

PARK PROGRAMMING + BEST PRACTICES

SCALE COMPARISONS

MADISON SQUARE PARK

BRYANT PARK

DISCOVERY GREEN PARK

UNION SQUARE PARK

RITTENHOUSE SQUARE

SISTER CITIES PARK

The following spreads display best practices that are utilized by parks and management institutions of a similar size and park type to Franklin Park.

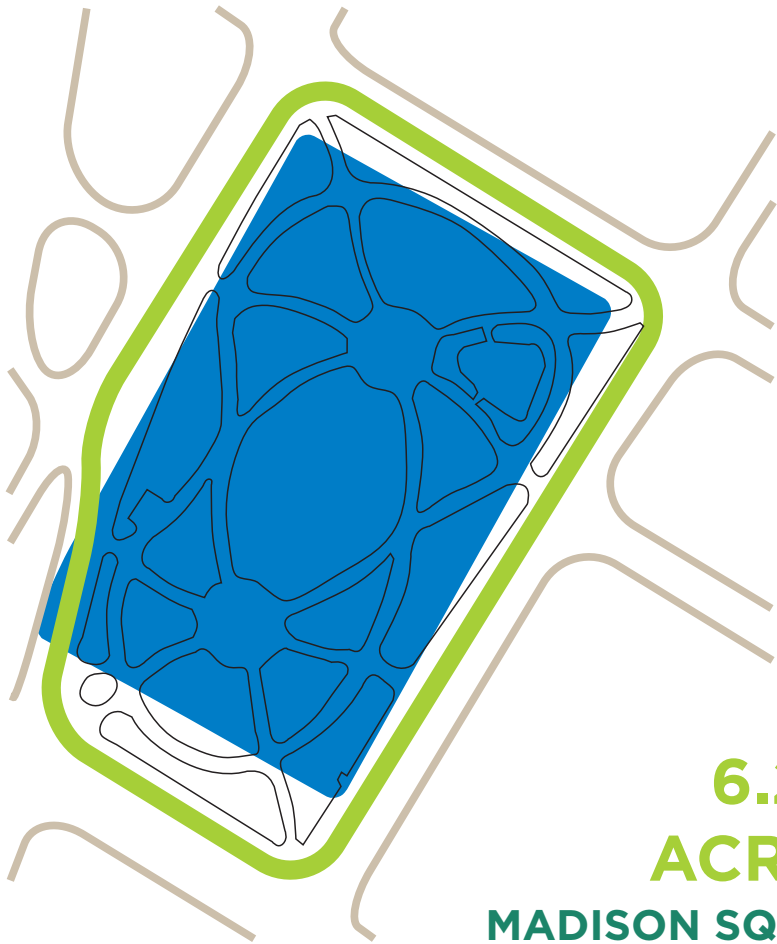
The following parks were evaluated: Madison Square Park, Bryant Park, Union Square, Sister Cities Park, Rittenhouse Square, and Discovery Green. Evaluating management and maintenance criteria of other case studies provides us with a base line for finances, amenities, and programming to adequately evaluate the potential for Franklin Park. The information that was gathered is to provide the most complete data set available to compare uses and needs of each of the parks.



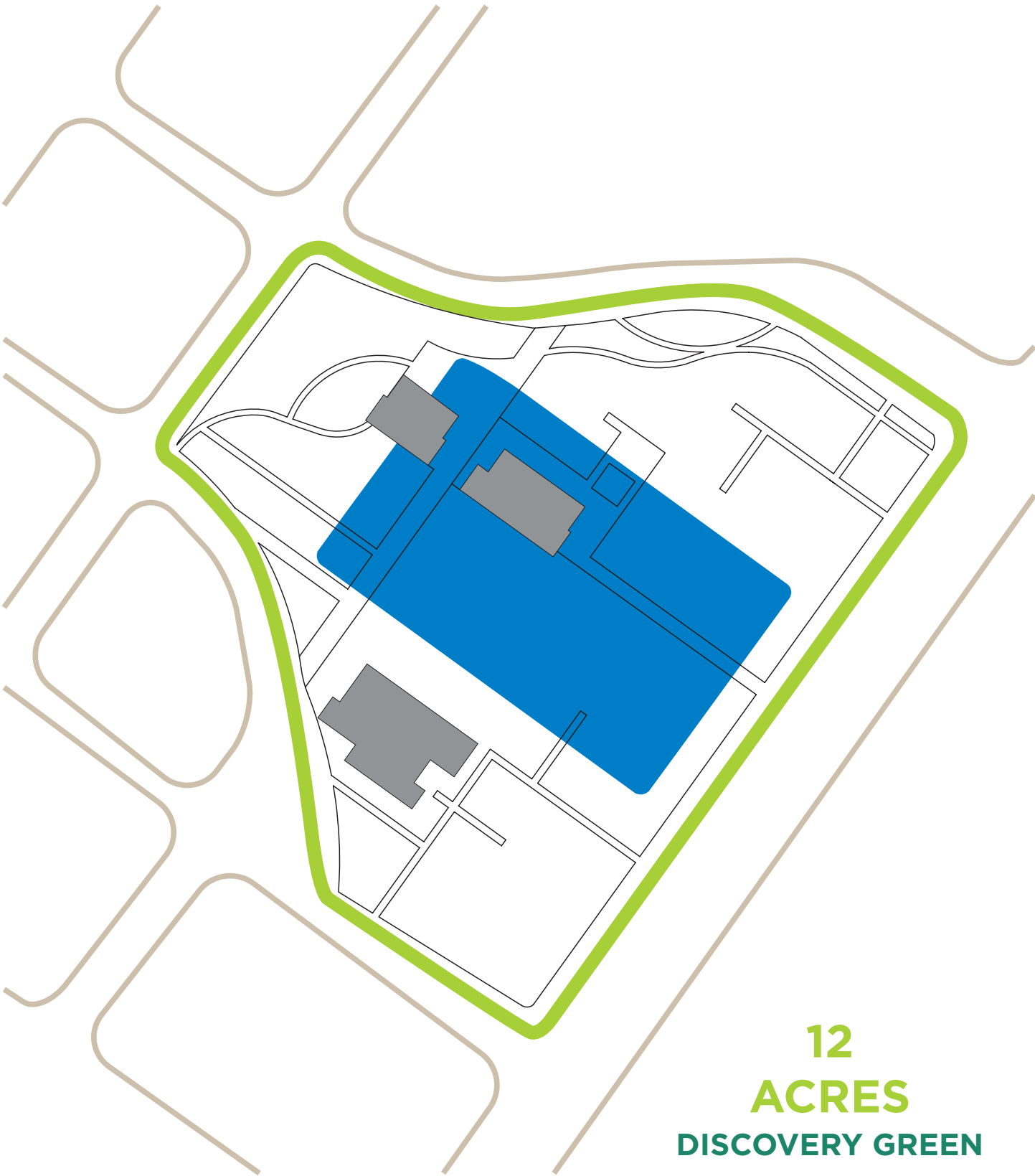
SCALE COMPARISONS

 FRANKLIN PARK 4.79 ACRES

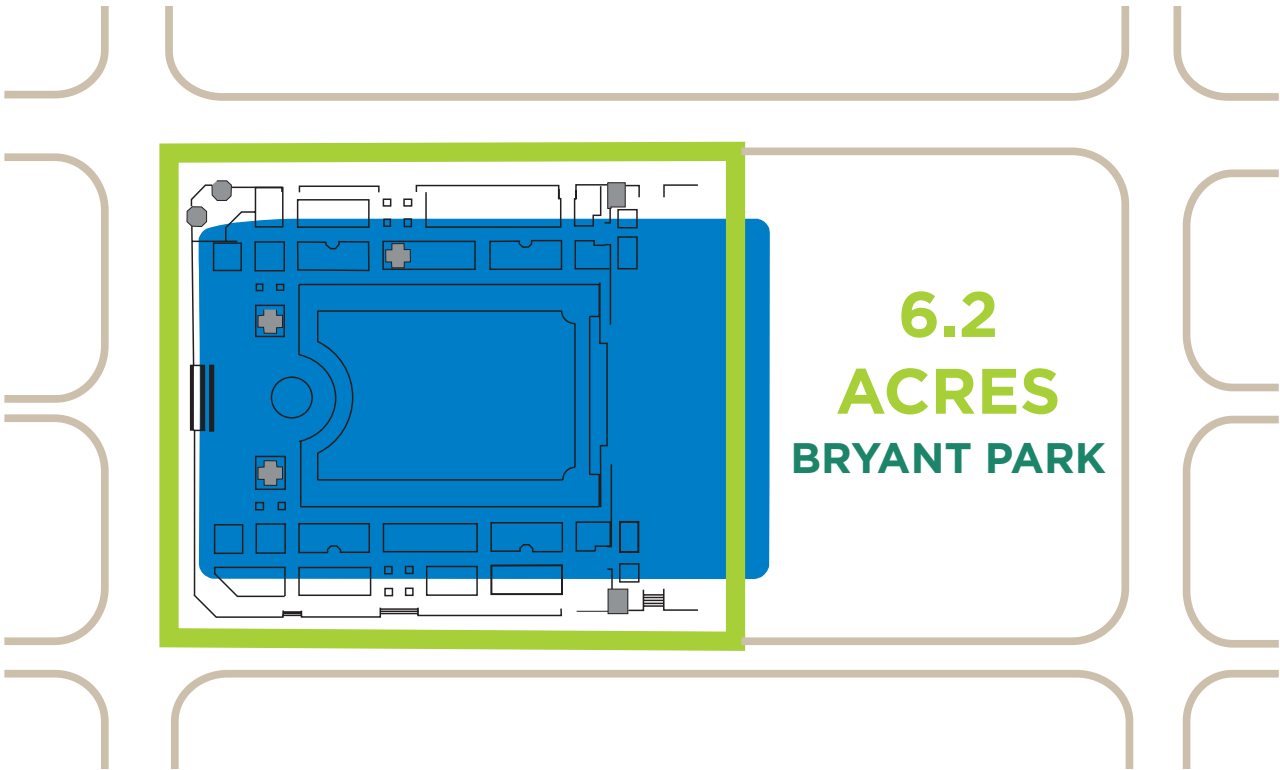
1:200



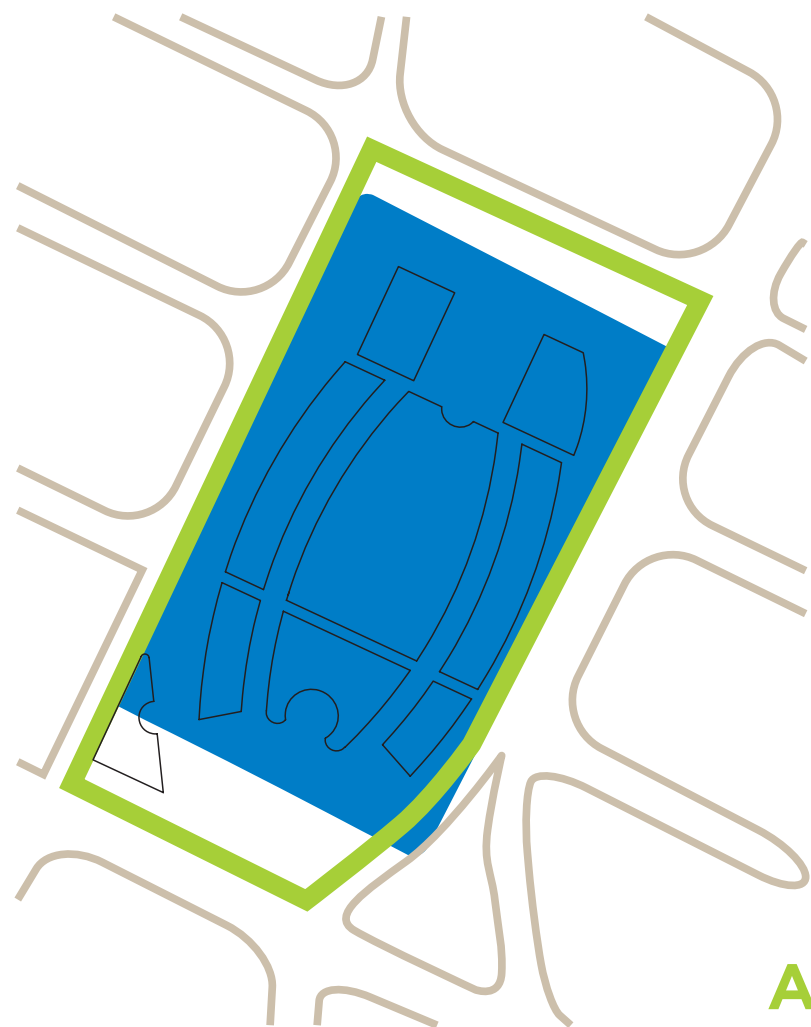
6.2
ACRES
MADISON SQUARE PARK



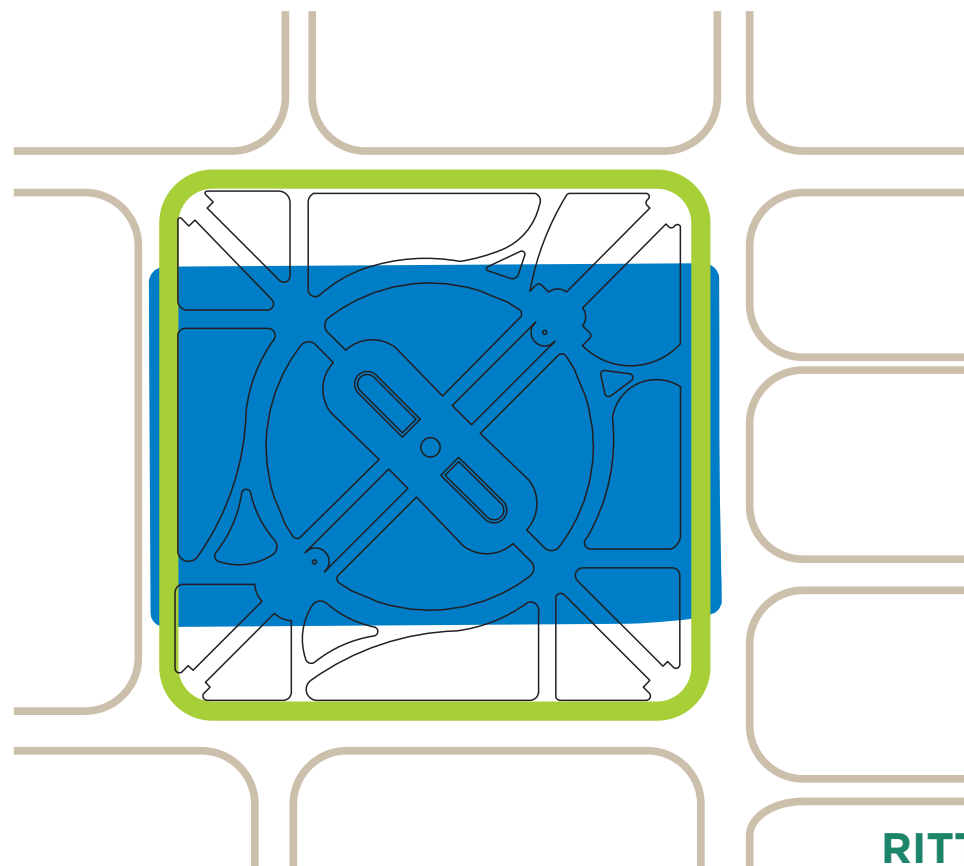
12
ACRES
DISCOVERY GREEN



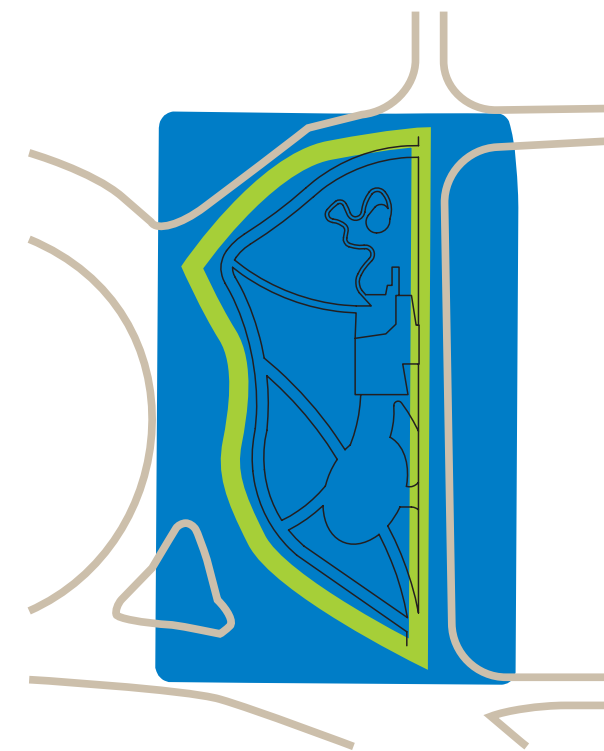
6.2
ACRES
BRYANT PARK



**6.5
ACRES**
UNION SQUARE



**7
ACRES**
RITTENHOUSE SQUARE



**1.2
ACRES**
SISTER CITIES PARK

MADISON SQUARE PARK

NEW YORK, NY
OWNER: NEW YORK PARKS DEPARTMENT
MANAGEMENT: MADISON SQUARE PARK CONSERVANCY



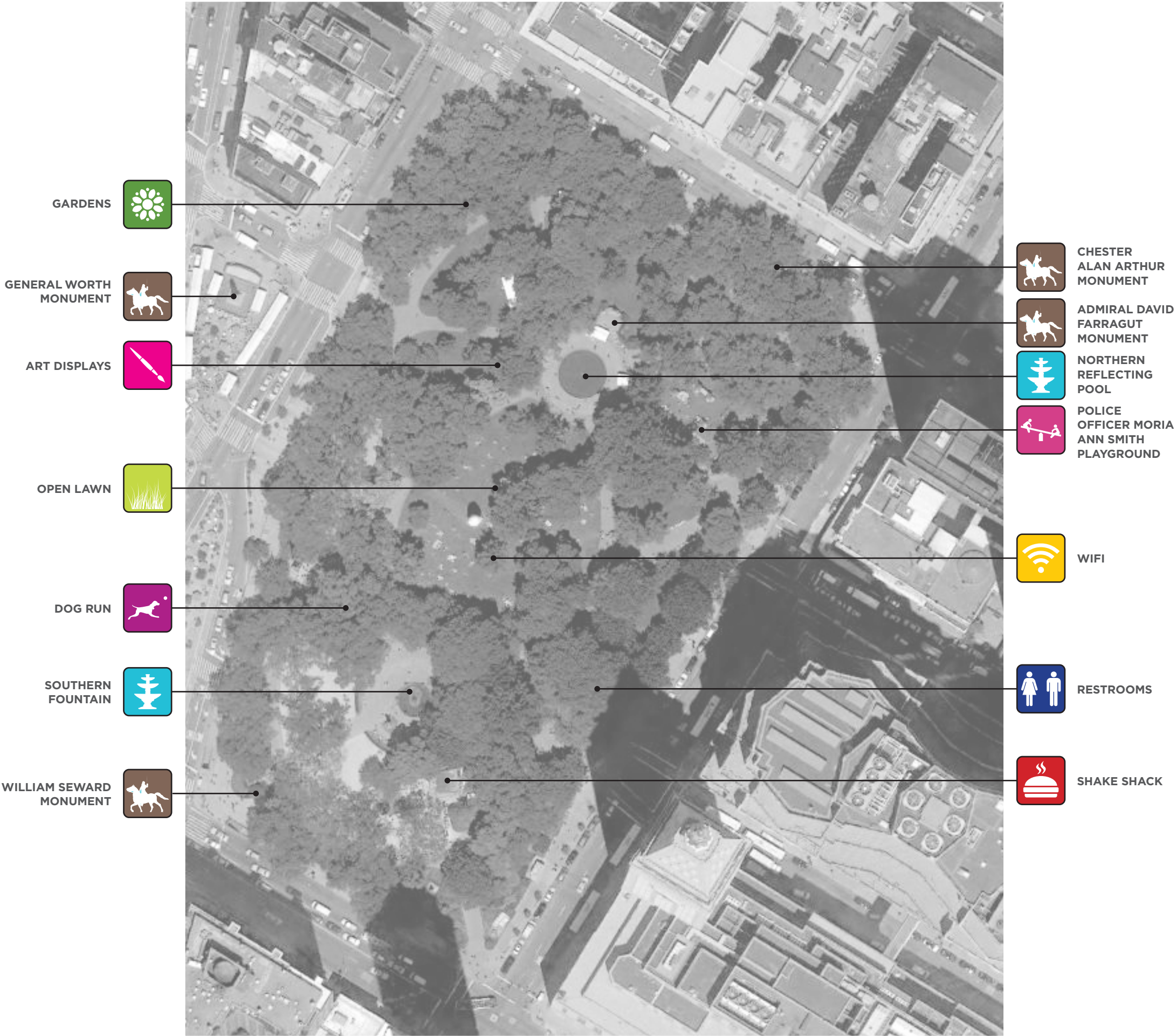
STAFF:
MAINTENANCE - 10
GARDENERS - 2
PROGRAMMING
& FINANCING - 12

FINANCIALS:
ENDOWMENT - 5.7 MILLION
ANNUAL BUDGET - 3 MILLION

INCOME:
ANNUAL INCOME - 3.4 MILLION
*earned income and donor contributions

DEMOGRAPHICS

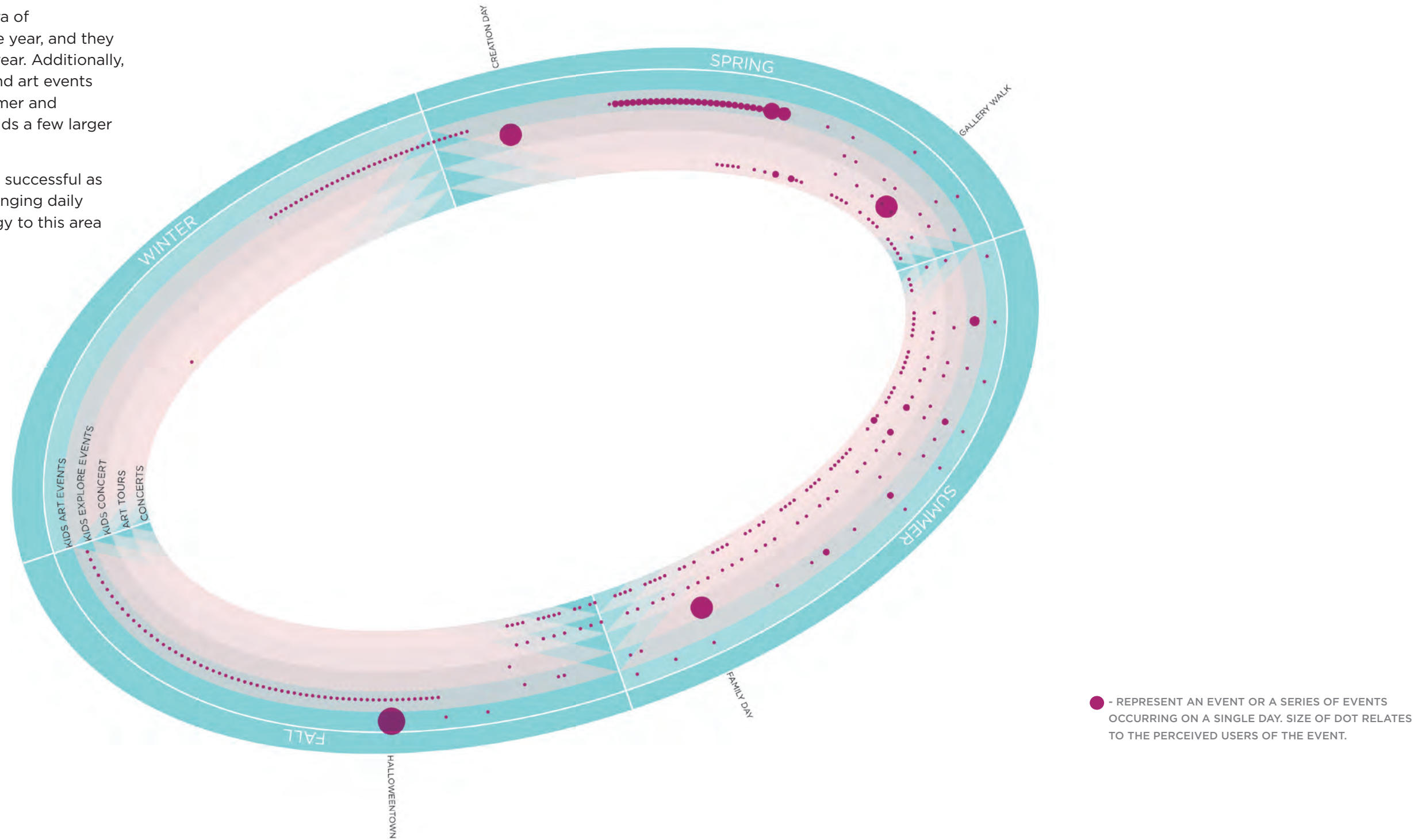
OFFICE WORKERS
LOCAL RESIDENTS
TOURISTS



ANNUAL PROGRAM CALENDAR

Madison Square Park hosts a plethora of programmatic events throughout the year, and they have 3-4 major art installations per year. Additionally, they host a series of kids concerts and art events that are hosted throughout the summer and spring. Madison Square Park also holds a few larger specialized events annually.

Shake Shack has been tremendously successful as the main concession for the park, bringing daily visitors to the park and adding energy to this area throughout the day.





CONCERTS



ART INSTALLATIONS



EVENTS



NIGHT INSTALLATIONS



SHAKE SHACK



DOG PARK



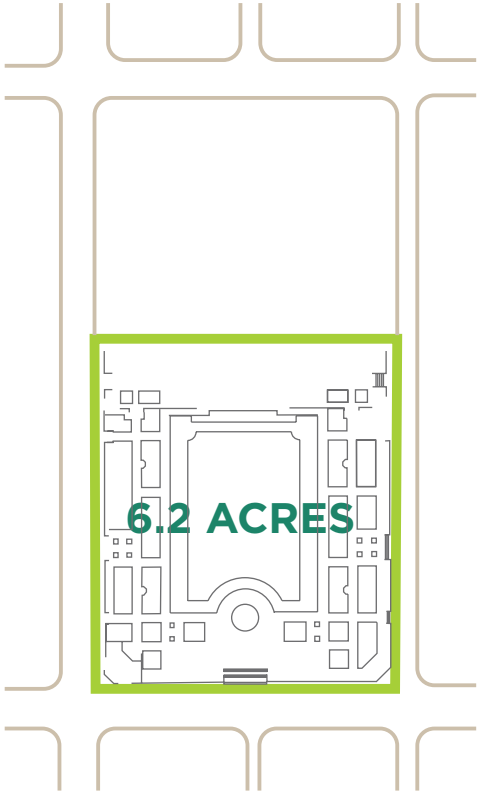
OPEN LAWN

BRYANT PARK

NEW YORK, NY

OWNER: NEW YORK PARKS DEPARTMENT

MANAGEMENT: BRYANT PARK CORPORATION



FINANCIALS:
ENDOWMENT - 5 MILLION
ANNUAL BUDGET - 12 MILLION

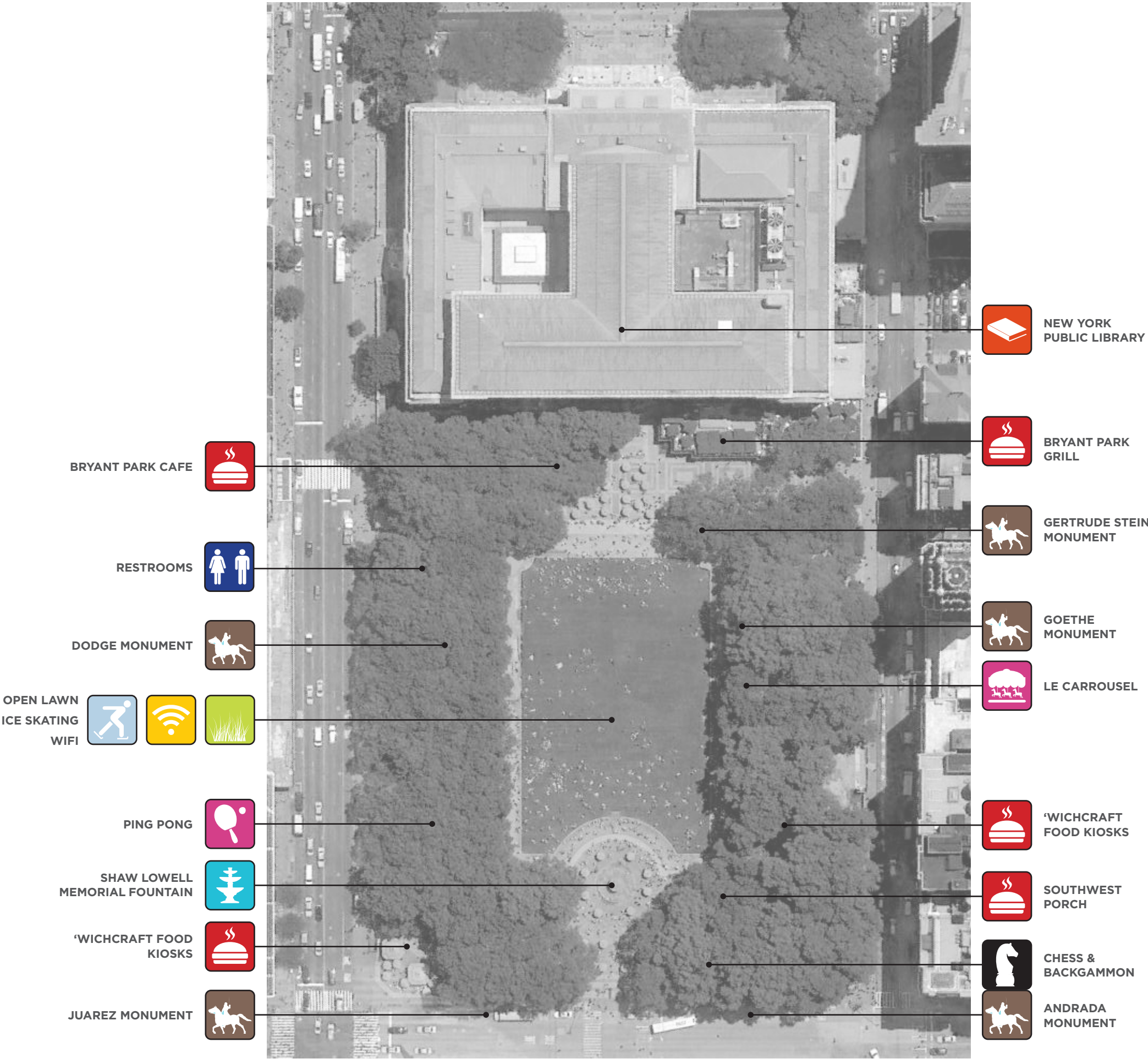
STAFF:
IN THE PARK - 40
TOTAL - 60
SECURITY - 2.5

INCOME:
CONCESSIONS RENT - 2.25 MILLION
EVENTS - 2.25 MILLION
SPONSORSHIP - 2.25 MILLION
CONCESSIONS RENT - 2.25 MILLION
BID ASSESSMENT - 1.2 MILLION

DEMOGRAPHICS

- OFFICE WORKERS
- LOCAL RESIDENTS
- LIBRARY USERS
- TOURISTS

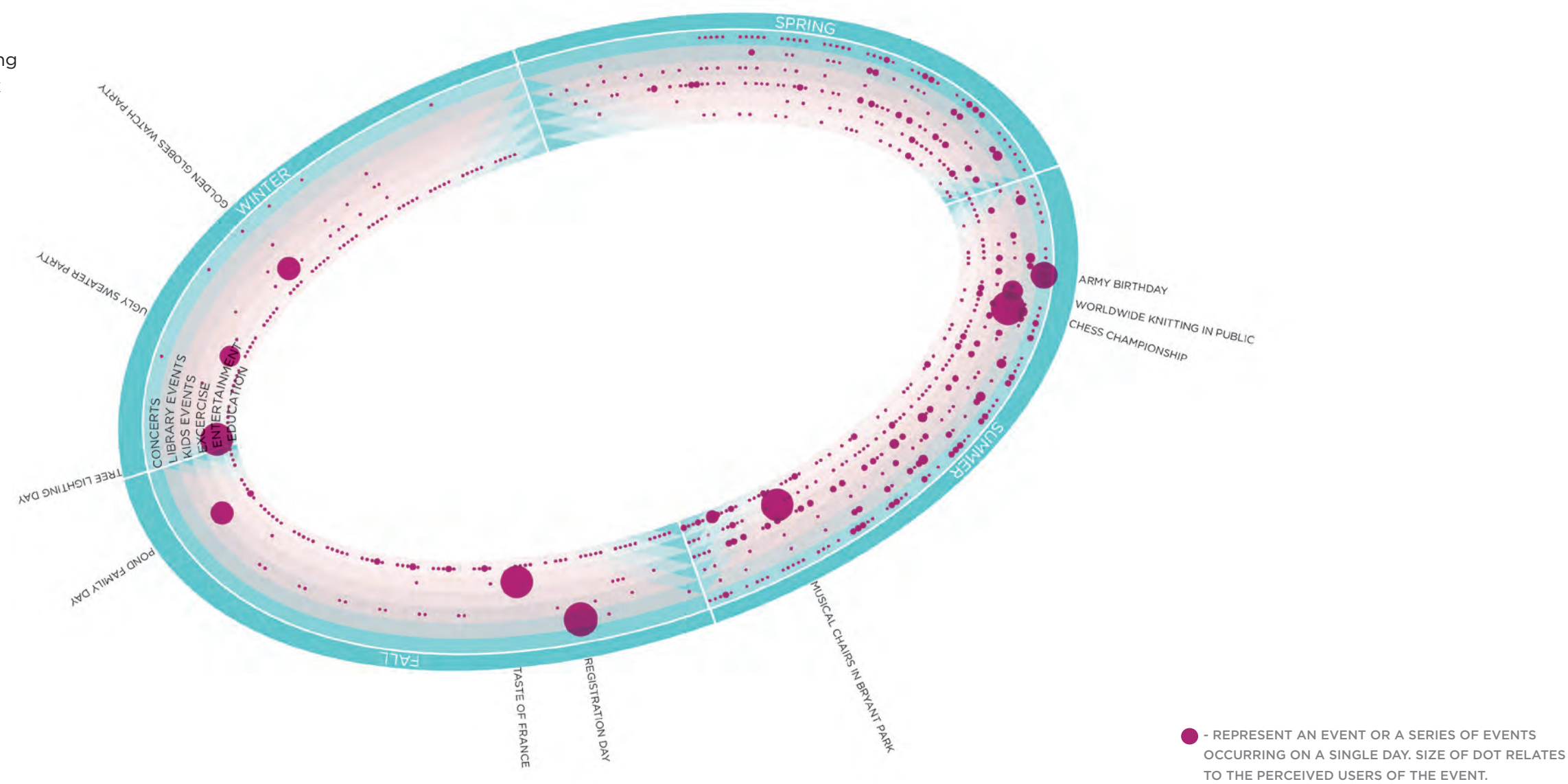
INFORMATION PROVIDED BY ETM ASSOCIATES + DOWNTOWN DC BID



ANNUAL PROGRAM CALENDAR

Bryant Park hosts a variety of programmed events throughout the year. There is a diversity of daily program that engages a range of users. Educational programs, integrated with the library engages both children and adults.

Although Bryant Park may be on the verge of being over-programmed, this life and energy at the park has benefitted adjacent properties tremendously.





MOVIE IN THE PARK



MOVEABLE SEATING



MARKETS



HISTORIC FEATURES

BRYANT PARK



EXERCISE IN THE PARK



CAROUSEL



ICE SKATING



OPEN LAWN

DISCOVERY GREEN PARK

HOUSTON, TX

OWNER: HOUSTON DOWNTOWN CORPORATION

MANAGEMENT: DISCOVERY GREEN CONSERVANCY BOARD



STAFF: 20 TOTAL

DIRECTORS
FULL TIME & PART TIME MAINTENANCE
PART TIME AMBASSADORS
PROGRAMMING

FINANCIALS:

ANNUAL BUDGET - 4 MILLION

INCOME:

CONVENTION CENTER - 1 MILLION
RESTAURANTS - 600 K
BIANNUAL GALA - 1 MILLION
RENTALS, SPONSORSHIP, ETC - 1.5 MILLION

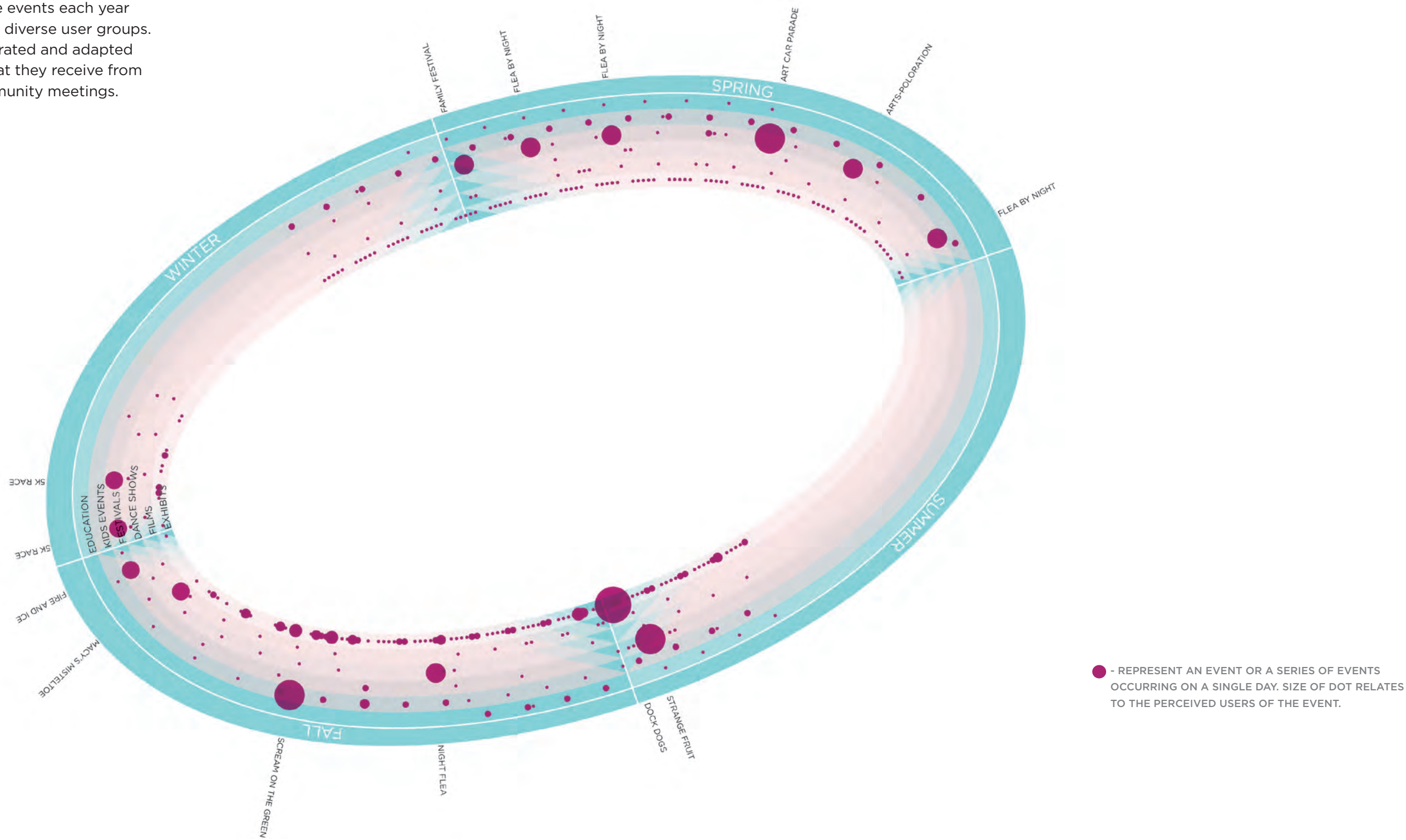
DEMOGRAPHICS

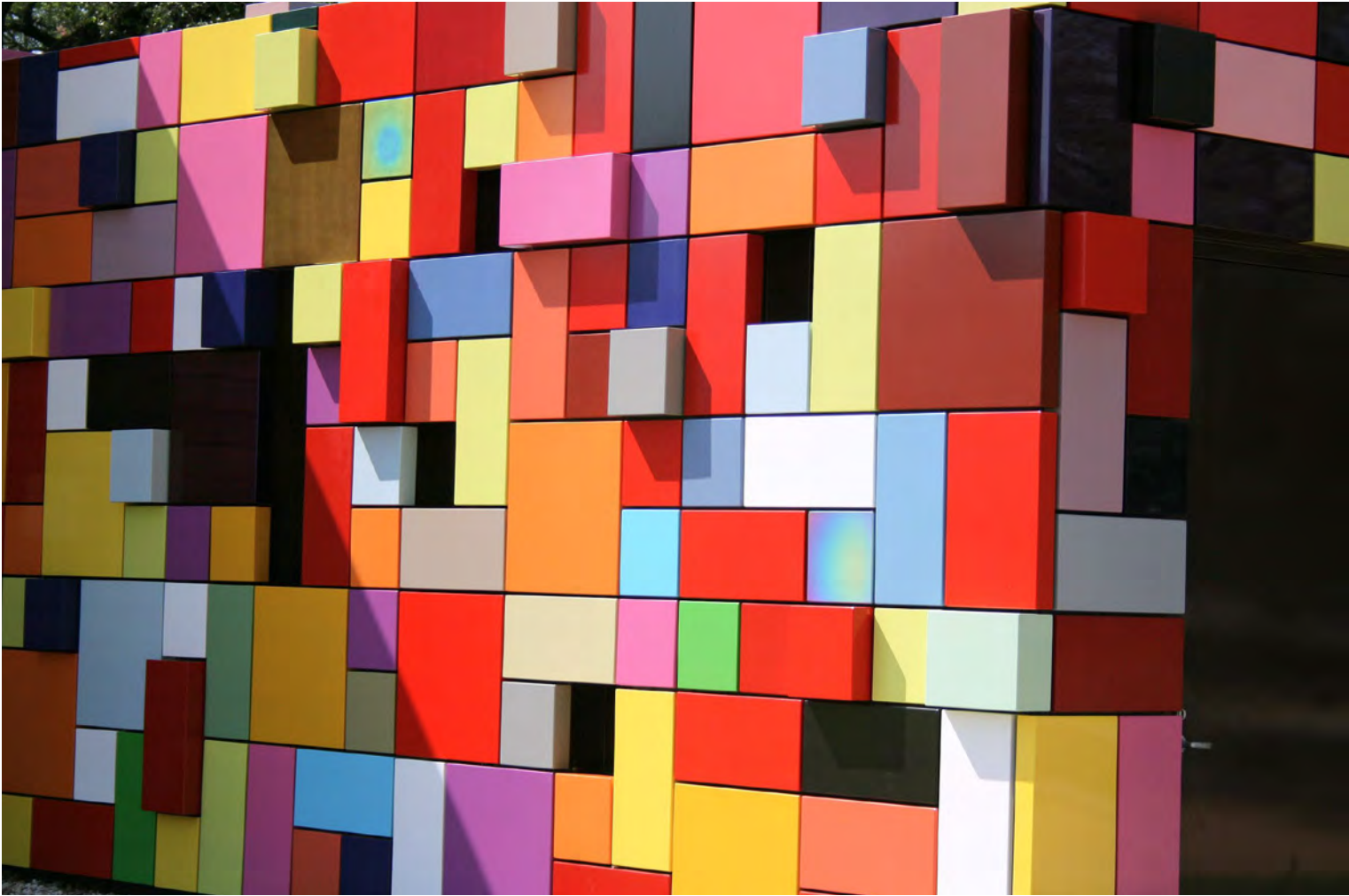
OFFICE WORKERS
LOCAL RESIDENTS
TOURISTS



ANNUAL PROGRAM CALENDAR

Discovery Green hosts 400 free events each year that range in type and engages diverse user groups. This schedule of events is generated and adapted from participatory feedback that they receive from the public a planning and community meetings.





ART INSTALLATIONS



KINDER LAKE



MIST TREE



SPLASH FOUNTAIN

DISCOVERY GREEN PARK



ART INSTALLATIONS



DANCE PARTIES



CONCERTS



ICE SKATING