

ANNUAL REPORT / 2022

**WATERFRONT  
PARTNERSHIP**  
OF BALTIMORE

20  
22



**Rash Field Park**

BALTIMORE CITY

PARKS RECREATION



# 2022

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"Rash Field Park marks a new era for the waterfront, proving that public/private partnerships and redevelopment focused on user interaction can positively impact our harbor and our entire city."

*Laurie Schwartz*



ABOUT THE

# WATERFRONT PARTNERSHIP OF BALTIMORE

## Bringing Together Baltimore's Best To Create An Accessible, Engaging, and Charming Urban Waterfront

Since 2005 the Waterfront Partnership has served as our city's advocate, promoter, and steward for the waterfront aiming to enliven the Harbor by providing basic services, adding new family-oriented amenities, and developing new and exciting programming and events. Whether you live, work, or play at the waterfront every day or are just visiting, know that our dedicated team is behind the scenes working hard to ensure your experience at Baltimore's waterfront is exceptional.

We oversee the Waterfront Management Authority (WMA), a business improvement district dedicated to improved maintenance, beautification, and visitor services for Baltimore's signature asset—the Waterfront. Our Clean, Green, Hospitality, and Safety teams work tirelessly to provide a friendly face while

ensuring the promenade is clean and shiny and that the landscape is always lush and colorful.

We plan for the future, working towards a swimmable and fishable Harbor and advocating and planning on behalf of our public spaces. Whether it's making a case for increased capital investment, traffic improvements, or more aggressive action on clean water, the Waterfront Partnership plays a vital role in reinvestment toward our city's cultural epicenter and economic generator.

We've been proud to play this role for the past fifteen years, bringing practical business acumen and leadership on behalf of Baltimore.

## Letter From The President and Chair

In the throes of the pandemic, Baltimore, including our Waterfront District, experienced challenging times. Yet, with the Waterfront's open spaces, parks and sights of boats and water, during this time we provided a welcome respite for so many. Our self-guided Nature and Art and Sculpture Walks, prepared to attract more locals to the Harbor during the pandemic, provided new reasons to visit and helped so many people discover aspects of the Waterfront of which they were never aware.

As we started emerging from the worst of the pandemic in Fiscal Year 2022, Waterfront Partnership began creating the social, environmental, and economic vision for the harbor's bright future beyond the lingering effects of the pandemic. We envisioned a vibrant waterfront filled with residents and visitors exploring our shops, discovering seasonal menu items, immersing themselves in nature, playing with their children in our parks, and dancing to local musicians in our public spaces.

And as we enter our 2022 summer season, our team is seeing the fruits of their labor as we expand our environmental programming, create community-driven events, advocate for meaningful change, and engage our neighborhoods in new and innovative ways.

The long-anticipated opening of the Rash Field Park was a highlight for our waterfront and our entire city. This family-friendly and now award-winning park has become an active public space where thousands come to play each day. It is already thriving as a community hub and picturesque event venue. Rash Field Park marks a new era for the waterfront, proving that public/private partnerships and redevelopment focused on user interaction can positively impact our harbor and our entire city. We hope Rash Field Park sets the trend, and we look forward to working with future waterfront development projects to achieve the same goals.

Initially conceived as a small event series aimed at activating the Inner Harbor Amphitheater while Harborplace was mostly vacant, the Baltimore by Baltimore (BxB) Music and Makers Festival has grown into a platform to celebrate homegrown talent, community-driven organizations, and emerging Baltimore artists. This free monthly festival series' initial success and positive trajectory chart a course for how community events can "amplify" local Baltimore voices, flavors, and artisans. Baltimore by Baltimore has given our organization a renewed focus on what makes Baltimore special... Baltimore! With more than 40+ performers and 60+ vendors lined up for the rest of the festival season, we see a bright future for the Amphitheater, Inner Harbor, and our city's local performers, entrepreneurs, and mission-driven organizations.

As with any Annual Report, drafting this year's report has giving us the chance to look at what we learned this year and can adjust for next year on our waterfront. For the Waterfront Partnership, this year was about getting our bearings after the pandemic, building trust and partnerships with the community, and exploring new and exciting ways to activate our waterfront. Building on this momentum, we see a more dynamic Waterfront Partnership that further expands on our community programs, advocates for higher environmental standards, continues to excel with our maintenance operations, and engages with our partners in new ways.

Now post pandemic, we are preparing for the second renaissance of Baltimore's Inner Harbor; the continued recovery of retail and restaurant activity in Fells Point; in Harbor East the proliferation of exciting new tenants and expanded development activity in Harbor Point.

  
Chairman of the Board/President  
Waterfront Partnership of Baltimore

  
Chairman of the Board,  
Harbor East Management Group



# WORKING FOR THE WATERFRONT

The Waterfront Partnership's Clean and Safe Program works 363 days a year to ensure our waterfront is a welcoming gateway to our city, where every visit to our beautiful harbor is exceptional and memorable. The Clean, Green & Safety Teams each maintained their high standards of cleanliness, landscaping artistry and actively engaged with visitors to create a welcoming environment.



## Clean Team

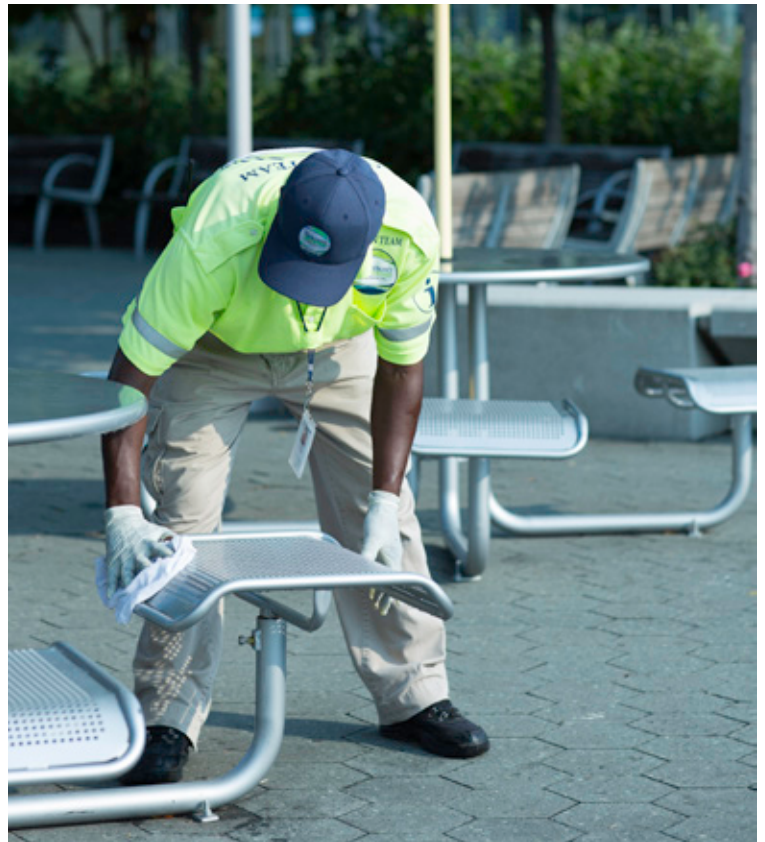
Our Clean Teams are committed to making sure all of our parks, public spaces, and promenades are clean, welcoming, and attractive. They are constantly sweeping sidewalks, power washing hard surfaces, and vacuuming up litter.

### Clean Team Highlights

- 1,028,532 lbs of trash collected - **Up 20%**
- 4,904 pieces of graffiti and stickers removed - **Up 30%**
- 37,167 city garbage cans emptied - **Up 54%**
- Cleaning audit scores averaged **94%**
- Painted **42 light poles** in the Fells Point Neighborhood
- Hired **11 Living Classrooms Foundation team members** into full time positions

### Mystery Shopper Highlights

- **96%** of shoppers stated our parks are clean and inviting to visit
- **91%** of shoppers state the area is clean and free of trash
- **100%** of shoppers see our team actively working





## Safety Team

Our Safety Team works to make sure everyone who visit the Waterfront leaves with an impeccable impression of our wonderful city. Whether they are helping to snap a family photo or giving advice on the best lunch in town, our guides are there to make sure visitors and residents are happy, safe, and satisfied.

### Safe Team Highlights:

- **83,014** hospitality assists - **Up 40%**
- **1,182** unhoused individuals interactions - **Down 6%**
- **2,100** photos taken - **Up 13%**
- **2,144** escorts - **Up 10%**
- Increased participation from Baltimore Police Department command in Safety Task Force meeting

### Mystery Shopper Highlights

- **98%** of shoppers would recommend the district to a friend
- **97%** our guides were easy to locate
- **98%** of shoppers felt safe in the downtown area



## Green Team

Our Green Team guarantees that the grass is always lush and the flowers are in bloom. They work daily to maintain the waterfront's lawns, flower beds, and other natural features. Every year they plant and care for new trees to provide shade during the summer months, and they're returning native Chesapeake Bay vegetation to the area.

### Green Team Highlights:

- Ruppert Landscaping was able to **hire 3 team members** from our Workforce Development program
- Landscaping audit scores averaged in the **91.5%**
- **Installation of Habitat Features** at Van Reiner Garden and Lancaster Canal
- **Volunteer support** of **6** Conservation Gardening beds

### Mystery Shopper Highlights

- **100%** of shoppers stated flower beds looked neat and orderly
- **98%** of shoppers stated the grass was well maintained





# INVESTING IN STEWARDSHIP



Over the past seventeen years, our Clean, Green, and Safe Teams have made a commitment to not just support our waterfront, but to support the communities we serve. We invest in our city residents to build our workforce and recruit underemployed and at-risk young adults through Living Classroom Foundation's Project SERVE.

By providing first-class training opportunities and promoting a positive work culture, the Waterfront Partnership is building a community of stewards. As of 2020, out of our 39 team members, 77% are Baltimore City residents, and 41% joined us from the Living Classrooms Foundation's Project SERVE. In 2021 we hired 11 team members into full-time positions from Living Classrooms Foundation.

## Project Serve

Project SERVE (Service, Empowerment, Revitalization, Validation, Employment training) operates out of Living Classrooms' Broadway Overlook Community Center and addresses the issue of high unemployment and high recidivism among returning citizens in Baltimore City. SERVE provides on-the-job training for 150 unemployed adults per year in marketable skills while they revitalize Baltimore neighborhoods. While still incarcerated, participants begin receiving "wrap around" services, and on the day of their release, they become full-time SERVE members. The program helps members overcome some of the significant barriers to employment and economic mobility faced by this population: lack of marketable skills and/or employment history, employer reluctance, social stigma, and lack of support system.







## From Our Waterfront To Your Neighborhood

Bryan Dixon Jr., Fells Point Operations Manager for the Waterfront Partnership of Baltimore, is one of the many people on the scene, making this historic neighborhood the meeting place for shopping and dining that many know, love or have yet to discover.

Bryan started off as a participant in Living Classrooms' Project SERVE en route to becoming a hospitality guide for the Waterfront Partnership. Realizing his own areas of professional self-improvement was what led Bryan to becoming a member of the Clean Team. Senior staff and fellow colleagues recognized Bryan's growing potential and he was promoted to Team Leader, then most recently Operations Supervisor.

"When I first started my journey to getting where I am now, I was a lot younger and didn't really see myself as being productive in the world," Bryan says looking out over the lush, rolling lawn of Pierce's Park. "I joined Living Classrooms where I learned some core values that I didn't have at the time as I was still trying to find my way. But then I started working with the Waterfront Partnership and saw the culture here where everyone was treated like family. And that's why all the team members do everything they can to keep it. They bring their families here to the waterfront—and none of them want to see trash everywhere. No one does."

At the core of Bryan's work is advocacy for the natural ecosystems and commerce-driven potential on the waterfront.

**"Along with helping the environment, you're improving the appearance of the area, helping to attract more businesses and overall it just makes the world a better place. This is one of the main things I try to instill to all new team members and visitors."**

Bryan's ability to identify the winning qualities of each team member comes from his love of the cohesiveness witnessed in all the sports he watches. Bryan knows that creating a tight knit huddle depends on the rapport with others and a direct focus on accomplishing the goals of each day's agenda. He spent the first part of his youth in East Baltimore's now demolished Lafayette Courts when he was six and then to Jefferson Street and Collington Avenue—only blocks away from Fells Point.

Bryan's personal relationship with the entire waterfront goes beyond the district he manages today. West Shore Park—home

to Waterfront Wellness and other events throughout the year—is the location that is near and dear to Bryan's heart. When asked about this location, he'll instantly talk about how much he loved working that '11:30 - 8:00' shift because it has the responsibility to help setup and break down staging for events and how much he enjoyed seeing visitors enjoy the show.

"It was amazing," Bryan says, recounting the moment he asked his soon-to-be-wife the big question atop the BG&E Observation Deck overlooking the Inner Harbor. "I didn't want to do it the usual way of being at a restaurant or some place indoors. I wanted to



be outside. My family from Baltimore and Philadelphia were there. And the staff from my days at Living Classrooms, caseworkers, some of the Guides and other team members who I work alongside today. A real dream come true."

The possibilities of where we want to go in life become endless once we devote our entire selves to the vision we see. His drive for greatness within and with others is the very one embodied by the entire Waterfront Partnership of Baltimore staff as we look to keep improving upon the achievements residents and visitors are noticing each day.

Bryan once told us, "I see this as being my last job because I don't want to work anywhere else," while served as one of the waterfront's best ambassadors. Now Bryan is ambassador for the our development programs and positive work culture as he runs his own operations teams for Downtown Frederick Partnership. Though we'll miss that upbeat energy he brought to our waterfront, we're glad to see Bryan's journey extend beyond the position he saw for himself back in 2015.



# ACTIVATING THE WATERFRONT



Our Events & Programs Team ensures that every visit to our waterfront is exceptional and memorable by creating captivating events and programs at our beautiful waterfront parks and entertainment spaces.

Their curated calendar of events enlivens our public spaces along the promenade with free concerts, fitness classes, food markets, fall festivals, family activities, winter attractions, and more.

Activating our waterfront public spaces keeps the harbor feeling fresh and lively and has become a platform to celebrate homegrown talent, community-driven organizations, and established and emerging Baltimore artists. Vendors, producers, and partner organizations work with the Waterfront Partnership to activate the waterfront with local Baltimore art, sounds, and flavors that capture the character of our city for their events and programs.

## Baltimore by Baltimore

Toward the tail-end of the pandemic, Baltimore's waterfront stood at the crossroads between activating public spaces and connecting audiences with local artists and businesses. The Waterfront Partnership used this opportunity to elevate the sights, sounds, and flavors that make Baltimore the "Charm City" and our harbor more vibrant and lively.

Thus, Baltimore by Baltimore (BxB) was envisioned as a free "music and makers festival" series hosted every first Saturday of the month at the Inner Harbor Amphitheater from June through November 2022. To anchor the community-oriented mission of BxB, the Waterfront Partnership partnered with local producers who would engage their artists and business networks to curate a line-up for each month. Terrell Brown of The Artist Navigator brought together some of Baltimore's best entertainers to kick off the inaugural festival with local legends John Tyler, The Poetry Party, and Abdu Ali.







“For me, it’s all about leveraging our creative economy to show how abundant these spaces can be while representing all of Baltimore. We’re looking forward to having a large turnout, bringing positive energy to the Harbor, and showcasing the authentic culture and internationally known artists who are from here, but many people may not know.”

*Terrell Brown,  
The Artist Navigator*



Baltimore by Baltimore has become a platform to celebrate homegrown talent, community-driven organizations, and emerging Baltimore artists. Anchored in local pride produced by our city for our city, the first event in June drew more than 10,000 residents and visitors in attendance. BxB is here to stay and vital to reactivating our public waterfront spaces.



“These Baltimore artists deserve to be on international platforms—do you hear me... Baltimore art is amazing, it’s unmatched, and it’s unlike anything you can get anywhere else. You can only get it here.”

*Kish the Lioness, @  
Kishthelioness*



# ACTIVATING THE WATERFRONT

## Waterfront Wellness

Through a partnership with Medifast, Waterfront Partnership hopes to ignite healthy habits within our community through our Waterfront Wellness free fitness program. Medifast and its community of independent OPTAVIA coaches have a shared mission to offer the world “Lifelong Transformation, One Healthy Habit at a Time®.” This mission is brought to life through free fitness programming and healthy living tips and supports a healthier future in our neighborhoods and the harbor.

Entering its “N”th year, Waterfront Wellness is expanding to more neighborhoods, more often, to make health and wellness easy and convenient for our local community. The 2022 Season kicks off with multiple classes every day, seven days a week, at West Shore Park, Rash Field Park, Wills Park, and Harbor Point Central Plaza.

Reaching more harbor residents isn't just about providing more time on the calendar; Waterfront Wellness makes fitness accessible, engaging, and inviting. We're excited to be able to diversify fitness regimens and offer group running sessions, line dancing, meditation sessions, HIIT, and multiple levels of yoga.



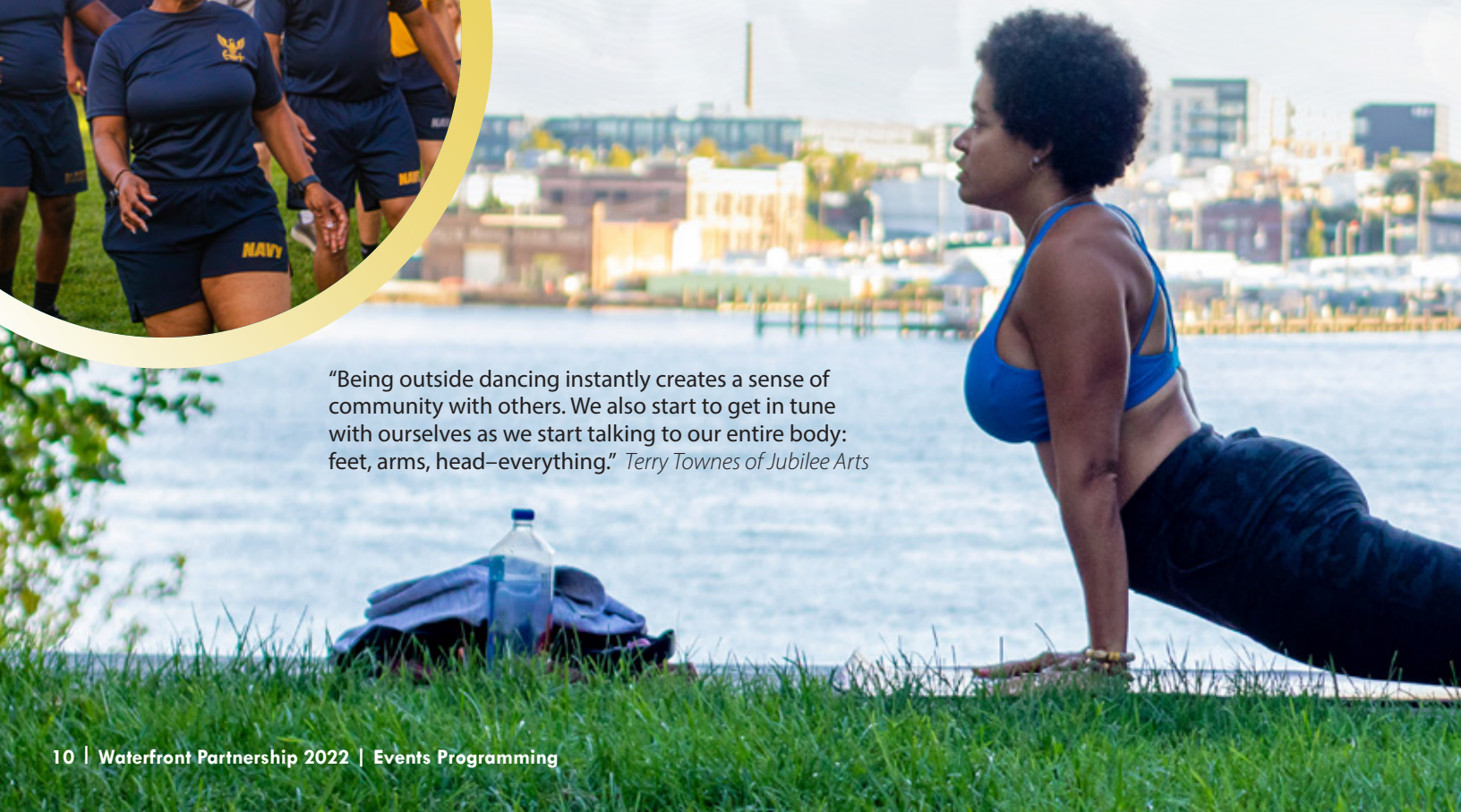
## Harbor Harvest

“Bringing the Country to the City” is the core mission of Harbor Harvest, providing families who live in the city with the opportunity to experience those classic fall festivities with their children. From Pumpkin Picking to Pony Rides, Hay Mazes to Petting Zoos, all these time-honored autumnal activities are available by bus, ride-share, water taxi, and other public transportation routes.

Partnering with Verizon has allowed us to provide more free experiences, reach more of our target audiences, and net positive on our revenue, securing a stable budget foundation to expand on next year's event.



“Being outside dancing instantly creates a sense of community with others. We also start to get in tune with ourselves as we start talking to our entire body: feet, arms, head—everything.” *Terry Townes of Jubilee Arts*





## Harbor Market

Nothing defines great outdoor dining like food trucks serving up tasty plates of excellence alongside that picturesque view of the harbor.

Harbor Market is our flavorful lunchtime escape featuring some of the city's best dishes prepared by professional caterers, dedicated chefs, trending start-ups, and seasoned restaurateurs' all gathered at the most iconic landmark in our city – the Inner Harbor.

Harbor Market provides an opportunity for downtown residents working from home and employees returning to their offices to connect with local culinary entrepreneurs as they present their latest meals to foodies in search of new tastes outside their norms.

**"Being here today has been a wonderful experience, and I got to meet so many great people."**

*Luvina Mayo, Founder & Owner of Flair Cuisine*

**"More people need to know that we're here, and Harbor Market is one of the best places for it."**

*Dee Smith of Calypso & Rou*

## Ice Festival

Due to the pandemic, we could not provide as many interactive opportunities for young people or an after-hours party. We look forward to reinvigorating this event for next season and providing Beatty Development Group with event support and extra programming.



## Ice Rink

With every passing winter, the Inner Harbor Ice Rink solidifies itself as a true Baltimore holiday tradition, with more than 22,000 skaters gliding across the ice in the 2021/2022 season, our highest attendance ever!

The Ice Rink is truly the center of winter holiday attractions, drawing Baltimore City and county residents to the Waterfront.

We're excited to partner with our title sponsor, PNC Bank, and our supporting sponsors, Constellation, T. Rowe Price, Block By Block, and MindGrub, who want to see this Baltimore tradition continue year to year.

With their support, we were able to provide 873 free admission and free skate rentals at a value of \$12,222. Free Tickets focused on East and West Baltimore community leaders and neighbors, 2 Recreation Centers, 4 City Schools, and the Helping Up Mission.

Partnered with Media Rhythm Institute, a local collective of youth programs who use Hip Hop & Media Industry skills to promote STEM, entrepreneurship, & academic success, to provide 6 nights of youth-led entertainment. MRI also provided transportation for 45 youth and families to attend from Westport Academy and Park Heights Academy.







**3,871**

people attended

**109**

Healthy Harbor Events



**250**

paddled in the Baltimore Floatilla – a Baltimore Harbor rally – for the first time in 3 years



**480**

Baltimore's 4 trash wheels diverted 480 tons (the most ever!) of litter and debris from Baltimore's Harbor.



**815**

Baltimore City students went on free environmental field trips through Harbor Scholars



**2,153**

Planted 2,153 native plants in the Inner Harbor and multiple community gardens.



## Turtle Island

Installed a Turtle habitat in the Inner Harbor with the National Aquarium and Living Classrooms Foundation.



**\$26,225**

Distributed \$26,225 (from sponsor Pompeian) in beautification grants.



**28**

Hosted 28 community beautification events attended by 832 City residents.

**832**

# CREATING A HEALTHY WATERFRONT

Inspiring Baltimore To Explore, Love, And Clean The Harbor.

The Waterfront Partnership of Baltimore's Healthy Harbor Initiative uses education, recreation, and restoration as tools for engaging Baltimore residents in the cleanup of the City's marine environment. We believe the human affinity for nature, fostered by a direct emotional connection with the marine environment, will restore the balance between our city and our bay. Through our Healthy Harbor projects, programs, and partnerships, we are educating the public about what lives beneath the surface and how we can all fight for the urban ecosystem through the actions we take.

## ECOLOGICAL RESTORATION

### The Great Baltimore Oyster Partnership

The Great Baltimore Oyster Project is a community based oyster restoration effort that has grown over 1.3 million spat-on-shell in the Baltimore Harbor. A project of this scale has been made possible through the collaboration of Waterfront Partnership with the Chesapeake Bay Foundation, local resident volunteers, baltimore-based businesses, and partner organizations.

The cycle starts in fall when cages containing "spat" (baby oysters) are hung from docks and piers around the Inner Harbor and cared for by volunteers for nine months. The spat actively filter the water as they grow from the size of a pea to the size of a quarter, when they become large enough to be seeded at the Fort Carroll Oyster Sanctuary.

In Fiscal Year 2022, we Engaged 433 volunteers at 16 fully-booked events to grow 95,725 spat in 248 cages at nine locations around the Inner Harbor.

### Turtle Island

This "Turtle Island" project was developed after observing large numbers of turtles attempting to bask on floating trash. Turtles are cold-blooded and often climb up on structures that jut out of the water to sunbathe and warm up in order to digest their food. Waterfront Partnership partnered with the National Aquarium (turtle experts), Living Classrooms Foundation (adjacent property owner), and Clearwater Mills (for installation) to create a 100 square foot floating platform secured by a piling in the Lancaster Canal. It features ample space for up to 40 turtles to bask in the sun, a floating wetland for foraging turtles, and underwater alcoves full of oyster shell for sleeping turtles. The project became an immediate success, and continues to be used by multiple species of turtles throughout the spring, summer, and fall.





## Water Monitoring

Each year, the Harbor Heartbeat report tracks progress toward the goal of making the Baltimore Harbor safe for swimming and fishing by analyzing water quality data collected by Blue Water Baltimore. The parameters monitored by Blue Water Baltimore at 49 sites, alongside historical data, serve as the foundation for report's comprehensive analysis.

The FY22 Harbor Heartbeat report found that bacteria scores continue to improve across the Baltimore Harbor watershed indicating there is less sewage in the Harbor now than at any point in the program's 11-year monitoring history. Unlike the improving bacteria scores, ecosystem health scores have not changed over the last ten years in either Baltimore's streams or Harbor. This is likely due to a lack of prioritization of substantial green infrastructure projects that would reduce polluted storm water runoff.

In addition to the report card, the Waterfront Partnership monitors five Inner Harbor sites, weekly from April 1st through October 1st each year. All bacteria samples are delivered to a private lab for analysis while select samples are tested by the University of Maryland Center for Environmental Science (UMCES) using DNA markers. Only with continued and increased testing can we better understand the trends and work toward a daily notification system that informs the public about current water conditions..

## Conservation Gardens

Waterfront Partnership maintains multiple Native Rain Gardens that are integrated into the public spaces along the promenade that help reduce storm water runoff by slowing down the flow of water through absorption and naturally filtering it through the soil. Native plants are adapted to the local climate and soil conditions where they naturally occur and provide nectar, pollen, and seeds that serve as food for native butterflies, insects, birds and other fauna. The native rain gardens feature Echinacea, Susan's and native grasses such as Purple Love Grass that all provide habitat for swallowtails, bees, and larvae.

## Bug Hotel

In Spring 2022, Waterfront Partnership began installing bug hotels near conservation gardens at the waterfront. Bug hotels are filled with decaying organic matter that replicates the habitat native insects seek out in the natural environment. Our bug hotels include bamboo and wood for nesting bees, pine cones for ladybugs, and bark for beetles and spiders. The bug hotels were designed and built by at-risk youth participating in the Living Classroom Foundation's Fresh Start program. While the bug hotels are still relatively new, we have already seen leaf cutter bees making their homes in the wooden blocks and bamboo.





# CREATING A HEALTHY WATERFRONT COMMUNITY AND EDUCATION

## Harbor Scholars

With the goal of increasing environmental literacy within Baltimore City Schools, Harbor Scholars equips teachers with the knowledge, resources, and unique opportunities to make environmental education fun and engaging for their students.

Funded by Chesapeake Bay Trust and a B-WET grant from the National Oceanic and Atmospheric Administration, the program provides a 5-day professional development workshop, to 3rd-6th grade teachers with a focus on the Chesapeake Bay Meaningful Watershed Educational Experience (MWEE) curriculum. The second component of this program provides EcoTour field trips to Baltimore's urban waterfront highlighting the floating wetlands, oyster gardens, rain gardens, habitat structures, and Mr. Trash Wheel.

During spring 2022, 815 students from 17 schools completed Harbor Scholars field trips while approximately 400 students participated in action projects at their schools including trash clean ups, deploying seed balls, and even advocating for change through written letters to school & city officials.







## Community Grants Program

Waterfront Partnership created a Community Grants program for neighborhoods in East and West Baltimore. Community-based organizations were invited to apply for grants ranging from \$500 - \$5,000 with a total of \$31,225 allocated to the program supported by a sponsorship from Pompeian, Inc., a hundred year old Baltimore-based retailer of olive oil, located just up Pulaski Highway in East Baltimore.

In 2021, eleven grants were approved and more than 832 community volunteers participated in the implementation of beautification projects and informal environmental education. Projects ranged from planting pollinator gardens to painting large scale public art. Residents of all ages were taught the value of conservation gardening in green spaces, tree pits, and flower pots, for both providing habitat and capturing polluted stormwater runoff. Green Teams were formed in both Sharp Leadenhall and the Monument Street Community which paid youth to clean-up their communities weekly with adult mentors and the Patterson Park community expanded a community composting pilot project.

Each organizer of the grant project was invited to bring their neighbors and youth members out on a historic sail boat trip to celebrate! Thanks to a Partnership with the Living Classrooms Foundation. More than 72 residents learned about water quality, and connected the work they are doing in their community to broader issues of the Chesapeake Bay ecosystem. They were able to experience life in the harbor first hand as they trawled for fish and crabs, dissected oysters and took in the beauty of the Baltimore Waterfront.





# CREATING A HEALTHY WATERFRONT RECREATION & ENGAGEMENT

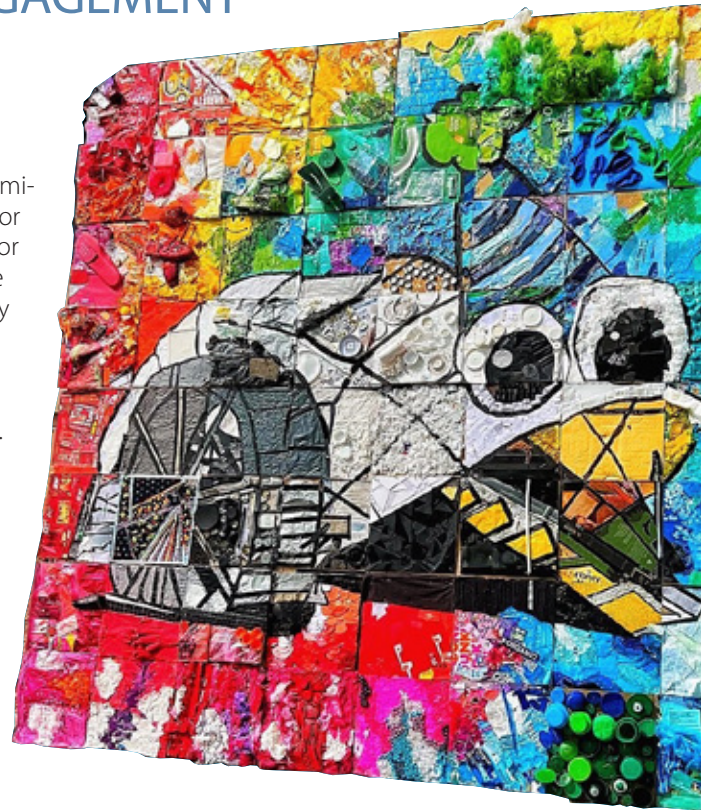
## The Trash Wheel Family



Mr. Trash Wheel is a social media celebrity, Baltimore landmark, and part of the semi-autonomous trash interceptor family in the Baltimore Harbor and surrounding waters. The Trash Wheels are strategically placed at the end of rivers and outfalls leading to the Harbor to capture the trash coming from the watershed. They use their googly-eyed personalities to clean

the water, educate the public, and provide data to inform trash reduction legislation related to waste reduction.

In FY2022, the Mr. Trash Wheel family has expanded to 4 trash wheels including **Professor Trash Wheel**, **Captain Trash Wheel**, and the newest, **Gwynnda the Good Wheel of the West**.



## The Mr. Trash Wheel family positively impacts Baltimore's urban ecosystem in three major ways:

### Collection:

**480 tons (or 960,000 lbs.)** of litter and debris were captured before entering the Chesapeake Bay, that's **200% more than any prior year**.

### Evaluation:

Analysis of the amount and quantity of various litter types has helped in quantifying the impact of legislation. **Collection data over 3 years showed a 600% decrease in single-use foam containers after a citywide ban in 2018 followed by a statewide ban in 2020.**

### Inspiration:

The Mr. Trash Wheel family reached **100,000** followers (across platforms), appeared in **923 media stories** by news outlets across the world, with a potential reach of **946 million people**.

*The river's current provides power to turn the water wheel, which lifts trash and debris from the water and deposits it into a dumpster barge. When there isn't enough water current, a solar panel array provides additional power to keep the machine running. When the dumpster is full, it's towed away by boat, and a new dumpster is put in place. Voilà!*





# The Flotilla

To raise awareness about paddling in Baltimore Harbor, Waterfront Partnership created the Baltimore Flotilla, an annual paddling event taking place each June. After a two year hiatus, The Baltimore Flotilla returned in June of 2022 to bring paddlers to the Inner Harbor in support of recreation and clean water. Over 250 paddlers participated in a pirate-themed treasure hunt visiting historic ships, floating wetlands, and two googly-eyed trash wheels. The event is co-hosted by Waterfront Partnership, Ultimate Watersports, and Baltimore City Recreation and Parks.

## Baltimore Blueway

In FY2021, Waterfront Partnership began developing a plan for water recreation in the Baltimore Harbor. Based on stakeholder feedback, a plan of interconnected water trail routes and equitable public access points will be developed for use by paddle sport enthusiasts. The goal is to utilize a natural resource – state waterways – to provide users with an authentic way to connect with the marine environment in an urban setting rich with history and wildlife.

The water trail will include parking, bathrooms, and ADA accessible boat launches. Signage at access points will identify the site, provide safety instructions, and outline historic, cultural, and environmental information.

In December 2021, Baltimore-based Biohabitats was selected to lead the development of the Baltimore Blueway Master Plan. A final plan will be released to the public in FY2023.





# A NEW ERA FOR THE WATERFRONT

Ready, Set, Play! Phase I of Rash Field Park is open and ready for Baltimoreans to explore!

After years of careful planning and garnering support, it is exciting to see the vision of Rash Field Park come to life. Construction started in January 2020 and was completed in November 2021 to much fanfare with a grand opening ceremony hosting over 300 attendees.

“Recreation plays a huge role in the development of our youth. Ensuring access to high quality facilities, like Rash Field Park, is a crucial way to show our investment in our youth and our communities,” said Mayor Brandon M. Scott. “Rash Field Park will become one of Baltimore’s great citywide parks, on par with Patterson Park and Druid Hill Park.”

The revitalized park now provides Baltimore residents with a wonderful place to relax and play for generations to come. This family-friendly park redefines what our waterfront public spaces can be with unique play spaces and unparalleled amenities.

Disappear from the city into a land of native birds and flowers in the Nature Park. Let your children clamber up a pair of 35-foot wooden towers in the Adventure Park or get a free skate lesson at Jake’s Skate park. Take a moment to slow down and enjoy the sunset over the city skyline from the overlook at the BGE Pavilion.

Grab a bite of our city’s local cuisine from weekend food truck hauls or discuss the modern state of art with local creatives over coffee; there is something for everyone with a rotating schedule of events and free recurring programs.



The opening of Rash Field Park has been years in the making and marks the beginning of a transformation of Baltimore’s Inner Harbor. The re-imagining of Rash Field Park demonstrates a commitment to making the Inner Harbor an amenity for Baltimoreans and visitors alike. Delegates Luke Clippinger, Robbyn Lewis, Brooke Lierman, and I have been thrilled to secure millions in State funding to make this week’s opening a reality.  
*Maryland Senate President Bill Ferguson.*





## Rash Field Park serves as a role model for how to approach waterfront redevelopment in Baltimore.

Well before completion, Rash Field Park was already becoming the product of years of planning, community support, and generous philanthropy from residents and business owners who saw the importance of making the waterfront the premier destination Baltimore deserves.

“It Takes a City” is the euphemism that best describes the effort placed into making Rash Field Park a beacon for public-private partnerships. The combined commitments from the City of Baltimore, State of Maryland, corporate champions and dedicated neighbors, provided enough funds to start Phase 1 construction.

Waterfront Partnership also surpassed the other major hurdle for construction and received approval from the city for an innovative public-private partnership. This handed Waterfront Partnership the keys to build Rash Field Park and allowed the organization to lead construction and exceed expectations:

Second Chance, a South Baltimore non-profit that diverts reusable items from heading to landfills by repurposing them, was able to salvage the park benches, iron gates, and other items to fuel its mission to assist citizens returning to society through its workforce training program. Through this wonderful organization’s alliance with the Waterfront Partnership, Second Chance was able to raise \$25,000 from the proceeds to create professional inroads for its career-driven participants from neighborhoods all over Baltimore.

“Going above and beyond” was the philosophy behind every decision and the reason why the nature play area was designed by Natural Learning Initiative (NLI), a leader in interactive play, childhood development, and environmental design. NLI designers Mary Archer and Brandon Dupree partnered with Mahan Rykiel Associates and Waterfront Partnership of Baltimore to create engaging, high-quality play areas in a more naturalized setting within the urban park that overlooks the Inner Harbor.

**RASH  
FIELD  
PARK**



was Completed  
On Time



was Completed  
On Budget



Exceeded  
GOALS

**READY,  
SET,  
PLAY!**



# A NEW ERA FOR THE WATERFRONT

Rash Field Park marks a new era for waterfront redevelopment focused on user interaction and designed with feedback provided through community engagement.

Designed for our community by our community, the extensive public engagement process has brought key features to fruition, such as Jake's Skate Park, proving that community involvement can really shape cities.

Requested by the community during stakeholder meetings, designed by the nation's top skate park builders, and activated by local professional skaters, it's unquestionable why Jake's Skate Park has become Baltimore's hottest skate spot!



## Jake Owen's Story

Jake's Skate Park was dedicated and named after Jake Owen, a 5-year-old avid skater from South Baltimore whose life was cut short when a distracted driver struck his family's car. In his brief but impactful life, Jake would take to the streets to show everyone new tricks he learned or help his friends pick up skateboarding for themselves. He played baseball and soccer

and inspired everyone he knew to pursue their passions and live life fully. Jake's favorite colors were Purple and Orange, inspired by his hometown's sports teams, the Baltimore Ravens and the Baltimore Orioles.

To honor Jake's life and infectious attitude, the skate park was envisioned as a dedicated safe space for skates of all ages and abilities, specifically catering to young and beginning skaters like Jake. In the spirit of fostering a strong "grom" squad (aka young skater community), the Waterfront Partnership organizes and hosts workshops and grom's only skate sessions by partnering with local professional skateboarders and action sports organizations.





# A PARK FOR THE PEOPLE

Community-driven events are what elevate Rash Field Park beyond the average city park into the realm of community resources and a sought-after venue for bespoke events.

The BGE Pavilion has become not just the central hub of Rash Field Park but also the surrounding community playing host to a wide variety of events and regularly scheduled programs. The expansive paved plaza is perfect for outdoor cafe seating or hosting a growing calendar of events, from local food truck hauls to the planned Baltimore Symphony Orchestra's star-spangled 4th of July celebration.

At Jake's Skate Park, the Waterfront Partnership has teamed up with professional skateboarder Joey Jett, Chill Foundation, and other action sports organizations to provide regularly scheduled programming for young skaters to learn in a safe and encouraging environment.

As more organizations reach out to our Events & Programs team, Rash Field Parks's calendar is being reserved for events as small as round table conversations with "Creative Mornings" to the much anticipated "FEASTIVAL" benefiting the Cystic Fibrosis Foundation. Our partnership with Baltimore City and Recreation and Parks Department has grown closer as we work on permits and maintenance plans for Rash Field Park.



## Visitor Demographics

- 40%** under 34 yrs old
- 50%** are between 35-50 yrs old
- 60%** of visitors are Black and/or people of color
- 55-60%** of visitors are from the city of Baltimore

## Visitor Frequency & Distribution

**1,975** Average Visitors per Day

**3,055** Average Weekend Visitors per Day

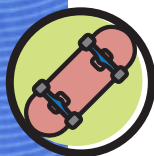
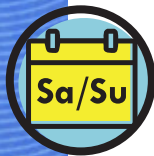
Average Daily Peak Times  
**3pm - 8pm**

Overall Peak Day was on Sat, June 18, 2022  
**6,000** Visitors

**20%** of daily visitors come directly to see **Rash Field** park

**35%** of daily visitors came to walk the **promenade** in general

**16,000** visitors at Rash Field Park & Inner Harbor for **4th of July** Celebrations



## Top 5 Zip Codes Visitors Come From:

**21230 = 11%**

- Federal Hill
- Riverside
- Locust Point
- South Baltimore
- West Baltimore
- Carroll Park
- Morrell Park
- Lakeland
- Westport

**21201 = <5%**

- Downtown
- Westside
- Lexington Terrace
- Heritage Crossing
- McCulloh Homes
- Mid-Town Belvedere

**21218 = <4.5%**

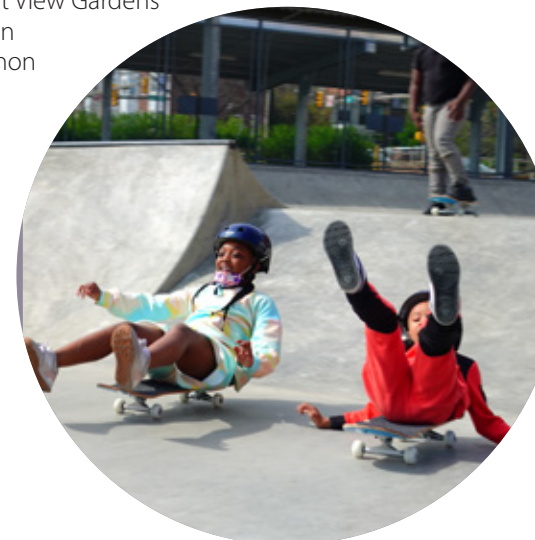
- Waverly
- Better Waverly
- Charles Village
- John Hopkins Univ
- Coldstream - Homestead - Montebello

**21234 = <4.5%**

- Parkville
- Carney

**21202 = <3%**

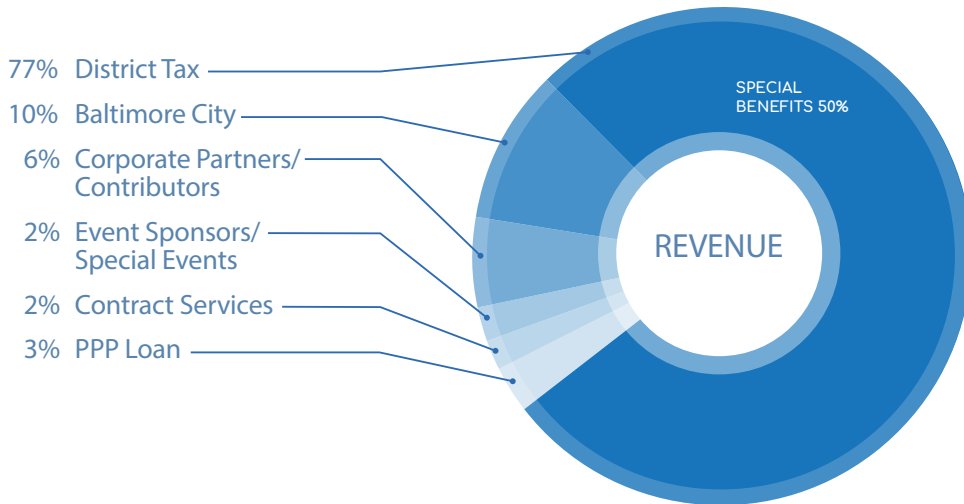
- Inner Harbor
- Otterbein
- Harbor East
- Jonestown
- Pleasant View Gardens
- Oldtown
- Mt. Vernon



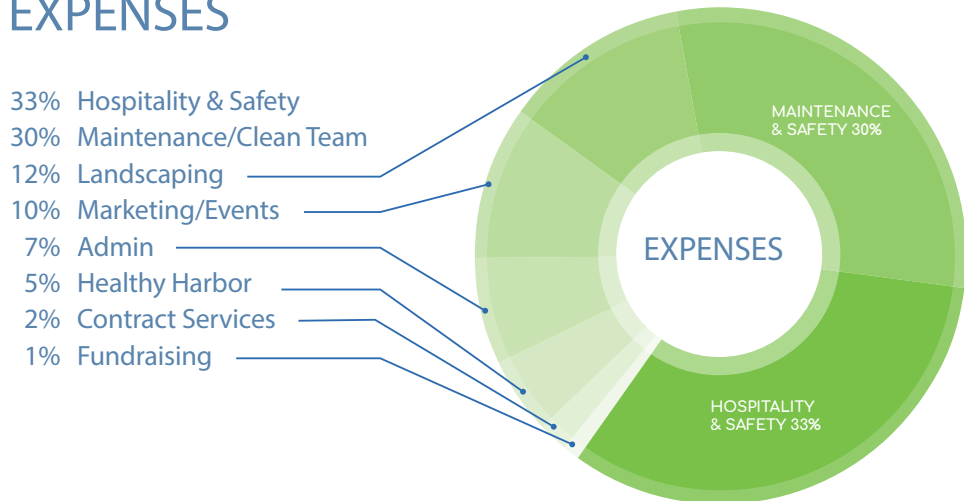


# 2022 FINANCIALS

## REVENUE



## EXPENSES



## WATERFRONT DISTRICT MAP



## Board Of Directors

- Michael Beatty**  
Beatty Development Group
- James Bond**  
Living Classrooms Foundation
- Mark Conway**  
Baltimore City Council
- Eric Costello**  
Baltimore City Council
- Terry Donahue**  
Waterfront Marriott Hotel
- Rachel Duncan**  
Federal Hill Resident
- Andy Frank**  
Comptroller's Office
- Vacant**  
Greater Baltimore Committee
- Traceé Strum-Gilliam**  
PRR Inc.
- Marco Greenberg**  
Phoenix Real Estate Advisors
- Sarah Harrison**  
Morgan Stanley
- Tony Hawkins**  
Liberty/Harbor East Resident
- Dan Henson**  
Henson Development
- Frank Lance**  
Parks and People Foundation
- Jason Mitchell**  
Department of Public Works
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Brown Advisory
- Tim O'Donald**  
Harbor East Management Group
- Mark Pollak**  
Ballard Spahr LLC
- Mark Potter**  
Maryland Science Center
- John Quinn**  
BGE
- Steve Sharkey**  
Baltimore City  
Department of Transportation
- Jacia Smith**  
Baltimore City Recreation and Parks
- Zed Smith**  
Cordish Company
- Michelle Swanenburg**  
T. Rowe Price



**Dan Taylor**  
City of Baltimore  
Development Corporation

**Carmera Thomas-Wilhite**  
Chesapeake Bay Foundation

**Ira Weinstein**  
Cohn Reznick LLP

## Waterfront Management Authority Board of Directors

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Max's Taphouse

**Mitch Gold**  
Gold & Co.

**Dave Murphy**  
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Harbor East Management Group

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Maryland Science Center

**Doug Schmidt**  
Workshop Development

**Ryan Scully**  
Avalon Bay

**Zed Smith**  
Cordish Company

**Gerben Van Dorpe**  
Harbor East Management Group

## Current Team Members

**Laurie Schwartz**  
President

**Amber Chavis**  
Vice President Of Finance

**Adam Lindquist, M.C.P.**  
Vice President of Programs and  
Environmental Initiatives

**Chelsea Anspach**  
Communications Manager -  
Healthy Harbor Initiative

**Matt Kujava**  
Director of Operations

**Leanna Wetmore**  
Director of Events and Programs

**Melody Thomas**  
Events Manager

**Aaron Augustine R. Cuison**  
Director Of Marketing

**Allison Blood**  
Healthy Harbor Program Manager

**Laurence Bass**  
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**Stacey Gay**  
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**Bridget Parlato**  
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**Lorenzo Mack-Johnson**  
Chesapeake Conservation  
Corp Intern







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