

WATERFRONT PARTNERSHIP OF BALTIMORE, INC.

**FISCAL YEAR 2014
ANNUAL REPORT**



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OUR COMMITMENT: A DESTINATION TO INSPIRE THE WORLD

Next year Waterfront Partnership will celebrate its ten-year anniversary. Looking back, we are inspired by all that has been accomplished. We are filled with gratitude for our partners, especially the property and business owners, who have helped make this organization a success. It is humbling to be responsible for a destination that caters to over fourteen million visitors a year. The level of business, corporate, and philanthropic support we continue to receive is remarkable and has allowed us to grow our capacity and expand our vision for a Baltimore Harbor that is charming, safe, lively, and accessible to all.

2014 was a keystone year for Waterfront Partnership, during which we laid the foundation for the years ahead. For decades, cities around the world looked to replicate the triumph of our Inner Harbor. After forty years, however, the Harbor is showing its age and Baltimore is in danger of falling behind these doppelgangers. To ensure that our City continues to be the global leader in waterfront destinations for another generation, this past year we initiated and led the creation of Inner Harbor 2.0. With funding and support from the Greater Baltimore Committee, this new Master Plan has already received over \$20 million in early financial commitments from City and State government. As we implement this dynamic new vision, we will build upon what people know and love about the Harbor, but also create exciting new attractions and update aging infrastructure.

Knowing that the Inner Harbor does not end at the promenade, Waterfront Partnership has continued to work as the environmental steward of our City's most valuable asset – its water. In 2014 we constructed and installed the world's first hydro and solar powered Water Wheel trash interceptor. During the first four months of operating, the Water Wheel captured over one hundred tons of trash and debris. It has been the subject of hundreds of online articles and called the first truly feasible technology for keeping plastics out of our oceans. A video of the device has received over 1 million views and cities around the world have inquired about installing Water Wheels of their own, proving that the Baltimore Harbor can be a world leader in both the redevelopment and the restoration of urban waterways.

As we approach a decade of serving the waterfront we remain committed to creating a destination that inspires the world. We will continue to add new amenities that can be enjoyed by locals and visitors alike; we will continue our work to rid the Harbor of pollution with new restoration projects; and we will continue to make sure everyone feels welcome, secure, and charmed by this one-of-a-kind destination. Whether the Inner Harbor is your backyard, your vacation, or just where you take your lunch break, Waterfront Partnership is here, day in and day out, to make sure your experience surpasses your expectations.

Michael Hankin, Board Chair
Laurie Schwartz, President

WORKING FOR BALTIMORE'S WATERFRONT





*“For many of the millions of annual visitors, their first impression of Baltimore is made here by the water in the heart of our city.”
~Laurie Schwartz*



“While visiting the Baltimore Inner Harbor, my colleague and I were in route to a business dinner at a local restaurant and Vance, a Waterfront Partnership Guide, took time out of his schedule to show us exactly how to get there. We arrived on time and very much appreciated his assistance.”

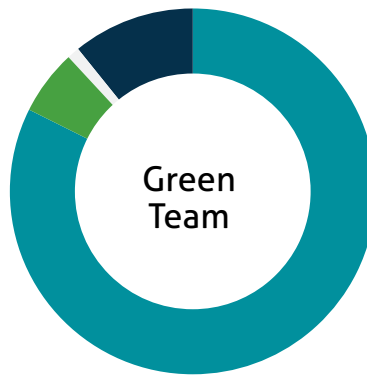
~Dave Minetti

KEEPING THE HARBOR CLEAN, SAFE, AND BEAUTIFUL

Waterfront Partnership is the driving force behind a cleaner, more attractive Waterfront. Each team's daily tasks played a pivotal role in the happiness and safety of the Inner Harbor's patrons. Our Hospitality Guides served as walking concierges – snapping photos, providing directions and greeting visitors. Our Clean Team swept the promenade, removed litter, and scrubbed the benches and trash cans; and our Green Team ensured the grass was always lush and the flowers were always in bloom – creating a welcoming destination for all.



- 4,381 Trash Cans Emptied
- 390,946 Pounds of Trash Removed
- 1,950 Litter Vacuuming (hours)
- 590 Pieces of Graffiti Removed
- 527 Power Washing (hours)



- 3,600 New Flowers Planted
- 556 Yards of Mulch
- 35 New Flowering Baskets
- 24 New Trees Planted



- 65,834 Guests Assisted
- 11,271 Pictures Taken
- 8,471 Business Checks
- 3,920 Segway Patrol (hours)
- 803 Safety Escorts

CREATING EXCITING EVENTS, ACTIVE PROGRAMMING, AND ENGAGING PARKS

Pierce's Park

Five unique play sculptures captivating the imagination of thousands



"My kids are 11,9, and 6 and their favorite place is Pierce's Park. It makes a nice spot for a walk along the water." ~ Kate Simms

Harbor Harvest

Bringing the country to the city for six years



"I want to once again thank you for all the support that Waterfront Partnership has provided to the Carousel. Your event on Saturday, Harbor Harvest, was fantastic. My wife, daughter and many of her school friends attended and everyone had a great time." ~ Mark Rosenzweig

Waterfront Wellness

112 free classes – 2,000 participants



"Thank you – the classes were great and have motivated me to become more active." ~ Venice Smith



“Our family always looks forward to enjoying live music with a diverse and festive crowd at Waterfront Partnership’s Summer Socials. We tend to run into friends there; and we can let the kids run around in the Walter Sondheim fountain or enjoy activities in the kids play area while the adults relax.”

~Andrea Walker,
Constellation employee
& Federal Hill resident



Expanding upon our event production capabilities, Waterfront Partnership produced, supported, or sponsored numerous events at our Waterfront Parks including, but not limited to:

4th Annual
Heat It To Beat It Walk

•
HabiTown Challenge

•
Baltimore Port Fest

•
PNC Festive Fridays

•
3rd Annual
Rock The Dock

•
Family Holiday Bash

•
DBFA’s Eggcellent
Day In The Park

•
Maryland
Bacon Festival

•
NAMI Walks

•
Otakon

•
Chesapeake Crab
& Beer Festival

•
Drink.Eat.Play
Beer Festival

•
Crohn’s & Colitis Walk
and Celebration



CREATING A HEALTHIER HARBOR

Waterfront Partnership's Healthy Harbor Initiative continued its work to make the Baltimore Harbor swimmable and fishable by 2020. This year marked the first year we were able to measure an improvement in water quality in the Harbor. Unfortunately, it was still a failing grade, but it shows that progress is feasible and that the continued implementation of the Healthy Harbor Plan can have a real impact on the health of our City's most valuable resource – its water.

In May 2014, we installed the world's only solar-powered Water Wheel trash interceptor at the mouth of the Jones Falls in the Inner Harbor. During its first two months of operations, it removed nearly 60 tons of trash and debris.

The Water Wheel quickly became a world-wide sensation and was the subject of over one hundred individual news stories; and has even been viewed over a million times on YouTube. The most notable mentions include a feature on National Public Radio and articles in the Huffington Post and Popular Mechanics Magazine.

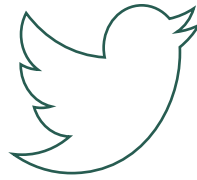
In addition to installing the Water Wheel, we worked with the Chesapeake Bay Foundation and corporate volunteers to launch the Healthy Harbor Oyster Partnership. In October employees from downtown businesses planted 50,000 spat (baby oysters) in cages at locations around the Inner Harbor.

Over a nine-month growing season, volunteers kept their oysters clean and measured their growth. In the spring they transported them to a protected oyster reef in the Patapsco River. Despite the grueling winter and rainy spring, our Inner Harbor oysters saw a survival rate of 70%, which is significantly higher than their survival rate in the wild.

These and other projects, along with our terrific partnerships with local government and area nonprofits, are helping to ensure that Waterfront Partnership continues to lead the way in the fight to keep our neighborhoods, streams, and Harbor free of trash, sewage, and polluted stormwater runoff.

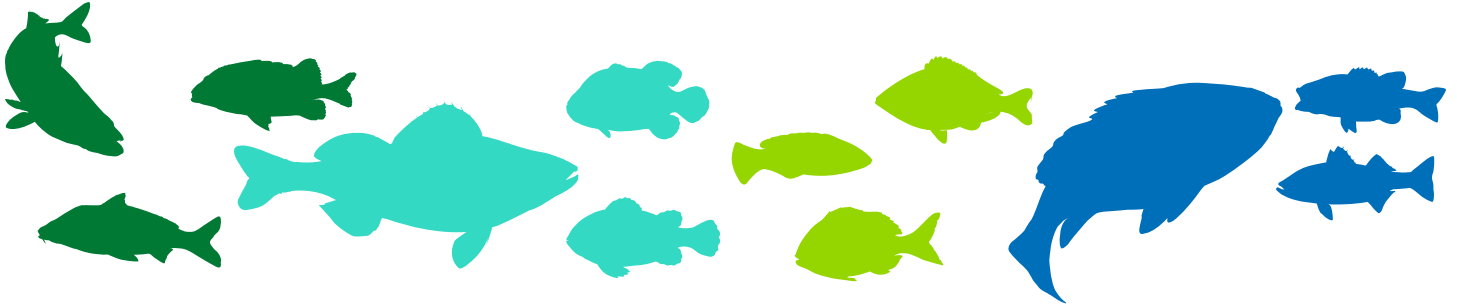


50,000 spat (baby oysters) grown in the Harbor and planted on the Fort Carroll Oyster Reef.



The Water Wheel now has its own Twitter account, **@MrTrashWheel**, where he tweets about what it's like living in the Inner Harbor and eating trash all day.

16 BALTIMORE CITY CLASSES AND 306 STUDENTS PARTICIPATED IN HEALTHY HARBOR LAB DAYS



Website Views

FY2012: 12,736
FY2013: 18,016
FY2014: 23,896

Facebook Likes

FY2012: 377
FY2013: 908
FY2014: 1,328

Twitter Followers

FY2012: 170
FY2013: 227
FY2014: 316

YouTube Views

FY2012: 24,254
FY2013: 26,508
FY2014: 1,042,646

REPORT CARD GRADES

Baltimore Harbor

42% (2012)

51% (2013)

Tidal Patapsco River

40% (2012)

55% (2013)

Baltimore Streams

Not Sampled (2012)

57% (2013)

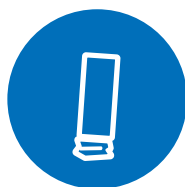
Water Wheel Composition Totals: 57.98 Tons (255 Volume)



25,220
Plastic
Bottles



30,109
Polystyrene



1,772,000
Cigarette
Butts



918
Glass
Bottles



10,808
Grocery
Bags



20,245
Chip Bags



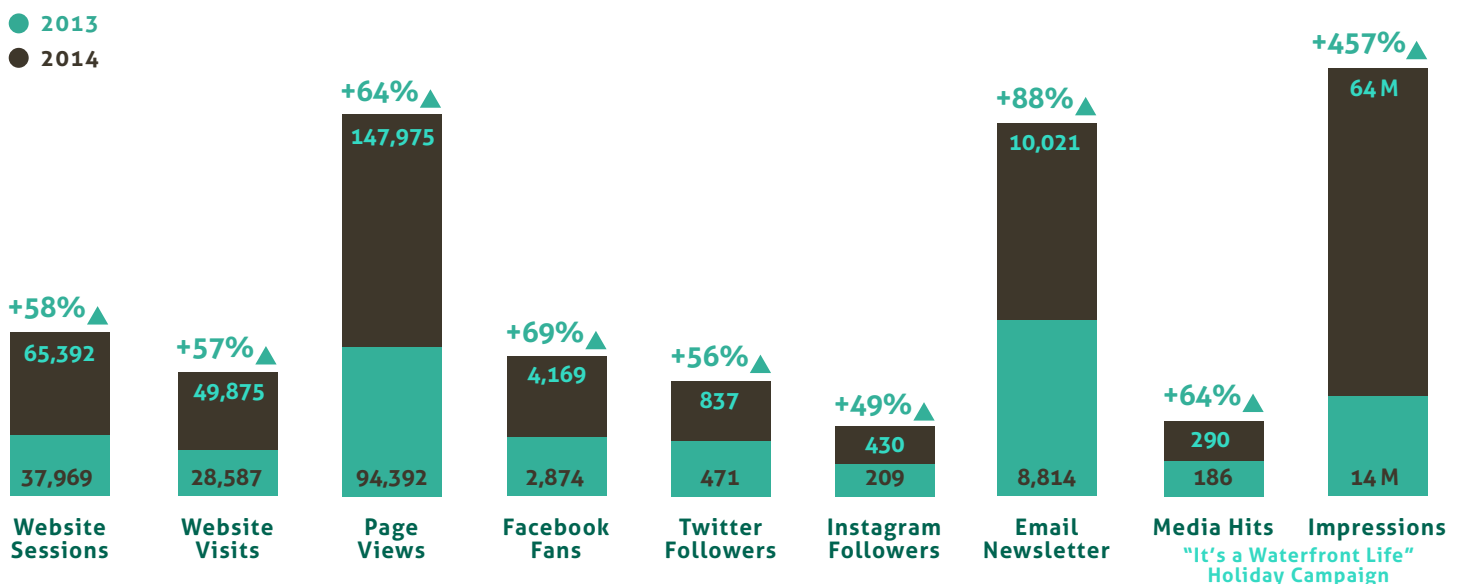
BUILDING AWARENESS

Waterfront Partnership’s marketing is focused on branding and promoting the Waterfront as a destination for locals first, and then tourists as well as generating awareness about the Partnership’s major initiatives and services.

To reach our local audience we crafted a balanced and integrated campaign strategy that leveraged our direct, social, and earned media capabilities. Additionally, we produced three new print collateral pieces this year:

- 12-page Waterfront Partnership Identity Piece (overview of Waterfront Partnership)
- The Waterfront Guide (a walking map of the district)
- Waterfront Partnership Rack Card (customizable to highlight upcoming initiatives, promotions, and events)

For the third year in a row, Waterfront Partnership managed and executed the collaborative holiday campaign It’s A Waterfront Life. By promoting Waterfront holiday activities daily across billboards, radio, TV, social media, and online, the campaign successfully garnered 290 media hits and drew crowds numbering in the tens of thousands.



Sources: waterfrontpartnership.org Google Analytics, Facebook Insights, Twitter, Instagram, Profiles PR



PLANNING FOR THE FUTURE

CONTINUALLY CREATING NEW REASONS FOR RESIDENTS TO RETURN AGAIN AND AGAIN... AND AGAIN

Fifty years ago Baltimore's Inner Harbor set the international standard for urban waterfront renewal; and today the Harbor still serves our region well. Over 21,000 jobs in the region are supported by the Inner Harbor and over \$102 Million in taxes are paid annually to City and State governments.

Recognizing that much of the Harbor's infrastructure has outlived its useful life and observing the growing trend of new residents moving to homes around the Waterfront and Downtown, Waterfront Partnership took the lead in setting a path toward an upgraded and updated Harbor. New infrastructure – new lights benches, bricks; and new amenities – parks, playgrounds and playfields, are aimed

at helping to meet the needs of our increasing residential population.

In November 2013, Waterfront Partnership, Greater Baltimore Committee and Mayor Rawlings-Blake released an updated, visionary Master Plan, Inner Harbor 2.0, to set the Harbor on a new path of prosperity.

By Spring 2014, initial, major capital commitments had been made by City and State governments to implement Inner Harbor 2.0 recommendations:

\$2 M State of Maryland FY 15
\$17.2M City of Baltimore FY 15 - 20



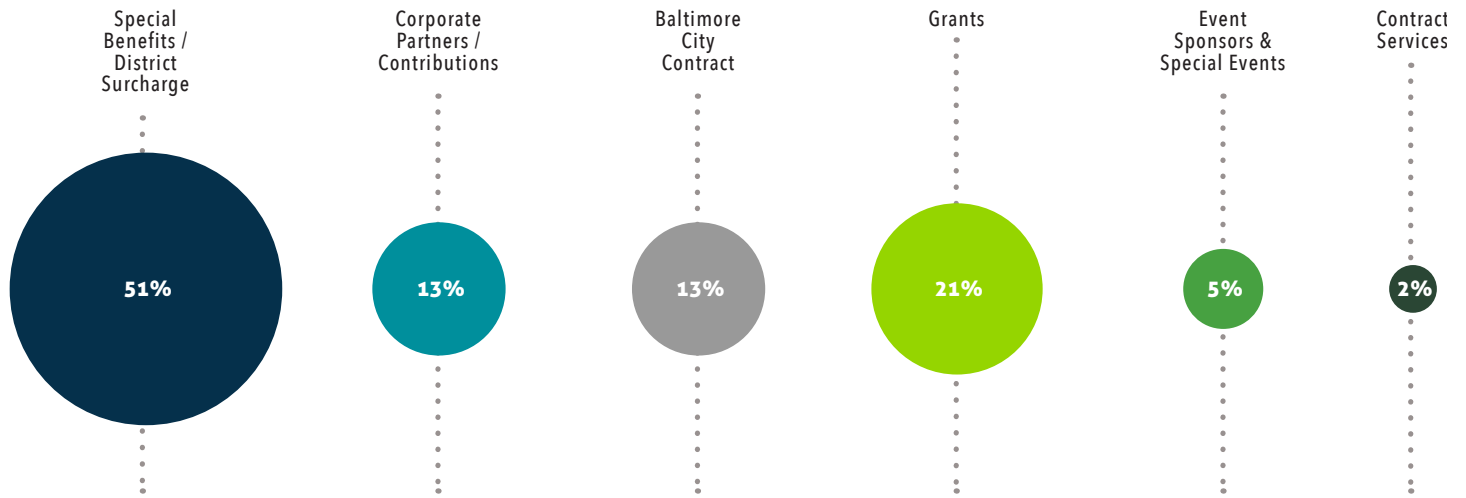
More than \$102 Million in taxes generated annually by the Inner Harbor



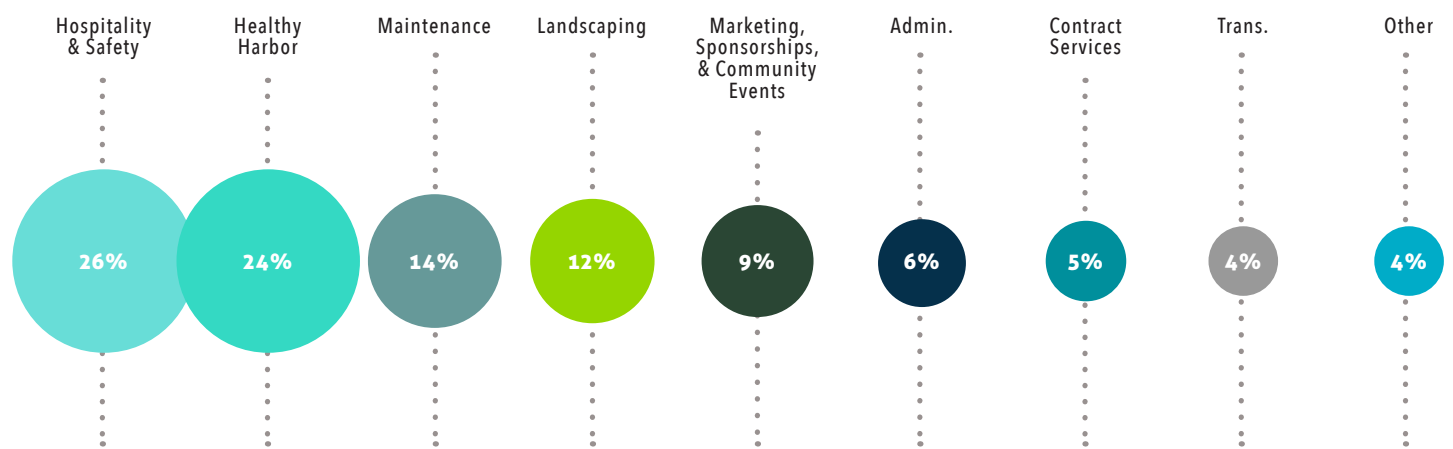
Over 21,000 jobs throughout the region supported by the Inner Harbor

FINANCIALS

REVENUES & SUPPORT



EXPENSES



SPONSORS

CORE FUNDERS

Allied Signal Inc.
Ashkenazy Acquisition
The City of Baltimore
Cordish Company
Elm Street Development
Ferndale Fence
Harbor East Management

Living Classrooms Foundation
Marriott Courtyard Hotel
Maryland Science Center
Merritt Properties
Meyers Jabara
National Aquarium
The Rusty Scupper

ANNUAL CONTRIBUTORS

Brown Advisory
M&T Bank

WRA

SPONSORS

BGE
Brown Advisory
Canton Club
Charm City Yoga
Constellation
Dooby's
Enterprise
F.P. Winner, Ltd
General Growth Properties
IKEA
Knockout Fitness

Legg Mason
Match Action
McHenry Row
MECU
PNC
Ripley's Believe It or Not
Urban Evolution
Whole Foods
Yelp
Zipcar

GRANTORS

The Abell Foundation
The Baltimore Community Foundation
BC Critical Area Commission
The Clayton Baker Trust

Constellation
Exxon Mobil
Maryland Environmental Services/Maryland Port
T. Rowe Price

FISCAL YEAR 2014 BOARD OF DIRECTORS

Michael Hankin, Board Chair

President & CEO
Brown Advisory

Zed Smith, Board Vice Chair

Chief Financial Officer
Cordish Company

**Van R. Reiner,
Board Secretary/Treasurer**

President & CEO
Maryland Science Center

Anthony Batts

Police Commissioner
Baltimore Police Department

Michael Beatty

President
Beatty Development

David Benn

Waterfront Promenade Committee
Cho Benn Holback & Associates, Inc.

Ernest Burkeen

Director
Department of Recreation and Parks

Rudy Chow

Director
Department of Public Works

Wayne Christmann

Vice President, Director of Real Estate
Legg Mason & Co., LLC.

Wilbur "Bill" Cunningham

Vice President
Living Classrooms Foundation

Rachel Duncan

Constellation Energy

Susan Flanigan

Resident

Andrew Frank

Special Advisor to the President
John Hopkins University

Donald C. Fry

President & CEO
Greater Baltimore Committee

William Johnson

Director
Department of Transportation

Phil Lee

Blue Water Baltimore

Brenda McKenzie

President
Baltimore Development Corporation

John Pezzula

Director of Retail Assets
Bozzuto Management

Joan Pratt

Comptroller
Baltimore City

Joe Press

Senior Vice President
Ashkenazy Acquisition Company

John Racanelli

President & CEO
National Aquarium

Patrick Richards

Vice President, Corporate Real Estate
Laureate Education, Inc.

Ed Rudzinski

Area General Manager
Marriott Waterfront Hotel

Rochelle "Rikki" Spector

Councilwoman
Baltimore City Council

Colin Tarbert

Deputy Mayor
Economic & Neighborhood Development





FISCAL YEAR 2014 WATERFRONT MANAGEMENT AUTHORITY BOARD

Michael Hankin, Board Chair
 President & CEO
 Brown Advisory

**Van R. Reiner,
 Board Secretary/Treasurer**
 President & CEO
 Maryland Science Center

Michael Beatty
 President
 Beatty Development

James Bond
 President & CEO
 Living Classrooms Foundation

Wilbur "Bill" Cunningham
 Vice President
 Living Classrooms Foundation

Mike Durham
 The Sport Shop

Fred Edeson
 General Manager
 Harborplace

Susan Flanigan
 Resident

Helen Holton
 Councilwoman
 Baltimore City Council

Tom Marshall
 Elm Street Development

Brenda McKenzie
 President
 Baltimore Development Corporation

Tim O'Donald
 President
 Harbor East Management Group

Edward Prutzer
 General Manager
 Rusty Scupper

John Racanelli
 President & CEO
 National Aquarium

Ed Rudzinski
 Area General Manager
 Marriott Waterfront Hotel

Zed Smith
 Chief Financial Officer
 Cordish Company

Carl "Bill" Struever
 Cross Street Partners

Colin Tarbert
 Deputy Mayor, Economic & Neighborhood
 Development

WATERFRONT PARTNERSHIP STAFF

Laurie Schwartz
President

Healthy Harbor

Adam Lindquist
Healthy Harbor Manager

Leanna Wetmore
Community Coordinator

Marketing and Events

Sarah St.Clair
Marketing Manager

Lauren Moloney
Event/Project Coordinator

Finance

Lisa Aiello
Accounting Manager





Front Apartments



WAY

