



WATERFRONT
PARTNERSHIP
OF BALTIMORE

FY19 ANNUAL REPORT

LETTER FROM THE PRESIDENT

Dear Supporters and Friends,

As the Partnership works to create a clean, safe and attractive Waterfront for all to enjoy, we're always searching for more effective and innovative ways to deliver services.

While we seek to add value in everything we do, we recently landed on something that might be small but brings enormous value to the Waterfront and meets multiple WPB goals. Cigarette butts? Who would have thought those small bits of litter would result in one of those wins? But [no pun intended...] this year they did. A new, innovative cleaning tool met several objectives:

- **A more efficient litter removal system**
- **A healthier harbor**
- **Recycling**

Sometimes the greatest joy of discovery is in the surprise.

Dealing with cigarette butts has been a major nuisance for Waterfront Partnership. Despite the steady decline in numbers of smokers those who do still smoke are prohibited from smoking indoors so we often see them huddled outside bars and restaurants. Since few establishments want butt- filled receptacles lining their entrances, the evidence frequently is found scattered on the ground. The Waterfront is swept daily by a group of clean team members in partnership with Living Classroom's Project Serve. These men and women sweep our sidewalks, curbs and promenades daily, removing butts and litter.

We don't serve the entire city though, so most butts make their way to the Harbor after being washed down the storm drains. Fortunately Mr. and Professor Trashwheel's are nearby to consume them. Were you aware that cigarette butts comprise the largest source of litter our Trashwheels remove? They have removed 12,500,000 cigarette butts since taking their positions in the Harbor.

Enter butt recycling with Terracycle. To recap how this innovative measure has benefited the Waterfront:

- **A more efficient litter removal system:** 174 Terracycle urns mounted on poles in high smoking areas, have kept 207,000 butts so far off the streets, freeing up the clean team to focus on power washing, vacuuming and snow removal.
- **Creating a healthier harbor:** The urns have kept 207,0000 butts out of the Harbor, not only out of the mouths of our Trashwheels but preventing the poisonous residue from polluting the water and being poisoned when eaten by our fish.
- **Recycling:** through an innovative partnership with Terracycle, we package and mail the butts to them, and they recycle the butts.

Management Guru Tom Peters used to say "Celebrate Small Wins".

Well. The butts may be small but we consider the butt recycling program a big win for the Waterfront! Just one example how small steps toward innovation are making a big difference on the Waterfront and in our water.



ABOUT WATERFRONT PARTNERSHIP OF BALTIMORE

The driving force behind a cleaner, more attractive and more exciting Waterfront!

We're a non-profit organization known for getting things done around the Waterfront. We oversee the Waterfront Management Authority, 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, a welcoming hand, and a watchful eye. We ensure the Promenade is clean and shiny, and that the landscape is always lush and colorful.

We oversee the Waterfront parks, which provide places for family fun and activity, special events, and relaxation. We also manage free and low-cost attractions including the Inner Harbor Ice Rink, Walter Sondheim Fountain, and award-winning Pierce's Park.

We plan for the future, working towards a swimmable and fishable Harbor and advocating and planning on behalf of our public spaces.

We are proud to serve as our Harbor's chief advocate, promoter, and steward, aiming to enliven the Harbor by providing basic services, adding new family oriented amenities and developing new and exciting programming and events.



MAKING THE WATERFRONT **CLEANER, GREENER, & SAFER**

SAFETY TEAM

Our Safety Team works 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 team is there to make sure visitors and residents are happy, safe, and satisfied. This past year the Safety Team kept the Waterfront safe with:



25,350

GUESTS ASSISTED



977

SEGWAY PATROL HOURS



1,311

SAFETY ESCORTS



MEET OUR GUIDES

Often referred to as the Waterfront's "Walking Concierges", our Safety Guides are far more than location finders—they're Baltimore's Waterfront Ambassadors. Whether it's helping to take a family photo, finding lost kids, providing first aid, or working to aid Baltimore City's police department, Waterfront Guides are positioned all around the Waterfront to assist anyone in the Harbor with whatever they might need.

One of our most notable Safety Guides, Lee Thompson, joined the Block by Block program by way of Living Classrooms; each week he patrols the Waterfront, on foot, ready to assist anyone with whatever question or concern that may arise. Like many guides, Lee's path from Living Classrooms is one of the ways someone can become a guide: via Living Classrooms, a traditional online application, or via a personal recommendation.

"My job is to observe, record, and report," Lee explains. It's obvious Lee doesn't simplify his job to just that—he patrols the area with one main goal in mind: help whoever he can with whatever assistance they may need. A mission that comes across broad, but with Lee it's evident that he views every aspect of his role as an opportunity for some kind of hospitality engagement.

Lee is focused on safety, yet the way he approaches the subject is one that doesn't instill fear, but rather inspires confidence for walking around the Waterfront. His tips aren't about being afraid of what might happen, but rather from his years of experience of how to be smart and enjoy yourself at the same time. This welcoming advice is part of the Safety Guides' unwritten reputation—sure, they can help you find Pier 6 or the best crab cake, but they also provide a sense of safety to the area.

Trained in all aspects concerning guest assistance, our guides are the walking extension of the Visitor Center. Of the many services our guides offer, they provide safety escorts all across the Waterfront, are CPR and First Aid certified, and are trained in crisis response should an incident arise they can provide guest assistance before first responders can arrive. Our guides also work closely with the Baltimore City Police Department, as both groups keep the other informed on what's happening on the Waterfront.

A lot of locals do not consider how they can benefit from talking to a Waterfront Guide outside of meeting someone new. If you take a safety escort with one of our guides (another underused resource they provide) you'll benefit from the care they take to make sure everyone on the Waterfront is safe and satisfied. The sense of community and safety that the Guides have created, taking from their own experiences and putting all of that into their work, is inspiring.



CLEAN TEAM

Our Clean Team is committed to making sure all of our parks, public spaces, and promenades are clean, welcoming, and attractive. They are constantly sweeping sidewalks, powerwashing hard surfaces, and vacuuming up litter. This past year the Clean Team provided:



11,289

CLEAN TRASH CANS



586

HOURS OF POWER WASHING



318,911

POUNDS OF TRASH REMOVED



GREEN TEAM

Our Green Team ensures the grass is always lush and the flowers are in bloom. 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. This past year the Green Team provided:



3,410

WATERING HOURS



27,952

PLANTED FLOWERS



27,300

PLANTED SQUARE FEET OF SOD

AN INNOVATIVE SOLUTION TO ELIMINATING CIGARETTE BUTTS

Cigarette butts are the most persistent source of litter in our district. While they may seem small, they can have a big impact on not only the cleanliness but the overall health of our Harbor. Cigarette butts are very slow to degrade and harm plant and wildlife in the process. Many get washed into our waterways during rainstorms. In Baltimore's Harbor, the trash wheel family has collected over 11,000,000 cigarette butts. If you lined all of them end to end, the trail would stretch from Baltimore to Canada!

Our team is making it even easier to properly dispose of cigarette butts throughout our district. We partnered with the City of Baltimore and Terracycle, to have 174 urns installed to make it easy to properly dispose of cigarette waste. Cigarettes deposited in these urns are sent to Terracycle who recycles them into plastic pallets and compost any remaining tobacco. These urns line streets throughout the Inner Harbor, Harbor Point, Harbor East, and Fell's Point and serves as an easy and sustainable solution to managing cigarette waste.

The new urns have already picked over 207,000 cigarette butts, preventing them from ending up as litter, water pollution, or landfill waste. We spend a lot of time ensuring our Waterfront is clean, but projects like this help us ensure that litter isn't created in the first place. By offering convenient solutions we're making it easier than ever for everyone to enjoy a beautiful Waterfront.



207,000+

CIGARETTES COLLECTED



174

RECYCLING URNS INSTALLED

WATERFRONT ACTIVATION

We produce year-round family-friendly events, programming, and performances to activate public spaces, attract locals and visitors, and provide even more reasons to visit the Waterfront. Our programs and events include everything from yoga on the Waterfront to hosting a Floatilla on the water. With a focus on creating experiences that are entertaining, often educational, and always enjoyable; our events attract Baltimoreans and Tourists alike.



FUN ON THE WATERFRONT

Formerly known as Summer Socials, our re-branded summer concert series featured bigger bands, more family activities, and enhanced bar service creating more Fun on the Waterfront.



WATERFRONT WELLNESS

Waterfront Wellness is our free summer series designed to make health and wellness easy for our local community. We continued our partnership with Medifast to support a healthier future in our neighborhoods and the Harbor.



WATERFRONT FLOATILLA

The Floatilla is an annual 5-mile paddling event in Baltimore's iconic Inner Harbor.

Money raised by the Floatilla provides City students with environmental field trips, makeover dirty alleys and help Mr. Trash Wheel and Professor Trash Wheel keep hundreds of tons of trash out of the water.



HARBOR HARVEST

Our annual Harbor Harvest Children's Festival brings the country to the Waterfront, featuring an urban pumpkin patch, a petting zoo, a hay maze, face painting, pumpkin decorating, pony rides, live music, food trucks, stilt walkers, & other fall festivities.



HARBOR MARKET

Harbor Market is our pop-up food truck marketplace at McKeldin Square. With food trucks, games, and live music playing every Friday, April through September, attendees were able to taste, & hear the best of the city right outside the office.



HARBOR POINT ICE FESTIVAL

Central Plaza in Harbor Point came alive for the second annual Harbor Point Ice Festival! The plaza became a magical winter wonderland with twinkling lights, ice sculptures lining the walkways, live music, food & drink, kids crafts, and more!



INNER HARBOR ICE RINK

The PANDORA Ice Rink was once again the winter destination of the Inner Harbor. It's the center of winter holiday attractions drawing both Baltimore City and county residents to the Waterfront.

BIGGER & BETTER SIGNATURE PROGRAMMING

There's nothing quite as magical as watching ice being sculpted into beautiful works of art. 3,500 spectators gathered at the second annual **Harbor Point Ice Festival** on January 12, 2019 to watch ice carvings, warm up with hot chocolate, and enjoy Harbor Point's transformation into a winter wonderland. The plaza was a frozen playground complete with an ice slide, iron throne, a putt-putt course, ice displays, and even a larger than life beer can crafted from ice, surrounding the event.

This year the festival grew in both attendance size and scope. A new VIP tent offered festival goers to warm up during the cold day and snack on catered food. After they ventured out into the cold they could enjoy an exclusive ice sofa and luge that would instantly chill complimentary shots. With nearly double the vendors from our first Ice Festival, the new line up of local food trucks and businesses provided more food and cocktail options to warm up people and their spirits. Fire dancers delighted crowds with their grace twirling around large flames as part of our expanded entertainment.

The Harbor Point Ice Festival wasn't the only event that saw growth this season. Our newly established **Fun on the Waterfront Summer Concert Series** is already drawing an audience for its premier line up of bands from all over the country. The music at the series ranged from bluegrass to jazz to funk and has helped draw a large and diverse audience to Waterfront parks. Old staples such as **Harbor Market** and **Waterfront Wellness** saw new vendors, increased audience, and new special celebrations for holidays like National Family Fitness Day and National Caipirinha Day.

Events like these bring new life to the waterfront. They give us a reason to come together and enjoy our community. They provide not only a space to play but a place for people from across the city to gather at the water's edge. Whether it's enjoying the frozen fun of the Harbor Point Ice Festival or the warm days of summer at Fun on the Waterfront, there's always something to do on Baltimore's Waterfront.



64,200

EVENT ATTENDEES IN 2019



45,000 lbs

ICE FESTIVAL ICE



16,000+

ICE SKATERS



144

DAYS OF FREE FITNESS
CLASSES



30,000+

HARBOR MARKET VISITORS



3X

THE AMOUNT OF FOOD
TRUCKS AT HARBOR MARKET
FROM YEAR ONE

Just have fun!

In Fall 2018 we launched a new campaign to promote the rich treasures you find everyday on our Waterfront. The campaign gives a unified voice, look, and message to our Waterfront neighborhoods, You'll see the new campaign reflected in banners around the harbor with our tagline "Just Have Fun", redesigned events and programming, and through a social media campaign that invites people to share their newly made memories with the hashtag #WaterfrontFun.

We extend an invitation to all city residents to explore everything there is to do on the Waterfront. A new website **WaterfrontBaltimore.org** highlights all the attractions, dining options, shopping destinations, and events in each of the unique neighborhoods that make up our district.



8 PAGE BROCHURE

PUBLISHED IN
BALTIMORE MAGAZINE



120

LIGHT POLE BANNERS



#WATERFRONTFUN

SHARE YOUR FUN
WITH US



GROWING A HEALTHY HARBOR

This summer, 20 volunteers from Healthy Harbor, Constellation, Baltimore City Youthworks, and the Chesapeake Bay Foundation banded together to install The Harris Creek Rain Garden. Funded by the Baltimore City Department of Public Works and the Chesapeake Bay Trust, this garden sits at the lowest end of the Harris Creek Watershed, engineered to naturally filter and control flooding by redirecting rainwater through flower basins.

As a rainstorm wages on, pollutants and sediment like dirt, fertilizer, chemicals, oil, and bacteria collect into water runoff. Composed of three connected pools that collect water runoff from Boston Street, the rain garden will help improve the water quality of the Harbor and storm sewer system, preventing water pollution and flooding as well as erosion.

The sloped area that the rain garden lives in, is the new home of native shrubs, perennials, and flowers. These layers of specifically designed vegetation and soil serve one of the main goals of the rain garden: to improve water quality. Of the over 850 plants utilized in the rain garden, all of the greenery and flora implemented thrive in the natural habitat of the water basin native to the area. These rain garden perennials include plants like the Blazing Star and the state flower, the Black Eyed Susan. Every plant was hand chosen because their roots are capable of tolerating wet environments.

Known as “wet feet” plants, the plants in the flower basins are water tolerant, with deep roots that add extra outlets for stormwater to filter into the ground. They draw in nutrients from the water they’re absorbing, and their complex root systems help to break down what’s washed along in the water runoff, including some of those pollutants.

While the Harris Creek Rain Garden is the only big restoration project in the area, it came to fruition only after learning from other rainwater renovation projects like Library Square.

“It’s much easier to find funds for the installation of an exciting new project than for its upkeep,” Tiffany Kim, a Program Manager at Healthy Harbor explains. “That’s why we’re depending on our amazing volunteers to help us take care of the garden every month by weeding, mulching, watering, picking up trash, and replanting as necessary.”

With one of the main challenges of the rain garden simply being maintenance — so with such great benefits, the rain garden also comes with its challenges, making this project one that was completed this year, but will continue to improve water quality and engage volunteers for years to come.

HEALTHY HARBOR

Inspiring Baltimore City to explore, love, and clean the Baltimore Harbor.

BY THE NUMBERS



300,000+

OYSTERS PLANTED
(and over 1 million since the program began in 2014!)



4,154

PEOPLE REACHED THROUGH EVENTS



480

KAYAKERS IN THE HARBOR



697

ECO TOUR PARTICIPANTS



2,676

NATIVE PLANTS PLANTED

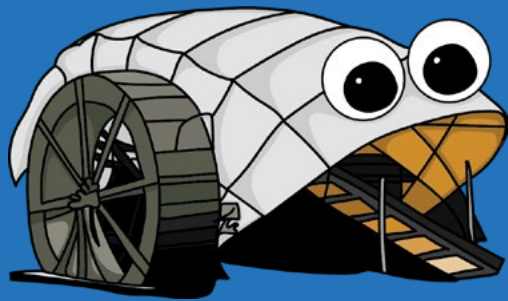


1,679

VOLUNTEERS ENGAGED



TRASH WHEEL STATS



Using the power of nature to keep our Harbor clean.

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



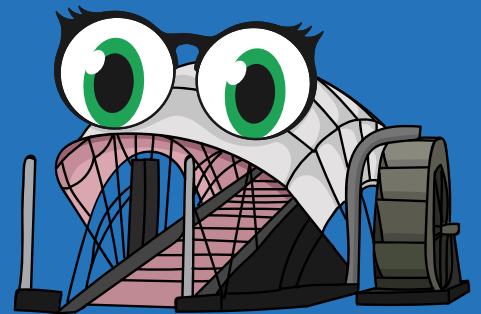
235.25

TONS OF TRASH COLLECTED



94,755

PLASTIC BOTTLES



85,240

POLYSTYRENE CONTAINERS



52,155

PLASTIC BAGS



66,726

SOCIAL MEDIA FOLLOWERS



THE FUTURE OF **RASH FIELD**

This year was a landmark year for Rash Field. The project was approved for \$1 million in bond bill funding. This combined with 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. The project will break ground in early 2020 with Whiting-Turner as construction manager and general contractor.

There is a lot to get excited about when looking at the new park features. Phase I of the park will include a dynamic playground for kids of all ages. The space will be headlined by two wooden towers reaching over 30 feet in the air! The adventure playground will inspire adventure through active play. In addition, there will also be a Nature Park where visitors can experience our rich urban ecosystem. This nature play space will feature gardens of native plants, secret pathways and fallen logs to immerse children in our local environment. Both parks are designed by Natural Learning Initiative at the North Carolina State University College of Design, a leader in childhood development and age-appropriate play. They will be world class spaces to play and learn, right on the waterfront.

In addition to the new playgrounds, the park will include a place for skating. Jake's Skatepark will be a dedicated space for skating and will be accessible for skaters of all ages and abilities. The park is named for Jake Owen, a five year old Baltimore boy who was killed by a distracted driver. In his short life, Jake became an avid skateboarder and would take to the streets to show his friends and parents his new skateboarding tricks, or help his friends pick up the sport. The new park will give other kids the chance to skate in safety.

The first phase of Rash Field Park will also offer new places to relax and take in the waterfront views! Tree cover of over 300 trees will provide a cool respite, while three working stormwater features will collect runoff and provide an educational experience for local science classes. Porch swings that overlook the Inner Harbor will quickly become one of the most popular features at Rash Field Park.

Guests will also be able to enjoy a new glassy pavilion featuring a local cafe with sweeping views of the waterfront. The pavilion will also include an iconic steel shade structure that will keep outdoor seating cool and comfortable throughout the summer. At the top of the pavilion, the green roof overlook will be a park within a park. The overlook will welcome visitors who enter from Key Highway with curved pathways and waterfront views. They will descend into the main park through a grand set of stairs. It will create a grand entrance to the newly redesigned park.

“Currently an unattractive and underutilized space on the Inner Harbor’s south shore, Rash Field will be transformed into an active recreation and play space by spring 2021,” said Laurie Schwartz, the Waterfront Partnership’s president. After years of careful planning and garnering support, it is exciting to see the vision of Rash Field Park come to life. The revitalized park will provide city residents with a wonderful place to relax and play for generation’s to come.



RASH FIELD PARK MILESTONES



Hired Whiting-Turner Contracting Company to advise the design team on construction feasibility and build the park



Advanced designs to 50% Construction Documents, which put the project on path to break ground in January 2020



Received approval from the city's Urban Design & Architecture Advisory Panel (UDAAP) on the park's design

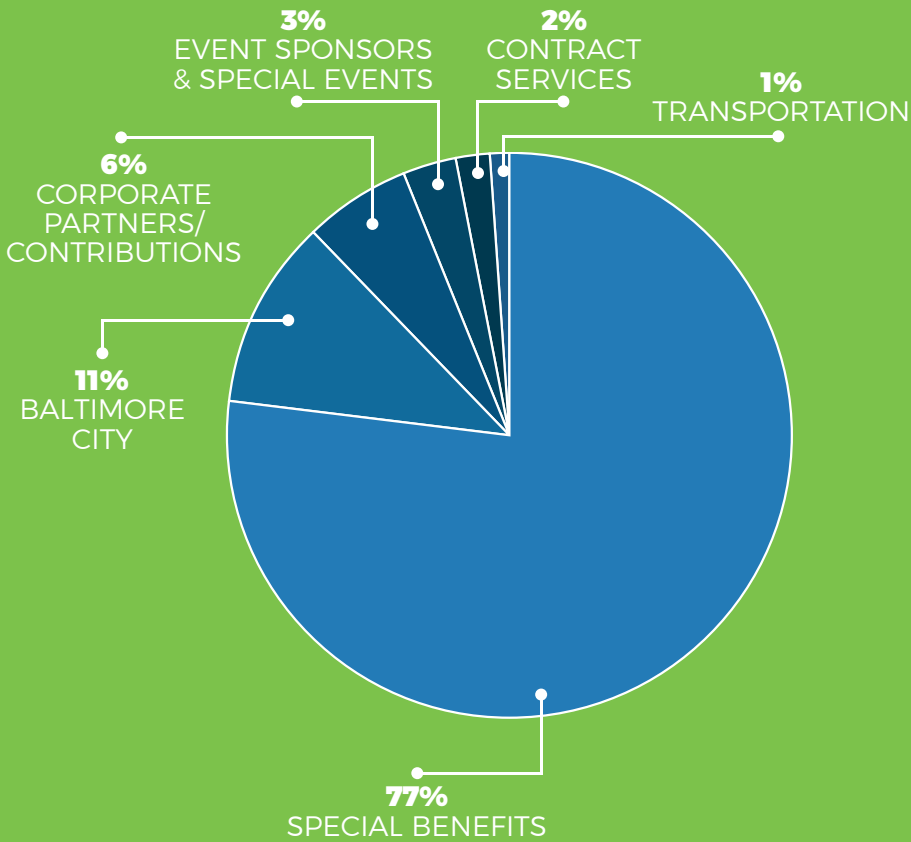


Raised a total of \$16.5 million towards the construction of Phase I



FINANCIALS

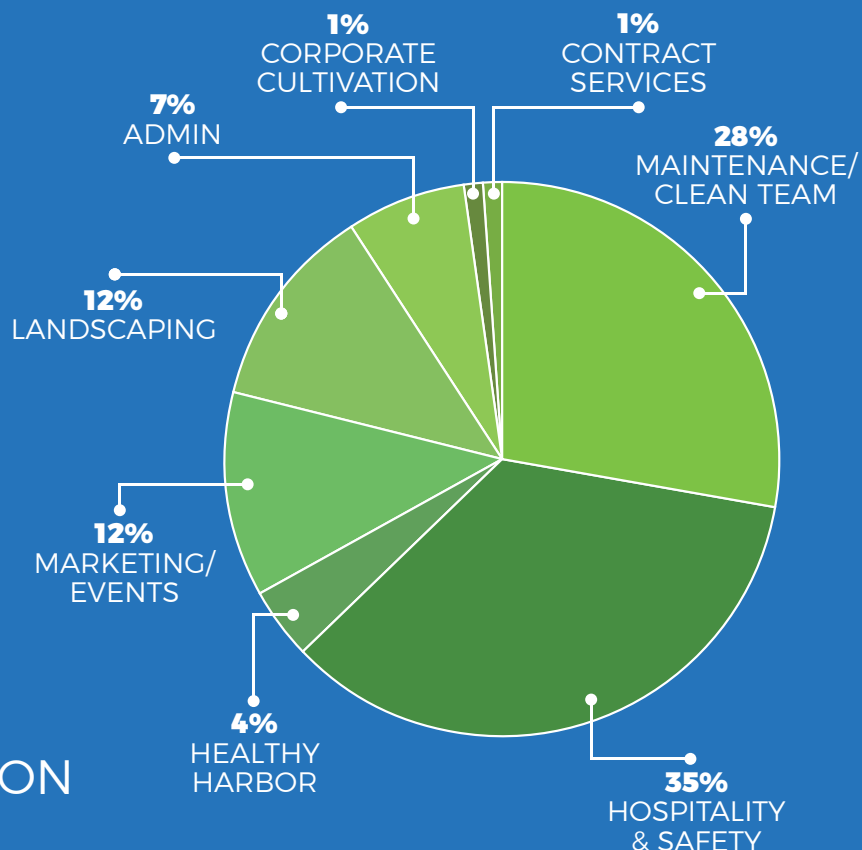
INCOME



- SPECIAL BENEFITS 77%
- BALTIMORE CITY 11%
- CORPORATE PARTNERS/ CONTRIBUTIONS 6%
- EVENT SPONSORS & SPECIAL EVENTS 3%
- CONTRACT SERVICES 2%
- TRANSPORTATION 1%

EXPENSES

- 35% HOSPITALITY & SAFETY
- 28% MAINTENANCE/CLEAN TEAM
- 12% LANDSCAPING
- 12% MARKETING/EVENTS
- 7% ADMIN
- 4% HEALTHY HARBOR
- 1% CONTRACT SERVICES
- 1% CORPORATE CULTIVATION



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A blue-tinted photograph of a city street with tall buildings and a large, abstract sculpture in the center. The text 'WATERFRONT MANAGEMENT AUTHORITY BOARD OF DIRECTORS' is overlaid in white, bold, sans-serif font.

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