



JOYFUL

2022 Impact Report

PARKS +

PUBLIC

SPACES

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STAFF AND BOARD DURING 2022

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,

Parks are places where we find joy, connection, and community.

From free outdoor concerts to picnics with friends and movie nights with neighbors, San Francisco parks bring together thousands of community members each day.

That’s why we’re here. We make this possible by installing art, hosting performances and movie nights, transforming playgrounds, and more in not only parks but other public spaces like parklets, staircases and community gardens. In 2022, we also reintroduced advocacy to our work to make more places and moments of joy.

It’s not a given that San Francisco’s park system is one of the most celebrated in the world. Our parks require constant care.

San Francisco green spaces thrive because of support from park lovers like you.

Thank you for being a champion for joy, for parks, and for your city in 2022 and beyond.

With gratitude,

Drew

Drew Becher
Chief Executive Officer

JOYFUL PARKS AND PUBLIC SPACES

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COVER: The culmination of the ‘Heart Your Parks’ campaign at Alamo Square Park. PHOTO: Eric McSplash
OPPOSITE: Crowds gather for the return of the Due South concert series in McLaren Park. PHOTO: Marlene Sanchez

JOYFUL EVENTS

“So glad we checked out a concert in our neighborhood! My kids and I had a blast experiencing something new!”

STEPHANIE BASHAW, SILVER TERRACE RESIDENT



Due South

In 2022, the Due South concert series returned to San Francisco for the first time since 2019. A diverse lineup of local musicians performed for ecstatic audiences at Jerry Garcia Amphitheater in McLaren Park.

Metal band Deafheaven and post-punk band Marbled Eye opened the series with a bang, and rapper Ruby Ibarra and singer-songwriter

Thao (supported by surprise guest Tune-Yards) lit up the stage at the second show. Ozomatli and La Misa Negra closed the season with a dance party. Across all three free shows, over 3,200 people came out to sing, dance, and enjoy a beautiful day of live music in the park.

Sundown Cinema

The fourth season of Sundown Cinema included eight iconic movies screened at eight different parks, offering residents a chance to enjoy a cozy night out with friends and family. Throughout the season, thousands of attendees enjoyed family-friendly movies like *Encanto* and adult movies like *The Rock*.

“Sundown Cinema has become one of the highlights of summer in San Francisco! My friends and I can’t wait to see the schedule for next year.”

ELIA RUBIO, SUNDOWN CINEMA ATTENDEE

IN 2022, SUNDOWN CINEMA
REACHED OVER

13,000

MOVIEGOERS IN PARKS ACROSS
SAN FRANCISCO*



“There’s a sense of wonder and joy that comes with a visit to Entwined. I’m so grateful to live nearby!”

GABRIELLA SKARKA, SF RESIDENT



Entwined

Throughout the holiday season, Entwined’s vibrant lights shone bright in Golden Gate Park’s Peacock Meadow. In its third year, the installation expanded to include a new sound system and programming. Musicians, dancers, and other entertainers hosted weekly events. Together, these additions made for an immersive experience that sparked wonder and joy for thousands of park visitors.

Light Up the Night

In partnership with the SF Bicycle Coalition, SF Parks Alliance hosted the first Light Up the Night Bike Parade through Golden Gate Park in January 2022. Over 400 riders of all ages and abilities brought their wheels out for an evening of family fun and colorful illuminations along JFK Promenade. Highlights of the night included dogs in bike baskets, hula hooping skaters, and a bike modeled after the Golden Gate Bridge!



SF PARKS ALLIANCE
HOSTED OVER

160

EVENTS THAT WERE FREE AND OPEN
TO THE PUBLIC IN 2022

Public Space Forum ^A

Ahead of the November 2022 election, SF Parks Alliance convened Board of Supervisor candidates at the Golden Gate Bandshell for the first ever Public Space Forum. At this free event, San Franciscans were encouraged to submit their questions and chat with the candidates on the public space issues that mattered most to them.



“What an amazing experience supporting the activation of the promenade. We feel grateful and blessed to have taught a Bollywood dance lesson and watch so many people enjoy dancing and meeting amazing neighbors.”

MANPREET KOMAL, RANG DE BOLLYWOOD DANCE COMPANY



Promenade Presents ^A

If you strolled through Golden Gate Park during the fall of 2022, you likely noticed an array of art and programming pop up along the Promenade. This was Promenade Presents: a new program led by SF Parks Alliance to showcase how the Promenade can bring communities and culture together through free public activities. SF Parks Alliance distributed over \$15,000 in grants to nine groups, culminating in a series of programs like yoga, Bollywood dance classes, mural painting, and more.

^A INDICATES NEW ADVOCACY EFFORTS BY SF PARKS ALLIANCE TO SUPPORT PARKS AND PUBLIC SPACES.

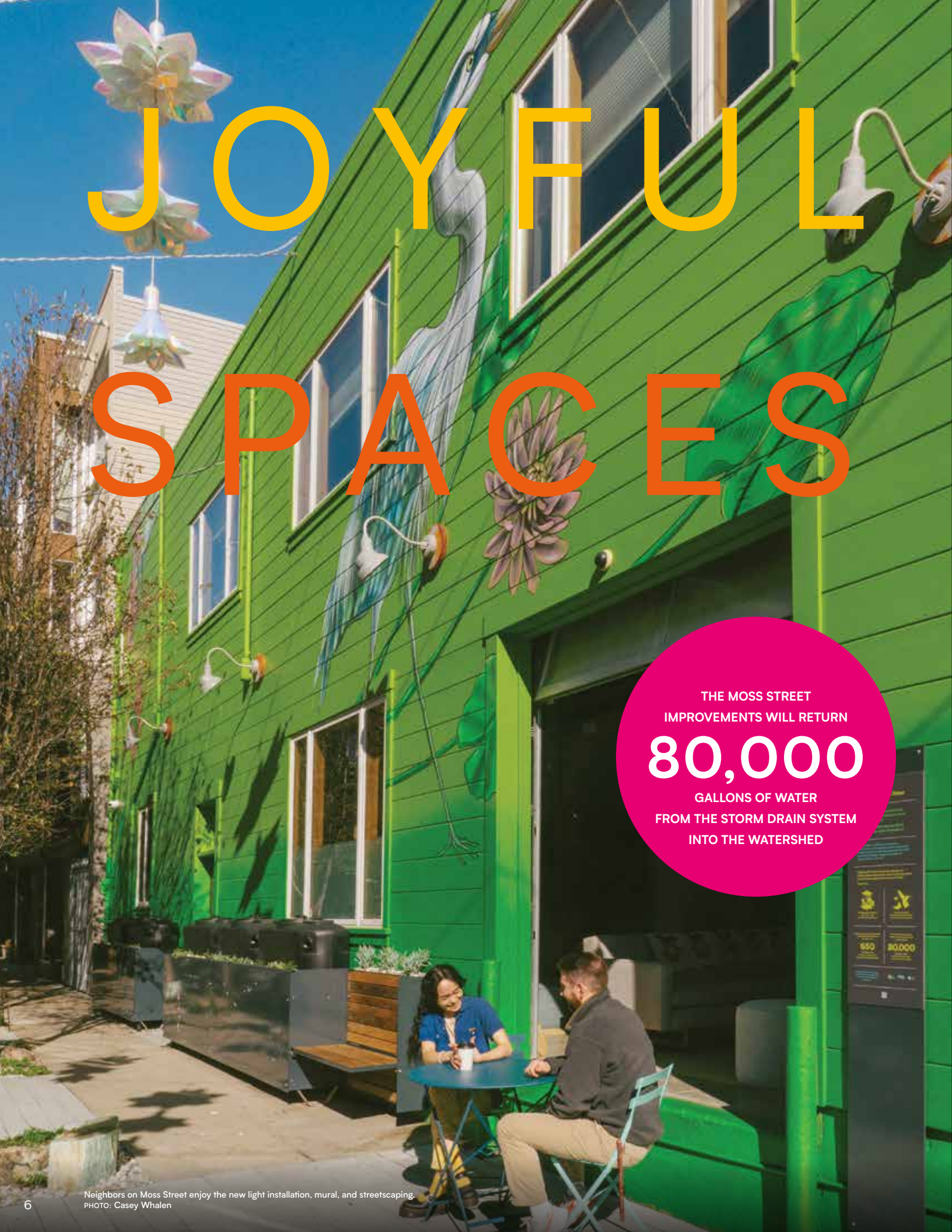
Golden Gate Bandshell

Following a period of renovations and improvements, the Bandshell in Golden Gate Park has become one of the city’s best venues for free live music. Courtesy of SF Parks Alliance, Illuminate, and the SF Recreation and Park Department, this free concert series brought over 120 shows to the Bandshell in 2022, involving 250 groups and 800 total performers playing everything from rock and R&B to classical and country.



SFMOMA Soapbox Derby

In April 2022, the iconic SFMOMA Soapbox Derby returned to McLaren Park for the first time since 1978. More than 75 racers took to the curving hills of Shelley Drive against a backdrop of thousands of cheering fans. The day was made possible by the many local artists, organizations, and community members who were asked to dream big and design their own custom soapbox cars.



JOYFUL SPACES

THE MOSS STREET
IMPROVEMENTS WILL RETURN
80,000
GALLONS OF WATER
FROM THE STORM DRAIN SYSTEM
INTO THE WATERSHED

Moss Metamorphosis

Beautiful changes came to Moss Street in SoMa in 2022. Interactive lanterns were installed to bring light to the alley. Recognizing SoMa's origin as a salt marsh wetland, new sidewalk gardens and rainwater cisterns were added to improve resiliency against drought and flooding. A new mural, "Hot Off the Press", was completed by 1AM and The Box SF to celebrate the neighborhood's legacy of printmaking. Together, these improvements make Moss Street welcoming, safe, and ecologically sustainable.

"As a resident of Moss Street it has given me great pride to see my family and friends 'ooh and aah' over the lights and gardens every time they visit."

SEANA LYN QUINTERO,
MOSS ST RESIDENT



Muriel Leff Mini Park

To revitalize Muriel Leff Mini Park, SF Parks Alliance added new plants during a community planting day, upgraded the irrigation system, and installed a new fence. Regular community meetings brought local input to the work. Additions like the "Pet Board" of neighborhood animals and Jazz Thursdays with the Bay Area Jazz Mobile in the spring and summer quickly became favorites.

Let'sPlaySF!

Let'sPlaySF!, the initiative to transform 13 of the highest-need playgrounds across San Francisco, completed its fundraising campaign in 2022. Community members also celebrated the groundbreaking for Herz Playground in McLaren Park. With funding secured, the final four Let'sPlaySF! playgrounds are scheduled to be completed by the end of 2023.

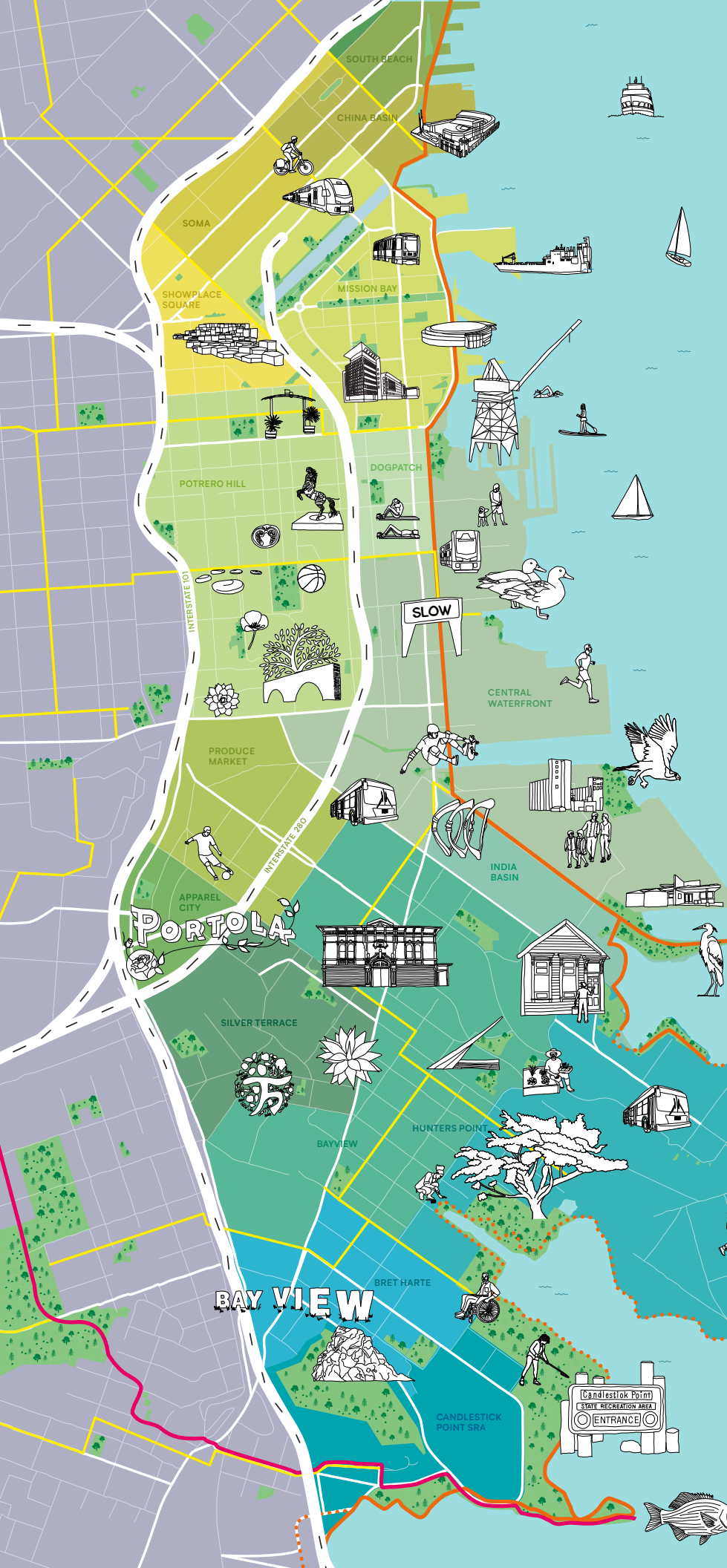
Ledyard Alley

Bayview's Ledyard Alley is an important thoroughfare for the Silver Terrace community. In partnership with SF Parks Alliance, Friends of Silver Terrace are transforming the alleyway into an inviting space with new lighting, native plantings, and a mural by local artist Liv Losee-Unger. The mural highlights flora and fauna native to the area.

JFK Promenade ^A

The JFK Promenade has bustling activity since it closed to cars in 2020. In 2022, JFK Promenade's future as a car-free space went to voters—twice! SF Parks Alliance was a proud supporter of keeping the thoroughfare open to all pedestrians and was thrilled to see its status as a public space made permanent by voters.





Blue Greenway

Proximity to water and access to open space are two of the great perks of living in San Francisco, but the city's southeast waterfront has long been largely inaccessible.

Enter the Blue Greenway: an initiative to connect a mile-wide stretch from the water to Highway 101 and 13 miles of continuous trail between Oracle Park and Candlestick Point. SF Parks Alliance brings together the many stakeholders driving the initiative, including city partners, community leaders and key nonprofits. An extensive community engagement process is ongoing that includes tours and community conversations about making the shoreline more accessible to local residents.

“The Blue Greenway is about connecting the southeast waterfront with San Franciscans through public spaces that encourage joyful gatherings, safe transit, and environmental health.”

DREW BECHER



India Basin Waterfront Park

India Basin Waterfront Park is a planned 10-acre park that will combine the existing India Basin Shoreline Park and 900 Innes, a post-industrial brownfield where an 18-month environmental cleanup was completed in August 2022. Construction on park amenities began shortly thereafter, including rehabilitation of the historic Shipwright's Cottage, pedestrian and bike paths, a floating dock, landscaping with native grasses, piers, and stairs that will connect Hunters Point with the shoreline.

Hypocourt

The India Basin Shoreline Park basketball court was resurfaced and transformed into a multiuse hypocourt in 2022. SF Parks Alliance worked with Nina Fabunmi, a local artist who is a part of the Hunters Point Shipyard Artists community. She and a cohort of local youth designed and painted the court.

Equitable Development Plan

New developments in historically underserved communities must prioritize the needs of longtime residents. To ensure Bayview Hunters Point residents are served by the India Basin Waterfront Park, an Equitable Development Plan (EDP) was implemented to guide the project.

Residents determined that the EDP will focus on ensuring housing security, workforce development, youth opportunities, arts and cultural preservation and celebration, transportation and connectivity services, and environmental health improvements for residents.

OPPOSITE: An illustrated map of the Blue Greenway highlights the area where new parks and trails will connect the San Francisco southeast waterfront. TOP: Community leaders break ground at India Basin Waterfront Park. PHOTO: Jim Watkins MIDDLE: View the recently renovated hypocourt at India Basin Shoreline Park from above. PHOTO: Masaki Omori BOTTOM: Kids play at the Sankofa Makers Market, one of many events along the Blue Greenway that bring communities together. PHOTO: Prince Dean
*SOURCE: CRITERIA USING AMERICAN COMMUNITY SURVEY 2012-2016, SAN FRANCISCO NEIGHBORHOODS, SOCIO-ECONOMIC PROFILES



JOYFUL

PEOPLE

17 GROUPS
WERE AWARDED
\$83K
IN GRANTS AS PART OF THE
SHINE ON SF ACTION AWARDS

Shine On SF Action Awards

Shine On SF, a collaboration between the Office of Economic and Workforce Development and SF Parks Alliance, is a program that supports residents to care for San Francisco's public spaces. The Shine On SF Action Awards are a pilot program to support projects that build community in public spaces across San Francisco. The program announced its first award recipient cohort at the end of 2022, including a few of SF Parks Alliance's very own community partners: Detroit Steps Project, Friends of OMI Mini Parks, and Page Slow Street. The awardees will tackle diverse projects that include community cleanups, social events, collaborative murals, and more!

An early hallmark of the program was Love Letters to SF, a traveling art installation that featured answers to the question, "What makes SF shine?" In 2022, the Love Letters visited Pier 70, the Great Highway, and the Powell and Market cable car turnaround.



The Love Letters to SF traveling art installation celebrating civic pride visited the Great Highway in the Sunset.
PHOTO: Kemily Visuals



Slow Streets ^A

All over San Francisco, community members embraced and took charge of Slow Streets in their neighborhoods. These streets prioritize active transportation, community building, and safety. To support a growing community of Slow Street advocates, SF Parks Alliance delivered grants for art and decorative crosswalks, sidewalk gardens, and traffic calming measures and signage, along with guidance in the form of a Slow Streets catalog. SF Parks Alliance also proudly supported a permanent and expanded citywide network of Slow Streets through the People's Slow Streets, a plan to make this program more effective, sustainable, and focused on equity. In December 2022, the SFMTA Board reaffirmed their commitment to the Slow Streets program and made 16 Slow Streets permanent.

“The street has brought people together, especially during the last few years when we’ve all been pretty isolated. Every time that we’re out planting, people stop to thank us. They really do appreciate it.”

MOLLY HAYDEN, PAGE SLOW STREET

ON A TYPICAL DAY,
AN ESTIMATED
35,000
PEOPLE WALK OR BIKE ON
THE SLOW STREETS NETWORK*



TOP: Page Slow Street stewards aim to build community and encourage active use of the street. PHOTO: Jason Corning | BOTTOM: Families commute to school safely by grouping together as part of an SF Bike Bus. PHOTO: Bryan Banducci | *SOURCE: SFMTA SLOW STREETS EVALUATION SUMMARY REPORT, SUMMER 2021



Party for the Parks

In September 2022, SF Parks Alliance's annual gala, Party for the Parks, transformed historic Pier 70 for an evening in support of SF parks and public spaces. Attendees dressed in red and pink in honor of the event's "Heart Your Parks" theme, and enjoyed dinner, dancing, and live painting from the San Francisco-based artist Kate Tova.

IN 2022,
PARTY FOR THE PARKS
RAISED OVER
\$511K
IN SUPPORT OF
PARKS AND PUBLIC SPACES
ACROSS SF

Public Space Summit

Held each spring, the 2022 edition of the Public Space Summit was a day full of inspiring speakers, knowledge sharing, and community building among park lovers and public space improvers. Mayor London Breed stopped by at the County Fair Building where the event was held.



“I have attended a number of great summits over the years and I always come away renewed and inspired to continue the volunteer park work that has become my vocation. There is no substitute for the great peer to peer connections that this forum fosters.”

LINDA LITEHISER, FRIENDS OF THE AMP



TOP: A stilt walker dazzles at Party for the Parks. Party for the Parks attendees celebrate San Francisco at Pier 70. PHOTOS: Drew Altizer | BOTTOM: The Public Space Summit brings park advocates together to share knowledge and community. PHOTOS: Jason Corning

Community Partner Network

The Community Partner Network is made up of knowledgeable leaders who share a vision for improving their spaces. SF Parks Alliance provides these partners with administrative support, fundraising guidance, and relevant resources through our fiscally sponsored program.

Currently, the Community Partner Network consists of over 80 fiscally sponsored Community Partners and over 25 mission-aligned organizations.

THROUGH THE
COMMUNITY PARTNER NETWORK,
OVER

1,200

VOLUNTEERS SUPPORTED
PUBLIC SPACE PROJECTS
IN 2022

“As far as getting started, you can’t do it by yourself. The Parks Alliance is invaluable—the support for partner groups is the best thing that they do, and I’m a strong believer in that.”

JOHN WARE

Friends of the Japanese Tea Garden: Pagoda Restoration

The Friends of the Japanese Tea Garden completed their \$2 million capital campaign to revitalize the Pagoda and surrounding areas within the garden in Golden Gate Park. Following close collaboration with SF Recreation & Park Department specialists and award-winning Japanese designers, these detailed renovations were completed in September 2022. The renovations were honored with a ceremony that included a traditional Japanese taiko drum performance by Jiten Taiko and a kagami-biraki sake barrel ceremony. The next phase of the pagoda project will include surrounding landscaping redesign and restoration of the long bridge and will be completed in fall 2023.

Burnside Mural+

Burnside Mural+, a resident-led initiative to create a visual representation of Glen Park’s history, completed the first phase of their project: a vibrant mural that tells the story of the communities, local leaders, and events that have shaped the neighborhood. The project’s next phase will see the group add custom tile to the 69-step stairway.

“There are problems in SF, absolutely, but you have to do something. It requires patience, but we should learn to enjoy the process. You meet absolutely remarkable people and there are endless, incredible surprises along the way.”

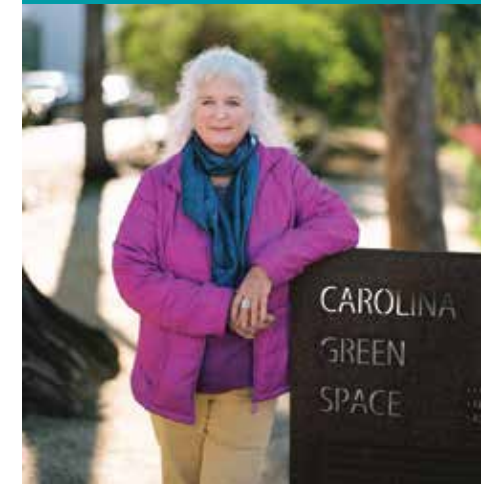
Renee Berger

Visitacion Valley Agriculture Garden

In August 2022, the Visitacion Valley Agriculture Garden hosted the Peace and Unity Celebration, where children and their families from Visitacion Valley and surrounding neighborhoods connected with their community through art and performance. The festival featured performances from artists in the community including musicians, puppeteers, and clowns. The garden is open twice a week for community members to visit and tend to the space.

Marina Earthquake Monument Group: Monument Celebration

The Marina Earthquake Monument Group was formed in 2004 with the mission to create a monument to remember the 1989 Loma Prieta Earthquake and its impact on the Bay Area, honor the San Francisco Fire Department (SFFD) and Neighborhood Emergency Response Team (NERT), and educate the public about disaster preparedness. Designed by famed local artist Walter Hood and located at Pier 35, the sculpture was unveiled in October 2022 to commemorate the 33rd anniversary of the earthquake.



Carolina Green Space

Carolina Green Space is actively working to improve the safety and beauty of the large median located on Carolina Street, between 22nd and 23rd streets. In 2022, the group celebrated the Skyline Terrace completion, the northernmost section of the median and an ideal new place to admire the San Francisco skyline.

“We wanted to give people a spot to come and sit, enjoy the view, and catch their breath.”

CATHRYN BLUM

Friends of Lakeside Village

The Friends of Lakeside Village hosted a block party to celebrate improvements to their community space completed in 2022. Progress included new festival lighting and banners, the addition of colorful murals, and expanded street tree basins.



It takes a village.

When members of our Community Partner Network share wisdom, it is easier to achieve both their individual and collective goals. Together, these partners are more than a collection of groups receiving support—they are local leaders working together to create better public spaces.

IN 2022,
OVER
3,000
PEOPLE ATTENDED
COMMUNITY PARTNER NETWORK
EVENTS

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 to learn more.



Supporters

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

Membership

Your membership funds new parks and playgrounds, makes free concerts and citywide movie nights possible, and supports a growing network of park advocates across San Francisco. You'll also become part of a growing community of park lovers just like you!

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.

Thank You Donors!

Scan the QR code below to see contributions of \$500+ made to SF Parks Alliance between July 1, 2021 and June 30, 2022.



For more information, please email development@sfparksalliance.org or visit sfparksalliance.org.



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

City Partners

SF Parks Alliance is grateful to the many city agencies that we partner with to make San Francisco a better place to work, live, and play.



“What a beautiful park system we have. Thank you for all you do to keep these amazing spaces accessible and available to the public!”

LYNN CORIANO, DONOR

Financials

Fiscal Year July 1, 2021—June 30, 2022

Unaudited financials. All audited financials are available at sfparksalliance.org.

How is SF Parks Alliance funded?

Contributions were the primary source of funding, comprising 90% of revenue in the last year.



Revenue		
Capital Campaign Contributions*	5,354,607	40%
Contributions	6,676,674	50%
Program and Administrative Fees	1,291,724	9%
Revenue from Special Events	97,158	1%
Sub-Total	13,420,163	100%
Investment and Other Income	-\$1,245,737	
Total	12,174,425	

How is SF Parks Alliance funding spent?

SF Parks Alliance spent 25% on permanent capital projects and 53% supporting over 85 community groups and partners across the city. The rest, 22% of expenses, were the costs for the administration and fundraising that make this work possible.



Expenses		
Capital Campaigns**	3,517,232	25%
Partner Support	7,295,714	53%
Administration	1,692,055	12%
Fund Development and Communication	1,371,992	10%
Total	13,876,993	100%

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

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

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



Contributed Income Breakdown		
Foundation Giving	3,356,461	29%
Government Grants	3,960,102	34%
Individual Contributions	3,753,207	33%
Corporate Giving	458,569	4%
Total	11,528,339	100%

Conservatory of Flowers

San Francisco Recreation and Park Department merged the Conservatory of Flowers, Japanese Tea Garden, and San Francisco Botanical Garden to create Gardens of Golden Gate Park in early 2022. This exciting unification marked the end of SF Parks Alliance's fiscal sponsorship of Conservatory of Flowers.

Total Revenue	1,363,372.37
Program Expense	649,628.69
Net Profit	713,743.68



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“San Francisco’s parks are what make the city such an incredible place to be a parent, dog owner, and outdoor enthusiast. I’m so grateful to SF Parks Alliance for making our city a little greener and more joyful.”

LIZ FARRELL, BOARD MEMBER



In 2022, SF Parks Alliance partnered with Parks Project for the SF Park Lovers Club merch line that celebrated San Francisco’s parks. New merch will be sold at SF Parks Alliance events in 2023—find it at a park near you!

Two people wear shirts from the SF Parks Alliance x Parks Project merchandise line, which raised money for SF Parks Alliance.



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