

**WATERFRONT
PARTNERSHIP**
OF BALTIMORE

A young boy with dark curly hair, wearing a blue hoodie and grey pants, is crawling on a grassy field. He is smiling and looking towards the camera. In the background, there are other children and adults, some sitting on the grass, suggesting a community event or park gathering. The scene is outdoors with trees and a building visible in the distance.

**2018
Fiscal Year
Annual Report**



Letter from the President

We welcomed another year of change and growth for Waterfront Partnership.

First, we experienced a big leadership change as our board chairmanship transitioned from Mike Hankin, CEO of Brown Advisory, who has served as our leader and Chair for the last 15 years. Few organizations are as fortunate as Waterfront Partnership to have had such a committed board chair serve for so long. Without a doubt Mike has kept us on our toes. In 2010 Mike challenged us and the city to go beyond our focus of cleaning the land side of the Waterfront and commit to cleaning the water too. Without his vision, our swimmable fishable by 2020 goal would not be a commitment of the organization, much less a locally well recognized refrain. Mike constantly challenged us to do an even better job, whether looking at new ways of delivering services or searching for tools, machinery and technology to help us perform our job more efficiently.

We are indebted to Mike Hankin's leadership and we are excited about our next chapter. Our new board chair, Tim O'Donald is President of Harbor East Management Group, which manages the largest and most densely populated neighborhood in our District. While his own job keeps him laser focused on Harbor East, we have benefited greatly already by Tim's management experience and commitment to raising standards of the entire District.

Our district is also undergoing change. The Inner Harbor received a facelift this year with 143 beautiful new wooden light poles lining the promenade. Designed conceptually by Ayers Saint Gross as part of the Inner Harbor 2.0 Plan, the light poles and fixtures convey our maritime heritage, standing over the water like a sailboat mast. Most importantly they cast a much brighter and more extensive light, enhancing the safety of the promenade.

Our events achieved several milestones this year. Our most popular and well attended event, Harbor Harvest, has become so popular with local families it outgrew its home spot in West Shore Park. This year as it celebrated its 10th anniversary, the families enjoyed an expanded event on Rash Field with pony rides, a petting zoo, a hay maze, pumpkins and much more. Our event footprint has also expanded as we began hosting events in Harbor Point. We ventured into icy temps with our first annual Harbor Point Ice Festival. It drew hundreds of people to watch professional ice carvers create sculptures and to enjoy a host of winter festivities.

Our work continues to provide the canvas on which projects come alive. No fewer than 3 major residential projects are under construction: 414 Light, just across Light Street from Harborplace; Liberty at Central and Lancaster; and 1405 Point on Harbor Point. They will bring a minimum of 1,378 new residents to the Harbor. We're looking forward to seeing these new residents walking and biking throughout the waterfront district in the coming years!

As our organization grows, so does the district it serves. We look forward to helping to create a more vibrant and beautiful waterfront with each passing year.

Sincerely,





Keeping the Waterfront Safe & Beautiful

Our teams are working hard everyday to ensure our waterfront is a welcoming gateway to our city. We're committed to making sure every visit to our beautiful harbor is exceptional and memorable.

Safety Guides

Our teams work to make sure everyone who visits 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.



27,952
Guests
Assisted



75
First Aid
Assists



977
Segway
Patrol Hours



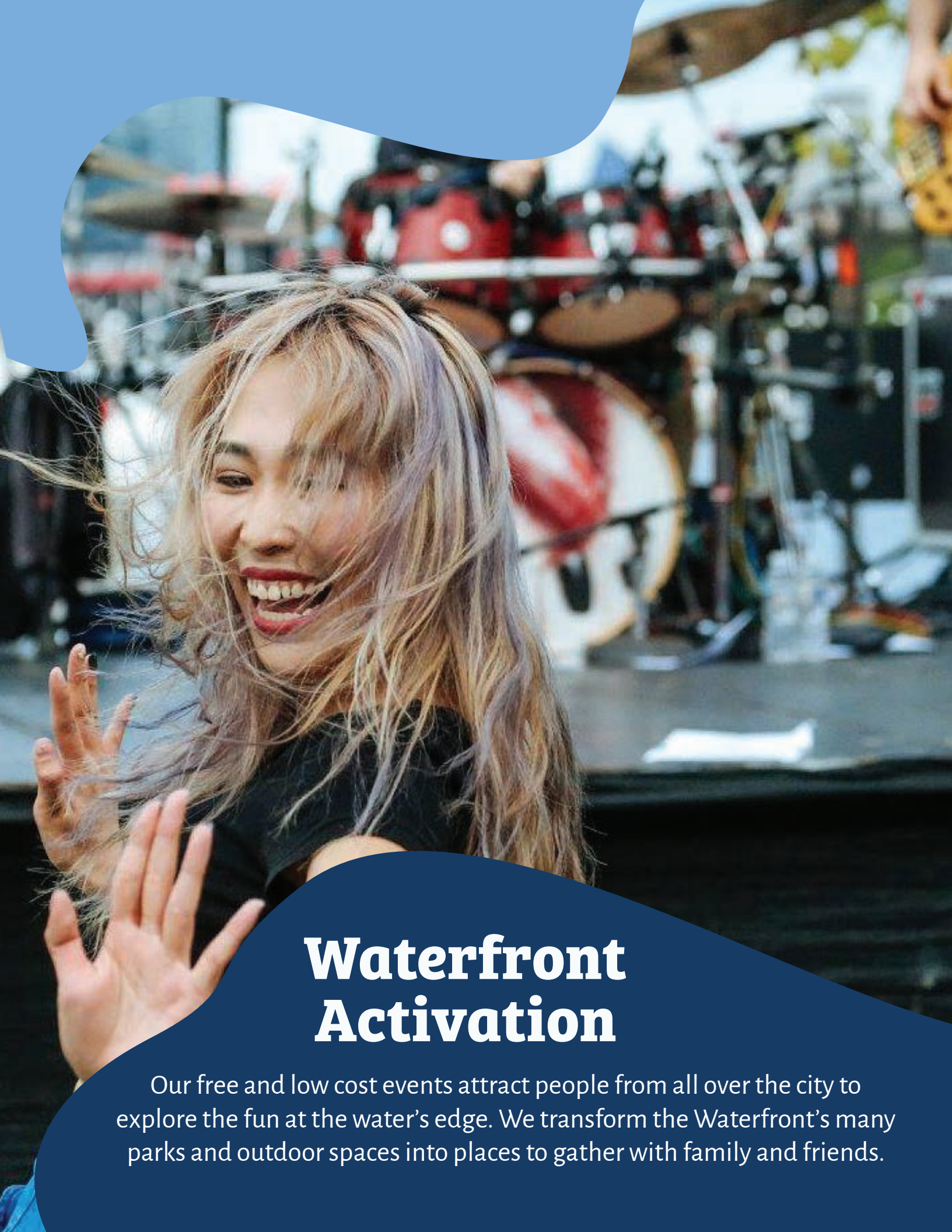
3,410
Business
Checks





Shining a New Light

This year we installed 143 new light poles along the promenade from the Rusty Scupper to the Power Plant. They illuminate our harbor with LED lights which are brighter and more energy efficient. Increased lighting not only allows visitors to enjoy our Harbor in the evening, it also increases the safety of everyone. The poles are designed to look like ship masts with sail shaped banners to honor the Inner Harbor's marine time and shipbuilding history.



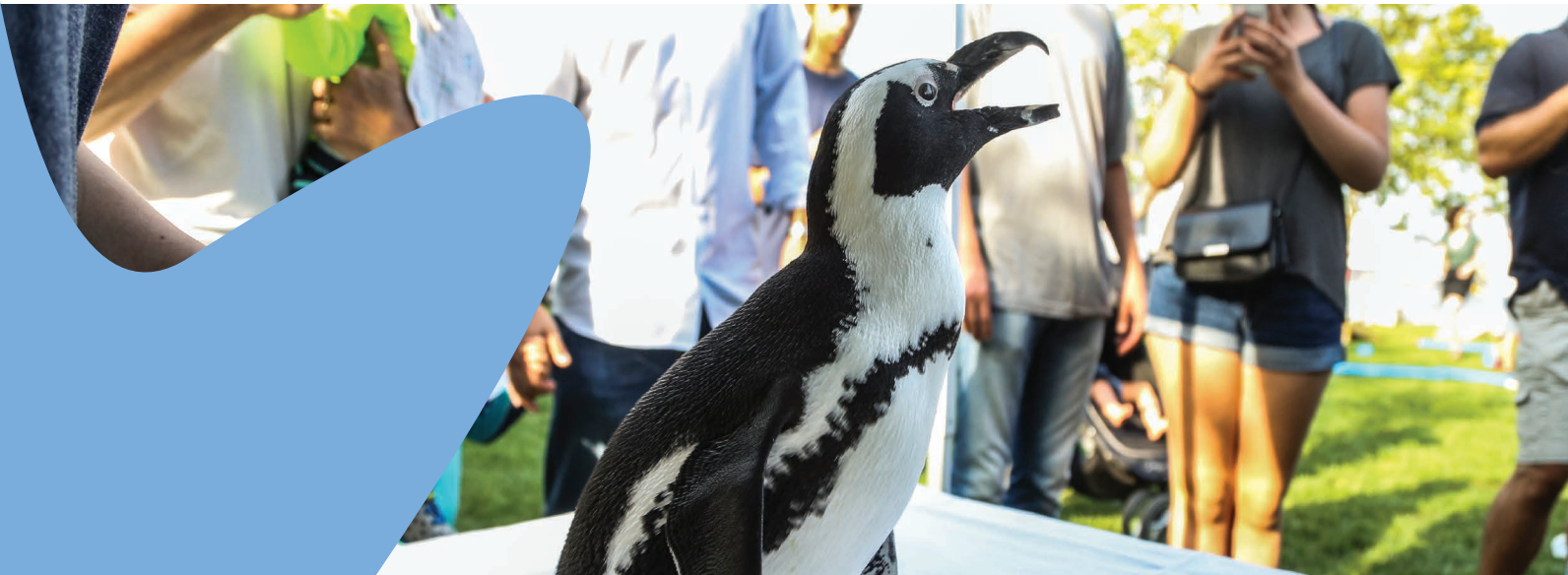
Waterfront Activation

Our free and low cost events attract people from all over the city to explore the fun at the water's edge. We transform the Waterfront's many parks and outdoor spaces into places to gather with family and friends.

Bringing Fun to the Waterfront

Our events give everyone the opportunity to enjoy the beauty of our waterfront with new spaces to play, hang out, and relax.

- **Summer Social Series:** The waterfront comes alive on Friday nights during our Summer Socials with lively entertainment, delicious food trucks, and the occasional penguin!
- **Yappy Hour:** Pets and their humans enjoy live music, puppy friendly vendors, and games at Harbor Point on the first Friday of every month.
- **Waterfront Wellness:** Thanks to our title sponsor Medifast, hundreds of participants join us for weekly fitness classes on the harbor ranging from running to yoga to boot camp.
- **Harbor Market:** Our twice weekly market is now extended into the fall! Visitors upgrade their lunch time with Baltimore's best food trucks, live music, and a picturesque view.
- **Harbor Harvest:** Families can enjoy fall festivities without ever having to leave the waterfront! City kids beam with delight as they ride a pony for the first time or pick their own pumpkin.
- **The Great Baltimore Oyster Festival:** Baltimoreans sample oysters, listen to live music, and learn about oysters' vital role in keeping our waters clean.
- **Street Performer Program:** Our historic program continues to delight Inner Harbor visitors with new acts and numerous one-time performances.



Events at a Glance



125+
Events



16,000
Attendees



New Events

- **Harbor Point Ice Festival:** This year we brought ice sculptors from around the country to Harbor Point for a frosty festival that combined their frozen art with music, games, and fun.
- **Brews & Views:** This new summer concert series in Harbor Point features craft beers and sweeping views of the harbor.
- **Family Fun Fridays:** We turn Fridays into play time on the waterfront with discounts at attractions, free entertainment, and weekly opportunities for free and facilitated play.

Pandora Ice Rink

Every winter season, the Pandora Ice Rink brings wonder to Baltimore's Inner Harbor. In our fourth season of operation we created new events and partnerships to attract visitors down to the harbor for frosty fun.



67

**Days in
Operation**



1,500+

**Ice Skaters
a Week**



14

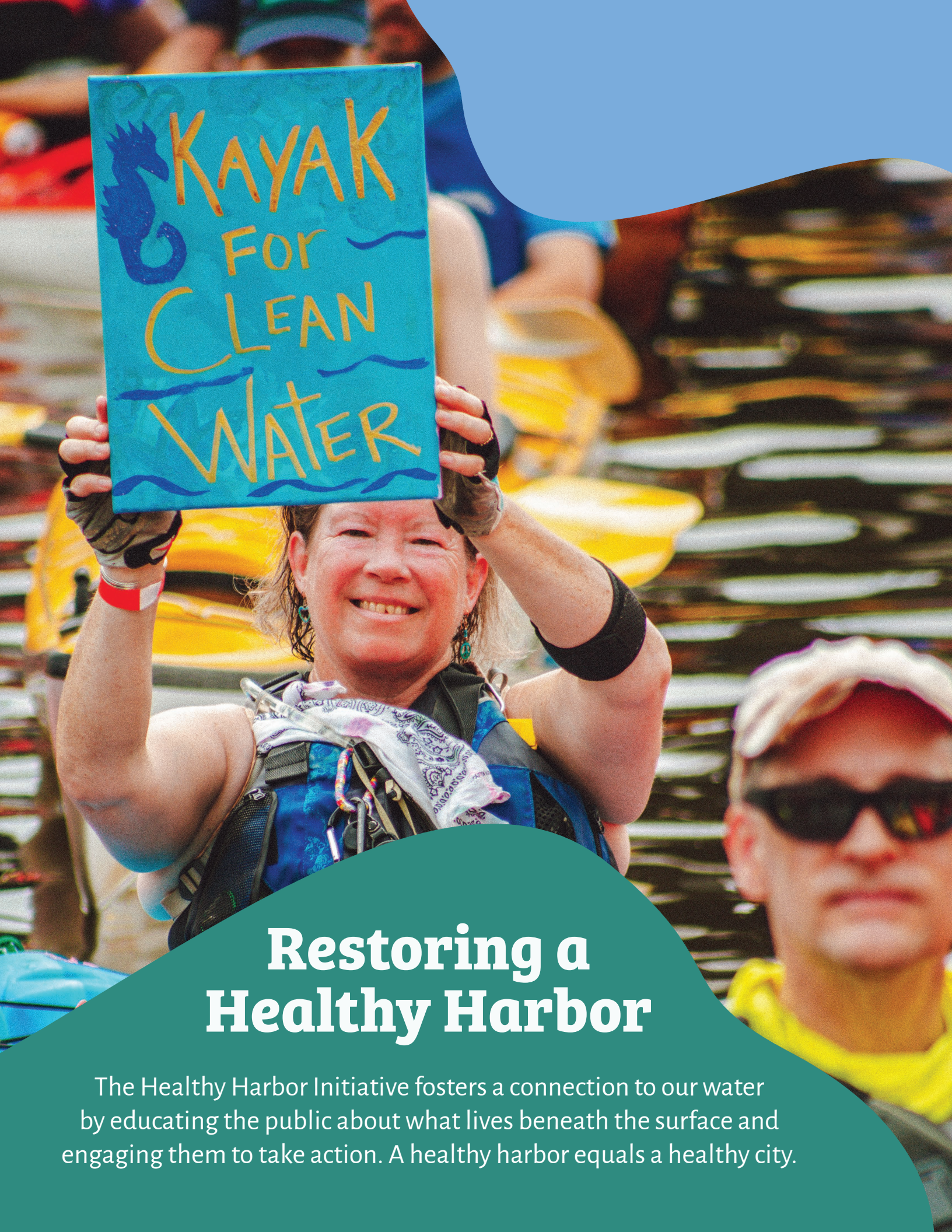
**Special
Events**



3,471

**Photo
Memories**





Restoring a Healthy Harbor

The Healthy Harbor Initiative fosters a connection to our water by educating the public about what lives beneath the surface and engaging them to take action. A healthy harbor equals a healthy city.

Connecting Residents to Their Waterways

The Healthy Harbor Initiative works with Baltimore residents, businesses, and decisions makers to protect and restore our urban ecosystem. Here's a look at how we're working to make the harbor swimmable and fishable by 2020:

- **Alley Makeovers:** This holistic approach to community building works with community associations and resident leaders to clean up neighborhoods and raise awareness. By connecting residents to their waterways, we increase neighborhood pride while addressing sources of pollution.
- **Harbor Heartbeat:** This year we launched the Harbor Heartbeat, a new report and measurement system that provides a better snapshot of the progress being made toward the restoration of the Baltimore Harbor.
- **Great Baltimore Oyster Partnership:** Corporate volunteers work with the Healthy Harbor team to grow baby oysters in Baltimore's Inner Harbor. Once grown, these oysters will live out their lives filtering water in a protected oyster sanctuary.
- **Baltimore Floatilla:** Hundreds of colorful kayaks, canoes and SUPs gather each year to support protected, clean, and safe waterways.
- **Docs from the Docks:** This environmental documentary film series is hosted at waterfront venues with feature films relevant to the restoration of the harbor and bay.
- **Eco Tours:** These walking tours of our green infrastructure provide an inside look at the positive urban green projects along the Inner Harbor.



Healthy Harbor at a Glance



8,758
**People Reached
Through Events**

855

**Eco Tour
Participants**



2,155
**Volunteers
Engaged**



350
**Floatilla
Paddlers**



244,150
**Oysters
Planted**



Meet the Trash Wheels

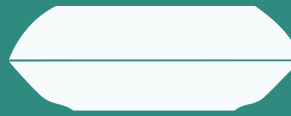
Mr. and Professor Trash Wheel are sustainably powered machines for collecting litter and debris in our waterways. This year they collected:



242.30
Tons of
Trash



182,069
Plastic
Bottles



253,587
Polystyrene
Containers



113,227
Plastic
Bags



Order of the Wheel

In April 2018, Mr. Trash Wheel called together the Order of the Wheel, a secret society dedicated to ridding the ocean of trash. Over 2,000 people applied and were put to the task of cleaning their community and learning about threats to clean water. In the end, 400 people rose to the challenge and were inducted into the mysterious society.

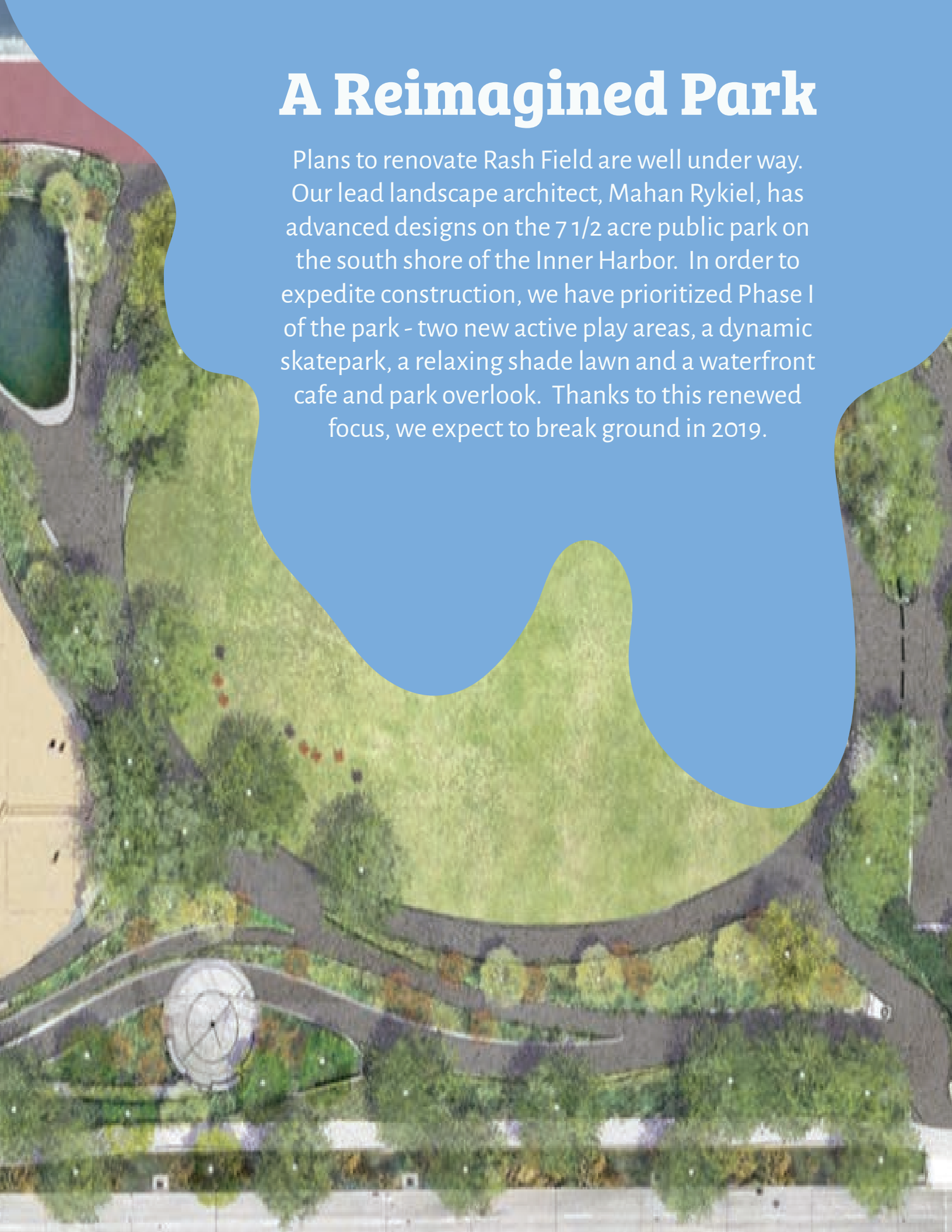


Rash Field

We're working on better serving Baltimore residents with new free amenities and attractions in the harbor. The new Rash Field will be a place for all to play along our historic waterfront.

A Reimagined Park

Plans to renovate Rash Field are well under way. Our lead landscape architect, Mahan Rykiel, has advanced designs on the 7 1/2 acre public park on the south shore of the Inner Harbor. In order to expedite construction, we have prioritized Phase I of the park - two new active play areas, a dynamic skatepark, a relaxing shade lawn and a waterfront cafe and park overlook. Thanks to this renewed focus, we expect to break ground in 2019.



Transportation



Point East Shuttle

Construction projects around the city make it difficult to navigate through traffic and closed roads. We give people the opportunity to relax while our Point East Shuttle drives them to work. With stops between Horseshoe Casino and Harbor Point, the shuttle services those who work along the Waterfront. The shuttle is funded by Baltimore City DOT as part of the Central Avenue Construction Project.

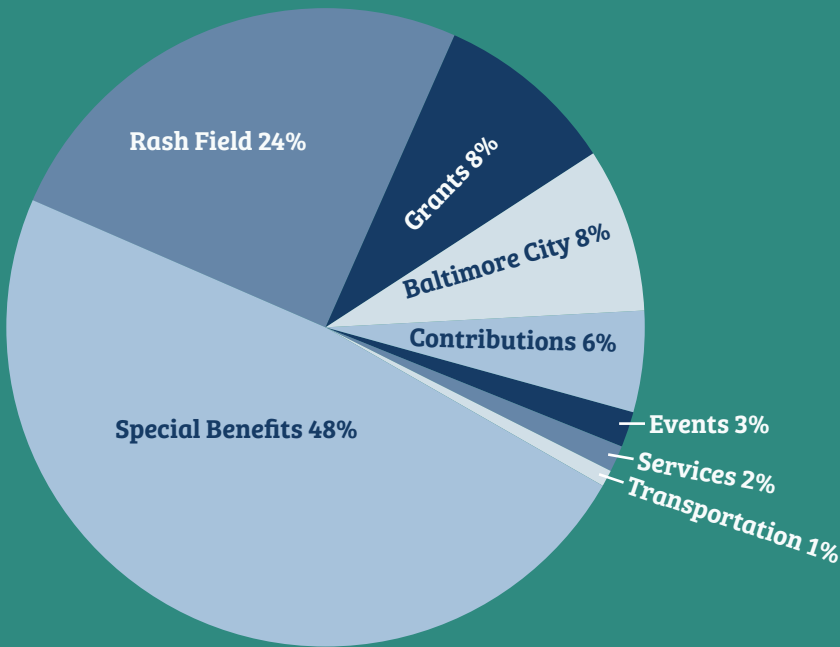


**25 Monthly
MTA Riders**



**45 Monthly
Paid Riders**

Financials

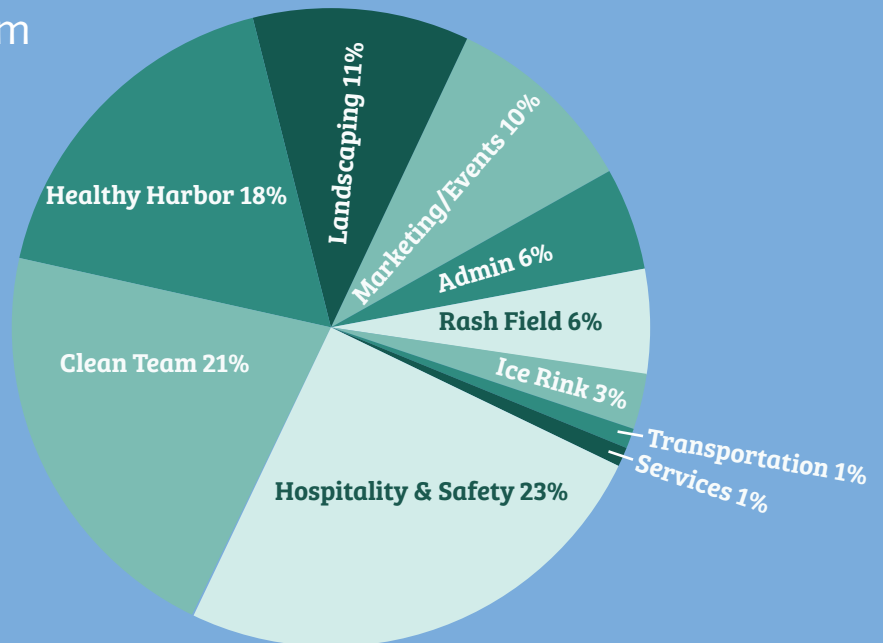


Income

- Special Benefits **48%**
- Rash Field **24%**
- Grants **8%**
- Baltimore City **8%**
- Corporate Partners/
Contributions **6%**
- Event Sponsors &
Special Events **3%**
- Contract Services **2%**
- Transportation **1%**

Expenses

- 23%** Hospitality & Safety
- 21%** Maintenance/Clean Team
- 18%** Healthy Harbor
- 11%** Landscaping
- 10%** Marketing/Events
- 6%** Admin
- 6%** Rash Field
- 3%** Ice Rink
- 1%** Transportation
- 1%** Contract Services



Sponsors & Contributors

Healthy Harbor

Business Support

Baltimore City
Department of
Public Works
BGE
Brown Advisory
Constellation
KCI Technologies
Legg Mason
Maryland Environmental
Services
Maryland Port
Administration
MOM's Organic Market
Morgan Stanley
Peabody Heights
Brewery
RK&K
T. Rowe Price
Whitman, Requardt &
Associates

Grant Support

The Abell Foundation
Baltimore Community
Foundation
The Campbell
Foundation
Chesapeake Bay Trust

Clayton Baker Trust
Critical Area
Commission
Environmental
Protection Agency
National Fish & Wildlife
Foundation
Rauch Foundation
T. Rowe Price
Foundation

In-Kind Event

Support

Baltimore City
Recreation & Parks
Brick Bodies
Charm City Run
Downtown Baltimore
Family Alliance
Free Fall Baltimore
Harbor Point
Maryland Zoo
Maryland Science Center
National Aquarium
Pixilated
Port Discovery
Visit Baltimore
Wings of Love, Kuwait
XPF Studio
Yoga Works

Event Sponsors

1405 Point St.
Apartments
Carvana
Constellation
Beatty Development
Constellation
IKEA
Medifast
Mix 106.5
Morgan Stanley
Optavia

Pandora Ice Rink

Sponsors

Baltimore City
Department of
Transportation
Baltimore Development
Corporation
City of Baltimore
Constellation
Gensler
Mindgrub
Morgan Stanley
PANDORA
T. Rowe Price
Towne Park

Our Board

Amy Beall
Legg Mason

Michael Beatty
Beatty Development

James Bond
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Rudy Chow
Department of Public
Works

William “Bill” Cole
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Constellation Energy

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T. Rowe Price

Rachel Duncan
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Greater Baltimore
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Pete Hammen
Baltimore Mayor’s Office

Michael Hankin
Brown Advisory

Carmera Thomas
Chesapeake Bay
Foundation

**Tim O’Donald, Board
Chair**
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Management

Leon Pinkett
Baltimore City Council

Mark Pollak
Ballard Spahr LLP

Mark Potter
Maryland Science Center

Michelle Pourciau
Department of
Transportation

Joan Pratt
Comptroller

Dale Schmidt
National Aquarium

Pat Richards
Laureate

Zed Smith
Cordish Company

Traceé Strum-Gilliam
PRR, Inc.

Colin Tarbert
Mayor’s Office

Sarah Harrison
Morgan Stanley

Ira Weinstein, Treasurer
Cohn Reznick LLP



The graphic features a background image of a waterfront cityscape with various buildings, including a prominent multi-story building with a glass facade and a central tower. The image is partially obscured by a dark blue, wavy shape that frames the text. The text is white and bold, set against the dark blue background.

Waterfront Management Authority Board of Directors

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Beatty Development

Stephanie Mineo
Ashkenazy Aquisition

Patrick Richards
Laureate Education Inc.

James Bond
Living Classrooms
Foundation

**Tim O'Donald, Board
Chair**
Harbor East
Management Group

Doug Schmidt
Workshop Development

Susan Flanigan
Resident

John Pezulla
Bozzuto Management

Zed Smith
Cordish Company

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Max's on Broadway

Mark Potter
Maryland Science Center

Carl "Bill" Struever
Cross Street Partners

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Ed Prutzer
Rusty Scupper

Gerben Van Dorpe
Harbor East
Management Group

Pete Hammen
Baltimore Mayor's Office

John Racanelli
National Aquarium

Terry Worden
Waterfront Marriott
Hotel

Phil Lee
Moffit Nichols



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Ben Hyman
Director of Special Projects

Eric Souza
Director of Operations

Adam Lindquist
Director, Healthy Harbor Initiative

Matt Shaffer
Director of Marketing and Communications

Tiffany Kim
Program Manager, Healthy Harbor Initiative

Casey Merbler
Project Manager, Healthy Harbor Initiative

Robyn Stegman
Marketing Coordinator

Leanna Wetmore
Community Coordinator

Kaylee Zielinski
Event Manager

WATERFRONT PARTNERSHIP

OF BALTIMORE

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