



October 30, 2020

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**Re: Atlantic Wharf (formerly Russia Wharf)  
2020 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 2021 Annual Work Plan for your review and approval. This Plan includes consideration of and lessons learned from our past eight years of active programming and our ongoing discussions with neighborhood partners. As a result of the fluid pandemic situation and impacts and limitations on onsite programming, the 2021 Annual Work Plan will be reevaluated and updated throughout the coming year based on guidance and recommendations provided by public health officials and the CDC. Members of the Atlantic Wharf Program

October 30, 2020

Advisory Committee received copies of the plan documents and were invited to comment, both through email and at a meeting held virtually on October 19, 2020. This Plan incorporates feedback we received.

Please let me know if you have any questions.

Sincerely,

Rebecca M. Stoddard  
Marketing Director

Enclosure

cc: Erikk Hokenson, Boston Planning & Development Agency (via email)  
Samantha Nardone, Boston Properties (via email)  
Mike Moran, Boston Properties (via email)  
Melanie Waldron, Boston Properties (via email)

## **ANNUAL WORK PLAN (Programming, Operation, Budget)**

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The Atlantic Wharf 2021 Annual Work plan outlines the Atlantic Wharf vision, programming goals, and tactics to achieve these goals, as outlined in the Atlantic Wharf Final Management Plan approved by the MA Department of Environmental Protection on December 10, 2010. The 2021 Plan, developed in cooperation with the Atlantic Wharf Advisory Committee, takes into account requirements outlined in the Chapter 91 License and is intended to be a guide and resource for the management team throughout the year. As a result of the fluid pandemic situation and impacts and limitations on onsite programming, the 2021 Annual Work Plan will be reevaluated and updated throughout the coming year based on guidance and recommendations provided by public health officials and the CDC. All feedback and best practices learned from transitioning to virtual programming, collaborations and communications will continue to be monitored and reassessed in order to best serve our neighborhood, visitors and customers.

### **VISION:**

#### **THE GATEWAY TO THE FORT POINT CHANNEL AND BOSTON, A DYNAMIC DESTINATION**

- A place where people gather, relax and enjoy the city and sense of place (Atlantic Wharf uniquely sits on the Rose Kennedy Greenway Fort Point Channel Parks and water, across from Boston Children’s Museum and Boston Tea Party Ships & Museum and next to the InterContinental Boston hotel)
- Destination with year-round appeal (programming, events, partnerships, community synergy) and diverse activities and users
- Dining – family, fine and casual (Within the development and in the surrounding neighborhood and adjacent hotel)
- Many of Boston’s most influential and creative businessmen & women work in and around Atlantic Wharf (there is a buzz and an energy from this daily population)
- Community, arts and culture abounds unlike anywhere in the city (five museums within a five minute walk) and a place that is home to one of the largest concentrations of artists in New England – approximately 300 at last count
- An active connection to the waterfront, Fort Point Channel, Boston Harbor and the HarborWalk

### **GOALS:**

- Reinforce positioning of Atlantic Wharf as a gateway to the Fort Point Channel and the Seaport District of Boston, a dynamic destination

- Drive foot traffic to support retail success, project viability and area vitality along the waterfront and Greenway
- Provide a program of entertainment, artistic, civic and cultural uses that is extensive, year round, and enhances the “destination value” of the waterfront, complementing the high quality programming that has been outlined for the Watersheet activation
- Provide an amenity to tenants and the community that promotes affinity and return visits
- Create a sense of place: build synergies between the public spaces (Waterfront Square & The Gallery, Visitor Information Center, BSA Space, Fort Point Room, Waterfront Plaza and water’s edge including water taxi/dock) through programming, free events, planned community use, and partnerships

**METHOD:**

Atlantic Wharf is the gateway to Fort Point Channel and Boston, a dynamic destination. Support for this positioning is achieved through focus on **EVENTS & PROGRAMMING** and **COMMUNICATIONS**.

**Events & Programming** will celebrate the Fort Point, Greenway, waterfront and Atlantic Wharf community, pay tribute to Boston, activate the water’s edge, and serve as an important layer of the project’s overall programming commitment. Atlantic Wharf will host its own events, as well as collaborate with neighbors and third parties to host community-wide events and bring unique experiences to the waterfront. Atlantic Wharf will strive to complement the community in its programming while also actively working with the Fort Point Channel and neighborhood stakeholders and third parties to help foster activity along the Channel. In 2016, in response to the growing number of events we planned to accommodate, we increased our budget 25% to \$75,000. In 2019, we again increased our budget an additional \$15,000 to \$90,000 and in 2020 we had again increased to \$107,260. However, due to the pandemic and inability to host events on-site for the majority of 2020 due to public health regulations, we do not anticipate spending the full budgeted amount. In 2021 the budget will slightly decrease to \$84,560 as we expect impacts to the amount of onsite events and programming that can be hosted at Atlantic Wharf due to the evolving pandemic situation.

**Communications** will build visibility about the project’s offerings, programs, spaces, and events. We will work to broaden the audience to include visitors and users from many of Boston’s neighborhoods, consistent with the Chapter 91 requirements. In 2014, Atlantic Wharf launched two social media platforms, Twitter and Instagram, and we continue to grow our audience each year.

Through social media, we have been able to help promote events, retailers, community events and engage with the larger community. In 2015, we hired a publicist to work on projects and to help generate press and exposure to Atlantic Wharf's social media platforms and community events. We have taken the lessons learned from that consultant and incorporated them into our communications strategy. In 2016, we launched a new Atlantic Wharf website that highlights the destination value of the property/neighborhood and focuses on public events, programs, retailers, docks, public water access and amenities. In the past five years we have seen significant growth of our social media audience with Instagram followers increasing 206%, Twitter increasing 65%, and Facebook increasing 74%. In light of the pandemic, we plan to continue our focus on growing Atlantic Wharf social media platforms in 2021 by increasing virtual programming, collaborating with local influencers and community partners, posting to accounts consistently, and continuing to use advertising via promoted posts to reach more of the community, and to ensure they are aware of the activities available at Atlantic Wharf when we are able to safely host visitors again.

The communications program includes community involvement, promotional signage, website updates, tenant communications, public relations, and relies heavily on community partnerships and access to community partner newsletters, social media and member outreach to access the maximum potential audience. In addition, the communications program will continue to focus on outreach to office workers, residents and visitors about Fort Point Channel offerings, Atlantic Wharf programs and events (virtual and onsite), retail openings and promotion post pandemic, and help foster visitation and foot traffic from outside the immediate area, while embracing and encouraging local activity. An ongoing communications goal is to continue to expand outreach further using dedicated social media outlets for Atlantic Wharf, as well as connecting directly with more neighborhood groups and organizations throughout the city and surrounding communities. In January 2018, we installed permanent exterior signage, calling attention to Waterfront Square and the Gallery. The signage provides additional removable signage based on upcoming events and current art Gallery exhibits, as well as notes that the space is open to the public. In 2018, we also updated our two wayfinding signs located along Waterfront Plaza, including maps calling attention to local organizations and Chapter 91 locations. In 2021, we plan to extend our outreach efforts to local community newspapers to advertise free virtual and onsite programming (Sample publications: Bay State Banner, Mattapan and Dorchester Reporter, and East Boston Times). We also plan to create a partnership with The American City Coalition to help welcome neighborhoods to the waterfront.

**METRICS:**

Metrics are used to help guide, measure and evaluate programming success. Metrics applied to individual events and programs will help the management team along with the Atlantic Wharf 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

Beyond metrics, to help improve the Atlantic Wharf Annual Plan tactics year after year, the management team actively solicits feedback from partners and community groups including The Friends of Fort Point Channel, Boston Children's Museum, Boston Harbor Now and the Fort Point Arts Community. Feedback also helps ensure the quality of events and programming over the quantity. All public programming is promoted widely on social media channels, our website and in partner newsletters and outreach, as well as targeted partner email outreach (e.g. Community partners include Fort Point Arts Community, Friends of Fort Point Channel, Children's Museum, Save the Harbor Save the Bay, Boston Society of Architects, "e" inc., Rose Kennedy Greenway Conservancy, Boston Harbor Now, Faneuil Hall Marketplace, Boston Harbor Islands National and State Park, Fort Point Theater Channel, New England Aquarium, Boston Children's Museum, Improper, Where Magazine, Boston Central, Boston USA, Boston Magazine, Mommy Poppins, Boston City Paper, Boston on Budget, Family Friendly Boston, Boston Mama's Weekly, Boston Dad's Group, Dig Boston, Macaroni Kid, Who fish, and Boston Globe Calendar). In 2019 and 2020 we increased our partnerships and outreach with more local community organizations. For the majority of 2020, due to the pandemic impacts, we were unable to host onsite events, however, we look forward to continuing onsite programming when public safety restrictions are lifted. In the meantime, we will focus on creating virtual programming and partnerships that can be promoted to the community at large.

**2020 Program Review**

Pre-pandemic, Atlantic Wharf was able to safely host 62 events for the public, local community and non-profit organizations and a total of three public art and educational exhibits within The Gallery, Waterfront Square, Waterfront Plaza and the BSA Space in 2020. Approximately 1,900 people visited the building and the area for these events between January and March 2020. This is a significant decrease from previous years due to the pandemic and closure of the building's

public space which resulted in event cancellations from April through December 2020. As we move into 2021 and welcome back the community and office tenants to Atlantic Wharf, we plan to use both virtual and onsite programming to add to the vibrancy of the property and the entire neighborhood and help support local businesses as they re-open. A full calendar of all 2020 programs, events, and metrics is located in Exhibit A of this Plan.

This year marks the ninth year of programming at Atlantic Wharf, and the eighth year with BSA Space open and operating. While activities were limited this year, and we have been managing through unprecedented times, we continue to work on creating programming that draws a diverse and varied audience to Atlantic Wharf. In 2021, we plan to continue to explore virtual participation in neighborhood and citywide activations until we can safely host onsite/in-person events. We look forward to an early 2021 meeting with neighborhood partners to align plans for the year.

**Notable programs in late 2019 & 2020 included:**

- (December 2019) Boston Tea Party Ships and Museum brought over 3,000 people in 2019 to Waterfront Plaza for their Annual Reenactment of the Boston Tea Party. Atlantic Wharf restaurants helped promote this event by offering Boston Tea Party specials in the days leading up to the event and the evening of the event.
- (December 2019) Hosted Holly Day on the Harbor for the 6th year with a performance by Little Groove, arts & crafts from FPAC, face painting, activity tables by the Rose Kennedy Greenway, the BSA, "e" inc., Save the Harbor Save the Bay and treats from two local community restaurants: Boloco and Sorelle.
- Hosted "e" inc.'s Wild and Scenic Film Festival in January 2020 at Atlantic Wharf, a night of inspiration and activism where guests watched films on a variety of topics impacting the world today, including: Wildlife, Indigenous People, Energy and Conservation, Thinking Globally, Water and River Issues, and Ways to Act.
- Save the Harbor/Save the Bay brought School Vacation Week programming to the Fort Point Room, two times for February school vacation.
- Continued to provide public dock space for Ohana New England Dragon Boat winter practices and Indoor Regatta.
- Continued our fitness program in partnership with Friends of Fort Point Channel to offer a free virtual workout series to the public throughout the fall on the Fort Point Room patio.
- Continued FPAC Opening Gallery events (virtually in 2020).
- 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 and we will look to further expand and publicize these opportunities throughout the year.

The events that continue to drive traffic at Atlantic Wharf include outdoor and indoor performances for adults and kids, exhibits within the BSA Space, the Gallery exhibit openings, and associated programs such as the artist talks (even after transitioning to virtual platforms). We continue to look for ways to strengthen our connections within the local community and improve future virtual and onsite programming in partnership with Fort Point Arts Community, BSA, Berklee School of Music, Friends of Fort Point Channel, Greenway Conservancy, Save the Harbor/Save the Bay, "e" Inc., The Boston Children's Museum, Boston Tea Party Ships and Museum and other groups.

### **EVENTS & PROGRAMMING**

The following outlines the proposed programming plan for 2021, broken down by space. The plan consists of events open to the public, most at no fee. Additional events are often added throughout the year as opportunities arise. Our 2021 Annual Plan continues our successful programming from 2020 and calls for additional community partnerships that move beyond Atlantic Wharf's original plan and requirements. An outline of the type of events planned by activation area is included below.

Please note, due to projected impacts from the pandemic and health guidelines that may prevent onsite events, we plan to host virtual programming including but not limited to the following: fitness classes; cooking demonstrations with onsite retailers; local influencer activations; artist receptions, talks, and tours in partnership with FPAC; and music/theater performances.

### **2021 ATLANTIC WHARF PROGRAMMING**

#### **INCREASING DIVERSITY OF USERS AT ATLANTIC WHARF**

In response to past feedback and in line with the Chapter 91 goal of providing a welcoming place for all, especially those typically without access to the Waterfront, we continue to focus our outreach on reaching a more diverse audience. For children focused events, we have worked with our partners, Save the Harbor/Save the Bay and "e" Inc., to extend invitations to youth and community organizations from every neighborhood in Boston. We continued to fund both "e" inc. and Save the Harbor/Save the Bay's successful spring and summer programs, exposing youth and

teens from throughout the city to the Waterfront and continued to provide Ohana New England Dragon Boat Team public dock space and programming in the Fort Point Room. In summer 2021, barring any pandemic impacts, we intend to further enhance our onsite children's programming by providing more opportunities for engagement at each event (e.g. arts and crafts, music performances, local partners offering activities, etc.) and continue to offer food and promote events throughout the wider community. In bringing children to Atlantic Wharf to explore, we hope they will return with their families to experience all the area has to offer. In addition to the outreach above, we continued to support the BSA Foundation's youth programming, which resulted in a greater than 60% expansion of no-fee Foundation youth programs. BSA Programs and projects supported by Boston Properties include:

- Our Boston: Programming and exhibition of 35 Boston Public School kindergarten classrooms' 3D Model.
- Boston Public School Family Reception: 200 children, families, and educators were welcomed to BSA Space to celebrate the student works. Speakers included Mayor Marty Walsh and Superintendent Laura Perille.
- Apprentice Learning Internships: The BSA hosted three interns from Apprentice learning for six weeks as design interns.
- KidsBuild! On the Road: Boston Properties funding supported taking KidsBuild! out to the Dorchester neighborhood in August.
- Summer STEAM: Over the summer BSA Space welcomed over 150 summer camp program participants who took part in hands-on design activities.
- Design Thinking Day and Internships for Teens: A partnership with the Boston Private Industry Counsel that pairs Boston teens who are interested in pursuing architecture with architecture firms.
- No Cost Student Visits: Boston Public School classrooms visited BSA Space to tour Balancing Art, Kidsbuild!, and Our Boston
- Vacation Week Programming: During vacation week, free workshops took place in the Salt Gallery in partnership with the Rose Kennedy Greenway.
- Summer Drop-Ins: Held on eight consecutive Saturdays, BSA Space staff led families in LEGO Challenges from 11am-4pm. Average weekly attendance was 50 family members.
- KidsBuild! Kids design and build a city in this annual program staged in Waterfront Square. This year, KidsBuild! offered the workbooks in both Mandarin and Spanish to serve multilingual audiences. Its attendance reaches over 800 per year.
- College Fair: Pioneering design-focused college fair, the largest in the Northeast, took place at Atlantic Wharf. Over 200 high school students and their families attended from

across the region, Boston community and youth centers were involved, along with 46 design schools from around North America.

### **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 project 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. These activations include lunchtime & evening musical performances, children's musical performances, fitness classes, theatre performances and art installations.

In 2020, due to pandemic impacts, we were not able to host the majority of our spring and summer outdoor programming on Waterfront Plaza, including theater performances, Berklee summer concerts, and kid's events, such as the End of Summer BASH. These events have historically increased attendance in the community of residents, families, office tenants, and tourists visiting Fort Point and we look forward to bringing many of these events back in summer/fall 2021. This year we will explore adding shade options and more moveable seating to Waterfront Plaza. This will be in addition to the existing tables and chairs located on the patio, and cushions we provide seasonally for additional seating on the grassy area on Waterfront Plaza. Our intention is to use programming to encourage Fort Point community members and visitors to explore the Waterfront, as well as bring in a wider visitor audience from outside the Fort Point community.

The goal for winter is to provide a focal point for winter visitors on the HarborWalk. Waterfront Plaza also hosts the re-enactment of the Boston Tea Party each December, which draws large crowds to the waterfront and grows each year. In January 2020 we hosted an ice sculpture along Waterfront Plaza in partnership with Boston Harbor Now for their New Year's Eve on the Waterfront event. It is undertermined if a New Year's sculpture or event will be executed to celebrate the 2021 new year, but we will align our efforts with those in the neighborhood.

### **WATERFRONT SQUARE**

Waterfront Square serves the public, visitors and tenants of Atlantic Wharf. As such, Waterfront Square historically has a variety of activations such as displayed art exhibits, performances and community events. Due to pandemic impacts, we were not able to host the majority of our spring, summer and fall programming in Waterfront Square, including theater performances, Friends of Fort Point's Pumpkin Pageant and other kid's events, such as Holly-Day on the Harbor that

includes musical entertainment, food and games. These performances provide a unique attraction for the neighborhood and have created public entertainment for the local community. These events typically provide children's activities, and generate a successful amount of traffic from the Fort Point community and surrounding neighborhoods, as well as increased attendance from outside the neighborhood due to our communications efforts and partnerships with Save the Harbor, Save the Bay and "e" inc. In addition, Waterfront Square is continuously programmed as an extension of The Gallery, to provide further exposure for the art in The Gallery and a richer, more engaging viewing experience for visitors. Waterfront Square is also programmed at times as an extension of BSA Space, providing an additional public outlet for exhibits within the BSA Space (examples include Kids Build and Canstruction).

### **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 second floor (The Fort Point Room) space 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. (virtually since March 2020). Planned programming for 2021, in partnership with FPAC, is to continue giving local artists continued exposure and opportunities to reach the community of tenants, residents, and visitors that travel through Atlantic Wharf. Historically, each exhibit includes an opening reception hosted in the Gallery and Waterfront Square. This year, due to pandemic impacts we have transitioned opening receptions and artists talks to virtual programming. In 2021, we will continue to work with FPAC on hosting virtual events and receptions to promote exhibits with the hope of transitioning back to physical events by the end of 2021.

### **THE FORT POINT ROOM**

Boston Properties currently manages the Fort Point Room. Flexible design and setup fosters adaptability of The Fort Point Room for many diverse uses, such as public lecture series, workshops and seminars, networking events, musical, theater or dance performances, movie screenings, fitness classes, receptions and open house celebrations. The goal of 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. In 2017, we made the Fort Point Room a Zero Waste room, offering more compost and recycling options. In 2018, we invested in upgraded AV equipment in the Fort Point Room including the projector, projector screen, wall

connections, microphones, wall controls, equipment rack, wiring, ceiling tiles and computer connections. The Fort Point Room is activated almost daily, sometimes multiple times a day, these upgrades help to keep the space up to date and creates an ease of use for the public. In 2018, we also upgraded approximately half of the balcony pavers by leveling them. In 2019, we upgraded the other half of the pavers, creating a more level space for fitness classes and events. This was in addition to implementing an online form to ease the process of requesting space and drive traffic to our new website, highlighting all the public spaces available at Atlantic Wharf.. The Fort Point Room is currently closed until further notice due to the pandemic, however, we hope to continue in-person events within this space in 2021, including but not limited to: BSA lecture series, winter fitness classes, theater performances and more. As in previous years, the Fort Point Room is available for non-profit events, meetings, workshops, and other series events that will be developed and hosted throughout the year. We will continue to follow public health guidance and gathering limitations imposed during the pandemic, but look forward to reopening the Fort Point Room as soon as is healthful and practical to welcome people back.

### **ATLANTIC WHARF DOCK**

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

The 9-slip boat dock at Atlantic Wharf is operated by Boston Properties 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 in the past two years will continue to do so moving forward.
- 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. Five slips were leased and consistently used during the 2020 season. Due to pandemic impacts, the Ohana New England Dragon Boats organization was unable to utilize our dock in 2020, however, once we are able to safely reopen the dock, we will again provide dock space to Ohana free of 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 Boston Properties. 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. In 2021, we will continue to work with Friends of Fort Point Channel for outreach to area boating clubs and marinas to alert them of the short term docking options at Atlantic Wharf, as well as helping to continue our support to Ohana New England and raising awareness to their organization.

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, Boston Properties 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 2021, 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)

### **VISITOR INFORMATION CENTER**

The Visitor Information Center is operated by the BSA out of their first floor Congress Street location and is staffed daily from 10 am to 6 pm Monday through Friday and 10 am to 5 pm on weekends providing information to visitors about the city, Fort Point Channel area and the BSA Space Gallery. The goal of the Information Center is to serve as a gateway to Boston and the Fort Point Channel, as well as to help drive foot traffic to the cultural and civic organizations, retail, and restaurants in the area. In addition to providing visitor information, the Information Center is an

exhibition gallery that is currently hosting a newly updated three-dimensional model of Boston and other visual and interactive elements to engage visitors in Boston's rich design culture.

## **2020 REVIEW OF BSA SPACE PROGRAMS**

### **Shifting and Shaking**

As every industry, organization, event, and person has felt, the year 2020 has required a great deal of flexibility and strength from all. The year started strong with a series of celebratory events from the Design Awards Gala, to youth programs, to exhibition receptions, but quickly came to a halt with the COVID-19 pandemic shutting down public spaces and interactions. The BSA continues to work toward a more equitable, sustainable, and architecturally vibrant region remotely for the time being. Since March, over 200 programs have occurred remotely including a new series called *Race and Architecture* and a 10-workshop series on Embodied Carbon in buildings, as well as programs for youth and families.

In June, the BSA was proud to announce that it was one of 130 Massachusetts nonprofits to receive a 2020 grant through the Cummings \$20 Million Grant Program, to strengthen our support of children, communities, and cities through architecture and design. This grant will allow the BSA to hire an additional Design Educator to be to expand programs in Boston Public School Classrooms.

### **Exhibition Highlights**

BSA Space began the year with a new photography exhibition highlighting unique perspectives on *The Architecture of Time*. The exhibition brought in a range of new artists and community members. The main gallery then opened with its feature exhibition *DURABLE: Sustainable Material Ecologies, Assemblies, and Cultures* advocating for the design of buildings that will endure for generations while also constantly adapting to ever-changing cultural needs. The BSA Space Salt Gallery featured an exhibition featuring 20 years of women in design breaking the architectural glass ceiling in *IMPACT: Inspired and Inspiring—Women in Design Award of Excellence 20<sup>th</sup> Anniversary*. Both of these exhibitions are now available digitally. *Future Decker*, a virtual exhibition that explores ways to envision this iconic Boston building type to meet affordable housing goals, opens virtually this fall. The annual *Canstruction Boston* exhibition will continue virtually to fill the now dire need for food donations in the Boston area.

The BSA is proud to share that after years of development, the Floating Wetland has been deployed in the Charles River. The Charles River Floating Wetland explores an ecological

intervention to reduce harmful algal blooms in the Charles, which threaten the river's health and limit the feasibility of swimming. This project, led by the Charles River Conservancy, Northeastern University, and Foth, was piloted with the Biomatrix model featured in the 2018 BSA exhibition *NatureStructure*.

### Impact of Boston Properties 2020 sponsorship on Youth Programs

Programs and projects supported by Boston Properties include:

In Person Programming January - March

- **"Our City" Kindergarten Program:** Hands on workshop with over 35 kindergarten classrooms (added Cambridge classrooms in 2020) and 50 architect volunteers.
- **Vacation Week Programming at BSA Space:** During February vacation week, free workshops were held in the Salt Gallery.
- **Each One Makes at BSA Space:** Family event at BSA Space in celebration of International Women's Day and in coordination with the Women In Design exhibition and committee. 75 students and 25 volunteers.
- **Family Design Days at BSA Space:** January & February – 80 participants

Virtual Programming March - December

- **Kindergarten Resource Guides:** Created for Boston and Cambridge families to be able to complete the project begun in the classroom. Guides available in English and Spanish
- **Future of Construction:** Weeklong webinar series for Middle School students about architecture, construction and sustainability. 90 BPS students.
- **5<sup>th</sup> Grade Capstone Project:** we revised the in-person project to work virtually. Project included handouts, guides and videos from design professionals. 60 5<sup>th</sup> Grade BPS students.
- **Apprentice Learning Summer Experience:** we translated the program that typically occurs at BSA Space, to work virtually. Project includes a guide, live presentations, and a hands-on design kit which was delivered to the students' homes. Engaged 50 8<sup>th</sup> grade girls from Boston Public Schools.
- **KidsBuild! On the Road:** Afterschool activities for the Lena Park community will be delivered over the fall.
- **Digital Studio Internships for Teens:** A partnership with the Boston Private Industry Council and Digital Ready that paired 10 Boston teens who are interested in pursuing architecture with architecture firms for support and mentorship during a Digital Studio delivered by Digital Ready and Wentworth.

- **Art Supply Kits for East Boston Families:** Youth program staff along with the GDI Committee, created art supply kits for the families of the East Boston Community Center (a long-time partner). Kits included a picture book in both English and Spanish, as well as supplies and prompts for children to create their own projects.

### On the Boards at BSA Space for 2021

With 2020 coming to a close, the BSA anticipates reopening as early as spring 2021, depending on recommendations from state and local officials. Remote programming, both for adults and children, will continue. As we reopen the gallery, we will keep virtual options available. Once open, the *Durable* exhibition remain on view for a month or more before transitioning to our next major exhibition *Now What?! Advocacy, Activism & Alliances in American Architecture Since 1968* which will remain on view until Construction 2021. Smaller exhibitions will continue in the Salt Gallery as well as photography exhibition in the conference rooms and Storefront Gallery.

### 2020 BSA Space by the numbers

The below represents the number of visitors to BSA Space from January to March 12, 2020.

2020	Month	# Visitors
	January	2009
	February	1810
	March 1-12	658

### 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, and the Visitor Information Center, which will operate weekdays from 10am to 6pm and weekends from 10am to 5pm. 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 a fee as detailed below.

## **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 also 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.

### **INTERNAL**

- Directory panels & new Congress Street entry signage cabinets
- 22x28 posters and 2x5 mightee mounts
- Channel Concierge Desk
- Captivate

### **EXTERNAL**

- Atlantic Wharf website – [www.atlanticwharfboston.com](http://www.atlanticwharfboston.com)
- BSA membership emails & newsletters
- Community partner newsletters, directories (such as Fort Point handheld directory)
- Community partner websites examples include Fort Point Arts Community, Friends of Fort Point Channel, Children's Museum, Save the Harbor Save the Bay, Boston Society of Architects, "e" inc., Rose Kennedy Greenway Conservancy, Boston Harbor Now, Improper, Where Magazine, Boston Central, Boston USA, Boston Magazine, Mommy Poppins, Boston City Paper, Boston on Budget, Family Friendly Boston, Boston Mama's Weekly, Boston Dad's Group, Dig Boston, Macaroni Kid, Whofish, Boston Globe Calendar and Friends of Fort Point newsletter
- Social media through partner networks including Save the Harbor/Save the Bay, "e" inc., Boston Harbor Association, Friends of Fort Point Channel, Fort Point Arts Community, Rose Kennedy Greenway Conservancy Boston Harbor Now, etc.

- Atlantic Wharf social media- Twitter, Facebook and Instagram
- Additional external signage panel at Congress Street entrance hosts changeable messaging
- Advertising with local community newspapers such as Bay State Banner, Mattapan and Dorchester Reporter, and the East Boston Times.

#### **PUBLIC RELATIONS**

- Active story pitches in cooperation with community partners & BSA
- Concierge walks quarterly (BSA will execute)
- Act 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. The 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-ins, social media and limited advertising.

#### **2021 BUDGET**

##### **PROGRAMMING – CONTENT \$84,560**

The following events sponsored by Boston Properties will be free and open to public:

- Art exhibits and opening receptions in the Gallery at Atlantic Wharf
- Indoor/Outdoor Fitness Classes
- Holiday children’s event/programming
- Summer lunchtime/evening music series
- Summer children’s events/programming
- Canstruction Boston competition
- KidsBuild! Boston competition
- BSA Foundation Children’s program contributions
- Theatre Performances (all seasons)
- Participation in or hosting of other area events, performances & festivals as appropriate

**PROGRAMMING – LOGISTICS \$101,195**

- Porter service and supervision (7 days) plus nightly cleaning of public spaces
- Maintenance, event set up and breakdown, repairs

**COMMUNICATION TOOLS \$10,000**

- Including website admin, promo posters, membership dues, printed materials

**2021 BUDGET TOTAL: \$195,755**

**PERSONNEL SUPPORTING THE ANNUAL PLAN:**

Marketing Director – Rebecca Stoddard

Marketing Coordinator – Samantha Nardone

Property Manager – Mike Moran

Assistant Property Manager – Corinna DeCollibus

Property Management Coordinator – Maxiel Guerrero

Executive Director, BSA – Eric White

Director of Public Programs, BSA – Polly Carpenter

## 2020 EVENTS AT ATLANTIC WHARF

event open to the public  
 private event

No.	Date	Name of Event	Event Type	Location	# of Attendees	Communications Vehicles Used to Promote	Open to Public Y/N
1	1/2/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
2	1/4/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
3	1/7/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
4	1/9/2020	Massachusetts Association of Community Development Corporations	Forum	Fort Point Room	100	Internal Communication	N
5	1/9/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
6	1/10/2020	Reception: The Architecture of Time	Reception	BSA Space	109	BSA Communication; allied nonprofit orgs; Public Calendars; partner promotion; social media	Y
7	1/11/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
8	1/13/2020	Brown Box Theater Project	Meeting	Fort Point Room	20	Internal Communication	Y
9	1/16/2020	Fort Point Operations Board - Marketing	Meeting	Fort Point Room	20	Internal Communication	N
10	1/16/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
11	1/18/2020	Family Design Day: Skyscrapers	Youth Workshop	BSA Space	45	BSA Communication; allied nonprofit orgs; family e-newsletters, social media, flyers in public libraries and schools	Y
12	1/18/2020	She Exhibition (FPAC) Art Install	Installation	Art Gallery	0	Internal Communication	Y
13	1/21/2020	Brown Box Theater Project	Meeting	Fort Point Room	20	Internal Communication	Y
14	1/22/2020	Regina Villa Associates	Meeting	Fort Point Room	10	Internal Communication	Y
15	1/23/2020	Design Awards Gala	Reception	BSA Space	500	BSA Communication; allied nonprofit orgs; social media	Y
16	1/25/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
17	1/25/2020	E-Inc Wild & Scenic Film Festival	Film Festival	Fort Point Room/WFSQ	130	Internal Communication	Y
18	1/26/2020	TC Squared Theatre Company	Table Reading	Fort Point Room	20	Internal Communication	Y
19	1/27/2020	PepsiCO/Cresa	Meeting	Fort Point Room	25	Internal Communication	N
20	1/28/2020	Placemaking: The Evolution of the Boston Latin Quarter	Panel	BSA Space	30	BSA Communication; allied nonprofit orgs; social media	Y
21	1/28/2020	PepsiCO/Cresa	Meeting	Fort Point Room	25	Internal Communication	N
22	1/28/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
23	1/29/2020	Brown Box Theater Project	Audition	Fort Point Room	20	Internal Communication	Y
24	1/30/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
25	1/31/2020	BSA Joint Board Retreat	Retreat	Fort Point Room	50	Internal Communication	Y
26	2/1/2020	Brown Box Theater Project	Audition	Fort Point Room	20	Internal Communication	Y
27	2/2/2020	Brown Box Theater Project	Rehearsal	Fort Point Room	20	Internal Communication	Y
28	2/3/2020	Wellington Project Management	Workshop	Fort Point Room	25	Internal Communication	N
29	2/4/2020	BSA - Brookline Gas Ban	Meeting	Fort Point Room/Pearl St Room	155	Internal Communication	N
30	2/4/2020	Electric Futures	Workshop	Fort Point	150	BSA Communication; allied nonprofit orgs; Public Calendars; partner promotion; social media	Y
31	2/4/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
32	2/6/2020	Reception with exhibition of LIGHT Lechmere competition	Reception	BSA Space	45	BSA communications, participating firm's communications	N
33	2/6/2020	PIC- Network Meeting	Meeting	Fort Point Room	60	Internal Communication	Y
34	2/8/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
35	2/8/2020	McKinsey - Personal Transformation Program	Programming	Fort Point Room	60	Internal Communication	N
36	2/9/2020	Brown Box Theater Project	Rehearsal	Fort Point Room	20	Internal Communication	Y
37	2/11/2020	Wellington - Managing with Impact	Workshop	Fort Point Room	25	Internal Communication	N

38	2/11/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
39	2/12/2020	Wellington - Managing with Impact	Workshop	Fort Point Room	25	Internal Communication	N
40	2/13/2020	Samaritans	Board Meeting	Fort Point Room	25	Internal Communication	N
41	2/14/2020	McKinsey - DNA Town Hall	Event	Fort Point Room	90	Internal Communication	N
42	2/15/2020	Brown Box Theater Project	Rehearsal	Fort Point Room	20	Internal Communication	Y
43	2/18/2020	American Society of Plumbing Association	Meeting	Fort Point Room	40	Internal Communication	N
44	2/18/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
45	2/19/2020	Save the Harbor Save the Bay	Kids Programming	Fort Point Room	50	Internal Communication	Y
46	2/20/2020	Save the Harbor Save the Bay	Kids Programming	Fort Point Room	50	Internal Communication	Y
47	2/20/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
48	2/20/2020	Vacation Week Drop In	Youth Workshop	BSA Space	45	BSA Communication; allied nonprofit orgs; family e-newsletters, social media, flyers in public libraries and schools	Y
49	2/21/2020	Ohana New England	Regatta Prep	Fort Point Room	20	Internal Communication	Y
50	2/22/2020	Family Day: Animal Habitats	Youth Workshop	BSA Space	46	BSA Communication; allied nonprofit orgs; Public Calendars; partner promotion; social media	Y
51	2/22/2020	Ohana New England	Paddling Regatta	Fort Point Room	50-100	Internal Communication	Y
52	2/23/2020	Brown Box Theater Project	Meeting	Fort Point Room	20	Internal Communication	Y
53	2/24/2020	Rail Priority: A Discussion with State Senator William Brownsberger	Panel	BSA Space	55	BSA Communication; allied nonprofit orgs; family e-newsletters, social media, flyers in public libraries and schools	Y
54	2/24/2020	Boston Tea Party	Training/Seminar	Fort Point Room	15	Internal Communication	N
55	2/25/2020	REFA Education Program - Impact of the Labor Changes	Programming	Fort Point Room	60	Internal Communication	Y
56	2/25/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
57	2/26/2020	Town Hall: Equity, Diversity and Inclusion (EDI)	Panel/Workshop	BSA Space	85	BSA Communication; allied nonprofit orgs; Public Calendars; partner promotion; social media	Y
58	2/26/2020	EZCater Annual Marketing Offsite	Event	Fort Point Room	50	Internal Communication	N
59	2/26/2020	Boston Harbor Now - Public National Park Service Lecture	Event	Fort Point Room	100	Internal Communication	Y
60	2/27/2020	Opening Reception—DURABLE: Sustainable Material Ecologies, Assemblies, and Cultures	Reception	BSA Space	187	BSA Communication; allied nonprofit orgs; Public Calendars; partner promotion; social media	Y
61	2/27/2020	LISC-Americorps Orientation	Orientation	Fort Point Room	30	Internal Communication	N
62	2/27/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
63	2/28/2020	LISC-Americorps Orientation	Orientation	Fort Point Room	30	Internal Communication	N
64	2/29/2020	Post-Disaster Building Safety Assessment Training	Workshop	BSA Space	55	BSA Communication; allied nonprofit orgs; Public Calendars; partner promotion; social media	Y
65	2/29/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
66	3/1/2020	TC Squared Theatre Company	Table Reading	Fort Point Room	20	Internal Communication	Y
67	3/3/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
68	3/4/2020	Rose Kennedy Greenway	Orientation	Fort Point Room	50	Internal Communication	N
69	3/5/2020	Opening Reception—IMPACT: Inspired and Inspiring—Women in Design Award of Excellence 20th Anniversary	Reception	BSA Space	232	BSA Communication; allied nonprofit orgs; Public Calendars; partner promotion; social media	Y
70	3/5/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
71	3/6/2020	Apprentice Learning Interns	Youth Workshop	BSA Space	4	NA	N
72	3/7/2020	Ohana New England	Training	Fort Point Room	20	Internal Communication	Y
73	3/8/2020	Each One Makes: Hands-on Design Activities Inspired by International Women's Day	Youth Workshop	BSA Space	150	BSA Communication; allied nonprofit orgs; family e-newsletters, social media, flyers in public libraries and schools	Y
74	3/9/2020	Brown Box Theater Project	Meeting	Fort Point Room	20	Internal Communication	Y