

2020

annual report



WATERFRONT
PARTNERSHIP
OF BALTIMORE

Contents

02

LETTER FROM THE CHAIRMAN & PRESIDENT

03

ABOUT WATERFRONT PARTNERSHIP OF BALTIMORE

04

WORKING FOR THE WATERFRONT

05

ACTIVATING THE WATERFRONT

06

CREATING A HEALTHY WATERFRONT

07

BUILDING A WATERFRONT FOR PLAY

08

FINANCIALS

09

OUR SPONSORS

10

OUR BOARD

11

WATERFRONT MANAGEMENT AUTHORITY

12

OUR STAFF

Dear Supporters & Friends,

Over 15 years ago, Baltimore's business leaders called City officials and private sector leaders together for a renewed commitment to the City's crown jewel, our Inner Harbor.

Business and property owners in the Waterfront area immediately rallied to respond. Within 6 months, we created the Waterfront Partnership, raising over a million dollars in private voluntary contributions from Waterfront owners and stakeholders. In true public - private partnership fashion, it took only 18 months for the Waterfront Management District to be created to supplement city services.

Since then the Partnership has **invested close to \$30 million into public spaces** in the District we serve. We have beautified our open spaces by installing 13 native plant gardens, planting over 75 trees, hanging colorful flower baskets from light poles, and constantly nurturing our precious green space. Our clean team, including close to 500 workers who have gone through our workforce development training program in partnership with Living Classrooms Foundation, has kept the promenade clean and debris free. To help keep the Waterfront safer, we have employed a complement of Safety Guides who have offered a helping hand and attentive eye to visitors. In addition, we have recently hired private security to add another layer of safety.

We've set our sights high. Ten years ago, we set an audacious goal of making the Harbor swimmable and fishable. While we are not there yet, through our efforts and the remarkable work and heavy lifting by the city, we're inching closer to that goal. Since 2009, **81% of water sampling sites in the city have shown improvement, with two thirds having improved significantly.**

Our events have drawn thousands of families to events including our annual Harbor Harvest that features pony rides and trackless train rides. Even in the cold weather, thousands make the trip to see the world-class ice carvings at our Ice Festival. Amenities including the Walter Sondheim Fountain, the Inner Harbor ice rink, and Pierce's Park would not have happened but for the Partnership.



Our metrics prove the impact of our services: independently conducted opinion polls show **76% of Baltimoreans feel safer when they see a Safety Guide**, mystery shoppers have consistently ranked their promenade experience at 95% with our green team's landscaping ranking an incredible 98% since 2015.

And if more evidence was needed of our impact, adjacent neighbors have asked us to expand, which we have now done into new areas expanding our boundaries to the north and east.

However, our work is not done. After years of planning, design and fundraising, Rash Field is under construction and we'll be cutting the ribbon a year from now on Phase 1 of Rash Field Park. In the same spirit of public - private partnership that we launched the Waterfront Partnership 15 years ago, Rash Field Park represents the culmination of years of working hand-in-hand with City leaders. The City has been at our side helping to plan, design, and most importantly provide the necessary funding for construction of the Park. The City contributed 75% of the needed funds to jumpstart this vital redevelopment project.

We are looking forward to continuing to build on our first 15 years of success as we look to the next 15 years. It is our desire and vision to look back with even more pride over our future accomplishments in 2035...

TIM O'DONALD *Chairman*

Laurie Schwartz *President*

Waterfront Partnership of Baltimore

Since 2005 Waterfront Partnership has served as the Waterfront's top advocate. Visitor and residential demographics have changed along the Waterfront, increasing demand for greater public access to the water, more green spaces, playgrounds, and jogging paths.

Whether it's making the case for increased capital investment, traffic improvements, or more aggressive action on clean water, Waterfront Partnership plays a vital role in new resources for the region's crown jewel and economic generator. We've been proud to play this role for the past fifteen years, bringing practical business acumen and leadership on behalf of Baltimore.



Looking Back on the Past 15 Years on the Waterfront



living classrooms

2005

OCTOBER

Waterfront Partnership started as a voluntary nonprofit organization covering Rusty Scupper to Bond Street Wharf

2006

MAY

Partnership with Living Classrooms program begins



Working for the Waterfront

Our Clean, Green, & Safety Teams work to ensure everyone who visits the Waterfront leaves with an impeccable impression of our wonderful city, whether they are helping to snap a family photo, plant and care for new trees, or make sure all of our parks, public spaces, and promenades are clean, safe, and attractive.

Over the past fifteen years, we've made a commitment to not just our Waterfront, but the communities we serve. As of 2020, out of our 39 team members, **77% are Baltimore City residents**, and **41% joined us from the Living Classrooms foundation**.



2007

JULY
Waterfront Management Authority is created

JULY
Clean & Safe Program begins

JULY
Maintenance of green spaces begins

2009

APRIL
Incorporated sustainability practices in operations

OCTOBER
Waterfront Partnership holds 1st Annual Harbor Harvest Fall Children's Festival and it continues to this day

Waterfront Teams at a Glance



11
Clean Team
Members



19
Safety Team
Members



30
Baltimore City
Resident Team
Members



9
Supervisory Team
Members

16
Team Members
from the Living
Classrooms
Foundation



HEALTHY HARBOR



2009

DECEMBER
Raised \$200,000 for Walter
Sondheim Fountain

2010

APRIL
Healthy Harbor Initiative is launched &
Waterfront Partnership sets the goal to have
the harbor swimmable and fishable by 2020

JULY
Mechanical street
cleaning operations
begin

AUGUST
First floating
wetland is
installed



Clean, Green, & Safe in 2020



10,202

Business Contacts Made



18,355

Garbage Cans Emptied



1,463

Homeless Service Referrals



24,668

Garbage Cans Cleaned



34,282

Instances of Hospitality Assistance



2,618

Instances of Graffiti Removed



14,627

Photos Taken



803,459

Pounds of Trash Collected



3,041

Safety Escorts



626

Power Washing Hours



2011

MARCH

Hosted 1st Summer Social event at the waterfront and runs for 8 years



2012

MARCH

1st Shamrock Shindig event at Pierce's Park and runs for 5 years



MAY

Pierce's Park Grand Opening



MAY

Waterfront Wellness Free Fitness Classes begin and continue today

Inspiring Play

For years the Waterfront has been the perfect place for friends, family, and neighbors to gather. We constantly curate engaging activities at the water's edge.

Our events enliven our public spaces with **free concerts, fitness classes, food markets, fall festivals, play areas, winter attractions, and more** to provide affordable entertainment in the jewel of the city. Our events have grown and evolved over the past fifteen years, as we constantly create new ways to play, entertain, activate, and spark joy in the Harbor and work diligently to make sure our Waterfront programming is accessible and inviting.



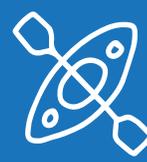
JUNE
Installed granite slabs, tables, and umbrellas at West Shore Park



NOVEMBER
It's a Waterfront Life (waterfront wide unified campaign) begins and runs for 5 years



DECEMBER
Inner Harbor 2.0 Plan released



2013 **APRIL**
Inner Harbor Kayak Tours begin in collaboration with Baltimore City Recreation & Parks



Harbor Market

Our Harbor Market is a pop-up food truck marketplace in McKeldin Square that services over **16,000 people** this season. We had **32 markets** this year with food trucks, games, and live music playing every Friday, April to August for people to taste, & hear the best of the city right outside the office.

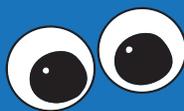
Waterfront Wellness

Waterfront Wellness is our summer series designed to make health and wellness easy for our local community. We partnered with Medifast to support a healthier future in our neighborhoods and the Harbor. This season we hosted **124 classes** and exercised with **2,173 people!**



Fun on the Waterfront

This past summer we hosted a **six-concert series** on the first Friday of each month at Harbor Point Central Plaza and the second Friday of each month at West Shore Park May – September.



OCTOBER
Oyster Partnership program begins

2014

MAY
Mr. Trash Wheel is installed

DECEMBER
Inner Harbor Ice Rink returns after 10 year absence

2015

APRIL
Inner Harbor Ecotours begin

MAY
Waterfront Partnership announces Rash Field renovation project

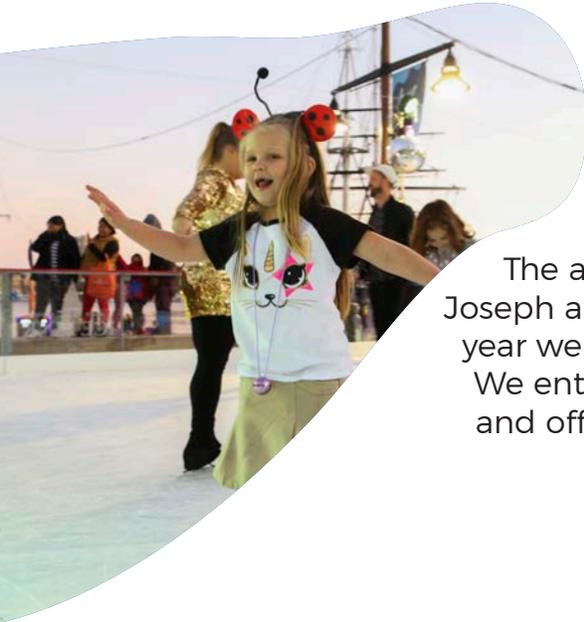
Harbor Harvest

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. This year we had **4,500 attendees**, and introduced a bubble fairy, new kids band Rocknoserus, outdoor movie theatre with free popcorn, kids clothing vendors. For our first profitable year, we also partnered with **Disney on Ice** to sponsor the event.



Inner Harbor Ice Rink

The annual Inner Harbor Ice Rink was sponsored by the Joseph and Harvey Meyerhoff Family Charitable Funds. This year we skated for **80 days** and hosted **13 special events**. We entertained **17,714 skaters** (15% more than last year!) and offered **550 free ice rink tickets** distributed to local schools, organizations, and neighborhood groups.



Ice Festival

This year **5,000+ attendees** gathered in Harbor Point Central Plaza for the third annual 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! This year **we partnered with Disney on Ice Kids**, where we had face painting, a bounce house, crafts, hot chocolate bar, and sculptures of Elsa & Olaf!



JULY
Harbor Market Food Truck Pop-Up Market begins



AUGUST
Cigarette butt recycling program begins



OCTOBER
1st OysterFest is hosted at West Shore Park and runs for 4 years



2016 **MARCH**
Waterfront Partnership takes over Street Performer Program

Re-Imagining the Inner Harbor

The Waterfront Partnership of Baltimore's Healthy Harbor Initiative uses **education, recreation, and restoration** as tools for engaging Baltimore residents in the cleanup of the City's marine environment. We like to be innovative about our approach to environmental problems. We believe in the power of big ideas and setting big goals. That's why we launched a campaign in 2010 to make the Baltimore Harbor **fishable and swimmable by 2020**. It made people think differently about water pollution issues and inspired new solutions.

We are thrilled to report that the Harbor is much safer for recreation today than when we started. Water quality testing for fecal bacteria, a human health indicator, has shown significant improvement and our trash wheels have removed over **1,400 tons of litter from the water**. The Harbor has reached the point where, with regular monitoring, we can start managing it as a recreational natural resource for the City and State - just as they have done in cities like Boston and Chicago.

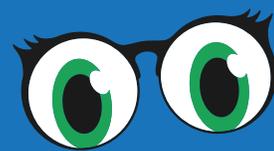
There's still much work to be done, but we have come a long way. To celebrate we're planning a swimming event for next year!



JUNE
1st Flotilla at Baltimore's Inner Harbor



OCTOBER
Mr. Trash Wheel pulls his 1,000,000 lb. of trash from the Inner Harbor

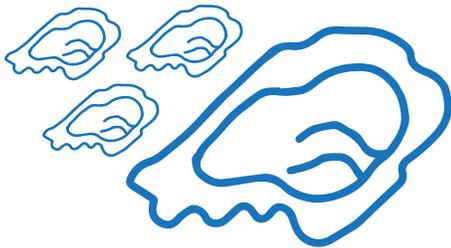


DECEMBER
Professor Trash Wheel is installed



Healthy Harbor at a Glance

The Great Baltimore Oyster Partnership



1 MILLIONTH
Oyster Planted



Healthy Harbor Events



201
Eco Tour



1,206
Volunteers



48
Community Events



200
Tree Gardens Planted



2017
JULY
Clean, green, and safety services begin at

OCTOBER
New Inner Harbor light poles are installed

2018
JANUARY
Waterfront Partnership expands services to Fell's Point

JANUARY
Waterfront Partnership and Harbor Point hold 1st Annual Harbor Point Ice Festival

Our Trash Wheels at a Glance

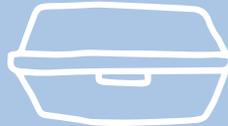


This year we inducted **722 new members** to Mr. Trash Wheel's "secret" society, the Order of the Wheel

Mr. Trash Wheel FY2020 stats: 220.52 tons of trash collected including:



142,480
Plastic Bottles



91,550
Foam Containers



981,330
Cigarette Butts



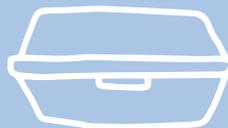
728
Sports Balls



Professor Trash Wheel FY2020 stats: 27.49 tons of trash collected including:



69,400
Plastic Bottles



43,840
Foam Containers



108,800
Cigarette Butts



APRIL
Order of the Wheel, Secret Society
begins inducting members



SEPTEMBER
1st Trash Wheel Fan Fest at
Peabody Heights



2019
JULY
Harbor Scholars
program begins

Bringing Rash Field Park to Life

Ready, set, PLAY! The newest addition to Baltimore's Inner Harbor is now underway. The new park will welcome families from across the city for fun, education and wonder. Rash Field Park broke ground in January 2020 with construction on Phase I of the park planned through Fall 2021. Once Phase 1 is complete, kids will be able to clamber up a pair of 35-foot wooden towers to enjoy an exclusive skyline view in the Adventure Park, or disappear from the city into a land of native birds and flowers in the Nature Park, while parents relax under the shade of the park's iconic pavilion.

Second Chance, a South Baltimore nonprofit, salvaged cobblestones and bathroom fixtures, diverting from the landfill. These items have been resold at Second Chance's Russell Street warehouse, the proceeds of which are invested into job training programs for local residents returning from prison.



MAY
Green Stoop Challenge
is announced



2020
JANUARY
Rash Field Park
groundbreaking



MARCH
The Waterfront begins
adapting to the affects
of COVID-19 and the
global pandemic



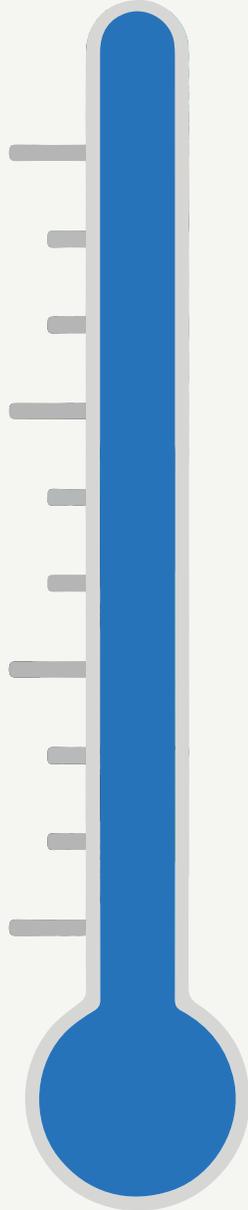
MAY
Waterfront Walks: Native
Garden Walk published



AUGUST
Swim Site plan
developed



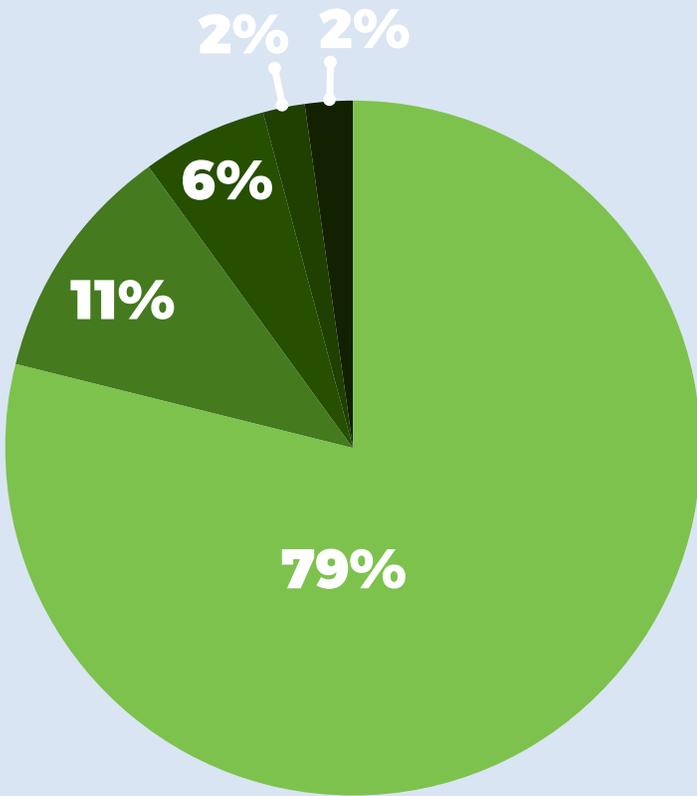
\$16.2 M !
R A I S E D



This year, we completed fundraising for Phase 1, **raising a total of more than \$16.2 million** for the park. We received new financial commitments in FY20 from Governor Hogan, the Maryland Department of Housing and Community Development, the Maryland Heritage Areas Authority, several foundations and individuals.



Financials

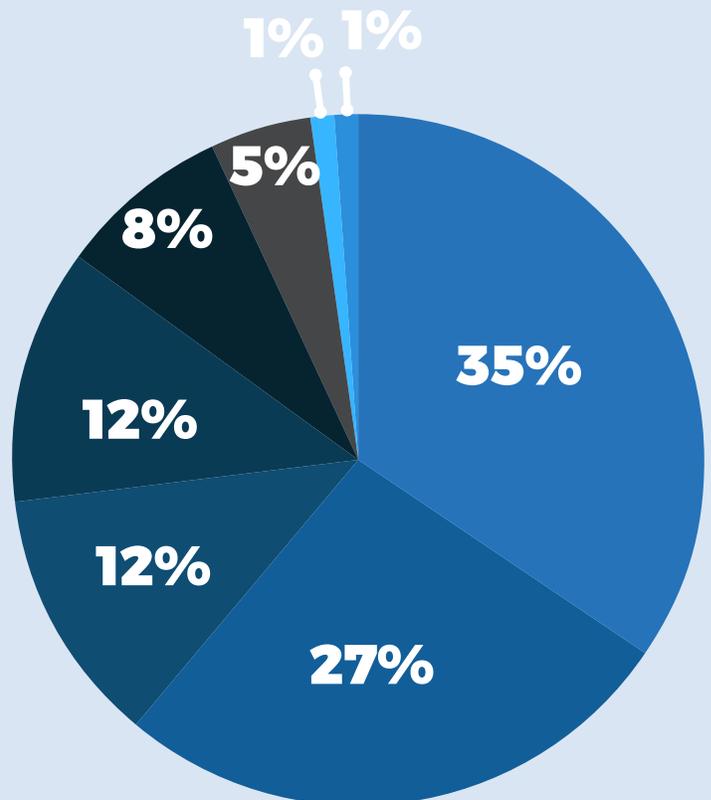


Income

Special Benefits	79%
Baltimore City	11%
Corporate Partners Contributions	6%
Event Sponsors/Special Events	2%
Contract Services	2%

Expenses

35%	Hospitality & Safety
27%	Maintenance / Clean
12%	Landscaping
12%	Marketing / Events
8%	Admin
5%	Healthy Harbor
1%	Contract Services
1%	Coporate Cultivation



Our Sponsors

Community Partners

Baltimore City Department of Public Works

Baltimore City Department of Recreation and Parks

Baltimore City Department of Transportation

Baltimore Development Corporation

Event & Ice Rink Sponsors

1305 Dock St.

1405 Point

Baltimore Ravens

Beatty Development

Canopy by Hilton

CFG Bank

Constellation

DarCars Toyota of Baltimore

Disney on Ice

Ice Lab

Joseph and Harvey Meyerhoff Family

Charitable Funds

LAZ Parking

M&TBank

Medifast

Mindgrub

T-Mobile

Vida Taco Bar

Wegmans

WeWork

Corporate Partners

Bozzuto Group

Cohn Reznick

Johns Hopkins

Laureate

Legg Mason

M&TBank

Morgan Stanley

T.Rowe Price

Healthy Harbor Funders

1919 Investment Counsel

Abell Foundation

Baltimore City Critical Areas Commission

Baltimore Community Foundation

BGE

Brown Advisory

Chesapeake Bay Trust

Clayton Baker

Constellation

Hip

Legg Mason

Maryland Environment

Mom's Organic Market

Morgan Stanley

Peabody Heights

RK&K

South Baltimore Gateway Partnership

T. Rowe Price

Our Board

Michael Beatty

Beatty Development Group

James Bond

Living Classrooms Foundation

Vacant

Department of Public Works

Michael Cunningham

Constellation Energy

Brian Dean

T. Rowe Price

Terry Donahue

Waterfront Marriott Hotel

Rachel Duncan

Federal Hill Resident

Andrew Frank

Consultant

Donald Fry

Greater Baltimore Committee

Marco Greenberg

Phoenix Real Estate Advisors

Michael Hankin

Brown Advisory

Sarah Harrison

Morgan Stanley

Frank Lance

Parks & People Foundation

Carolyn Mozell

Baltimore Mayor's Office

Tim O'Donald

Harbor East Management Group

Leon Pinkett

Baltimore City Council

Mark Pollak

Ballard Spahr LLC

Mark Potter

Maryland Science Center

Joan Pratt

Comptroller

John Quinn

BGE

Dale Schmidt

National Aquarium

Steve Sharkey

Department of Transportation

Zed Smith

Cordish Company

Tracee Strum Gilliam

PRR Inc.

Dan Taylor

BDC

Camera Thomas-Wilhite

Chesapeake Bay Foundation

Ira Weinstein

Cohn Reznick LLP



Waterfront Management Authority Board of Directors

Michael Beatty

Beatty Development Group

James Bond

Living Classrooms Foundation

David Bookhout

Avalon Bay

Terry Donahue

Waterfront Marriott Hotel

Susan Flanigan

Resident

Gail Furman

Max's on Broadway

Carolyn Mozell

Baltimore Mayor's Office

Tim O'Donald

Harbor East Management Group

Leon Pinkett

Baltimore City Council

Mark Potter

Maryland Science Center

Ed Prutzer

Rusty Scupper

Dale Schmidt

National Aquarium

Zed Smith

Cordish Company

Gerben Van Dorpe

Harbor East Management Group



Our Staff

Laurie Schwartz

President

Amber Chavis

Senior Accountant

Ben Hyman

Director of Special Projects

Adam Lindquist

*Director,
Healthy Harbor Initiative*

Matt Shaffer

*Director of Marketing
& Communications*

Eric Souza

Director of Operations

Kelly Louise Barton

Marketing Manager

Kaylee Fluery

Event Manager

Tiffany Kim

*Program Manager,
Healthy Harbor Initiative*

Casey Merbler

*Project Manager,
Healthy Harbor Initiative*

Leanna Wetmore

Community Coordinator





WATERFRONT PARTNERSHIP

OF BALTIMORE

650 SOUTH EXETER STREET #200
BALTIMORE, MD 21202
INFO@WATERFRONTPARTNERSHIP.ORG