

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

---

The Atlantic Wharf 2024 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 2024 Plan, developed in cooperation with the Atlantic Wharf Program 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. The Annual Work Plan is designed to be updated annually based on goals and their results. The Plan is designed to be flexible and will be updated and added to throughout the year based upon feedback and successes.

In 2023, the Plan was focused on creating a full year of programming and events following a truncated schedule in 2022 due to residual impacts of COVID-19. The 2024 Plan has been created without any intended limitations on in-person events or programs.

### **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 Fort Point Channel Parks at Rose Kennedy Greenway and waterfront, 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
- Family, fine and casual dining within the property and in the surrounding neighborhood and adjacent hotel
- Many of Boston's most influential and creative businesspersons work in and around Atlantic Wharf (there is a buzz and an energy from this daily population)
- Home to many families, young professionals, and retirees with over 1,600 new residential units leased since late 2020 in Fort Point and surrounding neighborhoods, including Seaport and Downtown
- Community, arts and culture abounds unlike anywhere in the city (five museums within a five-minute walk) and 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:**

- Create events and programming that will bring diverse members of the community to the waterfront
- Draw in new members and visitors through diverse and creative programming and events
- 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
- Enhance the “destination value” of the waterfront and Harborwalk through a curated year long schedule of artistic, cultural, and civic programs and events in our public spaces
- Continue to provide an amenity to our office clients, residents and the community that promotes a positive view of Atlantic Wharf’s public spaces and inspires return visits
- Create a sense of place: build synergies between the public spaces (Waterfront Square, The Gallery, BSA Space, Fort Point Room, Waterfront Plaza and water’s edge (including water taxi/dock) through community programming, free events, planned community use, and partnerships with vendors, non-profits, and charitable organizations.

**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 2023, our budget was increased from the previous \$112,200.00 allocated in 2022, to \$170,000.00. This 52% increase was intended to allow for 12 months of in-person

programming (post pandemic), while introducing new events and partnerships. The 2024 programming budget has been increased to \$176,000.

**Communications** will build awareness of Atlantic Wharf's many amenities, programs, spaces, and events. We will work to broaden our audience to draw in visitors and users from many of Boston's neighborhoods and in other parts of 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 – Twitter (now "X"), Facebook, and Instagram, and we continue to grow our audience annually. Through social media, we have been able to better promote our events, onsite retail, and community events with our valued programming partners. Our social media platforms are also an excellent opportunity to engage with the larger community and receive real time feedback.

In the past year we have seen our Facebook following increase 34% while "X" growth is relatively flat. In 2024 we will continue to focus on social marketing through consistent content creation, audience growth, monthly & annual analytics, and targeted advertising to reach a larger and more diverse demographic within Greater Boston. In addition, Atlantic Wharf will partner with local influencers to promote the waterfront to both locals and visitors as a destination for families, foodies, children, and public art enthusiasts – everyone is welcome!

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. We want to increase the visibility of this website as a source of all things that are happening at Atlantic Wharf and the waterfront. The Atlantic Wharf website is updated regularly with new and upcoming programming.

Community partnerships and access to partner newsletters, social media and member outreach is key to accessing the maximum potential audience. In 2024, the communications program will continue to focus on outreach to residents, visitors and office clients promoting Fort Point Channel offerings, including Atlantic Wharf events and programs, area retail and attractions. This targeted outreach will help us meet our goal of helping to foster visitation and increase foot traffic from outside the immediate area, while embracing and encouraging

local activity. Our 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 2024, we plan to extend our outreach efforts to local community groups and news outlets to advertise free onsite programming (Sample publications: Bay State Banner, Boston Guardian, East Boston Sun, East Boston Times, Jamaica Plain Gazette, Mattapan & Dorchester Reporter, Mission Hill Gazette, The Logan Times and Sampan Newspaper).

In 2018, we installed permanent exterior signage, calling attention to Waterfront Square and the Gallery. The permanent signage includes areas for temporary signage to promote upcoming events and exhibits within the Gallery, as well as notes that the space is open to the public. As part of this installation, we also updated our two wayfinding signs located along Waterfront Plaza, to feature maps calling attention to local organizations 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 the management team 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

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 Boston Children’s Museum, Boston Harbor Now, Fort Point Arts Community, and Save the Harbor/Save the Bay. Feedback 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. In 2024 we will focus on growing visibility of programming and events through targeted partner email outreach (e.g. community partners: Boston Central, Boston Children’s Museum, Boston City Paper, Boston Dads Group (Meetup), Boston Globe, Boston Harbor Islands, Boston Harbor Now, Boston Herald, Boston Mamas, Boston on a Budget, Boston Magazine, Boston Society of Architects, Boston USA (GBCVB), Children’s Museum, “e” inc., Fort Point Arts Community, Faneuil Hall Marketplace, Fort Point

Theater Channel, Macaroni Kid, Mommy Poppins, New England Aquarium, Rose Kennedy Greenway Conservancy, Save the Harbor/Save the Bay, WeLoveBostonChinatown.com, and Whofish.

### **2023 Program Review**

In 2023, Atlantic Wharf hosted approximately 120 events for the public, local community and non-profit organizations and a total of four public art and educational exhibits within The Gallery, Waterfront Square, Waterfront Plaza and the BSA Space. Over 8,000 people visited the building and surrounding neighborhood to attend these events. This is a slight increase from 2022. We are seeing a slow by steady rise in foot traffic in the area as buildings in the Financial District and on the Waterfront repopulate, businesses re-open, and community groups start to gather again. A full calendar of all 2023 programs, events, and metrics is located in Exhibit A of this Plan.

This year marks the twelfth year of programming at Atlantic Wharf, and the tenth year with BSA Space open and operating. In light of pandemic impacts in 2020-2022, we're pleased with the community response to the property and continue to work on creating programming that draws a diverse and varied audience to Atlantic Wharf.

In 2024, we plan to continue to explore participation in neighborhood and citywide events.

### **Notable programs in 2023 included:**

- (Jan-Feb 2023) Unveiling of "Spontaneous" art exhibit at The Gallery in partnership with FPAC, and it's corresponding public reception in February
- (Spring 2023) Save the Harbor/Save the Bay April Break youth programming on Waterfront Plaza
- (Spring 2023) Unveiling of "The 249 A Street Artist Collective" exhibit at The Gallery, in partnership with FPAC, and it's corresponding public reception in July
- (Spring 2023) The return of the "Wild and Scenic Film Festival" in partnership with e inc. in the Fort Point Room
- (Summer 2023) Free community yoga in partnership with CorePower on Waterfront Plaza
- (Summer 2023) Friday Flicks: Family movie nights on Waterfront Plaza in partnership with Transformative Culture Project and Save the Harbor Save the Bay.
- (Summer 2023) Save the Harbor/Save the Bay STEAM summer camp programming on Waterfront Plaza

- (Summer 2023) 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 2023) Continued to provide public dock space for Ohana New England Dragon Boats
- (Summer 2023) Berklee College of Music lunchtime and evening concert series on Waterfront Plaza
- (Summer 2023) 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 2023) Unveiling of “UNEARTH” art exhibit in The Gallery in partnership with FPAC, and it’s corresponding public reception in September – artist panel to be scheduled in the coming months
- (Fall 2023 - Pending) Atlantic Wharf will host its second annual Fall Festival event on Waterfront Plaza on Saturday October 21, 2023. This event will feature live music, free seasonal snacks, facepainting, eco/water education with Save the Harbor/Save the Bay, dragon boat demos by Ohana New England, a gardening activity with Green City Growers, and a dragon dance performance and martial arts demonstration from Wah Lum
- (Fall 2023 - Pending) Atlantic Wharf will its annual Canstruction event/exhibit in partnership with the BSA in Waterfront Square and Nelson Court
- (Winter 2023 – Pending) Atlantic Wharf will participate in Boston Harbor Now’s 2024 Waterfront Ice Sculpture Stroll on NYE (December 31, 2023)
- 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 its 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.

The events that continue to drive traffic at Atlantic Wharf include outdoor and indoor family-friendly events, exhibits within the BSA Space, The Gallery art exhibit openings and associated programs such as the artist talks. We will continue to look 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 and other groups.

## **EVENTS & PROGRAMMING**

The following outlines the proposed programming plan for 2024, 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 2024 Annual Plan continues to build on our history of diverse, consistent & successful programming 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.

## **2024 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, "e" inc. and Save the Harbor/Save the Bay, to extend invitations to youth and community organizations from every neighborhood in Boston. We continued to support 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. In 2024, we will continue to support the BSA Foundation's comprehensive youth programming. BSA Programs and projects supported by BXP are detailed on Pages 11-16 of the Annual Plan.

In 2024, 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. These

activations include lunchtime & evening musical performances, children's events, fitness classes and art installations.

In 2023, we were able to execute a large number of outdoor programming on Waterfront Plaza, including daytime and evening Berklee summer concerts, family film nights, yoga classes, and two Atlantic Wharf signature events – the Summer Bash and the Fall Festival which will be held on October 21, 2023. These events have historically increased attendance in the community of residents, families, office workers, and tourists visiting Fort Point and we look forward to bringing these events back in 2024, as well as adding additional programming to our schedule. Our intention is to use programming 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.

The goal for winter 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, which has historically drawn large crowds to the waterfront. This event was cancelled in recent years due to pandemic impacts, however, we look forward to supporting the event when it returns for its 250<sup>th</sup> Anniversary of the Boston Tea Party currently scheduled to take place on December 16, 2023.

We are also excited to work with Boston Harbor Now in support of their annual New Year's Eve Waterfront Ice Sculpture Stroll by sponsoring an ice sculpture to be displayed on Waterfront Plaza on December 31, 2023.

### **WATERFRONT SQUARE**

Waterfront Square serves the public and visitors of Atlantic Wharf. As such, Waterfront Square historically has a variety of activations such as displayed art exhibits, performances by the former Brown Box Theatre Project, and other community events. In 2023 we hosted a large number of community events and programs within Waterfront Square, and we look forward to continuing these indoor events in this space next year. 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. Waterfront Square is also a touchstone point for "e" inc.'s summer educational programs, and in the Summer 2023 it also served as perfect space for a multicultural market held as part of our Summer Bash event. The ground level space works well for family-focused events, provides space to relocate smaller outdoor events during inclement weather, and is an accessible gathering space for the neighborhood. The events in this space aid in generating foot traffic from the Fort Point

and Seaport community and other 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. Waterfront Square is also programmed at times as an extension of BSA Space, providing an additional public outlet for exhibits within the BSA Space (e.g. KidsBuild 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. Planned programming for 2024, 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.

### **THE FORT POINT ROOM**

BXP 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 a projector and screen, wall connections, microphones, wall controls, equipment rack, wiring, new ceiling tiles and computer connections. 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.

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. This relocation 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 within the space.

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, the relocation will be completed and will improve accessibility, as well implement an improved layout, update the room's AV capabilities, and expand its utility while improving user experience.

The capabilities of the new Fort Point Room will allow for expanded programming, activities and uses. We had a robust programming schedule in place pre-pandemic which was impacted by global events. In 2024, we look forward to reimaging public events and programming within the space that is responsive to user and community needs in a post-COVID environment. BXP is currently exploring community programming opportunities for the space, including:

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

The 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.

### **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 2023 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. In 2024, we will continue our support to Ohana New England and raising awareness for 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, 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 2024, 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)

## **2023 SPACE & BSA PUBLIC PROGRAMS**

### **Year at a Glance**

2023 has been a year of great change for the Boston Society for Architecture (BSA). Although some of the BSA's pre-pandemic programming has remained virtual or hybrid, 2023 marked a return to in-person gathering at BSA Space. From continued partnerships and annual programs to the inaugural launch of the Request for Innovations (RFI), the BSA welcomed its members and the general public to gather together again throughout Atlantic Wharf. This year's events continued to engage audiences across a wide age range, from young students to adults, through a variety of architecture/design related activities. As the organization continues to evolve and reemerge from the pandemic, the BSA is more focused than ever to best serve its members, the public, and its mission through a creative set of accessible programs.

### **Exhibitions**

Compared to previous years, the BSA's exhibition program has maintained a quieter presence due to pending construction plans. Despite a pause on the BSA's main gallery space, the BSA has continued to host pop-up exhibitions such as the annual Gingerbread Design and Construction displays, while launching additional pop-ups based on current programming. The 2022 feature exhibition remains on view throughout the main gallery and continues to be enjoyed by visitors and passerby 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.

**Request for Innovations: Pop Up Exhibition [March-June]** – To showcase the work of the BSA’s Innovation Prototype teams, the BSA designed a temporary exhibition for the Salt Gallery. Podia created a field of objects in the gallery, from a quilt to a tent to a curated set of construction materials, that represented ideas central to each team’s work. In response to the inaugural RFI’s prompt, “How Might We Do Architecture Differently?,” large vinyl graphics indexed project themes submitted by project teams; themes included Centering Lived Experiences, Jumpstarting Circular Economies, Calibrating Social Equity, Empowering Civic Participation, and Reimagining Community Investment. Opening on the night of the RFI Open House, the exhibition remained throughout the summer for teams and visitors to converse about the work on display.

**Our Boston: Voices from Kindergarten Exhibition [May]** – An extension of the BSA’s partnership with Boston Public Schools’ K-2 Department, Our Boston invites kindergarten classrooms to answer a design prompt from the Mayor and create a model depicting their idea. Throughout the week-long exhibition, the first since 2019, models filled Waterfront Square and allowed hundreds of public visitors and professionals to view the students' work. More than 700 students representing 28 classrooms and 18 Boston Public Schools participated in the exhibition.

**Annual Gingerbread Design Competition [December]** – Now entering its 12th year, the BSA’s Gingerbread Design Competition and Exhibition invites firms to submit gingerbread designs based on a theme, while the public votes for their favorite(s). Themes build off of the BSA’s focus areas, such as 2022’s “Climate Ginger-READY Boston,” a play on the City’s Climate Ready Boston initiative. The annual exhibition and event will be held later this year, welcoming the public to explore a fun and creative display in Waterfront Square. The 2023 theme will be announced shortly.

### **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 continued programming on carbon reduction strategies while introducing a new body of innovative work to guide future programming.

### **In Person Programming**

**Request for Innovations: Open House [March]** – The BSA welcomed over 80 visitors to

explore its pop-up exhibition, meet the Innovation Prototype teams, and discuss how we might do architecture differently. The teams present represent a variety of disciplines, professions, and commitments to spatial and environmental justice. Participants included Arrowstreet, BioSitu, Families for Justice as Healing, FMRA, Gensler, See You in the Future, Structure Tone, and Transit Matters. Friends, families, and interested collaborators enlivened the space, marking a welcomed return from the vacancies of COVID-19.

**Commonwealth Development Compact Signing [May]** – Mayors from Cambridge, Lynn, Salem and Somerville joined leaders from the City of Boston and Lt. Governor Kim Driscoll to sign the Commonwealth Development Compact. Municipalities signing the compact agree to an historic 25 percent Diversity, Equity and Inclusion (DEI) evaluation criteria for public real estate development projects within their municipalities, as well as other groundbreaking DEI considerations for private real estate projects. The BSA partnered with the Builders of Color Coalition and the Civic Action Project to drive this work forward, with the generous support of the Eastern Bank Foundation.

**Tackling the Climate Emergency in Great Britain and Beyond [May]** – This special presentation by Will Arnold, Head of Climate Action at the Institution of Structural Engineers (IStructE) was co-sponsored by the BSA, SEI Boston Chapter/BSCES, BE+, CLF Boston/Northeast, SEAMass, and SE 2050. Over the last three years, the IStructE has been at the forefront of the global structural engineering community's renewed focus on sustainability. During this evening lecture, Will reflected on the industry change that he helped to spearhead and the importance of placing embodied carbon at the heart of the work.

**Waterfront Resilience Panel [September]** – How does a city advance climate resilience? How is resilience moving ahead along Boston's southern shoreline? Building on the work of many initiatives, including Climate Ready Dorchester and Harborwalk 2.0, which share a goal for a resilient, equitable city and connected and robust public realm, this conversation engaged thought leaders and celebrated the constellation of work underway in Boston. Attendees discussed next steps in advancing resilience along our urban shoreline at the southern half of Boston Harbor.

**Boston Architectural College (BAC) CityLab Tours [September]** – 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.

**Boston Mass Timber Accelerator [Full year]** – In partnership with the Boston Planning and Development Agency (BPDA), the second round of the Mass Timber Accelerator provided three development teams with technical assistance and funding grants to assess and integrate low carbon mass timber building practices into their projects. Throughout 2023, several in-person events were held to showcase the work of the development teams in the accelerator cohort.

**Knowledge Communities [Full year]** – The BSA’s robust Knowledge Community (Kno-Co) network has continued to meet throughout the year. For many of the 40+ Kno-Cos, 2023 was the first time hosting workshops and meetings in person since 2020. To date, over 30 events (in person, hybrid, and virtual) have been hosted, including:

Small Practices: LEGO Serious Play Activity: Branding Your Business [June] – Hosted by the Small Practices Network, Bill Fleming led an interactive workshop using the LEGO Serious Play methodology. The strategy-based workshop aimed to help small and independent firms to gain clarity and articulate their brand— from value propositions, to positioning statements, and brand pillars.

**Going Big with Climate Action: Multifamily, Commercial, and Institutional Buildings [July]** – Co-hosted by the Committee on the Environment (COTE) and the Building Enclosure Council (BEC), this evening event featured eminent building scientist and educator, Dr. Straube of RDH Building Science. Dr. Straube spoke about low-carbon design and retrofits for Boston’s larger buildings, along with examples from other jurisdictions and discussed challenges and solutions for a range of complex projects.

**Women in Design Open House [February]** – Hosted by Women in Design (WiD), the Open House invited all current WiD members, as well as those interested in joining or learning more, for an event at the BSA. During the event, WiD brainstormed and planned future programming and outreach with the local design community. WiD continues to be one of the BSA’s most engaged Kno-Cos, putting on annual programming in alignment with the BSA’s mission.

### **Virtual or Hybrid Programming**

**Future Decker Community Meeting [September]** – In connection with the upcoming Request for Proposals (RFP), the Mayor's Office of Housing (MOH) and the BSA hosted a public community meeting to provide a comprehensive update on the ongoing Future Decker Initiative and RFP process. Two sites chosen during the Future Decker initiative, 379 Geneva Avenue in Dorchester and 569 River Street in Mattapan, were highlighted during the program and will be part of the second phase of this initiative. As a public program part of the City's development process, video and other materials are available online for local residents who were unable to attend.

### **Youth Programming Highlights**

Throughout 2023, 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.

### **In Person Programming**

#### **Boston and Cambridge Public Schools Kindergarten Program [January-April]** –

Continuing its annual partnership with local K-2 departments, the BSA welcomed back in-person learning to the kindergarten program and scaled in new ways. The BSA disseminated its curriculum (lesson plans, presentations, and materials) through two vehicles: 1) volunteer architect classroom visits and 2) a newly launched teacher guide. The in-person classroom visit program engaged 27 architects and 712 students. The newly piloted teacher guide made curricula and materials available to 250 classrooms, with 80 additional teachers opting into the program. Through the pilot, 1,760 additional students engaged with BSA's lessons in architecture/design.

**Architecture/Design Thinking Week [February]** – In partnership with the Boston Private Industry Council (PIC) and Sasaki Foundation, the BSA co-hosted the first 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. 25 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 31st year, KidsBuild! welcomed over 800 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 record number of volunteer architects, participants received guidance and advice throughout the process- from permitting and site selection to material choices and final construction. KidsBuild! Remains 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]:** To celebrate the student work exhibited in Our Boston: Voices from Kindergarten, the BSA welcomed Boston Public School administrators, teachers, students, and families for a morning reception and celebration. Mayor Wu was also in attendance, listening to the children's ideas of what a more safe and fair Boston might look like. Among their ideas were a community swap facility, where community members can share and trade items that their families may need, apartment dance studios to allow everyone to dance and share their favorite music, and a park space with buddy benches, where all children can find a friend. Over 200 people joined for the joy-filled morning celebration.

**Our Boston: Voices from Kindergarten Exhibition [May]:** See Exhibitions.

**City Summer Internship [July]** – 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 20 8th grade students to explore the design process and the Imaginations of Home exhibition. 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 engaging in the program, with the goal of strengthening and growing the program in future years. Through the partnership with the PIC, 16 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.

**Architecture/Design High School Intern Supplemental Activities [July-August]** – To supplement the high school internship program, the BSA co-developed 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. New this year, students were also able to meet peers from other programs and internships, including the Sasaki S.E.E.D. and Designery Internship programs.

**End of Summer Student Share-Out [August]** – To celebrate the conclusion of this year's high school internship program, the BSA 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 40+ attendees gathered in the main gallery for lunch and to share lessons learned from this summer's experience.

**Project Pipeline Middle School Camp [August]** – To prepare for the 1-day architecture camp for middle school students hosted by BosNOMA, the Project Pipeline team packed material kits and supplies for campers at the BSA.

### **Upcoming at BSA Space**

#### **Fall/Winter 2023**

As the year comes to a close, so does the BSA's 2023 calendar of programming. A number of upcoming events will be hosted throughout BSA Space and Atlantic Wharf, serving a variety of public and professional audiences. Year-end events include a full day symposium, a college student night, the annual Canstruction food-drive, and the Gingerbread Design Competition.

Looking ahead to 2024, there are many changes in store for the BSA and BSA Space. As BXP plans to retrofit the first-floor space, the BSA will become a single-story gallery and office

space. Although prolonged construction is anticipated, the BSA's commitment to accessible and engaging public programming remains. Events will be hosted in the main gallery, conference rooms, and throughout Atlantic Wharf.

**Wagdy Anis Symposium [October]** – Co-hosted by the Boston Building Enclosure Council (BBEC) and the BSA, the Wagdy Anis Symposium is returning to the Fort Point Room for a full day of in-person programming. This year's theme, "Building Enclosures that Last," will explore how building enclosures can extend a building's lifespan through durability, maintainability, and ability to accommodate future change. This program is targeted towards a professional audience of architects, building scientists, and others in the architecture, engineering, and construction (A/E/C) industries.

**Common Ground: College Student Welcome [October]** – Building off of last year's Now What is the Academy event, the BSA is inviting local college students to gather together at the BSA and connect on key issues affecting their academic and pre-professional lives. Throughout the gallery, participants will cycle into groups around pressing topics, with sessions led by emerging professionals and alumni from participating schools. This program aims to provide space for architecture/design students to come together, connect across schools, and connect with the BSA.

**Knowledge Community Chair Roundtable [October]** – 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 introduce themselves and share how their Kno-Co programming plans to advance issues of equity and sustainability. During the evening event, chairs will also have the opportunity to connect with the BSA Board President and Interim Executive Director. This is an important program for fostering collaboration and knowledge sharing across and through the BSA's 40+ Knowledge Communities.

**Canstruction [October-November]** – An annual charity event and exhibition. Canstruction invites teams of architects, designers, engineers, and contractors to compete in designing sculptures made out of canned goods and other nonperishable food items. The BSA is looking forward to partnering with the Society for Marketing Professional Services (SMPS) Boston for the 2023 program. This year's theme, "Celebrating New England," will showcase designs of places, foods, and personalities unique to the New England region. The sculptures will be on view in Waterfront Square and Nelson Court for visitors to explore. Judges will award prizes

to the finalists.

**Annual Gingerbread Competition [December]** – Last but not least, 2023 will conclude with the 12th annual Gingerbread Design Competition & Exhibition. This year’s theme will focus on Boston’s transit system and will feature designs of local architecture firms. After a successful 2022 program, the Gingerbread Exhibition will return to Waterfront Square and visitors will 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**

- Continued Climate-Based Initiatives [January-on]
- Continued Innovation Initiatives [January-on]
- Kindergarten Program [February-May]
- Architecture/Design Thinking Week(s) [February, April]
- 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 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 & Congress Street entry signage cabinets
- 22x28 posters and 2x5 signs
- Captivate

## **EXTERNAL**

- Atlantic Wharf website – atlanticwharfboston.com
- Social media: @atlanticwharf on Instagram, X and Facebook
- 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
- Act as a community resource by actively participating in community group committees as available
- Host social media / influencer activations to promote Atlantic Wharf amenities, retail, events and programming

## **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.

## **2024 BUDGET**

### **PROGRAMMING – CONTENT \$165,000**

The following 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
- Summer children's events/programming
- Movie nights and matinees
- Art and dance classes
- Signature events: Summer Bash and Fall Festival
- Construction Boston competition
- BSA Foundation children's program contributions
- Participation in or hosting of other area events, performances & festivals as opportunities arise

**PROGRAMMING – LOGISTICS \$122,258**

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

**COMMUNICATION TOOLS \$11,000**

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

**2024 BUDGET TOTAL: \$298,258**

**PERSONNEL SUPPORTING THE ANNUAL PLAN:**

Vice President Marketing, BXP – Rebecca Stoddard

Marketing Coordinator, BXP – Emily Ediger

Senior Property Manager, BXP – Mike Moran

Property Manager, BXP – Jessica Hansen

Assistant Property Manager, BXP – Maxiel Guerrero

Property Management Coordinator, BXP – Matthew Capozzoli

Interim Executive Director, BSA – Kimberlee Schumacher

Policy Director, BSA – Jennifer Efron

Design Education Fellow – Taylor Johnson