



FISCAL YEAR 2010

**WATERFRONT  
PARTNERSHIP**  
OF BALTIMORE, INC.



# Dear Neighbors, Colleagues and Partners

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**THIS PAST YEAR** was a turning point for the Waterfront Partnership. We launched several long-term strategies to make the Waterfront healthier and more sustainable.

After achieving notable progress in our first five years on the land side of our District, this year we turned our attention toward the water. It was time to face the elephant in the room, time to set a bold goal and time to do everything we could do to make the Harbor swimmable and fishable in ten years. How can we truly have a robust local economy and an inviting Inner Harbor unless the body of water that we work and live on, the City's icon and major economic generator, is clean and healthy?

Our Healthy Harbor initiative aims for a swimmable harbor by 2020. To reach this goal, we are working with a group of consultants, scientists and community leaders to develop a very specific plan of action. In the interim, we have changed some of our own behavior, swapping annuals with native plants and perennials, planting trees and re-using compost. We installed floating wetlands in the harbor, and 40 ashcan urns catch cigarette butts that otherwise might have wound up in the water. Our education campaign helps people learn what they can do to help the harbor.

The Waterfront Partnership also reached out to local employers to help employees choose alternative transportation options for getting to and around the Waterfront. We spread the word through transportation fairs and by launching a transportation website, [asmarterwaytogether.org](http://asmarterwaytogether.org), an one-stop site chock full of transportation tips, including the Charm City Circulator and Zipcar car sharing, two game changing additions to the Waterfront's transportation options.

The Walter Sondheim Fountain continued to delight visitors on West Shore Park, and the William Donald Schaefer Sculpture & Garden was unveiled to a large crowd in the Fall. The planning for Pierce's Park, a Waterfront park near the Columbus Center, gained momentum as families look forward to another green space in the heart of the Inner Harbor.

It has certainly been a big year for the Waterfront Partnership, and we plan to continue full speed ahead in the coming year.

Sincerely,

**Michael Hankin**

*Chair, Waterfront Partnership of Baltimore, Inc.  
President & CEO, Brown Advisory*

**Laurie Schwartz**

*Executive Director*



# About the Waterfront Partnership

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**THE WATERFRONT PARTNERSHIP** is dedicated to improved maintenance, beautification, and visitor services for our community's signature asset, bringing a new spirit of vitality to the entire Waterfront. The Waterfront Partnership provides hospitality and safety services, cleans the Waterfront promenade daily and performs all landscaping services including planting seasonal colorful flowers, manicuring gardens, and keeping the area lush and green. The Waterfront Partnership also promotes the Waterfront as a destination for local and regional visitors and establishes events to attract and entertain visitors and maintains and programs events in the West Shore Park.

## SECRET SHOPPER TESTIMONIAL

The employees acted like the waterfront was their own and they were very proud of it. The waterfront was beautiful and very welcoming. I enjoyed visiting and will come back again.





#### SECRET SHOPPER TESTIMONIAL

I felt safe while visiting and felt comfortable whether I was walking down the Promenade or sitting on a bench watching the water taxi sail by.

## Hospitality Services

**THIS YEAR** our Hospitality Guides were carefully selected for their outgoing personalities and trained in all the Harbor FAQs. Once again they exceeded visitor's expectations. This past year, the Guides assisted 34,477 people, giving directions, suggesting hotels and restaurants, and providing helpful harbor information. The Guides snapped 1,315 pictures for visitors looking for a souvenir of their visit to the Waterfront.

## Safety Services

**WITH SAFETY GUIDES** on foot, bicycle and Segway, the Harbor is a safer place to work, live and play. Two additional Safety Guides were added to the crew this year accommodate growth in Harbor East. The Guides conducted 7,214 business checks, escorted 2,719 employees to their car or office, interrupted 2,274 incidents of panhandling, and rode 1,754 miles patrolling the Waterfront by bicycle.

#### SECRET SHOPPER TESTIMONIAL

I was extremely impressed with the Waterfront Guides I observed. They all seemed eager to help. They were all watching the areas they were assigned to and interacting with almost everyone who passed by. These guides were complimenting guests as they were passing by, laughing and joking with guests when it seemed appropriate, and appeared as if they genuinely enjoyed working as Waterfront Guides.

# Clean Team

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**THE CLEAN TEAM** kept the Waterfront, the jewel of Baltimore, sparkling. The addition of 40 new cigarette butt urns reduced pollution in our harbor, and made a noticeable difference in keeping the Waterfront clean. The Clean Team hauled away 55,152 pounds of trash, removed 627 incidents of graffiti, and spent 514 hours clearing the snow from the 2010 snowmageddon blizzards.

## SECRET SHOPPER TESTIMONIAL

I love the water areas of Harbor East. They are usually clean, and from the foot bridges it almost appears as if you are in a small town in Europe. The buildings of Baltimore can be seen, but sculptures and the architecture of the bridges provide an “Old World” effect.





## Green Team

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**THE GREEN TEAM** made the Waterfront more lush, inviting and sustainable than ever. This year saw major improvements to the Waterfront landscape, including the planting of 36 new trees, many of them at West Shore Park to better shade the fountain area, the re-landscaping of Katyn and President Street and transition of several annual beds to more environmentally friendly native perennials, creating 3,500 square feet of perennial and shrub plantings. The Green Team managed 150 irrigation zones daily.

### SECRET SHOPPER TESTIMONIAL

I absolutely love the landscaping that I saw around the Inner Harbor. The trees were well trimmed. Purple, yellow, and white pansies were everywhere. Sculptures and artwork were present within the gardens. The lawn areas were a healthy green and definitely well kept.

# Events at West Shore Park

WEST SHORE PARK was alive with free events, including the Harbor Harvest with the Downtown Baltimore Family Alliance, another free yoga series with Charm City Yoga and the World Cup Soccer Tournament viewing festival.



# Transportation A Smarter Way to Get There

THE WATERFRONT PARTNERSHIP worked with local employers to introduce alternative transportation methods for their employees to get to work, and assisted several new employers moving to Harbor East by providing commuting information to employees about to travel to a new work location. We held several transportation fairs for Legg Mason, Morgan Stanley, Hogan and Hartson and McGladrey employees; and launched a new transportation website, [asmarterwaytogetthere.org](http://asmarterwaytogetthere.org). With the Charm City Circulator in operation, and the addition of Zipcar car sharing, it's never been easier to get around the harbor.



# Healthy Harbor

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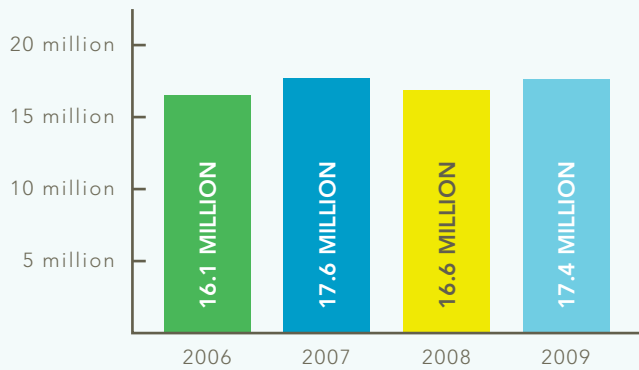
**THE WATERFRONT PARTNERSHIP** unveiled its Healthy Harbor initiative with a goal of making the Harbor swimmable and fishable by 2020. Included in the Initiative are pilot projects to help improve water quality and help educate the public about the Harbor's health. Among the projects that moved forward this year are floating wetlands, more plantings of native plants, increased tree canopy to help address the 'heat island' effect, re-using compost generated by the National Aquarium and launching the "one rainfall away" campaign to educate people about the direct connection between the litter on the ground and debris in our streams and Harbor.



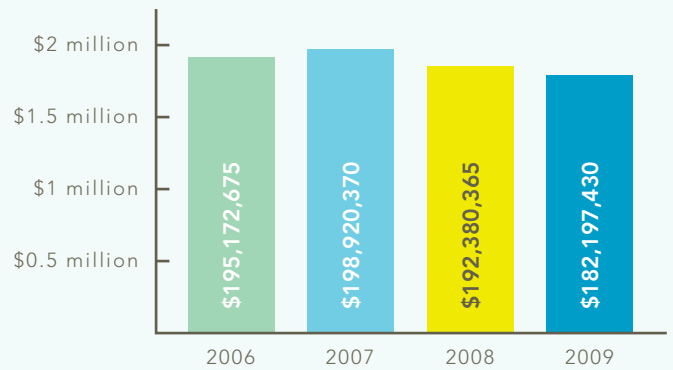
# Figures



## HARBOR GENERAL ATTENDANCE & REVENUE\*

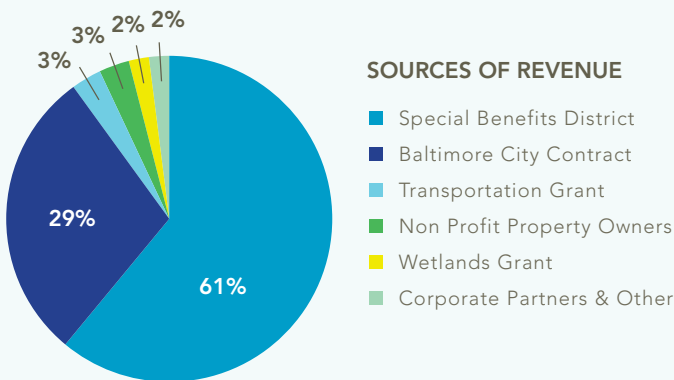


2009 CUMULATIVE ATTENDANCE FOR INNER HARBOR ATTRACTIONS



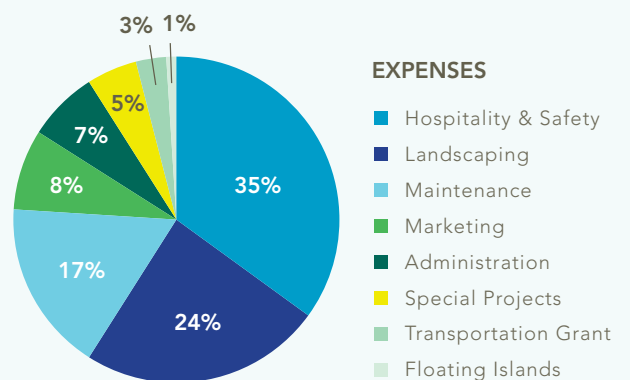
2009 CUMULATIVE GROSS REVENUES FOR INNER HARBOR ATTRACTIONS

## WATERFRONT PARTNERSHIP SOURCES OF REVENUE & EXPENSES



### SOURCES OF REVENUE

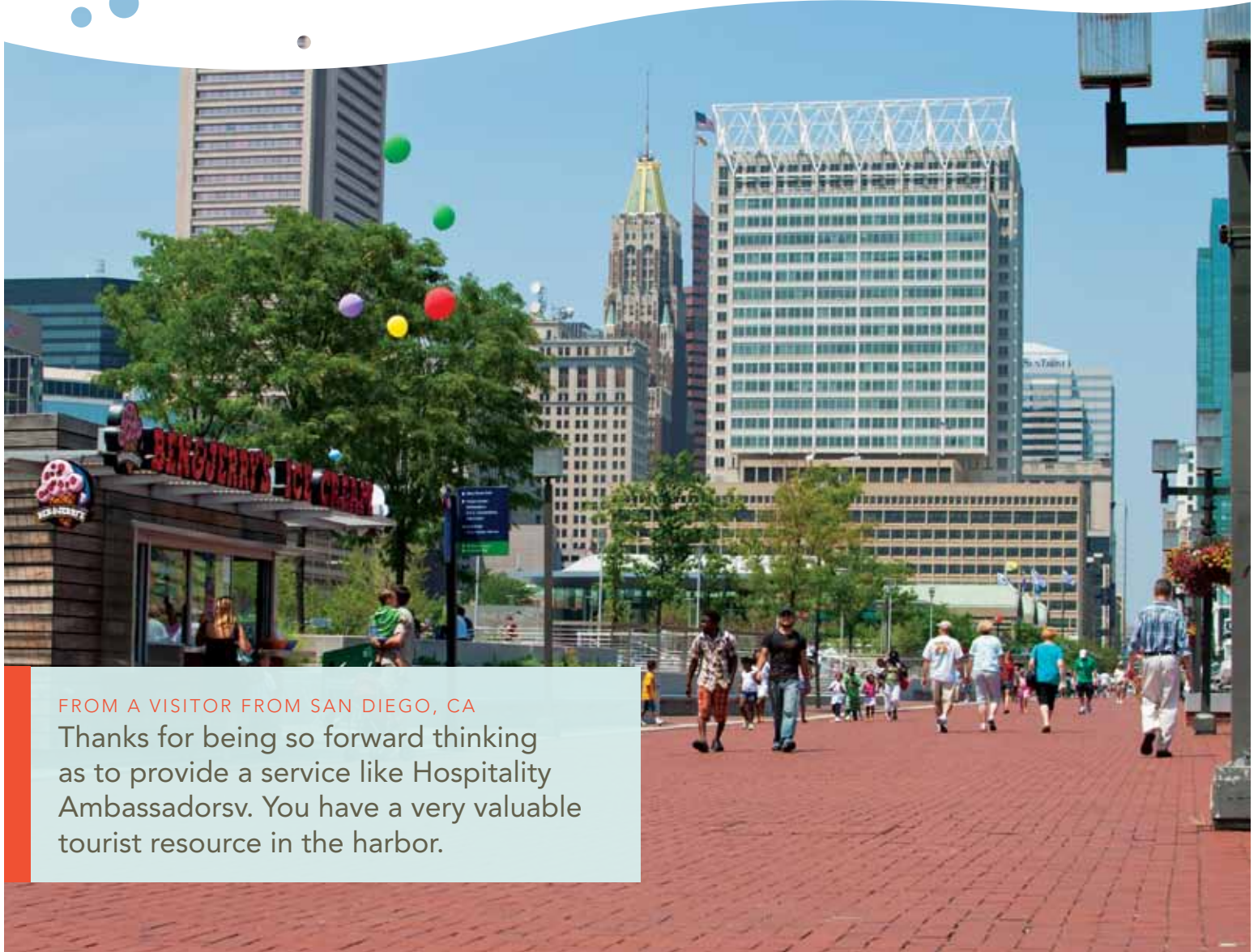
- Special Benefits District
- Baltimore City Contract
- Transportation Grant
- Non Profit Property Owners
- Wetlands Grant
- Corporate Partners & Other



### EXPENSES

- Hospitality & Safety
- Landscaping
- Maintenance
- Marketing
- Administration
- Special Projects
- Transportation Grant
- Floating Islands

\* Baltimore Development Corporation, Inner Harbor Coordinator Annual Report, 2009.



FROM A VISITOR FROM SAN DIEGO, CA

Thanks for being so forward thinking as to provide a service like Hospitality Ambassadors. You have a very valuable tourist resource in the harbor.

## Harbor Area Development

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**HARBOR EAST** continued to grow, welcoming Legg Mason, a new home for Morgan Stanley, Hogan and Hartson and McGladrey. Retail and restaurants around the Waterfront had some new additions, including Patrick Sutton Home and the Harbor East Deli and Pizzeria in Harbor East, Noodles & Company at Harborplace and Dick's Last Resort in Power Plant Live.

## Harbor Celebrates a Milestone

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**HARBORPLACE CELEBRATED** its 30th Anniversary this past year with special events and family entertainment during the July 4th weekend. Since Harborplace opened in July 1980, approximately 13 million people have chosen Baltimore's Harbor as a place to visit each year. Our tourism sector is now one of Baltimore's largest employment sectors, second only to healthcare.

# Boards of Directors

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## Waterfront Partnership Management Authority

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*H & S Properties*

**David M. Pittenger**  
*National Aquarium*

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**Van R. Reiner**  
*Maryland Science Center*

**Christopher Schardt**  
*General Growth Properties*

**Zed Smith**  
*Cordish Company*

**Carl “Bill” Struever**  
*Struever Bros. Eccles & Rouse, Inc.*

**Susan Flanigan**



# Special Thanks

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The Waterfront Partnership thanks the following key partners for their support:

- |                                 |                              |                                     |
|---------------------------------|------------------------------|-------------------------------------|
| City of Baltimore               | Johns Hopkins Health System  | Rusty Scupper Restaurant            |
| Department of Transportation    | Living Classrooms Foundation | Scarlett Place                      |
| Brown Advisory                  | M & T Bank                   | Struever Bros. Eccles & Rouse       |
| Elm Street Development          | Marriott Courtyard Hotel     | The Cordish Company                 |
| Ferndale Fence & Awning Company | Maryland Science Center      | University of Maryland              |
| General Growth Properties       | Merritt Properties           | Verizon                             |
| H & S Properties                | National Aquarium            | Waterfront Marriott Hotel           |
| Hilton Hotels                   | Pier 5 Hotel                 | Whitman, Requardt & Associates, LLP |

The Waterfront Partnership's success depends on the ongoing support of its Board, City of Baltimore and visitors to the Harbor. In addition there are special thanks this year for:

*Chris Cropper and Maryland Science Center for providing terrific design support and stepping in to help with West Shore Park event logistics;*

*Department of Recreation and Parks for assisting with running additional power in West Shore Park and maintaining the Walter Sondheim Fountain;*

*Department of Transportation for keeping the Harbor area irrigation repaired in a timely way and assisting in providing additional power to West Shore Park;*

*General Growth Properties for donating trees from the Santa House;*

*H & S Properties for providing space for our Hospitality and Safety Team, and our professional offices;*

*Lt. Partee and his team for their day in and day out commitment to keeping the Harbor safe and secure;*

*Suzanne Rothrock and Chris Cropper for coordinating Harbor Welcomes special offers from all attractions along the Orange Line for early riders of the Charm City Circulator;*

*The Harbor Water keeper for helping to fund our Floating Wetlands;*

*Van Reiner for dedicating so much commitment in his leadership of our Sustainability Committee which produced the Healthy Harbor Strategy;*

*The Pierce's Park Advisory Committee for raising private funds to construct and maintain Pierce's Park.*