

WATERFRONT PARTNERSHIP OF BALTIMORE



2016 FISCAL YEAR ANNUAL REPORT

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LETTER FROM THE CHAIRMAN & PRESIDENT

It was another year of significant progress for Waterfront Partnership of Baltimore. In addition to celebrating our ten-year anniversary, we saw continuing advancement of several key Waterfront projects.

An overwhelming number of property owners, having seen the impact of our services, requested we expand to include their properties. As a result, City Council approved legislation to extend the Waterfront Management District boundaries by an additional ten blocks to the North and to the East of our District. This expansion allows us to seamlessly extend existing clean and safe services to 35 additional properties.

Baltimore's beloved PANDORA Ice Rink returned to the Inner Harbor for a second year, drawing close to 20,000 skaters to its new location at the top of the Amphitheater. We look forward to launching year three with a new rink operator and extended general and holiday hours for skating fans of all ages.

The work of our Healthy Harbor Initiative continues to achieve acclaim. In addition to collecting over 441 tons of trash this year, Mr. Trash Wheel, the Inner Harbor's sustainably powered trash collector, was featured in National Geographic and the Journal of Ocean Technology as a global solution for ocean plastics. In June, 200 paddlers and Mr. Trash Wheel participated in our first annual Baltimore Floatilla to show support for clean water. In 2017, we will install the world's second trash wheel in Canton, plant Baltimore's largest oyster garden and have over 500 paddlers in the Inner Harbor for our second Floatilla event.

Back on land, the imminent completion of the new Exelon headquarters on Harbor Point will bring 1,600 employees and several new residents and businesses to our District. Waterfront Partnership has led the way for a transportation initiative that includes a commuter shuttle, designated bus lanes and Baltimore's first-ever bike share program.

We look forward to welcoming new residents, employees and visitors alike to discover all that the Waterfront has to offer. The redevelopment of Rash Field, two new outdoor cafes and new celebrations are all part of our ambitious plans for the year ahead.

Our work would not be possible without the continued support of our many stakeholders. If you are new to the Waterfront, please join us and become a part of the transformation and rejuvenation of Baltimore's most celebrated asset.

Sincerely,



Michael Hankin, Board Chair



Laurie Schwartz, President



KEEPING THE WATERFRONT BEAUTIFUL



OPERATIONS : KEEPING THE WATERFRONT BEAUTIFUL

CLEAN TEAM

904
hours spent
power washing

1,180
pieces of graffiti
removed

4,363
hours spent
vacuuming
litter

2,764
trash cans
emptied

957,730
pounds of trash
removed

GREEN TEAM

10
new trees
planted

35
new flowering
baskets

630
yards of mulch

9,232
flowers planted

HOSPITALITY TEAM

1,179
safety escorts

826
segway patrol
(hours)

5,035
business
checks

9,018
pictures taken

45,286
guests assisted





EVENTS : INSPIRING PLAY

In FY2016 the Waterfront and its many outdoor parks and public spaces proved to be much sought after destinations for special events.

The Waterfront Partnership events team produced the following signature events:



Summer Social Series: New vendors, delicious food trucks, top-notch live music and even a Pokémon party kept our annual concert fresh and lively, enticing thousands of families to make our Summer Social series their go-to Friday night activity.



Waterfront Wellness Series: Hundreds of first-time participants and avid fitness fanatics joined us for weekly fitness classes ranging from yoga to boot camp. Thanks to title sponsor Medifast, we were able to offer unique opportunities including illuminated yoga and a classroom series dedicated to improving all-around wellness.



Harbor Harvest: City kids beamed with delight as they rode a pony for the first time or picked their own pumpkin at our annual Harbor Harvest Children's Festival. Over 3,000 families enjoyed a pumpkin patch, hay maze, pony rides, train rides, and other fall festivities without ever having to leave the Waterfront.



PANDORA Ice Rink at Baltimore's Inner Harbor: New location, larger rink, increased programming, weekly special events and a better tie in to area restaurants all made the second season of the PANDORA Ice Rink a smashing success. We delighted over 17,000 skaters, 30 groups and even had two proposals.



Shamrock Shindig: Pierce's Park was overflowing with partygoers enjoying live Celtic music, food truck fare, and adult beverages at our annual Irish-themed event.



Waterfront Behind the Scenes: This innovative networking series took participants behind the scenes to discover and learn about things they never even knew were happening or even possible at our Waterfront.



Harbor Market: Featuring the best food trucks, local vendors and fun recess-style games, downtown employees enjoyed lunch, fresh air and a picturesque view. Due to its popularity Harbor Market featured 10 new food vendors and 3 non-food/goods vendors this year.

THE WATERFRONT HOSTED
36 PRIVATE EVENTS
30 PUBLIC EVENTS
24 RUNNING EVENTS
14 FILMINGS
7 EVENT SERIES



NEW IN FY2016



The Great Baltimore Oyster Festival: This first annual event combined our passion for a Healthy Harbor with our love of programming our public spaces. Over 2,500 Baltimoreans sampled over 7,000 oysters while listening to live music, touring visiting oyster boats and learning about the Chesapeake Bay.



Unrehearsed Shakespeare Project: Hundreds of local families brought picnics and blankets to enjoy an evening at West Shore Park taking in the “unrehearsed” Shakespeare play “Much Adoe About Nothing”.



Street Performer Program: Street performers have been delighting Inner Harbor visitors for over 30 years. New this year, we became the manager of the program – responsible for oversight, performer selection and scheduling. We are proud to say we added four new acts and attracted numerous one-time performances, such as school bands.





IT'S A WATERFRONT LIFE HOLIDAY CAMPAIGN

Coupled with new festivities, long-time traditions, and an expanded media buy - we successfully activated and brought attention to the Waterfront during a notoriously slow period of time.

Event Highlights

Milk & Cookies Social at MAC Harbor East:
Sold Out

Maryland Science Center's Midnight Noon:
Sold Out

PANDORA Ice Rink at Baltimore's Inner Harbor: 17,974 skaters

New Year's Eve Spectacular: 20,000+ in attendance

Christmas Village: Expanded food & beverage program

Media Highlights

Public Relations: 251 media impressions resulting in \$2.6 million ad value

Waterfront Life Website: 48,915 page views

Digital Ads: 2,284,517 impressions

Email: Four dedicated blasts were sent to the WPB opt-in database of over 13,000 recipients - with an average open rate of 24.7%

Social Media:
11% increase in Facebook likes and
15% increase in Twitter followers

50 DAYS
11 SPECIAL EVENTS
8 ON-GOING EVENTS
256 MILLION MEDIA IMPRESSIONS
\$1.4 MILLION AD VALUE



PANDÖRA[®] ICE RINK

at Baltimore's Inner Harbor

2015/16 Season By
The Numbers

65 Days

12 Special Events

17,974



Skaters

30 Groups

2 Proposals

"It was great to see our students having so much fun on the ice. Some of them really picked up on it and all of them said they would love to do it again someday! You have opened up a new opportunity for all of these kids and put beautiful smiles on their faces."

~ M. Mescall, MD School for the Blind

PR

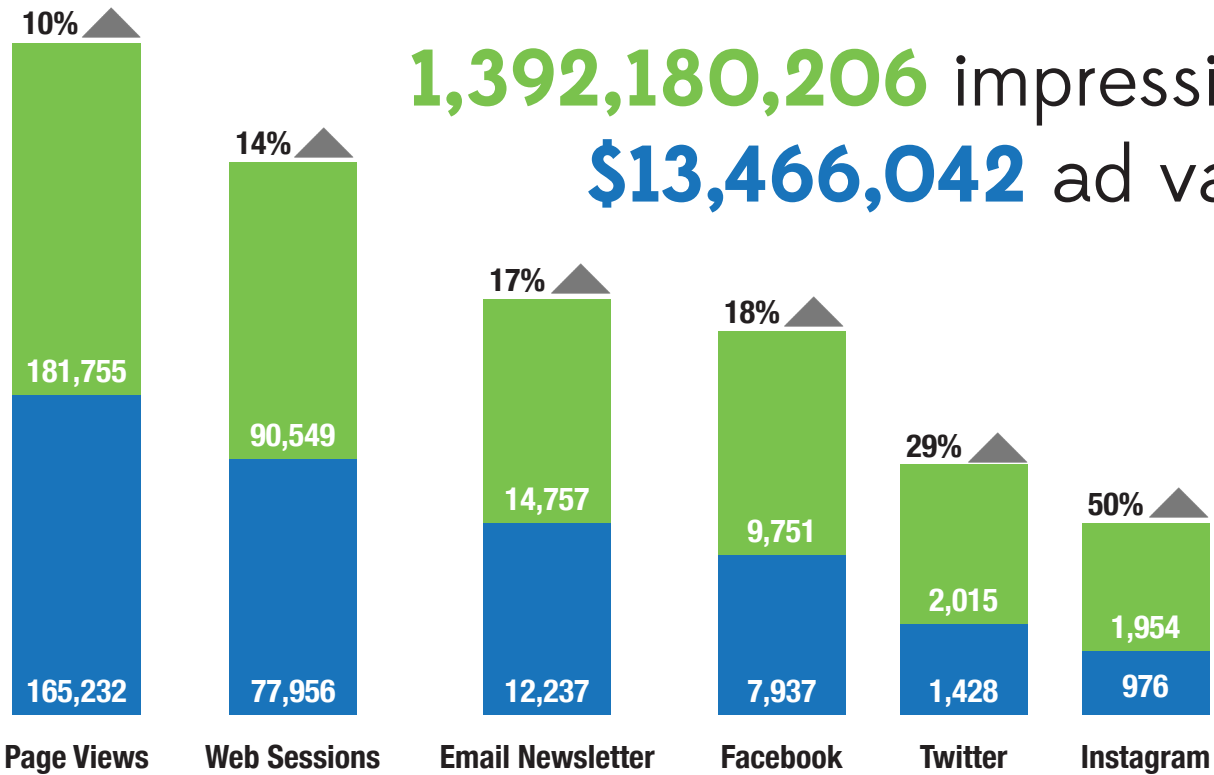
261 Million Impressions
\$2.6 Million Ad Value

PROMOTING A WORLD-CLASS DESTINATION



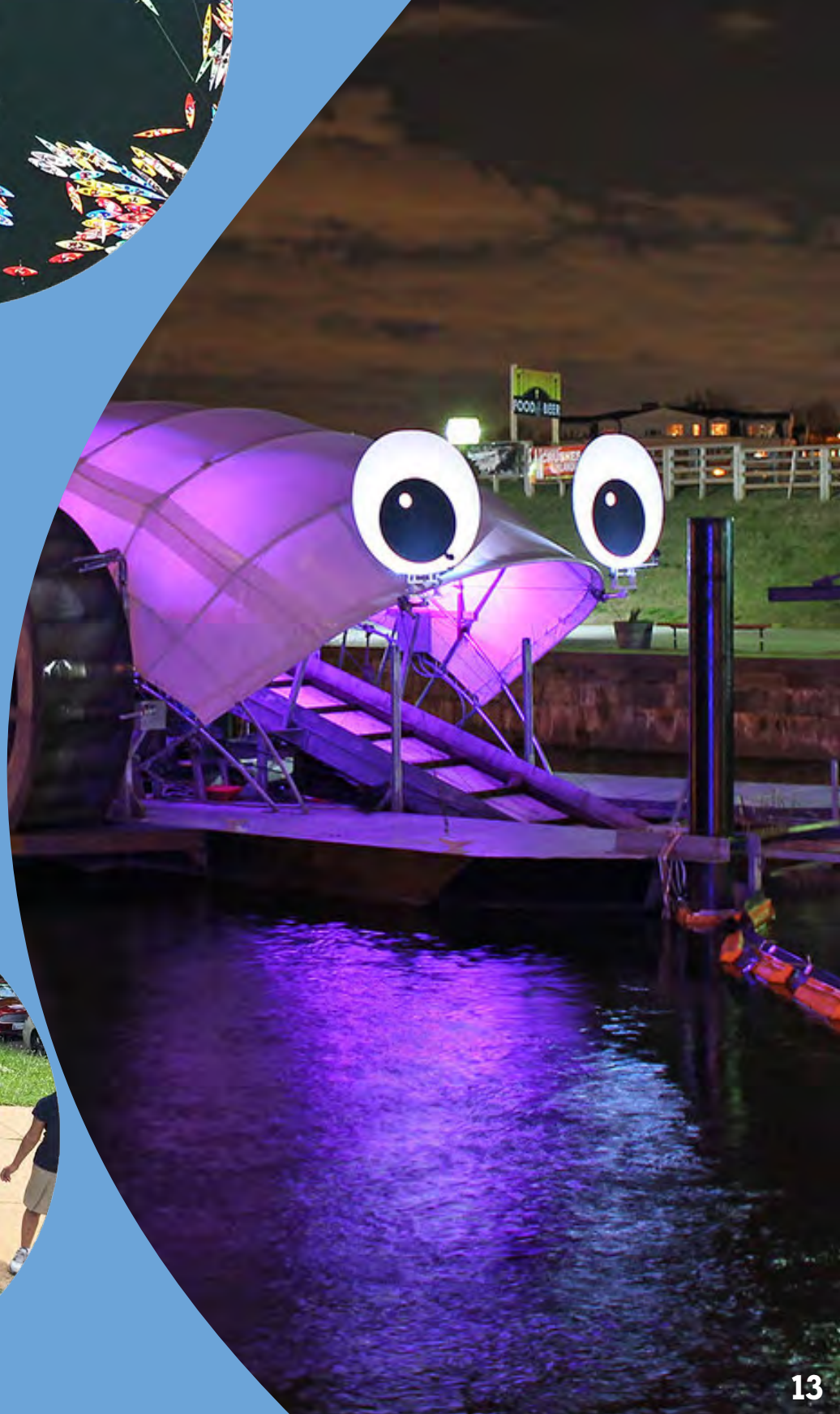
MARKETING : PROMOTING A WORLD-CLASS DESTINATION

Waterfront Partnership developed and executed a balanced campaign strategy to leverage our direct, social, and earned media capabilities. Each outlet produced positive results, increasing awareness substantially year over year (see chart below). Additionally, in early FY 16 we launched a publicity plan geared toward Baltimore business leaders and area employees to promote and highlight our many accomplishments and services.



1,392,180,206 impressions
\$13,466,042 ad value





HEALTHY HARBOR : SWIMMABLE FISHABLE BY 2020

Our Healthy Harbor Initiative is growing up. With the creation of two new staff positions in FY2016, we have expanded our capacity to engage Baltimore residents in the restoration of our Harbor.

In fall we kicked off the third year of the **GREAT BALTIMORE OYSTER PARTNERSHIP** with the Chesapeake Bay Foundation by planting over 100,000 spat-on-shell. Volunteers from T. Rowe Price, Constellation, Legg Mason, Brown Advisory, WRA and BGE adopted these baby oysters and raised them for nine months in the Inner Harbor before transplanting them to an oyster sanctuary in the Chesapeake Bay.

In spring we launched the **BALTIMORE FLOATILLA**, a new annual rally for clean water. Over 200 people came out with kayaks and canoes to paddle the five-mile route from Canton Waterfront Park to the Inner Harbor and back. Participants made their own fun signs supporting a Healthy Harbor and were joined on the water by Clearwater Mills and their famous invention – Mr. Trash Wheel.

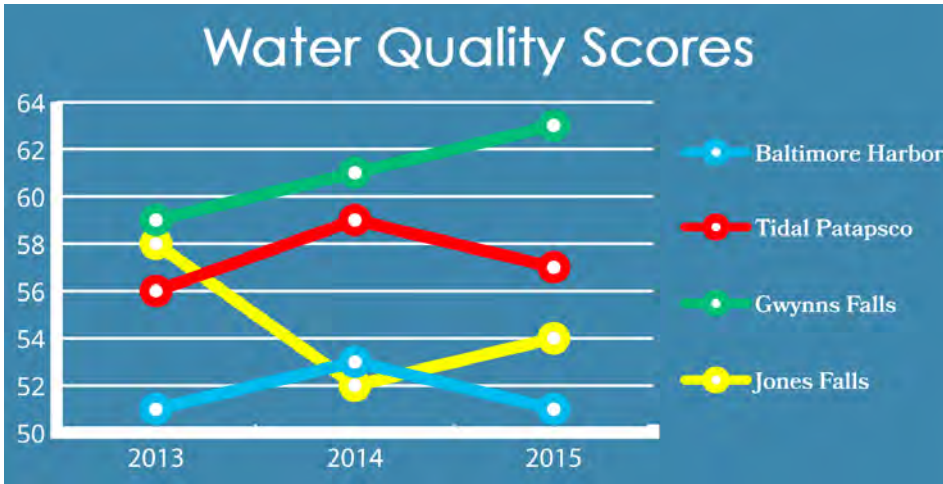
Speaking of Trash Wheels, thanks to generous donations from the Maryland Port Administration, National Aquarium, the Campbell Foundation, the Rauch Foundation, Clayton Baker Trust and many amazing businesses and individuals, we are now 99% of the way to reaching our fundraising goal to build **A SECOND TRASH WHEEL**. This new trash wheel will capture trash flowing out of Harris Creek, a completely piped stream that produces an estimated 5,000 lbs. of trash a month.

To further reduce the amount of trash flowing into the Baltimore Harbor we are working with neighborhoods upstream. Our **ALLEY MAKEOVER PROGRAM**, funded in part by the Baltimore Community Foundation, partnered with over 750 volunteers and residents to clean up 26 neighborhood alleys and install 29 alley art projects including A River Runs Through It, a mural that covers an entire alley with a stream motif.

Thanks to all of our partners and supporters, we are making real progress in the clean up of the Baltimore Harbor. By working together we are showing that it can be done. Still skeptical? Check out our **SWIMMABLE CITIES REPORT**, funded by the Abell Foundation. It studies five major US cities that managed to restore their waterways to make them swimmable and fishable once again. If other cities can do it, so can we!



HEALTHY HARBOR : KEY METRICS



SOCIAL MEDIA



6,629 LIKES



8,507 FOLLOWERS



354,142 VIEWS (FY16 ONLY)

367 students from **15** Baltimore City schools participated in Healthy Harbor Lab Days
269 people attended EcoTours of Healthy Harbor projects



GREAT BALTIMORE OYSTER PARTNERSHIP

Number of spat (baby oysters) raised in the Inner Harbor and planted in the Tidal Patapsco River.

FY14: 44,329

FY15: 61,775

FY16: 111,219



441 tons of trash collected
3,721 homes powered

Plastic Bottles



268,630

Polystyrene Containers



340,399

Cigarette Butts



7,654,000

Glass Bottles



5,121

Grocery Bags



179,767

Chip Bags



252,939

Sports Balls



1,957



EASING THE COMMUTE FOR WATERFRONT - AREA EMPLOYEES

Extensive research and planning in FY15 laid the groundwork for the completion of a comprehensive FY16 Waterfront Transportation Strategy. Providing recommendations to expedite traffic flow and reduce congestion throughout the Waterfront area, the Strategy was developed by the Partnership's Task Force, comprised of large area employers and DOT officials and aided by WRA.

This year brought numerous traffic changes, benefitting all drivers and making very large impacts. Baltimore City DOT began implementing over a dozen traffic-flow improvements including coordination of signal timing, the installation of way-finding signage, lane striping, restricted left turns, peak-period right turns, and painted bus-only lanes.

Plans were also prepared to reduce the number of single-occupancy vehicles in highly congested areas, specifically through Downtown, Harbor East and Harbor Point, Fells Point and Canton through both "First Mile" and "Last Mile" solutions. In order to develop alternative community strategies, the Partnership worked closely with Task Force members to evaluate policies regarding transportation incentives and preferred commuting methods based on employee and employer survey results. Proposed solutions include the Point East Shuttle park and ride, adding a direct Harbor Connector route from Canton Waterfront Park to Harbor Point and Harbor East, the addition of commuter buses from MTA, and promoting carpooling and BikeShare.

The Point East Shuttle launched in early FY17 to provide a faster, cheaper and less stressful way for area employees to get to and from Harbor East and Harbor Point. In addition to Horseshoe Casino signing on as a major partner and providing 200 parking spaces for shuttle riders, a request to DOT resulted in the installation of bus-only lanes along Pratt and Lombard to speed up each shuttle riders' commute. Designated "transportation communication coordinators" from each employer actively distributed information and promoted the Shuttle, among other options, to their employees.

While the Partnership is still pressing for MTA to begin a new commuter bus route from the White Marsh area to Harbor East and Harbor Point, we were pleased to see MTA expand express bus service from the Columbia area to Harbor East as a result of data we had shared.

FY17 is lining up to be a very active year as "Harbor Commuter Connections" comes to life and the Point East Shuttle revitalizes commuting.



CREATING GREAT PARKS FOR PLAY

RASH FIELD

As the number one priority recommendation in Inner Harbor 2.0, the Partnership led the design process for a revitalized Rash Field. Working with the support of an Advisory Committee, the Partnership prepared an RFP and managed the selection process, resulting in the hiring of Mahan Rykiel and RKK to design the Park. The design team also included a host of minority/woman business enterprise firms exceeding city requirements.

An extensive public input process including several public meetings, online surveys and Facebook engagement, informed the design of the Park. Two successful UDARP sessions refined park plans and the final plans for this seven-acre site include: the "Beach" with the existing seven beach volleyball courts and an area for relaxation; a "Game Ailee" featuring ping pong tables, bocce and chess; an open lawn for special events or sporting games; a track and exercise equipment; a children's nature park; a small skate park; an overlook area; a "Lawn" that is large enough to host middle school regulation soccer and lacrosse games and can also be the home for large events and celebrations; and a future outdoor concession area. There is great enthusiasm for this Park upgrade, especially among existing park users and park neighbors.

FY17 will be a time for construction drawings to be prepared and permitting and bidding to occur, with construction commencing in early FY18.

WEST SHORE PARK

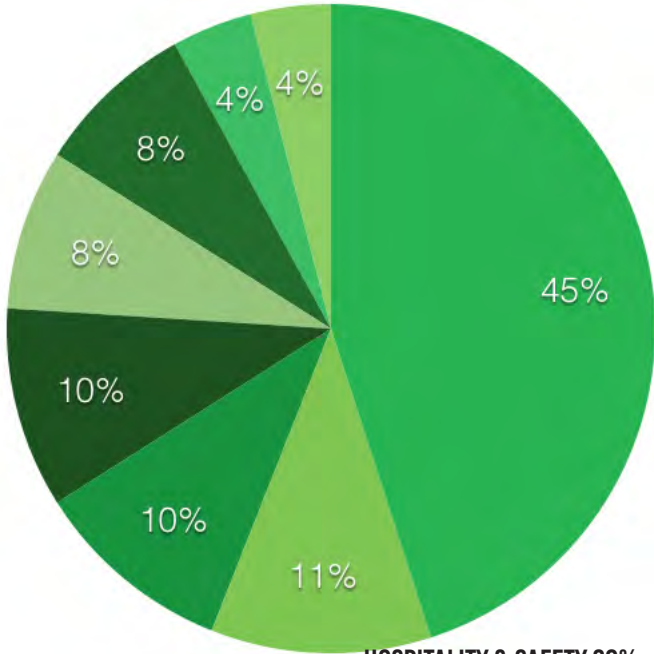
Activation planning was conducted in FY16 to add amenities to West Shore Park. Building on the draw of families to Walter Sondheim Fountain, plans were prepared to relocate the Carousel to West Shore Park and to add an outdoor café to the former Spirit Cruise brick building adjacent to the Park, both of which are expected to come to life in FY17.

CHARTER AMENDMENT

In 1976, a Charter Amendment was voted upon to limit the amount of commercial activity allowed at the Harbor. With the Rash Field and West Shore Park plans incorporating small outdoor cafes and learning of broad public support for these enhancements, we sought to revise this provision. Working with city agencies and Councilman Eric Costello, a city council ordinance calling for an updated Charter Amendment was passed by City Council. In FY17, voters will decide whether to allow up to .5 acres of concession activity at these locations. The Partnership worked with the city law department to draft the language and with the Mayor's Office to solidify support.

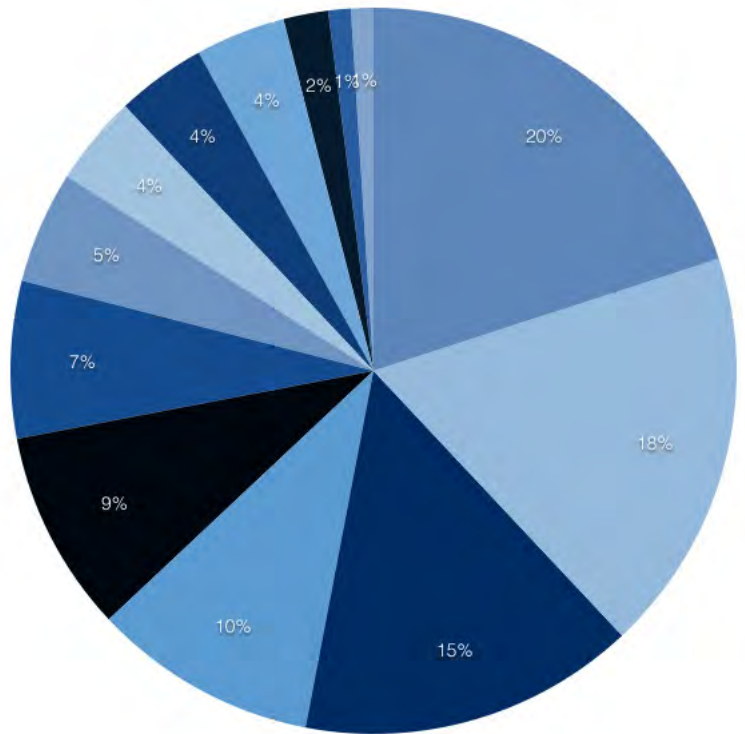


FINANCIALS



- SPECIAL BENEFITS 45%**
- GRANTS 11%**
- BALTIMORE CITY 10%**
- CORPORATE PARTNERS 10%**
- HARRIS CREEK WATERWHEEL 8%**
- RASH FIELD 8%**
- EVENT SPONSORS 4%**
- CONTRACT SERVICES 4%**

REVENUE



- HOSPITALITY & SAFETY 20%**
- MAINTENANCE/CLEAN TEAM 18%**
- HEALTHY HARBOR 15%**
- MARKETING/EVENTS 10%**
- LANDSCAPING 9%**
- ADMIN 7%**
- HARRIS CREEK WATERWHEEL 5%**
- CONTRACT SERVICES 4%**
- ICE RINK 4%**
- RASH FIELD 4%**
- OTHER 2%**
- CORPORATE CULTIVATION 1%**
- TRANSPORTATION 1%**

EXPENSES



THANK YOU SUPPORTERS

Core Funders

Allied Signal Inc.
Ashkenazy Acquisition Corporation
Beatty Development
Brown Advisory
The City of Baltimore
Cordish Company
Elm Street Development
Ferndale Fence
H&S Bakery, Inc.
Harbor East Management
Living Classrooms Foundation
Marriott Courtyard Hotel
Maryland Science Center
Merritt Properties
Meyers Jabara
National Aquarium
The Rusty Scupper

Legg Mason
Morgan Stanley
M&T Bank
Towne Park
Whitman Requardt & Associates LLP

Baltimore City Recreation & Parks
Baltimore City Department of Transportation
Beatty Development
BGE
Bobby's Portable Restrooms

Grantors

The Abell Foundation
The Baltimore Community Foundation
BC Critical Area Commission
The Clayton Baker Trust
Constellation
Exxon Mobil
Keith Campbell Foundation
Maryland Environmental Services/Maryland Port Administration
Pearlstone Family Foundation
Rauch Foundation
T. Rowe Price

The Brickman Group
Brown Advisory
Constellation
Cross Street Partners
Dooby's
Downtown Baltimore Family Alliance

IKEA
INLINE Fitness
MAC Harbor East
Mahan Rykiel Associates
Medifast
PANDORA
PNC Bank
REV Cycle Studio
The Can Company
The City of Baltimore
The Next Ice Age
Visit Baltimore
XPF Studio
Yoga Works

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