

# DESIGN TRUST FOR PUBLIC SPACE ANNUAL REPORT 2012



# A YEAR OF STRATEGIC GROWTH

## A PLACE OF MAKING

You will read in these pages about *Making Midtown* and *Five Borough Farm*. These projects reveal New York as a place of making — of creativity and production. When we look at Midtown as a zone of innovation, a place where manufacture and design weave together to make New York the fashion capital of the world; when we demonstrate that farms thrive beautifully in urban centers — on rooftops, pocket parks, and parcels of unclaimed land, we lay claim to the contemporary city as a place where real things made by hand and machine are every bit as relevant as the consumption of virtual commodities.

We value a culture that encourages vision, but visions must survive the tests and challenges of both market forces and status quo. The Design Trust for Public Space exists to help that process: we aid and abet the aspirations of individuals in both the private and the public sectors who want to make New York a better place, and to use the power of design thinking towards that end. Our project teams engage in dialogue, take a really close look at conditions, question business as usual. As a result, our studies are pertinent eye-openers and problem solvers, this year strengthening the likelihood that New York's working environment will include affordable manufacturing space and creative ecosystems of production, full of diversity, dispersal, clustering, and connectivity. This is what has always given New York its remarkable identity, and our dialogue will shape what happens next.

In 2012, we took steps to make ourselves a stronger organization moving forward. Under the able leadership of Executive Director Susan Chin, we developed a new strategic plan with an eye towards continuing our commitment to New York City's urban environment. We also said farewell to several remarkable board and staff members, to whom we owe a monumental debt of gratitude.

The Design Trust thinks and acts through partnership, and the people with whom we interact are our source of strength and inspiration. None of our achievements would be possible without our dedicated and talented Board of Directors and staff, our Design Trust Council members, our generous project supporters, individual and institutional funders, and our expert Fellows and project partners, all of whom are listed in these pages. My sincere and heartfelt thanks to you all.



**Andrea Woodner**  
Founder and Board President



Dear Design Trust Friends and Supporters,

Thank you for making 2012 one of our most successful years at the Design Trust for Public Space! As we re-envision and invigorate public spaces, your contribution supported nine Design Trust Fellows (Nevin, Rupal, Agnieszka, Gita & Elliott, Colin, Kei, Rob, & Rob) to conduct in-depth research, craft recommendations and build awareness for over 700 urban farms and gardens with *Five Borough Farm Phase I* and the resurgence of the Garment District through *Making Midtown*. Highlights of the Design Trust's noteworthy year include:

- Developing our first strategic plan for the organization; key areas are: Mission Focus, Financial Stability, Measurable Impact, Thought Leadership and Organizational Effectiveness
- Serving as design advisors to Nissan and TLC on *Taxi of Tomorrow*
- Issuing three publications: *Five Borough Farm: Seeding the Future of Urban Agriculture*, *From Roof to Table*, and *Making Midtown: Creating a New Vision for a 21st Century Garment District*
- Holding four DT Council events and one of DT's most successful benefits
- Nomination by Public Interest Design as one of the top 100 movers and shakers in this field

I am most grateful to Design Trust President Andrea Woodner, Board and staff, who put hearts, souls and minds into our mission. We bid farewell to dedicated DT staffers: Chris Kannen, Jerome Chou and Kristin LaBuz; give a hearty welcome to Caroline Bauer, Rosamond Fletcher, and Ruth Cole; and specially thank Deputy Director Megan Canning for her contribution to an ambitious year.

I invite you to join us for a vibrant 2013, as we increase our capacity to catalyze and transform ever more public space in the city; expand the impact of urban agriculture; begin re-imagining spaces *Under the Elevated*; and prepare for a new Mayoral Administration. Most importantly, I ask you to contribute your time and resources to our efforts to create great public spaces citywide that enhance our daily lives and raise our spirits as New Yorkers.



**Susan Chin, FAIA**  
Executive Director



# MISSION STATEMENT

The Design Trust for Public Space is a nonprofit organization dedicated to bringing design innovation to New York City's public spaces to make a more dynamic, livable and sustainable city. We create collaborations between city agencies, community groups and private sector experts to work on emerging design and policy projects that result in effective urban strategies.

## BOARD OF DIRECTORS\*

Hugo Barreca  
Alison Bauer  
Theodore S. Berger  
Anne Edgar  
Paul Gangsei  
Ann Harakawa  
Marc Heiman, TREASURER  
John Keenen  
Stephen Maharam  
Zack McKown, FAIA  
Paula J. Mueller, SECRETARY  
Eric Rothman  
Susanna Sirefman  
Sylvia Smith, FAIA  
Claire Weisz, FAIA  
Andrea Woodner  
FOUNDER AND BOARD PRESIDENT

\*as of September 2013

## STAFF\*

Caroline Bauer  
PRODUCTION &  
PROGRAM ASSOCIATE  
Megan Canning  
DEPUTY DIRECTOR  
Susan Chin, FAIA  
EXECUTIVE DIRECTOR  
Ruth Cole  
DEVELOPMENT MANAGER  
Rosamond Fletcher  
DIRECTOR OF PROGRAMS

\*as of September 2013

# 2012: AT A GLANCE

## Active Projects

### **FIVE BOROUGH FARM – PHASE I** *Seeding the Future of Urban Agriculture*

**PARTNER:** Added Value, represented by co-founder and executive director Ian Marvy

**FELLOWS:** Nevin Cohen, Agnieszka Gasparska, Rupal Sanghvi, thread collective

**TIMEFRAME:** 2009–2012

**KEY ACTIVITIES:**

- Surveyed and documented New York City's existing urban agricultural activity using photographs, maps, and infographics
- Established a shared framework and tools to enable farmers and gardeners to track urban agricultural activity and evaluated their social, health, economic, and ecological benefits
- Developed policy recommendations that helping urban agriculture become a more permanent part of the city's landscape and governance
- The three years of research culminated in the publication of *Five Borough Farm: Seeding the Future of Urban Agriculture in NYC* and companion website [www.fiveboroughfarm.org](http://www.fiveboroughfarm.org) in July 2012

### **FIVE BOROUGH FARM PHASE II**

**PARTNER:** NYC Department of Parks & Recreation

**FELLOWS:** Lee Altman + Kaja Kühn, Liz Barry + Philip Silva, Martin Barry + Barbara Wilks, Christopher Englese + Ryan Kerrison

**TIMEFRAME:** 2012–2014

**KEY ACTIVITIES:**

- Implement key policy and metrics recommendations developed in *Phase I*
- Build the capacity, capital and political will required to strengthen and expand urban agriculture in New York City
- Work with a group of farmers and gardeners to develop and test methods for measuring the impact of their work

### **MAKING MIDTOWN** *A New Vision for a 21<sup>st</sup> Century Garment District in New York City*

**PARTNER:** Council of Fashion Designers of America, represented by Chief Executive Officer Steven Kolb, fashion designer Yeohlee Teng, and architect Joerg Schwartz

**FELLOWS:** Andrew Bernheimer, Colin Cathcart, Kei Hayashi, Rob Lane

**TIMEFRAME:** 2010–2012

**KEY ACTIVITIES:**

- Analyzed the Garment District's real estate dynamics, zoning, and finances
- Documented the Garment District's built environment, including its building stock, streetscape, traffic patterns, public realm and neighborhood identity
- Convened more than 60 City officials, property owners, factory owners, and fashion designers to generate and test strategies to guide future development in the District
- Developed and published innovative, realistic and actionable recommendations to steer planning, development and creative placemaking activities in the Garment District
- Published findings in the October 2012 publication *Making Midtown: A New Vision for a 21<sup>st</sup> Century Garment District in New York City*. This comprehensive research received press coverage from the *New York Times* and NPR

### **PHOTO URBANISM 2012** *From Roof to Table*

**FELLOW:** Rob Stephenson

**TIMEFRAME:** 2011–2012

**KEY ACTIVITIES:**

- From June 2011 to July 2012, Rob Stephenson visited more than 100 community farms and gardens throughout NYC
- Stephenson's resulting photographs informed and supported *Five Borough Farm*, and were featured prominently in the final project publication and website
- In November 2012, we published *From Roof to Table*, a 48–page book featuring 35 full color photographs that illuminate the urban agricultural activity at farms and gardens citywide

## Outreach & Impact

### GROWING SOCIAL MEDIA PRESENCE

A growing social media influence connects our work to an increasingly diverse and global audience. In addition to tweeting, the Design Trust is active on Facebook, Flickr and Vimeo.

**8,000 FOLLOWERS ON TWITTER** (46% INCREASE SINCE 2011)

**4,071 LIKES ON FACEBOOK** (60% INCREASE SINCE 2011)

### 42 MEDIA MENTIONS

Our work was featured in *The New York Times*, THIRTEEN/WNET, Urban Omnibus, and *The Wall Street Journal* among other outlets.

### 26 PUBLIC APPEARANCES

STAFF REPRESENTED THE DESIGN TRUST TO DIVERSE AUDIENCES, INCLUDING:

Freedom of Assembly: Public Space Today Redux; Center for Architecture; February 2012

Small, Local, Infinitely Variable; Urban Reset in Chapel Hill, North Carolina; March 2012

*Designing for Social Change* Book Event; Parsons; April 2012

CEO's for Cities National Conference; Cincinnati; May 2012

*Making Midtown* Workshop; CUNY Graduate Center; June 2012

MAS Revitalizing Grand Central; Grand Central Station; July 2012

Think Tank for Philip Johnson Glass House; Venice Biennale; August 2012

FutureNOW Summit; Center for Architecture; September 2012

NYCxDesign; Steering Committee Member; October 2012

Connecting People to Places; Association of Architectural Organizations Conference in Dallas, Texas; November 2012

Times Square Annual Valentine's Day Competition; Jury Member; December 2012

## Financial Health

**\$741,279** FY12 AGENCY OPERATING BUDGET

**291** DONORS

**68%** BUDGET ALLOCATED TO PROGRAMS

## Strategic Plan

In January 2012, the Design Trust's Board of Directors and executive staff began a year-long strategic planning process with The Whelan Group. The first formal strategic plan in our history will guide long-term organizational development, growth and adaptability over the next three years and ensure we are positioned to remain relevant, nimble, and accessible to those who seek our approach to real world public space solutions. After multiple interviews and charrettes with a broad range of stakeholders, the Board approved the Plan in October 2012. We hit the ground running to implement the Plan, designed to ensure that we have the methods and resources to respond nimbly to the changing needs of the city.

# FIVE BOROUGH FARM PHASE I

## Seeding the Future of Urban Agriculture for NYC

PARTNER: ADDED VALUE

Five Borough Farm provides a **roadmap** to farmers and gardeners, City officials, and other stakeholders to understand and weigh the benefits of **urban agriculture**. Phase I (2009–12) was conducted in partnership with Added Value and culminated with the publication of a *Five Borough Farm: Seeding the Future of Urban Agriculture* book, website and video in July 2012. The publication is the **most comprehensive overview of New York City's urban agriculture activity to date**.

Key findings include:

- More than 700 **farms** and gardens citywide grow **food**
- Farmers and gardeners face challenges obtaining critical resources
- Race and class based disparities hinder access to information, services, and funding among **farmers** and **gardeners**
- There are few coordinated efforts in NYC to track urban agricultural activities and their benefits
- City agencies generally lack the authority and resources to address urban agriculture since there is no single agency under which this activity falls

Major project support provided by Doris Duke Charitable Foundation and the David Rockefeller Fund.



### Five Borough Farm Phase I Fellows Team



**POLICY FELLOW**  
**NEVIN COHEN**  
Assistant Professor of Environmental Studies, The New School



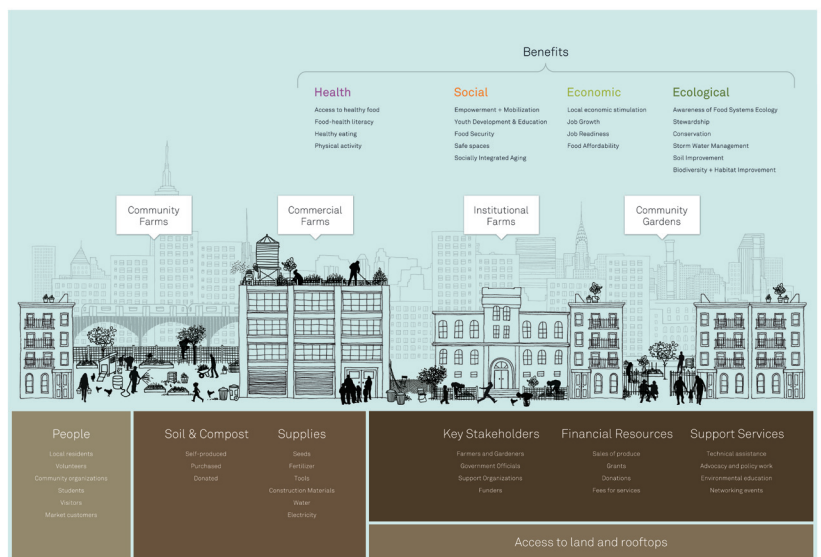
**GRAPHIC DESIGN FELLOW**  
**AGNIESZKA GASPARKA**  
Founder and Creative Director, Kiss Me I'm Polish LLC



**METRICS FELLOW**  
**RUPAL SANGHVI**  
Founding Principal, HealthxDesign



**DESIGN FELLOW**  
**GITA NANDAN, ELLIOTT MALTBY, MARK MANCUSO**  
Founding Principals, thread collective



Above: Urban agriculture involves many different types of food-producing spaces, stakeholders, resources, and policies, and it contributes to many benefits, illustrated in the above infographic by Graphic Design Fellow Agnieszka Gasparska.

# PHASE II

In September 2012, the Design Trust launched Phase II of the project in partnership with the NYC Department of Parks & Recreation. The project has three interrelated goals:

- Build a **coalition** of urban agriculture stakeholders to coordinate activity and **inform citywide policy**
- Promote **innovative land-use solutions** to support urban agricultural activity citywide
- **Measure the impacts** of urban agriculture in New York City

## *Five Borough Farm Phase II* Fellows Team



### URBAN PLANNING FELLOWS

**LEE ALTMAN**

Founder, Temp::design research

**KAJA KÜHL**

Founder, youarethecity



### OUTREACH FELLOWS

**LIZ BARRY**

Co-founder, Public Laboratory for Open Technology and Science

**PHILIP SILVA**

Environmental researcher and PhD candidate, Cornell University



### GREEN INFRASTRUCTURE FELLOWS

**BARBARA WILKS**

Principal and founder, W Architecture and Landscape Architecture

**MARTIN BARRY**

Landscape architect, W Architecture and Landscape Architecture



### VIDEO FELLOWS

**CHRISTOPHER ENGESE**

Vice President, Allied Production House

**RYAN KERRISON**

Director of documentary films, Allied Production House

“*Five Borough Farm* shows us that the real value of urban agriculture is found when you ‘connect the dots’ and realize the benefits that occur across many impact categories, like youth development, food security, health, etc., as well as economic development and wealth generation.”

Ruth Goldman, Merck Family Fund

# MAKING MIDTOWN

## A New Vision for a 21<sup>st</sup> Century Garment District in New York City

PARTNER: COUNCIL OF FASHION DESIGNERS OF AMERICA

Combining hard economic, real estate, and labor market data with **urban design and policy interventions** and a participatory, stakeholder-driven planning process, *Making Midtown* presents the first unified vision for the future of the Garment District. Published in October 2012, *Making Midtown: A New Vision for a 21<sup>st</sup> Century Garment District in New York City* recommends **repositioning the District** in three ways: as an **economic engine**, as an **industrial hub**, and as an **urban destination**. The top priority is retention of the 270 factories now located in the Garment District—up to 40 firms per block—while helping property owners free up an additional four million square feet of available space for mixed use. Key findings include:

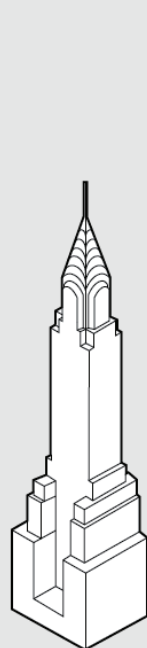
- NYC is home to 173,000 jobs in fashion, which contribute \$10 billion to the economy
- The **Garment District is home to 7,100 jobs** and contributes over \$2 billion to NYC economy
- The Garment District is an economic hub for all ranges of skilled labor—from the factory worker to a high-profile designer
- By implementing the recommendations in *Making Midtown*, the **neighborhood could generate an additional \$340 million in revenue annually**

Major project support provided by the Council of Fashion Designers of America Foundation, New York City Department of Cultural Affairs, Lily Auchincloss Foundation, Inc., National Endowment for the Arts, Nanette Lepore and Robert Savage.

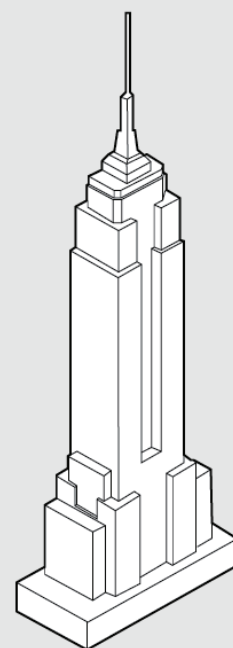
Additional support provided by Bergen Logistics, Garment Center Supplier Association of New York, Hildun Corporation, and Theory.

“Thanks to the Design Trust, we now have new ideas and strategies to strengthen the resources in the Garment District.”

Nanette Lepore, Nanette Lepore



CHRYSLER BUILDING  
1.2 MILLION SQ FT



EMPIRE STATE BUILDING  
2.25 MILLION SQ FT

**3.45 MILLION SQ FT FLOOR SPACE TOTAL**

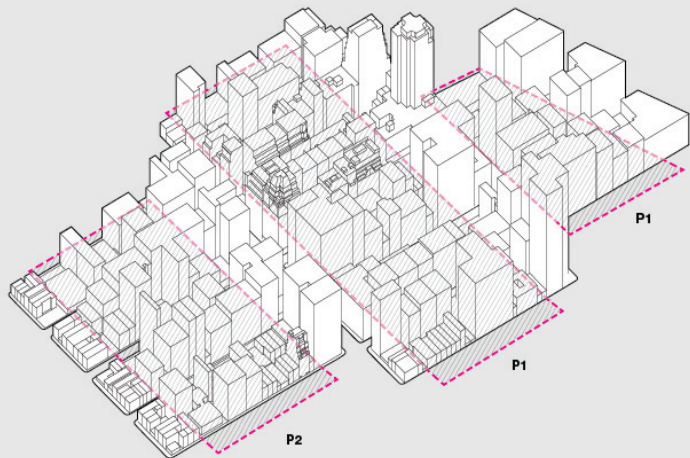


Below: In June 2012, the Design Trust convened a core group of Garment District stakeholders to identify the goals for the Making Midtown project. The discussion centered around three key areas: Creating an inviting public realm and unique identity in the District, Supporting NYC-made fashion and updating the district's zoning to retain apparel manufacturing.



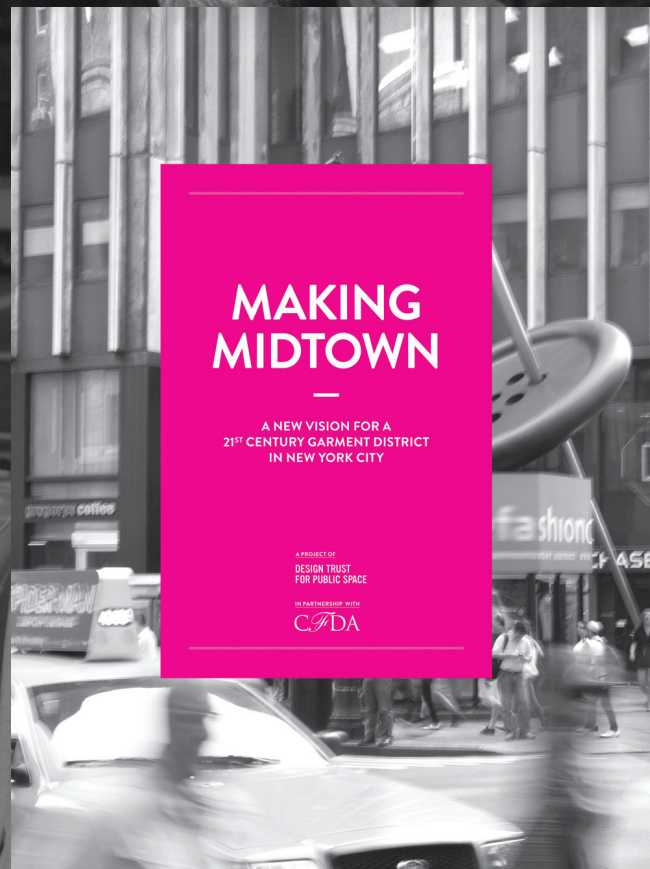
Photo: Chris Kamen

Almost 50% of square footage in the Garment District, or more than 3.8 million square feet, is currently vacant or illegally converted. This amounts to more area than the Chrysler and Empire State buildings combined (HR&A, 2011). Design by Penny Hardy



**GARMENT DISTRICT PRESERVATION ZONES**  
7.7 MILLION SQ FT TOTAL

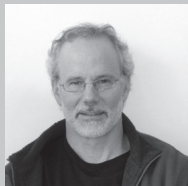
**7.7 MILLION SQ FT FLOOR SPACE TOTAL**  
**3.5 MILLION SQ FT VACANT/UNDERUSED FLOOR SPACE**



*Making Midtown*  
**Fellows Team**



URBAN DESIGN FELLOW  
**ANDREW BERNHEIMER**  
Principal, Bernheimer Architecture



URBAN DESIGN FELLOW  
**ROB LANE**  
Senior Fellow for Urban Design,  
Regional Plan Association



PROJECT PARTNER  
**STEVEN KOLB**  
Chief Executive Officer,  
Council of Fashion  
Designers of America



PROJECT PARTNER  
**JOERG SCHWARTZ**  
Principal, Joerg Schwartz  
Architect



URBAN DESIGN FELLOW  
**COLIN CATHCART**  
Principal, Kiss + Cathcart Architects



POLICY FELLOW  
**KEI HAYASHI**  
Founding Principal,  
BJH Advisors



PROJECT PARTNER  
**YEOHLEE TENG**  
Designer, YEOHLEE

# PHOTO URBANISM

## *From Roof to Table: Photographs by Rob Stephenson*

In June 2011, the Design Trust for Public Space awarded the 2011 Photo Urbanism fellowship to Rob Stephenson for his project *From Roof to Table: New York City's Growing Movement*.

A fine art **photographer** based in Brooklyn, Rob's interest in the presence of **wilderness** in **cities**, and the tension between natural and built environments, is what guides much of his work. For his Photo Urbanism fellowship, he spent a year visiting over one hundred urban **farms** and **gardens** throughout the five boroughs of New York City. His resulting photographs informed and supported the Design Trust's *Five Borough Farm* project and were prominently featured in the project publication and website.

In November 2012, the Design Trust published *From Roof to Table: Photographs by Rob Stephenson* as the final presentation of his project. Featuring 35 **full-color photographs**, along with short **essays** from the Design Trust and Rob, this print publication—the first book to be dedicated to a Photo Urbanism project—serves as a beautiful representation of urban agriculture in New York City and underscores the power of photography to illuminate New York City's diverse public realm.

Project support provided by the New York City Department of Cultural Affairs

### Selection Jury:

**LARRY LEDERMAN**, photographer

**GITA NANDAN**, *Five Borough Farm* fellow

**ANNABELLE SELLDORF**, architect and Design Trust Board member

**VARICK SHUTE**, managing editor, *Urban Omnibus*

**JONATHAN SMITH**, former Photo Urbanism fellow



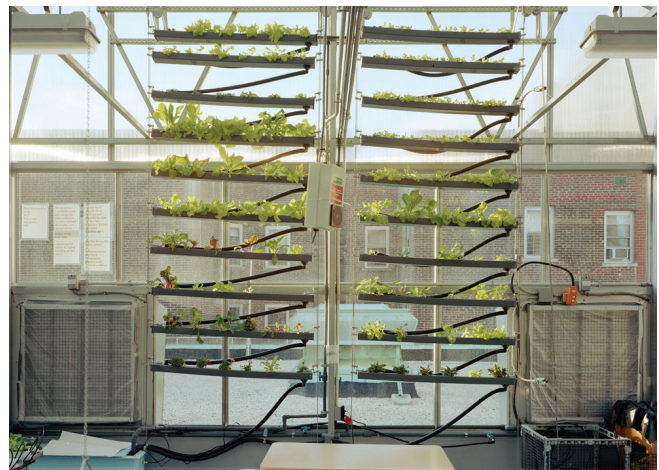
Above: Rob Stephenson, 2011 – 2012 Photo Urbanism Fellow

Below, left: The Heritage Farm at Snug Harbor Cultural Center, Staten Island

Below, right: The Sun Works Center at PS 333, Manhattan

Facing page, top: Kissena Corridor Community Garden, Queens

Facing Page, bottom: Seeds to Feed Rooftop Farm, Brooklyn





Photos by Rob Stephenson

# ART+DESIGN BENEFIT AUCTION

## Celebrating New York City Urban Agriculture

Our 2012 Art + Design Benefit Auction held many firsts for the Design Trust for Public Space. Despite this being the first year that a hurricane pushed our festivities back a week, it was our **highest grossing Annual Benefit ever**. Thanks to the over 600 stalwart supporters who turned out on November 12, the Design Trust raised **\$312,634** at our 11th Art+Design Benefit Auction. This was also the first year the event was hosted by Ralph Pucci at his beautiful **Ralph Pucci International Showroom** in the Flatiron District. Furthermore, this year's silent auction was our largest-ever with 129 fine art and design pieces in all, and the first to boast an impressive line up of **guest curators: Paola Antonelli, Maira Kalman, Murray Moss and Ken Smart**. Last but not least of the firsts—this year's auction was the first to offer an online preview of the silent auction and advance bidding through [Paddle8.com](http://Paddle8.com).

Many thanks go to **Cindy Allen and Kitty Hawks**, our event co-chairs, who honored our special guests **David Rockwell and Danny Meyer** for their contributions to NYC's burgeoning urban agriculture scene.



Below: Benefit co-chairs Cindy Allen and Kitty Hawks

Below: Guests of Honor Danny Meyer and David Rockwell



Photos by Keith Claytor

# DESIGN TRUST COUNCIL

## The Influential Leaders Shaping New York City's Public Spaces

The Design Trust Council is a leadership circle of **business** executives, urbanists, civic leaders, designers and **philanthropists** dedicated to improving public space in New York City: that is the DT Council. Members get exclusive access to informative **breakfast** talks, **tours**, and panels headlined by **newsmakers** in the field. Council members gain an insider's perspective on the topical issues facing New York—and also the chance to add their own **voice** to the dialogue.

### 2012 DESIGN TRUST COUNCIL ANNUAL EVENT

**Glass, Concrete & Soil: Making Space for Urban Agriculture in a Crowded City**  
GD Cucine | May 22, 2012

Across **rooftops** and vacant lots, **schoolyards** and public **housing** projects, urban agriculture is transforming New York City. This movement creates new opportunities for community development, local **food** production, environmental stewardship, and public **health**. At the same time, it poses complex **land** use and policy challenges.

In advance of the launch of *Five Borough Farm* in July 2012, Battery Park City Parks Conservancy executive director **Tessa Huxley** moderated a conversation with three pioneering practitioners about the future of urban agriculture in New York City: **Ben Flanner, Ian Marvy & Karen Washington**.



#### COUNCIL BREAKFASTS

**ADAM D. WEINBERG + RIC SCOFIDIO**

*Downtown: Exploring the Whitney of the Future*, February 23

**KARRIE JACOBS**

*On Beauty*, June 6

#### COUNCIL TOURS

**THE DRAWING CENTER**

*with architect Claire Weisz*, November 30

**TOM SACHS**

*Space Program: Mars at the Park Avenue Armory*, June 6

### DT COUNCIL MEMBERSHIP

#### Lead Corporate

K/R

#### Corporate

A. E. Greyson & Co.  
AG Foundation  
Deborah Berke & Partners Architects LLP  
Fashion Center BID  
FXFOWLE  
HR&A Advisors, Inc.  
Jaklitsch/Gardner Architects  
Marpillero Pollak Architects  
Pelli Clarke Pelli Architects  
Pentagram  
Rockwell Group  
Rogers Marvel Architects  
Selldorf Architects  
Slade Architecture  
SPaN LLC  
TsAO & McKOWN Architects  
Turner Construction Company  
The William and Mary Greve Foundation, Inc.  
WXY Architecture + Design

#### Individual

Steven & Tyra Abrams  
Steven & Ann Ames  
Richard T. Anderson  
Paola Antonelli  
Jim Biber  
Thomas Bishop  
Carlos Brillembourg  
James & Anne Bodnar  
Hillary Brown  
David & Gina Lin Chu  
Christopher Coleman  
Carol Coletta  
Larry Condon  
Candace Damon  
Diana Darling  
Joshua David  
Sharon Davis  
Kenneth Drucker  
Dorothy Dunn  
Douglas Durst  
Anne Edgar  
John Fontillas  
Bruce Fowle  
Mark Gardner  
Malcolm Gladwell  
Paul Goldberger  
Adam Gopnik  
Alexander Gorlin  
Michael & Valerie Greenberg  
Adam Greenfield  
Agnes Gund  
Tim Gunn  
Steven Harris & Lucien Rees-Roberts

Tami Hausman  
Alexandra & Paul Herzan  
Mishi Hosono & Adam Weintraub  
Bjarke Ingels  
Julie V. Iovine  
John Jacobson  
Keith Jacobson  
Stephan Jaklitsch  
Wendy Evans Joseph  
John Keenen  
Tony Kiser  
Jill & Peter Kraus  
Joan Krevlin  
Joseph Kusnick  
Ken Levien  
Richard H. Lewis  
Joan MacKeith  
Charles McKinney  
Michael McTwigan  
Jonathan Marvel  
William Menking  
Danny Meyer  
Blake Middleton  
Charles Murphy  
Jean-Gabriel Neukomm  
Richard Olcott  
Nancy Owens  
Hunter Palmer  
Thomas Phifer  
Leon & Cynthia Polsky  
Glenn Pushelberg & George Yabu  
Barbara Randall  
Barry Richards  
David Rockwell  
Adam Rolston  
Jonathan & Diana Rose  
Eric Rothman  
Jason Sander  
Todd Schliemann  
Abigail Scheuer  
Frederic Schwartz  
Joerg Schwartz  
Charles Shorter  
Ken Smith  
Laura Starr  
Margaret Sullivan  
Lisa Switkin  
Cary Tamarkin  
Yeohlee Teng  
Suzanne Tick  
Edward H.A. Tuck  
Gordon Veneklasen  
Renee Viola  
Judy Wert  
Paul Whalen  
Elizabeth Whelan  
Barbara Wilks  
Jonathan Zack

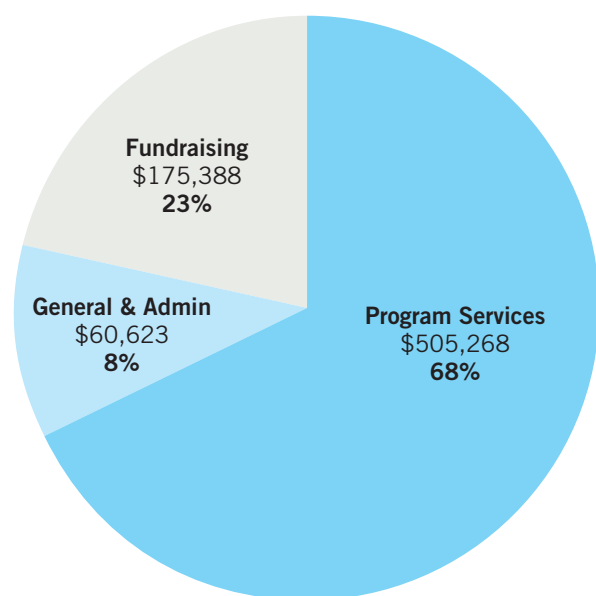
Design Trust Council members and guests, 2007–2012

# ANNUAL OPERATING BUDGET FY2012

# 2012 DONORS

291 TOTAL DONORS IN 2012

<b>Total Income</b>	<b>\$</b>	<b>811,426</b>
<b>Restricted project funding</b>		249,325
Contributions & Grants		186,500
Government		62,825
<b>Unrestricted income</b>		562,101
Contributions & Grants		309,051
Special Events		242,855
Earned income		10,195
<b>Total Expense</b>	<b>\$</b>	<b>741,279</b>
<b>Program Services</b>		<b>505,268</b>
<i>Five Borough Farm</i>		170,680
<i>Five Borough Farm (II)</i>		35,411
<i>Making Midtown</i>		140,583
<i>2012 Photo Urbanism</i>		23,494
<i>Taxi of Tomorrow</i>		19,237
<i>Public Space Potlucks</i>		10,793
<i>Under the Elevated</i>		15,814
<b>General &amp; Administration</b>		60,623
<b>Fundraising</b>		175,388
<b>Net</b>	<b>\$</b>	<b>70,147</b>
Net assets beginning of year		412,033
Net assets end of year		482,180



2012 Expense Breakdown

## \$100,000 - \$200,000

The A. Woodner Fund  
 Doris Duke Charitable Foundation  
**\$15,000 - \$24,999**  
 Kitty Hawks and Larry Lederman  
 Sophia Healy  
 Lily Auchincloss Foundation  
 Maharam  
 Merck Family Fund  
 New York City Department of Cultural Affairs  
 New York State Council on the Arts  
 The Double-R Foundation

## \$10,000 - \$14,999

A.E. Greyson & Company  
 Newmark Knight Frank  
 Richter+Ratner  
 Calvin Tsao

## \$5,000 - \$9,999

Bergen Shippers Corp  
 Deborah Berke & Partners Architects LLP  
 Dovetail Design Strategists  
 Fashion Center DMA, Inc  
 FXFOWLE  
 Steven Harris and Lucien Rees Roberts  
 Larry Lederman  
 Hilldun Corporation  
 Interior Design Media Group  
 John Keenen  
 Knafel Family Foundation  
 Kohn Pedersen Fox Associates P.C.  
 Charles McKinney and Susan Chin  
 Zack McKown  
 Middlebury National Corporation  
 Morgan Stanley  
 Paula Mueller  
 Peter Marino Architect, PLLC  
 Craig Robins  
 Selldorf Architects, LLC  
 S. Peter Stevens  
 The Bulova Stetson Fund  
 Andrea Woodner  
**\$2,500 - \$4,999**  
 A G Foundation  
 Abigail Scheuer Philanthropic Fund  
 Alison and Doug Bauer  
 BKSK Architects  
 DOM Interiors / Valcucine  
 Ennead Architects  
 Edmund Hollander  
 HR&A Advisors, Inc.  
 Walter Hunt  
 Jaklitsch/Gardner Architects  
 Nanette Lepore and Bob Savage  
 Rockefeller  
 New York Building Congress  
 Simone Rothman  
 Joerg Schwartz  
 Annabelle Selldorf  
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William Menking, Editor-in-Chief, *The Architect's Newspaper*

Front cover: Hell's Kitchen Farm Project. Back cover: Eagle Street Rooftop Farm. Photos by Rob Stephenson