cleans Glenwood Avenue from Wadsworth Park to McDonald Road. On top of that, for many years, Mr. McGraw has made and distributed wooden litter tongs to various park associations and other organizations dedicated to the City's parks.

The cooperation between the SPC and the Department of Parks was perhaps best illustrated in 2021 by the **Westmoreland Park Project**, which saw the park's covered basketball courts extensively renovated. The Department planned and oversaw the renovations, while the **Jim & Juli Boeheim Foundation** donated \$35,000 to the SPC to fund the project.

Thank
you!

Dennis McGraw for all of
your help preserving the
beauty of the parks!

\$35k

Donated by the Jim & Juli
Boeheim Foundation for the
renovation of the
Westmoreland basketball
court renovation.



03

TAKING A LOOK BACK

The SPC and the Department also cooperated in creating Syracuse’s first dog park, known as “**Carm’s Dog House Park**,” situated in Ormand Spencer Park on the corner of East Water Street and University Avenue. The SPC joined with **Mike and Emily Greene** in a GoFundMe effort that raised more than \$27,000 for the dog park, with the Department again overseeing development of the canine facility.

During 2021, the SPC awarded a total of \$10,776 to six organizations under its **Neighborhood Greening Grants Program**. Operated in cooperation with the **Central New York Community Foundation** and the Department of Parks, the program awards grants, up to \$2k, to fund small, targeted initiatives that provide resources, training and support to organizations working to improve their communities through park and recreation-center stewardship.

\$27k

Raised for Syracuse’s first dog park, known as “Carm’s Dog House Park,” situated in Ormand Spencer Park.



\$10,776

Awarded to 6 organizations under the Neighborhood Greening Grants Program.



03

TAKING A
LOOK BACK

2021 also saw the SPC and the Department of Parks team up to present the latest edition of **Syrathon**, a racing series that invites participants to cover at least 26.2 miles spread over eight races staged in and around Syracuse. Funds raised through the event support the SPC's efforts throughout the City. Over 90 runners took part in Syrathon 2021, whose generous Presenting Sponsors included **Fleet Feet Sports, the C&S Companies, Dannible & McKee, LLP, Mackenzie Hughes LLP, American Food & Vending and the Tipperary Hill Neighborhood Association.**



90 Participants

Took part in Syrathon 2021.

thank you

Fleet Feet Sports
C&S Companies
Dannible & McKee, LLP
Mackenzie Hughes LLP
American Food & Vending
Tipperary Hill Neighborhood
Association.

Finally, in 2009, shortly after its founding, the SPC entered into a **Memorandum of Understanding** (MOU) with the City of Syracuse. The purpose of the MOU was to commit to writing the SPC's goals and to outline how the City and the SPC would work together to restore, enhance and operate the City's public parks, playgrounds and open spaces. In 2021, the City and the SPC collaborated on revising the MOU, bringing it up-to-date and expanding the scope of cooperation between the City and the SPC. The parties believe this will continue and broaden their productive partnership, one that has delivered countless benefits to those living in or visiting the City of Syracuse.

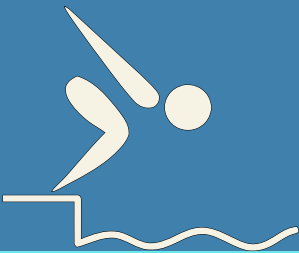
04

LOOKING FORWARD

Pops in the Park



Listen to local bands every Tuesday in July



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.

While nothing is guaranteed, the SPC hopes the worst of the pandemic's effect on public life is behind us. After dealing with cancellations and postponements the past two years the SPC has a full summer of events planned.

The Tipperary Hill Shamrock Run, the first of eight races in the **Syrathon** race series, had its first in-person race since 2020 on March 5th with over 2,200 participants. The remaining 7 races run through October 16th.

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 Park" is a series of concerts in Upper Onondaga Park every Tuesday in July featuring popular local bands.

"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. "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.

04

LOOKING FORWARD

The SPC will also host its second annual “**Bucks, Balls, and Brews**” event at Burnet Park Golf Course. This event features a band, food and beer trucks, raffles, contests, and a ball drop. Feel free to play a round of golf as well, where you’ll see the Tee Signs at every hole that the SPC created with help from our sponsors. Each sign shows an aerial view of the hole and important hole information. These signs are now at both of Syracuse’s public park golf courses (Burnet and Sunnycrest).

In addition to continuing to host events and raise money for the parks, the SPC is pursuing cooperative relationships to help with its mission. The SPC is in talks with a local organization with a similar mission statement, and has been working to create a co-op with the various Park Associations of Syracuse.

Handling all of these events, while also communicating with donors, sponsors, and maintaining a website and social media, has proved to be a lot of work. With that in mind and with the intent to broaden the scope, the Conservancy hired a Marketing Consultant in January of 2022. She comes with a wealth of experience in non-profit operations and online marketing and has already proved to be a great asset to the growth of the SPC.

With the intent to broaden the scope, the Conservancy hired a Marketing Consultant in January of 2022.

Bucks, Balls, and Brews

This event features a band, food and beer trucks, raffles, contests, and a ball drop, located at Burnet Park Golf Course.

GET INVOLVED

05

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!](#)

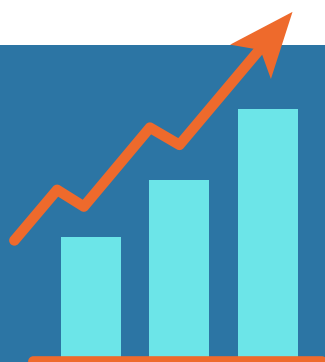


THE FINANCIALS

STATEMENT OF FINANCIAL POSITION

Assets	Dec. 31st 2021	Dec. 31st 2020
Cash and cash equivalents	\$ 65,128.86	\$59,766.02
Prepays	\$2,261.64	\$1,472.67
Total Net Assets	\$ 67,390.50	\$ 61,238.69

Liabilities and Net Assets	2021	2020
Net assets:		
Unrestricted:		
Designated for operations	\$ 58,225.17	\$55,849.36
Restricted:		
Burnet Park/Harbour Brook Basin Master Plan	-	\$5,000.00
Donors Restricted	\$500.00	\$500.00
Greening grants restricted funds	\$8,665.33	(\$110.67)
Total Net Assets	\$ 67,390.50	\$ 61,238.69





THE FINANCIALS

STATEMENT OF REVENUES, EXPENSES AND OTHER CHANGES IN NET ASSETS YEAR ENDING DECEMBER 31, 2021

	Total Unrestricted	Total Restricted	Total
Revenues and gains:			
Grant income	\$9,000.00	\$20,000.00	\$29,000.00
Donations	\$53,436.60	-	\$53,436.60
Sponsorship/Advertising	-	-	-
Race Registration Fee	\$100.00	-	\$100.00
Participant Registration Fee	\$1,758.54	-	\$1,758.54
Other revenues	\$359.16	-	\$359.16
	<hr/>	<hr/>	<hr/>
Total Revenue	\$64,729.30	\$20,000.00	\$84,729.30
Expenses:	Expenses:	Expenses:	Expenses:
Insurance	1,961.22	-	1,961.22
Website	2,315.86	-	2,315.86
Printing and promotional	1,915.00	-	1,915.00
Sponsorships & Awards	240.00	-	240.00
Grants awarded	61,000.00	6,224.00	67,224.00
Special Projects	2,009.00	-	2,009.00
Other	2,342.51	-	2,342.51
	<hr/>	<hr/>	<hr/>
Total Expenses	72,353.49	6,224.00	78,577.49
Change in net assets before transfers	(7,624.19)	13,776.00	6,151.81
Transfers:	Transfers:	Transfers:	Transfers:
Amounts transferred by board approval	\$5,000.00	(5,000.00)	-
Portion of grants allocated to marketing and administrative	\$5,000.00	(5,000.00)	-
	<hr/>	<hr/>	<hr/>
Total net asset transfers	\$10,000.00	(10,000.00)	-
Change in net assets	2,375.81	3,776.00	6,151.81
Net assets, beginning of year	55,849.36	5,389.33	61,238.69
Net assets, end of year	\$58,225.17	\$9,165.33	\$67,390.50

2021 Syracuse Parks Conservancy Board of Trustees

OUR TEAM

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Board of Trustees Served During 2021

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
Sally Curran, Website and Governance
Committees Chair
Timothy Rudd
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
Dave Harding

SPC Staff

Heather McClelland, Marketing Consultant

