

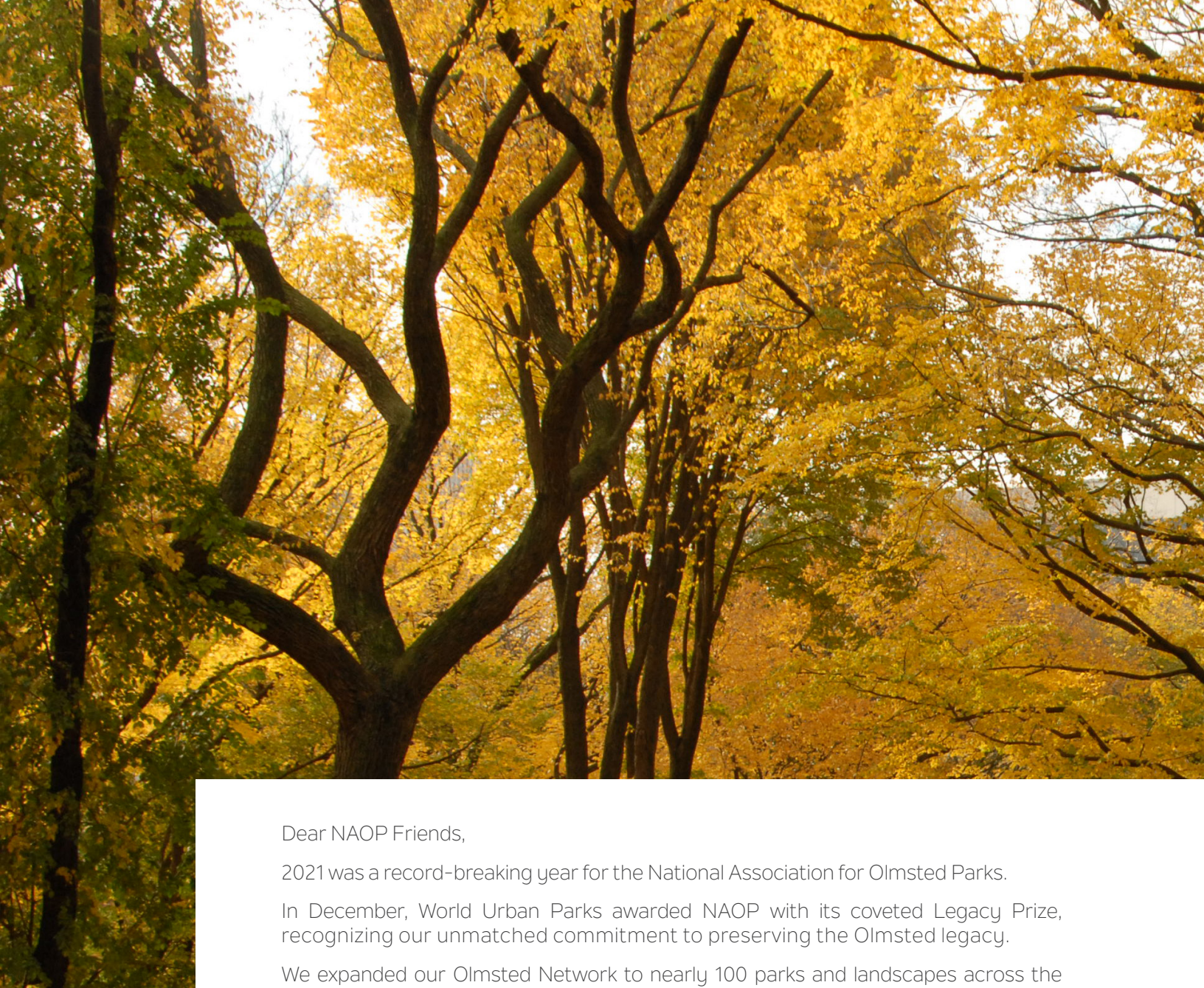


# 2021

## ANNUAL REPORT



NATIONAL  
ASSOCIATION *for*  
OLMSTED  
PARKS



Dear NAOP Friends,

2021 was a record-breaking year for the National Association for Olmsted Parks.

In December, World Urban Parks awarded NAOP with its coveted Legacy Prize, recognizing our unmatched commitment to preserving the Olmsted legacy.

We expanded our Olmsted Network to nearly 100 parks and landscapes across the country—reaching a record number of partner organizations around the country.

We finalized a partnership with the University of Virginia, Rotunda Imprint, to provide digital access to Volumes 1- 9 and Supplemental Volume 1 of The Papers of Frederick Law Olmsted.

We stepped up our advocacy efforts speaking out in defense of Olmsted landscapes across the country. We also expanded the content on Olmsted Online and offered inviting webinars on a range of topics.

In 2021, planning for Olmsted 200 was a major concentration. We debuted the Celebration website, Olmsted 200, [www.olmsted200.org](http://www.olmsted200.org), and announced a distinguished Honorary Committee. We also launched an ever-growing array of Bicentennial programs and activities across the country.

As the year came to an end, we enjoyed support from coast to coast to advance Olmsted's legacy and to ensure a successful Olmsted 200. To do this, NAOP became close friends with Zoom—convening hundreds of meetings with our founding partners, Olmsted Network, and regional planning groups.



2021 was also a time of self-assessment as NAOP launched a strategic planning process to ensure a solid future for the organization!

2020 and 2021 have been exceptionally challenging years, forcing us to work virtually and to deal with an often elusive and frightening pandemic. But while the times were tough—keeping many of us at home and without the ability to connect in person—one thing was sure: the extraordinary value and importance of Olmsted parks and landscapes. We simply could not have survived without the vision of Frederick Law Olmsted and the restorative green spaces that have provided us solace.

Of course, NAOP’s work would not happen without our many friends, near and far. We are immensely grateful to all who have made our work possible. We look forward to continuing our work, together, and to celebrating the enduring relevance and importance of Frederick Law Olmsted in 2022 and beyond.

With thanks!

**Dede Petri**  
President and CEO

# OLMSTED NETWORK

The Olmsted Network is a key group of partners around the country who steward Olmsted parks and landscapes and advance the Olmsted legacy.

By the end of 2021, the Network included nearly 100 parks and landscapes dedicated to advancing the Olmsted legacy and protecting and preserving these special places for future generations.

In the course of 2021, NAOP convened scores of online Zoom meetings, designed to inspire activities regionally and to assist in the coordination of regional events and plans.

Vigorous and engaged planning also occurred in the academic community through NAOP's Higher Education Working Group of faculty, landscape architects, and administrators dedicated to bringing Olmsted to campus. This included Harvard, University of Georgia, Trinity College, Gallaudet, Princeton, University of Chicago, Stanford, Duke and Denison.

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## *Open Exchange*

In 2021, the Olmsted Network met monthly for what is known as the Open Exchange to take advantage of networking opportunities, updates about Olmsted 200, and feedback from our partners, as well as special presentations of value to our members.

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During the last year, an array of experts inspired us and offered many ideas that could be adapted fruitfully across the country. In 2021, presentations included:

- **Ned Friedman**, Head of Harvard's Arnold Arboretum, on how the pandemic has transformed the way the Arboretum thinks about access and neighborhood outreach;
- **Buffalo Olmsted Parks Conservancy** on how their new Augmented Reality (AR) app provides visitors with an exciting introduction to the past;
- **Buffalo's Young Professional Program** on how it is helping the Conservancy to diversify its pipeline of supporters and board members;
- **Fort Greene Park** on how its mental health pilot is helping to address the mental and physical needs of homeless in the park;
- **Prospect Park** on its extraordinary revitalization of the Endale Arch;
- **Yerkes Future** on how it is revitalizing the observatory and surrounding Olmsted Brothers landscape;
- **Dr. Caroline Hickman** on the Olmsted 200 exhibit she curated in conjunction with the Oak Spring Garden Foundation;
- **Suzanne Moomaw**, publisher, University of Virginia Press, on the upcoming digitization of the Olmsted Papers;
- **Rob Belcher**, Executive Manager of Birkenhead Park, Liverpool, on the Park's plans for its own 175th anniversary;
- **Jonathan Lippincott**, publisher of the Library of American Landscape History, on its Olmsted catalog of new books and reprints of works concerning Frederick Law Olmsted; and
- **Group examinations** of timely topics including park endowments and land acknowledgments.

# Olmsted Online

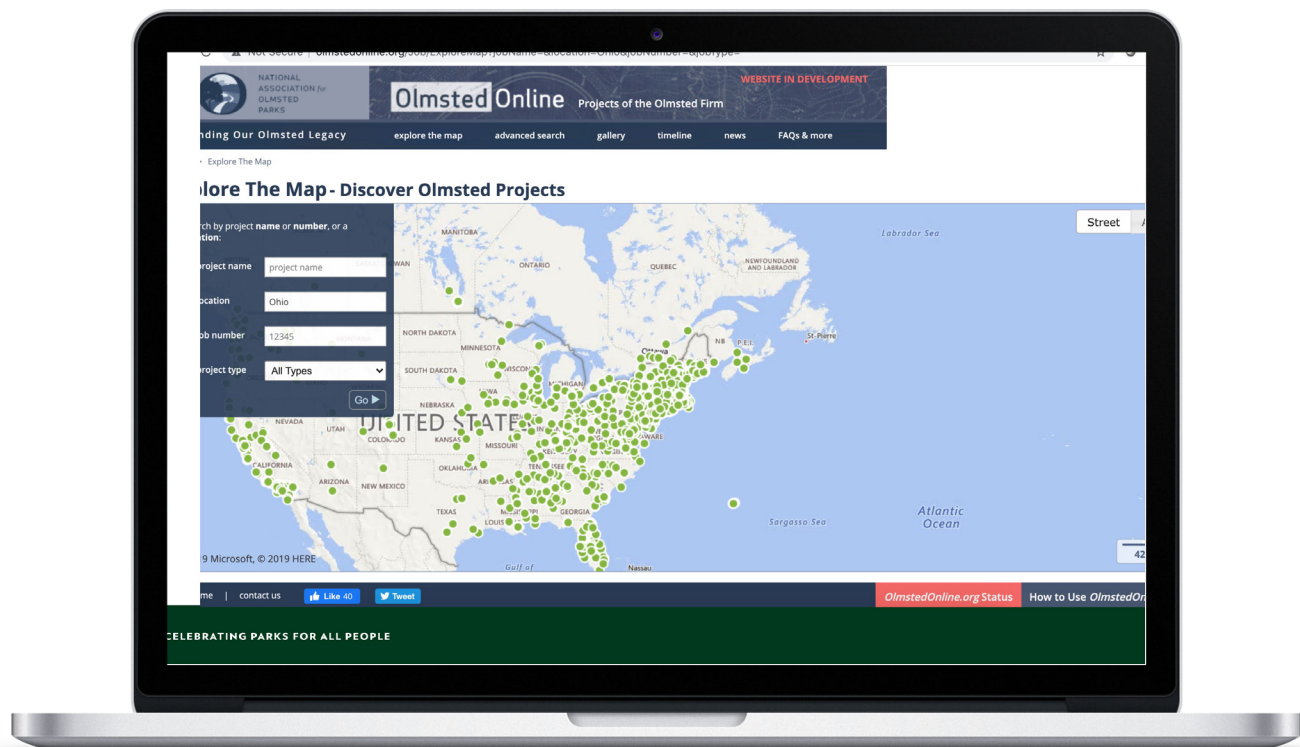
NAOP is proud to connect landscape architects, scholars and the broader public to the Olmsted Network from coast to coast. One way we do that is our one-stop digital portal of Olmsted plans, designs, and correspondence—Olmsted Online. In 2021, we brought on a new part-time content manager, Madelaine Momot, who with help from NAOP Advisory Council member Anne Knight, organized data, wrote descriptions, and gathered materials from external sources for the website.

In 2021, we uploaded over 100 new project descriptions and new documents including many new National Register links, scores of new images, and many Flickr job album links. We also were pleased to add Olmsted images from the Archives of American Gardens collection, Smithsonian Institution.



## Zoom Workshops

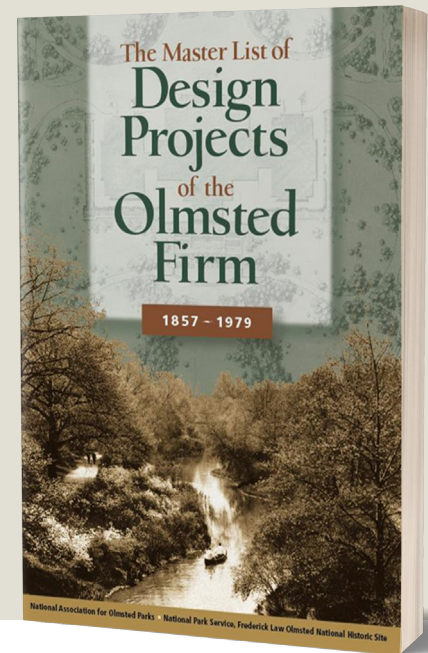
A series of four OlmstedOnline workshops were delivered via Zoom in Fall 2021. The presentations provided instructional information on how to navigate and access materials across the three main research platforms: OlmstedOnline, Olmsted Research Guide Online (ORGO), and Library of Congress. Each workshop was recorded and preserved on Olmsted 200's YouTube channel. To encourage viewership and aid users in their research, the OlmstedOnline banner now includes links to the introductory videos.



## *The Master List of Design Projects (1857-1979)*

The Master List, second edition, continues to serve as a key resource for Network members, Olmsted scholars and those interested in researching the vast work of the Olmsted firm – nearly 6000 projects in all.

Created in partnership with the Frederick Law Olmsted National Historic Site, the Master List, edited by former NAOP Board chair and advisory council member Lucy Lawliss, provides concise and informative summaries of the diverse work undertaken by FLO and the Olmsted firm for over 100 years.



# Library of Congress Correspondence

Over many years, NAOP has supported the Library of Congress Manuscript Division as it works diligently to bring the Olmsted and Olmsted firm correspondence online. The Olmsted Papers have been fully digitized and the Library is working to have the full Olmsted Associates collection online. Both **Letterbooks, 1884-1899**, and **Job Files, 1863-1971** of Olmsted Associates are now currently available through the Web.

In celebration of the Olmsted bicentennial, the Library announced in 2021 and 2022 a crowdsourcing transcription project to promote the Olmsted Associates collection as a primary source for schools and classrooms.

## *Olmsted Landscape Survey*

As part of the Olmsted Bicentennial, the National Park Service announced that Olmsted landscapes would be the focus of its 2022 Historic American Landscape Survey Challenge. Each year, NPS invites individuals to document landscapes to increase public awareness of these historic places. Participants will have the opportunity to document parks, gardens, communities, estates and campuses designed by Frederick Law Olmsted, the Olmsted Brothers, and the Olmsted firm.

In conjunction with the Challenge, NAOP announced it would award special prizes in 2022 for the best entries in the following categories:

- *Submission by a college or graduate student*
- *Work of the Olmsted Firm in Ohio*
- *Non-park work of the Olmsted Firm*



# ADVOCACY

Wherever Olmsted landscapes are threatened, NAOP aims to bring a national voice. Over many years, NAOP has weighed in on the side of local friends groups and park stewards seeking to protect and preserve Olmsted landscapes. 2021 was a busy year, with NAOP taking prominent public positions to protect Olmsted landscapes.



## *Tragic Outcome in Jackson Park*

While supporting a vibrant Presidential Center in Chicago, NAOP continued its long-standing objection to the construction of the private Obama Presidential Center in Jackson Park. As early as 2015, NAOP went on record in opposition to that location—in a letter sent to then First Lady Michelle Obama.

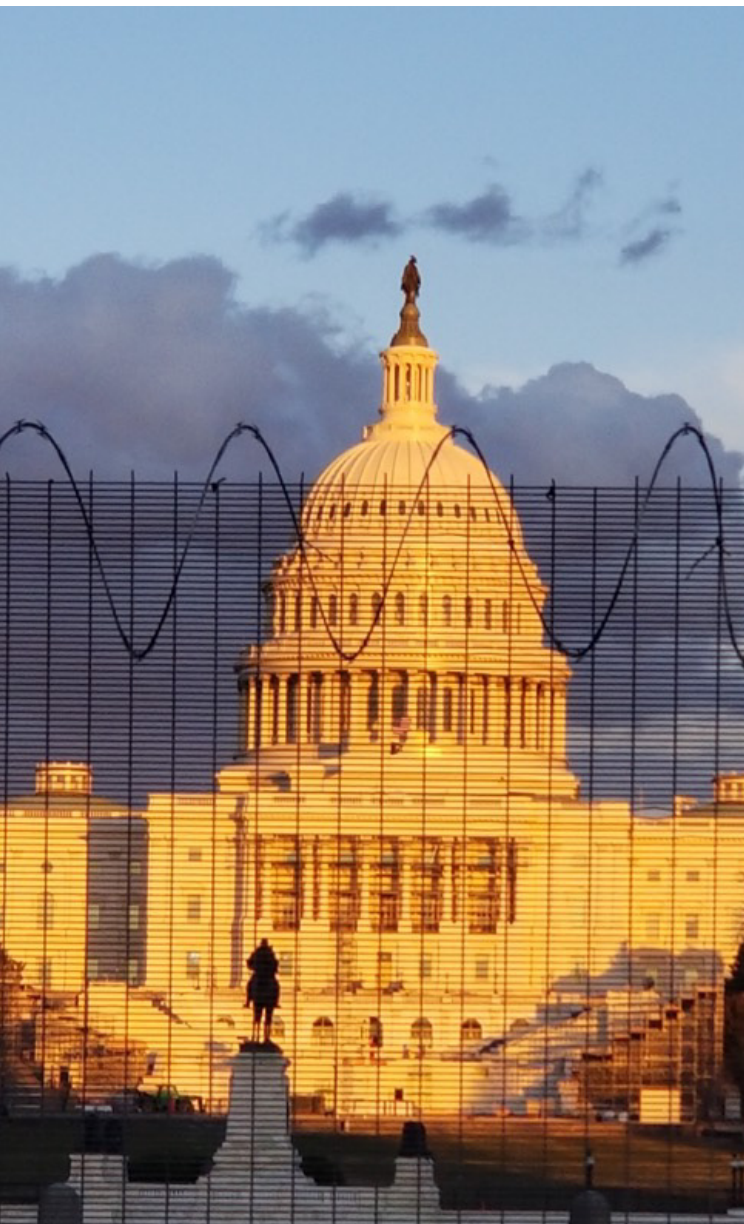
When construction began in 2021, NAOP filed an amicus brief in support of Protect Our Park's litigation to enjoin further activity. In the 23-page brief, we argued: "Parks are not empty spaces—in search of a building. They are democratic spaces that contribute to social cohesion as well as mental, physical and ecological health."

In a surprising decision, the Court refused to accept our brief—or any brief—submitted in opposition to the Presidential Center plans. The developments in Jackson Park constitute a significant setback to efforts to protect and preserve Olmsted landscapes and a clarion call that these historic spaces cannot ever be taken for granted.



From NAOP Amicus Brief. For the full brief, go to [www.olmsted.org](http://www.olmsted.org).

If allowed to proceed, the Obama Foundation will turn Olmsted's vision of reform and social justice on its head. Instead of ensuring parks for all people, much of Jackson Park will become a private monument—requiring an entry fee—limiting the ability of Chicagoans and the broader public to enjoy the unique Chicago lakefront as Olmsted had passionately hoped. The National Association for Olmsted Parks respectfully asks the Court to enjoin further action so that this unique historic and ecological resource may be saved for all Americans. To celebrate America's 44th president with an inspiring center is desirable and necessary. But sacrificing Jackson Park is not the answer.



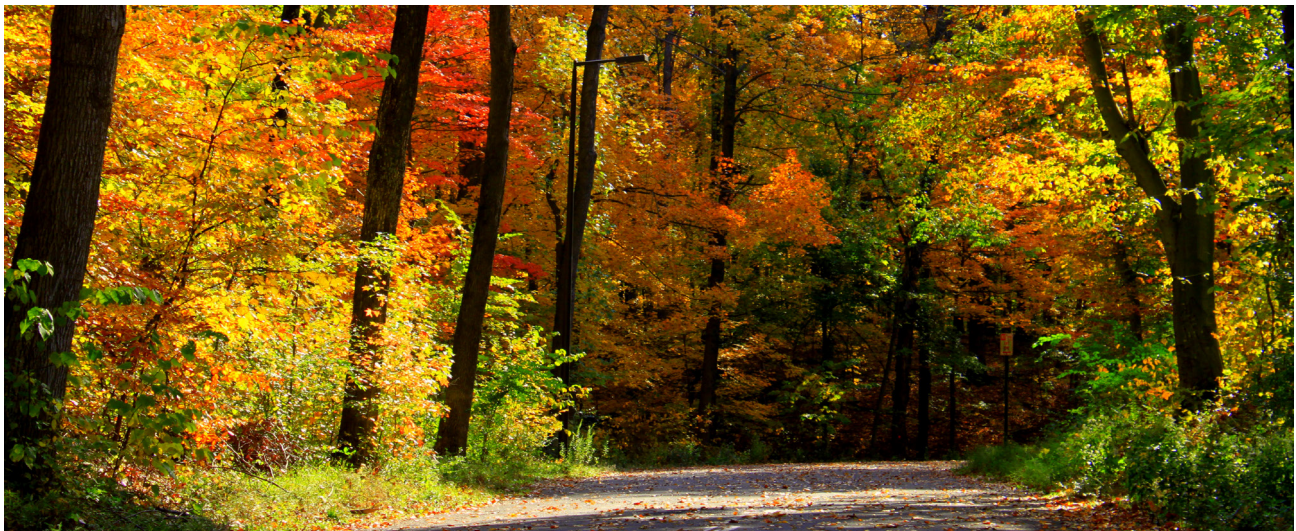
## ***Don't Fence the U.S. Capitol Grounds***

In 2021, NAOP also came to the defense of Olmsted's U.S. Capitol Grounds. After the January 6 siege of the Capitol, Congress announced plans to fence the Grounds. In a letter to the editor published in the Washington Post, NAOP objected:

**We need to listen to Olmsted. If we are to be a free people, the prescription is not more fences—but more open and democratic spaces. For good and bad, the Capitol Grounds are the people's grounds.**

In a formal letter to the House and Senate Appropriations and Rules and Administration Committees, NAOP called on Congress to “reject any blunt security measures that will destroy the fundamental openness of this unique American landscape.”

We also outlined our opposition at a virtual forum sponsored by D.C. Representative Eleanor Holmes Norton. “...We must be wary not only of permanent fencing but of retractable fences and other mechanical apparatus that sadly draw the public's attention away from the Capitol—and what it symbolizes,” wrote NAOP. “There are no known examples of long retractable fences that work for any period of time and there is no expectation that such a fence could be designed and remain fully operational for long.”





## *New York and Brookline Victories*

NAOP's advocacy efforts resulted in two prominent victories in 2021. The National Park Service announced that the Olmsted-Beil Farmhouse would be added to the National Register of Historic Places. Working with the Olmsted 200 coalition, we continue to appeal to state and city leaders to release funds needed to purchase 1.3 acres immediately adjacent to the Farmhouse. This property is essential to ensuring a vibrant public park and programming.

In Brookline, MA, faced with threats to demolish the homes of Henry Hobson Richardson and John Charles Olmsted, NAOP spurred the Olmsted Network into action. Scores of letters in opposition resulted—from coast to coast. Responding to unprecedented opposition, the Brookline Preservation Commission announced creation of a Local Historic District that will prevent demolition of the buildings and ensure review of publicly-visible exterior renovations.

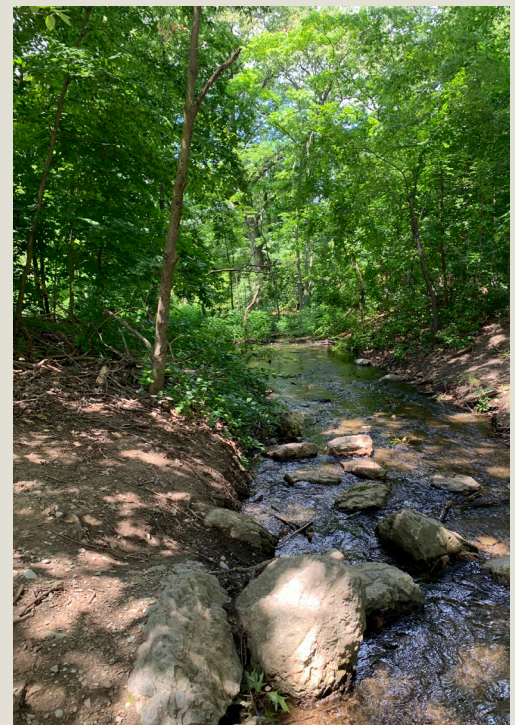


In 2021, NAOP also called for dedicated bike and pedestrian paths as part of the Emerald Necklace **Arborway Improvement Project**; and urged the City of Boston to find ways to regain 13 acres of parkland in **Franklin Park**: “Recapturing 13 acres of Franklin Park would be a fitting tribute to Olmsted ...whose 200th birthday will be celebrated in 2022,” we wrote. “It would also set a national example for how cities and states can redress decades of environmental injustice by restoring park land to high-need neighborhoods while creatively addressing public needs in other locations.”

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*Some rare neighborhoods hold a unique place in our history because they were home to an extraordinary confluence of talented individuals. That is surely the case in the Green Hill neighborhood of Brookline, MA, listed on the National Historic Register, where Frederick Law Olmsted (FLO), John Charles Olmsted (JCO) and Henry Hobson Richardson worked within yards of one another, shaping 19th and early 20th century architecture and landscape design in ways that continue to reverberate today.*

- COMMENTS SUBMITTED TO THE BROOKLINE PRESERVATION COMMISSION BY NAOP.





## ***Capitol Grounds, Olympia, Washington***

In Washington State, working with Friends of Seattle's Olmsted Parks, we opposed plans to develop the Capitol Grounds. In oral and written testimony, we called the plans "misguided .... [The] massive proposed expansion ... would destroy the integrity of this landscape and reduce it to a mediocre, disconnected collection of buildings and pavement, lacking the structure of the original design by John Charles Olmsted (1911) and later James Frederick Dawson (1927-31), of the Olmsted firm."

## ***Riverside, IL***

In the face of plans to build a large flood wall along the Des Plaines River, NAOP wrote to the City raising "serious concerns about plans by the Army Corps of Engineers. ...The flood wall would be clearly contrary to the plans of Frederick Law Olmsted and Calvert Vaux who designed Riverside at the request of town leaders in 1868."

We also participated in a Fight for Sunlight, successfully objecting to planned development of a high rise that would have shaded the garden and nurseries of the Brooklyn Botanic Garden, an Olmsted Brothers-designed property. In partnership with the Rock Creek Park Conservancy, we supported the continued closure of Beech Drive. And, working with the Fort Tryon Park Trust, we objected to proposed development near Fort Tryon Park that would destroy vistas and historic character.

On the legislative front, we joined with hundreds of organizations around the country in supporting introduction of The Parks, Jobs and Equity Act in the Senate. The bill seeks to redress funding deficits that have impeded efforts to ensure that all people have access to quality open spaces and safe communities.



**Proposed Flood wall**



# RESEARCH, OUTREACH & PUBLICATIONS

From the beginning, NAOP has been dedicated to developing a permanent scholarly record of the work of Frederick Law Olmsted and the Olmsted Firm.

The Frederick Law Olmsted Papers Project has been a labor of love for nearly 40 years, starting with editor Charles McLaughlin and concluding with beloved series editor Dr. Charles Beveridge. In 2021, NAOP announced a partnership with the University of Virginia, Rotunda Imprint, to release a digitized version of the papers, Vols 1 - 9 and Supplementary Volume 1. The Digital collection will be made available in 2022 to mark the Olmsted Bicentennial.



## *Digitizing the Olmsted Records*

As it has done for many years, NAOP continued in 2021 its critical partnership with Fairsted, the Frederick Law Olmsted National Historic Site, to assist in the digitization of the Olmsted records and make these voluminous resources available to the public. These records consist of plans, drawings, and photographs which document the work of the Olmsted firm over 100 years. With NAOP's support, the archivist at Fairsted scans documents that are then added to the Olmsted Flickr Photo Album website.

More than fifty percent of the images have been scanned in the last five years. The resulting scans will dramatically increase the ability of the public to access this national resource, while decreasing the need continuously to handle fragile historic documents.



## ***Educational Programming***

Throughout 2021, NAOP was dedicated to outreach and education, sponsoring a wide array of educational programs—virtual and in person—ranging from discussion of public health and park equity to the Olmsteds and Campus Design.

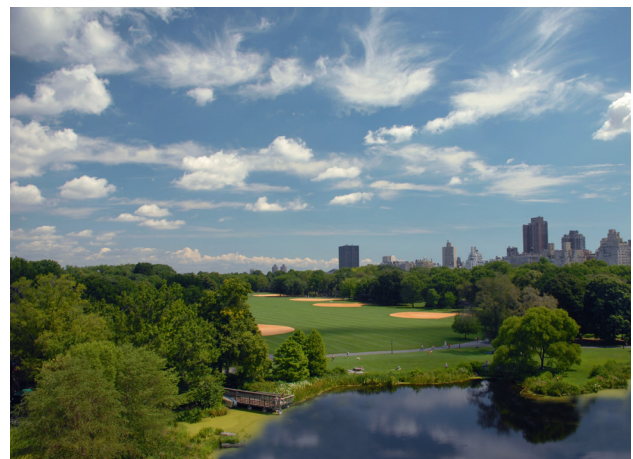
**Seaside Park in Connecticut** was the focus of a program presented by landscape architect Barbara Geddis and Nancy Hamson who outlined a collaborative and inspiring project underway in Bridgeport, CT to revitalize Olmsted and Vaux's marine park.

Over many years, Seaside Park has been challenged when it comes to resources and sustained maintenance. The new collaboration is exploring ways to upgrade the park with new paths and gardens focused on physical and mental well-being in keeping with Olmsted's early intentions.

NAOP was also pleased to showcase Jennifer Ott, chair, Volunteer Park Trust, and author of *Olmsted in Seattle: Creating a Parks System for a Modern City* (2019).

Jennifer regaled attendees with a fascinating history of **Seattle's Olmsted Parks**, the Olmsted plans and current challenges facing these parks.

In another exceptional program, author Roger Pasquier offered a visually appealing and informative slide show, **Painting Central Park**, examining Central Park through paintings over time and place.



# RECOGNITION OF NAOP

## *World Urban Parks Legacy Award*

In 2021, NAOP was honored to receive the World Urban Parks Legacy Prize. The international prize recognizes significant contributions made by individuals and organizations to urban parks and open space.

NAOP accepted the prize virtually and took the occasion to spearhead a lively conversation about the future of parks: *Olmsted Now: Working at the Scale of the Problem. Why do Olmsted Parks still matter?* The conversation, moderated by NAOP president Dede Petri, included former NYC Parks Commissioner Adrian Benepe, Louisville Olmsted Parks Conservancy president Layla George and acclaimed urbanist and University of Pennsylvania professor Eugenie Birch.

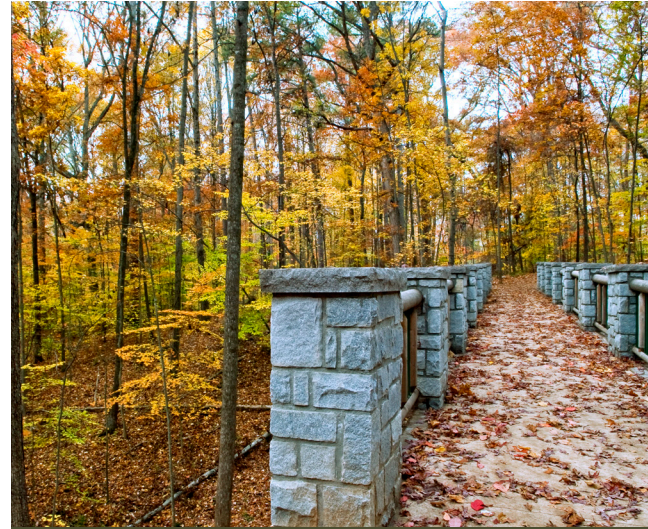
## *Professional Grounds Management Society Olmsted Award*

In an exciting development, NAOP and the Professional Grounds Management Society agreed to partner on the creation of a new Olmsted Award recognizing exemplary maintenance of historic landscapes. The Award will be announced in 2022, in time for the Bicentennial.

## *NAOP Leaders Recognized*

NAOP leaders also received important recognition in 2021. The Garden Club of America (GCA) awarded former NAOP board member and Olmsted 200 Honorary Committee chair **Laurie Olin** its Elmira Broome Doolan Medal. The distinguished medal is given in “recognition of innovative work in landscape architecture with emphasis on city planning and civic improvement in urban areas.”

NAOP board member and Buffalo Olmsted Parks executive director **Stephanie Crockatt** received the GCA’s Zone III Historic Preservation Commendation Award. And former NAOP board member **Ann Satterthwaite** received the Club Certificate of Commendation for Civic Improvement from the Georgetown Garden Club. Congratulations to all!



## *Tribute to Charlie Beveridge*

In November 2020, Johns Hopkins University Press released the 12th and final volume of the Olmsted Papers. To honor this landmark event, NAOP hosted a virtual tribute in 2021 to Series Editor Charles Beveridge, welcoming hundreds of Charlie’s fans to laud this extraordinary achievement. Both live and virtually, former friends, colleagues and scholars praised Charlie’s work and the significance of the Papers to landscape architecture and American history.

Music from the 1893 Columbian World’s Exposition greeted participants in the early moments of the tribute while strains from the more modern Apple TV Central Park theme song concluded a festive and joyous evening. A digital booklet including photos and tributes is available online.

The NAOP also created a limited edition Boxed Set of Volumes 2 and 3 to mark the occasion.

## *NAOP Recognizes Olmsted Champions*

To promote and encourage stewardship of Olmsted landscapes, NAOP regularly awards two prizes—The Caroline Loughlin Volunteer Service Award and the Olmsted Stewardship Award. In 2021, because of Covid, we celebrated these awards virtually. In a lively online tribute, board and advisory council members met to honor Gerry Wright, 2020 recipient of the Caroline Loughlin Volunteer Service Award. David Schuyler, the 2020 Stewardship award recipient, was honored posthumously.

### The Caroline Loughlin Volunteer Service Awards



In 2005, the NAOP board established the Caroline Loughlin Volunteer Service Award “in recognition of extraordinary dedication and commitment,” and presented the first award to Caroline.

Caroline was a valued trustee, officer and long-time supporter of NAOP. After she joined the board in 1989, she enthusiastically participated in many activities that carried on the Olmsted legacy. She was noteworthy for the passion, intelligence, perseverance, and generosity she brought to this work. Her husband, Phil, and the Caroline Loughlin Fund continue to advance the work of NAOP in extraordinary ways.

The award has been given to selected individuals who volunteer to promote and protect the Olmsted legacy in that same spirit.

- 2005** Caroline Loughlin
- 2007** Charles Beveridge
- 2008** Jerry Baum
- 2009** Jim Rollins
- 2009** Lauren Meier
- 2013** Anne Knight
- 2017** Piera Weiss
- 2018** Newton Levee
- 2018** Lauren Meier
- 2019** Susan Frey Rademacher
- 2020** Jerry Wright



### *Olmsted Stewardship Award*

The Olmsted Stewardship Award recognizes an individual for outstanding stewardship of the living legacy of landscapes designed by Frederick Law Olmsted and by his sons, associates, and successor firms. Individuals nominated have shown a sustained commitment, and a record of accomplishment in researching, managing, preserving, and interpreting Olmsted landscapes for future generations. The award has been presented, periodically, for exemplary stewardship:

- 2016** Marion Pressley
- 2017** Jean McKee
- 2019** Olmsted Parks Conservancy (Louisville)
- 2020** David Schuyler (posthumously)

# COMMUNICATIONS

To advance the Olmsted legacy, regular and inspiring communication is important. Today, NAOP reaches out to more than 7,000 friends across the country, nearly double its reach in 2019.

## *Bulletin*

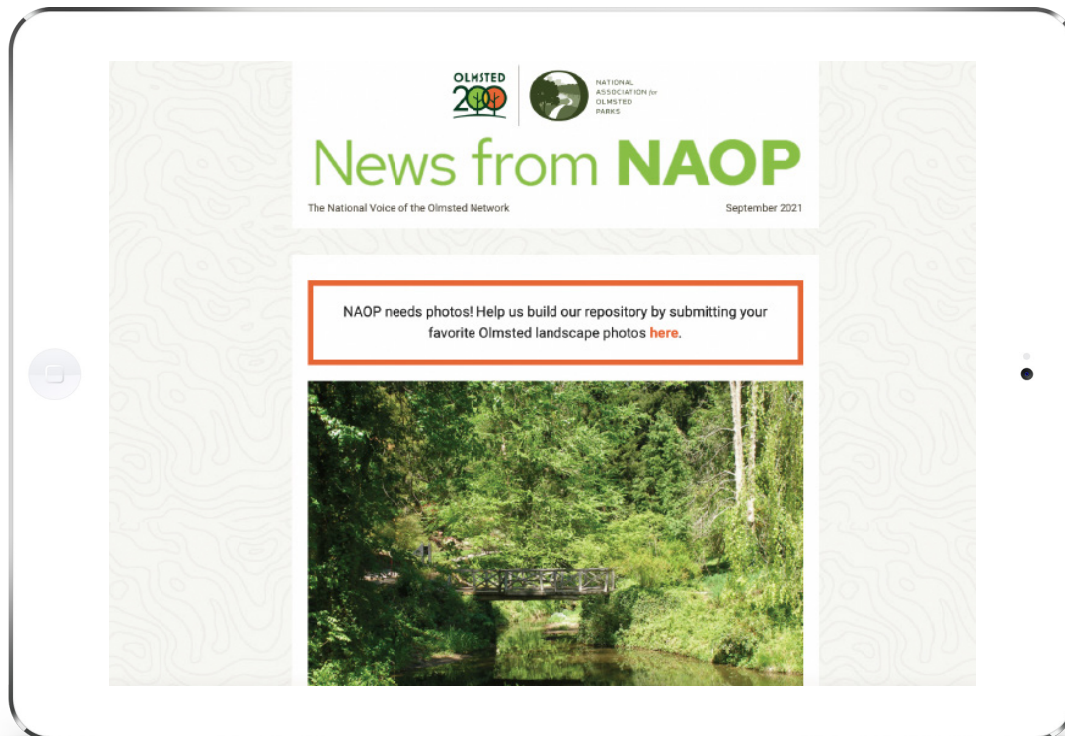
In order to keep our network current, we publish a monthly online Bulletin to offer up-to-date information on NAOP activities and pressing issues facing parks and public spaces.

## *Field Notes*

We also publish Field Notes, an in-depth newsletter created by Olmsted friends around the country. This publication comes out in the spring and fall and consists of diverse and lively reports on steps organizations are taking to restore, improve and protect Olmsted parks and places around the country.

## *Refreshing our Look*

As part of NAOP's ongoing rebranding and modernization, the Bulletin and Field Notes debuted with new designs in 2021—aligned with the Olmsted 200 website in both color and feel. These publications—along with the monthly Olmsted Insider—provide NAOP friends with timely information on park developments and Bicentennial activities. During the year, our email audience nearly doubled as we developed a process for sending event, advocacy, and fundraising emails. NAOP will launch a new website at the close of the bicentennial that continues these fresh new formats and designs.



## Social Media

In 2021, we worked hard to expand our outreach to younger and more diverse audiences—both at NAOP and through the Olmsted 200 campaign. By focusing on Twitter, Instagram, and Facebook, we strategically grew a digital community, reaching thousands of Olmsted fans. You can find us on all platforms @naolmstedparks and @olmsted200.

### 1,000+ users



On Twitter, the NAOP and Olmsted 200 channels reach over 1,000 users. Twitter offers a lively way to engage with our partners and media outlets. We also use it to promote activities and advocacy happening across the country. We regularly live-tweet our Conversations with Olmsted programming and highlight our Shared Spaces blog posts.

### 1,000+ followers



In one year, Olmsted 200's Instagram account grew from zero to almost 1,000 followers. We credit most of this success to two strategic efforts—#FLOFriday Instagram Lives and Instagram Takeovers. Our #FLOFriday Instagram Live series allows us to host live discussions with partners like Biltmore and Central Park Conservancy. We also connected with the American Society of Landscape Architects and the National Park Service to discuss the 2022 Historic American Landscape Survey challenge. Similarly, our Instagram Takeover series is designed to educate viewers on various Olmsted landscapes. We have created takeovers for Prospect Park Conservancy, Bok Tower Gardens, Volunteer Park Trust, and even Rock Creek Park Conservancy's efforts to tackle invasives on National Public Lands Day.



On Facebook, we have continued to post events, media coverage, blog posts, historic photos, and more. We have seen growth on both NAOP's and Olmsted 200's accounts.

## Speaking Engagements

NAOP grew its presence—in person and virtually throughout 2021. NAOP's president and CEO spoke to groups across the country including the board of the City Parks Alliance, Friends of Seattle Olmsted Parks, Boston's Trustees Cooperative, Milwaukee Gig Group, Zone IV and Zone VI and Zone X Meetings of The Garden Club of America, as well as the Rochester Garden Club. NAOP also participated in a panel discussion on Parks, Equity and Public health sponsored by the American Public Health Association.

Board member Steve Livengood addressed scores of individuals virtually and online about the Capitol Grounds and Frederick Law Olmsted Jr. And NAOP also engaged with the National History Academy, reaching high school students on the Olmsted legacy.







## *Olmsted in the News*

As the countdown began to the Bicentennial, Olmsted and his extraordinary legacy garnered growing media attention. Items about Olmsted and NAOP appeared in local and national newspapers, on radio and TV, on podcasts, as well as online.

NAOP published two pieces in prominent outlets:

**Letter to the Editor, Listen to Olmsted, Washington Post (Feb. 25, 2021)**

**In Pursuit of an Infrastructure Bill, Lessons from Frederick Law Olmsted, Roll Call, August 2021. (August. 2, 2021)**

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*Olmsted regularly bemoaned public officials who viewed open green space as places to build. And yet in city after city— Chicago, Brooklyn and Boston, to name a few—our parks and green spaces are often diminished or threatened by structures for private purposes. As Olmsted knew, the value of a park is the absence of structure and its ability to reduce the stresses of city life by transporting urban dwellers to a cooler and restorative space. Once gone, open space is lost forever, and underserved communities are often the losers.*

Here is just a sampling of news about Frederick Law Olmsted.

*Holiday Gift Books 2021: Nature*, By Sam Sacks, Wall Street Journal, November 17, 2021

*Frederick Law Olmsted and College Campus Design*, C-SPAN, Watch on December 25, 2021

*Author Dennis Drabelle on how national parks came to be*, CBS Saturday Morning, December 11, 2021

*Frederick Law Olmsted at Yale*, By Judith Ann Schiff, Yale Alumni Magazine, December 10, 2021

*Brooklyn-based photographer documents trees in famous landscape architect's parks, including in Milwaukee*, By Susan Bencex, WUWM 89.7 FM, December 2, 2021

*Monument of Frederick Law Olmsted unveiled at Beardsley Park*, News12 Connecticut, November 30, 2021

*'Godfather of landscape architecture' now adorns Bridgeport's Beardsley Park*, by Amanda Cuda, ctpost, November 30, 2021

*General says US Capitol fence can come down after damaged windows and doors are fixed*, WUSA 9 Television News, June 20, 2021

Flower Magazine, *Olmsted's Legacy of the Land, A grand Philadelphia estate returns to its glory days.* (Nov.-Dec. 2021)

National Geographic, *"The revolutionary idea behind America's urban trails"*, July 30, 2021

How Stuff Works, *8 Famous Parks Designed by Frederick Law Olmsted, Plus a Tiny One You May Not Know About*, Aug. 27, 2020



## New Books

In 2021, NAOP was pleased to work with author Elizabeth Hope Cushing and the Gill Family Foundation on publication of the first biography of Frederick Law Olmsted, Jr. The year saw the release and promotion of multiple new books including:

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*The Milwaukee River Greenway: A Wealth of Nature in the Heart of the City.* Written and collected by Eddee Daniel (River Revitalization Foundation, Foreword by John Gurda, July 20, 2021). Includes “Frederick Law Olmsted’s Influence: Riverside Park and the Greenway Concept.”

Mark Roessler, *World’s End, a panoramic tour of a Frederick Law Olmsted Classic* (Levellers Press, 2021).

Sara Jensen Carr, *The Topography of Wellness: How Health and Disease Shaped the American Urban Landscape* (University of Virginia Press, 2021)

Dennis Drabelle, *The Power of Scenery: Frederick Law Olmsted and the Origin of National Parks* (University of Nebraska, Bison Books, 2021)

Charles Beveridge, *Frederick Law Olmsted: Designing the American Landscape* (Second edition: NYC: Rizzoli Press, 2021)

Elizabeth Hope Cushing, *Beauty, Efficiency and Economy: A Life of Frederick Law Olmsted, Jr. Landscape Architect, Planner and Conservationist* (Old City Publishing, 2021).

Nola Anderson, *Immersion: Living and Learning in an Olmsted Garden* (Damiani, 2021).

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# Olmsted 200 planning and outreach

Who are the national partners  
of the Olmsted 200 campaign?



NATIONAL  
ASSOCIATION for  
OLMSTED  
PARKS



AMERICAN PUBLIC HEALTH ASSOCIATION  
*For science. For action. For health.*



American Society of  
Landscape Architects



National Recreation  
and Park Association



The Cultural  
Landscape  
Foundation



THE GARDEN CLUB  
of AMERICA



THE  
TRUST  
FOR  
PUBLIC  
LAND



LANDSCAPE  
ARCHITECTURE  
FOUNDATION



Frederick Law Olmsted  
NATIONAL HISTORIC SITE

Of course, in 2021, planning for Olmsted 200 was front and center. As the managing partner of Olmsted 200, NAOP has been responsible for organizing, coordinating and inspiring a wide and inclusive audience in examining the foundational principles of Olmsted's enduring legacy.

Olmsted 200's 10 founding partners (see sidebar) met on a Quarterly Basis for updates, input and review. The Honorary Committee also met quarterly to provide counsel and support to the ongoing plans. Meanwhile, working groups—focused on fundraising, advocacy, and communications—met regularly to prepare for the Bicentennial year.



## ***Conversations with Olmsted***

After the kickoff, Olmsted 200 launched a regular series of educational programs known as Conversations with Olmsted. While the bicentennial is a celebration, it is—even more – an exploration of the life, work and legacy of Frederick Law Olmsted and its relevance to today’s problems.

Nearly two centuries ago, Olmsted tackled social and environmental challenges analogous to those we face today: disease, pollution, inequality, and deep social divisions.

With that in mind, the Conversations have pulled in academics, scholars, park planners and volunteers to examine the Olmsted legacy and offer perspectives on how Olmsted’s work can inform challenges today.

Conversations with Olmsted included:

***Visions of Reform*** with landscape architect Sara Zewde and Harvard professors Charles Waldheim and John Stauffer

***Creating Parks for the Ages*** with Prospect, Louisville and Seattle park leaders, Susan Donoghue, Layla George, and Jennifer Ott and moderator Karen Phillips

***Parks, Equity and Public Health*** with Dr. Georges Benjamin, Moderator Mitchell Silver, Richard Louv, Autumn Saxton-Ross, and Vaughn Perry

***Olmsted Parks: Challenges and Opportunities*** with park leaders Karen Mauney-Brodek, Rosamond Fletcher, Andy Mitton and Stephanie Crockatt.

All of the programs have been professionally recorded and are available on the “NAOP & Olmsted 200” YouTube channel.

## ***Bicentennial Kick-off***

Exactly one year out, NAOP and Olmsted 200 started the official countdown to the Olmsted with the kickoff of the celebration website, [www.olmsted200.org](http://www.olmsted200.org), and Watch Party. More than 800 people registered to participate in a lively panel discussion, introduced by NAOP president Dede Petri and moderated by Justin Worland, Time’s climate reporter, with Harvard professor Thaisa Way, Denver Parks Director Happy Haynes, and FDR Park Director Justin DiBerardinis.

## ***Olmsted 200 Website and Toolkits***

Along with the website, we debuted celebration, advocacy and student toolkits. These include sharable graphics and logos for all events, ideas for community based activities, including a Model Olmsted Day Proclamation and suggestions for local recreational, educational and advocacy activities. Student resources included coloring sheets and an Olmsted Halloween mask.

As of December 2021, nearly 7,000 people visited the website on a monthly basis. The numbers of subscribers also climbed steadily for the monthly newsletter—**Olmsted Insider**—which provides individuals with a close up look at events, blog posts, and exciting current activities while also putting a spotlight on Olmsted landscapes.

## ***Regional Meetings***

Vigorous and engaged planning groups from Palos Verdes, CA; Wisconsin/IL; Georgia; Connecticut; Rochester; NYC and Boston met—along with a dedicated group of faculty from various higher education institutions. It’s no wonder that the Olmsted 200 national calendar filled quickly with an ever-changing array of activities around the country.

## National Conferences

With full coverage by C-Span, NAOP debuted the first of many national conferences on the Olmsted Legacy in October: Olmsteds and Campus Design. The day-long symposium, hosted by celebration partner National Building Museum, showcased the vast array of campus designs undertaken by the Olmsted firms. Featured speakers included Laurie Olin, Fritz Steiner, Mark Hough, Cathy Deino Blake and Michael Vergason.



## Bicentennial blog, Shared Spaces

Our lively Blog, Shared Spaces, offered an ever-changing array of pieces including video shorts from Olmsted 200 Honorary Committee members Austin Allen, Adrian Benepe and Phil Loughlin as well as stories from biographer Justin Martin and curator Jane Loeffler about her experience with the Olmsted Sesquicentennial.

**NIAGARA FALLS**

Restoring the grandeur of America's most popular natural wonder as a public scenic reservation required more complex solutions than remote, unspoiled Yosemite. Trampling tourists and polluting industry were ruining the landscape. For Olmsted, the great variety of "indigenous perennials and annuals, the rare beauty of the old woods, and the exceedingly loveliness of the rock foliage [were] as much a part of its majesty as the mist-cloud and the rainbow." Accordingly, he designed pathways and carriage drives that would show the falls to best advantage while directing movement away from vulnerable natural areas.

Lamenting "mills and factories everywhere, hovels, fences and patent medicine signs," Olmsted led a public campaign to acquire properties, remove intrusive buildings and restore the natural beauty of the riverine islands. The New York State legislature allocated funds to preserve Niagara in 1885 and commissioned Olmsted and Calvert Vaux to plan the reservation.

The graphic features a large, colorful illustration of Niagara Falls. On the right side, there is a text block with a quote and a short paragraph. Below the text are two small, square images: the top one shows a scenic view of the falls, and the bottom one shows the falls with industrial buildings and smokestacks. In the bottom left corner, there is a logo for 'OLMSTED 200'.

## National Olmsted Exhibit

In 2021, in partnership with the Oak Spring Garden Foundation, NAOP debuted an online 23-panel exhibit, Frederick Law Olmsted: Landscapes for the Public Good. The exhibit focuses on Olmsted's life story, his major landscape commissions, and their relevance to contemporary society. It is free to organizations across the country—for online or physical display. As we went to press, scores of venues were planning to showcase this beautiful panel exhibit curated by Dr. Caroline Hickman, University of Maryland.

## Honorary Committee

Advising Olmsted 200 is an extraordinary Honorary Committee comprised of nationally recognized leaders, thinkers, practitioners and philanthropists, dedicated to exploring and celebrating Olmsted and his legacy. The committee offers support to the campaign on our advocacy, fundraising, communications, events and programs.



### **Austin Allen**

Associate Professor of Practice, University of Texas-Arlington, School of Architecture

### **Adrian Benepe**

President, Brooklyn Botanic Garden;  
Commissioner, NYC Department of Parks & Recreation, 2002-2012

### **Charles Beveridge**

Series Editor, The Frederick Law Olmsted Papers

### **Eugenie L. Birch**

Lawrence C. Nussdorf Professor of Urban Research & Education, Department of City and Regional Planning, at the Weitzman School of Design, University of Pennsylvania

### **Sissela and Derek Bok**

Ethicist and author; 25th President of Harvard University

### **Geraldine Brooks**

Novelist & Journalist

### **Alexander Garvin\***

President, AGA Public Realm Strategists, Inc.;  
Adjunct Professor, Yale School of Architecture \*deceased

### **Stephen Gill**

Retired Mathematician and Physicist;  
Chairman, Stephen & Margaret Gill Family Foundation;  
Great-grandson of Frederick Law Olmsted

### **Betsy Shure Gross**

Founding Board Member and Former Co-Chair, National Association for Olmsted Parks

### **Herbert V. Kohler Jr.**

Executive Chairman, Kohler Co., Kohler, Wisconsin

### **Philip Loughlin**

Professor Emeritus, Maryville University; Trustee Emeritus, Phillips Exeter Academy; Advisory Council, National Association for Olmsted Parks

### **Jenny and Mike Messner**

Co-Founders, The Speedwell Foundation;  
Professor of Practice, Georgia Tech University (M. Messner)

### **Lynden Miller**

Landscape and Garden Designer; Director, Conservatory Garden Restoration, Central Park, 1983

### **Laurie D. Olin**

Senior Partner, Olin Partnership; Landscape & Garden Designer; Professor Emeritus of Landscape Architecture and Regional Planning, University of Pennsylvania

### **Diana Cecil Pickering**

Chairman, Board of Directors, Biltmore Co., Asheville, NC

### **Betsy Barlow Rogers**

President, Foundation for Landscape Studies;  
President, Central Park Conservancy, 1980-1996

### **Alec Webb & Megan Camp**

President and Executive Vice President, Shelburne Farms

### **Allison and George Wood**

### **Sara Zewde**

Founding Principal, Studio Zewde; Assistant Professor in Practice, Harvard University, Graduate School of Design



## ***Inspired by Olmsted, Carillon Composition Competition***

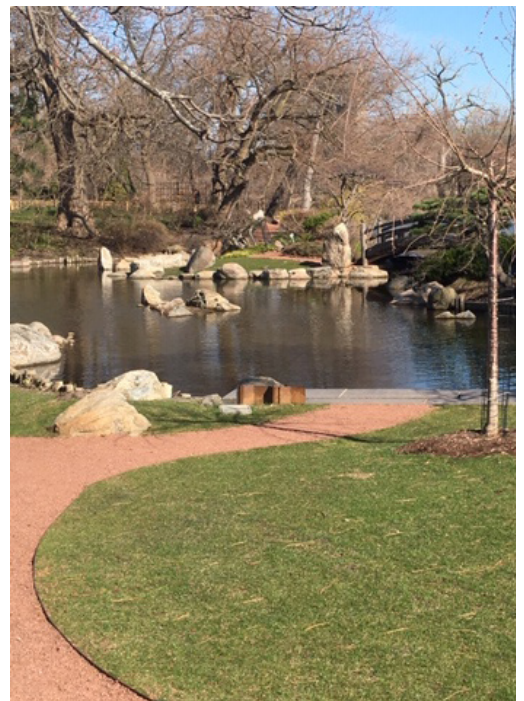
To mark the Bicentennial, NAOP also announced a carillon composition competition, *Inspired by Olmsted*. Judged by a distinguished jury chaired by Washington National Cathedral carillonneur Edward Nassor, the competition invites carillonneurs across the country to submit pieces and play the winning compositions throughout 2022. Winners were announced in early 2022.

## ***Student Essay Competition***

How should the life, legacy and values of Frederick Law Olmsted inform 21st century challenges? As part of the Bicentennial, NAOP invited high school and college students to address this question in the Olmsted 200 student essay competition. Winners were announced in early 2022 and the essays were shared to Olmsted 200's Shared Spaces blog.

## ***Investments in Olmsted Landscapes***

Buoyed by NAOP and the impending Bicentennial, communities across America began to announce investments to restore and revitalize Olmsted parks and landscapes. Field Notes took note of exciting restoration developments in many communities including Forest Hills, NY; Plainfield, NJ; Lake Geneva, WI, Milwaukee, WI and Newburgh, NY.



# NAOP Board and Staff

As NAOP initiatives expanded, board and staff took steps to capitalize on growth and excitement.

## *NAOP undertook strategic planning to strengthen NAOP*

Over a six month period, the Committee met with Boost Social Sector Consulting to finalize a multi-year plan that will guide NAOP's future. With input from every board member, national and local stakeholders, a survey, and a review of organizations of similar size and mission, the Planning document took shape throughout the year. The new plan is aimed to leverage the remaining months of the Bicentennial celebration to strengthen NAOP, offering key objectives and short-term and long-term initiatives.

In 2021, Phil Schultz was elected chair of the Board with Doug Luetjen serving as Vice Chair, Lane Addonizio as Secretary and Barbara Yaeger as Treasurer. NAOP welcomed new board member Ray Chambers, who, some years ago, served on the NAOP board. Ray jumped in—head first—agreeing to serve on the NAOP Strategic Planning Committee.

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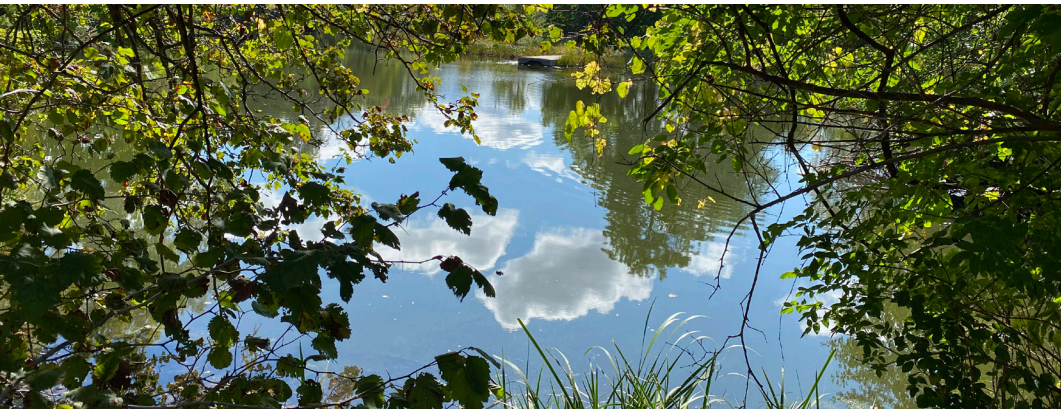
**The NAOP Advisory Council** acquired two new members—Lucy Lawliss and Patrice Kish—who chose to step down from the Board after long and distinguished Board service.

Staff wise, we also welcomed Victoria Vanhuss as Communications Specialist and intern Penelope Jia for summer work. In January 2022, Rebekah Lawrence came on board as Executive Assistant to the President.



### **Photo Credits:**

*The Biltmore Company, Ron Thomas, Zhi Ting Phua, Central Park Conservancy, Chicago Parks Foundation, Evan Bradley, Emerald Necklace Conservancy, Will Serber, Rhonda Kay Henderson, Olmsted Linear Park, Marshall Webb, Dede Petri, Steve Livengood.*



## *Gifts to NAOP*

We extend a big thank you to our generous NAOP donors in 2021. We aim to acknowledge all of our friends and supporters. If we have inadvertently missed you, please let us know.



## ***NAOP Board 2020-2021***

**Philip Schultz, Chair**

Fox Point, WI

**Doug Luetjen, Vice Chair**

Seattle, WA

**Lane Addonizio, Secretary**

New York, NY

**Barbara Yaeger, Treasurer**

Madison, CT

**Mark Buscaino**

Washington, DC

**Ray Chambers**

Alexandria, VA

**Stephanie Crockatt**

Buffalo, NY

**Arleyn Levee**

Watertown, MA

**Steven Livengood**

Washington, DC

**Dan Marriott**

Washington, DC

**Spencer Tunnell**

Atlanta, GA

**Alida Silverman**

Atlanta, GA



## ***NAOP Advisory Council***

**Eleanor Ames**

Portland, ME

**Kathleen Conner**

Seattle, WA

**Julie Crockford**

Boston, MA

**Eliza Davidson**

Seattle, WA

**Rolf Diamant**

Woodstock, VT

**Robert Doyle**

Oakland, CA

**Erin Gallentine**

Brookline, MA

**Betsy Shure Gross**

Davis, CA

**Esley Hamilton**

St. Louis, MO

**Donald Harris**

Seattle, WA

**Faye Harwell**

Alexandria, VA

**Tomás Herrera-Mishler**

Westminster, CO

**John Karel**

Ste. Genevieve, MO

**Patrice Kish**

Boston, MA

**Anne Knight**

Seattle, WA

**Francis Kowsky**

Buffalo, NY

**Lucy Lawliss**

Bradenton, FL

**Phil Loughlin**

Cambridge, MA

**Rosemarie Murane**

Denver, CO

**Christine Edstrom**

O'Hara

San Luis Obispo, CA

**Ed Orser**

Baltimore, MD

**Elizabeth Barlow Rogers**

New York, NY

**Ann Satterthwaite**

Washington, DC

# STATEMENT OF FINANCIAL POSITION

*as of December 31, 2021*

<b>CURRENT ASSETS</b>	
Cash/Cash Equivalents (unrestricted)	\$394,065
Cash/Cash Equivalents (restricted)	
Papers	\$ 16,135
Olmsted 200	\$ 900,537
SunTrust Investment	\$76
Pledges Receivable	\$90,934
Prepaid Expenses	\$25,539
<b>Total Current Assets</b>	<b>\$1,427,286</b>
<b>Fixed Assets</b>	
Furniture and Equipment	\$31,354
Website	(\$31,354)
<b>TOTAL ASSETS</b>	<b>\$1,427,286</b>
<b>LIABILITIES &amp; NET ASSETS</b>	
<b>Liabilities</b>	
Accounts Payable	\$32,483
Payroll Tax Liability	\$4368
<b>Total Liabilities</b>	<b>\$36,851</b>
<b>Net assets</b>	
<b>Net Assets with Donor Restrictions:</b>	
Olmsted 200	\$975,491
Olmsted Online	\$21,058
FLO Jr. Biography	\$14,034
<b>Total Net Assets with Donor Restrictions</b>	<b>\$1,010, 583</b>
<b>Net Assets without Donor Restrictions</b>	<b>\$379,852</b>
<b>Total Net Assets</b>	<b>\$1,390,435</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,427,286</b>



**NAOP**

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[www.olmsted.org](http://www.olmsted.org)



NATIONAL  
ASSOCIATION *for*  
OLMSTED  
PARKS