



# 2011

FISCAL YEAR ANNUAL REPORT

# WELCOME

Waterfront Partnership invites you to dive into our 2011 Annual Report. This was an exciting year for the Waterfront Partnership Team and we are proud of all that has been accomplished. We are humbled by the opportunity to serve Baltimore's Waterfront and pledge our continued hard work on the Waterfront's behalf in 2012.



## ABOUT THE WATERFRONT PARTNERSHIP OF BALTIMORE

Waterfront Partnership of Baltimore serves as Baltimore Waterfront's chief advocate, promoter and steward.

We are dedicated to creating visitor experiences that are always enjoyable, often entertaining, frequently educational and forever exceeding expectations.



# ABOUT

## KEEPING WATERFRONT GUESTS SAFE & INFORMED

Waterfront Partnership's Hospitality and Safety Team creates a safe and friendly atmosphere along the Waterfront. By maintaining a watchful eye and friendly face, Waterfront Guides actively keep visitors, residents, employees and businesses alike safe and well informed.

Need directions? Looking for the best crab cake? This year, the Hospitality Guides provided assistance for 79,596 guests seeking information on everything from finding lost members of their group to getting reservations at the hottest new restaurants in town.

Photos of visitors with the Harbor as a backdrop went home to destinations around the world this year. Our Guides took over 7,573 pictures of visitors anxious for their whole group to be in their photos. In 2012, thanks to a new feature on our website, guests from around the world will be invited to share their Waterfront photos on the Partnership's website photo gallery.

This year, the Safety Guides provided 2,772 safety escorts for visitors, area employees and residents. The Safety and Hospitality Team played a big role in the U.S. Conference of Mayors event held in Baltimore this year. The Guides welcomed the Mayors at all of the Waterfront events, escorted the Mayors' families around the Waterfront and educated attendees about area attractions, restaurants and shops.

At Pier 6, the Safety and Hospitality Team welcomed thousands of concertgoers this year. They provided assistance by taking group photos, escorting guests to area garages and offering restaurant recommendations. They also helped to enforce the Baltimore City Park Rules to keep the area safe and clean.

The Secret Shopper report stated that the Waterfront Partnership Safety and Hospitality Guides' knowledge of Waterfront attractions, events, and businesses increased by 7.8% from 2010 to 2011.



**“Last Saturday, I was showing my sister from Chestertown and my nephew from Manhattan the current state of things at the Inner Harbor. We were walking along the Promenade approaching the World Trade Center when we came up to your man, Fossie, who was stationed there. He gave us such an enthusiastic, knowledgeable and welcoming greeting that we were impressed with his ability to make visitors feel the way we always hoped they would.” – Martin Millsbaugh, founding President of Charles Center Inner Harbor Management Inc., the organization that planned and oversaw the creation of our Inner Harbor.**

## KEEPING THE WATERFRONT SPARKLING CLEAN & TRASH FREE

The Clean Team works diligently on a daily basis to keep the Waterfront sparkling clean and beautiful. This year, our Clean Team members collected 400,662 pounds of trash, dedicated 473 hours to snow removal and 1,180 hours to power washing.

The Secret Shopper report stated that the Waterfront Partnership Clean Team improved by 14.95% from 2010 to 2011 in keeping the promenade area free and clean of trash.

**“There were so many pleasant young men and women wearing the bright yellow Waterfront Partnership uniforms. They were sweeping around Pier 6, helping visitors, and overall, keeping the Waterfront clean. What an awesome job they all were doing. The bright green vests made them stand out and hard to miss.”**

**– Skip Slomski, Greenland Beach, MD**



# CLEAN

## KEEPING THE WATERFRONT LUSH & COLORFUL

The Green Team keeps over 30 individual gardens, parks and green spaces lining the Waterfront weed-free, green and colorful. Relying primarily on native perennials with pockets of colorful, seasonal flowers to add punch, we're proud of our vibrant and beautiful landscape, which makes the Waterfront a colorful, ever changing and vibrant area for residents, workers and visitors to enjoy all year round.

This year our Green Team continued to increase the number of environmentally sensitive practices including switching to propane powered mowers resulting in a 70% reduction in emissions, testing the soils in larger turf areas before determining the fertilizer application, and converting to a non-phosphate based fertilizer. We also no longer use fertilizer in areas directly adjacent to water to reduce leaching and runoff into the Harbor.

**“The gardens and landscaped areas were full of fresh, vibrant, colorful plants. The landscaping definitely added value to the overall experience today.”**

**– Secret Shopper Testimonial**

**“The area was very nicely landscaped. Flowers were in bloom, it was all very pretty and picturesque. I was glad to have trees for shade as I walked as the sun was blistering.”**

**– Secret Shopper Testimonial**



## A SMARTER WAY TO GET THERE

Why spend time sitting in traffic and polluting the air when you could spend your commute time more productively? “A smarter way to get there” promotes alternative ways to travel to and from the Harbor, saving commuters’ time, money and carbon footprint.

This past year, Waterfront Partnership hosted six transportation fairs attended by over 1,100 employees. With the employees’ interests in mind, we hosted a Bike 101 workshop where employees received tips from Bike Maryland and Bike Baltimore and were entered to win a Trek bike and set up two “a smarter way to get there” pit stops in Harbor East that included bike safety information, a tune-up station and healthy refreshments. We created a monthly Walk Your Way to Health event, which allows employees to get in some exercise and explore new restaurants on their work break and hosted two “a smarter way to get there” Happy Hours.

The Baltimore Grand Prix was a hot topic among residents and employees this year. In order to keep everyone well informed, we hosted a Grand Prix informational meeting that covered traffic and parking.

Waterfront Partnership continued to support employers by meeting individually with each member of the TMA group, hosting a Telework Program seminar, creating and distributing 2,500 safety escort cards for area employees and residents, and purchasing thirteen new bike racks for Harbor East.



## HEALTHY HARBOR

The Waterfront Partnership has continued its Healthy Harbor work towards a swimmable and fishable Harbor. This year we hosted the first ever State of the Harbor conference, attended by a sold out, capacity crowd of over 350 attendees – business people, community members, boaters, government officials and interested members of the public. The conference featured inspirational stories by representatives from the Charles River, Anacostia River, James River and Philadelphia, all of whom are leading the way toward clean water in their communities. Work on the Healthy Harbor Plan will allow us to release the plan by the end of 2011. An accompanying State of the Harbor report will establish the current health of the Harbor and provide a baseline for measuring future improvements.



# 2020

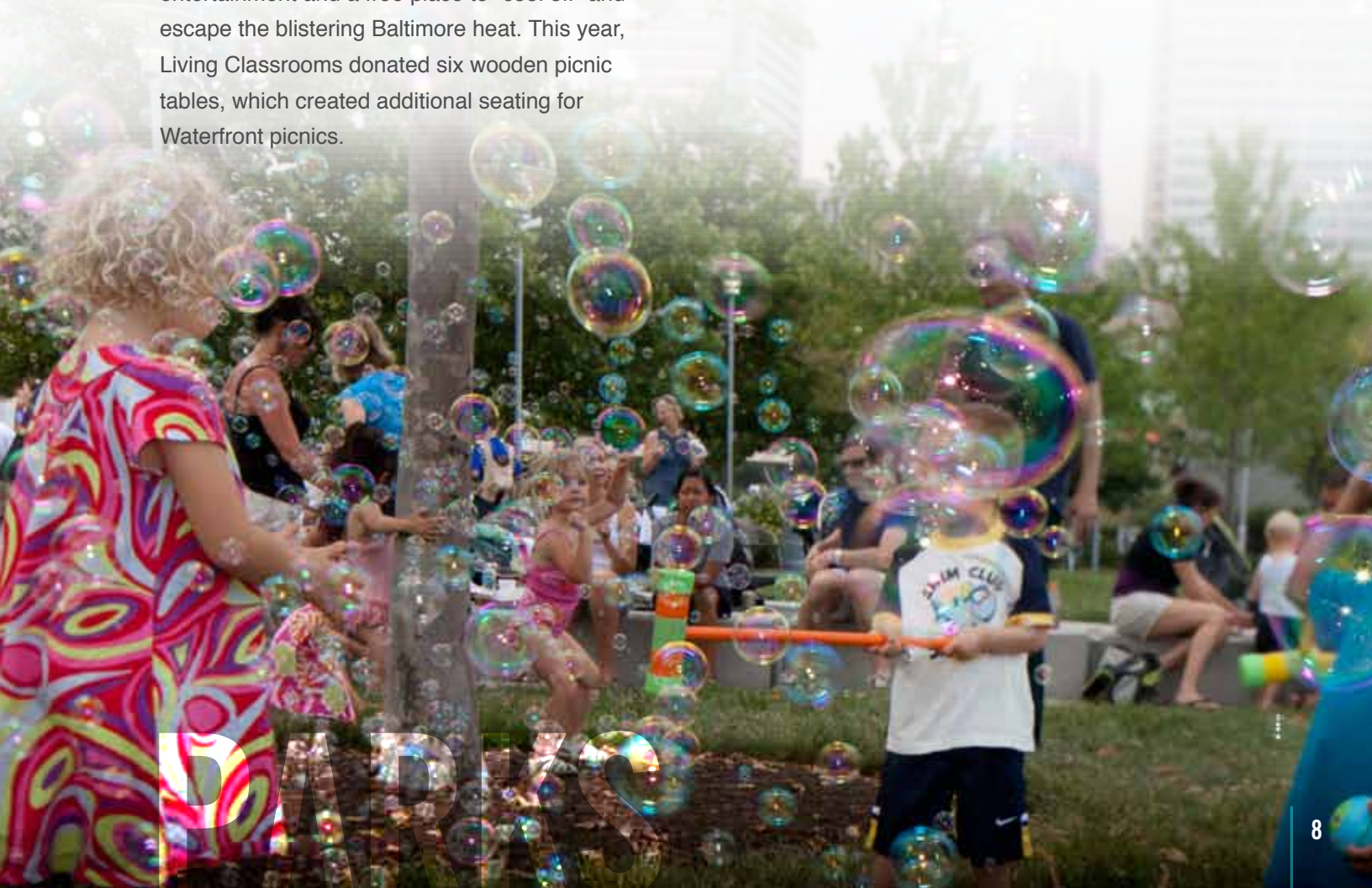
## WATERFRONT PARKS

In May, Governor O'Malley, Mayor Rawlings Blake and hundreds of friends and contributors helped break ground for Pierce's Park. Under a 25-year lease, Waterfront Partnership will be responsible for not just building but also maintaining and operating this new Park, which will feature original artwork, a living willow tunnel and native plants. We look forward to opening the Park for play in early 2012 and celebrating with a more formal ribbon cutting in spring 2012 to mark this significant community achievement.

West Shore Park is a great addition to the Inner Harbor, providing families with a 'great lawn' for games and fun. The Walter Sondheim Fountain is also a top destination during the spring and summer months. The Fountain provides endless entertainment and a free place to "cool off" and escape the blistering Baltimore heat. This year, Living Classrooms donated six wooden picnic tables, which created additional seating for Waterfront picnics.

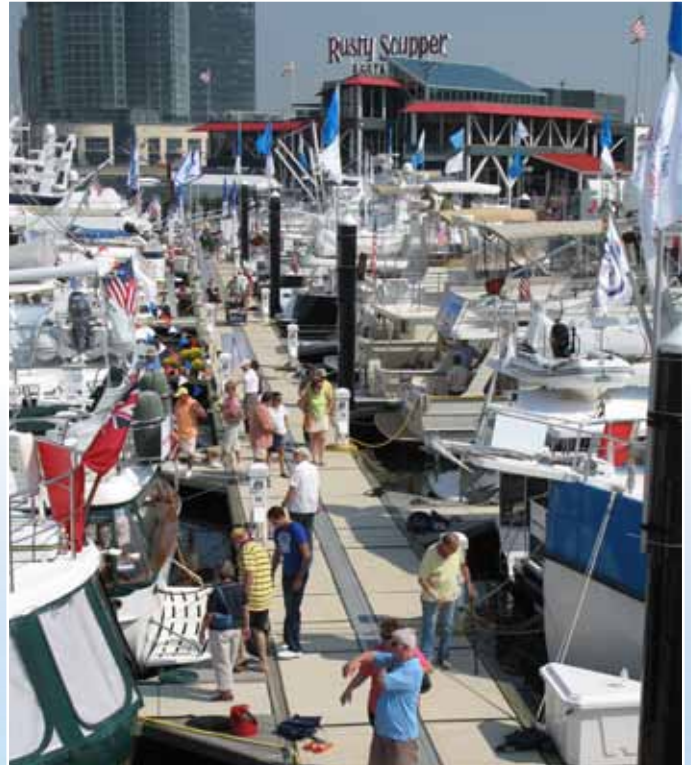
Waterfront Partnership manages West Shore Park and this year we partnered with aMuse, a local toy store, to purchase toys that would encourage active play. The Hospitality Guides set up "active play" stations from Memorial Day to Labor Day, which provided free, family fun for visitors and residents.

The Waterfront Partnership's Summer Celebration was a new event this year. Hundreds of local families gathered at West Shore Park for live music by Mambo Combo, cookout fare and a wine and beer garden. West Shore Park was filled with croquet courses, bean bag tosses, parachutes, and many other activities that were staffed by our Hospitality Guides.

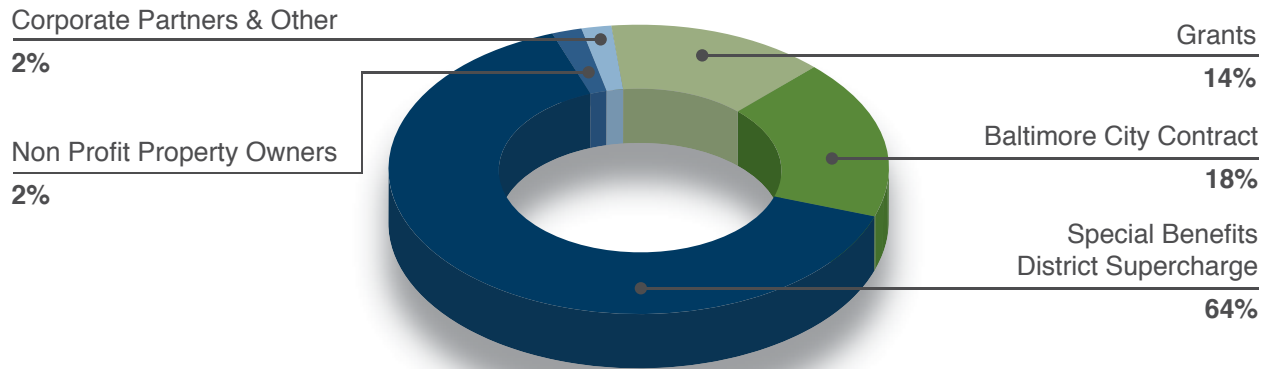


## WATERFRONT EVENTS

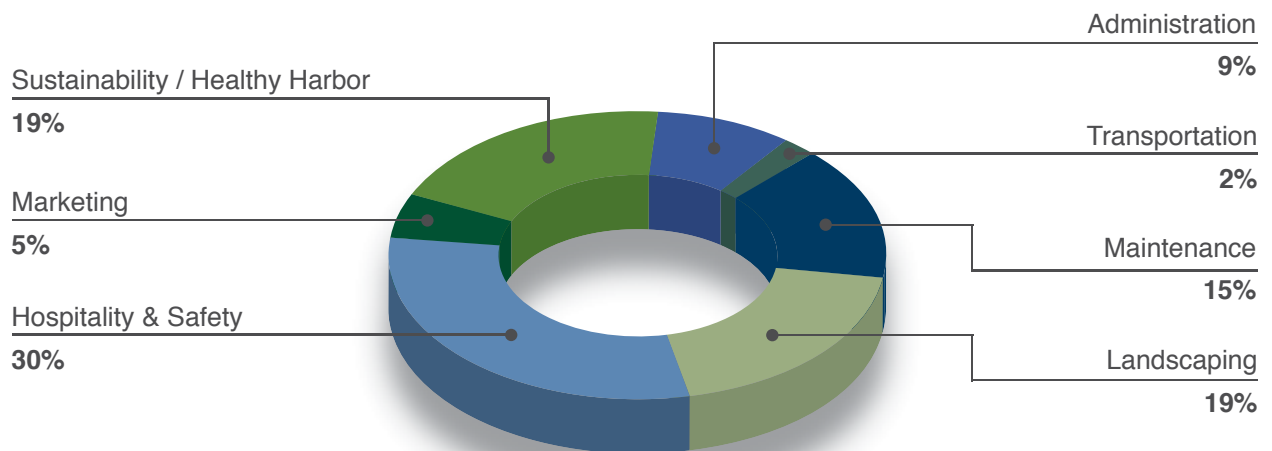
West Shore Park and Rash Field provide a unique and breathtaking backdrop for special events. Waterfront Partnership sponsored several events in 2011 including the 3rd Annual Harbor Harvest, Trawler Fest, and Cruisers University. Our team provided marketing, hospitality, safety and clean team services for each event. The events drew thousands of people to the Harbor and the event promoters are looking forward to returning in 2012.



## REVENUE & SUPPORT



## EXPENSES



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Cross Street Partners

**Colin Talbert**

Assistant Deputy Mayor  
Economic & Neighborhood  
Development

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