



October 31, 2024

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**Re: Atlantic Wharf (formerly Russia Wharf)
2025 Annual Work Plan
Waterways License 11419**

Dear Fort Point Channel Operations Board:

Per Special Condition #10 of Chapter 91 License No. 11419, I am pleased to submit the Atlantic Wharf 2025 Annual Work Plan for your review and approval. This Plan includes consideration of and lessons learned from our past thirteen years of active programming and our ongoing discussions with neighborhood partners. Members of the Atlantic Wharf Program Advisory Committee and the general public received copies of the plan documents and were invited to comment, both through email and at

October 31, 2024

an in-person public meeting held on October 28, 2024 in Atlantic Wharf's Fort Point Room. This Plan incorporates the feedback we received.

Please let me know if you have any questions.

Sincerely,

Rebecca M. Stoddard

Rebecca M. Stoddard
Vice President, Regional Marketing

Enclosure

cc: Jared Staley, City of Boston – Mayor's Office of Arts & Culture (via email)
Delaney Morris, Boston Planning & Development Agency (via email)
Joanna Yelen, Massachusetts Office of Coastal Zone Management (via email)
Daniel Padien, MassDEP (via email)
Mike Moran, BXP (via email)

Annual Work Plan (Programming, Operation, Budget)

The Atlantic Wharf 2025 Annual Work plan details BXP's vision, programming goals, and its tactics to achieve these goals as outlined in the Atlantic Wharf Final Management Plan that was approved by the Massachusetts Department of Environmental Protection on December 10, 2010.

Atlantic Wharf's 2025 plan is cultivated in partnership with the members of the Atlantic Wharf Program Advisory Committee along with direct feedback from community members. The plan takes into account the property's requirements as outlined in Atlantic Wharf's Chapter 91 license and is intended to be both a guide and resource for the property's management team throughout each calendar year.

The plan is reviewed annually to update to review and reflect on the previous year and align on goals for the subsequent year. In addition, it is meant to be updated and supplemented as needed throughout the year based on feedback from the community, successful programming, and more.

The 2024 plan focused on creating a year of accessible programming and events, as well as amplifying the brand and visibility of Atlantic Wharf through a strategic media plan.

OUR VISION:

“A Dynamic Destination to Gather, a Gateway to the Fort Point Channel, Boston, and Beyond”

Atlantic Wharf...

...aspire to be a place where people gather, relax, and enjoy the city and sense of place. Atlantic Wharf has a unique position between Seaport and the Financial District. Its spaces provide a publicly accessible point between Boston's iconic Rose Kennedy Greenway and the Harborwalk, as well as attractions such as the Boston Children's Museum, Tea Party Museum, and more.

...is a destination with year-round appeal (indoor and outdoor programming and events, community partnerships, neighborhood support) hosting a diverse schedule of activities for an equally diverse demographic.

...has options for family-friendly, casual, and elevated dining experiences within the property. We also highlight additional experiences in the surrounding neighborhood and the adjacent hotel—the InterContinental.

... draws in some of Boston's most influential and creative persons, whether they're here to work, study or explore.

...is the proud home of families, young professionals, and retirees within our “Lofts” building in addition to the ever-growing residential community located throughout the Fort Point Channel and surrounding neighborhoods, including Seaport and Downtown Boston.

...is a unique hub of community, arts, and culture in the heart of Boston. Beyond its own Gallery space (The Gallery at Atlantic Wharf), there are five museums within a five-minute walk from

Atlantic Wharf. It's a destination thriving in one of the largest concentrations of artists in New England – approximately 300 at last count.

... has an active connection to the waterfront, Rose Kennedy Greenway, Fort Point Channel, Boston Harbor and the Harborwalk.

OUR GOALS

- **Design** a multi-faceted schedule of community events and programs that:
 - Are accessible and approachable to persons regardless of residency or background
 - Attract returning supporters of the property, as well as new visitors from around the city and state.
 - Highlight the artistic community in the Fort Point neighborhood
 - Create a sense of place and belonging at the waterfront.
 - Draw attention to our vital community and non-profit partners.
 - Enhance the Harborwalk, waterfront and Atlantic Wharf's "destination value."
 - Create experiences that inspire return visits.
- **Provide** accessible spaces to community and non-profit organizations who need a location to gather, celebrate, teach and more.
- **Solidify** Atlantic Wharf as a desirable destination in Boston, a gateway to the creative community of the Fort Point Channel and the innovative environment of the Seaport.
- **Draw** foot traffic to the area that will support our onsite retailers, as well as neighboring areas such as the waterfront and Greenway.
- **Share** our public spaces as an amenity to office workers, as well as residents and the community.

OUR METHODS

Atlantic Wharf is seen as a dynamic destination and gateway to the Fort Point neighborhood and Boston. To continue to reaffirm its standing, our team places a unique focus on our events and programming and its communications:

Events & Programming

The events and programs at Atlantic Wharf aim to celebrate Boston, the Fort Point neighborhood, the Greenway and beyond. Through its own events, programming partnerships, and neighborhood collaboration, Atlantic Wharf will host community-wide, publicly accessible events and create bespoke programming opportunities along the waterfront.

Events and Programming at and in collaboration with Atlantic Wharf will aim to complement the neighborhood, pay tribute to Boston, and activate spaces to draw community members from across the state to engage with the waterfront.

To achieve this, our budget for 2025 is \$179,800.

Communications

BXP's communications strategy has always aimed to raise awareness of Atlantic Wharf's spaces, amenities, programs, and events. In addition, we aim to keep broadening our reach and audience to usher in visitors from neighborhoods all over Massachusetts, consistent with the Chapter 91 requirements. The Atlantic Wharf communications program includes: community engagement, promotional signage, social media, website marketing, client communications, and public relations.

Since 2014, Atlantic Wharf has been active on three social media platforms – “X”, Facebook, and Instagram, and we continue to grow our audience annually.

In 2024, we engaged with a social media and communications agency to help us elevate Atlantic Wharf's digital presence. This partnership allowed us to place a dedicated focus on our social media presence and web communications while keeping a close eye on our routine analytics and engagement statistics. It also expanded our ability to engage with our community via influencers to highlight Atlantic Wharf, its retailers, and the Fort Point Neighborhood as an enticing stop for everything from food to art, to family programming.

In the last year, we have seen a 5-6% increase in followers, with an average of 7K+ impressions on Instagram and Facebook and an average of 251 engagements across the same platforms.

In 2024, we also launched our quarterly newsletter, which gives subscribers a direct line to updates about Atlantic Wharf, details about the property, and neighborhood events. This new project has plenty of room to grow in 2025.

This year we also updated the exterior kiosks on Waterfront Plaza. These kiosks are permanent signage opportunities installed in 2018. The update included a necessary refresh to the map, including wayfinding for the area as a whole as well as details on local organizations, destinations, and Chapter 91 locations.

METRICS

Metrics are used to help guide, measure, and evaluate programming success. Metrics applied to individual events and programs will help BXP along with the Atlantic Wharf Program Advisory Committee determine the strength of the overall program.

- # of communication vehicles enlisted / # of audiences reached
- # of event attendees (benchmarks) and diversity of these audiences
- # of events / programs /partnerships and diversity of these events
- Program participant feedback and community feedback

In addition to these metrics, to learn how BXP might improve or update the Atlantic Wharf Annual Plan tactics year after year, the onsite management team actively requests and collects feedback from our programming partners and community groups. These groups include but are not limited to, Boston Children's Museum, Boston Harbor Now, Fort Point Arts Community, and Save the Harbor/Save the Bay.

This community feedback provides additional dimensions to what is shown via our metrics, and ensures the team is looking at the quality of events and programming over the quantity. All Atlantic Wharf public programming is promoted widely on its social media platforms, the Atlantic Wharf website, the Atlantic Wharf newsletter, and media promotions and advisories. We also work with available opportunities to feature partner newsletters and outreach.

In 2025 we will continue the above analysis and apply a new focus on the promotion of our newsletter (to increase knowledge of Atlantic Wharf events, as well as happenings on the water font) and enhancing visibility of our programming and events through targeted partner email outreach.

2024 Programming Review

In 2024, BXP hosted 189 events for the public, local community, and non-profit organizations in Atlantic Wharf's public spaces. This included uses of the Fort Point Room, four public art and educational exhibits within the Gallery, Waterfront Square, and Waterfront Plaza. Over the course of the year, the space welcomed over 7,000 people via these events. A full calendar of all 2024 programs, events, and metrics is located in Exhibit A of this Plan.

This year marks the thirteenth year of programming at Atlantic Wharf, and the eleventh year with BSA Space open and operating.

In 2025, we are excited to continue to execute our lineup of events and programs as we continue to explore participation in neighborhood and citywide events.

Notable programs in 2024 included:

- (March 2024) Women's history month exhibit in partnership with Payette.
- (March-June 2023) "Bostonscapes" art exhibit at The Gallery in partnership with FPAC, and its corresponding public reception in March.
- (April 2024) Save the Harbor/Save the Bay April Break youth programming on Waterfront Plaza
- (June-October 2024) "360 By Design exhibit at The Gallery, in partnership with FPAC, and its corresponding public reception in July.
- (April 29) The return of the "Wild and Scenic Film Festival" in partnership with e inc. in the Fort Point Room
- (Summer 2024) – Free Community Yoga with CorePower Yoga
- (Summer 2024) Save the Harbor/Save the Bay STEAM summer camp programming on Waterfront Plaza

- (Summer 2024) Return of “e” inc. summer camp program bringing youth from throughout the city to the waterfront; student art installation on display in Waterfront Square for the length of the program.
- (Summer 2024) Continued to provide public dock space for Ohana New England Dragon Boats
- (Summer 2024) Berklee College of Music lunchtime and evening concert series on Waterfront Plaza
- (Summer 2024) Hosted Atlantic Wharf’s annual Summer Bash in partnership with AfroDesia City in Waterfront Square and on Waterfront Plaza, this event featured community fitness classes, live performances, and a multicultural vendor market.
- (Fall 2024) Unveiling of “TEND” art exhibit in The Gallery in partnership with FPAC, and it’s corresponding public reception on October 24.
- (Fall 2024) Atlantic Wharf hosted its second annual “Fall Festival” event on Saturday October 12 this event featured live music, free seasonal snacks, craft classes and a seasonal movie screening.
- (Fall 2024) Atlantic Wharf hosted annual Canstruction event/exhibit in partnership with the BSA in Waterfront Square and Nelson Court
- (Winter 2024) Participation on Boston Harbor Now’s New Year’s Eve Ice Sculpture Stroll
- *PLUS*, continued sponsorship of youth programs at BSA Space, further detailed below.

Our various partnerships within the community allow for exposure and engagement with different audiences. They allow us to reach both those who live near or are already familiar with the waterfront, as well as those who may not be familiar. In addition to this visibility they also help us in making the waterfront and programs approachable and accessible to people from all parts of Massachusetts, and we will look to further expand and publicize these opportunities throughout the year.

Events that consistently draw groups to Atlantic Wharf include our outdoor programs, family-friendly events, The Gallery art exhibit openings, and associated programs with the Fort Point Arts Community. In 2024 we were able to collaborate with both the BSA as well as Payette for temporary art installations within Atlantic Wharf’s Waterfront Plaza.

As we progress into the new year, we will be on the lookout for ways to strengthen our connections within the local community and improve future programming in partnership with the Berklee College of Music, Boston Children’s Museum, Boston Harbor Now, Boston Tea Party Ships & Museum, BSA, Fort Point Arts Community, Greenway Conservancy, Save the Harbor/Save the Bay, E inc., and others.

EVENTS & PROGRAMMING

The following sections will detail a proposed programming plan for 2025, broken down by the public spaces at Atlantic Wharf. The 2025 plan consists of events that open to the public, with almost all

of them having no cost for attendance. This outline is by no means exhaustive as we aim to add additional events throughout the year as opportunities arise.

Our 2025 Annual Plan continues to build on our history of diverse, consistent, and successful programming and calls for additional community partnerships that move beyond BXP's original plan and requirements. An outline of the type of events planned by activation area is included in the next section.

2025 ATLANTIC WHARF PROGRAMMING

Theme for 2025: “All are Welcome to Gather Here.”

Past feedback regarding BXP's programming has been that the events, classes, and activities should provide an accessible and approachable schedule for all members of the community, including those who don't typically have access to the Waterfront area. In response to feedback, and in line with the Chapter 91 license, BXP's 2025 plan will have a continued focus on outreach to a more diverse audience. Atlantic Wharf and its space are environments that all should be feel encouraged and welcome to use, whether its by attending an event or hosting one of their own.

In years past, we have collaborated with our partners, “e” inc. and Save the Harbor/Save the Bay, to extend invitations to youth and community organizations from every neighborhood in Boston and beyond. We continued to fund both “e” inc. and Save the Harbor/Save the Bay's successful summer programs and continued to provide Ohana New England Dragon Boat Team public dock space. BXP will also continue to support the BSA Foundation's comprehensive youth programming. BSA programs and projects supported by BXP are detailed on Pages 10-15 of the Annual Plan.

In 2025, we intend to further enhance our onsite family programming by providing more opportunities for engagement at each event (e.g., arts & crafts, music performances, local partners offering activity stations, etc.) and we will continue to offer complimentary food & beverage and promote events throughout the wider community. In bringing area youth to Atlantic Wharf to explore, we hope they will return with their families to experience all the area has to offer.

WATERFRONT PLAZA

Waterfront Plaza is a gathering place and green oasis along the water's edge and refuge from the hustle and bustle of the city. We program this area to foster a fun atmosphere, to position the property as a dynamic destination for multiple audiences, and to build foot traffic to the area. Waterfront Plaza is activated during the spring, summer, fall and winter months.

Our goals when we program Waterfront Plaza is to enhance its existing features and create an atmosphere to draw in those who are visiting the area, just walking by, or taking a break from the office. Waterfront Plaza is activated year-round to encourage community members and visitors to explore the waterfront, as well as bring in a wider visitor audience from outside the Fort Point community.

Activations on Waterfront Plaza include lunchtime and evening musical performances, family programming, fitness classes and more. In 2024, we were able to execute a large number of outdoor programming on Waterfront Plaza, including daytime and evening Berklee summer concerts and community yoga classes with CorePower Yoga. Waterfront Plaza was also utilized for Atlantic Wharf's signature events, including the Summer Bash and Fall Festival. In the spring and summer, Waterfront Plaza was also routinely used by Save the Harbor Save the Bay and E Inc. for their summer waterfront youth programming.

The goal for winter on waterfront plaza is to provide a focal point for winter visitors on the Harborwalk. Waterfront Plaza has historically hosted a viewing area for the re-enactment of the Boston Tea Party each December. In 2023, we assisted the Tea Party Museum with the special "250th Anniversary Commemoration" including the reenactment and public events within the Fort Point Room, which drew and exceptional crowd to both Atlantic Wharf and the surrounding area. We look forward to supporting them again for activities related to the 251st commemoration this December 16, 2024. Additionally, we are currently working with Brookline ice on another creative design for an ice sculpture that will be displayed at Atlantic Wharf as part of Boston Harbor Now's 2024 New Years Eve ice sculpture stroll.

WATERFRONT SQUARE

Waterfront Square is a versatile indoor space within 290 Congress Street that serves the public and visitors of Atlantic Wharf. As such, Waterfront Square historically has a variety of activations such as displayed art exhibits, children's programs, and more.

This ground level space is ideal family-focused events, not only is it an accessible indoor place to gather and relax, but it also provides our events a path to relocate outdoor activities indoors in the event of inclement weather. Events in Waterfront Square often drive foot traffic from the Fort Point Channel, Seaport community and surrounding neighborhoods.

Waterfront Square often serves as an extension to The Gallery, offering room for additional artwork as well as extended space for each exhibit and public art receptions. The space also serves as an extension of BSA Space, providing an additional public outlet for exhibits within the BSA Space or a great backdrop for events such as KidsBuild! or Canstruction. Waterfront Square is also utilized by "e" inc. during their summer educational programs.

In 2024 BXP hosted multiple community events and programs within Waterfront Square, including Atlantic Wharf's Summer Bash market, a women's history month exhibit, pieces from the rotation of Gallery exhibits, and our subsequent art receptions. We look forward to continuing and expanding use of the space in 2025.

OUR MULTI-MEDIA SPACES

The first floor (The Gallery at Atlantic Wharf) is intended to serve as exhibition space providing a destination for passive and casual viewing while the new, ground floor space (The Fort Point Room) is a destination for more active presentations and activity.

THE GALLERY AT ATLANTIC WHARF

Exhibits in this area will be complemented and promoted by opening receptions, artist talks, meet and greets, etc. Planned programming for 2025, in partnership with the Fort Point Artists Community, is to continue giving local artists exposure and opportunities to reach the community of residents, office workers, and visitors that travel through Atlantic Wharf. Historically, each exhibit includes an opening reception hosted in The Gallery and Waterfront Square.

BXP has a longstanding relationship with the Fort Point Arts Community, who curates the exhibits in The Gallery year to year. In 2024, The Gallery hosted three amazing collections of works from local artists and we are aiming to increase the number of exhibits to four in 2025.

THE FORT POINT ROOM

BXP has historically managed the Fort Point Room in its second-floor space at 290 Congress. The much-loved space was a backdrop for many diverse uses over the years, including public lecture series, workshops and seminars, networking events, musical, theater or dance performances, movie screenings, fitness classes, receptions, and open house celebrations.

In 2022, in conjunction with the closure of the Boloco eatery at Atlantic Wharf, BXP began to explore options for relocating the Fort Point Room to street-level. The goal of this move would improve public visibility of the space and provide an opportunity to use learning from past events and partner feedback to improve the layout, user experience and AV technology.

In 2023, BXP was approved by the DEP to relocate the Fort Point Room to the ground floor of Atlantic Wharf to a highly visible location on Congress St. In 2024, construction began on the new space and kicked off the transition from the second level to ground level. As of October 2024, the relocation is complete.

It is Atlantic Wharf's hope that the new Fort Point Room, which features enhanced AV capabilities, access from Congress Street, and the ability to separate the room into two spaces will expand the utility of the space. As we plan for 2025, we look forward to increasing public events and programming in this space, including collaborative events with our community partners.

BXP is currently exploring community programming opportunities for the space for 2025, including but not limited to:

- Health and wellness classes (meditation, yoga, and rowing)
- Family movie matinees
- Cooking demonstrations
- Community art and dance lessons
- Workshops and hobby classes

The Fort Point Room can also be utilized by local community, non-profit and hobby groups for their meetings and events if meetings are open to the public and individuals are available to educate walk-in visitors on their organization, volunteer, and engagement opportunities.

As part of the new Fort Point Room design there will be a large digital monitor on display in the Congress St. windows that will be used to educate the public on the accessibility of the Fort Point Room including booking information, upcoming Atlantic Wharf events, and community-wide happenings.

While we hope to continue to use this space for Atlantic Wharf events, a goal for this space is to provide a series of events encouraging the public to utilize Atlantic Wharf as an educational, artistic, and social meeting space. Programming is strongly focused on providing venues for area groups to host series events that are accessible and interesting to the public.

Event requests and bookings are implemented via an online form to ease the process of requesting space and drive traffic to the Atlantic Wharf website, highlighting all the public spaces available at Atlantic Wharf.

ATLANTIC WHARF DOCK

(Operating hours: May 1 – October 31, 7 am -10 pm)

The 9-slip boat dock at Atlantic Wharf is operated by BXP and provides water taxi, dinghy tie-up and boat touch-and-go docking accommodations for the general public, in addition to private docking and special event docking. Six private slips at the Atlantic Wharf Dock are available from time to time by contract on a seasonal basis, from May 1 through October 31. Pricing and applications for seasonal contracts are available at the Atlantic Wharf Management Office.

Three slips will remain open for transient public use free of charge: water taxi slip (northernmost slip #9), public touch-and-go slip #8 and dinghy slip #7.

Maximum docking times at the three public slips are as follows: 15 minutes for water taxis, 30 minutes for private boats “touch-and-go” and up to 4 hours for dinghy tie-up.

Use of the water taxi slip is available to qualified commercial service providers on a non-exclusive, license agreement basis. We anticipate that the water taxi companies that have successfully utilized the dock will continue to do so.

Slip leases, overnight berthing agreements for water taxis, charter boats or recreational vehicles shall be for a maximum of one season (May 1 – October 31) and are subject to an annual renewal. Overnight berthing agreements for special event displays may not exceed two weeks. Six slips were leased and consistently used during the 2024 season. One of the six slips was provided to Ohana New England Dragon Boat organization at no charge.

The public can access the dock between the Congress Street Bridge and 500 Atlantic Avenue. We maintain signage at the dock that communicates the availability and purpose of use and contact information for BXP. The dock offers visitors and residents of the area an easy-access option to use the water taxi and has proven to support seasonal boating programs.

The dock is monitored by Atlantic Wharf security with periodic roving patrols and video cameras positioned on the property. The security program may be seasonally adjusted according to the level of activity at the dock. Additionally, BXP has installed a gate equipped with a combination lock and

electronic timer to control access to the docks during non-operational hours for leased/contracted slip access.

In 2025, docking will include:

- Water taxi service for general public
- Various seasonal boating programs for general public
- Ohana New England Dragon Boat programming for the entire season (off season within the Fort Point Room)

2024 BSA PUBLIC PROGRAMS

Year at a Glance

2024 has been a year of strategic realignment and patient rebuilding for the Boston Society for Architecture (BSA). Despite significant changes to the organizational structure at the end of 2023 and to the physical structure of the BSA Space in Spring 2024, the BSA connected with thousands of members and residents through in-person events, online offerings, and region-wide partnerships. Guided by a focus on building a more just and sustainable Boston, the BSA delivered an exciting and urgent set of accessible programs to folks of all ages, from kindergarteners to adults.

Exhibitions

During 2024, the BSA's exhibition program has been primarily on pause, because of the changes both to staffing and to the physical spaces. Nonetheless, the BSA Space was alive with activity, and it has continued to host pop-up exhibitions based on current programming. The 2022 feature exhibition remains on view throughout the main gallery and continues to be enjoyed by visitors and passersby alike.

- **Now What?! Advocacy, Activism & Alliances in American Architecture Since 1968** [Full year] – Now What?! is a traveling exhibition that links the architecture/design community to larger social and political movements of the late 20th century, placing design practice in the foreground and engaging viewers in critical conversations around history, progress, and the built environment. To date, the BSA has hosted numerous in-person programs to promote and support the exhibition. Throughout its two-year run, the exhibit has been visited by high school and architecture students, as well as local architecture firms, BSA Knowledge Communities, and the general public. In its effort to support local voices, visitors are encouraged to add their ideas to the display.
- **Embodied Carbon Challenge Winners** [June] – In conjunction with the BSA's 2-day Northeast Embodied Carbon Summit, partners Built Environment Plus and Mass Clean Energy Center impressed audiences with a pop-up installation featuring participants in their multi-year Embodied Carbon Challenge. Challenge winners were announced at the reception in the BSA's Salt Gallery and were seen by Summit-goers and members of the public interested in the results of the multi-year Challenge.

- **Annual Gingerbread Design Competition** [December] – Now entering its 13th year, the BSA’s Gingerbread Design Competition and Exhibition invites firms to submit gingerbread building designs based on a theme, while the public votes for their favorite(s). Themes build off the BSA’s focus areas, with submissions for 2024 tackling “Holiday in the Hub”—an invitation to celebrate of the local flavor of Boston’s many unique neighborhoods. The annual exhibition and event will be held later this year, welcoming the public to explore a fun and creative display in Waterfront Square.

Public Program Highlights

The BSA continues to focus on climate, equity, and the built environment through its public programming, aligning with its mission to improve the lives of Boston area residents by championing innovation in the built environment. This year, the BSA offered marquee programming focused on carbon reduction strategies, spatial justice, and the housing shortage facing Massachusetts.

Selected Events

- **Community + Collaborative Design Open House** [March, in-person] – Hosted by the BSA’s Director of Community Design, the Open House invited current BSA members and volunteers to meet community organizers and organizations who are looking for support with design challenges and ideas. During the event, attendees learned about the BSA’s Community Design processes and opportunities and had a chance to network and make connections for future collaborations.
- **Northeast Embodied Carbon Summit** [June, in-person] – This two-day conference marked 5-years since the BSA’s first Embodied Carbon Summit and brought together designers, municipal officials, students, and other community members focused on decarbonizing the life cycle of buildings. From utilizing new materials, employing high tech tools, and affecting change at the legislative and zoning levels, the conference demonstrated a wide range of ways to pursue and implement change.
- **Boston Architectural College (BAC) CityLab Tours** [August, in-person] – The BAC’s CityLab Intensive course is a first-year course for undergraduate and graduate design students, which starts on a student’s first day at the BAC. During the intensive, incoming students engage in a series of field-based exercises centered on the exploration of systems, structures, places, and populations that make up the city of Boston. Students visited the BSA as part of their visit and tour of Boston, engaging with BSA staff, touring the exhibition, and learning about ways to get involved with the BSA.
- **The Persistently Missing Middle: The State of Housing Design and Development in New England** [September, hybrid] – The BSA, Harvard University’s Joint Center for Housing Studies, and local design firm Utile presented a panel discussion featuring architects and public leaders who shared innovative approaches to creating, developing, and financing feasible “missing middle” housing solutions. Attendees had the chance to ask questions,

network with peers, and gain a deeper understanding of how thoughtful design and strategic financing can address housing shortages and improve community living.

- **Designing Just Futures** [September, in-person] – This two-day summit was dedicated to exploring and promoting equitable design practices and spatial justice. Partnering with the Sasaki Foundation and Boston Architectural College, the event brought together thought-leaders, professionals, and community advocates to foster meaningful dialogue, share innovative solutions, and inspire systemic change in the design of our built environments. Attendees learned through workshops, panel discussions, case studies and site visits to local neighborhoods and organizations enacting spatial justice principles in their work.
- **Wagdy Anis Symposium** [October] – Co-hosted by the Building Enclosure Council (BEC) and the BSA, the Wagdy Anis Symposium returned to the Fort Point Room for a full day of panel presentations and keynotes. This year's theme, "Controlling Heat, Moisture, and Air Transfer," explored how building enclosures can reduce the energy demands of new and existing buildings. This program is targeted towards a professional audience of architects, building scientists, and others in the architecture, engineering, and construction (A/E/C) industries, and welcomed 115 attendees.
- **MBTA Communities Act: Engaging the AEC Community in Housing Advocacy** [October, hybrid] – The BSA partnered with the Citizens' Housing and Planning Association to assemble local leaders from across the region for an evening workshop focused on educating BSA members and the general public about the zoning change known as the "MBTA Communities Act" and about how to get involved in shaping its local impacts. The evening included a presentation and Q+A by policy advocates, a roundtable discussion and workshop led by architects and advocates, a discussion and debate of the Act's potential impacts, and an opportunity for in-person attendees to develop talking points for giving testimonial at upcoming town meetings.
- **Conversations in Architecture** [Full year, in-person] – Initiated by the BSA's 2024 President, Sam Batchelor, FAIA, the BSA hosted a series of seven presentations by architects and designers based in the Boston-area. These in-person events featured discussion of real-world challenges in the built environment in order to advance the knowledge and expertise of the BSA's membership community.
- **Knowledge Communities** [Full year, in-person, hybrid, and virtual] – The BSA's robust Knowledge Community (Kno-Co) network has continued to meet throughout the year. Across the 40+ Knowledge Communities, the BSA supported more than 100 meetings, panel discussions, site-tours, and networking events reaching thousands of attendees.

Youth Programming Highlights

Throughout 2024, the BSA continued its efforts to connect and provide Boston area students with educational K-12 Design Education opportunities. Ongoing partnerships with local public-school districts, nonprofits, youth-facing organizations, and institutions helped to support these programs and provide access to students of all ages. Historically, Boston Properties (BXP) has made contributions in support of BSA's K-12 Design Education program.

Program Highlights

- **Boston and Cambridge Public Schools Kindergarten Program** [January-April] – The BSA continued and grew its beloved annual partnership with local K-2 departments. The BSA disseminated its curriculum (lesson plans, presentations, and materials) through two vehicles: 1) volunteer architect classroom visits and 2) a robust teacher guide. The in-person classroom visit program engaged over two-dozen architects and 100+ classrooms. The teacher guide made curricula and materials available to 250+ classrooms, with nearly 100 additional teachers opting into the program. Since 2020, we have reached more than 5000 kindergarteners through this initiative.
- **Architecture/Design Thinking Week** [February] – In partnership with the Boston Private Industry Council (PIC) and Sasaki Foundation, the BSA co-hosted the second-annual in-person Architecture/Design Thinking Week. Begun as Design Thinking Day and evolving to Design Thinking Week during the pandemic, the program aims to engage high school students in a paid week-long workshop exploring architecture/design. Two dozen Boston Public School high school students participated in the 4-day workshop during February School Vacation and met with design professionals from 4 local architecture firms. The BSA coordinated the program, supported the firms/partners, and transformed the gallery into a temporary design studio. A number of students participating in the program went on to be hired by architecture firms throughout the summer as part of a paid internship.
- **KidsBuild!** [April] – Now in its 32nd year, KidsBuild! welcomed over 900 students and caregivers for a weekend of design and fun. Participants transformed Waterfront Square into a miniature city, showing what the Fort Point and Seaport neighborhoods might look like if children had a hand in the design process. Supported by the BSA's KidsBuild! Committee and a huge number of volunteer architects, participants received guidance and advice throughout the process- from permitting and site selection to material choices and final construction. KidsBuild! remained on view in Waterfront Square for a week after the event, allowing visitors of all ages to explore and think creatively about the city around them.
- **Our Boston: Voices from Kindergarten Celebration** [May]: This year's Kindergarten Construction program boasted 25 classrooms from 16 Boston Public Schools. Projects came from across the city, representing student ideas from Brighton, Charlestown, Dorchester, East Boston, Hyde Park, Jamaica Plain, the North End, Mattapan, Roslindale, Roxbury, and West Roxbury. Classroom projects assembled by kindergarteners and guided by volunteer architects for the Kindergarten Construction unit were on display this year at

the Civic Pavilion next to Boston's City Hall. The exhibition consisted of a joy-filled week celebrating student voices and creativity and sparking larger conversations about the ever-changing city around us.

- **City Summer Internship** [July-August] – The BSA has maintained a long-term partnership with Apprentice Learning, a local nonprofit focused on career exploration and youth development. As a worksite partner, the BSA creates design-based programming for Apprentice Learning students to engage with. This summer, the BSA hosted nearly two dozen 8th grade students, inviting them to explore the design process as they considered how to make the BSA Space more welcoming and easier to navigate. Students spent the day brainstorming, drawing, and model making before sharing their ideas with their peers. Aimed at fostering interest in architecture/design and related careers in youth, it was notable that multiple past students returned to the program this year as peer leaders interested in this work.
- **Architecture/Design High School Internships** [July-August] – In addition to Architecture/Design Thinking Week, the BSA continues to work with the Boston Private Industry Council (PIC) throughout the year and summer. This summer, the BSA increased its support of students and firms engaged in the program, with the goal of strengthening and growing the program in future years. Through the partnership with the PIC, more than a dozen students were placed in 8 local architecture firms. Students completed 6-week internships at their respective firms and were paid for their time. Upon completing the program, many students expressed interest in architecture as a college major and/or career. Student interest in architecture placements grows each year, and the BSA hopes to bring more firms into this program in the future, in order to provide a higher number of intern placements.
- **Architecture/Design High School Intern Supplemental Activities** [July-August] – To supplement the high school internship program, the BSA leads a 6-week Summer Friday program for student interns. Students toured a variety of nearby neighborhoods, sites, and offices to learn about architecture/design in a hands-on way. Throughout the sessions, the BSA and Atlantic Wharf served as a home base between tours. The Summer Fridays offer interns a chance to meet peers participating in the BSA's program and from the Sasaki S.E.E.D. program, building a sense of comradery.
- **End of Summer Student Share-Out** [August] – To celebrate the conclusion of this year's high school internship program, the BSA once again hosted students, design professionals, and local institutional partners for a celebratory share out. Students shared their findings, lessons, and projects from their summer internships and heard from design professionals about their work. Post presentation, the attendees gathered in the main gallery for lunch and to share lessons learned from this summer's experience.

Upcoming at BSA Space

Fall/Winter 2024

As the year ends, so does the BSA's 2024 calendar of programming. BSA Space will be undergoing additional construction work for the month of November, and that, combined with the recent loss of the use of the Pearl Street and Fort Point rooms on the second floor of Atlantic Wharf, most end-of-year programming will be virtual-only or will be at off-site venues. Year-end events include a quarterly Knowledge Community Chair Roundtable and the annual Gingerbread Design Competition.

Looking ahead to 2025, the BSA prepares to relaunch its exhibition program in BSA Space, introduce a series of events focused on housing innovation, and develop opportunities for activating Atlantic Wharf when 15000 architects descend on Boston for the 2025 AIA national conference in June.

- **Knowledge Community Chair Roundtable** [December] – The Knowledge Community Chair Roundtable is an event intended to bring BSA Knowledge Community Chairs together in-person. During this networking event, Kno-Co Chairs will re-introduce themselves and have an opportunity to share the work of their Kno-Co with the BSA's incoming Executive Director (who takes up the post on November 4). This is an important quarterly gathering for fostering collaboration and knowledge sharing across and through the BSA's 40+ Knowledge Communities.
- **Annual Gingerbread Competition** [December] – Last but not least, 2024 will conclude with the 13th annual Gingerbread Design Competition & Exhibition. This year's theme will focus on Boston's neighborhood identities and will feature designs of local architecture firms. After a successful 2023 program, visitors will be once again be able to cast votes for their favorite design(s). The BSA Gingerbread Design Competition & Exhibition is a fun way to challenge designers, raise funds for the BSA, and spread cheer during the holiday season.

Winter/Spring 2024

- **Conversations in Architecture series** [January-on]
- **Continued Community + Collaborative Design Initiatives** [January-on]
- **Kindergarten Program** [February-May]
- **Architecture/Design Thinking Week(s)** [February, April]
- **Housing Innovation series launches** [March]
- **KidsBuild** [April]

Access

The public spaces at Atlantic Wharf are accessible from 7am to 10pm, 7 days per week, with the exception of Waterfront Plaza, which is accessible 24 hours per day, 7 days per week. Programming and more formal public use of the space must be coordinated in advance through the Atlantic Wharf management office, is at management's discretion, and will require a license agreement outlining the use, as well as any applicable fees.

Private Use

It is understood that the public spaces as defined by the Chapter 91 License (with the exception of Waterfront Plaza) at Atlantic Wharf may be utilized on a limited basis (weekdays/nights only) for private functions or restricted events at an average frequency of two events per month and that the space will be available to the public at a reasonable rate. Rates are set on an annual basis and are available through the Atlantic Wharf management office. Rates are determined on a case-by-case basis and are based on the building's operation schedule, business hours vs. after hours, and a determined need for security, engineering, or management coverage.

Communications

Communication tools will be used to articulate a sense of place and share information about Atlantic Wharf events and programs throughout the property and to the public. The following lists are by no means exhaustive and BXP is always exploring new opportunities to share information on our events, programs, and our neighborhood news.

Internal Opportunities:

- Directory panels & Congress Street entry signage cabinets
- 22"x28" posters
- 2'x5' signs
- Captivate (elevator screen advertising)

External Opportunities:

- Atlantic Wharf website – atlanticwharfoston.com
- Social media: @atlanticwharf on Instagram, X and Facebook
- Atlantic Wharf Newsletter: https://bit.ly/AW_newsletter
- BSA membership emails & newsletters
- Meet Boston listings.
- Community partner newsletters, directories
- Community partner websites
- Social media through partner networks
- Additional external signage panel at Congress Street entrance hosts changeable messaging
- Advertising with local community newspapers

Public Relations

- Active story pitches in cooperation with community partners & BSA
- Host social media / influencer activations to promote Atlantic Wharf amenities, retail, events, and programming
- Function as a community resource by actively participating in community group committees as available

VISITOR OUTREACH THROUGH THE BSA

Active outreach and communication with the local and visitor audiences is paramount to ensuring Atlantic Wharf programming success. BXP's primary communication outreach systems for public outreach have been word-of-mouth, collecting names and email information from our visitors, a growing public membership, partnerships with other cultural organizations, walk-in's, social media and limited advertising.

2025 BUDGET

Programming (Content)

\$134,000.00

The following is a sample list of events, sponsored by BXP will be free and open to public:

- Art exhibits and opening receptions in The Gallery at Atlantic Wharf
- Indoor/Outdoor fitness classes
- Summer lunchtime/evening music series
- Family events/programming
- Art and dance classes
- Signature events: Summer Bash and Fall Festival
- Canstruction Boston competition
- Participation in or hosting of other area events, performances & festivals as opportunities arise.

Programming (Logistics)

\$124,482.00

- Porter service and supervision (7 days) plus nightly cleaning of public spaces
- Maintenance, event set up and breakdown, repairs.
- Paint and patch following turnover in The Gallery

Communication Tools

\$43,000.00

- WAVE Social Media Management
- Including website admin, promo posters, membership dues, printed materials

- Paid advertising and promotions

2025 Budget Total: \$301,482.00

Personnel Supporting the Annual Plan:

BXP

Vice President, Regional Marketing– Rebecca Stoddard
Marketing Coordinator– Emily Ediger
Regional Property Manager– Mike Moran
Property Manager– Jessica Hansen
Property Management Coordinator– Matthew Capozzoli

BSA

Senior Director of Programs and Impact- Paige Johnston

EVENT TRACKER 2024

Public Event
Private Event - Nonprofit Use
Private Event, Not Non Profit

No.	Date	Name of Event	Nonprofit? Y/N	Event Type	Open to Public Y/N	Location	# of Attendees	# of Occurrences	TOTAL Attendees	Communication Vehicles Used to Promote
1	11/2/2023-4/30/2024	Ohana New England Indoor Training	Y	Training	Y	Fort Point Room	30	44	1320	Marketing
2	1/17/24	Boston Harbor Now Revolutionary Harbor Lecture	Y	Lecture	Y	Fort Point Room	50	1	50	Marketing
3	1/18/24	BSA - BARR Foundation	Y	Meeting	Y	Fort Point Room	40	1	40	PM Office
4	1/25/24	Built Environment Plus	Y	Meeting	N	Fort Point Room	100	1	100	Marketing
5	2/2/24	BSA - 2024 Annual Board Retreat	N	Meeting	N	Fort Point Room	40	1	40	PM Office
6	2/13/24	Boston Harbor Now Revolutionary Harbor Lecture	Y	Lecture	Y	Fort Point Room	50	1	50	Marketing
7	3/2/24	Beast from the East Paddling Regata	Y	Regatta	Y	Fort Point Room	340	1	340	Marketing
8	3/3/24	Boston 1 Indoor Training	Y	Training	Y	Fort Point Room	30	39	1170	Marketing
9	3/5/2024	BSA - Modernism Event	N	Documentary Screening	Y	Fort Point Room	150	1	150	PM Office
10	3/7/24	FACCNE - International Women Day Panel Discussion	Y	Panel / Networking	N	Fort Point Room	100	1	100	Marketing
11	3/14/24	GABC - Transformation to a Sustainable Future	Y	Panel / Networking	N	Fort Point Room	80	1	80	Marketing
12	March-June	FPAC - Boston Scapes Exhibit	Y	Art Exhibit	Y	The Gallery	100	1	100	
13	3/14/24	FPAC - Boston Scapes Reception	Y	Art Reception	Y	The Gallery	80	1	80	Marketing
14	3/19/24	MetroCommon: Planning Parking Event	N	Event	Y	Fort Point Room	80	1	80	Marketing
15	3/20/24	Boston Harbor Now Revolutionary Harbor Lecture	Y	Lecture	Y	Fort Point Room	50	1	50	Marketing
16	4/5/24-4/13/24	KidsBuild!	N	Event	Y	Fort Point Room/Waterfront Square	100	1	100	Marketing/PM Office
17	4/9/24	ASPE Monthly Meeting	Y	Meeting	N	Fort Point Room	50	1	50	Marketing
18	4/17/24 & 4/18/24	Save The Harbor Save The Bay (April Vacation Days)	Y	Event	Y	Waterfront Plaza	50	3	150	Marketing
19	4/27/24	Wild & Scenic Film Festival	Y	Event	Y	Fort Point Room	50	1	50	Marketing
20	4/30/24	BSA - Greater Boston Affordable Housing Development Competition	N	Event	Y	Fort Point Room	100	1	100	PM Office
21	5/4/24 & 5/5/24	Boston 1 Dragon Boat Paddle Training	Y	Training	Y	Fort Point Room	30	1	30	Marketing
22	5/16/24	Cresa - Year End Meeting	N	Meeting	N	Fort Point Room	85	1	85	PM Office
23	5/20/24	Federal Emergency Management Agency- Staff Training	N	Training	N	Fort Point Room	20	1	20	Marketing
24	6/4/24-8/27/24	Berklee Summer In the City Lunch Concerts	Y	Concerts	Y	Waterfront Plaza	20	12	240	Marketing
25	6/6/24-8/29/24	Berklee Summer In the City Evening Concerts	Y	Concerts	Y	Waterfront Plaza	20	12	240	Marketing
26	6/5/24-8/21/24	Community Yoga with CorePower	Y	Fitness	Y	Waterfront Plaza	20	6	120	
27	6/5/24	Boston Harbor Islands Partnership	Y	Event	Y	Fort Point Room	50	1	50	Marketing
28	6/12/24	City of Boston USACE Coastal Storm Risk Management	N	Meeting	N	Fort Point Room	50	1	50	Marketing
29	7/1/2024-8/9/2024	E-Inc Summer Program	Y	Program	Y	Waterfront Square	50	1	50	Marketing/PM Office
30	7/2/24-8/13/24	Save The Harbor Save The Bay	Y	Event	Y	Waterfront Plaza	50	1	50	Marketing
31	June-October	FPAC 300 By Design Exhibit		Art Exhibit	Y	The Gallery	80	1	80	
32	7/10/24	FPAC Reception: 300 By Design	Y	Reception	Y	The Gallery	100	1	100	Marketing
33	8/10/24	Atlantic Wharf Summer Bash	N	Festival	Y	Waterfront Plaza/Waterfront Square/Fort Point Room	100	1	100	Marketing/PM Office
34	8/24/24	Boston 1 Practice	Y	Practice	Y	Fort Point Room	30	1	30	Marketing
35	9/11/24	MASS DEP Meeting	N	Meeting	Y	Fort Point Room	25	1	25	Marketing
36	9/12/24	FACCNE Soiree	Y	Meeting	N	Fort Point Room	100	1	100	Marketing
37	9/17/24	USGBC LEEDv5 Event	Y	Event	N	Fort Point Room	100	1	100	Marketing
38	9/24/24	Boston Harbor Now Waterfront PM Meeting	Y	Meeting	Y	Fort Point Room	25	1	25	Marketing
39	10/10/24	BSA - Wagdy Anis Symposium	N	Meeting	Y	Fort Point Room	100	1	100	PM Office
40	10/12/24	Atlantic Wharf Fall Festival	N	Festival	Y	1st Floor Fort Point Room	100	1	100	Marketing/PM Office
41	10/15/24	Construction Awards Ceremony	Y	Event	Y	Fort Point Room	50	1	50	PM Office
42	10/16/24-10/18/24	BSA - Climate Beacon Event	N	Event	Y	1st Floor Fort Point Room/2nd Floor Fort Point Room	200	1	200	PM Office
43	10/14/24-3/31/25	Boston 1 Winter Paddling Sessions	Y	Training	Y	1st Floor Fort Point Room	30	1	30	Marketing
44	October-December	FPAC "TEND" Art Exhibit	Y	Art Exhibit	Y	The Gallery	80	1	80	
45	10/24/25	FPAC "TEND" Art Reception	Y	Art Reception	Y	The Gallery	100	1	100	
46	10/29/24	Federal Emergency Management Agency	N	Training	N	Fort Point Room	30	1	30	
47	11/2/2024-3/30/2024	Ohana New England Indoor Training	Y	Training	Y	Fort Point Room	30	45	1350	Marketing
48	11/12/24	ASPE Monthly Meeting	Y	Meeting	N	Fort Point Room	20	1	20	
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Atlantic Wharf Annual Plan Advisory Committee & Discussion

October 28, 2024



Contact for 2025 Annual Plan

Emily Ediger

Marketing Coordinator, Atlantic Wharf

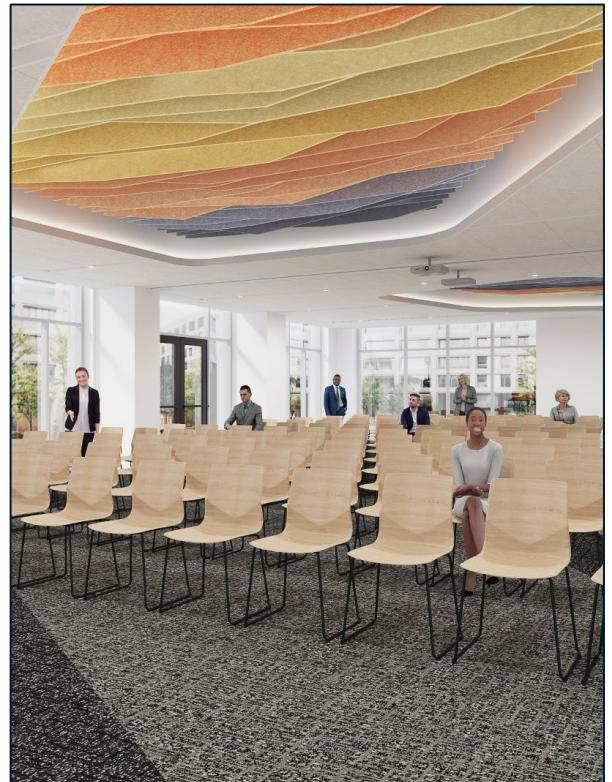
eediger@bxp.com



Agenda

- Advisory Committee
- Review of 2024 Programming & Events
- Look ahead to 2025
- Questions

2024 Programming Review



Seasonal Programming

Atlantic Wharf's Summer Bash, Fall Festival, Berklee Concerts, Community Yoga, and more.

Art Exhibits + Receptions

In partnership with the Fort Point Arts Community, we have executed three exhibits in The Gallery, along with three in person receptions.

Social Media Partnership

In the first quarter of 2024, we launched a new partnership with a social media management agency.

Fort Point Room Relocation

In 2024 we completed work on the new Fort Point Room. As of November 1, 2024, all Fort Point Room reservations will take place in the new space.

Thank you to Our 2024 Programming Partners



Looking Ahead to 2025



Programming
\$137,800

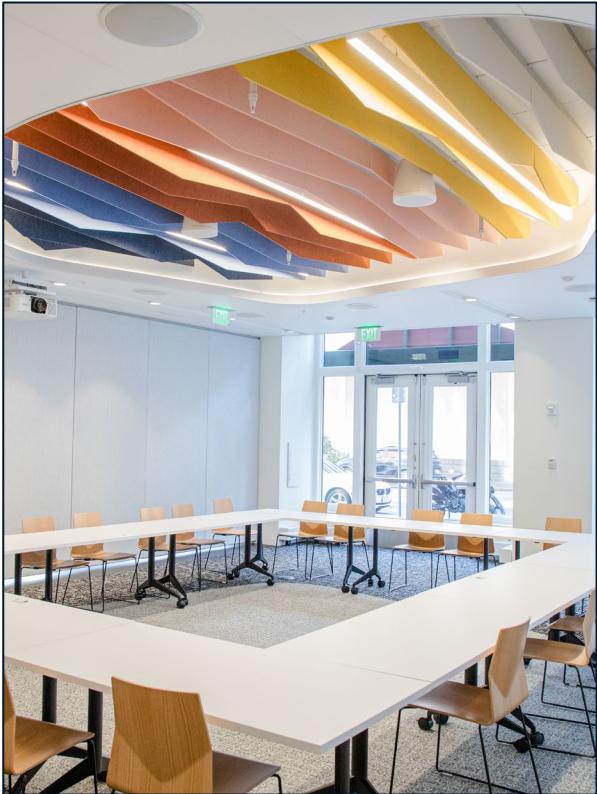


Communication
Tools
\$42,000



FPR Opening
Support
\$80,000

2025 Programming Plan



The Fort Point Room

Activating the new space in fun and exciting ways.



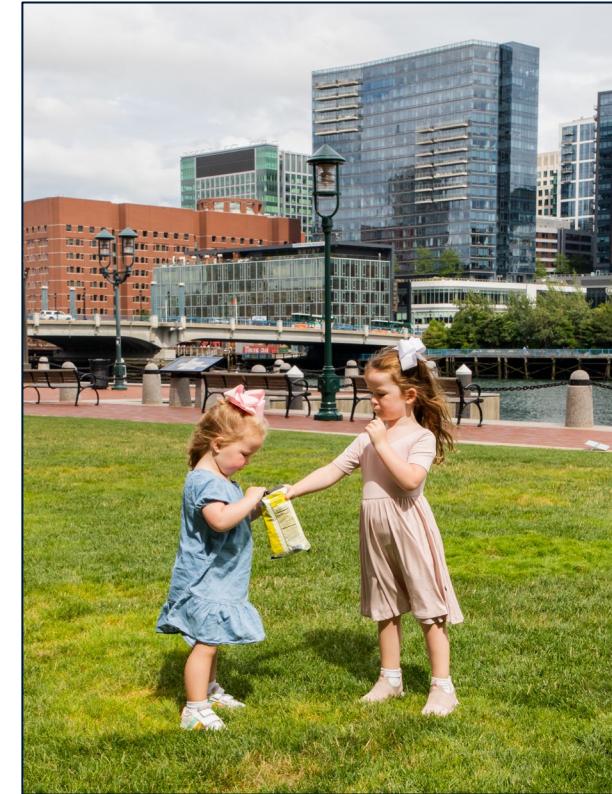
Waterfront Square

Temporary art installations, vendor markets, and more.



The Gallery

Expanding our yearly rotation of exhibits from 3 to 4.



Waterfront Plaza

Bring back yoga, Berklee performances, and seek new ways to activate the green space.

Atlantic Wharf's 2025 Events*

January

- NEW FPAC Exhibit & Reception (1 of 4)
- Dragon Boat Racing Indoor Training(s)
- Winter Floral Workshops (FPR)

February

- Valentine's Day Book Pop Up
- Dragon Boat Racing Indoor Training(s)
- Family Film Matinees (FPR)

March

- Beast from the East Regatta
- Dragon Boat Racing Indoor Training(s)
- Women's History Month Pop Up
- Spring Craft Workshop (FPR)

April

- Save the Harbor Save the Bay April Vacation Days
- Earth Day Sustainability Event
- NEW FPAC Exhibit & Reception (2 of 4)
- Dragon Boat Racing Indoor Training(s)
- KidsBuild!
- Wild & Scenic Film Festival

May

- Mother's Day Floral Pop Up
- Spring Floral Workshop
- Dragon Boat Racing Indoor Training(s)

June

- Berklee Summer in the City
- Community Yoga
- Save the Harbor Save the Bay – Summer Programming
- Dragon Boat Training moves outdoors*



Atlantic Wharf's 2025 Events*

July

Berklee Summer in the City
Community Yoga
Save the Harbor Save the Bay – Summer Programming
E inc. Summer Program
NEW FPAC Exhibit & Reception (3 of 4)

August

Atlantic Wharf's Summer Bash
Berklee Summer in the City
Community Yoga
Save the Harbor Save the Bay – Summer Programming
E inc. Summer Program

September

Seasonal Craft Workshops (FPR)
Children's Music Class (FPR)
Atlantic Wharf's Fall Event

October

Construction
NEW FPAC Exhibit & Reception (4 of 4)
Dragon Boat Racing Indoor Training(s)
Boston Open Studios

November

Thanksgiving Food Drive
Dragon Boat Racing Indoor Training(s)
Children's Autumn Art Display (FPR)

December

Toys for Tots toy Drive
Boston Harbor Now Ice Sculpture Stroll
Dragon Boat Racing Indoor Training(s)
Boston Tea Party Reenactment





Partnerships New & Old

Strengthening existing partnerships while being open to new collaborations

- Save the Harbor Save the Bay
- E inc.
- Ohana New England
- Boston 1
- Fort Point Arts Community
- Berklee College of Music
- CorePower Yoga
- Craft Loft Boston
- More Than Words
- Mister Vic

And more!

The New Fort Point Room

Making the renderings into reality

- Craft classes
- Music classes
- Hobby workshops
- Fitness classes
- Movie nights
- And much more!

We want to emphasize that the Fort Point Room is a space community groups can use to gather for whatever they need.



ATLANTIC WHARF

WELCOME TO THE WHARF

ON DISPLAY IN THE GALLERY:
BostonScapes

Explore Boston's iconic urban spaces, landscapes, and more from a range of perspectives and different mediums. Check out the BostonScapes exhibit at the Fort Point Arts Community, on display through June 9th.

COMING SOON:
Spring & Summer Programming

Join us at Atlantic Wharf this spring and summer for a variety of activities that the whole family will enjoy. Make the most of the longer days and experience the energy of New England. Check out our events calendar for all the ways to experience this outdoor destination – including FREE musical performances by Berklee College of Music.

2018 EVENTS CALENDAR

Atlantic Wharf
Published by Sprout Social
11 October at 15:58

The latest installment of Boston's Rose Kennedy Greenway Public Art is now on display at Dewey Square on the Greenway! Make sure to check out Jeff Rune's masterpiece the next time you're in the neighborhood!

Overall Murals

See Insights and ads

Boost post

Rose Kennedy Greenway

MORNINGS AT ATLANTIC WHARF

FESTIVAL Saturday, October 12

Communications

Newsletter, website, social media

- Continue to direct people to our newsletter as a resource for Atlantic Wharf's events AND neighborhood happenings
- Build on our increased engagement on social and continue to highlight the diverse opportunities in Atlantic Wharf's public spaces
- Showcase the accessible amenities and accessible events within our spaces
- Raise awareness of community and non-profit partners'

2025 Program Plans Recap: Goals

01

Create a well rounded 12 months of programming with the support of our community partners

02

Explore opportunities for new community partnerships

03

Raise awareness for Atlantic Wharf's public spaces including the new Fort Point Room space

04

Utilize social media promotion & engagement for events and programs at Atlantic Wharf





Questions for YOU

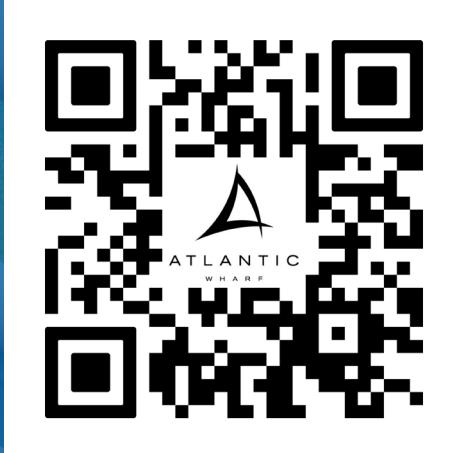
- What public programs/events do you want to see at Atlantic Wharf?
- Are there any community organizations you want to recommend for Atlantic Wharf to work with?
- What public events would you want to attend in the Fort Point Room?
- Are there local publications we should work with or communication channels we should use as we promote in 2025?

We want to hear from you!

Please let us know if you have any
questions or comments regarding
our 2025 Annual Work Plan.



eediger@bxp.com



Scan the QR code to submit
feedback anonymously

THANK YOU!