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
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
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.**
Waterfront Teams at a Glance

11
Clean Team Members

30
Baltimore City Resident Team Members

19
Safety Team Members

16
Team Members from the Living Classrooms Foundation

9
Supervisory Team Members

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

**MARCH**
- Hosted 1st Summer Social event at the waterfront and runs for 8 years
- 1st Shamrock Shindig event at Pierce’s Park and runs for 5 years

**MAY**
- Pierce’s Park Grand Opening
- Waterfront Wellness Free Fitness Classes begin and continue today
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.
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.
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!
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!
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

2018
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

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

- **142,480** Plastic Bottles
- **981,330** Cigarette Butts
- **91,550** Foam Containers
- **728** Sports Balls

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

- **69,400** Plastic Bottles
- **108,800** Cigarette Butts
- **43,840** Foam Containers

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

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April
Order of the Wheel, Secret Society begins inducting members

September
1st Trash Wheel Fan Fest at Peabody Heights

July
Harbor Scholars program begins

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LIVING CLASSROOM FOUNDATION

PROGRAMS

APRIL
Order of the Wheel, Secret Society begins inducting members

SEPTEMBER
1st Trash Wheel Fan Fest at Peabody Heights

JULY
Harbor Scholars program begins
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.
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
- Hospitality & Safety: 35%
- Maintenance / Clean: 27%
- Landscaping: 12%
- Marketing / Events: 12%
- Admin: 8%
- Healthy Harbor: 5%
- Contract Services: 1%
- Corporate Cultivation: 1%
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

Corporate Partners
Bozzuto Group
Cohn Reznick
Johns Hopkins
Laureate
Legg Mason
M&T Bank
Morgan Stanley
T.Rowe Price

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&T Bank
Medifast
Mindgrub
T-Mobile
Vida Taco Bar
Wegmans
WeWork

Healthy Harbor Funders
1919 Investment Counsel
Abell Foundation
Baltimore City Critical Areas Commision
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
PPR 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 Pruter
Rusty Scupper

Dale Schmidt
National Aquarium

Zed Smith
Cordish Company

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Eric Souza  
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Kelly Louise Barton  
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Event Manager

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Leanna Wetmore  
Community Coordinator