



FY17 ANNUAL REPORT
WATERFRONT
PARTNERSHIP
OF BALTIMORE

Letter from the President

THIS YEAR MARKS OUR TENTH Annual Report since the Waterfront Management Authority was created in 2007. Mike Hankin has been Chair of the Waterfront Management Authority – and Waterfront Partnership – for this entire time; in fact, Mike has been our leader *since 2004*, leading the very formation of Waterfront Partnership. Following the creation of the Partnership in 2005, Mike turned his “let’s get it done now” focus to obtain the commitment of every property owner in the Inner Harbor, Harbor East, Harbor Point and a portion of Fells Point to voluntarily contribute the amount their surcharge payment would be, in order to provide much needed services while the Partnership worked toward creating the Waterfront Management Authority.

Few non-profit organizations have benefited not only from the longevity of leadership we’ve been fortunate to have, but more importantly to experience the kind of leadership Mike brings: a heavy dose of passion for the City and specifically the waterfront, with a perspective of the long view punctuated with the critical sense of urgency required to focus on key priorities for immediate results.

From the beginning, our focus has been on core functions of safety, cleaning and greening. In 2009, Mike suggested we no longer ignore the “elephant in the room” or rather, the dirty water, and expand the task of not only cleaning the land but also focus on cleaning the water. The Healthy Harbor Initiative was created, and a goal for a swimmable, fishable harbor was declared. Floating wetlands, Mr. Trashwheel, Lost Python Ale, alley makeovers, and a sellout annual Floatilla event all have helped focus attention on the importance of clean water. Since then, close to 1.5 million pounds of trash have been removed from the Harbor; over 50 million online video views experienced and our social media reach is nearing 50,000 followers.

By 2010 we knew that just creating a clean and safe district wasn’t enough; we had to create reasons for people—particularly locals—to visit the harbor by adding amenities like the Walter Sondheim Fountain and the Ice Rink; by adding new parks for families, like Pierce’s Park and adding features like shaded seating, trees and play features to West Shore Park. Today these parks are hubs of activity for local residents, with concerts, festivals and fitness classes in warmer weather while the rink delights people of all ages in the holiday season.

Our next park project will be our biggest yet. Rash Field will soon be the site of a \$20 million renovation that will add a skate park, new pavilion and new play spaces for children to learn about insects, animals and kinetic movement.

Thanks to Mike’s crystal clear vision, along with Healthy Harbor, clean and safe will always remain our core commitment and focus.

Big things happen when good people unite with strong leadership, shared goals and a common commitment. Without Mike's leadership and guidance, neither Waterfront Partnership nor the Management Authority would be here today. The waterfront would likely still be filled with litter, and feel less safe. Gardens would be weed filled and floating trash would be visible. There would be less green space and fewer locals enjoying the harbor. *Without Mike's leadership we would not have a vision, commitment and results making Baltimore's waterfront cleaner, greener and safer, more active and attractive, with many more affordable reasons for locals to visit.*



In honor of Mike's vision and determination to clean the harbor, Waterfront Partnership dedicates to him "The Hankin Healthy Harbor Walking Tour."
The tour is a showcase of restoration projects around the waterfront made possible by Mike's vision and leadership.

"Without Mike's leadership and guidance, neither Waterfront Partnership nor the Management Authority would be here today."

We are proud to dedicate this annual report to Mike Hankin, who stepped down as chairman of Waterfront Partnership's board of directors after twelve years. We are all better thanks to his vision and leadership.

Sincerely,

Laurie Schwartz, President

Keeping the Waterfront Safe and Beautiful

For 10 years, our dedicated teams have been working hard to ensure everyone's experience at Baltimore's waterfront is exceptional and memorable.

GREEN TEAM



45

new flowering baskets



2,450

flowers planted



596

yards of mulch



24

trees planted

CLEAN TEAM



717

hours spent power washing



848

pieces of graffiti removed



1860.50

hours spent vacuuming litter



11,061

trash cans emptied



705,571

pounds of trash removed

Clean and Green Teams

Our clean and green teams work every day to maintain the waterfront as a lush, welcoming space by cleaning, landscaping, and monitoring all public spaces, promenades, and parks. They power wash sidewalks, vacuum litter, plant trees and flowers, remove graffiti, empty trashcans and spread mulch.



Visitor Services

Baltimore's Inner Harbor welcomes millions of visitors each year and our Safety Guides work tirelessly each day to provide a friendly face, a welcoming hand, and a watchful eye. Whether referring visitors to a great place to eat, offering suggestions on things to do, or providing directions to a nearby attraction, our Safety Guides around the waterfront are always ready to help.

SPOTLIGHT

Safety Team

Our Safety Team is a constant presence to reassure visitors' safety at the waterfront. From Segway patrols, to after hours business checks, to safety escorts, the Safety Team provides a watchful eye around the clock.



977

Segway patrol hours



2,612

business checks



4,495

pictures taken



31,819

guests assisted

Activating the Waterfront

We are the proud host of lots of free and low-cost waterfront events and festivals for Baltimore families and visitors to enjoy throughout the year.





⌘ **Summer Social Series:**

New vendors, delicious food trucks, local live music and a photobooth kept our summer concerts 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.



⌘ **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:**

After moving the ice rink to the top of the amphitheater in 2016 we were able to accommodate a larger rink and increase our event programming. We organized 14 special events, and enhanced our "show your wristband" offer for discounts at local merchants. We delighted thousands of skaters, including area school and community groups.

⌘ **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 development projects happening around our waterfront.



⌘ **Harbor Market:** Featuring Baltimore's best food trucks, local vendors and fun lawn-style games, downtown employees enjoyed lunch, fresh air and a picturesque view.

NEW IN 2017

+ Docs From The Docks

Realizing that winter is a difficult time for environmental nonprofits to engage their audiences, we created Docs from the Docks, an environmental documentary film series hosted at waterfront venues. For three months, we secured the rights to show current films relevant to the restoration of the harbor and bay on the third Tuesday evening of each month.

+ **Yappy Hour:** Harbor Point is the newest destination at Baltimore's waterfront and arguably provides one of the best views of the harbor. We offered Yappy Hours at the Central Plaza the first Friday of each month from May – August. Pets and their humans enjoyed live music, treats and games.

+ **Harbor Point Winter Social:** Smiling faces filled the park for a Harbor Point Winter Social with live music, treats, carolers and crafts for the kids.

+ **Pierce's Park's 5th Birthday Party:** Pierce's Park turned five this year so a birthday party seemed only appropriate! Baltimore families came to the party to enjoy face painting, Cream Cruiser ice cream sammies, live music and the unveiling of our new piece of play equipment.



⚡ **The Great Baltimore Oyster Festival:** This annual event combines our passion for a Healthy Harbor with our love for programming our public spaces. Over 2,500 Baltimoreans attend the event each year, sampling oysters, listening to live music, and learning about oysters, their vital role to keeping our waters clean, how they grow, and where they come from.

Healthy Harbor Schools: A series of engagement programs that touch many aspects of our work including the Healthy Harbor Lab Day field trips, EcoTours of Inner Harbor restoration projects, and the Ingenuity Project.

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.

⚡ **The Baltimore Floatilla:** The 2nd Annual Baltimore Floatilla was a 5-mile paddle and rally for clean water. On June 10th, 2017, 350 paddlers and volunteers launched from Canton Waterfront Park to paddle to a rally in the Inner Harbor, a 40% increase in participation from 2016. Hundreds of colorful kayaks, canoes and SUPs gathered around a “Fund The Bay” sign leaving little room for questioning the group's desire for protected, clean and safe waterways.





THIS YEAR AT ANDORA ICE RINK AT BALTIMORE'S INNER HARBOR



3rd
year of
operation



19,000
skaters



13
special events



Over 500
tickets given to
community
organizations



67
days of
operation



Over 25
marriage
proposals
hosted at
the rink



45
million
media
impressions



\$500,000
ad value for
sponsors

Sponsors: PANDORA, Constellation, Morgan Stanley, Mindgrub, The Village of Cross Keys, T. Rowe Price, The City of Baltimore, Baltimore Development Corporation, Baltimore City Department of Transportation, The Can Company, Exelon, Pearlstone Family Foundation, Waterfront Marriott

The Waterfront Hosted:

- 36 Private Events
- 30 Public Events
- 24 Running Events
- 14 Filmings
- 8 Event Series

"We had a great time and the entire staff was super great!"

—MICHELE CREEK

Engaging Baltimore City Residents in the Restoration of the Baltimore Harbor

Reintroducing Baltimore residents to their harbor and changing their perceptions about the water, their connection to it, and its potential for restoration



1,912
volunteers



7,380
people reached
through tabling at
citywide events



376
individuals
participated in
EcoTours of Inner
Harbor restoration
projects



3,990
people attended
Healthy Harbor
events including
environmental
film screenings,
the Great
Baltimore
Oyster Festival,
and other
celebrations



799
volunteers
engaged in
oyster
maintenance
activities



459
students from
Baltimore City
schools attended
Healthy Harbor
Lab Day field
trips at the
Columbus Center



350
paddlers participated
in 2nd annual
Baltimore Floatilla for
a Healthy Harbor

THE TRASH WHEEL FAMILY officially grew in December 2016 with the installation of Professor Trash Wheel. Thanks to over 600 donations from individuals, businesses and foundations in 26 states and 8 countries, Professor Trash Wheel was fully funded and installed at the end of Harris Creek in Canton. Not to be outdone, Mr. Trash Wheel celebrated reaching 1,000,000 pounds of trash collected, including over 9,000,000 cigarette butts since being installed in 2014. He continues to successfully intercept trash while interacting with his 25,000+ social media followers, educating them on the importance of clean waterways.

In May we released the 2016 Healthy Harbor Report Card in partnership with Blue Water Baltimore. The report card, which grades the health of four distinct waterways in Baltimore and the surrounding



counties, revealed failing grades for the Baltimore Harbor, tidal portion of the Patapsco River and Jones Falls. The Gwynns Falls received a D-, for a second year. According to the report card, most of Baltimore's water problems are attributed to fecal bacteria, storm-induced pollution problems and low water clarity. The report card stresses the importance of repairing and upgrading the storm drain and sewer system as quickly as possible.

To help reach the Healthy Harbor Initiative's goal of making the harbor swimmable and fishable, there needs to be a significant increase in improvement efforts and support from the public. Much can be done to improve water quality in Baltimore!



SPOTLIGHT

Great Baltimore Oyster Partnership

The Great Baltimore Oyster Partnership, in partnership with the Chesapeake Bay Foundation, continues to expand. Volunteers from T. Rowe Price, Constellation, BGE, Legg Mason, Brown Advisory, WRA & Morgan Stanley adopt baby oysters and raise them over nine months in the Inner Harbor before transplanting them to an oyster sanctuary in the Chesapeake Bay. This past spring we planted a program record-breaking 271,989 spat-on-shell to contribute to the continued restoration efforts of oysters in the Bay.

FY17: 271,989 OYSTERS PLANTED



« **IN JULY 2016**, the Healthy Harbor Initiative began implementing its Alley 2 Harbor program to engage Baltimore City residents in the restoration of the Baltimore Harbor. In addition to improving water quality and habitat, Alley 2 Harbor aims to change public perception of the harbor from a dead and toxic waterway to a living ecosystem that we can save.

As part of Alley 2 Harbor, Waterfront Partnership developed the concept of an “Alley Makeover” as a way to keep conversations with communities about litter and blight engaging and creative. Planned with community members, Alley Makeovers have included stenciling storm drains, painting new murals, repairing old murals, power washing, pruning, renting tools, and hosting a series of block building events with food, music, translators, and all-ages activities. The artwork that is left behind after a makeover serves as a visual reminder of the experience. In 2016 we completed 22 Alley Makeover Projects, including 5 large scale murals and 24 smaller murals with aquatic themes.



ALLEY MAKEOVER STATS

- 22 alley makeover projects
- 29 murals including 5 large scale murals
- Engaged 1,113 volunteers in alley makeover process
- Distributed 235 recycling bins at trainings and community events



SPOTLIGHT

ON JUNE 10TH, 2017, Healthy Harbor hosted the 2nd Annual Baltimore Floatilla for a Healthy Harbor and Bay. Over 350 paddlers and volunteers launched from Canton Waterfront Park and paddled to a rally in the Inner Harbor with the message to #FundTheBay. The Baltimore Floatilla was envisioned as a way to give a unified voice to the paddling community to advocate for the improvement and protection of the Baltimore Harbor and Chesapeake Bay.

“Examples like Baltimore Harbor’s Mr. Trash Wheel provide a blueprint for effective ways to prevent trash from reaching our ocean.”

— OCEAN CONSERVANCY

MR. TRASH WHEEL HAS COLLECTED OVER 1 MILLION LBS OF TRASH SINCE 2014



255,640
plastic bottles



2,349,200
cigarette butts



1,693
sports balls



260,310
grocery bags



297,446
polystyrene
containers



3,062
glass bottles



302,060
chip bags



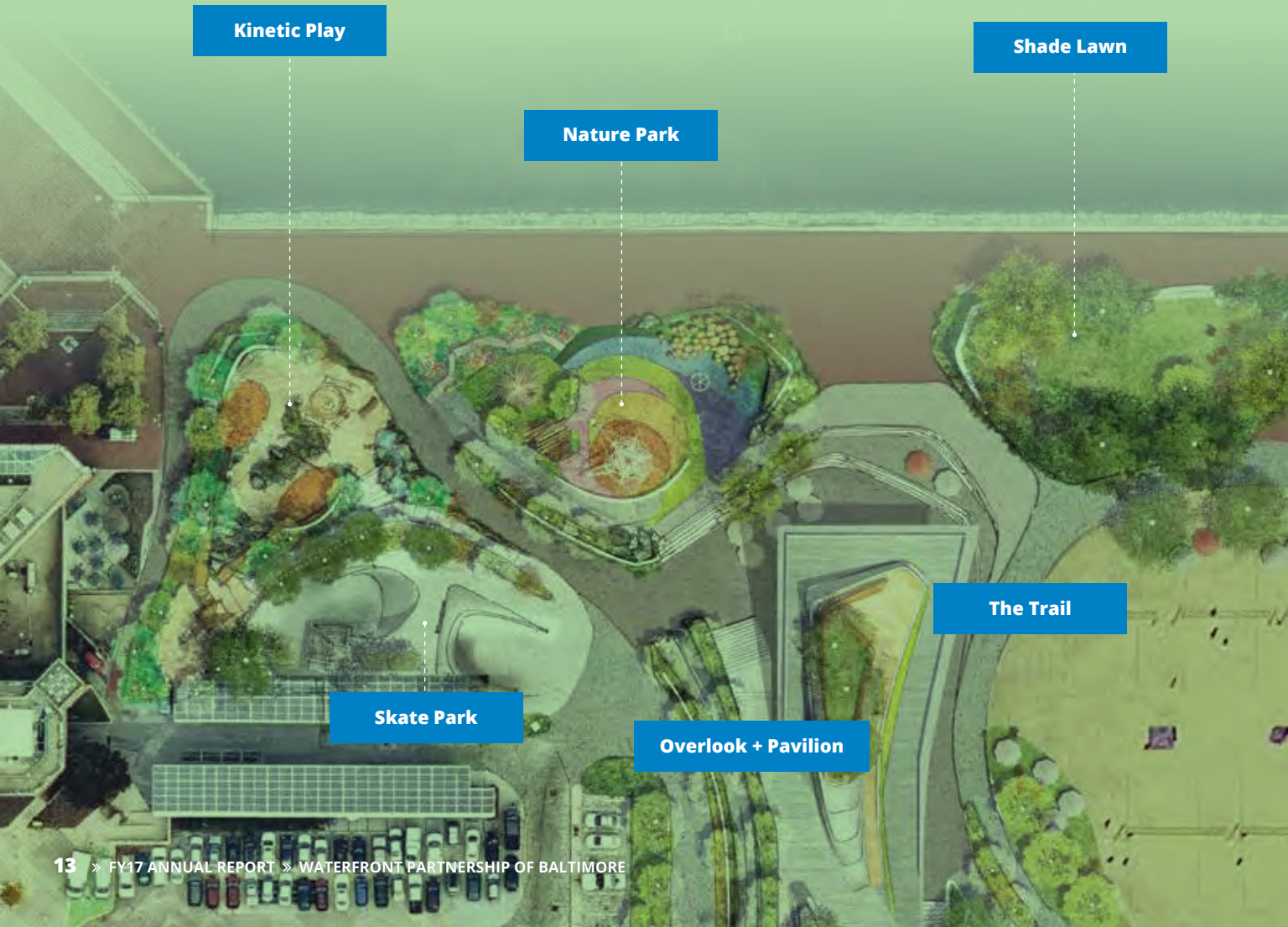
6,494
homes powered
from incinerating
trash

After a successful fundraising campaign, nearly \$600,000 was raised to help build and maintain a second trash wheel at the Harris Creek outflow in Canton. In December 2016, **Professor Trash Wheel**, debuted with googly eyes and “glashes”. In Professor Trash Wheel’s first eight months of operating, she collected over 68,000 lbs of trash!



A New Park for the Harbor

Waterfront Partnership and the Greater Baltimore Committee worked closely with city government to develop an updated master plan — Inner Harbor 2.0 — to guide the evolution of the Inner Harbor to best meet the needs of today and tomorrow.



Baltimore's Inner Harbor has long served as the hub of the region's tourism activity, with over 14 million people visiting per year. In fact, the development of the Inner Harbor created a new tourism and hospitality employment sector for Baltimore and currently generates well over \$100 million in taxes annually for our local economy. In 2012, recognizing that some of the Inner Harbor infrastructure had outlived its useful life, Baltimore City completed a "State of Good Repair" Study, while Waterfront Partnership, along with GBC and the City, initiated an updated master plan, otherwise known as Inner Harbor 2.0. To better meet the needs of local residents, the plan calls for the addition of free amenities and attractions at the harbor, increased greenery, shade and park space, and cleaner water through the Healthy Harbor Initiative.

Rash Field

Rash Field, located on the south side of the Inner Harbor will be redesigned into a vibrant, active and attractive park space for residents of all ages to

enjoy. Improvements to the 7.5 acre park include children's nature and kinetic play areas, skate park, enhanced volleyball courts, meandering walking and jogging trails, a pavilion overlooking the harbor and food-service cafe, pollinator gardens, and a large lawn for youth sports, recreation, and events. Working with lead landscape architect firm Mahan Rykiel, and Baltimore City Urban Design & Architecture Review Panel, a final park design was selected in FY17.

Inner Harbor Light Poles

As a part of the Inner Harbor 2.0 plan, new light poles will be installed around the entire waterfront area to upgrade the decades old lighting fixtures, and provide more cost efficient, and enhanced safety to the waterfront. The poles lining the harbor's edge will tie into the harbor's maritime history through a mast-like design and wooden finish.

143 new light poles will be installed as part of a Phase 1 installation in FY18.



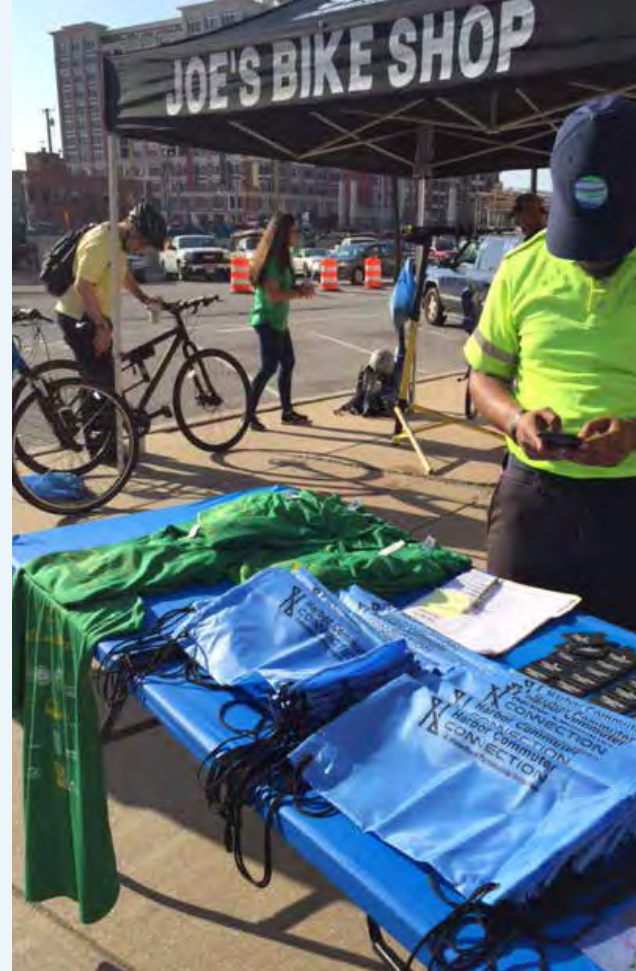
Easing the Commute to the Waterfront

Providing commuters and city residents with information and services about travel options to help achieve an easier way to the waterfront





The Point East Shuttle stops to pick up commuters (*above*). Our community outreach includes table displays at local businesses and events (*right*).



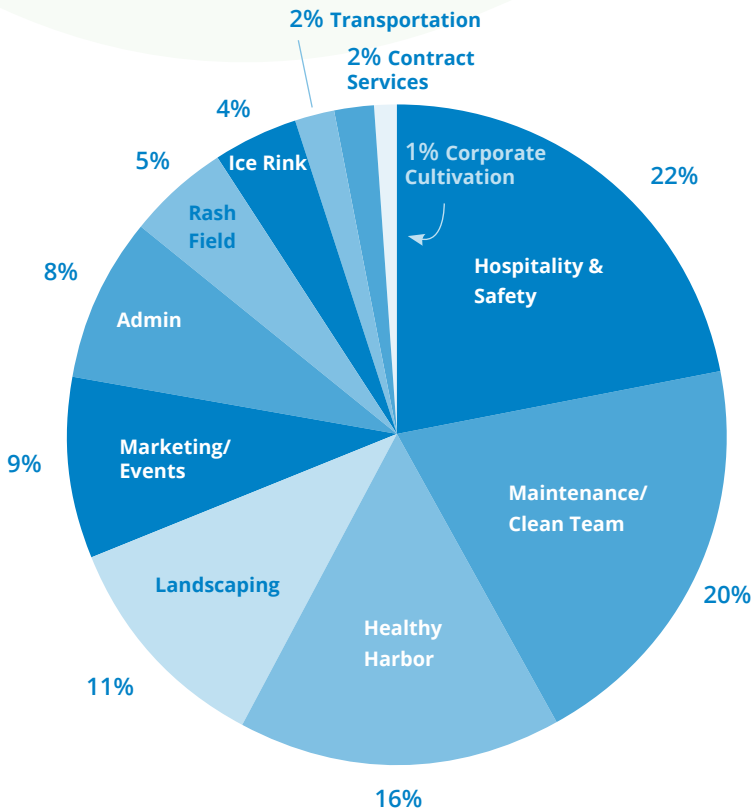
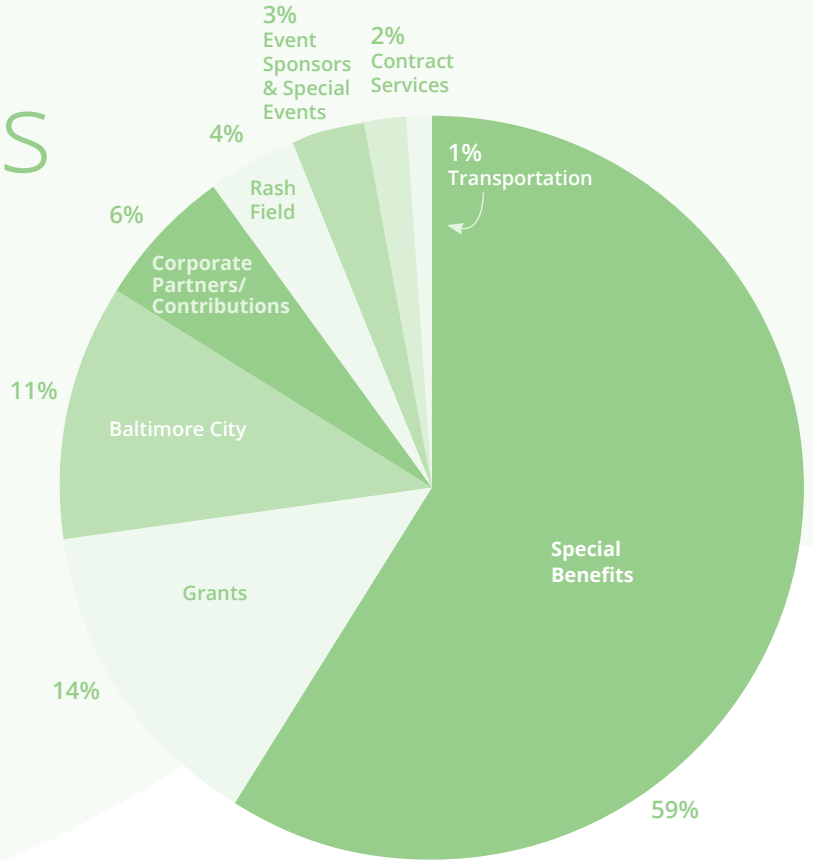
AS THE WATERFRONT landscape has grown and changed, so has the increase in employee commuters to the area. The waterfront has hosted an influx of almost 1,200 employees to Harbor Point after the Exelon headquarters move was completed. To accommodate the increased amount of commuters to the waterfront, and to ease the traffic congestion that would ensue after the Central Avenue Bridge Streetscape project began, WPB collaborated with the Department of Transportation and Horseshoe Casino to debut the five fleet Point East Shuttle Commuter bus service in September 2016. Funded by DOT, operated by TransDev transit providers, and marketed and managed by WPB, we have maintained a growth of a little over 200 subscribers throughout the past year, 60% of which are MTA users and 40% are Park & Ride subscribers. Since its inception one year ago, we've averaged between 180–200 members with a ridership average count of 1,000 rides per week.

The goal of our Harbor Commuter Connections Initiative has been to reduce single occupancy drivers to the area, by educating and encouraging commuters to opt out of driving, and choose an alternative and cost effective commuting option. Over the past year, we have hosted four transportation events in the district reaching an average of 100-200 employees for each event at Morgan Stanley, Legg Mason, Exelon and Laureate. We celebrated the start of Spring with a Sidewalk Transportation pop-up event, where we took our transit message to the streets, and hosted city-wide transit services that could benefit harbor commuters. As a result, we reached hundreds of pedestrians at lunchtime and educated them on alternative travel options to and around the area. In addition, we are constantly working with employers and city services to ensure we communicate travel alerts, road closures, construction schedules and any other inhibitor to traffic around the waterfront.

Financials

REVENUE

Special Benefits	59%
Grants	14%
Baltimore City	11%
Corporate Partners/Contributions	6%
Rash Field	4%
Event Sponsors & Special Events	3%
Contract Services	2%
Transportation	1%



EXPENSES

Hospitality & Safety	22%
Maintenance/Clean Team	20%
Healthy Harbor	16%
Landscaping	11%
Marketing/Events	9%
Admin	8%
Rash Field	5%
Ice Rink	4%
Transportation	2%
Contract Services	2%
Corporate Cultivation	1%

We Can't Do it Without You!

HEALTHY HARBOR BUSINESS SUPPORT:

1212 East Apartments
Baltimore City
Department of
Public Works
Baltimore Water Taxi
BGE
Brown Advisory
Canton Car Wash
Constellation
H&S Bakery
Legg Mason
Maryland Environmental
Services
Maryland Port
Administration
MOM's Organic Market
Morgan Stanley
National Aquarium
Peabody Heights
Brewery
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
Island Foundation
Pedersen Foundation
Rauch Foundation
T. Rowe Price
Foundation

PANDORA ICE RINK SPONSORS:

Ashkenazy Acquisition
Corporation
Baltimore City
Department of
Transportation
Baltimore Development
Corporation
City of Baltimore
Constellation
Cross Street Partners
Mahan Rykiel Associates
Marriott Waterfront
Mindgrub
Morgan Stanley
PANDORA

Pearlstone Family
Foundation
The Can Company
The Next Ice Age
T. Rowe Price
Village of Cross Keys

RASH FIELD FUNDERS:

City of Baltimore
State of Maryland

SUPPORTERS:

Baltimore Beach
Volleyball
Baltimore Office of
Promotion and Arts
Downtown Baltimore
Family Alliance
Federal Hill
Neighborhood
Association
Inner Harbor Project
November Project
Otterbein Community
Association
Parks and People
Foundation
Skatepark of Baltimore
South Harbor
Renaissance
Visit Baltimore

WATERFRONT PARTNERSHIP EVENT SPONSORS

Beatty Development
Constellation
IKEA
Kohler
Medifast

WATERFRONT PARTNERSHIP EVENT IN-KIND SUPPORT

Brick Bodies
The Brickman Group
Corepower Yoga
CrossFit Federal Hill
Dooby's
Downtown Baltimore
Family Alliance
INLINE Fitness
MAC Harbor East
Pixilated
PNC Bank
REV Cycle Studio
The Can Company
The Next Ice Age
Visit Baltimore
XPF Studio
Yoga Works

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