



BROOKLYN BRIDGE
PARK
CONSERVANCY



BROOKLYN BRIDGE PARK CONSERVANCY

2023 IMPACT REPORT



BROOKLYN BRIDGE PARK CONSERVANCY

Brooklyn Bridge Park Conservancy plays a vital role in creating and energizing this community-focused, world-class urban oasis on the Brooklyn waterfront. A 501(c)3 non-profit, we bring this unique park space to life with hundreds of innovative and engaging educational, cultural, fitness and recreational programs each year. Our free and low-cost events create new and exciting opportunities for tens of thousands of NYC residents and visitors to learn, grow, and experience all that Brooklyn Bridge Park has to offer.



JOY. WONDER. EXPLORATION.

In 2023, the Conservancy served over 79,000 participants across 163 arts and culture, environmental education, recreation, and volunteer programs.

REFLECTING ON 2023

A VIEW FROM THE BRIDGE

Dear Friends,

Thank you for your support in bringing a robust season of arts and culture, recreation, and environmental education programs to Brooklyn Bridge Park. Your help is invaluable as we seek to enrich, educate, and entertain visitors from across the city and globe through innovative, multidisciplinary programming that responds to the Park's unique location and features. We particularly thank our partners at Brooklyn Bridge Park Corporation, led by BBP President Eric Landau, for their stewardship of this world-class public space.

Highlights of the Conservancy's program year included:

- Nearly 50,000 visitors enjoyed outdoor films, live music, and performances in the Park
- Over 14,000 students and families participated in our public and classroom-based environmental education programs
- 14,300 Park visitors partook in our outdoor recreation programs, including fitness classes, public kayaking, soccer and volleyball leagues

In 2024 and beyond, the Conservancy is committed to growing our programs that amplify the diverse traditions and artistry of our community and expanding our Environmental Education Center to introduce more visitors to the importance of our waterways and green spaces. As always, we encourage you to come down to the waterfront to celebrate, learn, and play with us here in Brooklyn Bridge Park.



Chris Coffey
Board Chairman



Nancy Webster
Executive Director



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MOVIES WITH A VIEW

32,600

Movie Viewers

BIG SUMMER GET DOWN

2,900

Party Goers

HARVEST FESTIVAL

2,700

Families and Friends

KITE FESTIVAL

5,000

High Fliers

WATERFRONT DANCE PARTIES

1,100

Movers and Shakers

ARTS & CULTURE PARTICIPANTS

49,822

Across the Season

ARTS & CULTURE

2023 brought new partnerships and collaborations, as well as the return of legacy programs, to bring a vibrant season of arts and culture programming, including music, dance, performance and films to Brooklyn Bridge Park.

The Spring saw the exciting return of our Kite Festival, which welcomed over 5,000 attendees for a day of kite flying, steel pan music, and outdoor activities at Pier 5. Summer Fridays, with new partner Friends and Lovers, brought curated music to the Pier 3 Greenway Terrace on Friday evenings. Keigwin + Company joined our Open Studios Residency program to develop Rhapsody, a community dance performance. Our Big Summer Get Down series and our Waterfront Dance Socials returned for four weeks of dance lessons and parties. The Brooklyn Americana Music Festival and BAM Dance Africa Community Workshop rounded out our performance series.

Now in its 11th season, the Hindu Lamp Festival drew 1,500 attendees for a celebration of gratitude to the River. Movies With A View welcomed over 32,000 park visitors in July and August for the ever popular 8-week series. We closed out the season with a robust audience of children and families at our annual Harvest Festival, with strong support from numerous local community partners.

“ Working with Brooklyn Bridge Park Conservancy last year was a dream come true. The Conservancy is a wonderful partner to us, as well as the people of Brooklyn and New York City at large. They are dedicated to their covenant to the City and their activation of one of the most incredible pieces of urban land anywhere.

Dash Brody, Friends & Lovers





RECREATION

WATERFRONT WORKOUT

3,563

Fitness Fans

CONSERVANCY VOLLEYBALL

3,022

Team Players

CONSERVANCY SOCCER

2,411

Footballers

YOUTH BASKETBALL CLINIC

103

Dribblers and Passers

PUBLIC KAYAKERS

1,100

East River Paddlers

RECREATION PARTICIPANTS

14,456

Across the Season

RECREATION & FITNESS

Over 15,000 participants enjoyed the Conservancy's multitude of free and low-cost recreation programs including kayaking, fitness classes, basketball clinics, and soccer and volleyball leagues.

We celebrated the full return of our Youth Kayak Program, run in partnership with The Kayak Foundation. Running for six weeks in July and August, this program allowed young people aged 11-24 from underserved communities to discover independence, recreation, and fun on the water while experiencing their city from a new perspective. Our public kayaking program, run in partnership with the Brooklyn Bridge Boathouse, was offered four days a week over the summer and welcomed over 6,000 paddlers.

Our Waterfront Workouts series, offered from May through September, drew roughly 3,500 attendees to its weekly fitness classes including Zumba, and Core and Flexibility Training with Dodge YMCA; Amp'd with Chelsea Piers Fitness; and Sunset Yoga with Abhaya Yoga.

Youth Basketball Clinics, led by KING Hoops, offered free dribbling, shooting, and teamwork skills for children aged 7-17. Our soccer and volleyball leagues remained sought after, with over 1,000 children and adults participating.

SCHOOL PROGRAMS

5,714

Students

69% TITLE 1 SCHOOLS
56% ESL CLASSES

TEEN PROGRAMS

57

Teen Participants

13 APPRENTICESHIP LEVEL
3 PAID INTERNSHIP LEVEL

ENVIRONMENTAL EDUCATION

6,560

Open Hours Attendees

PUBLIC EDUCATION PROGRAMS

998

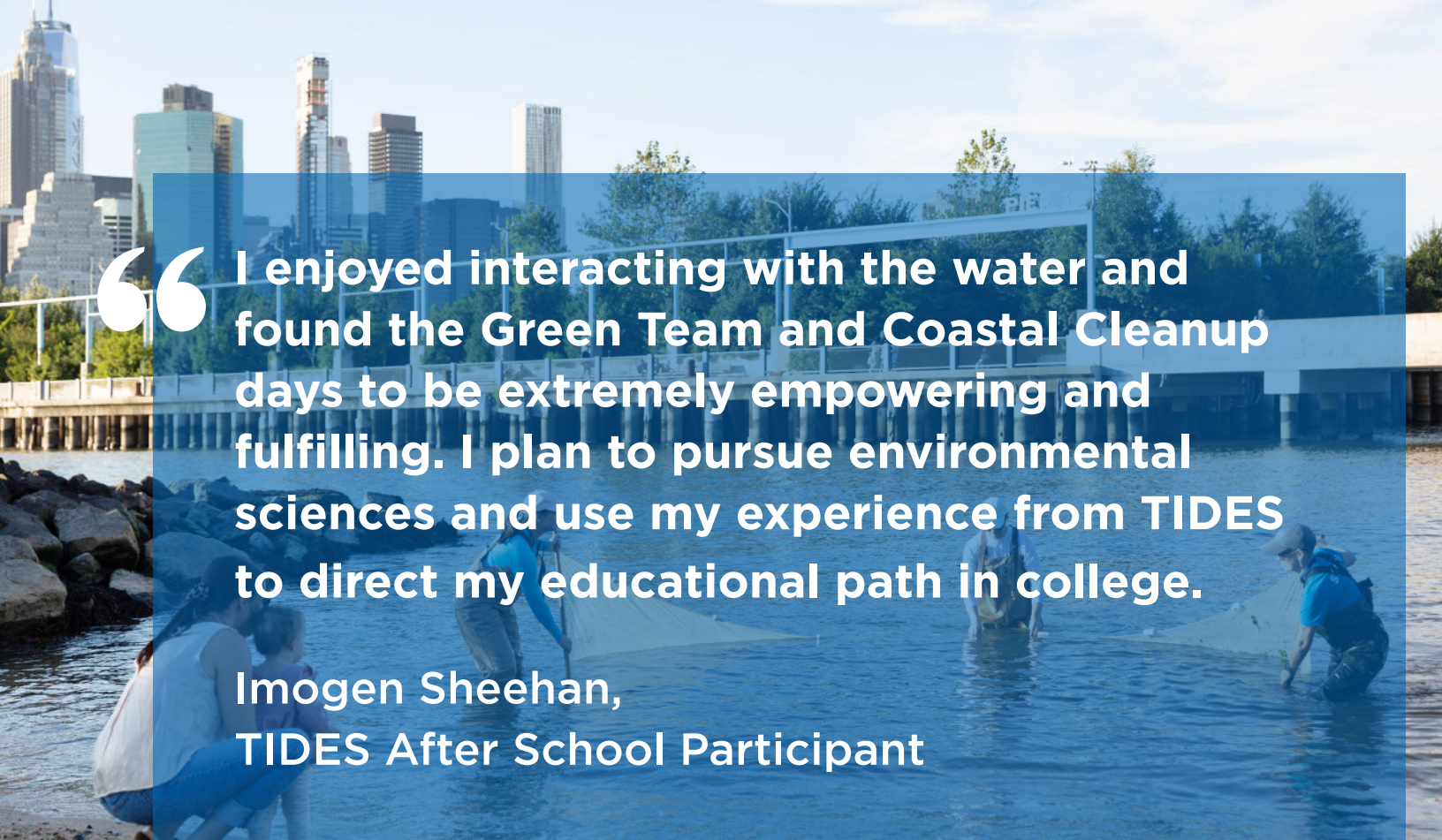
Attendees Across Fishing, Seining, and
Other Public Education Programs

EDUCATION PARTICIPANTS

14,159

Across the Season





“ I enjoyed interacting with the water and found the Green Team and Coastal Cleanup days to be extremely empowering and fulfilling. I plan to pursue environmental sciences and use my experience from TIDES to direct my educational path in college.

**Imogen Sheehan,
TIDES After School Participant**

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ENVIRONMENTAL EDUCATION

Brooklyn Bridge Park Conservancy is deeply committed to providing groundbreaking environmental education experiences that showcase the East River estuary and utilize the Park as a living classroom. We offer year-round school programs and Open Hours at our Environmental Education Center, as well as engaging public and teen programs.

In 2023, we welcomed over 5,700 students through our school programs, offering ten unique field-trip opportunities on-site in Brooklyn Bridge Park, as well as virtual field trips by request. 69% of students came from Title 1 schools, and 56% were ESL classes.

Over 6,500 visitors attended our Open Hours, offered weekly on a walk-in basis at our Environmental Education Center to learn about Brooklyn Bridge Park’s ecosystem, the East River, and history and sustainability features of the Park. Nearly an additional 1,000 took part in our public education programs including fishing clinics, seining, nature walks, and talks.

Our growing after-school teen program, TIDES (Teens Interested In and Dedicated to Environmental Stewardship) welcomed 57 participants across our spring and fall semesters.



“ Through being a Zone Volunteer, I’ve developed a sense of stewardship for a specific section of the Park. I enjoy observing, learning about, and participating in seasonal changes in plantings, while building a relationship with a gardener. I volunteer before work, it’s a wonderful start to the day!

Alison Clark
Gardening Zone Volunteer, Pier 3 Outboard

STEWARDSHIP

VOLUNTEERS

603

Volunteers Across the Season

VALUE OF SERVICE

\$131,270

Worth of Labor

WATERFRONT WALKS

28

Led by Docent Volunteers

SERVICE HOURS

3,676

Total Hours Contributed

GROUP TEAMWORK

15

Corporate and School Groups

STEWARDSHIP

Over 603 volunteers rolled up their sleeves in 2023, helping with a wide range of in-person horticulture and Park maintenance projects, as well as supporting our recreational, educational, and cultural programs. These dedicated volunteers contributed 3,676 service hours to the Park, valued at \$131,270 worth of labor.

The Conservancy was proud to host 15 corporate and school groups, helping to promote team-building, community service, health, wellbeing, and environmental stewardship. Individual volunteers also provided an invaluable resource, many returning year after year in our Green Team and Coastal Clean Up programs. Others committed to significant regular hours, such as our Zone Gardeners who support Park horticulturalists each week. Still others supported public programming, helping with set-up, facilitating activities, and event photography.

Our Waterfront Walks program, which provides free walking tours in Brooklyn Bridge Park, is entirely led by volunteer docents. Last year they gave 28 free walking tours across the season, sharing their knowledge, love, and history of the Park.

STATEMENT OF FINANCIAL POSITION

ASSETS

CASH AND CASH EQUIVALENTS	\$1,420,696
CONTRIBUTIONS AND GRANTS RECEIVABLE	\$600,359
PREPAID EXPENSES AND OTHER ASSETS	\$40,298
FURNITURE AND EQUIPMENT, NET	\$63,583

TOTAL ASSETS **\$2,124,936**

LIABILITIES

ACCOUNTS PAYABLE AND UNEARNED REVENUE	\$197,437
GRANTS PAYABLE	\$165,629

NET ASSETS

WITH DONOR RESTRICTIONS	\$105,400
WITHOUT DONOR RESTRICTIONS	\$1,656,470

TOTAL NET ASSETS **\$1,761,870**

TOTAL LIABILITIES AND NET ASSETS **\$2,124,936**

SUMMARY OF ACTIVITIES

SOURCES OF FUNDS

CONTRIBUTIONS AND GRANTS	\$853,639
GOVERNMENT SUPPORT	\$514,031
PROGRAM SERVICE REVENUE	\$595,165
EVENTS (NET OF DIRECT COST)	\$1,268,286
OTHER	\$30,246

TOTAL REVENUE **\$3,261,367**

USE OF FUNDS

PROGRAM SERVICES	\$2,505,667
MANAGEMENT AND GENERAL	\$332,439
FUNDRAISING	\$630,550

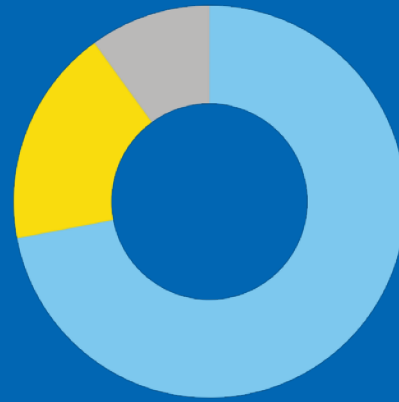
TOTAL EXPENSES **\$3,468,656**

REVENUE



- CONTRIBUTIONS & GRANTS 26%
- EVENTS 36%
- GOVERNMENT 15%
- PROGRAM REVENUE 19%

EXPENSES



- PROGRAM SERVICES 72%
- MANAGEMENT AND GENERAL 10%
- FUNDRAISING 18%

DIGITAL AUDIENCE & IMPACT



234,400+

SOCIAL MEDIA FOLLOWERS

139K INSTAGRAM, 58K FACEBOOK, 37K X



59.5K

NEWSLETTER SUBSCRIBERS



775,000

WEBSITE VISITORS ANNUALLY

GENERATING OVER 1.9M TOTAL WEBSITE
PAGE VIEWS ANNUALLY

THANK YOU TO OUR SUPPORTERS

The Conservancy deeply appreciates the generous support of our donors, whose contributions have enabled us to maintain thriving and accessible programming for individuals and families throughout NYC. We extend a special acknowledgment to the donors listed below, each of whom has contributed \$1,000 or more in 2023.**

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who help keep the joy flowing year
round.**

** Denotes Conservancy board member*

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Special thanks to our friends at Brooklyn Bridge Park — Eric Landau and his entire team, for creating and maintaining this beautiful Park.







BROOKLYN BRIDGE PARK CONSERVANCY
334 FURMAN STREET
BROOKLYN, NY 11201

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CHECK OUT BROOKLYNBRIDGEPARK.ORG

