

Over the past three years, GSUSA and the National Board Property Task Force conducted a thoughtful and extensive review of their property strategy, guided by mission alignment, financial sustainability, and strategic impact.

1) Macy

Located in Briarcliff Manor, NY, 45 minutes from Manhattan, Edith Macy Center (Macy) is a hotel and conference center situated among over 400 wooded acres in Westchester County. It includes all properties at Edith Macy including the conference center, all donated parcels, and Camp Andree Clark.

The evaluation of Macy found that the property operates at a significant *annual* deficit (around \$1 million a year), and that modernizing the property would be very costly. Estimated costs ranged from \$30 million to \$100 million with no guarantee of positive cash flow. Macy is outdated, requires a substantial renovation, and the small number of rooms does not make it a viable option for national meetings.

Following an intense study and evaluation of Edith Macy Conference Center, in partnership with internal and external experts, GSUSA recommended -- and the National Board approved -- the full sale of the property.

The net proceeds from the sale of Macy will be placed in a designated fund from which in perpetuity, **GSUSA will honor and modernize the “University in the Woods” legacy in two important ways:**

- **75% of the annual spend will be allocated to national training & education to prepare and inspire those who deliver Girl Scouting, and**
- **The remaining 25% will be allocated to support council camp improvements through the deployment of grants to revitalize council owned property.**

FYI - The Edith Macy Conference center will be decommissioned at a to-be-determined date in 2026. GSUSA expects all events through March 2026 to continue as planned.

GSUSA has assembled a Legacy Advisory Group of Girl Scout members to help guide our work with our Cultural Assets team to honor the history and legacy of Macy and the Great Hall. In addition to ensuring the legacy of Macy as the “university in the woods” through the net proceeds of a potential sale, this Legacy Advisory Group and GSUSA’s Cultural Assets team at the JGL Birthplace are working together with a cross-functional team at GSUSA to develop programs, events, content, and an archive strategy to ensure the preservation of Macy’s history. They also aim to integrate beloved traditions into new ways.

2) GSUSA's NHQ at 420 Fifth Avenue, NYC

Juliette Gordon Low moved the GSUSA national headquarters to New York in 1915, and since 1992, Girl Scouts has been located at 420 Fifth Avenue.

The National Board has also approved the sale of up to three floors at our National Headquarters at 420 Fifth Avenue in New York City. GSUSA will maintain a national presence in NYC on two floors, as well as continue to operate Girl Scout Central to serve the many Girl Scouts who visit the city annually.

The use of the 420 net sale proceeds reflects GSUSA's commitment to a balanced, future-focused approach that supports Movement financial health and execution of our strategy.

At the Fall Delegate Council Meeting, our CEO Kim Fraites-Dow shared that GSUSA has informed Council CEOs that part of the proceeds will also alleviate a portion of the financial burden on local Councils to cover the closing costs of the National Girl Scout Pension fund, which is scheduled to be fully funded by 2028 (i.e., the last two years' financial commitment by Councils will hopefully be supported by the sale of the three floors.)

FYI - Retaining our national headquarters in New York City positions GSUSA at the center of national and global influence. New York is not only home to our history—it is also a hub for media, philanthropy, business, and international organizations whose partnership and visibility are vital to advancing our mission.