

# The Power of Parks

## 2021 Impact Report



SF  
Parks  
Alliance



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San Francisco Parks Alliance partners with communities and public agencies to create, sustain, and advocate for parks and public spaces that welcome and belong to everyone.

Friends,

Over the last few years, we have all discovered how essential San Francisco’s parks and public spaces really are. Parks have been our escape from virtual meetings, online school, and long days at home. In hard times, parks give us hope.

Access to parks remains critical to our personal and collective recovery.

Whether they are acting as spaces to gather safely for movie nights, encouraging neighbors to get outside and connect, or simply serving as a place to relax and enjoy nature, your parks are there for you.

Parks hold the power to bring joy, unity, and life back to our city.

From neighbors to local businesses, everyone benefits from a thriving public space. Still, we recognize that not all spaces are created equal. In 2022 and beyond, SF Parks Alliance is committed to making sure that every park in San Francisco has the resources that it needs to serve surrounding communities.

The future of our parks depends on how we value and support them today.

In the decades to come, we envision a San Francisco where all parks and public spaces are welcoming and vibrant, strengthen community connections, and belong to everyone—but we can’t get there without people like you.

Thank you for caring about your city’s parks when we need them most.

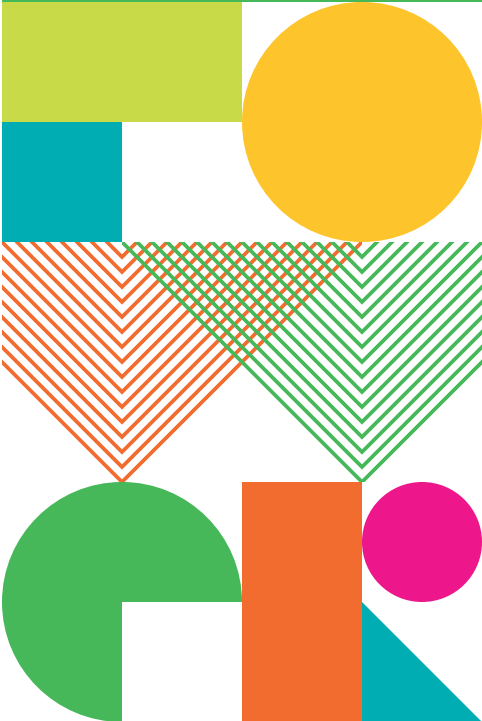
With gratitude,



Drew Becher  
Chief Executive Officer

THE POWER OF PARKS

INSPIRE JOY	2
Winter Lights	
Sundown Cinema	
Golden Gate Bandshell	
Shine On SF	
SUPPORT LOCAL BUSINESS	6
SkyBridge on Stevenson	
Party for the Parks	
Bloomtown	
TRANSFORM SPACES	8
Let’sPlaySF!	
Bayview Gateway	
Moss Metamorphosis	
Glen Park Greenway	
ENVISION A BETTER FUTURE	12
Strategic Plan	
India Basin Waterfront Park Project	
Public Space Summit	
Slow Streets Stewardship	
COMMUNITY PARTNER NETWORK	14
SUPPORTERS AND PARTNERS	16
FINANCIALS	17



The Power of Parks to

# Inspire Joy

In 2021, your parks were defined by a collective sense of joy. Communities across San Francisco gathered in these spaces for movie nights, art installations, and live music.

IN ITS INAUGURAL YEAR,

**100K+**

VISITORS EXPERIENCED  
ENTWINED\*



## Winter Lights

During the 2021 holiday season, park goers experienced Golden Gate Park in an entirely new way. *Winter Lights* provided an illuminated journey through the park, starting at “Uncle John’s Tree” in front of McLaren Lodge and continuing along JFK Drive, all the way to the Bandshell in the Music Concourse.

*Entwined* also returned to Golden Gate Park’s Peacock Meadow in 2021. The work of local artist Charles Gadeken, the installation boasted new interactive elements, sculptures and an expanded layout, inviting visitors of all ages to explore the intersection of art, technology, and nature.

## Sundown Cinema

For the third season of Sundown Cinema, SF Parks Alliance, in partnership with DoTheBay and the SF Recreation and Park Department, brought five iconic films to five parks across San Francisco. Each movie night celebrated the surrounding neighborhood’s unique character and beauty.

In total, the series reached nearly 15,000 people across the city, bringing *Sister Act* to Dolores Park, *Soul* to Alamo Square Park, *Princess Diaries* to Washington Square Park, *A League of Their Own* to Big Rec in Golden Gate Park, and *E.T.* to Jerry Garcia Amphitheater in McLaren Park.



“My family and I had a blast at Sundown Cinema. The energy was so positive and fun. It was the kind of night that made us grateful to live in San Francisco!”

JENNIFER FELDMAN, SUNDOWN CINEMA ATTENDEE





“What I like most about San Francisco is the amount of nature that’s in such a small city—there are parks everywhere!”

SHINE ON SF PARTICIPANT

## Golden Gate Bandshell

In 2020, the Bandshell was upgraded with a new stage, lighting, and state-of-the-art sound system, bringing joy to the Music Concourse and providing a safe outdoor venue for live performances in 2021. Courtesy of SF Parks Alliance, Illuminate, and the SF Recreation and Park Department, this free concert series included a diverse lineup of performances—from rock and reggae, to country and jazz.

THE BANDSHELL WELCOMED OVER

**500**

PERFORMERS TO ITS ICONIC  
STAGE IN 2021







## Shine On SF <sup>CP</sup>

Powered by SF Parks Alliance, the newly launched coalition Shine On SF led the Golden Trees project to inspire civic pride and help neighbors reconnect with the people and places that they love.

As part of the project, more than 3,000 people responded to the question, “What makes San Francisco shine?” Compiled on golden cards, their responses became part of a larger public art installation, *Love Letters to SF*, which was displayed in five locations across the city throughout the winter of 2021.

<sup>CP</sup> INDICATES A FISCALLY SPONSORED GROUP THROUGH SF PARKS ALLIANCE'S COMMUNITY PARTNER NETWORK







The Power of Parks to

# Support Local Business

Local businesses are essential to the character, vibrancy, and economic well-being of San Francisco. Throughout 2021, SF Parks Alliance found creative and compelling ways to bring people back to these vital spaces.

## SkyBridge on Stevenson

In its returning year, SkyBridge on Stevenson featured 10 weeks of live performances as part of the community-led effort to transform the alley into a hub for arts, commerce, and activity. Partnering with SOMA Pilipinas, the Office of Economic and Workforce Development, and the Mid Market Community Benefit District, SF Parks Alliance also unveiled a new light installation on the block that honors the local Filipino Cultural Heritage District.

“Since starting the project, the area has become safer. When you invest in blocks like Stevenson, you’re not only improving the experience for commuters who walk through the Tenderloin—you’re improving the space for everyone. You’re setting the foundation for something positive.”

ANDREW SULLIVAN, LOCAL BUSINESS OWNER



## Party for the Parks

SF Parks Alliance celebrated its 50th anniversary with the return of its annual gala, Party for the Parks. The local, family-run restaurant Mission Rock Resort welcomed over 200 guests for the outdoor event, which raised nearly \$320K to support the future of San Francisco's parks and public spaces.



“We have loved the constant interactions with neighbors, merchants, tourists, and all who make up our neighborhood. Though we have just retired after 36 years as an intrinsic part of the community, we love how Bloomtown and SF Parks Alliance are inspiring local connections.”

LESLIE & ELEANOR, LOCAL BUSINESS OWNERS OF JEST JEWELS

## Bloomtown

Bloomtown was born from a vision to encourage the rediscovery of the Union Street corridor. From September through November of 2021, this interactive public art installation invited visitors to discover gigantic dahlias scattered across rooftops and view never-before-seen murals displayed in storefronts.

With the challenges that the pandemic has brought to San Francisco's commercial corridors, this partnership between Building 180, District 2 Supervisor Stefani, and SF Parks Alliance prompted community members to visit local businesses and experience the joy of public art.







The Power of Parks to

# Transform Spaces

SF Parks Alliance partners with communities and public agencies to improve your shared spaces. From playground renovations to alleyway transformations, our work reaches residents in every neighborhood across San Francisco.





## Let'sPlaySF!

Beginning in 2014, SF Parks Alliance partnered with the SF Recreation and Park Department to identify and transform the 13 highest-need playgrounds across San Francisco. Since then, we've been deeply involved in community engagement, fundraising efforts, playground design, and construction.

In 2021, we reopened playgrounds at Golden Gate Heights Park and Juri Commons to the delight of thousands of children in surrounding neighborhoods.

When all 13 playgrounds are complete, Let'sPlaySF! will change the lives of over 20,000 children across San Francisco, giving them access to safe and creative spaces to thrive.

[Visit \[letsplaysf.org\]\(https://letsplaysf.org\) to learn more!](https://letsplaysf.org)

“Playgrounds have been our lifeline during the pandemic. Being able to get outside and explore such creative new spaces has been an incredible experience for my kids . . . and for me!”

AMALIA GONZALEZ,  
SF PARENT & RESIDENT

NOW COMPLETE!

9 OUT OF 13

LET'SPLAYSF! PLAYGROUNDS ARE  
OPEN TO THE PUBLIC



## Bayview Gateway <sup>CP</sup>

The Bayview Hill Neighborhood Association celebrated the completion of their beautification project in August of 2021. Located on Third Street at Meade Avenue, these large-scale letters, composed of ceramic and glass sourced by local residents, spell 'Bayview' and welcome residents and visitors to the neighborhood.



OF SF PARKS ALLIANCE  
CORE PROGRAMS,

# 71%

WERE IN LOW OR MODERATE  
INCOME NEIGHBORHOODS  
IN 2021\*







“The Moss Metamorphosis project is an incredible win for our neighborhood. SOMA is full of alleyways like Moss, and we hope that this project encourages the community to think about the potential of these often underutilized spaces.”

ERICA WALTEMADE, DIRECTOR OF PLACEMAKING AT SOMA WEST COMMUNITY BENEFIT DISTRICT

## Moss Metamorphosis

For over a year, SF Parks Alliance has worked closely with neighbors and nearby businesses to reimagine Moss Street, an alleyway located in SoMa between Folsom and Howard Street. In 2021, grant funding and community feedback led to the installation of a new mural by artist Amandalynn, honoring the local ecological history of the area.

In 2022 and beyond, neighbors can expect to see new landscaping, lighting, murals, and more on the block.



## Glen Park Greenway<sup>CP</sup>

Our community partner, Friends of the Glen Park Greenway, celebrated a major milestone in 2021 with the completion of their trail improvement project. The renovated trail now stretches from Brompton to Lippard Avenue, and was made possible by committed volunteers, BASE Landscape Architecture, a Community Challenge Grant, and District 8 Supervisor Mandelman.



The Power of Parks to

# Envision a Better Future

2021 marked SF Parks Alliance's 50th anniversary—a year in which we all felt tremendous gratitude for our City's public spaces. Looking towards the next 50 years, we will keep working to ensure that our parks provide relief, joy, and meaningful connections.



## Strategic Plan

SF Parks Alliance launched a new Strategic Plan in 2021 that will guide our work and impact over the next five years and beyond. This plan includes a refreshed mission statement, vision, and theory of change.

The Strategic Plan will focus SF Parks Alliance's time and resources on optimizing the health of our organization, prioritizing learning, expanding our advocacy work, and growing our impact.

“The strategic plan highlights everything that makes me honored to be involved with SF Parks Alliance. The plan's community-centered approach is essential to supporting public spaces that can truly thrive and belong to everyone, now and for future generations.”

LOUISE MOZINGO, SF PARKS ALLIANCE BOARD MEMBER



## India Basin Waterfront Park Project

The India Basin Waterfront Park Project will transform a post-industrial site in the Bayview into one of San Francisco's largest waterfront parks. In June of 2021, partners at SF Parks Alliance, Trust for Public Land, SF Recreation and Park Department, and A. Philip Randolph Institute celebrated a major milestone in this historic project with the India Basin groundbreaking.

A key component of this project is the Equitable Development Plan, which outlines a comprehensive plan to build the park in partnership with the existing community. This approach sets a precedent for future park developments, viewing urban green space as one part of a larger neighborhood ecosystem.



## Public Space Summit

Our annual Public Space Summit convenes civic and community partners, giving people like you the tools to materialize your vision for local improvement projects. In 2021, the Summit featured virtual workshops and a citywide exploration day.

Visit our website for updates on the 2022 Public Space Summit.

## Slow Streets Stewardship

Slow Streets were introduced to SF's neighborhoods in response to the collective need for more public space during the pandemic. The initiative has since garnered widespread support from local residents. As the program moves towards permanence, SF Parks Alliance is committed to working alongside neighbors to provide an online toolkit of resources and guidance.

SEVERAL SLOW STREETS  
HAVE OVER

**90%**

APPROVAL RATINGS FROM  
LOCAL RESIDENTS\*





# Meet our Community Partners!

As part of our Community Partner Network, these local leaders are transforming parks and public spaces across San Francisco. Their diverse work is united by a commitment to improving your city.



## Sutro Stewards

Since 2006, Sutro Stewards has mobilized thousands of volunteers to build trails and support conservation efforts on Mount Sutro through ecological restoration and native plant propagation.

“Today, our group is solving the problem of access, so that as many people as possible can safely hike and explore Mount Sutro. As humans, we need regular exposure to open space that is bio-diverse and abundant.”

ILDIKO POLONY,  
EXECUTIVE DIRECTOR OF  
SUTRO STEWARDS



## Northridge CommUNITY Garden

Throughout 2021, SF Parks Alliance worked with Northridge CommUNITY Garden to secure funding for the revival of the garden's youth program in Spring 2022.

“SF Parks Alliance helped us with budgeting, pursuing grant opportunities, and inviting us to workshops and events. More recently, our Area Manager has worked hard to connect us with grants and other community-based organizations in our neighborhood.”

INGRID, JENNEFERE & MISHWA,  
NORTHRIDGE COMMUNITY  
GARDEN

“We wanted to bring together the voices from the dog park so that the space would best reflect what the community actually wants to see here.”

NINA HWANG,  
FRIENDS OF GOLDEN GATE PARK  
DOG PARK



## Friends of Golden Gate Park Dog Park

In early 2021, a coalition of committed neighbors and dog lovers, Friends of Golden Gate Park Dog Park, celebrated the reopening of the Golden Gate Park Dog Training Area following a \$2.4M renovation to the space.



“The Tennis Coalition believes that tennis creates stronger communities and can help young people become more confident, skilled, and resilient adults.”

MARTHA EHRENFELD,  
CO-CHAIR OF THE  
TENNIS COALITION



## Tennis Coalition of San Francisco

The Tennis Coalition, in partnership with SF Parks Alliance and SF Rec & Parks, opened the Lisa & Douglas Goldman Tennis Center in February 2021 after a \$27M renovation, transforming the facility into a state-of-the-art public tennis center.



## Athens Avalon Greenspace

Athens Avalon Greenspace transformed a long neglected right-of-way into a vibrant community gathering space and source of neighborhood pride.

“People on this street now know each other way better than they did before. We have a more beautiful and welcoming neighborhood because of this project.”

PAM AXELSON,  
ATHENS AVALON GREENSPACE

“To be a part of the Community Partner Network has meant that we can sit down with members of SF Parks Alliance and help advocate for our space. It’s been a real collaborative effort throughout all of this time to be connected to the organization.”

LINDA LITEHISER, FRIENDS OF THE AMP

## Friends of the Jerry Garcia Amphitheatre

In September 2021, Friends of the Jerry Garcia Amphitheater unveiled improvements from a \$1.4M renovation to their outdoor concert venue in McLaren Park, modernizing the space and making it more accessible for performers and audience members alike.



## Meet the rest of our Community Partners!

If you're interested in getting involved with an existing group or creating one of your own, visit [sfparksalliance.org](https://sfparksalliance.org) to learn more.



SF PARKS ALLIANCE PROVIDES  
FISCAL SPONSORSHIP TO OVER

85

COMMUNITY PARTNERS, ALLOWING  
THEM TO FOCUS ON THEIR  
MISSION WORK



“San Francisco neighborhoods are infinitely more beautiful for the gardens and parks supported by SF Parks Alliance, which has somehow brought diverse public and private organizations together with resident groups to strengthen communities.”

PATRICIA HOLT, DONOR

## Supporters

With over 200 parks and countless public spaces across San Francisco, your support remains essential.

Scan the QR code below to see all contributions made to SF Parks Alliance between July 1, 2020 and June 30, 2021.



While we strive to be as accurate as possible, please contact us with any corrections or omissions.

## The Evergreen Circle

Incorporating a gift to SF Parks Alliance into your estate, will, living trust, retirement plan, or other financial asset is a powerful way to impact the future of your city's parks and public spaces.

For more information, please email [development@sfparksalliance.org](mailto:development@sfparksalliance.org) or visit [sfparksalliance.org](http://sfparksalliance.org).



Charity Navigator and GuideStar have given SF Parks Alliance four star and silver ratings, respectively.

## City Partners

We are grateful to the many city agencies we partner with to make San Francisco a better place to work, live, and play.



City & County of San Francisco  
Office of the Mayor



Mayor's Office of Housing Community Development Division



SF Environment



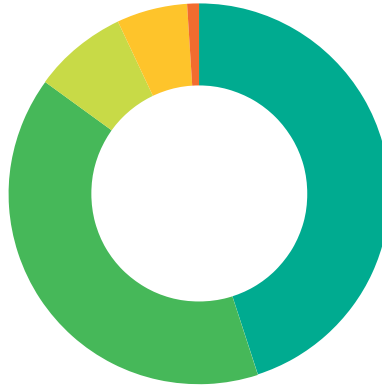


# Financials

Fiscal Year July 1, 2020–June 30, 2021

## How is SF Parks Alliance funded?

Contributions were the primary source of funding, comprising 85% of revenue in the last fiscal year.

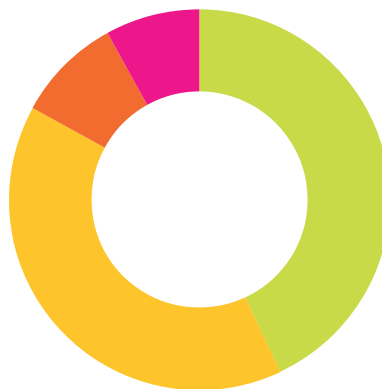


### Revenue

Capital Campaign Contributions*	7,938,478	45%
Contributions	6,905,754	40%
Investment and Other Income	1,337,587	8%
Program and Administrative Fees	1,053,723	6%
Revenue from Special Events	136,561	1%
<b>Total</b>	<b>\$17,372,103</b>	<b>100%</b>

## How is SF Parks Alliance funding spent?

SF Parks Alliance spent 43% on permanent capital projects and 40% supporting over 85 community groups and partners across the city. The rest, 17% of expenses, were the costs for the administration and fundraising that make this work possible.



### Expenses

Capital Campaigns**	7,389,746	43%
Partner Support	6,925,900	40%
Administration	1,636,154	9%
Fund Development and Communication	1,455,714	8%
<b>Total</b>	<b>\$17,407,514</b>	<b>100%</b>

## What is the breakdown of SF Parks Alliance's contributed funding?

SF Parks Alliance leveraged public and private support from the generosity of our diverse funding sources to execute our mission.



### Contributed Income Breakdown

Foundation Giving	8,373,467	56%
Government Grants	3,111,433	21%
Individual Contributions	2,585,779	18%
Corporate Giving	773,552	5%
<b>Total</b>	<b>\$14,844,231</b>	<b>100%</b>

## Conservatory of Flowers

Due to COVID-19, the Conservatory's budget experienced a decrease in ticket sales and event revenue in 2021.

Total Revenue	678,660
Program Expense	922,371
Net Deficit	-\$243,711

\* Capital Campaign Contributions includes: Let'sPlaySFI, India Basin, Tennis Center, Crane Cove, Golden Gate Park 150th Anniversary and Harvey Milk Plaza

\*\* Capital Campaigns include: Let'sPlaySFI, India Basin, Tennis Center and Crane Cove

Unaudited financials. All audited financials will be available at [sfparksalliance.org](https://sfparksalliance.org).



“San Francisco parks  
give us so much and  
deserve so much love  
back from us. Thank  
you for supporting  
what keeps many of us  
sane in a city  
during a pandemic!”

AMY BACH, DONOR

## Let your parks know how important they are.

Here's how to get involved:

- Join SF Parks Alliance as a member
- Honor a loved one through our commemorative bench program
- Get involved with your local community group
- Attend an event near you

Visit [sfparksalliance.org](https://sfparksalliance.org) to see all of the ways that you can support parks and public spaces across San Francisco.



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[sfparksalliance.org](https://sfparksalliance.org)  
[@sfparksalliance](https://twitter.com/sfparksalliance)

LOOKING TOWARDS MOUNT SUTRO FROM GRANDVIEW PARK.  
PHOTO BY: Katie Troxell

