2013 ANNUAL REPORT

MINNEAPOLIS
Parks Foundation
The Next Generation of Parks™

RiverFirst – Scherer Park ®TLS/KVA

Water Works Site

FROM THE DIRECTORS

Daniel Avchen

Peg Birk

July 2014

Dear Friends —

As we write this letter, summer has fully come alive in Minneapolis and with it renewed vitality following an arduous winter.

Minneapolis is a vital city. Together with our neighbor cities, Minneapolis is consistently ranked as the best place for families, the healthiest, most bikeable, even the "most playful." And in 2014, for the second consecutive year, nationally recognized as the top park system among the 50 largest U.S. cities.

Some might stop there, but we think being "the best" is a quality to build on. The Minneapolis Parks Foundation is dedicated to enhancing our community's vitality by securing knowledge, ability and resources to improve and sustain a legacy of world-class parks.

Our focus in 2013 reflected this dedication. In these pages, we share some highlights of our parks-making and education programs. We also highlight a few of the ways that parks benefit our community's — your — health, economically, ecologically, and in terms of personal wellbeing. Great parks cannot be taken for granted, nor are they a luxury.

Our supporters responded to our focus by deepening commitments to our mission and community through multi-year pledges, a first for the Parks Foundation. We developed strong foundation relationships that laid the groundwork for renewed and increased support early this year. We also elected seven new Directors — Dorothy Bridges, Ryan Burnet, John Crosby, Caren Dewar, Tom Paul, Thomas O. Pohlad, and Liz Wielinski. Now in 2014, the Minneapolis Parks Foundation is as vital as ever, both as an organization and in service to our community.

With the Twin Cities hosting the 2017 International Urban Parks Conference and the 2018 Super Bowl, we're well motivated to invest in vital places. RiverFirst and Water Works, our two signature projects that together will enhance 11 miles of the Mississippi Riverfront with new parks and trails, are within our reach and with them the potential for one of the greatest transformations this city has ever seen.

In a few short weeks, the Parks Foundation will welcome a new Executive Director who will lead our advocacy for Minneapolis parks and bring RiverFirst to life. We are enthusiastic about our future, both as an organization and for our community. We are grateful for the contributors whose support makes it possible. Thank you!

Sincerely,

Dan Avchen
Chair of the Board

Peg Birk
Interim Executive Director

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CONNECTING PARKS AND COMMUNITY VITALITY

The mission of the Minneapolis Parks Foundation is to help ensure the economic, environmental, civic and cultural health of Minneapolis and the region by creating the Next Generation of Parks™ to meet the demands and reflect the values of our generation and those to follow.

Environmental Health

The 2,500-mile Mississippi River corridor is one of four migratory flyways in North America, as well as a globally singular ecosystem that drains a watershed stretching from the Rocky Mountains to the Appalachians and encompasses all or part of 32 states.

Because of its urban setting and **depauperation** (lack of plants/animals), the Minneapolis Upper Riverfront hasn't been a priority for habitat restoration.

The Next Generation of Parks™ will ...

- Manage and clean our water
- Restore healthy native habitats
- Create economic and recreation opportunities

Economic Health

The total **cost benefit** of Minneapolis municipal trees is about **$15.7M**, based on U.S. Forest Service data that establishes the ROI on public trees is $1.59 for every $1 invested.[3]

Small businesses rank parks, recreation and open space amenities as the most important quality-of-life factors when choosing a location.[4]

Knowledge workers prefer communities that offer a diverse range of outdoor recreational activities.[5]

The Next Generation of Parks™ will ...

- Enhance our quality-of-life
- Attract people
- Encourage economic development

Civic Health

99% of Minneapolis residents think our parks are a "unique and **valuable asset**."[1]

Minneapolis parks hosted more than **342** special events in 2013.[2]

The Next Generation of Parks™ will ...

- Meet the needs of diverse users
- Be gathering places
- Create opportunities for cultural expression

Wellbeing

96% of Minneapolis residents think our parks and lakes play a key role in **physical health and wellness**.[6]

People who move to park-like areas have "significant and long-lasting **improvements in mental health**."[7]

The Next Generation of Parks™ will ...

- Engage youth and adults in physical activity
- Be places to reflect and connect
- Integrate with non-motor transportation

1 MPF/MPRB study, 2009
2 MPRB 2013 Annual Report
3 MPRB, Forestry Department, 2011
4 Conservation: An Investment that Pays, TPL, 2009
5 How Cities Use Parks For Economic Development, American Planning Association, 2002
6 MPF/MPRB study, 2009
7 University of Exeter study, 2013

CONTRIBUTORS

Horace Cleveland Circle

Recognizing the significant contribution of donors who have made one-time or cumulative gifts of $50,000 or more.

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$30,000 +

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Roy Litland in honor of
Christopher and Megan Soper

_[(Minne the Lake Creature) ©Heather Deatrick

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

For the Years Ended December 31, 2013 and 2012

	2013			2012		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
Support and Revenue						
Contributions	$ 233,150	$ 235,146	$ 468,296	$ 213,218	$ 263,710	$ 476,928
Government Grants	124,195	—	124,195	92,003	—	92,003
Special Event Income (Net of Expenses of $7,588 in 2013 and $2,678 in 2012)	—	—	—	23,277	—	23,277
Investment Income	21	12	33	43	1,444	1,487
Miscellaneous Income	551	—	551	5,112	—	5,112
Net Assets Released from Restrictions:						
Satisfaction of Program Restrictions	263,013	(263,013)	—	120,994	(120,994)	—
Satisfaction of Time Restrictions	10,000	(10,000)	—	—	—	—
Total Support and Revenue	630,930	(37,855)	593,075	454,647	144,160	598,807
Expense						
Program Services	442,921	—	442,921	323,289	—	323,289
Support Services:						
Management and General	69,648	—	69,648	60,685	—	60,685
Fundraising	89,046	—	89,046	59,366	—	59,366
Total Support Services	158,694	—	158,694	120,051	—	120,051
Total Expense	601,615	—	601,615	443,340	—	443,340
Change in Net Assets	29,315	(37,855)	(8,540)	11,307	144,160	155,467
Net Assets – Beginning of Year	206,380	232,560	438,940	195,073	88,400	283,473
Net Assets – End of Year	$ 235,695	$ 194,705	$ 430,400	$ 206,380	$ 232,560	$ 438,940

2013 PROJECT HIGHLIGHTS

Parks Projects

RiverFirst – 26th Avenue Overlook ®TLS/KVA

RiverFirst Initiative

Co-developed and implemented the RiverFirst Initiative, a first-of-its-kind partnership between the private sector and the Minneapolis Park & Recreation Board and the City of Minneapolis. Managed the production of the RiverFirst Finance Strategy and initiated the first formal public-private fundraising partnership agreement with the Park Board.

Water Works ®SCAPE et. al.

Water Works – A RiverFirst Signature Project

Funded, launched and co-managed with the Park Board the schematic design process for a signature park destination near the Stone Arch Bridge, including setting project goals and desired outcomes, design team selection process, community engagement and concept development.

Education Programs

Templehof Berlin ®GROSS.MAX

Next Generation of Parks™ Lecture Series

Presented two of the world's top parks designers: Adriaan Geuze of West 8 and Eelco Hooftman of GROSS.MAX.

Research Assistant in Practice

Researched and mapped strategic future park locations in Minneapolis, along with potential parks-making partners.

SiteSeeing

SiteSeeing Youth Design Curriculum

Engaged North Minneapolis youth in designing a new park and public space in their neighborhood near Bassett Creek.

2013 PARTNERS

- American Society of Landscape Architects – Minnesota Chapter
- Minneapolis Park & Recreation Board – Design and Planning
- Minneapolis Park & Recreation Board – Rec+ Childcare Program
- City of Minneapolis
- University of Minnesota Department of Landscape Architecture and College of Design
- Walker Art Center

MINNEAPOLIS Parks Foundation
The Next Generation of Parks™

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