

**Request For Proposal**  
**Shipyards Park Activation**  
**At The Charlestown Navy Yard**  
**January 27<sup>th</sup>, 2022**



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## **COMPANY OVERVIEW**

The Anthem Group is a collection of highly acclaimed and award-winning entities. Anthem companies are international market leaders in the live entertainment, large-scale event production, experiential marketing, tourism, hospitality and placemaking industries. The Anthem Group is the parent organization of all Anthem-related properties. Among the marquee companies are Anthem Production, Anthem Placemaking, Anthem Strategy, Anthem Marketing and Anthem Hospitality.

Headquartered in Boston, Massachusetts, Anthem started as Anthem Entertainment, a specialized events firm, that soon grew to encompass business-to-business as well as public-facing programs. Today, The Anthem Group has expanded exponentially from its humble beginnings as a boutique Boston-based events agency to a multi-industry enterprise. This breadth of unique experience has propelled Anthem into activity in over 70 markets across five continents.

### **The Anthem Group**

The Anthem Group is the principal organization to a collection of twelve interrelated companies that specialize in an array of experiential activation and experience curation.

Anthem's production emphasis is on the conceptualizing and executing of public events, large-scale concerts and festivals, private events, galas and corporate functions. In addition, Anthem's marketing services provide strategic expertise and brand building. Anthem manages experiential marketing campaigns, advises on strategy architecture and coordinates complex logistics. The hospitality division of Anthem concentrates on venue ownership, full-service catering and large-scale concession operations for special events.

Furthermore, Anthem focuses on the development of its own properties, repurposing of underutilized open space and production of large-scale events. Through pioneering concept and venue creation, Anthem utilizes its cross-discipline experience to establish landmark ventures.

The Anthem Group has nearly two decades of experience and an international scope in the creation of special events as well as in providing strategic consulting, logistical support, campaign management and personnel solutions for events, seasonal installations and recurring programs, both public and private, and a wide range of live productions. The company has successfully executed or collaborated with over 24,000 events and promotions.

The Anthem Group specializes in:

- Placemaking
- Live Entertainment
- Large Scale Event Production
- Experiential Marketing
- Repurposing Public Space
- Hospitality, Concessions and Catering
- Restaurant and Retail Strategy
- Tourism

Anthem Entertainment was the first of the Anthem companies, initially balancing both business-to-business and public facing programs. Within two years of its founding, Anthem Strategy and Anthem Production were created to separate the areas of experiential marketing, strategy, consulting and private event services from public facing entertainment events and projects. Over the past decade, the

company has continued to expand and excel with each additional endeavor. Major properties have also taken on a life of their own due to their success and scope. Some of these include Anthem Hospitality, The Anthem Group Foundation, the Anthem International Music Festival, and in-house divisions within Anthem Entertainment focusing on concerts, outdoor festivals and tradeshow.

Anthem Incubator, Anthem Innovation and the internal foundation are Anthem's newest entities. These represent the evolution of Anthem's services, merging Anthem's spectrum of experiences and its philosophy into helping others - whether it be philanthropically or to help individuals launch their own venture. The Anthem Group operates across a multitude of industries and has expanded to entities ranging from restaurant ownership to retail.

Anthem has continually been featured in national and international media outlets, including dozens of business journals, major newspapers and trade publications. A few recent examples include:

- Entrepreneur Magazine cover story
  - Highlight on the company founder and his mission to help budding entrepreneurs
- Syndicated articles across all Business Journals (47 markets)
  - Additional feature articles in Boston, Chicago, Los Angeles and Washington Business Journals
- The Boston Globe
- Features in every local news station
- Live Events Coalition
- Boston Magazine
- Special Events Magazine
- Chronicle feature on The Anchor
- Agenda Magazine

Anthem team members and President, Chris Sinclair, present multiple times a year at colleges, conferences and special events. Sinclair is a featured and keynote speaker across a multitude of forums and events as well as a frequent panelist. His most common topics include entrepreneurship, corporate citizenship, marketing strategy, public space activation and placemaking. Some of his more recent speaking engagements and keynotes include the Miami Conference for Festivals and Events, National Sports Forum and Agenda XPO.

Moreover, Sinclair has been featured recently in numerous books and articles on entrepreneurship and leadership. He has also been included in Notre Dame Magazine, Ohio Today and the Boston Business Journal, among others. Additionally, Sinclair and Anthem's Managing Partner, Ashley Mercurio, are both published writers and contributors to business and trade publications.

Sinclair has also been honored with the Ask More of Business Award and The Distinguished Alumni Award from The University of Notre Dame, the UMass Center of Collaborative Leadership's Leading the Way Award, the OM Foundation Award from The National Sports Forum as well as the Federal Bureau of Investigation (FBI) Director's Leadership Award.

As of this month (January 2022), Sinclair is also a finalist for this year's United States SBA Small Business Person of the Year award for the successes of Anthem's most recent endeavor – The Anchor. In total, Sinclair and Anthem have been bestowed with seven national awards in the past four years.

### **Anthem Production**

Anthem Production provides diverse, imaginative and unparalleled experiences for patrons, clients and brands alike. Anthem has over a decade of experience and an international scope in providing strategic, logistical and personnel solutions for large-scale outdoor productions, concerts, festivals, civic events and fireworks. Anthem is also proficient in trade shows, sponsorship activation, galas, corporate functions and myriad of special events.

### **Anthem Marketing**

Anthem Marketing specializes in encompassing any and all-real-world interactions between a brand and a consumer. The team utilizes highly targeted and refined tactics around promotions, sponsorship activation, merchandising, auditing, sampling and demonstrations, in-store brand support, events and mystery shopping. In harmony with the overarching vision, principles and objectives, Anthem develops each brand through strategic and tactical implementation to deliver a clear return on investment and experiential integration into overall organizational strategy.

### **Anthem Placemaking**

Anthem prides itself on its status as an award-winning and world-renowned event and placemaking organization, with prominence on repurposing and adding vibrancy to underutilized areas and structures. By vitalizing unique spaces that promote a range of objectives, such as, health, happiness, innovation, monetization and community engagement, Anthem curates an atmosphere that is culturally significant and maximizes the shared value within the public realm and in private development.

Through new concept and venue ideation, Anthem utilizes its cross-discipline knowledge to launch innovative ventures and installations while introducing locally inspired placemaking initiatives. Anthem offers both aesthetic and programmatic placemaking to support project stakeholders in the public, private and non-profit sectors.

### **Anthem Hospitality**

Specializing in venue management, as well as private and public events of all sizes, Anthem boasts an array of experience with its in-house catering company and concessions division. Anthem Hospitality is built on providing food and beverage experiences in unique, non-traditional and atypical settings.

Among the marquee portfolio pieces is The Anthem Group's newest hospitality venue – The Anchor. The Anchor is Boston's only multi-story public gathering space, performing and visual arts venue and open-air wine and beer garden that hosted over 450 events and programs throughout the course of 2021. The Anchor has emerged as one of the New England's most popular, inclusive and dynamic spaces. It added culture, vibrancy and recreational opportunities to the Navy Yard and the Shipyard Park area while introducing new audiences to the Charlestown waterfront.

### **Anthem Entertainment**

Festivals, Sports, Music, Food and Fashion are the five pillars that make up Anthem's most exciting events. Anthem Entertainment is the entertainment branch (and origin) of The Anthem Group. Anthem Entertainment produces hundreds of fun and innovative events every year - events are always open to the public.

### **Anthem International Music Festival (IMF)**

The Anthem International Music Festival (IMF) is a multinational music series that spans 80 markets across North America and the globe. The Anthem IMF is open to musicians in every genre with an emphasis on providing genuine exposure for unsigned talent. The festival is about more than just music – it also has deep philanthropic roots. Net proceeds from the IMF are donated to a domestic and international philanthropic partner. At home festival resources are directed to The Musary, a revolutionary instrument lending library. Internationally, net proceeds are donated to a revolving NGO with the mission to support people with HIV/AIDS and vulnerable children in Sub-Saharan Africa.

See **Appendix A** for additional company descriptions.

# Technical Proposal – Plan for Activation

## 1. Approach

### **Continuity of Existing Navy Yard Model**

The Anthem Group will continue to operate The Anchor as a single entity and will validate its already successful and formidable business model. The success of the project would be jeopardized by complications of multiple entities sharing the operational duties.

Based on the demonstrated and highly documented history of proficient event execution, which is already tailored to The Navy Yard, Anthem has proven to be the optimal entity to continue the unique hybrid model of programs, community and hospitality. For three operating seasons, Anthem has deployed the strategy of a single-entity licensee that can fulfill the programmatic and community initiatives, create and operate the multi-faceted venue, as well as manage the high-traffic hospitality element.

The cost to execute many of these programs and events far exceeds the 15% allocation. The financial model would not be as effective with separate entities unless quality, frequency, scale of activation and community initiatives are likely compromised. To not mitigate the accomplishments of future seasons and diminish the impact of The Anchor’s existing framework, community relations and popularity, The Anchor will refine, improve and evolve its strategy. However, the business will largely continue its already successful trajectory.

Additionally, Anthem’s experience is specialized and customized to the type of activation that The Navy Yard requires, given Anthem’s unique focus on placemaking and public space activation. Anthem is well versed in operating within the Navy Yard’s established residential neighborhood as well as appreciative of the historical nature of the land. While other potential operators may have experience tailored toward a bar, nightclub or snack-shack setting, Anthem’s experience focuses on community initiatives and public facing events of all scales (from simple to complex), which harmonizes perfectly with the BPDA’s mission to activate the space.

### **Proposed Term Length/Hours of Daily Operation**

- March 1, 2022 - February 28, 2023
- March 1, 2023 - February 29, 2024
- March 1, 2024 - February 28, 2025
- Open daily 11:00 AM - 11:00 PM (programming beginning at 9:00 AM)

The Anchor is readily prepared to be open with a full-scale operation by March 1st, 2022. All necessary elements needed to open are already obtained and in place including all assets, infrastructure, insurance, operations plan, licenses, permits, management and staff, which will result in a turkey opening.



## **Programming Calendar/Calendar of Events**

All of the programs and events outlined in the below calendar will be free and open to the public to encourage the use and enjoyment of Shipyard Park:

March 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
		Bootcamp (Meg) 6pm - 7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
		FCNY Food Drive All Day	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	FCNY Food Drive All Day	No Row, Fully Body Cardio 12:30pm - 1:30pm
			FCNY Food Drive All Day	FCNY Food Drive All Day		FCNY Food Drive All Day
6	7	8	9	10	11	12
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Bootcamp (Meg) 6pm - 7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
FCNY Food Drive All Day	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	FCNY Food Drive All Day	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	FCNY Food Drive All Day	No Row, Fully Body Cardio 12:30pm - 1:30pm
	FCNY Food Drive All Day		FCNY Food Drive All Day	FCNY Food Drive All Day		FCNY Food Drive All Day
13	14	15	16	17	18	19
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	St. Patrick's Day Celebration All Day	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
FCNY Food Drive All Day	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Yoga (Julie W) 4pm - 5pm	FCNY Food Drive All Day	No Row, Fully Body Cardio 12:30pm - 1:30pm
	FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day	Shamrock Paint Party 5pm-7pm		The Anchor Sets Sail 4pm-11pm
				Chad Bootcamp 6pm - 7pm		FCNY Food Drive All Day
				FCNY Food Drive All Day		
20	21	22	23	24	25	26
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Bootcamp (Meg) 6pm - 7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
FCNY Food Drive All Day	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	FCNY Food Drive All Day	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	FCNY Food Drive All Day	No Row, Fully Body Cardio 12:30pm - 1:30pm
	FCNY Food Drive All Day		FCNY Food Drive All Day	FCNY Food Drive All Day		FCNY Food Drive All Day
27	28	29	30	31		
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm			
Live Theater Performance: Matilda In Collaboration With Harvard Kent 5pm - 8pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm			
FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day			

Art	Community	Wellness	Special Event	Live Performance	Social
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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIT (Sam) 10am - 11am No Row, Fully Body Cardio 12:30pm - 1:30pm
3	4	5	6	7	8	9
Yoga (Jenna) 10am-11am Sunday Funny Day 8pm - 10pm	No Row, Full Body Cardio 5pm - 6pm Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM Salsa Y Control 7pm - 10pm	Bootcamp (Meg) 6pm - 7pm	Weigh Better Burn HIT (Sam) 4pm - 5pm Yoga (Jules) 5:30pm - 6:30pm	Yoga (Julie W) 4pm - 5pm Chad Bootcamp 6pm - 7pm Paint Party 6pm - 8pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIT (Sam) 10am - 11am No Row, Fully Body Cardio 12:30pm - 1:30pm
10	11	12	13	14	15	16
Yoga (Jenna) 10am-11am Sunday Funny Day 8pm - 10pm	No Row, Full Body Cardio 5pm - 6pm Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM Salsa Y Control 7pm - 10pm	Succulent Party 5pm-7pm Bootcamp (Meg) 6pm - 7pm	Weigh Better Burn HIT (Sam) 4pm - 5pm Yoga (Jules) 5:30pm - 6:30pm	Yoga (Julie W) 4pm - 5pm Live @ 5 Music Series 5pm-7pm Chad Bootcamp 6pm - 7pm Paint Party 6pm - 8pm Interactive Community Mosaic Art Installation All Day	Live @ 5 Music Series 5pm-7pm Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIT (Sam) 10am - 11am Live Jazz & Soul Performance 11am - 2pm No Row, Fully Body Cardio 12:30pm - 1:30pm Interactive Community Mosaic Art Installation All Day
17	18	19	20	21	22	23
Easter Sunday All day Yoga (Jenna) 10am-11am Live Jazz & Soul Performance 11am-2pm Sunday Funny Day 8pm - 10pm Interactive Community Mosaic Art Installation All Day	No Row, Full Body Cardio 5pm - 6pm Live @ 5 Music Series 5pm-7pm Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM Salsa Y Control 7pm - 10pm Interactive Community Mosaic Art Installation All Day	Live @ 5 Music Series 5pm-7pm Bootcamp (Meg) 6pm - 7pm Interactive Community Mosaic Art Installation All Day	Weigh Better Burn HIT (Sam) 4pm - 5pm Live @ 5 Music Series 5pm-7pm Yoga (Jules) 5:30pm - 6:30pm Interactive Community Mosaic Art Installation All Day	Yoga (Julie W) 4pm - 5pm Live @ 5 Music Series 5pm-7pm Chad Bootcamp 6pm - 7pm Paint Party 6pm - 8pm Interactive Community Mosaic Art Installation All Day	Live @ 5 Music Series 5pm-7pm Yoga (Jenna) 5:30pm - 6:30pm Interactive Community Mosaic Art Installation All Day	Weigh Better Burn HIT (Sam) 10am - 11am Live Jazz & Soul Performance 11am-2pm No Row, Fully Body Cardio 12:30pm - 1:30pm Interactive Community Mosaic Art Installation All Day
24	25	26	27	28	29	30
Yoga (Jenna) 10am-11am Live Jazz & Soul Performance 11am-2pm Sunday Funny Day 8pm - 10pm Interactive Community Mosaic Art Installation All Day	No Row, Full Body Cardio 5pm - 6pm Live @ 5 Music Series 5pm-7pm Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM Salsa Y Control 7pm - 10pm Interactive Community Mosaic Art Installation All Day	Live @ 5 Music Series 5pm-7pm Succulent Party 5pm-7pm Bootcamp (Meg) 6pm - 7pm Interactive Community Mosaic Art Installation All Day	Weigh Better Burn HIT (Sam) 4pm - 5pm Live @ 5 Music Series 5pm-7pm Yoga (Jules) 5:30pm - 6:30pm Interactive Community Mosaic Art Installation All Day	Yoga (Julie W) 4pm - 5pm Live @ 5 Music Series 5pm-7pm Chad Bootcamp 6pm - 7pm Paint Party 6pm - 8pm Interactive Community Mosaic Art Installation All Day	Live @ 5 Music Series 5pm-7pm Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIT (Sam) 10am - 11am Live Jazz & Soul Performance 11am-2pm No Row, Fully Body Cardio 12:30pm - 1:30pm Interactive Community Mosaic Art Installation All Day

Art Community Wellness Special Event Live Performance Social

May 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Bootcamp (Meg) 6pm - 7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Live Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Cinco de Mayo Celebration 4pm-11pm	Yoga (Jenna) 5:30pm - 6:30pm	Live Jazz & Soul Performance 11am-2pm
Spoken Word 6pm - 8pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Future Leader Series 6pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Hanging Garden Installation All Day	No Row, Fully Body Cardio 12:30pm - 1:30pm
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		Polaroid Pick Up All Day
Hanging Garden Installation All Day	Hanging Garden Installation All Day	Hanging Garden Installation All Day	Charlestown Business Social 7pm - 10pm	Paint Party 6pm - 8pm		Hanging Garden Installation All Day
			Hanging Garden Installation All Day	Hanging Garden Installation All Day		
8	9	10	11	12	13	14
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 3pm-5pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Live Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Saturday Morning Travel Tales 11am-1pm
Mother's Day Celebrations 11am-4pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	Live Jazz & Soul Performance 11am-2pm
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Spring Celebration 6pm-10pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Hanging Garden Installation All Day	Hanging Garden Installation All Day	Hanging Garden Installation All Day	Hanging Garden Installation All Day	Paint Party 6pm - 8pm	Hanging Garden Installation All Day	Hanging Garden Installation All Day
				Hanging Garden Installation All Day		
15	16	17	18	19	20	21
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 3pm-5pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Live Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Bootcamp (Meg) 6pm - 7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live Jazz & Soul Performance 11am-2pm
Sunday Funny Day 8pm - 10pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Future Leader Series 6pm-7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Hanging Garden Installation All Day	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Hanging Garden Installation All Day	Hanging Garden Installation All Day
	Hanging Garden Installation All Day	Hanging Garden Installation All Day	Hanging Garden Installation All Day	Live Art Demonstration 4pm-8pm		
				Hanging Garden Installation All Day		
22	23	24	25	26	27	28
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 3pm-5pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Live Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live Jazz & Soul Performance 11am-2pm
Sunday Funny Day 8pm - 10pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	Scavenger Hunt 12pm - 2pm
Hanging Garden Installation All Day	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Hanging Garden Installation All Day	No Row, Fully Body Cardio 12:30pm - 1:30pm
	Hanging Garden Installation All Day	Hanging Garden Installation All Day	Hanging Garden Installation All Day	Paint Party 6pm - 8pm		Hanging Garden Installation All Day
				Hanging Garden Installation All Day		
29	30	31				
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm				
Children's Educational Series 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm				
Live Jazz & Soul Performance 11am-2pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm				
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Future Leader Series 6pm-7pm				
Hanging Garden Installation All Day	Hanging Garden Installation All Day	Meet Your Neighbor Tuesday 6pm-8pm				
		Hanging Garden Installation All Day				

Art	Community	Wellness	Special Event	Live Performance	Social
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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			Pet Adoption Day 4pm-8pm	Yoga (Julie W) 4pm-5pm	Youth Field Trips 3pm-5pm	Weigh Better Burn HIIT (Sam) 10am-11am
			Weigh Better Burn HIIT (Sam) 4pm-5pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
			Watercolor Workshop 5pm-6:30pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm-6:30pm	No Row, Fully Body Cardio 12:30pm-1:30pm
			Live @ 5 Music Series 5pm-7pm	Chad Bootcamp 6pm-7pm	Networking on the Pier 6pm-8pm	
			Yoga (Jules) 5:30pm-6:30pm	Paint Party 6pm-8pm		
			Charlestown Business Social 7pm-10pm			
5	6	7	8	9	10	11
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm-6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm-5pm	Yoga (Julie W) 4pm-5pm	Anchor Pridefest All Day	Anchor Pridefest All Day
Children's Educational Series 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm-6:30pm	Live @ 5 Music Series 5pm-7pm	Youth Field Trips 3pm-5pm	Weigh Better Burn HIIT (Sam) 10am-11am
Jazz & Soul Performance 11am-2pm	Zumba (Charlestown YMCA) 6:15 PM- 7:15 PM	Bootcamp (Mieg) 6pm-7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Spoken Word 6pm-8pm	Salsa Y Control 7pm-10pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm-6:30pm	Chad Bootcamp 6pm-7pm	Yoga (Jenna) 5:30pm-6:30pm	No Row, Fully Body Cardio 12:30pm-1:30pm
Sunday Funny Day 8pm-10pm		Movies On The Harbor 8pm-10pm	Theater Series 7pm-9pm	Paint Party 6pm-8pm		
12	13	14	15	16	17	18
Anchor Pridefest All Day	No Row, Full Body Cardio 5pm-6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm-5pm	Yoga (Julie W) 4pm-5pm	Bunker Hill Day Celebration All Day	Weigh Better Burn HIIT (Sam) 10am-11am
Yoga (Jenna) 10am-11am	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm-6:30pm	Live @ 5 Music Series 5pm-7pm	Youth Field Trips 3pm-5pm	Jazz & Soul Performance 11am-2pm
Jazz & Soul Performance 11am-2pm	Zumba (Charlestown YMCA) 6:15 PM- 7:15 PM	Future Leader Series 6pm-7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Live @ 5 Music Series 5pm-7pm	Children's Reading With Law Enforcement and Local Politicians 12pm-2pm
Sunday Funny Day 8pm-10pm	Salsa Y Control 7pm-10pm	Bootcamp (Mieg) 6pm-7pm	Yoga (Jules) 5:30pm-6:30pm	Chad Bootcamp 6pm-7pm	Yoga (Jenna) 5:30pm-6:30pm	No Row, Fully Body Cardio 12:30pm-1:30pm
		Meet Your Neighbor Tuesday 6pm-8pm		Paint Party 6pm-8pm		Block Party Series 2pm-11pm
		Movies On The Harbor 8pm-10pm				
19	20	21	22	23	24	25
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm-6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm-5pm	Yoga (Julie W) 4pm-5pm	Youth Field Trips 3pm-5pm	Weigh Better Burn HIIT (Sam) 10am-11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm-6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Sunday Funny Day 8pm-10pm	Live Chef Demo 5pm-8pm	Bootcamp (Mieg) 6pm-7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm-6:30pm	Scavenger Hunt 12pm-2pm
	Zumba (Charlestown YMCA) 6:15 PM- 7:15 PM	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm-6:30pm	Chad Bootcamp 6pm-7pm		Summer Market Series 12pm-6pm
	Salsa Y Control 7pm-10pm	Movies On The Harbor 8pm-10pm		Live Art Demonstration 4pm-8pm		No Row, Fully Body Cardio 12:30pm-1:30pm
		Summer Solstice Celebration 5pm-11pm				
26	27	28	29	30		
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm-6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm-5pm	Yoga (Julie W) 4pm-5pm		
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm		
Middle Eastern Dance Workshop 6pm-8pm	Zumba (Charlestown YMCA) 6:15 PM- 7:15 PM	Future Leader Series 6pm-7pm	Yoga (Jules) 5:30pm-6:30pm	Glow & Give 5pm-close		
Sunday Funny Day 8pm-10pm	Salsa Y Control 7pm-10pm	Bootcamp (Mieg) 6pm-7pm		Chad Bootcamp 6pm-7pm		
		Meet Your Neighbor Tuesday 6pm-8pm		Paint Party 6pm-8pm		
		Movies On The Harbor 8pm-10pm				

Art	Community	Wellness	Special Event	Live Performance	Social
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July 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					Independence Day Festival All day	Independence Day Festival All day
					Youth Field Trips 3pm-5pm	Weigh Better Burn HIIT (Sam) 10am - 11am
					Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
					Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
					Networking on the Pier 6pm-8pm	
3	4	5	6	7	8	9
Independence Day Festival All day	Independence Day Festival All day	Independence Day Festival All day	Independence Day Festival All day	Independence Day Festival All day	Independence Day Festival All day	Independence Day Festival All day
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 3pm-5pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Saturday Morning Travel Tales 11am-1pm
Spoken Word 6pm - 8pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	Jazz & Soul Performance 11am-2pm
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 9pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
	Fourth of July Aerial Silks Performances 9pm, 10pm	Movies On The Harbor 8pm - 10pm	Charlestown Business Social 7pm - 10pm	Paint Party 6pm - 8pm		
10	11	12	13	14	15	16
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 3pm-5pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Children's Educational Series 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Jazz & Soul Performance 11am-2pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Future Leader Series 6pm-7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		Block Party Series 2pm-11pm
		Meet Your Neighbor Tuesday 6pm-8pm	Theater Series 7pm-9pm	Paint Party 6pm - 8pm		
		Movies On The Harbor 8pm - 10pm				
17	18	19	20	21	22	23
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Charlestown Chowderfest 12pm-4pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		Summer Market Series 12pm-4pm
		Movies On The Harbor 8pm - 10pm		Live Art Demonstration 4pm-8pm		
24	25	26	27	28	29	30
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Yappy Hour 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Olympian Meet & Greet 12pm-4pm	Live Chef Demo 5pm-8pm	Future Leader Series 6pm-7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Sunday Funny Day 8pm - 10pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Watercolor Workshop 5pm - 6:30pm	Chad Bootcamp 6pm - 7pm		Scavenger Hunt 12pm - 2pm
	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm - 6:30pm	Paint Party 6pm - 8pm		
		Movies On The Harbor 8pm - 10pm				
31						
Yoga (Jenna) 10am-11am						
Jazz & Soul Performance 11am-2pm						
Middle Eastern Dance Workshop 6pm - 8pm						
Sunday Funny Day 8pm - 10pm						

Art	Community	Wellness	Special Event	Live Performance	Social	Olympics 2021
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August 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIT (Sam) 10am - 11am
	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Networking on the Pier 6pm-8pm	
		Movies On The Harbor 8pm - 10pm	Charlestown Business Social 7pm - 10pm	Paint Party 6pm - 8pm		
7	8	9	10	11	12	13
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Spoken Word 6pm - 8pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Future Leader Series 6pm-7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Summer Aerial Performances 7pm, 8pm, 9pm	Hip Hop Show/Multi-Sensory Experience 3pm-9pm
		Meet Your Neighbor Tuesday 6pm-8pm	Theater Series 7pm-9pm	Paint Party 6pm - 8pm	Summer Celebration 6pm-10pm	
		Movies On The Harbor 8pm - 10pm				
14	15	16	17	18	19	20
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Saturday Morning Travel Tales 11am-1pm
Anchor Dessert Fest 12pm-4pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		Block Party Series 2pm-11pm
		JAWS/Shark Week Viewing 8pm-10pm		Live Art Demonstration 4pm-8pm		StepFlex Latin Dance Workshop 4pm - 7pm
21	22	23	24	25	26	27
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Children's Educational Series 11am-2pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	Scavenger Hunt 12pm - 2pm
Kizomba and Salsa Dancing Performance 5pm - 8pm	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
Sunday Funny Day 8pm - 10pm		Movies On The Harbor 8pm - 10pm		Paint Party 6pm - 8pm		Sail Into The Semester 6pm-11pm
28	29	30	31			
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIT (Sam) 4pm - 5pm			
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm			
Back To School Night 4pm - 6pm	Live Chef Demo 5pm-8pm	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm			
Middle Eastern Dance Workshop 6pm - 8pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Meet Your Neighbor Tuesday 6pm-8pm				
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Movies On The Harbor 8pm - 10pm				
Art	Community	Wellness	Special Event	Live Performance	Social	Olympics 2021

September 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
				Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Labor Day Weekend Celebration All Day
				Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 10am - 11am
				Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	Saturday Morning Travel Tales 11am-1pm
				Chad Bootcamp 6pm - 7pm	Networking on the Pier 6pm-8pm	Jazz & Soul Performance 11am-2pm
				Paint Party 6pm - 8pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
4	5	6	7	8	9	10
Labor Day Weekend Celebration All Day	Labor Day Weekend Celebration All Day	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	VIP Olympic Meet & Greet 12pm-4pm	Jazz & Soul Performance 11am-2pm
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Future Leader Series 6pm-7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Live @ 5 Music Series 5pm-7pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
The Taste of Maine 12pm - 4pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoza (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Yoza (Jenna) 5:30pm - 6:30pm	Health and Wellness Expo 12pm - 6pm
Spoken Word 6pm - 8pm	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm	Charlestown Business Social 7pm - 10pm	Paint Party 6pm - 8pm		
Sunday Funny Day 8pm - 10pm		Movies On The Harbor 8pm - 10pm				
11	12	13	14	15	16	17
September 11th Remembrance All Day	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Yoga (Jenna) 10am-11am	Live @ 5 Music Series 5pm-7pm	The Anchor/YMCA Back 2 School Night 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Jazz & Soul Performance 11am-2pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Bootcamp (Meg) 6pm - 7pm	Yoza (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		Oktoberfest Block Party/Food Festival 2pm-11pm
		Meet Your Neighbor Tuesday 6pm-8pm	Theater Series 7pm-9pm	Paint Party 6pm - 8pm		
		Movies On The Harbor 8pm - 10pm				
18	19	20	21	22	23	24
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Children's Educational Series 11am-2pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	Scavenger Hunt 12pm - 2pm
Live Art Gallery/Exhibition 11am-4pm	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm	Yoza (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		Fall Market Series 12pm-6pm
Sunday Funny Day 8pm - 10pm		Movies On The Harbor 8pm - 10pm		Live Art Demonstration 4pm-8pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
25	26	27	28	29	30	
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Watercolor Workshop 5pm - 6:30pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	
Spin For Chrons 11am - 4pm	Live Chef Demo 5pm-8pm	Bootcamp (Meg) 6pm - 7pm	Live @ 5 Music Series 5pm-7pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	
African Dance Performance/Workshop 5pm - 8pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Meet Your Neighbor Tuesday 6pm-8pm	Yoza (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Networking on the Pier 6pm-8pm	
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Movies On The Harbor 8pm - 10pm		Paint Party 6pm - 8pm		

Art	Community	Wellness	Special Event	Live Performance	Social
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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						Annual Fall Activation All Day Halloween Scenes 6pm-8pm Weigh Better Burn HIIT (Sam) 10am - 11am Jazz & Soul Performance 11am-2pm No Row, Fully Body Cardio 12:30pm - 1:30pm
Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day
Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Columbus Day Weekend Festivities All Day
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Sunday Funny Day 8pm - 10pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Future Leader Series 6pm-7pm	Yoga (Jules) 5:30pm - 6:30pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	Saturday Morning Travel Tales 11am-1pm
	Salsa Y Control 7pm - 10pm	Bootcamp (Meg) 6pm - 7pm	Charlestown Business Social 7pm - 10pm	Chad Bootcamp 6pm - 7pm	Networking on the Pier 6pm-8pm	Jazz & Soul Performance 11am-2pm
		Meet Your Neighbor Tuesday 6pm-8pm		Paint Party 6pm - 8pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
		Movies On The Harbor 8pm - 10pm				
Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day
Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm
Columbus Day Weekend Festivities All Day	Columbus Day Weekend Festivities All Day	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Youth Cookie Decorating 2pm - 5pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Meet Your Neighbor Tuesday 6pm-8pm	Theater Series 7pm-9pm	Chad Bootcamp 6pm - 7pm		Live Pumpkin Carving 2pm-5pm
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Movies On The Harbor 8pm - 10pm		DiA De Los Muertos Paint Party 6pm-8pm		Block Party Series 2pm-11pm
Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day
Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	USS Constitution Birthday Celebration 2pm - 6pm	Jazz & Soul Performance 11am-2pm
Children's Educational Series 11am-2pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Glow & Give 5pm-close	Live @ 5 Music Series 5pm-7pm	The Townie Fair 12pm-6pm
Sunday Funny Day 8pm - 10pm	Salsa Y Control 7pm - 10pm	Meet Your Neighbor Tuesday 6pm-8pm		Chad Bootcamp 6pm - 7pm	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
		Movies On The Harbor 8pm - 10pm		Live Art Demonstration 4pm-8pm		
Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day
Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Pumpkin Painting 3pm-5pm	Live Chef Demo 5pm-8pm	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Glow & Give 5pm-close	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Sunday Funny Day 8pm - 10pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Meet Your Neighbor Tuesday 6pm-8pm		Chad Bootcamp 6pm - 7pm		The Anchor Trick or Treat 11am-1pm
	Salsa Y Control 7pm - 10pm	Movies On The Harbor 8pm - 10pm		Paint Party 6pm - 8pm		Live Pumpkin Carving 2pm-5pm
						Nightmare in the Navy Yard 7pm-11pm
Annual Fall Activation All Day	Annual Fall Activation All Day					
Halloween Scenes 6pm-8pm	Halloween Scenes 6pm-8pm					
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm					
The Anchor Trick or Treat 11am-1pm	Live @ 5 Music Series 5pm-7pm					
Jazz & Soul Performance 11am-2pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM					
Pumpkin Painting 3pm-5pm	Halloween Aerial Performances 8pm, 9pm, 10pm					
Nightmare in the Navy Yard 7pm-11pm	Nightmare in the Navy Yard 7pm-11pm					

Art Community Wellness Special Event Live Performance Social

November 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
		Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day
		Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIIT (Sam) 10am - 11am
		Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
		Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
		FCNY Food Drive All Day	FCNY Food Drive All Day	Paint Party 6pm - 8pm	FCNY Food Drive All Day	FCNY Food Drive All Day
				FCNY Food Drive All Day		
6	7	8	9	10	11	12
Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Veterans Day All Day	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Youth Field Trips 11am - 2pm	Jazz & Soul Performance 11am-2pm
Sunday Funny Day 8pm - 10pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Live @ 5 Music Series 5pm-7pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day	Paint Party 6pm - 8pm	Yoga (Jenna) 5:30pm - 6:30pm	FCNY Food Drive All Day
				FCNY Food Drive All Day	FCNY Food Drive All Day	
13	14	15	16	17	18	19
Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Youth Field Trips 11am - 2pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Sunday Funny Day 8pm - 10pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day	Live Art Demonstration 4pm - 8pm	FCNY Food Drive All Day	FCNY Food Drive All Day
				FCNY Food Drive All Day		
20	21	22	23	24	25	26
Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	Annual Fall Activation All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Thanksgiving All Day	Youth Field Trips 11am - 2pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	TBD Thanksgiving Community Event All Day	Live @ 5 Music Series 5pm-7pm	Jazz & Soul Performance 11am-2pm
Sunday Funny Day 8pm - 10pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Paint Party 6pm - 8pm	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day
27	28	29	30			
The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day			
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm			
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm			
Menorah Lighting/Hannukah Celebration 6pm-8pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm			
Sunday Funny Day 8pm - 10pm	FCNY Food Drive All Day	FCNY Food Drive All Day	FCNY Food Drive All Day			
FCNY Food Drive All Day						

Art	Community	Wellness	Special Event	Live Performance	Social
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December 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
				The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day
				Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Weigh Better Burn HIIT (Sam) 10am - 11am
				Yoga (Julie W) 4pm - 5pm	Live Ice Sculpture Carving 4pm - 6pm	Holiday Retail Market 12pm-4pm
				Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Children's Craft Programming 12pm-4pm
				Chad Bootcamp 6pm - 7pm	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
				Igloo Paint Party 6pm - 8pm	Holiday Movie Night 7pm-9pm	Live Ice Sculpture Carving 4pm - 6pm
				Coat and Clothing Drive All Day	Coat and Clothing Drive All Day	Holiday Tree Lighting 6pm-8pm
						Holiday Aerial Performances 5pm, 6pm, 7pm
						Coat and Clothing Drive All Day
4	5	6	7	8	9	10
The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day
Yoga (Jenna) 10am-11am	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Mrs. Claus Photo Op 4pm-6pm	Jazz & Soul Performance 11am-2pm
Painting & Pancakes 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live Ice Sculpture Carving 4pm - 6pm	Holiday Retail Market 12pm-4pm
Holiday Retail Market 12pm-4pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Live @ 5 Music Series 5pm-7pm	Children's Craft Programming 12pm-4pm
Sunday Funny Day - Igloo Comedy 7pm-9pm	Coat and Clothing Drive All Day	Coat and Clothing Drive All Day	Coat and Clothing Drive All Day	Igloo Paint Party 6pm - 8pm	Yoga (Jenna) 5:30pm - 6:30pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Coat and Clothing Drive All Day				Coat and Clothing Drive All Day	Holiday Movie Night 7pm-9pm	Coat and Clothing Drive All Day
					Coat and Clothing Drive All Day	
11	12	13	14	15	16	17
The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day
Yoga (Jenna) 10am-11am	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Live Ice Sculpture Carving 4pm - 6pm	Jazz & Soul Performance 11am-2pm
Children's Craft Programming 12pm-4pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Holiday Retail Market 12pm-4pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Yoga (Jenna) 5:30pm - 6:30pm	Cookie With A Cop 11am-1pm
Sunday Funny Day - Igloo Comedy 7pm-9pm	Coat and Clothing Drive All Day	Coat and Clothing Drive All Day	Coat and Clothing Drive All Day	Igloo Paint Party 6pm - 8pm	Holiday Movie Night 7pm-9pm	Holiday Retail Market 12pm-4pm
Coat and Clothing Drive All Day				Coat and Clothing Drive All Day	Coat and Clothing Drive All Day	Coat and Clothing Drive All Day
18	19	20	21	22	23	24
The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	Christmas Eve
Yoga (Jenna) 10am-11am	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	The Anchor Winter Garden All Day
Cookie Decorating 11am-1pm	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Santa Photo Op 4pm-6pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Jazz & Soul Performance 11am-2pm	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live Ice Sculpture Carving 4pm - 6pm	Jazz & Soul Performance 11am-2pm
Pitching In For Kids: Candyland 12pm-4pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Yoga (Jenna) 5:30pm - 6:30pm	Holiday Retail Market 12pm-4pm
Holiday Retail Market 12pm-4pm	Coat and Clothing Drive All Day	Coat and Clothing Drive All Day	Coat and Clothing Drive All Day	Igloo Paint Party 6pm - 8pm	Holiday Movie Night 7pm-9pm	No Row, Fully Body Cardio 12:30pm - 1:30pm
Coat and Clothing Drive All Day				Coat and Clothing Drive All Day	Coat and Clothing Drive All Day	Coat and Clothing Drive All Day
25	26	27	28	29	30	31
Christmas Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day
The Anchor Winter Garden All Day	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm	Holiday Retail Market 12pm-4pm
Coat and Clothing Drive All Day	No Row, Full Body Cardio 5pm - 6pm	Live @ 5 Music Series 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Live @ 5 Music Series 5pm-7pm	Live Ice Sculpture Carving 4pm - 6pm
	Live @ 5 Music Series 5pm-7pm	Succulent Party 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Live @ 5 Music Series 5pm-7pm	Yoga (Jenna) 5:30pm - 6:30pm	New Year's Eve @ The Anchor 4pm-12am
	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm	Coat and Clothing Drive All Day	Race to the An5kÖr - NYE Edition 8pm-12am
	Coat and Clothing Drive All Day	Coat and Clothing Drive All Day	Coat and Clothing Drive All Day	Igloo Paint Party 6pm - 8pm		Coat and Clothing Drive All Day
				Coat and Clothing Drive All Day		

Art Community Wellness Special Event Live Performance Social

January 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Sunday Funny Day - Igloo Comedy 7pm-9pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
				Igloo Paint Party 6pm - 8pm		
8	9	10	11	12	13	14
The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day	The Anchor Winter Garden All Day
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Sunday Funny Day - Igloo Comedy 7pm-9pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
				Igloo Paint Party 6pm - 8pm		
15	16	17	18	19	20	21
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Sunday Funny Day - Igloo Comedy 7pm-9pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
				Igloo Paint Party 6pm - 8pm		
22	23	24	25	26	27	28
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Sunday Funny Day - Igloo Comedy 7pm-9pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
				Igloo Paint Party 6pm - 8pm		
29	30	31				
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm				
Sunday Funny Day - Igloo Comedy 7pm-9pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm				

Art	Community	Wellness	Special Event	Live Performance	Social
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February 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
			Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
				Igloo Paint Party 6pm - 8pm		
5	6	7	8	9	10	11
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Sunday Funny Day - Igloo Comedy 7pm-9pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
				Igloo Paint Party 6pm - 8pm		
12	13	14	15	16	17	18
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Sunday Funny Day - Igloo Comedy 7pm-9pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
				Igloo Paint Party 6pm - 8pm		
19	20	21	22	23	24	25
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm	Weigh Better Burn HIIT (Sam) 4pm - 5pm	Yoga (Julie W) 4pm - 5pm	Yoga (Jenna) 5:30pm - 6:30pm	Weigh Better Burn HIIT (Sam) 10am - 11am
Sunday Funny Day - Igloo Comedy 7pm-9pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm	Yoga (Jules) 5:30pm - 6:30pm	Chad Bootcamp 6pm - 7pm		No Row, Fully Body Cardio 12:30pm - 1:30pm
				Igloo Paint Party 6pm - 8pm		
26	27	28				
Yoga (Jenna) 10am-11am	No Row, Full Body Cardio 5pm - 6pm	Succulent Party 5pm-7pm				
Sunday Funny Day - Igloo Comedy 7pm-9pm	Zumba (Charlestown YMCA) 6:15 PM - 7:15 PM	Bootcamp (Meg) 6pm - 7pm				

Art	Community	Wellness	Special Event	Live Performance	Social
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## Music

The Anchor always has and will continue to receive written consent for all music (both the house system as well as live performances) and continue to stay in total compliance with all City of Boston noise ordinances, including required decibel levels. Learned experience has shown that with this space comes unique acoustics because of the surrounding hard surfaces and materials (e.g., brick, steel, stone).

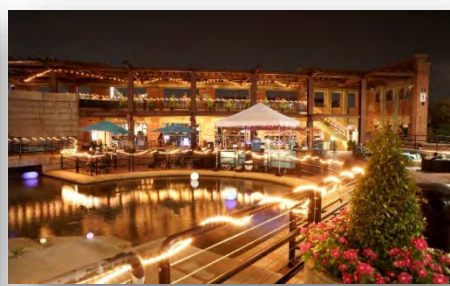
After becoming well-seasoned in what does and does not work in this space and with the goal of continuing to be a conscientious part of the neighborhood, The Anchor intends to invest in a more advanced sound system. The new system will include a specifically designed number of speakers that are placed in strategic locations in order to disperse the music throughout the venue at a lower volume and base level.

## Lighting Plan

The existing lighting plan that has been built upon over the last three years is both iconic and renowned to The Anchor's many visitors. The public recognizes and loves the beauty of the lighting scheme and the space that Anthem has created. The team perceives no radical strategy changes to the lighting scheme at this time. However, The Anchor plans on openly investing in a more cohesive, long-term lighting strategy with significant capital upfront. The objective is to amplify already well received concepts with better infrastructure, more permanent aspects and the ability to plan more long-term for the first time. The team will take good lighting and make it great for years to come.

Additionally, The Anchor continues to go above and beyond to increase the quality and scale of its annual holiday lighting installation. The Anchor's beloved winter lighting and tree display is now ranked in the top five holiday showcases in the Greater Boston area (an astonishing feat considering The Anchor has only been open for three seasons). The Anchor's tree lighting celebration, in particular, has already become a must-see Boston tradition – attended by hundreds of people each year including most local elected officials.

See **Appendix G** for additional lighting photos.



### **Load-In/Load-Out Plan**

The Anchor team will continue with its existing load-in and load-out schedule, which has had low impact, zero waste and no interference with the enjoyment of The Anchor, the surrounding park space and/or the dry dock for both residents and visitors. Given Anthem’s extensive experience, having loaded in and out of thousands of events, the team has been able to maintain an incident-less history at The Anchor with no accidents, no remaining trash or debris and no disturbance of any regular park activity.

### **Signage/Trademark Approval**

Throughout its operation, The Anchor has always been in compliance with receiving consent from the BPDA prior to the use of any advertising, signage or trademarks associated with the licensed premise. Additionally, The Anchor will continue its practice attributing positive recognition to the BPDA, the City of Boston and the Mayor’s Office in any earned media.

### **Benefit to the Community in Form of Promotion, Use and Enjoyment of the Waterfront**

Since its inception, The Anchor has welcomed hundreds of thousands of patrons and visitors and facilitated new visitorship to all areas of the Navy Yard and throughout the rest of Charlestown. The Anchor has earned local, regional and national awards as well as gained significant media coverage – including supplying The Navy Yard with front page features in The Boston Globe in all three of The Anchor’s operating seasons. The Anchor’s 2021 “Best of Boston” recognition also supported putting this piece of the Navy Yard further on the map.

As a result of increased media presence, The Anchor has created millions of impressions and driven an audience to the Navy Yard that previously had little recognition of its existence. From local features (e.g., The Charlestown Patriot Bridge) to regional media (e.g., Thrillist) as well as national coverage (e.g., Live Events Coalition and Special Event Magazine), The Anchor has captured audiences far beyond the Boston market.

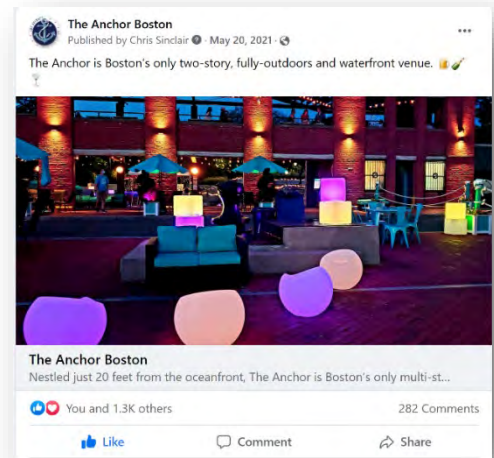
Many visitors and patrons frequent the Harbor Walk pre or post visit to The Anchor and often extend their visit to the USS Constitution Museum and/or tour the USS Constitution herself. The majority continue their day by patronizing other local restaurants as well, both in the Navy Yard and in the main part of Charlestown. Additionally, during the pandemic when many of the national monuments were closed, The Anchor continuously generated interest in the Navy Yard and the waterfront.



## The Anchor's Reach/Statistics

- Millions of hits across The Anchor's digital properties (website, social media, Google, etc.)
- 100,000+ visitors have asked for directions
- 2000+ people reached per day on social media
- All zip codes within Route 495 have been patrons – and have now visited the Navy Yard
- Every neighborhood in Boston has participated in an Anchor-created community program
- The Anchor has welcomed visitors from all 50 states
- The Anchor has 75+ ride share drop offs per weekend
- Between Blue Bikes and The Anchor's own bike rack, The Anchor sees hundreds of cyclists per week
- Community outreach reach
  - 2000+ youth reached through Field Trip Friday program and other Anchor youth initiatives
  - Several thousand families through free public programming, holiday celebrations and daily operation
- 100,000+ unique photographs taken of The Anchor (both during and outside hours of operation)
  - Holiday installations (e.g., autumn/Halloween)
  - Winter holidays
  - Art demonstrations (e.g., ice sculptures, pumpkin carvings and live art exhibitions)
  - Season-long installations (The Anchor's six Instagram murals)
  - Lighting and decor

*\*Above figure includes photos taken of the venue, the lighting, the artwork and excludes photos just of guests themselves*



## **The Anchor's Mission – Creating a welcoming and accessible destination for a diverse cross section of the City's residents and neighbors**

The Anchor's mission is to build an inclusive culture for both Boston residents and visitors alike, to establish and to continuously improve upon its trendsetting activation and to create a world-class public gathering and special event space.

The Anchor's three major focuses help achieve its mission:

1. Spearhead over 450 annual dynamic and diverse free public events, programs and activities
2. Orchestrate community initiatives focused on providing opportunity for youth, families and the elderly at both the city-wide and state-wide levels
3. Establishment of The Anchor – the stylish, beautiful venue that is the centerpiece of the Navy Yard activation



The highly curated public programming is designed to attract different audiences through a multitude of events geared towards groups of different demographics and cultures.

From 2019 to 2021, The Anchor hosted a plethora of cultural events that opened up this area of Boston to all residents, visitors and neighboring communities like never before. A few examples include:

- The Juice – interactive hip hop and urban poetry experience
- Annual Multi-cultural Fashion Showcase
- Traditional Chinese Wishing Ball events
- Salsa and Bachata classes
- Kizomba and Latin dancing
- Japanese traditional dance demonstrations
- Themed activities surrounding winter holidays (e.g., Hanukkah, Christmas, Kwanzaa)
- Culinary live chef demos featuring revolving ethnic foods (e.g., Caribbean, Latin, Middle Eastern)



Salsa and Bachata Lessons



Latin Kizomba Workshop



Spoken Word Performance



Chinese Wishing Ball Event



Cultural Fashion Show

## **Plan For Education**

Leveraging both existing relationships as well as those developed over the last three operating seasons, The Anchor plans to expand its existing programs. The primary objective is to further education about the history of the Navy Yard, Boston Harbor, as well as marine science of the local waterways and the impacts of climate change.

Utilizing Anthem’s longstanding rapport with both the Museum of Science and the New England Aquarium, The Anchor will reintroduce its educational series and field trip program in collaboration with Boston Public Schools. With the changing landscape of COVID in the 2020 and 2021 seasons, it was difficult to maintain the educational series, but The Anchor team is prioritizing its activation in the upcoming year. The reemergence of the interactive classes features an aquatic touch tank program led by marine biologists and personalized educational sessions geared toward youth.

Since its inception, The Anchor has established strong relationships with local community partners – one of the most dynamic being the USS Constitution Museum. Assuming COVID wanes, The Anchor strives to reengage the USSCM and the Navy to bring both historical and maritime education to The Anchor to facilitate reaching a wider audience.

The Anchor is also engaged in exciting conversation with Charlestown nonprofit, “E-Inc.” The Anchor is enthusiastic to support and increase the reach of their mission to protect the planet and live sustainably through hands-on science classes with a specific focus on climate change. There will be “E-Inc.” classes and workshops in the summer of 2022.

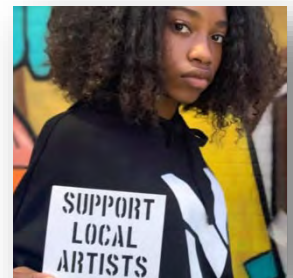
In addition to many of its more interactive programs, The Anchor plans on utilizing its extensive network of artists to introduce a public art installation that highlights the dangers of climate change and what can be done to protect our oceans. Planning of the installation started in the fall of 2021. Like each initiative and program, this project will be a turnkey project because of The Anchor’s established and effective operation, as well as, continued neighborhood immersion.

## **Local Artist and Entrepreneur Support**

The Anchor has been successful in empowering local artists, musicians, instructors and small businesses throughout its history - but especially during the pandemic. The Anchor became an economic stimulator for programming partners, vendors and suppliers.

Since its origin, The Anchor has supported over 200 visual and performing artists. Painters, sculpturers and additional creatives have featured work at The Anchor both in the short and long-term. Performers inclusive of comedians, musicians, dancers, poets, theatrical actors and others have graced The Anchor’s stage, taught classes, showcased their talents in demonstrations and opened up their art to new audiences.

In addition, over 100 entrepreneurs and local businesses were provided a platform to reach new customers, showcase their products and/or services, expand their businesses and increase awareness. In many instances, throughout the turbulence of the pandemic especially, The Anchor helped save these companies and their employees’ livelihood. Anthem has a comprehensive understanding, empathy and earnest concern for other businesses. The Anchor expanded its suppliers, pivoted its operation and increased its outreach to small, local and/or start up organizations to leverage The Anchor’s growth and Anthem’s desire to enable the success of others.





### **Marketing of the Space and Activities**

Given Anthem's decade long history, proficiency and international scope of providing strategic and logistical marketing solutions to hundreds of clients and companies, Anthem is confident in its ability to continue the integration of The Anchor's already proven successful marketing plan.

Through the marriage of an extensive background in events, hospitality and keen business acumen, Anthem will be able to augment The Anchor's presence through recurring daily programming.

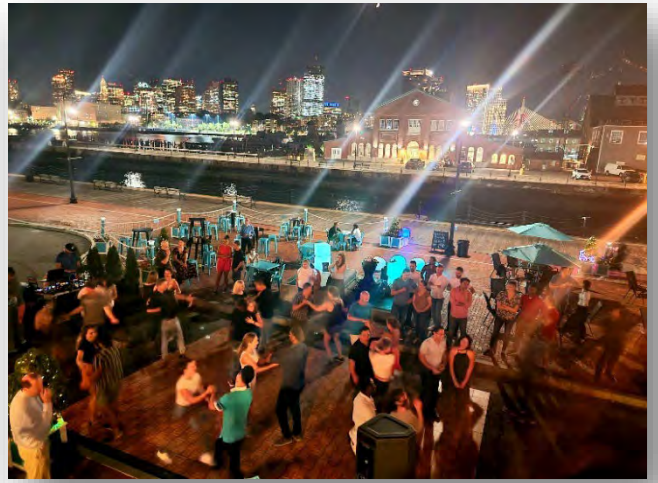
From its genesis, The Anchor has successfully implemented a consistent, varied and engaging calendar of events including both daily and weekly programming as well as a number of specialty one-off events that strive to bring in new and more diverse audiences. A few examples of these programs include:

## ***Recurring Programming***

- **Live Music**
  - 7 days a week
- **Live Stand-Up Comedy**
  - Weekly on Sundays
- **Waterfront Wellness Series**
  - 7 days a week
- **Art/Craft Classes**
  - Weekly on Wednesdays and Thursdays
  - Additional classes added occasionally on various days
- **Community Movie Nights**
  - Weekly on Mondays
- **Youth Field Trips**
  - Weekly on Fridays
- **Theatrical Performances**
  - Monthly on Wednesdays
- **Salsa/Bachata Classes**
  - Weekly on Tuesdays
- **Food Festivals** (e.g., Chowderfest, Dessert Fest, The Taste of Maine, etc.)
  - Monthly on weekend days
- **Future Leader Series**
  - Bi-weekly on Tuesdays
- **Spoken Word**
  - Monthly
- **Dance Performances**
  - Monthly
- **Live Chef Demos**
  - Monthly
- **Live Art Demonstrations**
  - Monthly
- **Glow & Give**
  - Weekly on Thursdays
- **Children’s Educational Series**
  - Monthly on Sunday mornings
- **Community Movie Nights**
  - Weekly on Tuesdays
- **Scavenger Hunt**
  - Monthly on Saturday mornings
- **Seasonal Market Series**
  - Seasonally
- **Meet Your Neighbor Tuesdays**
  - Weekly on Tuesdays
- **Block Party Series**
  - Monthly on Saturdays
- **Networking on the Pier**
  - Monthly on Fridays
- **Charlestown Business Socials**
  - Monthly on Mondays



JJ Artworks Paint Party



Salsa and Bachata Class



Sunday Funny Day Comedy Show



Live @ 5 Music Series



Youth Field Trip with the Charlestown  
Boys and Girls Club



Pumpkin Painting Party



Family Movie Night with the Charlestown YMCA



Glow & Give with the One World Strong Foundation



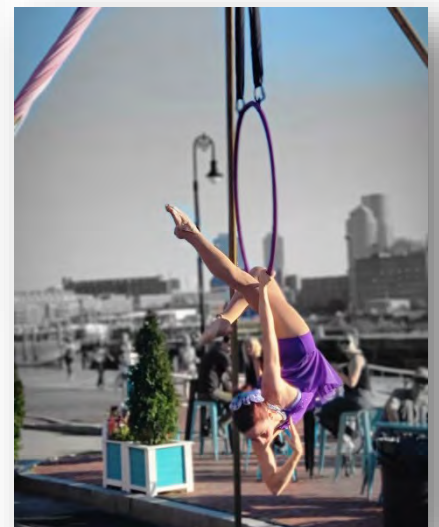
Waterfront Wellness Series: Yoga



Future Leader Series Featuring Olympian, Heather MacLean



Halloween Story Telling Featuring Story Collider



Live Aerialist Performance

## Special Events

- Fashion Shows
  - Periodically three to four times a year
- Chinese Wishing Ball Events
  - Bi-annually
- Japanese Nihon Buyo Dance Class
  - Annually
- Cookie With A Cop
  - Annually at the holidays
- Youth Sports Camps (initially based around the Tokyo Summer Olympics)
- Holiday Tree and Menorah Lighting
  - Annual
- Vaccine Clinic
  - As needed
- Anchor Pridefest
  - Annually
- Summer Solstice
  - Annually
- The Townie Fair
  - Annually
- The USS Constitution Birthday
  - Annually
- Nightmare In The Navy Yard
  - Annually
- Olympian Meet & Greet
  - Annually



Chinese Wishing Ball Event



Anchor PrideFest



Vaccine Clinic



Annual Fashion Showdown  
*Behind the Scenes*



Cookie With a Cop

## Seasonal Installations

- The Anchor Hanging Gardens (new concept for the spring of 2022)
- The Anchor Winter Garden
- The Anchor Community Halloween Installation

The Anchor Winter Garden



The Anchor Community Halloween Installation





## 2. Best Practices

Anthem is abundantly prepared to demonstrate full understanding and the capacity to perform the services in the RFP. In 2019, Anthem co-created the entire activation concept in collaboration with BPDA leadership.

With nearly two decades of experience in the entertainment, events, marketing, hospitality and placemaking industries, The Anthem Group has developed a series of best practices. These practices have been further evolved and customized to fit The Anchor's needs over the last three seasons including:

### Program and Event Concept Curation Process

1. **Ideation**
  - a. Crafting a creative strategy and curating the aesthetic and programmatic placemaking concepts, events and programs
2. **Diligence and Feasibility Study**
  - a. Establishing the attainability and practicality of an event, program or installation
3. **Strategic Plan**
  - a. Enacting a strategy for implementation
4. **Financial Viability**
  - a. Determining associated costs and potential revenue streams
5. **Media**
  - a. Creating a pre and post action media plan (e.g., pre-event promotion and post-event recaps)
6. **Execution**
  - a. Deploying the strategy and tactics to bring the concept to life
7. **After Action Recap**
  - a. Conducting an analysis of event successes and shortcomings and outlining what can be enhanced in the future

### Distribution of Human Capital

Given its breadth of experience operating different venues, including The Anchor in particular, Anthem is well-versed in personnel utilization. Anthem has a team of event coordinators with incredible experience in logistics, operations and event curation as well as a number of other operational teams, which include:

- On-site facility/venue management and leadership that oversees the physical location and hospitality operation
- On-site venue staff inclusive of general management, assistant management and team leaders
- On-site event staff that spearheads activation logistics and execution
- Community liaison coordinator that orchestrates all planning, communication, relationship building and on-site execution associated with community initiatives
- Off-site traditional and digital media relations
- Off-site concept, logistical and operational coordinators and planners

After gaining first-hand experience and watching the venue grow in popularity and business, The Anchor has mastered proper staffing levels. The leadership is knowledgeable on how to appropriately divide the large venue space amongst servers, bar backs and security staff to ensure speed of service, proper observation and absolute safety of all visitors and patrons.

### **On-Site Event Execution**

At Anthem, producing an event means translating strategic and creative goals into an incredible experience. Exceptional events are a culmination of distinct objectives, meticulous planning as well as an experienced, passionate team of people who are well versed in the key elements and practices needed for setting up an event including:

- Creating a run-of-show
  - Detailing every element/task that is required, not only day of, but days, weeks and sometimes months leading up to an event
  - Catalogues every single minute of the event on the day-of from set-up to clean-up
  - A detailed run-of-show will prepare the team as much as possible to try to control the uncontrollable and anticipate the unanticipated
- Conducting pre-event walk throughs with both internal team as well as external constituents, vendors, clients, etc., to ensure all parties are well versed in what is to be expected day-of
- Mapping out a detailed event site-plan including locations of:
  - Vendors, entertainment, catering, games/activities, etc.
  - Additional furniture and infrastructure set-up
  - Ingress and egress points
  - Public safety and security needs
- Ensuring constituents and participants have knowledge of venue facilities (e.g., restrooms, kitchen, storage, utilities, etc.)
- Implementing proper staffing and management levels by utilizing Anthem's "plus one" philosophy (e.g., if there is the need for three staff members, there should be four to accommodate unforeseen needs)
- Assigning a free-floating manager (at The Anchor it oftentimes is Mr. Sinclair/the principal owner)
  - This person is not dedicated to a singular responsibility, but available and capable of supporting wherever needed
- With larger/more complex events there is a full operations manual that includes extensive detail

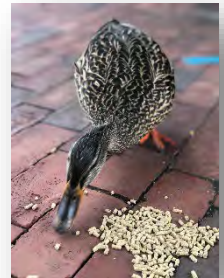
## On-Site Facility Management

One of the key responsibilities that Anthem takes pride in is maintaining a clean, safe and welcoming facility. A few already implemented strategies that have proven successful include:

- Detailed opening and closing lists for all staff (e.g., management, front-of-house, back-of-house and security staff)
- Daily upkeep of facility and grounds cleanliness that includes (but is not limited to):
  - Sweeping up leaves and debris (both inside and surrounding the venue)
  - Watering of 200+ plantings and greenery
  - Disposing of all trash/litter (whether it is created by patrons of the venue or not)
  - Hourly restroom checks/cleanings
  - Disinfecting and hosing the grounds
  - Daily cleanings of the concession stand/kitchen facility following all ServSafe procedures
  - Proper distribution of natural rodent repellent
  - Daily maintenance of the dumpster and surrounding area
    - The Anchor team currently maintains the dumpster utilized by Courageous Sailing, BPDA and other Navy Yard operations
  - Daily sanitization of portable restroom areas
  - Daily fountain cleanliness (e.g., skimming, scrubbing, disinfecting) and wildlife care (e.g., disposing of deceased animals and attention to living wildlife) as well as a monthly fountain deep clean
    - A specific example of wildlife care includes an instance where Anchor staff members cared for and nurtured an injured seagull who was struggling to survive in the fountain area in the summer of 2020
- Daily walk-through of the facility to identify and immediately address damage
- Overnight venue checks
  - During inclement weather, The Anchor always has management member(s) visit and work on the facility overnight – with no exceptions, including holidays and weekends
  - An operation like The Anchor requires 24-hour oversight and care
- Facility manual includes contact information for all external partners and vendors as well as instructions on how to address both routine and atypical maintenance, operational and facility needs. A few examples include:
  - Broken floorboards, railings, door molding, etc.
  - Operational challenges with refrigeration or other infrastructural equipment
  - Plumping or electrical issues
  - Fountain operation
- Proactively preparing for any and all-weather conditions including:
  - **Wind** (including frequent gale and hurricane warnings) – requires proper weighting and ballasting of all furniture and décor, protection/storage of all loose objects including umbrellas, signage, etc.)
  - **Heavy Rain** – requires the storage/protection/waterproofing of all electronics, power outlets and connections, cushions, signage, etc.)
  - **Snow/Hail** – requires similar waterproofing measures taken for rain in addition to proper distribution of ice/snow melt and proactive shoveling of public walkways in collaboration



Orphaned rabbits that were saved by Anchor management



Mother duck who created her nest inside of The Anchor

- with Brightview. In cases of extreme cold – heaters must be turned all the way up and a slow drip should run through each faucet to prevent pipe freezing.
- Consistent monitoring and enforcement of safety and security
    - 24-hour surveillance of the facility through internal Nest Cams as well as Boston Police Department cameras
    - Securing and locking all furniture daily
    - Storing and/or locking all valuable external assets daily
    - Spot checks during weekend nights (e.g., overnight team-member visits)
    - Maintaining strong rapport with local law enforcement, including NPS Rangers

### 3. Marketing

#### Community Outreach

At its inception, The Anchor envisioned a multifaceted placemaking enterprise that is inclusive of programming, arts, entertainment and hospitality. Among many initiatives, The Anchor's flagship program is its community engagement that aspires to provide exposure to new activities, ideas, people and – the place itself to disadvantaged youth, underserved seniors and to all Boston-area families. This community-centric approach is the continuation and expansion of Anthem's decade-long focus on utilizing its projects as a platform for social good.

The Anchor also currently devotes significant resources and time toward creating a welcoming environment for Charlestown residents outside of the Navy Yard. Through one of the region's most ambitious and robust public programming campaigns, The Anchor has successfully bridged and ultimately closed the gap in between the Charlestown community and the Navy Yard geography.

Amongst The Anchor's many accomplishments, the most important has been and will continue to be, bringing hundreds of families and youth to the Navy Yard - not just from Charlestown, but all parts of Boston and surrounding communities too. One of the main differentiators that separates The Anchor from other potential operators is its experience and emphasis on community initiatives and appropriately designed events for the public realm. While others may have a background that is more customized to a bar/nightclub or private-sector venue setting, Anthem's proficiency in public activation and community engagement is truly a defining factor.

The above is an executed strategy that has been successful and will be replicated and expanded upon in the coming years. Additionally, The Anchor plans on continuing its efforts to:

- Activate the waterfront for tourists
- Create a safe and inclusive gathering space for immediate residents and the greater community
- Grow as the cultural fixture it has become for its varied events, relaxed atmosphere and hospitality offering

Since 2019, The Anchor has created an eco-system of small businesses. Thus far, The Anchor has supported and worked in collaboration with over 100 local businesses and organizations, as well as with those in adjacent communities (e.g., Everett, Worcester, Lowell, etc.). In addition to businesses, The Anchor has collaborations with the following organizations:

- Boston Police Department
- Network of YMCAs (including the Charlestown YMCA)
- Network of Boys & Girls Clubs (including the Charlestown Boys & Girls Club)
- Turn It Around
- Charlestown Resident Alliance
- Charlestown Nursery School
- The USS Constitution Museum
- Charlestown Mother's Association
- Boston Public Schools (e.g., Warren Prescott School, Harvard Kent, Charlestown High, etc.)
- Charlestown Chamber of Commerce
- Courageous Sailing
- Friends of the Charlestown Navy Yard



**Birthday Party Celebration Featuring  
the Boston Police Department**  
*See APPENDIX E for full story*



**Charlestown Mother's Association  
Night Out**



**Charlestown Boys & Girls Club  
Youth Field Trip**



**Charlestown YMCA Fitness Fest**



**Harvard Kent Cookie Decorating Event**



**Meal Voucher Program featuring youth  
from Turn It Around**

Over the past three operating seasons, Anthem/The Anchor has developed additional robust relationships, collaborations and partnerships with several influential organizations that play a significant role in the Boston/Charlestown community including but not limited to:

- RFK Children's Action Corps
- The Boston Red Sox
- The Rotary Club
- Boston Duck Tours
- Greater Boston Concierge Association
- Colleges and universities (a few of our most engaged academic partners include Harvard University, Boston College, MIT, The University of Notre Dame)
- Spaulding Rehab and Medical Center
- MGH Health Institute
- Crohn's & Colitis
- The Boston Athletic Association
- Federal Bureau of Investigation Citizens Academy Alumni Association



Front office members of the **Boston Red Sox** presenting custom jersey to commemorate The Anchor's banner year



**Greater Boston Concierge Association** monthly outing at The Anchor featuring Anthem President as their guest speaker



**The University of Notre Dame Boston** Alumni at The Anchor



**Federal Bureau of Investigation CAA Event** featuring Anthem President and Citizens Academy Alumni, Chris Sinclair

## **General Marketing**

In addition to drawing in members of our neighboring communities, Anthem and The Anchor have developed many strategic alliances with media outlets and other influential organizations to support attracting the greater public to the venue including:

- Charlestown Patriot Bridge
- The Boston Calendar
- Boston.com
- Dining Playbook
- The Boston Globe
- Special Events Magazine
- Eater Boston
- Timeout Boston
- Thrillist
- Boston Business Journal
- Boston Magazine
- The Boston Sun
- Visit New England
- Chronicle

## **Paid Media Schedule**

In addition to a vibrant earned media and highly successful social and digital media campaign, The Anchor will purchase media with the below publications and influencers:

- Dig Boston
- Boston.com
- Secret Boston
- iHeart Radio
- Charlestown Patriot Bridge
- Beacon Hill Times
- North End Regional Review
- The Boston Sun
- BostonGlobe Media
- Network of existing cultural, event and hospitality influencers (e.g., Dining Boston, OnlyInBos, TravellikeALocalMA, FoodieSnapstagram, etc.)

*See examples of Charlestown Patriot Bridge year-end recaps and start up articles in **Appendix D**.*



## 4. Activities and Equipment

### Proposed Activities/Programs

Since its commencement, The Anchor has successfully offered events and programs in the below categories – all free and open to the public. The Anchor is committed to growing the activation and developing new types of programs and events that will be in alignment with the goals of the BPDA.

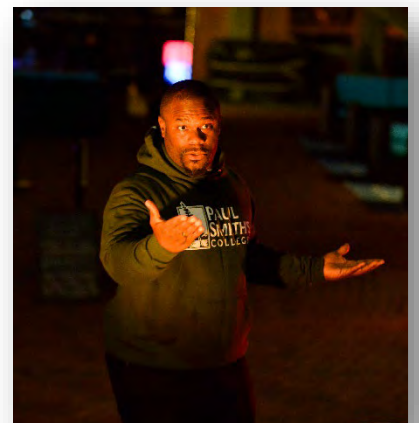
### Wellness/Fitness

- Waterfront Wellness Series
  - **What:** Daily fitness classes in collaboration with the YMCA, The Row House, Asana Yoga Studio, Weigh Better, ShakesAndQuakes, FitCrew, Hillary Coughlin Power in Your Purpose and other rotating wellness organizations and instructors with the goal of intentionally bringing more focus to not only physical, but mental health – as wellness is about more than just fitness.
  - **When:** Daily – weekday evenings and weekend mornings with multiple classes taking place per day on occasion
  - **Estimated Expenses:** \$75-\$150/class for instructor, 7 days/week

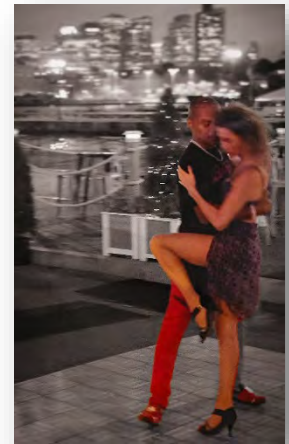


### Performing Arts

- Live @ 5
  - **What:** Live performances featuring a diverse set of genres from acoustic singer-songwriters to hip-hop to bluegrass and folk. On occasion – there is an extension of the “Live @ 5” series that includes specialty genres including reggae, jazz, funk, soul, etc.
  - **When:** 7 days a week
  - **Estimated Expenses:** \$200 - \$700/performance, 7 days a week
- Sunday Funny Day
  - **What:** Live stand-up comedy acts featuring an emcee/host, multiple feature acts and a headliner
  - **When:** Weekly on Sundays
  - **Estimated expenses:** \$300 - \$600 per show, depending on talent level

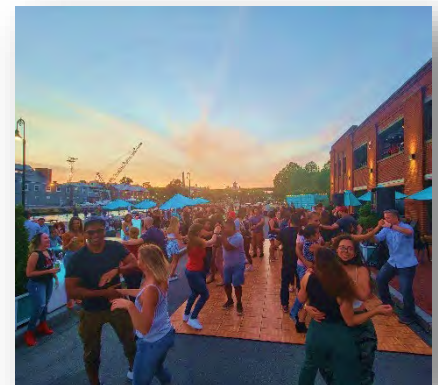


- Spoken Word
  - **What:** Rotating live performances inclusive of storytelling, slam poetry, monologues and other artistic styles
  - **When:** Monthly on the first Sunday of every month before comedy
  - **Estimated Expenses:** \$200 - \$500 depending on the scale and the talent
- Theatrical Performances
  - **What:** Monthly live theater series including a mix of contemporary and classics. Shows include Shakespearean performances, original works as well as shorter skits
  - **When:** Monthly on Wednesdays
  - **Estimated expenses:** \$1000 - \$5,000 depending on the scale and the talent
- Dance Performance (e.g., Middle Eastern dance, aerialist, etc.)
  - **What:** Specialty performance featuring different genres of dance inclusive of aerial silks, belly dancing, Kizomba, salsa, hip hop, African dance, etc.
  - **When:** Monthly
  - **Estimated Expenses:** \$200 - \$1000 depending on the level of talent



### Instructor Led Classes

- Watercolor Workshop
  - **What:** Watercolor workshop series led by Navy Yard resident and watercolor artist, Norris Strawbridge, including weekly demonstrations on new watercolor painting techniques.
  - **When:** Weekly on Wednesdays in summer and fall (continuing four class series)
  - **Estimated Expenses:** \$1300/series (four classes)
- Salsa Y Control Classes
  - **What:** Weekly salsa and bachata lessons in collaboration with Salsa Y Control
  - **When:** Weekly on Monday evenings
  - **Estimate Expenses:** \$10/person, \$500 - \$1,000 per class depending on the number of participants
- StepFlix Latin Dance Class
  - **What:** One-off Kizomba and belly dancing workshop with the famous Miami-based dance studio – StepFlix
  - **When:** One-off event in the summer or early fall
  - **Estimated Expenses:** \$1400 - \$2000

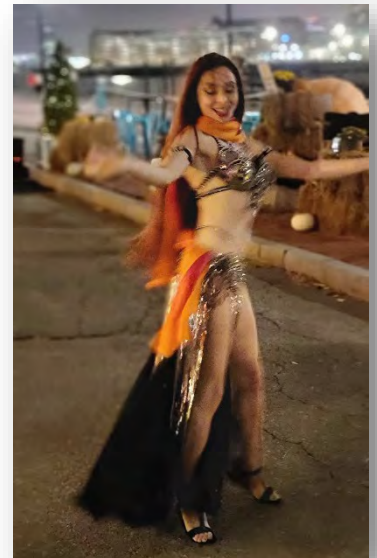


- JJ Artworks Paint Parties
  - **What:** As part of its Arts & Crafts Series, The Anchor welcomes the public to participate in a weekly nautical paint party series in collaboration with JJ Artworks. Classes include canvas painting, but also feature creating wooden signs, coasters, Zen-gardens, seasonal theme pieces and other fun alternatives.
  - **When:** Weekly on Thursdays
  - **Estimated Expenses:** \$40/person, \$1000 - \$2000/class



- StepFlix Latin Dance Class
  - **What:** One-off Kizomba and belly dancing workshop with the famous Miami-based dance studio – StepFlix
  - **When:** One-off event in the summer or early fall
  - **Estimated Expenses:** \$1400 - \$2000

- Celia Dances Middle Eastern Dance Workshop
  - **What:** Monthly Middle Eastern cultural dance workshops with the Anchor’s resident aerialist and dance performer “Celia”
  - **When:** Monthly on the last Sunday of the summer months
  - **Estimated Expenses:** \$300 - \$500/class depending on the number of participants



- Live Chef Demos
  - **What:** Interactive cooking demonstrations/classes with local and/or celebrity chefs
  - **When:** Monthly in the summer and fall
  - **Estimated Expenses:** \$500 - \$1000 depending on chef notoriety. Includes talent, materials, equipment and ingredients

## Visual placemaking

- Live art demonstrations
  - **What:** Live painting exhibitions in partnership with existing partners (examples include JJ Artworks, SelfMade Designs and Newton Watercolor Society). The Anchor’s continues its effort and collaboration with individuals and art institutions by leveraging The Anchor’s well-known presence and its well-designed setting.
  - **When:** Second to last Thursday of each month (fall and summer months)
  - **Estimated Expenses:** \$500 - \$800 depending on project type

- Seasonal scenes and décor
  - **What:** Continuation of The Anchor’s autumn and holiday installations as well as the introduction of new seasonal concepts (e.g., The Anchor Hanging Garden, The Anchor Community Halloween and The Anchor Winter Garden)
  - **When:** Seasonally
  - **Estimated Expenses:** Most of these assets were already fabricated/created throughout 2019, 2020 and 2021. Additional expenses TBD based on growth of installations. Estimated \$10,000 - \$20,000 per installation

- Live pumpkin and ice sculpture carvings
  - **What:** Seasonal carving demonstrations in collaboration with Paul Devers and Ice Effects
  - **When:** Seasonally
  - **Estimated Expenses:** \$700 - \$1000 per demonstration



### Crafts/Art

- Succulent Decorating
  - **What:** As part of The Anchor’s Arts & Crafts Series, The Anchor welcomes the public to participate in customizing and decorating their own potted succulent.
  - **When:** Weekly on Tuesdays
  - **Estimated Expenses:** \$300/class



- Live Art Gallery/Exhibition
  - **What:** Revolving local artists and photographers display their creations across a multitude of mediums. Confirmed 2022 artists include, The Anchor’s three resident muralists, Paige Frawley, Alison Akell and J.J. Long. Additional exhibiting artists include Zach Achorn, Norris Stawbridge, Michell Silver, Harlem Logan and a host of others.
  - **When:** Monthly
  - **Estimated Expenses:** TBD based on scale and needs

- Cookie decorating
  - **What:** In collaboration with local community and school groups (e.g., Harvard Kent, Warren-Prescott, YMCAs, Boys & Girls Clubs, etc.) The Anchor hosts youth focused cookie decorating events themed around different seasons and holidays.
  - **When:** Seasonally
  - **Estimated Expenses:** \$300 - \$600 depending on the number of youths participating



## Community

- Meal Voucher Program
  - **What:** The Anchor provides youth, teens and family meal vouchers: redeemable any time The Anchor is open. The program will target public school students via local community partners (e.g., Charlestown Boys & Girls Club, Charlestown YMCA and BPS itself) and is also geared toward local families living in the public housing communities. The goal of this program is to facilitate enjoyment of public spaces for people at all socioeconomic levels and provide an additional resource for free meals for those in need (especially while school is not in session).
  - **When:** To be redeemed any time that The Anchor is open and during special time periods geared toward convenience of the target communities and audiences.
  - **Estimated Expenses:** Cap at \$3,000/month (\$10/meal including a main item, a snack and a beverage for 300 disadvantaged youth and qualified individuals)
- Glow and Give
  - **What:** The Anchor will continue its existing program to host fundraising gatherings with a percentage of proceeds donated to rotating charities.
  - **When:** Weekly
  - **Estimated Expenses:** N/A
- Youth Programming/Field Trips
  - **What:** Local non-profit and community organizations including various Greater Boston-area Boys and Girls Clubs, Big Brothers Big Sisters, Youth to Youth Tutoring, YMCAs and others are invited to the Navy Yard for a day of specialized educational activities and lunch.
  - **When:** Every Friday morning to early afternoon. Days are subject to adjustment based on availability of the groups/organizations and/or ability for parents to bring children directly.
  - **Estimated Expenses:** \$300 - \$500 depending on the size of the group
- Children's Educational Series
  - **What:** Monthly children's educational series for local youth in collaboration with several of The Anchor's existing partners including local museums
  - **When:** Monthly on Sunday mornings
  - **Estimated Expenses:** \$300/month including instructor, snacks and limited materials



- Back To School Night
  - **What:** Community program hosted in collaboration with the Charlestown YMCA and Boston Public Schools to provide school supplies to youth going back to school in the fall
  - **When:** Saturday before BPS starts up in the fall
  - **Estimated Expenses:** \$200 - \$400 depending on number of youth sign-ups

- Future Leader Series

- **What:** Inspirational, intimate conversations with accomplished individuals, geared towards teens for a sense of motivation. Examples include Olympians, Broadway actresses, renown professional artists, longstanding on-air radio personalities, accomplished recording artists, a seasoned female scientist, a current NFL player (TBD predicated on schedule), a former football player turned professional referee, a former NBA player, an accomplished author, an elected official (non-political topics/more about the career path), etc.
- **When:** Bi-weekly on Tuesdays
- **Estimated Expenses:** \$300 - \$500 per speaker, 2 days/month (more notable speakers could be more expensive)



- Movies on the Harbor

- **What:** Rotating movie favorites to help fulfill The Anchor’s mission of providing affordable and free family outings. The 2022 series, built on the success of past movie series’, will provide a free public program that is welcoming to everyone regardless of age, demographic or socioeconomic status.
- **When:** Every Tuesday evening though the fall months
- **Estimated Expenses:** \$500 - \$750/movie depending on the film

- Community Trick or Treat

- **What:** The Anchor welcomes youth throughout the Greater Boston community to trick or treat at The Anchor in partnership with local businesses throughout the Navy Yard. The 2020 and 2021 additions saw over 400 trick or treaters participate in a properly social-distanced manner.
- **When:** The week of Halloween
- **Estimated Expenses:** \$1800 - \$2500 depending on number of sign-ups. Cost includes costume expense, decorations, and candy/snacks



- Pet Adoption Day
  - **What:** Free community event in working in collaboration with local animal shelters to encourage pet adoption
  - **When:** One-off event on the first Wednesday in June
  - **Estimated Expenses:** \$100 - \$500 based on additional associated activities and curation hours

- Holiday Tree Lighting
  - **What:** Annual holiday event that welcomes the entire Boston community to kick-off The Anchor Winter Garden alongside local politicians and other significant community ambassadors
  - **When:** The first Saturday in December
  - **Estimated Expenses:** N/A (expenses associated with other activities (e.g., ice sculpture carving, paint party, etc.)



- Scavenger Hunt
  - **What:** Family program inviting youth of all ages to participate in a Navy Yard wide scavenger hunt in collaboration with the USS Constitution Museum that is both entertaining and educational
  - **When:** Monthly on the last Saturday of every month
  - **Estimated Expenses:** \$200 – \$500/hunt based on curation hours and level of prizes

- Children’s Storytelling with law enforcement
  - **What:** To repeat the past success of The Anchor’s youth story telling with former Police Commissioner Willie Gross, The Anchor will utilize its existing and extensive relationship with local law enforcement to recreate a similar program on a larger scale
  - **When:** Saturday mornings in June
  - **Estimated Expenses:** TBD, estimated curation time – eight hours



- FCNY Food Drive
  - **What:** Day long food drive in collaborating with the Friends of the Charlestown Navy Yard utilizing The Anchor as a collection point
  - **When:** Month-long in March and November
  - **Estimated Expenses:** N/A

- Coat and Clothing Drives
  - **What:** Leveraging The Anchor's popularity and pedestrian traffic to gather clothing, coats, gloves and necessities for the winter months
  - **When:** November and December
  - **Estimated Expenses:** TBD based on labor and hours needed
  
- Health and Wellness Expo
  - **What:** Day-long event welcoming all members of the community - with a specific focus on those with limited access to proper health care. The goal of the event is to provide trusted resources and educational tools related to a variety of topics, which include general health and wellness, nutrition, fitness, sex education, cancer awareness/screenings, dental health, flu shots/COVID vaccinations, etc.
  - **When:** Saturday in September (originally planned for 2020/2021, but postponed due to COVID restrictions)
  - **Estimated Expenses:** \$10,000 depending on supplies. Significant planning hours already have and will continue to be put towards this event.
  
- Spin For Chron's
  - **What:** Day long cycling event to raise funds for Crohns & Colitis
  - **When:** Last Sunday in September
  - **Estimated Expenses:** \$500 - \$1000 (inclusive of donated meals for participants and curation hours)

## Special Events

- Seasonal Market Series
  - **What:** To expand upon the success of the 2019 market series, The Anchor will invite back a host of different small and local businesses to vend in each season in 2022
  - **When:** Seasonally
  - **Estimated Expenses:** TBD. Estimated curation hours – eight hours/event
  
- Anchor Pridefest
  - **What:** Weekend-long festival to kickoff Pride Month featuring live performers, artists and speakers that are members of the LGBTQ community
  - **When:** Second weekend in June
  - **Estimated Expenses:** \$500 - \$1000 depending on the scale and level of talent
  
- Summer Solstice
  - **What:** Annual community celebration hosted in collaboration with members of the Navy Yard Garden Association and the Friends of the Charlestown Navy Yard to kickoff the start of summer with local performances (including annual performance by local magician, food vendors and other activities)
  - **When:** June 21<sup>st</sup>, 2022
  - **Estimated Expenses:** \$500 - \$1000 depending on performances and curation hours





- Seasonal Celebrations
  - **What:** Seasonal outing inviting The Anchor’s community partners, media outlets, vendors, small businesses, supporters, neighbors and friends to experience The Anchor’s seasonal installations and learn more about past and upcoming programming initiatives
  - **When:** Seasonally
  - **Estimated Expenses:** N/A

- Hip Hop Multi-sensory experience
  - **What:** Return of beloved multi-cultural experience featuring rotating hip hop performances, urban poetry, multiple fashion shows including cultural wear, live mural painting and a host of small businesses and artists
  - **When:** Saturday in August
  - **Estimated Expenses:** TBD, estimated curation hours – 20 to 25



- The Townie Fair
  - **What:** One-off market/food festival featuring Charlestown local vendors, restaurants, shops and performers only
  - **When:** Saturday in October
  - **Estimated Expenses:** TBD – estimated curation hours – 20

- Food Festivals
  - **What:** Monthly food festivals featuring rotating cuisine from local restaurants and vendors (e.g, Charlestown Chowderfest, DessertFest, The Taste of Maine, Oktoberfest, etc.)
  - **When:** Monthly on Saturday or Sunday in the summer and fall months
  - **Estimated Expenses:** TBD – estimated curation hours – 25/festival



- The USS Constitution 225<sup>th</sup> Birthday Celebration
  - **What:** Celebration in collaboration with our neighbors at the USSCM to celebrate the 225<sup>th</sup> birthday of the USS Constitution
  - **When:** October 21<sup>st</sup>, 2022
  - **Estimated Expenses:** TBD

- **Nightmare In The Navy Yard**
  - **What:** Spooky waterfront experience amongst the country's largest urban pumpkin patch as well as various Halloween themes including The Anchor's State Fair, Haunted Mezzanine, Grave'lyard, Apple Orchard and Spooky Swamp
  - **When:** (3) Nights of Halloween Weekend
  - **Estimated Expenses:** N/A – see above seasonal installation expenses
  
- **Live Theater Performance of Matilda**
  - **What:** Live theater performance of Matilda in collaboration with Warren Prescott through use of The Anchor's amphitheater and outdoor performance space – without which the show would not be able to be produced this year
  - **When:** Last weekend in March
  - **Estimated Expenses:** TBD based on lighting, AV, tenting, staging and other logistical needs
  
- **Olympian Meet & Greet**
  - **What:** VIP meet and greet with former Anchor team member and Track and Field Tokyo Olympian, Heather MacLean. Additional Olympians to be added.
  - **When:** Sunday in July
  - **Estimated Expenses:** N/A



## Social

- Meet Your Neighbor Tuesdays
  - **What:** Weekly networking series inviting residences from local Charlestown apartment buildings and condominiums to socialize and meet their neighbors
  - **When:** Weekly on Tuesdays
  - **Estimated Expenses:** Limited hard expenses and two curation hours per meetup
- Block Party Series
  - **What:** Monthly community celebration geared toward activating the Dry Dock/outer patio, supporting local businesses, performers and restaurants while creating a welcoming and fun atmosphere for Boston community members of all ages focused on recreation, socializing and cultural activities.
  - **When:** Monthly on the first Saturday, July through October
  - **Estimated Expenses:** \$5,000 to \$10,000
- Networking on the Pier
  - **What:** Monthly networking event inviting young professionals to socialize and develop cross-industry connections
  - **When:** Monthly on the first Friday of every month
  - **Estimated Expense:** N/A
- JAWS/Sharkweek
  - **What:** Movie premier of JAWS to provide whimsical kickoff to Shark Week with the underlying educational theme throughout the week of informing the community on ocean conservation and wildlife protection
  - **When:** August 16<sup>th</sup> in place of that week's "Movie on the Harbor"
  - **Estimated Expenses:** \$200 - \$800 based on movie rights and curation hours
- Sail Into The Semester
  - **What:** Community event welcoming all new students to Boston for one last summer celebration before beginning the fall semester
  - **When:** Saturday before the start of most school's fall semester
  - **Estimated Expenses:** N/A
- Charlestown Business Meetups
  - **What:** Monthly events hosted in collaboration with local Charlestown business coalition to encourage cross-industry alliances, joint-ventures, information and best practice sharing, relationship building and fostering support of fellow local enterprises.
  - **When:** Monthly on the first Monday of every month
  - **Estimated Expenses:** N/A



## **Necessary Materials and Equipment**

- Staging, risers and theater infrastructural equipment
- Tents and wind sail coverage
- Theatrical lightings, truss and proper ballasting system
- Speaker systems – Bluetooth and hardwired
- Wellness equipment
- Lawn and recreational games
- Art supplies and related equipment
- Full-service AV system
- Movie screens and projector system
- Televisions
- Backdrops and customized cutouts for photography
- Wireless microphones, wired microphones, lavaliers and mic stands
- Aesthetic and operational lighting
- Professional grade radio “walkie-talkie” system and service
- Videography and photography equipment (e.g., cameras, tripods, editing and printing tools)
- Bookshelves and book storage (anticipated return of The Anchor’s free reading library)

## **Location Maintenance and Cleanliness**

As referenced above in “On Site Facility Management,” The Anchor team has always and will continue to go above and beyond to maintain the entire facility both during and outside the hours of operation. A few examples include:

- Leaf and debris sweeping/blowing (both inside and surrounding the venue)
- Trash/litter clean up (including non-Anchor related trash)
- Fountain cleaning (e.g., skimming, scrubbing, disinfecting, wildlife care/proper disposal of deceased wildlife/proper care for injured wildlife, such as when The Anchor’s manager saved an injured seagull from the fountain)
- Dumpster maintenance (e.g., sweeping, hosing, bleaching, rodent repellent, etc.)
- Watering of 200+ plantings and greenery
- General grounds cleaning (disinfecting and sterilizing)
- Hourly restroom checks and cleanings
- Sanitization of portable restroom areas
- Daily walkthroughs to identify and fix damage

## **Parking**

The Anchor’s entire team is a strong proponent of public transportation. The majority of The Anchor’s staff takes the train, bus and/or water shuttle to the Navy Yard. Otherwise, the remaining staff either walks, bikes or carpools to work each day. In the three seasons of operating, The Anchor has not created a single parking issue from its staff or patrons.

## **Equipment Storage**

Over the last three years, The Anchor team has successfully integrated with both the BPDA’s maintenance and facility teams. The Anchor has worked very well with both property management and field staff/on-site team members. The Anchor personnel and BPDA team members have developed an excellent rapport both personally and professionally.

The Anchor team is aware of the operational needs not only of the BPDA itself, but its external vendors as well (e.g., Brightview, Gone Green, etc.)

The Anchor’s facility and storage needs will continue to be fulfilled perfectly in concert with all relevant stakeholders and constituents.

Should there be any sudden changes in vendors, The Anchor’s experience working with the current teams creates pliability to adapt to whatever unforeseen circumstance that may arise.

## 5. Permits and Feasibility

### Required Permits and Licenses (Already Obtained)

- Certificate of Insurance
- Temporary Place of Assembly
- Common Victualler License
- City of Boston Health Permit
- One-Time Entertainment Licenses
- Special Malt & Wine Beverages License
- Chemical Certificate for Material for Tents
- General Permit for Fire in the Open
- Permit for Temporary Heat

### Accommodating Non-Restricted Public Use of the Space

The partnership with the BPDA has enabled The Anthem Group to create The Anchor and the related programmatic and visual placemaking, special events and recurring free public programs. The public-private initiative has contributed to the public realm with activities, entertainment, strategically designed community initiatives, beautification and public amenities.

Everyone (all ages) is welcome in the space, whether they are a patron or not, as long as they are abiding by City of Boston laws and regulations (e.g., no smoking, no public intoxication, etc.)

This philosophy and strategy are something that The Anchor team has demonstrated for the previous three operating seasons and have remained dedicated to promoting a welcoming environment. The Anchor is truly one of the only all-inclusive and all-ages spaces in Boston.

### Operating timeline (Based on Current Operating Timeline)

- 12 month a year operation
- Open 11:00 AM – 11:00 PM
- Community programming begins at 9:00 AM
- Shut down requirements are limited.
  - In the winter (whether open or not) – The Anchor team ensures proper winterization such as working with BPDA plumber to prepare pipes for the cold temperatures, maintaining pest control, monitoring public walkways after storms, etc.)
  - The Anchor team facilitates snow and ice maintenance (both with its in-house team as well as in collaboration with Brightview)

These are actions that The Anchor management team have taken for all operating seasons and will continue to demonstrate going forward.

# Organization and Staff Qualifications

## 1. Contact person

Should the BPDA have any questions regarding this Proposal, please contact the following individual:

**Name:** Chris Sinclair

**Title:** President, CEO

**Address:** 1 International Place, Boston, MA 02110

**Phone:** 617.381.4747

**Email:** [csinclair@theanthemgroup.com](mailto:csinclair@theanthemgroup.com)

## 2. Qualifications and Experience

The Anthem Group currently has 24 full-time employees that lead its additional team of project based, seasonal and part-time team members. There are an additional 35 employees (both part-time and full-time) that currently work at The Anchor Boston. The majority of The Anchor team are Boston residents with several from Charlestown itself.

### EXPERIENCE

The Anthem Group not only has the experience but is also proficient in all facets both required by and preferred of the Boston Planning and Development Agency. Among Anthem's strengths is its full-service event agency. Anthem partners with clients, partners and collaborators to bring ideas to life and manages every step of the process - from ideation to execution. Anthem's scope of services is limitless and completely customizable to every individual project's need, with the aptitude and versatility to offer a dynamic suite of in-house services and solutions.

#### **Hospitality**

The Anthem Group has extensive experience in the hospitality industry, especially related to the proposed Shipyard Park Activation. Anthem successfully operated its original concept, which is The Anchor, in the Charlestown Navy Yard for the past three seasons. In addition, the company also spearheaded the first pop-up bar in the Seaport District, in conjunction with the Boston Symphony Orchestra, and created the first outdoor beer garden along the Charles River.

Additionally, The Anthem Group has over a decade of experience managing the logistics and other aspects of consumer vending and concessions for the largest event in the Northeast: The Fourth of July Celebration and Fireworks on the Esplanade.

The emergence of The Anchor, within Shipyard Park, enabled creativity not just with programming and placemaking – but also with the food and beverage offering. The Anchor has established a unique beverage menu including a host of international and local brews, wines and sangrias, as well as, a number of different frozen fusions and wine-based margaritas. Very notably, The Anchor features over 20 different non-alcoholic options on the menu at all times. In the cooler months, the menu evolves to showcase both non-alcoholic and alcoholic warm and mulled beverages.



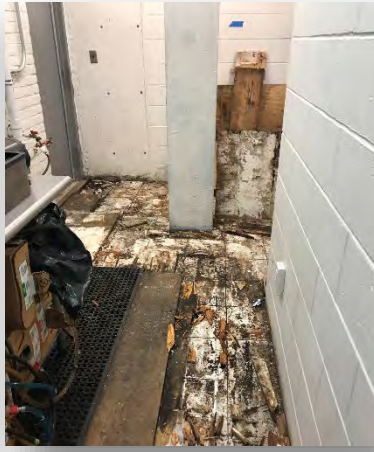
Three of the most popular items are custom crafted beers, designed to pay homage to the Navy Yard, Charlestown and The Anchor – The Town, The Yard and Bunker Ale. These extraordinarily sought-after beverages also presented patrons with customized artwork on the label and a uniquely “Boston experience” for tourists and visitors to the area. The clever branding and positioning of The Town, The Yard and Bunker Ale have furthered awareness of the Navy Yard and sparked interest in learning the origin of the artwork, the product names and motivation behind their creation.



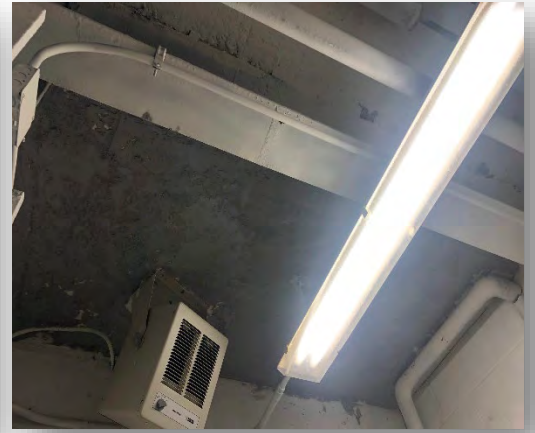
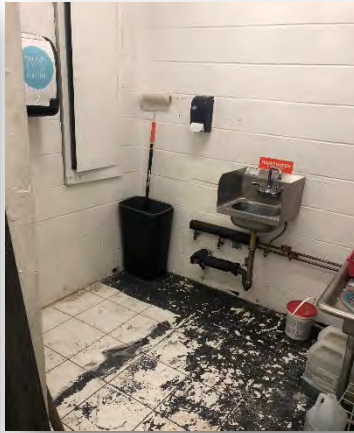
In 2020, The Anchor capitalized on its fast growth and bolstered its menu to include new food options. After investing company resources into capital improvements to transform a former equipment storage room into a fully operational concession stand, The Anchor was able to expand its menu and offer items that appealed to a wider audience. By the 2021 season, the food menu performed as well as the beverage menu – with local neighbors routinely having a bite without alcohol. The concession kitchen shouldered The Anchor’s community meal needs like the meal voucher program and youth field trips. Anthem’s full-service, and award-winning, catering division also augments the on-site concession for special events.



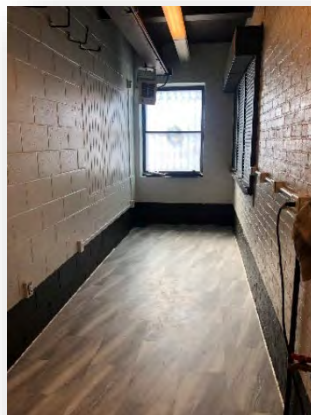
**BEFORE**



**DURING**



**AFTER**



## **Programmatic Placemaking**

The Anthem Group works with municipalities, chambers and tourism bureaus and private developers to conceptualize and execute a variety of programmatic placemaking campaigns. Anthem has initiated installations and activations over the past several years in locations both locally and nationally. In Boston, Anthem has created projects on Boston's Charles River Esplanade, in the Seaport District and of course: one of the nation's leading placemaking campaigns – The Anchor, in Shipyard Park. Anthem has also managed campaigns in Philadelphia, Portland and New York.

At The Anchor specifically, Anthem has created a wide variety of daily public programming that caters to audiences of all ages. Each year, The Anchor has successfully executed (even through the pandemic by evolving to COVID friendly and more safe concepts) over 450 free community programs and events including The Anchor's daily Waterfront Wellness Series, weekly Sunday comedy series, daily live music, weekly instructor-led paint nights, thematic art installations, seasonal celebrations and an abundance of other activations. Through these programs, The Anchor has truly become a community hub that both draws in residents and tourists and provides an outlet for an assortment of local instructors, teachers, artists, and musicians to showcase their talents.

## **Community Outreach**

The Anthem Group institutionally supports over 100 different non-profit, educational and charitable causes and organizations. Anthem also has focused its internal efforts on supporting inner-city youth and at-risk teens and pre-teens. Collectively, Anthem has positively impacted over 9,000 at-risk youth through its outreach programs done both internally and in collaboration with law enforcement, community centers, and other CBOs. The underlying mission is to provide educational and cultural experience that the children otherwise would not have had. In addition, Anthem operates its own award-winning three-tier jobs program that provides employment and job training to at-risk youth, individuals in recovery and adults transitioning from homelessness back into the workforce.

From its inception to present day, the Anthem and Anchor team have spearheaded one of the region's foremost community engagement initiatives: creating opportunity for local families and youth. In partnership with several dozens of non-profit organizations, The Anchor has brought over 2000 disadvantaged youth from all Boston neighborhoods and surrounding communities to the Navy Yard. The Anchor remains committed to providing an inclusive environment and exposing youth to new experiences, people and places.

The Anchor's robust family-focused programming also creates access and cost-effective opportunities for community gatherings, cultural events and diverse entertainment for all Charlestown and Boston families.

A few initiatives that Anthem has successfully executed both at other properties as well as at The Anchor include:

- **Glow and Give**
  - Fundraising events where a percentage of the proceeds are donated to revolving charities. The Anchor's water feature, glowing furniture and venue up-lighting is illuminated in the colors of the non-profit.
- **Community Youth Field Trips**
  - Daily outings where local non-profit organizations such as the Boys & Girls Club, Easter Seals, Big Brothers Big Sisters, Youth to Youth Tutoring, YMCAs and others are invited to

the Navy Yard for a day of fun including walking tours, lawn games, specialized educational activities as well as a free lunch

- **Jobs Program**
  - Anthem’s longstanding three-tier jobs program that is focused on supporting inner-city youth, individuals in recovery and people transitioning from homelessness back into the workforce
- **Meal Voucher Program**
  - In collaboration with local nonprofits and public agencies, Anthem facilitates the enjoyment of public spaces for people at all socioeconomic levels through its public-school student, senior citizen and family meal vouchers, redeemable any time The Anchor is open

### **Health and Wellness**

Anthem has successfully operated a number of health and wellness related programs including sunrise yoga along the Charles River, Cancer to 5k training group, as well as recurring fitness programs on college campuses. Anthem has worked in collaboration with a collection of wellness related events. A recent example that integrated the same values and mission as the BPDA is “Fit for a Cause” at Temple University - a fundraiser where students competed in different exercises to raise money and awareness for the Dunbar Promise Academy. Anthem was also the producer, in charge of operations, for “The Jimmy Fund Fit Fest”- a signature fitness fundraising event that raised money for cancer research.

Currently, The Anchor hosts daily fitness classes through its Waterfront Wellness Series featuring a variety of classes to provide something for everyone including yoga, bootcamp, Zumba, rowing, Pilates and barre. During the pandemic, The Anchor also partnered with mental health clinician and certified health coach, Hillary Coughlin, to support the community during unconventional times with tips on how to check in with one’s mental health and maintain a sense of self and purpose.

### **Major Events**

The Anthem Group has nearly two decades of experience and an international scope in the creation of special events, as well as, in providing strategic consulting, logistical support, campaign management and personnel solutions for both public and private events and wide range of live productions. The company has successfully executed or collaborated with over 24,000 events and promotions including concerts, festivals, tradeshow, launch events, and a collection of others. A few of Anthem’s self-created events include the Anthem International Music Festival as well as the New England Dessert Showcase. Recent driven events include Harvest on the Harbor and Cradles-to-Crayons “Back-pack-athon”.

### **Education Related Events**

Anthem’s company President has designed and taught curriculum at both the high school and college level. As a company, Anthem has a deep understanding of education, its importance and needs related to educational events.

In 2018, The Anthem Group collaborated with Stockton Scholars in Stockton, CA to assume the production, planning and logistics of its inaugural launch and media event. Stockton Scholars’ mission is to eliminate the financial barrier preventing Stockton youth from attending college. With an initial \$20 million gift secured to launch this campaign, Stockton Scholars is building a \$100 million endowment to make higher education more affordable and attainable.

Anthem spearheaded all logistics and operations to coordinate an event with a multitude of moving parts: high-profile speakers, multiple performances, 600 invited students and hundreds of additional attendees ranging from international media, local community and a spectrum of VIP guests. In addition, Anthem created an on-site college fair and coordinated the event's national press conference. Anthem was appointed the liaison with the venue, orchestrated the run of show, designed the layout for the event, executed décor for the entire venue, optimized attendee flow, managed personnel and volunteers, advised on creative elements, coordinated audiovisual and lighting needs and organized the press/media conference.

More recently, The Anthem Group was contracted by the Massachusetts Department of Elementary and Secondary Education to manage all event logistics and planning for its annual Sontag Prize Event, which honors educators from across the Commonwealth. Anthem's responsibilities included securing multiple venues within Harvard University for both the professional development component and the award ceremony and capstone gala events. Moreover, Anthem headed all production aspects, including finalizing catering services, contracting and coordinating all presenters and keynotes, directing AV requirements, organizing all collateral and participant materials as well as providing a multi-person consistent day-long on-site support team throughout the event itself.

### Examples of Large Special Events/Public Events Hosted at The Anchor 2019 – 2021

- NFL Sunday Night Football Bus
  - Anthem leveraged its industry resources to procure the bus and enable live shots during the NBC national television broadcast – bringing significant exposure to the Navy Yard
- Community Halloween Installation and Nightmare in The Navy Yard
- The Anchor Winter Garden Installation and Holiday Tree Lighting
- Annual Hasbro Candy Land Toy Drive
  - The Anchor saved the annual event when its previous location was no longer viable (the previous 16 years were at Faneuil Hall)
- Community Trick or Treat
- Future Leader Series
- The Anchor DessertFest
- Navy Yard New Year
- The Anchor Holiday Toy Drive
- StepFlix Dance Ensemble and Pop-Up Boutique
- Charlestown Chowderfest
- Dockfest
- Holiday Fitness Fest



2019 NFL Sunday Night Football Bus

## **TAG Sanitizer**

Anthem immediately recognized the need to adapt and evolve after witnessing incredible disruption and facing challenges in all of The Anthem Group's core industries and an operational pause of The Anchor. One of the most creative solutions was to utilize the company's immense logistical and operational capacity to develop a new subsidiary – TAG Sanitizer, which produced commercial grade hand sanitizer.

Anthem worked with three licensed and FDA approved partners. These suppliers initially were engaged in the lower-volume and higher-price strategy. However, Anthem leadership conveyed both the moral reasoning for selling at a lower price and also the pragmatic business rationale for altering their course. Anthem asked that these partners sell exclusively to it and in exchange it would supply sales and marketing as well as additional distribution resources. Anthem's mission was to drive sales without price gouging and to create economies of scale...and it worked.

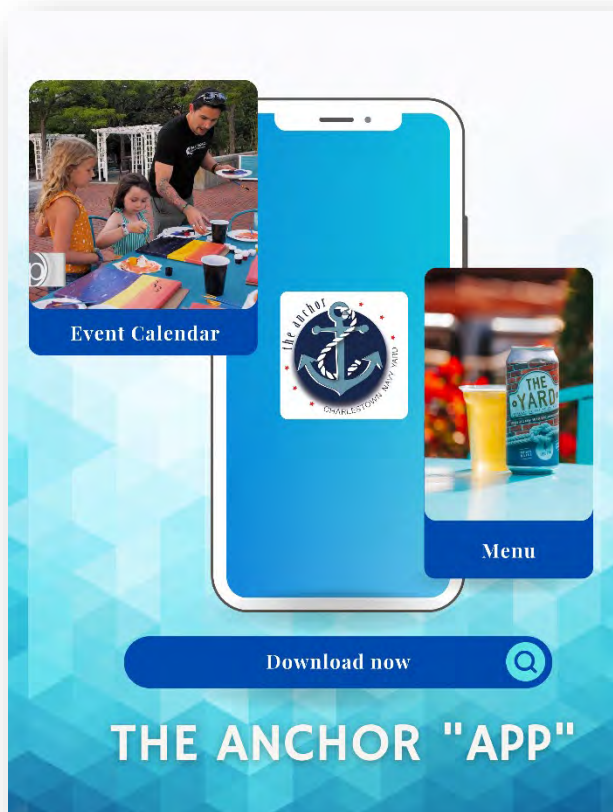
The bold strategy was counter to the market at the time. However, it helped the partner manufacturers stay in business by adjusting their business model and giving them the sales force and resources to sell sanitizer. In addition, Anthem was able to temporarily transition its operational team and Anchor staff, who otherwise would be out of work. The company cross-trained many on sales and development skills and employed the rest to manufacturing, bottling and delivery duties. With so much uncertainty, no plans announced for unemployment or federal aid - the Anthem team created its own entrepreneurial solution to maintain employment in the earliest days of the pandemic.

Moreover, the sales efforts were targeted toward those organizations that were under-resourced, unable to pay the inflated market prices to obtain PPE and were also public facing. As a result, the primary clients were mostly non-profits (including many Boston-based museums) as well as small local businesses. Anthem recognized this need and was able to support these businesses in acquiring PPE that they needed at an affordable price that was non-existent at the time. The Anthem team worked hand-in-hand with these entities to ensure that they were properly stocked with sanitizer at all times and adjusted supply based on their evolving traffic flow and ever-changing guidelines. Once the market supply was able to catch up with demand, employee options were more understood and Anthem was able to move forward more clearly - TAG Sanitizer intentionally ceased operations. However, it provided tremendous benefit to hundreds of individuals and to dozens of organizations, including Anthem, its partners and the many non-profit and small business clients.

## 2022 "The Anchor App"

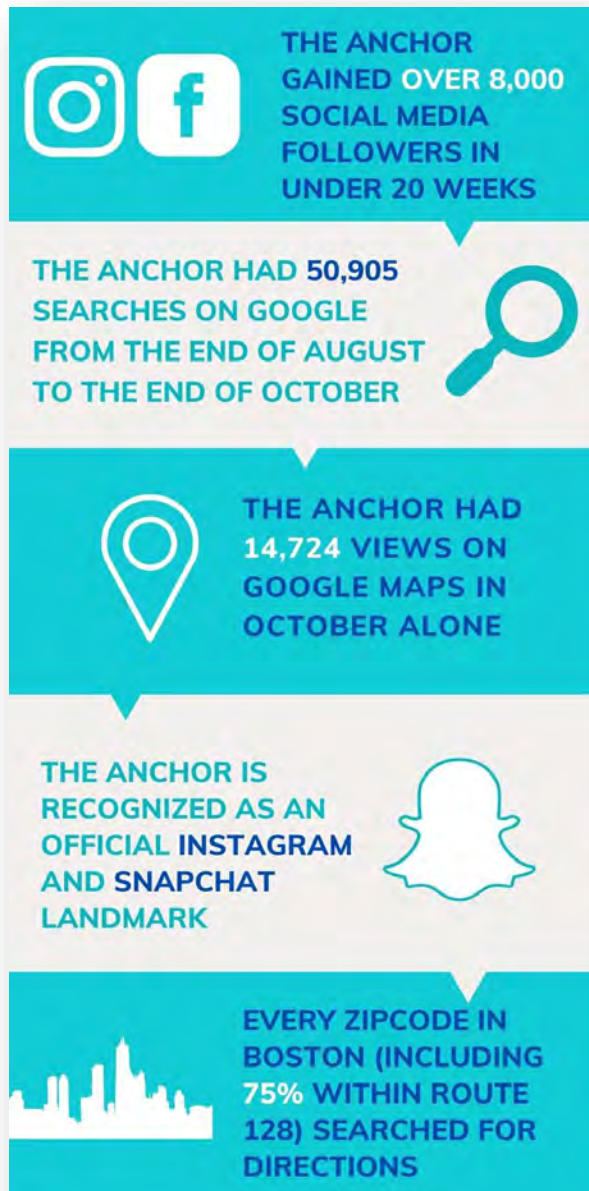
The Anchor team is currently in the development stages of "The Anchor App" which is scheduled to launch in the 2022 season. Features of the app include but are not limited to:

- Calendar of programs and events (and how to sign up)
- Food and beverage menu
- Community engagement opportunities (involvement and participation)
- Social media contents/patron interaction
- Performer/artist inquiry submissions
- Public photo feed
- Map of the Navy Yard and surrounding historical Charlestown landmarks

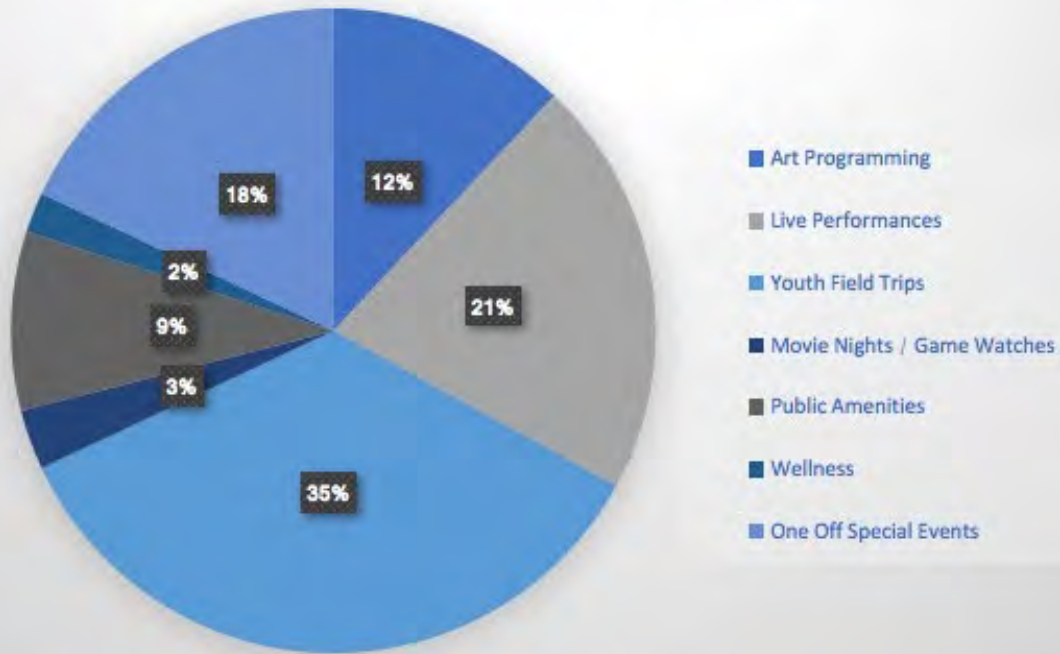


## 2019 STATISTICS

- 110,000 visitors in total came through The Anchor
- 20,000 families and youth were reached
- The Anchor produced over 300 programs, events, or activities over the course of the season which consisted of 53 unique program or event genres
- Beautified, revitalized and enhanced the physical space within all of Shipyard Park including the venue that is now known as The Anchor
- Established awareness and recognition of the Navy Yard among a diverse and wide-reaching audience of Boston and Greater Boston area residents



## 2019 Programming Financial Allocation



## 2019 ANCHOR REACH

**110,000**  
VISITORS IN TOTAL  
CAME THROUGH THE  
ANCHOR

**20,000**  
FAMILIES AND  
YOUTH WERE  
REACHED

**THE ANCHOR'S  
VISITORS / PATRONS  
WERE REPRESENTED  
BY ALL 50 STATES  
AND OVER  
40 COUNTRIES**





# FREE PUBLIC PROGRAMMING

THE ANCHOR PRODUCED OVER 300 PROGRAMS, EVENTS OR ACTIVITIES OVER THE COURSE OF THE SEASON, WHICH CONSISTED OF 53 UNIQUE PROGRAMS OR EVENTS

## 11 DIFFERENT ART PROGRAMS OR DEMONSTRATIONS

WERE HOSTED IN ADDITION TO OUR OWN TWO HIGHLY POPULAR INSTAGRAM MURALS



## 60+ LIVE PERFORMANCES

WERE HOSTED THROUGHOUT THE SUMMER AND FALL SEASONS INCLUDING ACOUSTIC SINGER SONGWRITERS, DJS, COMEDIANS, AND MORE



## 77 LOCAL AND/OR SMALL BUSINESSES

PARTICIPATED EITHER AS A SUPPLIER OR ACROSS 5 DIFFERENT SMALL BUSINESS PROGRAMS PROVIDED BY THE ANCHOR



## 6 DIFFERENT FITNESS PROGRAMS

WERE HOSTED THROUGHOUT THE COURSE OF THE SUMMER AND FALL



## 200 BOARD & LAWN GAMES

WERE FREE AND AVAILABLE FOR THE PUBLIC TO USE THROUGHOUT THE SEASON

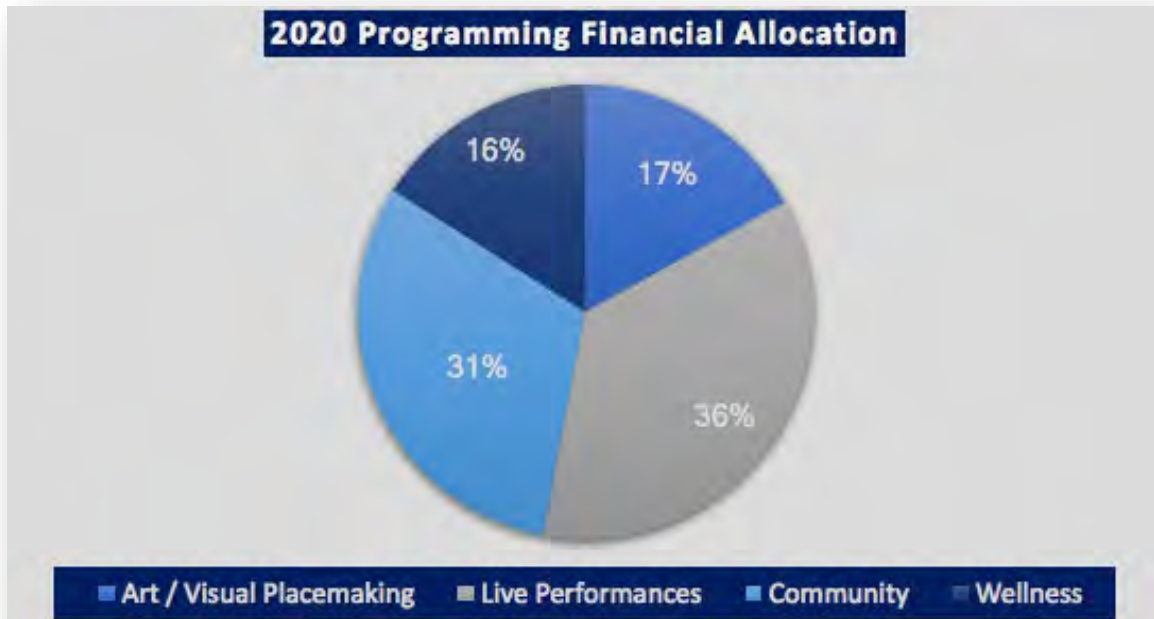


## 100 BOOKS

FILLED OUR COMPLIMENTARY COMMUNITY LIBRARY




2020 STATISTICS



## PUBLIC PROGRAMMING

### 2020 STATISTICS

**30+** DIFFERENT ART PROGRAMS OR DEMONSTRATIONS



were hosted in addition to our own two highly popular Instagram murals

**85+** LIVE PERFORMANCES

were hosted throughout the summer and fall season, including daily "Live @ 5" acoustic singer / songwriters, weekend jazz and soul performers and bi-weekly stand up comedy shows




### 7 DAYS A WEEK FITNESS PROGRAM

was hosted throughout the course of the summer and fall



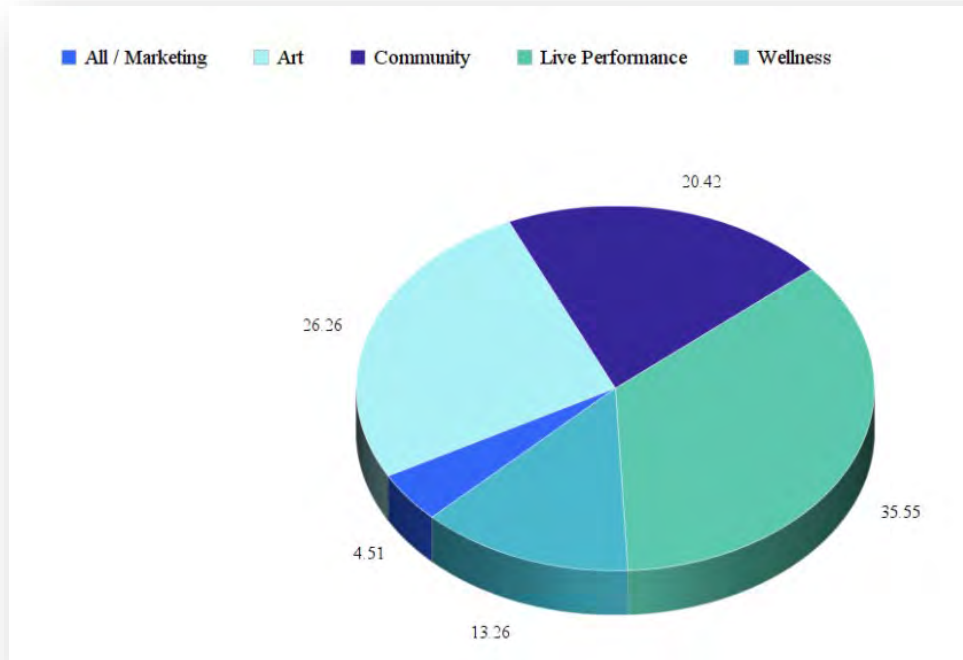
### 750+ YOUTH MEAL VOUCHERS

were distributed to in-need teens, youth, and families in collaboration with a host of different community partners including "Turn It Around", "The Charlestown YMCA", and "The Charlestown Boys & Girls Club."



## 2021 STATISTICS

### 2021 Category Spending



## 2021

**200+ LIVE PERFORMANCES**  
 were hosted throughout the spring, summer, fall and winter months including daily live music performances, weekly comedy shows, and aerialist acts

**300+ FITNESS CLASSES**  
 were hosted throughout the spring, summer, fall, and winter months with up to (3) classes per day

**40+ DIFFERENT ART PROGRAMS OR DEMONSTRATIONS**  
 were hosted in addition to The Anchor's now (6) popular Instagram murals

**100,000+ VISITORS HAVE ASKED FOR DIRECTIONS**

**2,000+ PEOPLE REACHED PER DAY ON SOCIAL MEDIA**

**THE ANCHOR HAD 75+ RIDE SHARE DROP OFFS PER WEEKEND**

**100,000+ UNIQUE PHOTOGRAPHS TAKEN OF THE ANCHOR**

## **ACCOMPLISHMENTS IN SPITE OF COVID 2019 – 2021**

In just 32 months, The Anthem Group has successfully revitalized a mostly vacant space and transformed it not only into “Boston’s Best Beer and Wine Garden”, but into one of the most beloved community gathering spaces in the nation. The Anchor is a multi-award-winning success that has also received accolades and praise from colleagues and communities coast-to-coast, which state that The Anchor is the “new national model” for placemaking and community activation. The BPDA enabling such a project is a testament to the agency as well.

Although The Anchor is a success on many levels, COVID created immense obstacles that slowed down progress and potential. The Anchor was closed over a third of its existence (11 months in total) because of pandemic related closures and the initial “off season” at the end of 2019. In addition, the operation has weathered massive disruptions that include staffing challenges, supply chain issues, supplier shortcomings and increased cost of goods. The staff and management exhaustion also cannot be overlooked. The constantly evolving and substantially modified operation required extensive energy, surfeit volume of additional hours and countless new responsibilities. The Anchor team embraced the challenges and the need to keep its guests safe and healthy, but the operation did not function normally for the entire second season and most of 2021 as well. With only a handful of months of normal operation, all of which were in the initial startup phase - ripe with its own unique challenges, the business still managed to not only maintain a full staff, but it also created jobs and increased the growth of the operation significantly.

The pandemic caused substantial harm. The first year was occupied with startup tasks as well as the significant six-figure financial investment into the property, equipment and infrastructure. Moreover, there were the competing priorities of opening while still establishing the operation in order to not miss the summer months. The Anchor also opened on a mere six-week lead time. Typically, a venture of this scope would require several months to function optimally. Yet, the 2019 season (and large capital investment) set the table for what should have been a banner 2020 – except it was derailed due to COVID. Not only was the operation halted until July, but hundreds of manhours of event and program planning were wasted as no substantial entertainment, events or programs were feasible for the entire year. The financial losses were devastating, but it was pale in comparison to the complex operating and public safety needs once The Anchor reopened. The challenges evolved but did not lighten throughout 2020 and through all of 2021 as well.

Aside from sustaining a regular operation, The Anchor team had to pivot, adapt and evolve its existing strategy to maintain a COVID friendly programming schedule. The Anchor team worked tirelessly to provide an engaging social outlet during one of the most trying times in many people’s lives. Our team went through a meticulous process and used an abundance of caution to ensure all programs and activities were safe for all guests. The Anchor actually increased its number of programs (despite the shortened 2020 operating timeframe) in order to fulfill proper social distancing requirements (e.g., The Anchor’s Trick or Treating event was spaced out over three days as opposed to one in order to accommodate the need and interest of the community). Additionally, many of The Anchor’s programs shifted to a more demonstrative approach as opposed to participatory (e.g., live demonstrations and seasonal installations) which increased the number of curation hours significantly.

In spite of three disrupted years, The Anchor has established itself and fulfilled its and the BPDA’s vision for the space and the programming. Should The Anchor be able to operate a full season (January through December) the successful trajectory will be amplified. The Anchor can reach so many more individuals and families through its community initiatives, attract scores of visitors and cement itself as a landmark within Boston.

## AWARDS/ACCOLADES AND NOTEWORTHY MEDIA

### The Anchor

#### **Best of Boston, 2021**

This past summer, The Anchor was recognized as the Best Beer and Wine Garden in the City of Boston. Boston Magazine described The Anchor as “a clever more-than-a-beer-garden that transformed an empty plaza in the Charlestown Navy Yard into a festival like space for sipping suds from local craft makers – as well as wine and cocktails – and [soaking] up daily live events from band performances to outdoor fitness classes.”



#### **Dining Playbook Feature, 2021**

After being dubbed the Best of Boston and receiving other honors (just 24 months into existence), Dining Playbook featured an interview with Anthem President, Chris Sinclair and highlighted The Anchor as Boston’s newest, best and most unique hot spot.

[Dining Playbook Checks Out The Anchor - YouTube](#)



#### **Greater Miami Festivals and Events Association Conference, 2021**

This past summer, Anthem President, Chris Sinclair was invited to present as the keynote speaker at the Greater Miami Conference for Festivals and Events to share how The Anchor has combined food, beverage, creative placemaking and community programming. At the conference, The Anchor was recognized for being the new national model for outdoor activation and programming.

Following his return, The Boston Sun and The Charlestown Patriot Bridge featured The Anchor in a key piece recapping Sinclair’s presentation and highlighting the Anchor’s model as something that sparked global interest and could be replicated in worldwide.



Anthem President, Chris Sinclair presenting at The Miami Conference for Festivals and Events to a packed convention center about how The Anchor is a global model for placemaking.

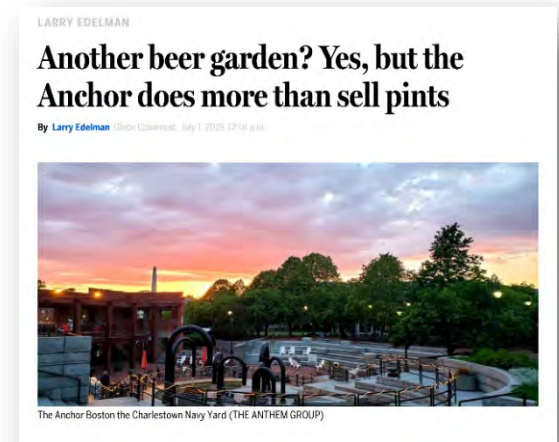
## The Rotary Club of Boston's Resiliency Award, 2021

The Anchor and Anthem team were incredibly humbled to be presented with the Resiliency Award for efforts made to retain employees during to the pandemic, not only to survive, but grow areas of the business and for persevering through an incredibly difficult time for the events, entertainment and hospitality industries. Not only did Anthem and The Anchor avoid layoffs, but managed to actually create jobs, support additional vendors and suppliers and increase collaboration with its community partners. The Rotary Club recognized this effort and appreciated the value that Anthem has for its people and its mission over profit.



## Boston Globe, 2019

During the summer of 2019, The Boston Globe featured The Anchor and it's "more than a beer garden" model, highlighting The Anchor's focus on free educational and entertainment programs for all ages in the surrounding community.



## Eater Boston, 2019

From its year one, The Anchor has seen significant media recognition, including a noteworthy inclusion in Eater Boston at the end of the first season when The Anchor was listed as the #1 spot for new restaurants opening up in Boston in 2019.



### 1. Charlestown: The Anchor

One of several quiet neighborhoods that didn't see any restaurant openings in 2019 (**let us know** if we missed one), Charlestown *did* have one new spot, albeit not a restaurant: the Anchor, a family-friendly and pet-friendly wine and beer garden and public gathering space with skyline views and an events calendar packed with arts, culture, and fitness events and more. While it's primarily a warm-weather space, it's also open for a couple December weekends for cold-weather-appropriate programming. Keep an eye on social media for updates on a 2020 reopening once we get through winter.

## The Anthem Group

### **Finalist – United States Small Business Person of The Year**

**(Chris Sinclair/The Anchor Boston)**

Anthem President, Chris Sinclair is a finalist for this year's United States SBA Business Person of the Year award for his success in business as well as contributions to his local community, primarily for his recent success with Anthem's latest venture, The Anchor.



### **Ask More of Business Award – Mendoza College of Business, Chris Sinclair**

Anthem President, Chris Sinclair, was the proud recipient of The University of Notre Dame's inaugural "Ask More of Business Award" for successfully making an impact at the local, national and international levels in its business, for profit endeavors and its social causes and mission.



### **2017 Distinguished Alumni Award**

**Mendoza College of Business, Chris Sinclair**

Just one year after his previous award from the University of Notre Dame, Sinclair was acknowledged as the youngest recipient of this esteemed award through Anthem's rapid growth from what started as a student-run and entirely self-funded company, to what is now a global multi-industry enterprise.

This honor showcased Anthem's major business accomplishments and also Chris' devotion to using his platform for various philanthropic endeavors.



### **FBI Director's Leadership Award, Chris Sinclair**

Chris Sinclair was awarded this honor for his efforts in combating crime, terrorism, and drugs and engaging the community in the areas of education and prevention.



Sinclair received the award from former FBI Director, Robert Mueller in a ceremony held earlier this year at FBI headquarters in Washington, D.C. The honorees were selected by the FBI field officers in more than 50 large U.S. cities.

### **UMass Center for Collaborative Leadership Leading the Way Award, Chris Sinclair**

Anthem President, Chris Sinclair was selected as the 2016 UMass Center for Collaborative Leadership's Leading the Way award recipient as a means to recognize an emerging and successful entrepreneurial leader that serves the community.



This award was presented to Sinclair at the fifteenth annual Changing the Face of Leadership Luncheon featuring former U.S. congressman and current UMass President Marty Meehan, and other dignitaries from the business, non-profit and government communities.

### **2018 National Sports Forum OM Foundation Award**

#### **Chris Sinclair**

This honor recognizes and celebrates Sinclair's achievement in the sport and entertainment industry, in addition to his ability to use Anthem as a platform to go above and beyond to better the community and positively impact the lives of others. This entails anything from volunteering to help teach underprivileged children how to read on the weekends to starting a foundation that helps raise awareness and money for a certain illness, and beyond.





## Joint Terrorism Task Force

Chris Sinclair was awarded an honorary membership of the Joint Terrorism Task Force for Anthem's role and support of both civilians and law enforcement in the aftermath of the 2013 Boston Marathon attack.



### 3. Key Staff, Partnerships, and Vendors



**Chris Sinclair**

Chris Sinclair is the Founder and President of The Anthem Group – a collection of highly acclaimed and award-winning entities and the parent organization of all Anthem-related properties. Among the marquee companies are Anthem Production, Anthem Strategy, Anthem Innovation, and Anthem Hospitality.

Since founding Anthem with his entire personal savings of \$500 while still a teenager, Chris has become an inspiring, accomplished, and renowned business leader throughout various industries. He has developed the companies into internationally recognized entities, growing Anthem exponentially from its humble beginnings as a boutique Boston-based events agency to a multi-industry enterprise with activity in over 70 markets across five continents. Chris' and The Anthem Group's inventiveness is routinely showcased throughout numerous local, national, and international publications and media outlets.

Chris has obtained an array of academic degrees, certificates, and honors. He has studied at La Salle University, Ohio University, Harvard University, University of Massachusetts' Center for Collaborative Leadership, the FBI Citizens Academy, and his Alma Mater: The University of Notre Dame. Despite his numerous achievements, Chris attributes Anthem's success to four chief characteristics instilled in the company's core values: ingenuity, determination, focus, and leadership.

Chris has actively or previously served as chair, board, or committee member for 20+ NGO, philanthropic, academic, or community-based organizations. Recent examples include UMass Sports Leadership (bachelors) Degree Advisory Board, Dana Faber UnMask Cancer Campaign Steering Committee, Notre Dame Mendoza College of Business Board, Boston's Somali Community and Cultural Association Advisor, and Chair of Hoop Dreams, a fundraiser co-hosted by former Los Angeles Clippers' coach Doc Rivers and former Boston Celtics' coach Brad Stevens.

With great pride, Chris dedicates his time to mentoring and teaching entrepreneurial and business fundamentals to students, aspiring innovators, and emerging companies. He has contributed to various colleges' entrepreneurship programs, career development offices and orchestrated Anthem's career initiatives. In collaboration with external partners, Chris continues to provide guidance, mentorship and facilitate high-level collisions between countless students looking to develop new ventures. Chris is a popular guest lecturer and speaker at numerous colleges, conferences, and professional panels, primarily focusing on innovation, entertainment, business strategy, corporate citizenship, philanthropy, and, of course, entrepreneurship.

Using his contagious spirit, Chris continues to leverage Anthem's scope to pilot new opportunities, enabling disadvantaged individuals to learn new tools, education, and life skills. He encourages any student, child, or adult to reach their fullest potential in life – regardless of their goals. Chris devotes time and resources to engage with underprivileged youth and adults by focusing on furthering education, athletic and extracurricular opportunities that facilitate social growth and development.

In South Bend, Indiana, Chris developed an entrepreneurship curriculum to empower underprivileged youth and create professional and entrepreneurial opportunities for local high school students. Chris moved to Cape Town, South Africa, to facilitate the overhaul of a state-funded entrepreneurship program that provided training to underserved township residents. Additionally, Chris directed research

showcasing regional housing challenges in the Western Cape to be submitted to the South African Parliament. Chris considers his ability to help and empower the less fortunate as one of his most significant efforts.

Chris has been honored with numerous awards and accolades for his various achievements, as well as his social initiatives. He has recently received five prestigious national awards that highlight his efforts in philanthropy, public service, and drive to create a positive social impact. Bestowed with the Distinguished Alumni Award from the University of Notre Dame's Mendoza College of Business, the OM Foundation Award at the National Sports Forum, the Ask More of Business Award from The University of Notre Dame, and the Center for Collaborative Leadership's Leading the Way Award. He was also the recipient of the FBI Director's Leadership Award for his efforts to combat violence, crime, terrorism, and drug use through prevention education. Chris is among the youngest individuals to receive these esteemed honors.

In the past year, Chris has added two additional companies to The Anthem Group collection and an industry standard-setting new venue. Anthem Innovation focuses on providing resources to assist, mentor and empower entrepreneurs to create large and scalable ventures. The second initiative is Anthem Incubator that concentrates on providing strategic and organizational guidance to spur entrepreneurial growth and kick-start small and Micro Ventures. More recently, as the leading force behind the creation of Anthem's newest project, The Anchor, Chris put his skills to the test as he reimagined how to utilize open space – both as an entertainment hub and community-centric public gathering space. His vision to create a multifaceted mix of venue, programming and community structure demonstrates Anthem's core value of simultaneously doing good and doing well. The Anchor is Boston's only multi-story public gathering space, performing and visual arts venue, open-air wine and beer garden and special event setting – and one of the largest placemaking programs in the United States.

Chris continues to focus on creating large-scale properties that also directly dial into communities, making it a priority to leverage Anthem's resources, scope, and influence to support worthwhile initiatives whenever possible. Under Chris' direction, Anthem has established an internal three-tier jobs program that provides opportunity and development to inner-city youth, individuals in recovery, and adults transitioning from homelessness back into the workforce. The Anthem team also collaborates with multiple CBOs to coordinate youth outings that offer education and opportunity to at-risk pre-teens and teenagers. The primary objective is to introduce the youth to new experiences, people, places and expose them to the world outside of their immediate and daily surroundings.

Anthem's diverse portfolio provides Chris a powerful platform to fuel his passion for philanthropy. Internally, Anthem spearheads its own philanthropic and civic initiatives that serve Anthem's local communities and the global community. The Anthem Group institutionally supports and helps provide entrepreneurial solutions to over 100 different charitable causes and organizations. All of Anthem's team share the philosophy that the decision to do good in addition to doing well is not a decision at all – it is an obligation.

As a loyal Notre Dame alumnus, Chris attributes much of his success and growth to his University. He never misses Fighting Irish football and supports the University whenever he can. A former college athlete, Chris remains very active and enjoys traditional sports and extreme activities such as rappelling, bungee jumping and mountain climbing. He is also passionate about the arts, music, animal welfare, health/fitness, and education, which inspire many of Anthem's programs and initiatives.

## **Anthem Key Staff**

**General Manager:** Shelby Elwell

**Management Staff:** Alejandro Bolvi, Alberto Ferreira and Raiza Fonseca

**Off-Site Event Coordinator/Point of Contact:** Ashley Mercurio

**Overarching Administrative, Financial Logistical and Creative Manager:** Chris Sinclair

**Staff Photographers/Videographers:** Lumyr Derisier and Harlem Logan

**Team Leaders:** Stephanie Gonzalez, Melinda Baker and Melissa Triant

**Event Coordinator:** Elizabeth DellaRoca

**Digital Marketing and PR Coordinator:** Amanda Danielle

**Community Manager:** Raiza Fonseca

## **Number of Employees Present Daily and Responsibilities (Based on peak season):**

### **Lead Manager: One**

- Tasked with overall accountability of the venue, public safety, staff, vendors, patrons, etc.
- Handles all emergency situations
- Flexibility to welcome visitors and engage in conversation
- Spearheads assigning tasks to management for further delegation
- Primary on-site contact for entertainers, special events and program collaborators
- Responsible for receiving all deliveries
- Contact for the BPDA and City of Boston agencies

**Management:** Two - not including the free-floating manager (oftentimes Anthem President, Chris Sinclair)

- Manager A - responsible for all *external* duties and communication including neighbor relations, vendors and other constituents
- Manager B - responsible for all *internal* duties including all hospitality and service driven elements as well as back-of-house and security obligations
- Both managers handle a cross section of responsibilities (both external and internal facing)
- Both individuals report to and receive direction from the lead manager
- Additional responsibilities include capturing visitors' experience through photography and videography for BPDA purposes
- Ensuring overall quality control (e.g., clean venue, service, food and beverage, etc.) throughout the entirety of the day

**Team leaders: Two**

- Lead report for all operation staff related to routine and common challenges
- Receives direction from management but also takes initiative on several tasks
- Reports to manager A or B depending on the topic (external or internal)
- Spearheads opening and closing procedures and are held accountable for quality of completion
- Double as service staff when appropriate
- Coordinate side work for front-of-house staff
- Completes end-of-day restocking and par level control

**Head bartender: One**

- Reports directly to team leaders, but has the ability to handle most service issues themselves
- Maintains real-time inventory
- Reposition service staff as needed
- Provides input on new menu items
- Primary contact for resolving consumer questions

**Operations staff (bar backs, service staff, security, etc.): 24 – 26 during peak operation**

- Reports directly to team leaders
- Responsible for a wide array of duties (e.g., greeting, service, security, bussing, general maintenance, etc.)
- Public facing staff
- Heart of the operation

**Community Program Manager (during community events): One**

- On-site liaison for all community partners
- Reports directly to lead manager
- Ensures that all programs and events can function independently from the venue operation
- Addresses most program related questions to ensure effective and efficient communication

**Community programming staff (during community events): Minimum of two**

- Separate staff from the hospitality operation dedicated to the programs
- Reports directly to Community Program Manager
- Number increases with scope and complexity of community initiative

**On-site Event Producer(s): TBD depending on event scale**

- Event Producer is on site when organizing large-scale events, festivals and more complex operations
- Guarantees that event operations are independent of hospitality and community programming, which ensures all elements of activation are executed seamlessly

## **Partnerships with Local Stakeholders and Community Organizations**

As outlined in Section 3 (marketing), The Anchor has already developed extensive partnerships with a host of vendors, key organizations and stakeholders that have been established over many years. Since its inception, The Anchor has forged alliances with community organizations from every corner of Boston and across the Commonwealth. In conjunction with Anthem's preexisting community building expertise, The Anchor is an energetic and effective community partner that is difficult to replicate.

Even with its substantial roster of collaborators and excellent rapport, The Anchor continuously seeks to foster new relationships. The business is an active contributor and member of noteworthy neighborhood groups including the Charlestown Chamber of Commerce, Friends of the Charlestown Navy Yard, the local business coalition and several more. The Anchor also spearheads its own initiatives to bring together community stakeholders in the business, non-profit and residential communities.

The Anchor has fully immersed itself into the fabric of the Charlestown and the Navy Yard communities, which have openly embraced its presence. The Anchor is a very well-known neighborhood asset that looks forward to leveraging its resources and visibility to fulfill its community-centric mission.

## **Supplier and Vendor Diversity**

Over the past two decades, The Anthem Group has worked with thousands of suppliers across the globe. At The Anchor in particular, the team collaborates with vendors and suppliers with incredibly diverse and unique backgrounds.

The Anthem team strongly values the promotion of diversity, equity and inclusion of small businesses owned by minorities, women, service-disabled veterans, those with a disability and LGBTQ individuals.

A few examples of vendors and suppliers that The Anchor works with include, but are not limited to:

- Fixx Chocolates – Nicole Economides, owner
  - Primary supplier for The Anchor's baked goods
- Crème de Liqueur – Nisreen Galloway, co-founder
  - Liquor-infused ice cream custard served regularly on The Anchor's menu
- Petit Vin LLC – Rachel Scott, partner
  - The Anchor's French wine distributor
- Henry Capita
  - The Anchor's vendor and collaborator for Caribbean chef demo series
- MavLife Clothing
  - The Anchor's merchandise collaborator
- Elizabeth McGurr
  - Primary collaborator on all Anthem's Boston Pride programs and events
- Salsa Y Control
  - Vendor for all Monday night salsa and bachata classes/instructors
- Celia Dances
  - Dance and aerialist instructor for all Middle Eastern dance classes and performances at The Anchor
- StepFlix LLC
  - Entertainment company that spearheads Latin-based dance ensembles and classes at The Anchor

## **BOARD OF ADVISORS**

The Anthem Group's Advisory Board is comprised of prominent leaders with expertise in Anthem's principal industries and involvement with Anthem's foremost philanthropic initiatives. The Board is represented across three subsections.

Collectively the individuals contribute experience, knowledge and guidance. The Board functions in an advisory role but is also hands-on to facilitate new initiatives, strategize public realm activation and spearhead special projects. The Board is dedicated to providing diverse and unique perspective. The most common areas of collaboration include community programming, arts and entertainment and a wide array of placemaking campaigns.

### **Arts & Entertainment**



#### **Ashley Mercurio (Board Chair)**

Ashley Mercurio is the National Events Director and Managing Partner for The Anthem Group – a collection of highly acclaimed and award-winning entities. Since starting with Anthem, Ashley has become widely recognized as one of the most respected and gifted events coordinators in the country. With extraordinary talent to produce private events while keeping an equally strong focus on public programs, Ashley is responsible for overseeing internal and external event operations for all Anthem properties. Additionally, she manages Anthem's highly renown global internship and fellowship programs which collaborates with some of the world's most prestigious institutions.

As an expert in venue and site selection, creative and décor design, event cataloging, pedestrian traffic flow and large-scale project management, Ashley plays an integral role in Anthem's everyday success. She is the client liaison for Anthem's high-profile galas, media launches and similar projects - and has coordinated hundreds of all-encompassing events from pre-event planning to post-event analysis. Ashley's brilliant gift with complex production and efficient organization has made her Anthem's leader on many internal procedures and operations. She straddles a hybrid of internal and external responsibilities. Ashley spearheads a mixture of wide-reaching operational, administrative and personnel duties while also leading creation, innovation and execution of both Anthem initiated and client-driven programs and projects. This rare skillset to be both creative and operationally proficient is a hallmark of Ashley's abilities.

Ashley has composed the production and execution of all fashion-based events, directed the personnel and operations for Anthem's 80-market International Music Festival and oversaw vendor operations for Boston's Fourth of July Fireworks Spectacular for over ten years. She oversees more than 100 suppliers, contractors and partners annually. One of Ashley's most beloved contributions to The Anthem Group is the conception and execution of the renowned New England Dessert Showcase – the country's original and leading boutique dessert experience.

Externally, she also spearheads most of Anthem's community and philanthropic partners, which now includes over 150 different organizations. Additionally, she manages an entire team that orchestrates nearly 500 public programs and events annually. On a weekly basis she directs more than a dozen client driven events, projects or campaigns.

As a leader of Anthem’s core values and philosophies, Ashley energetically serves as Chairwoman of Anthem’s own Placemaking and Public Art Advisory Board. She leads the majority of Anthem’s initiatives, such as the annual youth trick or treat Halloween celebration, Anthem committees on community programs and previously was a member for the Easter Seals Regional Board. Ashley showcases much of her philanthropic endeavors through her work at Anthem with non-profit partners, but notably enjoys collaborating with charitable organizations such as Cradles to Crayons and dozens of others.

Ashley graduated from the University of New Hampshire with a Bachelor’s degree in Communications with a minor in Sociology with Honors and was most recently named as one of LASSO’s Top Women in Events in 2020.

When she isn’t creating, managing and coordinating with The Anthem Group, Ashley enjoys spending time with her husband, daughters and two dogs. She enjoys family-time and activities such as baking, watching movies, sports and vacationing anywhere warm!



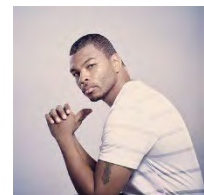
### **Jackie Robbins**

Jackie Robbins is a New England and Boston native, proud Emerson College alum and is currently a global producer with 15 years of award winning and high-profile experience. She is now based in Los Angeles but is actively traveling internationally for projects and returns to Boston often to collaborate with Anthem’s production and placemaking teams. Her most recent credits include Supervising Producer and Co-Executive Producer roles.

Jackie has worked on a variety of television series (Top Chef, The Real L Word), documentary feature films, branded content, live event production, music tours, podcasts/talk shows, and digital content. She is currently the Supervising Producer on Bravo TV’s hit series Below Deck and Below Deck Mediterranean, and has served as Co-Executive Producer numerous shows including on the upcoming Viceland documentary series, Fine Young Criminals.

On the feature documentary side, she has been a producer on two 3D concert films; Paramount Pictures’ Justin Bieber: Never Say Never which had a wide theatrical release, and Under the Electric Sky on Netflix. During her time at powerhouse digital studio Fullscreen Media, she executive produced a promotional project for NBC which won the 2015 Clio award for Best Viral Video, and helped launch a slate of original content for their SVOD service in a partnership with AT&T.

Jackie brings world-class media, film and production experience to Anthem’s already seasoned team. Her diverse and distinguished experience guides strategic decisions for Anthem in both public realm programs and entertainment events.



### **Kahleil Blair**

Maverik was born and raised right here in Boston, Massachusetts. He began his radio career at WZBC - Boston College where he majored in communication. He went on to intern for JAMN945 in his junior and senior years. More recently, he created hit anthems for the Boston Red Sox, New England Patriots and Boston Celtics that became known throughout the city. Upon graduation he was granted his own primetime radio show and never looked back! He quickly grew both as an on-air personality and recording artist, becoming



synonymous with Boston music and culture. He is known as the voice of the city. Maverik has opened for Lil Wayne, Future, Rick Ross and many of the biggest names in hip hop. He has deejayed for the World Champion New England Patriots and received multiple awards from the City of Boston for community activism with the youth. Maverik currently is the official resident disc jockey for The Boston Red Sox.



**Andrew Dennen**

Andrew Dennen has excelled in variety of client servicing and customer success roles with the Boston Red Sox for over a decade. Beginning his career in the Red Sox Ticket Office, Andrew soon transitioned to a department heavily focused on client facing initiatives. His efforts are now focused in the prestigious Premium Club memberships within Fenway Park. One of Andrew's main functions is to create different ways to increase program awareness and illustrate the value added elements members receive with their memberships both at Fenway Park and with outside venues and experiences.

His expertise in high level hospitality, entertainment and curation of innovative and memorable patron experiences benefits guests at The Anchor through his advisory on amenities, offerings and events. Moreover, Andrew advises on community and youth initiatives and the establishment of unique and engaging elements for each event.

Andrew graduated from Susquehanna University (PA) with a major in Business Administration and emphasis in both Finance and Marketing. Andrew ran his first ever Boston Marathon in 2018 and aims to complete a second in 2021. He resides in Charlestown, MA with his wife, Janelle.



**Ajay Sisodia**

AJ currently serves as the Managing Director of Business Development for the Innovations Center at Truth Initiative. Truth Initiative is America's largest nonprofit public health organization committed to making tobacco use a thing of the past. Having merged his passion for health and technology, Sisodia brings a wealth of experience in enterprise partnerships and client relations.

Over the course of his career, Sisodia has had the honor of working with all types of organizations ranging from locally owned businesses to some of the largest brands in the world including AT&T, Nike, General Mills and Jeep. Prior to joining Truth Initiative, he served as Director of Strategic Development at Virgin Pulse, the largest global health and well-being technology and services company. While there, he worked with clients to offer solutions across all areas of well-being to achieve long-term health and productivity results for their employees.

Sisodia is passionate about equal opportunity and mentorship. He serves as a head coach for the Special Olympics of Massachusetts and previously volunteered for Big Brothers of Massachusetts Bay for five years. He received his bachelor's degree in economics from Wheaton College in Massachusetts where he was captain of the track & field team and a three-time All American Award recipient. AJ resides in Wellesley with his wife and two children.



### **Julie WeatherBee**

Julie Wetherbee holds a Bachelor of Arts in Communication with a Pre-Law minor from Boston College. After graduating with honors from Boston College, Julie worked in television broadcasting for 10 years, more specifically in sports reporting as an on-air reporter. She worked for the Celtics, Fox, NESN, WBZ and Comcast to name a few.

Julie has also worked in public relations and marketing. She was the Marketing Director for the Commonwealth of Massachusetts' Office of Business Development.

Most recently for the past eight years, she was a business owner of a local yoga studio, which during the pandemic pivoted to become completely virtual. Working as full-time real estate agent leaves little time to teach, but Julie still finds herself teaching a yoga class or two per week.

Julie's love to foster long-term relationships, help others and thirst for asking questions and finding information has led her to real estate. Through real estate Julie can fulfill her need to connect with others and work with buyers and sellers to get them exactly what they need and want.

When not working, Julie has another important job as a mom to a beautiful almost four-year-old little girl. She also enjoys being active and outdoor activities with friends and family.



### **Harlem Logan**

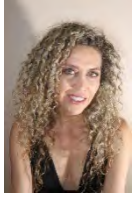
Harlem rediscovered his love of still and motion pictures after years exploration. Before serving as an Army Medic, he served as a full-time volunteer in City Years first full year in Boston. Both of these adventures, cemented a love of service to others. It wasn't until after working in California in the film industry, that he became a yogic Buddhist, and began cultivating his love of imagery. With the support of friends, family, and fellow photographers, he continues to find joy in whatever he does.



### **Kristy Fagone**

Kristy Fagone has lived in the Boston area for the better part of 10 years. Her career has flourished through working with some of Boston's premiere service, hospitality and restaurant brands, with a focus on training and development. Kristy specializes in creating onboarding and training programs for new and existing employees to take their own knowledge to the next level. Immersed in Boston's high end service industry since early in her career, she offers the perspective of "both sides of the spectrum" and is passionate on both sides coming together.

Kristy has worked with The Anthem Group in their opening of The Anchor through its developmental stages and staff trainings. She believes in its community aspect and mission and looks forward to continuing to help the project succeed through training initiatives and continued staff growth.

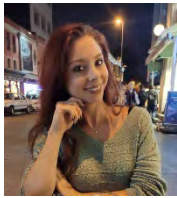


### **Lilliana Barrera**

Liliana is a professional dancer and instructor with more than 18 years of experience in both performing and teaching. She is also a certified Pilates instructor who has explored the physical, expressive and artistic connection between various forms of dance, such as Oriental dance, Tango, Salsa, Aerial dance and Latin rhythms, as well as the discipline of Pilates. These certifications allowed her to better understand physical movement and its connection to communicate and express emotions. Throughout her dancing journey, she has studied a wide variety of rhythms and techniques that she incorporates into her repertoires and classes. She emphasizes on the importance of incorporating breathing, good posture, strength and flexibility into the movement, in order to connect the physical, emotional, mental and spiritual, with a high sense of awareness.

Liliana is the founder and artistic director of StepFlix, the entertainment company that offers dance and circus shows, flash mobs, shows for kids, live music, DJs, photography and video production services, for private and corporate events.

Liliana also created a library of online lessons, that has more than 2,000 dance & fitness classes of different styles; these are organized in a progression, so people can really learn how to dance and exercise effectively. Among the style, StepFlix has: hip hop, belly dance, flamenco, samba, salsa, tap, tango, ballet, bachata, Pilates, cardio, body conditioning and others.



### **Elizabeth Nelson**

Elizabeth is an internationally experienced multifaceted dance performer who specializes in belly dance and aerial arts. Her past performances include shows at 5-star hotels in Alanya, Turkey and Hurghada, Egypt, full-length programs with Bellybeat Dance Company and routines at a variety of upscale Boston venues. Theatricality, musical nuance and the ability to connect with an audience are central to Celia's dancing. Bringing aerial arts to The Anchor in 2021 has been a "high"light of her recent experience!



### **Lumyr Derisier**

Lumyr Derisier is a Boston native dancer and photographer who has been shooting events for over a decade. With a love of dance, a passion for people and an obsession for detail, Lumyr finds joy in the product and process of creating art.

Lumyr has studied Salsa and Bachata under the direction of Anara Frank of Metamovements dance company and began teaching bachata with Alma Latina Boston in 2018. Currently, he is a member of the organizing team for Sabor Latino Boston - an events organization led by Andres Giraldo of Salsa Y Control Dance Studio, where he participates in their goal of bringing fun and innovative Latin dance events to the City of Boston.

Lumyr passion is to see a dance community without walls in the City of Boston and to foster a "we can " attitude among all its participants. Lumyr is most known for his big smile, hearty laugh and chiropractic hugs.



**Melissa Frost**

Melissa Frost is a Business Development Manager at Robinson & Cole LLP. She has been working in legal marketing for over a decade. Her role encompasses all business development and marketing efforts for several practice groups in the firm, such as creating and implementing yearly business development plans and budgets, client relationship development and management, managing speaking engagements and opportunities, and leading the strategic planning efforts of each of her practice groups to increase the visibility and brand awareness in respective markets.

As an Anthem alumnus as well - one of the company's earliest interns, she has a unique understanding and appreciation for the organization and its mission. She has remained involved with Anthem and has advised and played a role in its growth. Melissa contributes her vast marketing, communication and brand-building experience to enhance Anthem and The Anchor's multifaceted community and philanthropic focused programs. She works with her colleagues to curate, shape and message the public facing and community activation, especially for family-centric initiatives.

She currently spends her free time frequenting playgrounds and chasing around her 2.5-year-old son, but highly enjoys red wine and embarrassing reality TV shows.

## Placemaking and Culture



**Jess Wong**

Jesse Wong joined Santander in January 2018 as Executive Director of Corporate Investment Banking. Jesse is responsible for the growth of SCIB cash management portfolio focusing on Technology, Media, and Telecom, Industrials, Consumer, Retail and Healthcare, and Financial Institution Group. Prior to joining Santander, Jesse served as a Director of Global Transaction Services at Bank of America Merrill Lynch where she covered large corporate Technology, Media and Telecom vertical both domestic and international.

Jesse is very actively in the community where she is currently the Lead for Santander Veteran Network for Volunteer/Community Affairs. She was also the Chair of Goodwill Young Professional Committee, Chair at Bank of America Merrill Lynch Military Support and Assistance Group in Boston (MSAG), and Co-Chair at Bank of America Community Volunteer Boston. She was also part of the mentorship program at Cherie Blair Foundation for Women where she served as a mentor for women entrepreneurship program. Jesse is also one of the top fundraisers for Alzheimer Association in Boston.

Jesse earned a BBA from University of Massachusetts Amherst, and MSF in Finance Economics from Boston University.



**Alberto Ferreira**

For over a decade, Alberto Ferreira has mastered patron experiences on both sides of the Atlantic Ocean. Originally hailing from Portugal, with family roots in the Azure Islands as well, Alberto is able to leverage his global experiences that have taken him from the Islands, to Europe and ultimately to his home in the United States. Alberto initially joined Anthem as a marquee team member with The Anchor. With a keen eye for detail, thorough follow through and significant experience in business-to-business, as well as, consumer facing positions, Alberto quickly rose to a team leader and ultimately on-site manager. He was a marquee and instrumental player during The Anchor's inaugural season and played a vital role in the launch of its sophomore season in 2020.

Additionally, Alberto is adept in an extraordinary diverse range of skills. It is more than his managerial prowess that impacts both the operational and community-centric sides of The Anchor. His handiwork is prevalent throughout the venue. His customer service experience shapes the hospitable nature of the entire team. Likewise, his overarching business sense and interpersonal skills make him indispensable. Alberto now contributes to Anthem and The Anchor through guidance, feedback and creativity on community, placemaking and philanthropic initiatives. His years of experience, global perspective, impressive personal journey and diverse skills provide immense value as The Anthem and Anchor teams strive to continuously strengthen its social mission.



### **Nicole Underwood**

Nicole is a dynamic connector and storyteller who specializes in implementing strategies to promote connectivity, engagement and education through music and the arts. Her specialties include communication strategy, marketing and promotions, educational speaking, media relations, content creation, event management, community outreach and relationship building.

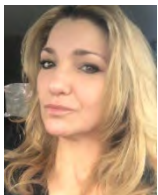
Some of her roles have included serving as Director of Roosevelt Row Community Development Corporation, home to First Fridays in Roosevelt Row Arts District, one of the nation's largest community art walks boasting 30,000 each month. She is also co-author "Phoenix's Roosevelt Row" with Roosevelt Row CDC's co-founder and board vice president Greg Esser. As a consultant, she serves a number of local arts nonprofits and small businesses to help shine a light on the great work taking place in their respective efforts.

Currently, she has ventured into the world of music event production, recently launching The Zenith Experiment, creating local music-driven events that connect audiences together in authentic and meaningful ways. She has helped produce 4 ongoing music series, comprised of over 50 shows, and has grown to 80 shows in the first 6 months. She founded "Beyond Jazz Phoenix" to launch a 4-day event celebrating Blue Note Jazz's 80th year anniversary and is in the works to develop further projects that connect people together around the power of music. You can read about her recent music efforts on Page 12 in January 2020's edition of Java Magazine.



### **Nisreen Galloway**

Born and raised in Massachusetts, Nisreen is a foodie who fell in love with Boston at first bite. After attending Emerson College, she spent a lot of her early career working in food related industries - from catering and digital media to foodservice GPOs and technology. She is currently the co-founder of Crème de Liqueur, a liquor-infused ice cream custard made in Massachusetts and is enjoying the chance to make ice cream that uses local spirits and mix-ins when possible. A big passion of hers is supporting and highlighting local businesses and shining a light on female-owned and diverse entrepreneurs.



### **Jen Bowman**

Jennifer Bowman worked in the corporate world as a software sales professional for fifteen years before transferring her skill set into the non-profit world as an accomplished fundraiser. For the past twenty years, she has worked in development and communications for some of the largest and well-known non-profits creating some of the most profitable events in the organizations' histories. In her spare time, she golfs, rescues dogs and is an avid lover of all animals.



### **Kara Ruthe**

Kara Ruthe is a United States Air Force veteran. Her duties led to service both domestically and abroad. Subsequent to her military career, Kara attained her Bachelor's of Science in Nursing with high honors. While at the prestigious Northwestern Memorial Hospital in Chicago, Kara worked in a myriad of capacities ranging from clinical in the emergency department to full-time positions in the operating room. She is currently a traveling Labor and Delivery specialist having most recently completed an assignment at Newton-Wellesley Hospital. As a traveling nurse, Kara continues to accumulate invaluable experience in a variety of hospital settings and different cities, which she applies to her career and to her Anthem advisory role.

As a high academic achiever from an early age, having spearheaded her own study-abroad program at just 16 years old - one of Kara's passions is encouraging young women and girls to break stereotypes, study math and sciences and to learn new cultures. Her initial time abroad was a year-long high school program in Japan, which was a prelude to her primary stationing in Germany and additional time in a host of European nations. Kara's extensive travels, education and understanding of diverse cultures helps shape community initiatives at The Anchor that are designed to expose inner-city youth to new ideas, people and places. Kara brings substantial experience to the board. Her multifaceted career, ranging from medicine to military and academic accomplishments that date back to her time in Japan set an example for teens and pre-teens that there are many paths to success.

In her personal life, Kara is a devoted dog and cat mom, an artist, a Notre Dame football fan, an avid reader, and is bilingual speaking both Japanese and English. Additionally, she is involved in volunteer and philanthropic efforts with an emphasis on vulnerable and at-risk children. She loves her new adopted home of Boston and loves the impact she makes through Anthem and The Anchor's mission of serving its local communities.



### **Rocio Becerra**

Rocio currently provides operational support and transportation management to one of Georgia's Largest Transportation Companies, Cooper-Global.

Originally a Native of Southern California, Rocio has worked in the transportation industry for over 15 years. Working in various transportation fields from Fleet Trucking to School Buses, Motor Coaches to Event Transportation Management, Rocio has had the opportunity to work Nationwide with companies such as Carey International, TMS, First Group America, SP Plus Gameday, Metropolitan Shuttle...to name a few. She has had experience in almost every aspect of the industry, from reception and sales to dispatch and operations. She was a Managing Partner and VP of Business Development for The Travel Firm, a Transportation Management group out of Dallas, Texas. While focusing on developing transportation solutions for groups and organizations large and small, she found passion in combining reliable transportation at low and affordable cost for various non-profits and religious organizations such as Boys and Girls Club, YMCA and Archdiocese of San Antonio. Rocio is a member of the United Motor coach Association and has been an active member of the local convention and visitors bureau.



### **Layla Evans**

Ms. Evans has extensive experience in hospitality, sales, and guest experience. She has worked with Anthem on its projects both in the UK and in the US for the past two years. She is a resident of Manchester, UK and leverages her extensive event and restaurant experience to guide The Anchor's initiatives focused on Boston's global tourism industry.

Ms. Evans has provided invaluable advice and insight into international best practices during the launch of The Anchor. She looks forward to continuing her role and expanding her reach to all areas of Anthem and The Anchor.



### **Raiza Fonseca**

Raiza Fonseca, is a Project Coordinator at The Anthem Group. She graduated from the University of Puerto Rico with a Bachelor's in Business Administration and a concentration in Marketing. In Puerto Rico, she worked as a Junior Business Consultant and was certified in MCP-Microsoft Dynamics CRM Application 2015 and MCP-Microsoft Dynamics CRM

2016 Online Deployment. She was later accepted to study for a Master's degree in International Business and awarded a scholarship for her second Master's in International Marketing at Hult International Business School in Boston, Massachusetts.

During this time, she and her team won the Social Impact Hackathon and developed a marketing campaign for the One World Strong Foundation. She was a recipient of the Dean's List Award and competed in the Hult Prize, where her team came second place. Additionally, she acquired the Google AdSense Google Analytics Certified, HubSpot Academy Social Media Certified and Associate-Level Certified from Action Selling. She is a volunteer at the American Red Cross in Puerto Rico where she is active in helping others around the island.

During 2017, she took the role of Public Affairs throughout the Hurricane Maria Relief Operation and managed the Communications Department at a critical time. Currently, she is a manager at The Anchor Boston, actively supporting event production, hospitality initiatives, as well as services for several clients. She coordinates mixed-media, marketing and digital campaigns throughout several online platforms simultaneously for Anthem properties and company clients. In her free time, she's training for a half marathon and enjoys her new home of Boston.



### **Shelby Elwell**

Shelby Elwell is the Program Manager for The Anthem Group. With diverse experience in both hospitality and event production, Shelby's talent has enabled her to acquire extensive experience. She spearheads a wide spectrum of responsibilities within Anthem Production and Anthem Placemaking. Additionally, Shelby currently manages

The Anthem Group's newest waterfront venue – The Anchor, Boston's only multi-story public gathering space, performing and visual arts venue and open-air wine and beer garden.

In her role as a Program Manager, Shelby previously directed "The Big Cheese" Holiday Tour, which launched this new and dynamic product into the market. She supervised operations in Boston, NYC, Philadelphia and Washington D.C., which included orchestrating the transport of product, infrastructure and personnel. Shelby has coordinated other marquee brand activations across the country as well, including Uptime Energy's 50+ market campaign, the brand's signature NYE partnership in Detroit and



special ski-themed winter projects. She has also worked with dozens of other clients and brands throughout the course of her Anthem career.

Furthermore, Shelby was one of Anthem's key team members to work with "Stockton Scholars" for its inaugural media launch in California, with the primary purpose of the event being to reveal a \$20 million-dollar donation to be used to initiate a college scholarship program available to all Stockton Unified graduates. Shelby and her team travelled to Stockton, CA to produce all aspects of the event which featured international media outlets, highly influential California elected officials, VIPs and nearly 600 high school scholarship participants.

In her capacity with Anthem Placemaking, Shelby has been a leading force behind over 1100 free public events, programs, public art and seasonal installations in the Charlestown Navy Yard. Additionally, Shelby is the lead manager for an expansive team that includes assistant managers, team leaders, security personnel, operational employees and service staff.

Shelby works closely with members of Anthem Marketing to contribute to business-to-business campaigns including mixed media and digital, throughout several online platforms weekly. She plays a key role in establishing and cultivating new and existing relationships with vendors, suppliers, talent and other constituents. Additionally, Shelby is instrumental in operational management and execution for both client-driven and internal programming.

She graduated Magna Cum Laude from Endicott College with a major in Hospitality and Event Management. She was a prized member of the Women's Soccer Team, where she was recognized for being the "All-Conference" Female Student-Athlete of the Year.

Shelby has a passion for traveling and exploring new cultures and has already frequented several countries across the globe. She enjoys spending time on her family's farm in Connecticut, watching Notre Dame football, staying active with fitness and soccer and supporting all Boston sports teams.



**Erica Schatz**

Though generally a quiet individual, Erica becomes quite animated and vocal when she is at work. This is because she is a teacher. Throughout her 15 years as an educator, she has taught the gambit, from kindergarten up to eighth grade. In the most recent years, she's been teaching 4th grade within the Los Angeles Unified School District. When she isn't busy filling young minds with knowledge, Erica can be found spending quality time with her 3-year-old son, reading from a never-ending stack of books, crocheting Hogwarts House attire for friends, or jumping into the world of camp directing at her own childhood camp. Learning, creating, and teaching are her life's passions.

With her family hailing from both Mexico and the United States, her passionate work with youth and fulfilling her life's calling in teaching, Erica hopes to inspire programs and community building throughout The Anthem Group's youth, family and placemaking initiatives - with a specific focus on The Anchor. Erica aspires to establish some reciprocal programs in between her students in Los Angeles and the young students served via The Anchor's outreach. Her diverse experience in and out of the classroom provides the foundation and vision for her significant board contribution.



### **JJ Long**

Among many talents and professions including a painter, actor, signer, writer and voice over artists, J.J. Long is the founder of JJ Artworks, LLC – an art and entertainment business established in 2005. What once started out as an oil painting business has now grown into a social painting event company that also creates music, film, and voice over projects. As J.J.'s love for art grows in all media types, so will the JJArtworks™ brand. It is with this umbrella name that J.J. and his artists seek to add value to the world, through their creative passions across all mediums.



### **Ali Akell**

Ali Akell is an artist and painter who has been involved with The Anchor's curation process for programmatic and aesthetic placemaking since its inception. In addition to her contributions on several of the venue's visual design projects, Ali created two of The Anchor's landmark artworks.

Ali holds a BFA in Art Education from Massachusetts College of Art as well as an MA in Critical and Creative Thinking from University of Massachusetts Boston. Passionate about all things visual and aesthetic, Ali brings her enthusiasm for art and community to The Anchor's ongoing commitment of vibrancy and dynamic experience to the public.



### **Alejandro Bolvi**

Alejandro is a Mexican entrepreneur and professional musician. He had an extensive career in the hotel industry, including "The Inn at Harvard " for eight years as a primary concierge. Additionally, Alejandro built his own company in 2004 in the cleaning services industry. After 14 years he successfully sold the business to transition to his new challenges. As a musician, he was member of the Department of Romance and Literature of Harvard University, teaching history of Latin music. Alejandro brings a diverse and unique perspective to all Anchor to all programs, especially live performances.



### **Paige Frawely**

Paige relocated to Boston after graduating from Stonehill College with a Bachelor's degree in Arts Administration. She enjoys exploring her beloved new home and finding new local restaurants, museums and venues. But Paige does not venture out only for the food, but for the art and design choices that create unique experiences, which she utilizes as inspiration in her own creative process She has always been interested in painting, drawing and exploring new artistic pursuits. Paige is proficient at incorporating simple abstract shapes and contrasting colors or mediums in her art. She aspires to bring together opposing elements to create new harmonies. Patrons can also find her art hanging upstairs on the brick pillars at The Anchor. During her tenure on The Anchor board, Paige hopes to share her experiences as a newer resident, an artist and as a creative female innovator

## Strategy and Finance



### **Jorge Sagastume**

Jorge Sagastume is a business professional experienced in entrepreneurship, sales, marketing, technology, and intellectual property protection. He is the President of EscrowTech International, Inc. Mr. Sagastume has over 15 years of experience in managing companies, marketing, selling products, and protecting intellectual property including launching start-ups, developing their marketing and sales strategies, and getting those companies to profitability. The venture group that Mr. Sagastume is a part of currently owns and manages EscrowTech International, Limble CMMS, KatanaRx, and GoldElite. Mr. Sagastume is a managing partner in Yukon Labs. He is a frequent speaker on intellectual property protection, including software and technology escrows, before various government, legal, professional, and business groups. Mr. Sagastume holds degrees in business from Brigham Young University.

Mr. Sagastume is available to law firms, corporate legal departments, and other interested persons to discuss legal and business issues relevant to software and technology escrows, IP audit trails, and IP archives, as well as the technical verification, software due diligence, and open-source program mining services available from EscrowTech.



### **Mark Hubbard**

Mark Hubbard is an independent consultant providing services exclusively to senior management, primarily in media, entertainment and sports. His areas of expertise include business valuation, negotiating transactions, financing and restructuring, enterprise modeling, sales development and training, and executive coaching. He works with public and private companies, both in the U.S. and internationally. Previously, Mark spent over 25 years in the broadcasting industry, from radio to television to new technologies like satellite and Internet convergence. Highlights include Senior VP, Corporate Development for Clear Channel during its major acquisition period, President of Flagship Broadcasting (TV), President of Fairmont Communications (radio), Executive VP of Osborn Communications (radio) and V.P and General Manager of WKRQ-FM for Taft Broadcasting. He has a Bachelor of Architecture from the University of Notre Dame and an MBA from the Wharton School, University of Pennsylvania.



### **Michelle Parad**

Michelle had a conventional start to a career in accounting, starting as an auditor at PwC serving a variety of tech startups and entertainment clients. Michelle continued her career in public accounting at a large regional firm, before becoming the assistant controller of a gas station and real estate holding company. It was there that Michelle realized she wasn't a conventional accountant in her core. She gained much more satisfaction in finding a better, more efficient way to get work done. That satisfaction drove her to automate herself out of a job. She reduced a three-week monthly close process and a five-week quarterly close process into a three-day activity. Eventually, she ran out of processes to fix, and moved on to Internal Audit at Voya Financial, where she got more formal training on process and controls.

In 2015, Michelle took a role at Prudential Financial improving and documenting financial models. When all her tasks were completed, she transferred to a new department focusing on enterprise-wide Actuarial forecasting process improvement. She was the systems architect for a newly developed warehouse that holds all domestic business unit forecasted data produced in the Actuarial models, and shares that's data downstream with several other systems and ledgers to facilitate the forecast. Her accounting background, natural curiosity, and propensity for governance and control made her the ideal candidate to complete such a huge task on a short timetable.

As the initial phase of the project wrapped up, she was approached by Insurance Risk Management, where she is currently a Director. This team does forward looking research on Mortality, Morbidity, and Policy Holder Behavior assumptions to better understand Prudential's future capital needs. The work her team does supports stressed reviews of overall company financial health, baseline forecast, and modeling inputs for 10k and 10q reporting. Michelle enjoys a challenge and is very analytical. She's an enthusiastic problem solver and always available to advise Anthem. She believes in this company and is part of the support system that contributes continuing success.



**Alison Doherty**

Ms. Alison Doherty is a Vice President in the Global Credit Finance division, at State Street Bank & Trust Company, which provides financing for a diverse client portfolio. She manages loan syndication for regulated funds, where State Street is a leading provider with \$17 billion in commitments.

Previously, Ms. Doherty managed State Street's \$2 billion municipal tender option bond program. During this time, she also served as the client relationship manager for all municipal credit enhancement relationship in the southeast region of the United States.

Additionally, Ms. Doherty has leveraged her extensive financial and business experience to spearhead a research program in collaboration with the Massachusetts Business Roundtable and the Retailers Association of Massachusetts through the Center for Collaborative Leadership. This initiative focused on examining the major costs of doing business in the Commonwealth of Massachusetts compared to neighboring states and provided recommendations for best practices to incentivize small businesses to come to the state.

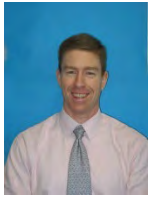
Ms. Doherty holds a BS in Business Administration, an MBA and an MS in Finance from the Carroll School of Management at Boston College. She is a CFA charterholder and has previously held Series-7 and 63-FINRA securities licenses. She is a member of the Boston Securities Analyst Society, the CFA Institute and an alum of the Emerging Leaders Program at UMass Boston.

Ms. Doherty contributes seasoned and diverse business, analytical and financial experience to The Anchor and Anthem teams. She advises on a range of strategic decisions that impact both current placemaking and entertainment programs, as well as, future growth opportunities. Moreover, she plays an active role in the creative process having spearheaded fitness, wellness and social programming.



**Daniela Tridente**

Daniela Tridente is a Brazilian Radiologist currently working at BIDMC. She moved to Boston in 2018. Daniela has quickly grown very fond of her new City. Her interests include minimalism, sustainability and marine life. She hopes to continue to straighten her ties to the community and make Boston her long-term home. Daniela brings very unique experiences, relevant interest and important perspective to The Anchor board.



**Michael R. Kirby**

Michael R. Kirby is an accomplished C-level Executive with a history of success at driving global growth of financial services organizations. Michael is currently the Managing Director and CFO of the Americas, Europe, and Global Energy for Noble Group, where he manages the finance function and is responsible for ensuring that all resources are optimally allocated across all support functions. As the former COO for the Royal Bank of Scotland Asia Pacific - Hong Kong based region, Michael was responsible for this 14-country region that produced annual revenue of \$2 billion and held responsibility for 1,700+ personnel. This is a testament to Michael's tremendous financial resources and business knowledge in strategic planning, infrastructure development, and much more. Michael currently sits on the Anthem board, a position he has held for the last eight years.



**Dr. Steven Ian Meisel**

Dr. Steven Ian Meisel specializes in the development of management skills and management communication. His work is focused on increasing skills of negotiation, problem-solving, and conflict resolution. In addition, he has studied communication at both the interpersonal and larger organizational levels. He teaches graduate and undergraduate courses in organizational behavior, power & influence, presentation skills for business, and organizational communication.



**Joshua Gentine**

Joshua Gentine is a private consultant working with start-up companies to execute go-to-market strategies through consultation in production, procurement, marketing and distribution. Joshua takes investment positions in these start-up companies and also helps manage all the day-to-day operations while the company is developing. Additionally, Joshua works with a group of advisors to find business opportunities in the consumer products and technology sectors. These opportunities range from seed capital and M&A to basic consulting work to help position companies within their given markets. Prior to starting his consulting practice, Joshua spent time in South America and Africa working with several non-profit organizations; he also spent two campaigns with the United Way of Greater Milwaukee managing their loaned executive program and managing their law, accounting and investment firm giving programs.



**Jen Dubois**

Jennifer DuBois Stevens will always consider herself a Bostonian at heart, but currently resides with her family in the U.S. Virgin Islands. Jennifer is no stranger to Anthem, having initially met the company founder while working together on some of Anthem's earliest clients. She has become life-long friends and colleagues to the Anthem team and throughout the years there has been a reciprocal mentoring relationship.

After a decade in HR for FedEx, and being no stranger to the hospitality industry; Jennifer now utilizes her current role as a Practice Manager at a Virgin Islands Law Firm to offer assistance to small businesses owners in an advisory capacity; specifically, in the Food and Beverage/Hospitality Industry. Mrs. Stevens sits on two additional boards in the Virgin Islands for small property management companies, continually furthers her education in the law field, and has a devoted heart for philanthropy. In her spare time, she is an avid traveler, gardener, and loves all things connected to the ocean. She brings diverse professional, community-driven and philanthropic experiences to The Anthem Group - specifically its community initiatives with The Anchor. With a passion for women's rights, Mrs. Stevens is spearheading the curation of two programs designed to engage and motivate young women, which are a part of The Anchor's public programming mission. Additionally, she advises on a range of activation concepts from public art to education.



**Brian R. Shaefgen**

Brian R. Shaefgen is CFO of 5 BARS, a telecommunications infrastructure firm. Prior to 5 BARS, Brian was the CFO of Mobilitie, served as CFO/COO of Vintage Capital Group, a real estate and private equity firm; CFO of Harbor Group International, a real estate investment firm; and CFO of Ambassadors International, a publicly traded holding company. ] Brian has previously served in board, executive and audit committee capacities of several nonprofit organizations, including ForKids, Big Brothers Big Sisters of Orange County and Families Forward. He received his Bachelor of Business Administration from the University of Notre Dame. He is a certified public accountant and licensed real estate broker.



**Colleen (Guest) Marchetta**

Colleen Marchetta, DO is a Board-Certified Emergency Medicine physician and a Fellow of the American Academy of Emergency Medicine. Dr. Marchetta is currently practicing Emergency Medicine at Penn Medicine Princeton Medical Center in Princeton, New Jersey. She is also the Medical Director of Newtown Ambulance in Bucks County, Pennsylvania. She graduated from Philadelphia College of Osteopathic Medicine and completed her residency at Temple University Hospital in Philadelphia, Pennsylvania. She graduated Magna Cum Laude from LaSalle University. As an Emergency Medicine physician, she has been an active member in her various hospitals. She was a member of the Emergency Medical Services Committee (St. Mary's Medical Center Langhorne, Pennsylvania), as well as the Bioethics Committee and Continuing Medical Education Committee (Doylestown Health Doylestown, Pennsylvania). At her current hospital she has been a part of the Disaster Planning Committee that played an important role in planning and management of the COVID-19 Pandemic. She is also a member of the Information Security Advisory Committee, as well as the Penn Medicine Emergency Department Enterprise Committee. She currently resides in Princeton, New Jersey with her husband and four children.

## 4. Respondent's Name and Organizational Structure

**Organization Name:** The Anthem Group (Corporation)

**State of Incorporation:** MA

**Mailing Address:** 1 International Place Boston, MA 02110

**Phone:** 617.381.4746

**Email:** [csinclair@theanthemgroup.com](mailto:csinclair@theanthemgroup.com) and [selwell@theanthemgroup.com](mailto:selwell@theanthemgroup.com)

**Incorporation Date:** April 24<sup>th</sup>, 2005

**Website:** [www.theanthemgroup.com](http://www.theanthemgroup.com)

**Officers, directors and parties that have direct or in-direct interest in the corporation:**

- **Chris Sinclair**, Anthem President and Treasurer
- **Ashley Mercurio**, Anthem Vice President and Secretary
- **Shelby Elwell**, Anthem Program Manager and Anchor General Manager

---

Signature of the Respondent

Chris Sinclair – President and CEO of The Anthem Group

---

1. Name and Title of the Respondent

## 6. References

**Name:** Larry C. Moulter

**Title:** Previous President and CEO of the Boston Garden Corporation. Other former and current roles include:

- a. Director and Chairman of the NESN Regional Sports Network
- b. Executive in Residence at the Center for Collaborative Leadership
- c. CEO of BostonCoach
- d. CEO of strategy and consulting firm – Moulter Associates
- e. Chief of Staff for numerous political offices
- f. Civil Engineer
- g. Literary Agent

**Address:** larrymoulter@gmail.com

**Phone:** 617.901.9262

**Name:** Rebecca Kaiser

**Title:** Former Chief of Staff, Spaulding Rehab

**Address:** becca.kaiser@gmail.com

**Phone:** 617.314.3664

**Name:** Michael Parker

**Title:** Counsel with Dain, Torpy and Community Preservation Committee Member/Chairperson with the Boston Conservation Commission for the City of Boston

**Address:** mparker@daintorpy.com

**Phone:** 617.331.5375

See **Appendix B** for additional references and letters of support.



## Consumer and Visitor Feedback

Additional feedback listed in **Appendix C**.

**Erica Jane**  
1 review  
★★★★★ 10 months ago

I was a bit nervous to go out yesterday, but I needed some Christmas cheer, and I'm so glad I came here. The ice sculptures, alone, were amazingly beautiful! Everyone was spaced out so well that my husband and I enjoyed our dinner and drinks without being concerned for our safety. Plus, I was so glad to make it for the tree lighting ceremony! It was nice to feel a little bit of normalcy this Christmas season.

**James Salamone**  
1 review  
★★★★★ 2 months ago

Reading and leaving reviews isn't my thing: but after how The Anchor remembered Sept 11, I am compelled too. While it was likely business as usual for spots like this...this place very much looked and felt differently as (very beautifully and tastefully) draped their entire venue in giant American flags, changed their lighting to red/white/blue and were directing patrons to visit the USS Constitution (almost over staying and eating and drinking in their space). There were police, military (I assume from the Navy Yard) mixed in with the patrons of all types.


I have cried more than once today on this anniversary. But I smiled that people remember, care and think about others and their small tribute contributed to those emotions. The Anchor has my respect, admiration and gratitude for helping me (and hopefully others) remember positives and remind us that respect still exists in the world.

**Gary Petersen**  
4 reviews · 1 photo  
★★★★★ 4 months ago

This hidden gem in the heart of historic Charlestown is a fun night out, even in the rain! Located near the USS constitution, this fun bar has a warm staff, great craft beers and free entertainment! The owners are doing it right by serving quality beverages that are unique, and reasonably priced. The free comedy show on Sunday nights was a must, even in rough weather we had a total blast!

**Latasha Hughes**  
10 reviews · 6 photos  
★★★★★ a month ago

I really enjoyed myself great day awesome venue and management, friendly staff. I attended the fashion show and later performed in the comedy show. I can't wait to come back again!



**Jackie Robbins**  
1 review  
★★★★★ a year ago

Love love love everything about this place! Their impeccable attention to detail seriously shines on all levels. Everything from the lighting to the well laid out/thoughtful seating - and especially the decor. And if you're looking for a place to feel festive, they really do holidays right. Don't miss out on the fun fall/Halloween vibes right now. Can't wait to see what they do this winter. I heard there will be igloos coming soon! They also have a huge bar menu, great food (be sure to come back for the awesome brunch scene too!), friendly staff. And pretty sure this the only place in Boston with live music right now. This really is the perfect pandemic-safe venue and almost makes you feel like life is normal again. The Anchor is officially my happy place. And highly recommend making it yours too.

1

The Anthem Group's Post


**Nancy Mara-Aldrich**  
Happiest of Birthday's....you are amazing and now with free outdoor exercises classes, you have really helped those of us who live in the Navy Yard. Thank you for being a special establishment we have grown to love!

11w Like Reply 1

**The Anthem Group**  
Nancy Mara-Aldrich We appreciate and love you too! 😊

11w Like Reply 1

The Anchor Boston's Post



OPENS IN MESSENGER [Send Message](#)

1.8K Views

Like Comment Share

91

8 Shares

**Most Relevant**

**Doug Pope**  
We are lucky to have you in the Charlestown Navy Yard!! 🙌🙌

2w Like Reply 2

**Ka A. Ca**  
Well deserved!

2w Like Reply 2

The Anchor Boston's Post

33

Most Relevant

**Malia Griffin**  
 Thanks for your hospitality....and the Prosecco 🍷! We had a ball & will return for a Notre Dame game 🏈🍀...it's a shame you're closing because you guys really know how to kick COVID in the arse.....stay well and see you in the Spring ❤️

30w Like Reply 3

**The Anchor Boston**  
 It was our pleasure! We're glad that you joined us and look forward to having you back (and often!). It is bittersweet. We truly realize we should be 12-months a year but the few weeks off will help us be even better in 2021 😊

30w Like Reply 1

60

2 Shares

Newest

**Laura Das**  
 Thank you for hosting a great family friendly Trick or Treat! We had lots of fun!



Newest

**Betty Salemme**  
 This place is absolutely beautiful with an amazing staff great fun and entertainment every night of the week a must for singles couples families and anyone else.

Love · Reply · Message · 4h 1

**Caroline Haynes**  
**Alexis Jackson** 1

Love · Reply · Message · 3d

↳ 1 Reply

Liked by **theanthemgroup** and **102 others**

**frugalluxelife** Cool Summer Vibes  
 The Anchor Boston  
 Shipyard Park  
 Charlestown, MA

This gathering space is so much fun day or night. Located at Shipyard Park in Charlestown, MA it has an open floor plan, comfy sitting areas on the upper and lower levels, stadium like sitting by the fountain, food and the most amazing frozen drinks. The view is pretty spectacular as well. Im obsessed with all the blue 💙💙💙

#blue  
 #summervibes

**M** **Maggie Kelly**  
 6 reviews

★★★★★ 2 months ago

Made my first visit with some girlfriends for the ND gamewatch over labor day weekend. What a venue! Food is fine, drink selection is creative and pretty large (way larger than what you'd anticipate). The staff and manager are also amazing. Like as in the most friendly people possible. I LOVE the all-green lighting for the gamewatch. It's a pretty incredible environment for a game or in general. I didn't spend much time on the views but did explore a bit. Super cute place. I'll be back every Saturday and will check out some of the other programs/events eventually too.



**Jacinda Smith**

1 review · 7 photos



★★★★★ a year ago

Thank you Drew for inviting us to a beautiful gem! The Anchor is comfortable, inviting, friendly, relaxing, fun and just simply beautiful atmosphere! Chris, thank you for taking the time to give us the back story about The Anchor! What an amazing story! Thank you All for a beautiful evening! See you soon!

Like



**Kara Sheridan**

2 reviews



★★★★★ a year ago

I live in Back Bay. Usually coming to Charlestown isn't in the plans but this place has such a great vibe. I've been about a dozen or so times in 2020 and a few times in 2019. After meeting friends there tonight (slowish Tuesday) that gave us time to chat with staff, it really made me appreciate "the behind the scenes" stuff that goes into a place like this. Wonderful job on the space, the community and charitable aspects and such good service. Check out the Halloween/fall stuff if you can. Quite impressive decor and layout.



**Craig Lawler**

1 review



★★★★★ a year ago

Went to this place during the week and can't speak highly enough of the experience. Atmosphere was fantastic, staff were hugely accommodating for our party of 4 and the menu had a great selection. One of the best dining experiences I've had in Boston during these difficult times and I am already planning my return!

Like



**DeShawn Maurice**

4 reviews



★★★★★ 5 months ago

This place is fire. Drinks options are wide. Food IS good. Don't come for a five-course dinner but sliders and desserts are dope. Most importantly: it is welcoming. I feel welcome here. Staff is better than anywhere else because of that and the design and lighting in this place is leaps over most other spots.

1



**Billy Kleinfeldt**

1 review · 1 photo



★★★★★ 4 months ago

The drinks are amazing here. Additionally, they have amazing live music and venues that change with each day that I'd love to come see. With being right on the water, there isn't a better breathtakingly place in Boston than this place. The manager Shelby seems to have put her full heart into that place. Loved every minute of that place! Thanks for the good time Shelby!

Like



The Anchor Boston  
Shipyards Park  
Charlestown, MA

Only three more days to go till the New Year! Had to share my visit to one of my favorite year round spots in Charlestown, MA. The Anchor has a fun and family friendly Winter Garden with a colorful and festive Tree Grove and the coziest Igloos. Check them out before they close for the season. Great for photos and hot cocoa during the day and perfectly illuminated at night with some pretty awesome views. Always Free to visit 🎉🎊🎈



View Insights Boost post

Liked by charlestownmachamber and others

theanchorboston Throwback to summer days spent with our friends from the Charlestown YMCA! Looking forward to more sun... more  
5 days ago

navyyardgarden You guys are awesome! So great for the community!! 🎉🎊🎈  
5h 1 like Reply Message

My daughter is autistic... and is normally very serious... but yesterday... in this beautiful place of yours... that's how she was... again... thank you so much!

These are absolutely amazing photos- thank you for sharing! We are so happy to have created such a magical experience for her 😊 you are all welcome back any time!!

your place is amazing... im immensely glad you enjoyed the photos... it was a pleasure to share and hope they help in some way... we will be back for sure!!!

Thank you so much!! We will see you soon ❤️ ps - love the penguin hat!

how nice it is when we meet special people along the way...please...take care...the world needs people like you ❤️

Today 7:36 PM

Today 9:43 PM

I would like to ask you... if on December 5th we can sing happy birthday to you with cake and candles in that igloo that Clarissa lost her penguin hat... I don't know what you serve... I don't know if a child can be inside the igloo... but I would very much like my daughter to have that moment... it would be very special... it would be a dream... she has an enchanted look at the world... and she saw in your place all the magic it is capable of providing... please tell me if this is possible and what you have to do...

## 7. Insurance and Risk Management

The Anthem Group obtains all applicable insurance. If an incident does occur, there is a protocol in place for an immediate incident report including detailing what might have transpired as well as what immediate action was taken (e.g., first-aid, EMS, etc.).

On a daily basis, the manager on duty completes frequent walks of the facility not only for general maintenance and cleanliness purposes, but also to observe any potential safety hazards (e.g., sidewalk issues, raised floorboards, building integrity, electrical or plumbing issues, etc.)

If anything is discovered during the walkthrough, the issues are either addressed internally and/or in conjunction with BPDA property management immediately. This is an ongoing practice that will continue in future operating seasons.

Additionally, The Anchor utilizes polite, playful yet appropriate signage that indicate where running is prohibited, where not to jump the fence/rails and other appropriate messages to the public demonstrating proper safety procedures that both mitigate liability, but also greatly reduce the risk of an incident occurring.

All Anchor managers are certified in crowd safety management by the State Fire Marshall, food allergen training, managerial-level food preparation and handling, managerial-level alcohol training (TIPS), CPR and first-aid, relevant OSHA certifications and the entire team is certified in ServSafe food handling and proper alcohol service training (TIPS)

The Anchor also has its on-site team constantly and consistently enforcing all major safety measures including:

1. Alcohol enforcement
2. Food safety and allergen awareness
3. Physical safety
4. COVID-19 rules and regulations

## **APPENDIX A: Additional Company Descriptions**

### **Anthem Incubator**

Anthem was once a small, boutique, start-up - and it remembers its roots. Anthem Incubator focuses on facilitating startup funding for small businesses, establishing special rates on consulting, spearheading joint venture opportunities and extending pro-bono services. Anthem is committed to spurring entrepreneurial growth and kick-starting ventures of any size.

### **Anthem Innovation**

Driven by the truth that innovation is boundless, Anthem Innovation offers a variety of resources to assist in the development of product, service and business ideas. Anthem's objective is to assist, mentor and provide assets and resources to new ventures that aspire to impact and improve their industry, community - or the world.

### **Anthem Strategy**

Anthem Strategy leverages Anthem's company journey and its individuals' experience to provide consulting services to growing and startup businesses. Anthem's focus is on scaling ventures, organizational and personnel structure, proper corporate citizenship practices and instilling appropriate leadership and support teams.

**APPENDIX B: Additional References and Letters of Support**



*Office of Boston City Councilor Lydia Edwards*

One Boston City Hall, Suite 550  
Boston, Massachusetts 02201

December 23, 2021

Boston Planning and Development Agency  
ATTN: Mr. Brian Golden, Director  
1 City Hall Square #9  
Boston, MA 02201

**Re: The Anchor, Charlestown**

Dear Mr. Golden,

I am writing to you to demonstrate my support for The Anthem Group and The Anchor inside of the Charlestown Navy Yard. The Anchor is one of Boston's most innovative businesses but it has also had an undeniable positive impact on its entire community. The Navy Yard, Charlestown as a whole and all of Boston benefit from The Anchor's community-centric initiatives.

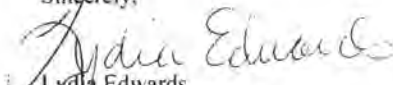
To call The Anchor a beer garden truly diminishes its greatness and the impact it has on Boston residents and visitors alike. Thousands of people have enjoyed the free public programming, activities and installations – including some of the most vulnerable and at-risk youth in the area as well as many lower income individuals and families.

The Anchor has served the area well with their level of professionalism, commitment and quality of events, programs, and activation.

I am very pleased with the services that The Anchor has brought to residents in my district. In the short time that they have been operating, they have made tremendous strides and I am excited to see what they do in the future.

If you should have any question, comments, or concerns, please feel free to reach out to me at [Lydia.Edwards@Boston.Gov](mailto:Lydia.Edwards@Boston.Gov) or (617) 635-3200.

Sincerely,

  
Lydia Edwards  
Boston City Councilor  
District One

Doug Pope  
Parris Landing  
42 8<sup>th</sup> Street, Unit 4413  
Charlestown, MA 02129

January 18, 2022

Brian Golden  
Director  
Boston Planning & Development Agency  
One City Hall Square, Room 910  
Boston, MA 02201-1007

Re: Letter of Support – The Anchor, The Anthem Group  
Shipyard Park Activation at the Charlestown Navy Yard  
RFP Response Due January 28, 2022

Dear Mr. Golden:

As a resident of Parris Landing since 2003, a participant in a Navy Yard organization and a Trustee of the Parris Landing Trust since 2008, I know that the vision of the BRA has been to activate the Navy Yard to attract residents of Boston, Charlestown specifically, as well as visitors to this great city for the benefits of experiencing this historic and increasingly vibrant Charlestown neighborhood. The BPDA's choice in awarding the first full-time activation contract to The Anchor of the Anthem Group was a good one. Because of The Anchor's demonstration of their capacity to continuously improve the investment in their physical plant, menu offerings and programming for all ages, I strongly encourage the renewal and awarding of this activation contract to The Anchor.

As someone who has personal experience in running hospitality kinds of operations where the success of the operation requires dynamic, innovative activity programming for all ages, I fully appreciate the initiative, innovation, and energy that The Anchor puts into presenting an interesting and ever-changing venue for Boston residents and visitors to the Navy Yard to frequent in all seasons. With continuity of operations, hopefully residents and visitors will get used to this activated space and seek out what kind of activities are planned for a last-minute visit to the Navy Yard or seek out regularly scheduled seasonal activities. For me, next year I hope to explore Monday evening salsa lessons during the summer.

Due to the demonstrated continued improvement in the physical look of the activated space, the successful management of a hospitality venue and programming offered for a diverse constituency of all ages, I recommend the BPDA award the activation contract to The Anchor.

Best Regards,



Doug Pope  
Parris Landing



## KASHIF A. SIDDIQI

106 13<sup>th</sup> Street, Unit 107 Charlestown, MA 02129 | (516) 672-1918 | kashifsiddiqi77@gmail.com

**January 18, 2022**

Boston Planning and Development Agency

Att: Mr. Brian Golden

Dear Mr. Golden,


I am writing this letter in support for the Anthem Group's proposal to enter into a license agreement to activate Shipyard Park in the Charlestown Navy Yard. As a nearby neighbor of the Anchor and a property owner in Charlestown's Navy Yard, I can't imagine a better way to activate the area than continuing to have the Anchor at that location. Over the past few years, The Anchor has been, and I firmly believe will continue to be, a shining example of the best that Boston has to offer in hospitality. I have been to the Anchor dozens of times over the past few years and have always felt welcomed and embraced by employees and patrons alike.

The Anchor has hosted some incredible events that I have had the pleasure of participating in such as comedy nights, trapeze artists, and multi-cultural events. Every time I have been to the Anchor or walked past on a beautiful summer day, there is a diverse array of people both working and patronizing the venue. As a person of color and immigrant from India, it is incredibly refreshing to see the diversity and inclusivity that the Anchor displays. In fact, during the Summer of 2021, my fiancé and I felt so strongly about our connection with the Anchor that we decided to have our wedding at the location. The Anchor staff were incredibly helpful, professional, and thoughtful throughout the process. It all culminated in the most perfect memorable day. The Anchor will forever hold a special place in my family's life.

In conclusion, I deeply support the Anchor's proposal to the Boston Planning and Redevelopment Agency to continue to activate Shipyard Park at Charlestown's Navy Yard. I am confident that the Anchor is the BPDA's best option to continue to bring diversity to the area while providing access to exciting activities and hospitality unlike anywhere else in the city of Boston and beyond. I wish you the best of luck in the process and if there is anything further you need from me, please don't hesitate to reach out to me directly at (516) 672-1918 or kashifsiddiqi77@gmail.com.

Sincerely,

*Kashif A. Siddiqi*



## Additional References:

- **Shawn Cavalieri**
  - Phone: 407.376.7003
  - Email: [shawncav@gmail.com](mailto:shawncav@gmail.com)
- **Michael Triant**
  - Phone: 617.913.1531
  - Email: [mtriant99@yahoo.com](mailto:mtriant99@yahoo.com)
- **Petie Hilsinger**
  - Phone: 617.256.7733
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- **Rocky Punwani**
  - Phone: 617.999.5408
  - Email: [rpunwani@gmail.com](mailto:rpunwani@gmail.com)
- **Breck Bailey**
  - Phone: 203.249.2890
  - [breck@winterhillbrewing.com](mailto:breck@winterhillbrewing.com)

## APPENDIX C: Additional Consumer and Visitor Feedback



**Vero Sel**

Local Guide · 107 reviews · 335 photos

★★★★★ 3 months ago

Beautiful place to visit! The building itself has a lot of history behind, from the 1880 remodeled to a stunning look kind of contemporary with remains structures of the original look. Great lighting making it very interesting night views ... [More](#)



👍 1



**Eva McGillicutty**

1 review

★★★★★ a year ago

I'm not much of an online reviewer. But after many visits/summer and fall's worth of good experiences (and recent chat with Stephan at the bar this morning), I want to show some appreciation. As anyone who has been here knows: it's legit the best designed and decor space in Boston. There isn't any comparison. The level of detail is insanely meticulous and pride in the business shows from the staff.

Bar - is huge. That is a definitely plus. They carry a lot and a large variety. Wines, sangria, slew of beers, etc.

Food - some people love to complain. I found my sandwiches to be very good. I've had average chix tenders and fries here but nothing that is "bad" or worth ranting about. I've come to eat lunch (no booze and just food) so take that for what it is worth. Brunch is outstanding. Other foods are good to good enough. Like any place, depends on how busy it is, who is cooking, etc. It is mostly light bites, which makes sense.

Overall - we go weekly so I'm bias. But isn't that what a review should be about? I love the space and my Anchor people and will be going for years as I just moved to the area and won't be leaving.

👍 Like



**Jacinda Smith**

1 review · 7 photos

★★★★★ a year ago

Thank you Drew for inviting us to a beautiful gem! The Anchor is comfortable, inviting, friendly, relaxing, fun and just simply beautiful atmosphere! Chris, thank you for taking the time to give us the back story about The Anchor! What an amazing story! Thank you All for a beautiful evening! See you soon!

👍 Like



**Jon polce**

1 review · 1 photo

★★★★★ a year ago

Went to this place at a friend's recommendation for weekend brunch and I was not disappointed! The environment was amazing - views of the harbor, decor of the place, and violin player were delightful to all the senses. The menu has limited options, but each option that my table got was incredible - do what you do and do it well is this place's vibe! I'll be back for a drink in the evening or to do brunch again!



**theanchorboston** Who's excited for The Anchor's next paint party?!

Join us on May 18th! Lauren of JJ Artworks will walk you through painting your own piece of art, in our beautiful setting by the water at The Anchor!

\* As always, this event is completely FREE!

Reserve your spot by emailing [anchor@theangrthegroup.com](mailto:anchor@theangrthegroup.com)!

<https://fb.me/e/2i9tKgQfu>

12w



**laurenpaint** 🙌🏻 looking forward to painting live w/ everyone!

12w 1 like Reply



**anellaaaaaa** What time will this be taking place? BTW @jjartworkspaintparty is the Best!!!

12w 2 likes Reply



**meperki** They were really great!

10w 1 like Reply



**squintslive** Great time, music in the sunshine and the food was great, thanks

10w 1 like Reply

— View 2 previous replies



**theanchorboston** @squintslive it's our inhouse food 🍷

7w Reply



**theanchorboston** Spring may have just sprung...but SUMMER is here already. Open 11:00am to 11:00pm all weekend with plenty of frozen drinks and ocean breeze

9w



**thenaturalborntourist** 🍷

6w 1 like Reply



**masterthetimeconciierge** 🍷🍷

9w 1 like Reply



**carolann2003** The frozen watermelon margaritas were so good last night! 🍷

9w 1 like Reply



👍 Like

💬 Comment

↗ Share

👍👍👍 40

1 Share

Most Relevant ▾



**Susan Holaday** Beautiful shot! You have truly enhanced our "front yard"!

1y Like Reply

2 👍👍

**Luis Villeda**  
Local Guide · 178 reviews · 9,285 photos

★★★★★ 2 months ago

Amazing outdoor beer garden which is chill relax and has a positive vibes than anyone can enjoy.  
#beergarden , #publicSpace, #MakelYourOwn, #hiddenGem



👍 2

**Amos Yeung**  
Local Guide · 106 reviews · 702 photos

★★★★★ 2 months ago

Beautiful hangout space tucked in the navy dockyard in Charlestown. Plenty of space to lounge and chill out and just enjoy the harbor view



**B** **Betsy Albiani**  
1 review

★★★★★ a year ago

Visited The Anchor for some drinks with friends and it definitely did not disappoint! Great atmosphere, fun festive decor and the staff is very attentive and helpful. The location is awesome with great views of the harbor and navy yard. It's the perfect spot to get out with friends and still be able to socially distance from other groups with the many different seating areas The Anchor offers. Will definitely be back - especially to try the brunch!

**J** **John Turner**  
1 review

★★★★★ a year ago

Extraordinary environment and very welcoming service. The drinks were fresh and delightful. Food can hit the spot too. Will definitely recommend this spot to friends and family. Affordable rate for being in a big city. Great work.

**D** **Dasia Andrade**  
2 reviews

★★★★★ 5 months ago

BEST place to hangout & the staff is great. Shelby was awesome :)

**C** **Christine Moye**  
4 reviews

★★★★★ 11 months ago

Love The Anchor!!! Really fun, casual spot with big selection. Lots of outdoor space...it's huge and every section has its own feel to it. Super well done.

**K** **Kenan Chaplin**  
2 reviews

★★★★★ a year ago

This place is awesome! Always a good time when I go and the scenery is out of this world! Definitely a place that I recommend. Check it out for yourself.

👍 Like

**theanchorboston** The sun has set on Friday evening, and what an evening it was! See you all again tomorrow starting at 11 AM!

52w

**movementbydk** So happy you're back. Makes me smile every time

52w Reply

**theanchorboston** @movementbydk And your smile makes us smile :)

52w Reply

**jimmytunes** 🥳

52w Reply

**theanchorboston** @jimmytunes Come join us this weekend :)

52w Reply

**erinmkendrick** We are overdue for a visit @andrea\_mack173 ❤️

11w Reply

**travelikealocalma** So fun!!

8w 1 like Reply

**bossblue.eats** This is awesome 🍷🍷🍷

8w 2 likes Reply

**bostonbabblr** Looks like fun! 🍷

8w 2 likes Reply

**bostonfoodventures** Omfg this looks super fun 🍷

8w 2 likes Reply

**foodieforfunn** 🍷🍷🍷🍷🍷🍷🍷🍷

8w 2 likes Reply

**bostonfoodforthought** This looks so fun 🍷

8w 1 like Reply

**jordansplate\_** So cool!

8w 2 likes Reply

**navyardgarden** Awesome! 🍷🍷🍷

3w 1 like Reply

**sea\_woven** Love it!! Can't wait to check it out :)

3w 1 like Reply

**figgyspritey** @lesliekennedy881

3w 1 like Reply

View 1 reply

**shoreshotzweddings** ❤️❤️❤️ can't wait to visit!!!

3w 2 likes Reply

**cherbearstagram** 🍷

3w 1 like Reply

**Brian White**  
Local Guide · 111 reviews

★★★★★ a year ago

Best Halloween decor in Boston 2020. Super friendly staff and awesome breakfast sandwiches made this a great experience. 10/10 would return

Like

**Mark D**  
18 reviews · 8 photos

★★★★★ a month ago

Went to the Halloween night tonight and it was fantastic. Shelby is a master of design. 5 stars. 10, really. My girl and I absolutely enjoyed wandering the displays. Ridiculously fun. My girl was a zombie bride and I was a vampire. Boston needs to grant them a full liquor license. It's 2021. Drop the pomp and circumstance. If a place wants one, they should get one. I mean, really.

Thanks for snapping pics of us, Shelby!!



**Kristen McArdle**  
1 review

★★★★★ a month ago

I highly recommend the Anchor for your next outing. The setting was picturesque near the water, the venue was decorated nicely from top to bottom, and the staff were great, including Stuart, who patiently assisted in answering many questions related to our birthday celebration this past weekend.

**Debbie O'Shea**  
1 review

★★★★★ 4 weeks ago

We love The Anchor! Family friendly, amazing staff and out of this world views! Check it out during the holidays, especially Halloween, for the BEST decor around!

Like

**The Messy Bookworm**  
1 review

★★★★★ 6 months ago

The Anchor is just what we needed! I have been a loyal patron ever since they opened. The paint parties and live music are my top favorite, but even the family friendly movie nights are awesome! Thank you Shelby & team!

1

**Bryan**  
1 review

★★★★★ 6 months ago

Great environment, food, drinks and location. So close from downtown and great views! Happy it's open for the summer!

7

**figgyspritey** Beautiful. I love living here.  
4d 1 like Reply

**eliannaw1** The igloos looked legit this morning! 🤩  
4d 1 like Reply

**andrewsellis1** Snow in the Navy Yard...looks great!  
4d 1 like Reply

**andyslocalspotlight** Love it! Looks like a blast!  
8w 2 likes Reply

**foodforkash** This looks like a cool time  
8w 2 likes Reply

**bostoneatin** This is so fun!!  
8w 2 likes Reply

**ne\_foodie\_chick** Wow so cool!  
8w 2 likes Reply

**mandyminimalist** Perfect place for Halloween 🍷  
8w 2 likes Reply



Like

Comment

18

2 Shares

Most Relevant

**Kara Michelle**  
Such an awesome show!! So glad we came down.  
42w Like Reply



**Gautami sant**

9 reviews · 7 photos

★★★★★ 5 months ago

Location is beautiful! The staff is very sweet and welcoming  
Had a great time



Like



**Loren Zullo**

1 review

★★★★★ a year ago

Superb environment and super welcoming service. The food was crisp and fun selection. Will easily recommend this venue to friends and family. Affordable rates and generous kids meal too. Keep up the great work.

Like

Most Relevant



**Dot Morrissey Morris**

This looks like an awesome place. I can't wait to check it out [Karen Schleicher Barney](#) [Becky Morrissey](#) [Samantha Negrini](#) [David Rousseau](#) [Janet Stuhrcke](#) [Hiser Diane Liias](#)

17w Like Reply

3

Author

**The Anchor Boston**

We open in 90 minutes 😊

17w Like Reply

1

Write a reply...



**Jennifer Sullivan**

My anchor friends [Katey Falvey](#) [Tim Conway](#) [Michael McQuilkin](#) and [Rebekah Morris](#) [Lisa Perry](#) [McQuilkin](#)

17w Like Reply

2



**Malia Griffin**

Road trip [Michael Phelan](#) [PJ Griffin](#) [Maggie Olson](#) [Che Harris](#)

17w Like Reply

1

Most Relevant



**Deborah Petrone**

Love ❤️ the pumpkins

40w Like Reply

1



**Ross Smith**

[Lacey Gagnon](#) look what they did. Awesome!

40w Like Reply

3



**Mike Kelman**

nice pic

40w Like Reply

1



**Pete Blanchette**

Beautiful ❤️

41w Like Reply

1



**The Anchor Boston**

Dec 13, 2020 · 🌐



No words necessary. This is the place to spend your Sunday



Like

Comment

Share

31

Most Relevant



**Susan Holaday**

No doubt about it! And Anchor has enhanced the park greatly!

32w Like Reply

1



Author

**The Anchor Boston**

[Susan Holaday](#) Thank you so much Susan!

32w Like Reply



**Joanne Ryan-Walsh**

Looks amazing! Can't wait to be there again soon.

5w Like Reply

1



**Teresa Di Gregorio Harrington**

All my favorites! 😊

5w Like Reply

1



Author

**The Anchor Boston**

[Teresa Di Gregorio Harrington](#) ours too 🍷

5w Like Reply



**Justin Androkunis**

[Bob Krasnoglazov](#) This is a thing!!!

5w Like Reply

2



**Gary Sawyer**

Looks Delicious Oysters Tabasco Lemon & down the HATCH!!! YUM

5w Like Reply



**Nana Corrigan**

Yum!

4w Like Reply

1

★★★★★  
Often the best place around for live music. In a time when no one does live music anymore (thanks.....  
[Reply to review >>](#)

**Eva Thomas**  
★★★★★  
Great fun and SO MUCH entertainment!! Not one bad thing can be said about this place! I loved it.....  
[Reply to review >>](#)

**Hilda Melchor**  
★★★★★  
This place is the perfect hangout for families with young kids (at least daytime) The food and...  
[Reply to review >>](#)

**Ruth Sims**  
★★★★★  
Loved the Drinks and its outdoors!! Lots of choices and drinks! Covid friendly with ample...  
[Reply to review >>](#)

**Maya Smith**  
★★★★★  
Had an amazing time! Drinks were great and music was even better! A great place to enjoy your night....  
[Reply to review >>](#)

**Julia Miller**  
★★★★★  
I'm a non-drinker and I come to The Anchor weekly. If I were a drinker, it's a pretty big wine and....  
[Reply to review >>](#)

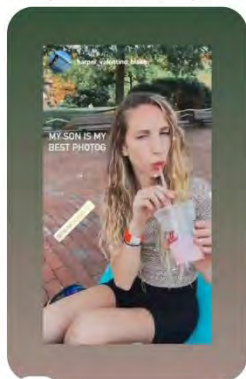
**Diana Golla**  
★★★★★  
I should have written a review ages ago! This place is amazing. The atmosphere is a blast and it all..  
[Reply to review >>](#)



**Patricia Young**  
★★★★★  
Was visiting from NYC and got a nice recommendation to pop over. Did not disappoint. They've got a.....  
[Reply to review >>](#)

**Theo James**  
★★★★★  
I love this place. A nice quiet gem to get a drink with some friends in the day. Lively and...  
[Reply to review >>](#)

**Christine Moye**  
★★★★★  
Love The Anchor!!! Really fun, casual spot with big selection. Lots of outdoor space...it's huge....  
[Reply to review >>](#)

Mentioned harper\_valentino\_blake in your story



 i enjoyed it so much! from the hostess to the bartender .. aces! will definitely be back 🍷  


**Kerri Kerri**  
**Michael Leal**  
1w Like Reply

**Michael Leal**  
Kerri Kerri this looks awesome definitely a good date night babe  
1w Like Reply

**Michael Leal**  
Kerri Kerri you already know and we def gotta check out that drive in I've never been to one it would be fun I think  
1w Like Reply

**Kerri Kerri**  
Michael Leal yesss we in there  
1w Like Reply

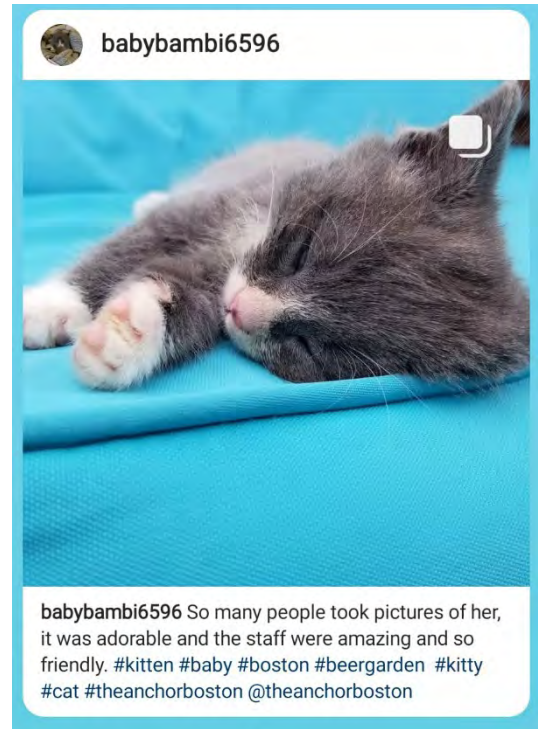
You, Margie DeAngelis and 42 others

All Comments

- Linda Wade**  
Kudos to whoever does the decorating. It always looks so beautiful 🌹  
1w Love Reply 2
- Tequila Jim**  
Well said - and true! 🍸  
1w Love Reply 1

Liked by **theanthemgroup** and 99 others  
**theanchorboston** Happy gloo year indeed 🌊. Walk-ins welcome tonight on space available basis. Everyone stay smart and s... more  
December 31, 2020

- margadonna1 @lilianbear\_**  
48m 1 like Reply
- bluevista725** Beautiful! Happy New Year! 🍷🥂  
1w 2 likes Reply
- wendyfrenchcarver** Love the Anchor you guys did a awesome job!!!!  
1w 2 likes Reply



**Susan Holaday**  
No doubt about it! And Anchor has enhanced the park greatly!  
1h Like Reply Message

**Zenobia Del Mar**  
17m

These guys are great. Live events all the time, Comedy on Sundays!  
Go buy some beer there

 **The Anchor Boston**  
Jun 10

- Shawn St. Jean**  
Jaylyn Viera wife  
4d Love Reply 2
- Jenn McElroy**  
Dan Marleau can we check this place out!! Looks cool!!  
1w Love Reply 2
- Michaela Callahan**  
Brad Myers  
4d Love Reply 2
- Trisha Riccardi**  
Tricia Day Cassidy pls bring me here 🦋🦋  
1w Love Reply 2
- Tricia Day Cassidy** Trisha Riccardi sure!! Looks li...
- Courtney Maroney**  
Kelsea McGuire Glen Blinn Celenia Jean Benner Emilee Ciulla guys.. we need to go  
1d Love Reply 3





**49 likes**  
lexdelaphotos If you're in Charlestown, MA and looking for a beer garden The Anchor has one of the most stunning venues on the water with an amazing city view! These are some pictures I took there last week 🍷



**10 likes**  
mandyminimalist Starting off Halloween weekend right at my favorite place!! Check out @theanchorboston for their Nightmare in the Navy Yard 🍷🍷  
19 hours ago

← **Comments**

- foodieforfunn 😄😄😄😄😄😄 4h 2 likes Reply
- ne\_foodie\_chick Wow so cool! 19h 2 likes Reply
- bostoneatin This is so fun!! 4m 2 likes Reply
- andyslocalspotlight Love it! Looks like a blast! 20h 2 likes Reply
- mandyminimalist Perfect place for Halloween 🍷 4h 2 likes Reply

**Most Relevant** ▾

- Dee Galindez-Silva Wow that's awesome 42w Like Reply 1
- The Anthem Group Author Thank you so much 🍷 42w Like Reply
- Write a reply...
- Patricia Olson Beautiful 42w Like Reply 1
- Susan Holaday Best thing to happen in our park is Anchor which has brought many here who never knew how lovely it is! 42w Like Reply 1



**32 likes**  
shoreshotzweddings Walking around #charlestownma #boston with Maria & Brian was so much fun!! One of my favorite stops was @theanchorboston 🍷 I can't wait to go back this week 💕 #bostonengagement #capecodbride #willowbendwedding #shoreshotzweddings #capecodweddingphotographer  
12 hours ago

- kjfloraldesigns Love! 2h 1 like Reply

**Most Relevant** ▾

- J. Keith Butler Top notch organization and venue. 1w Like Reply 1

- 

**Haleigh Montgomery**  
 Joanna Cruz Montgomery Bryant Montgomery Bryant Montgomery we should do this has a family!

1w Like Reply
- 

**Erica Castellanos**  
 Leslie Lopez your birthday?

2w Love Reply 1 ❤️
- 

**Leslie Lopez** Erica Castellanos very cool lol
- 

**Sara Jaramillo C**  
 Allyson Provost

1w Love Reply 1 ❤️
- 

**Allyson Provost** Sara Jaramillo C date night !
- 

**Jaclyn Ann**  
 Paige Coughlin Josh's bday??

1w Like Reply 2 🇺🇸❤️



frugalluxelife Countdown to 2022!  
 The Anchor Boston... more  
 7 hours ago

- 

**travelikealocalma** Love it there!! Hoping to reserve one of their igloos soon!

3h 2 likes Reply
- 

Reply to **travelikealocalma**...
- 

**frugalluxelife** @travelikealocalma It's such a fun spot. Ohhh you are going to have a great time in one of those cozy igloos 🌸🌸🌸

3h 1 like Reply
- 

**epicgirllondon** Looks fun! 😊

6h 2 likes Reply
- 


**frugalluxelife** @epicgirllondon So much fun and everything gets illuminated at night.

6h 1 like Reply
- 

**thechoiceofsophie** I love all your christmas series 😊

6h 2 likes Reply

← The Anchor Boston 🔍




🤩 Wow    💬 Comment    ➦ Share

2,038 people reached >

Boost Post

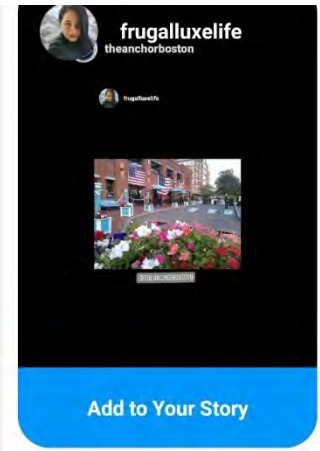
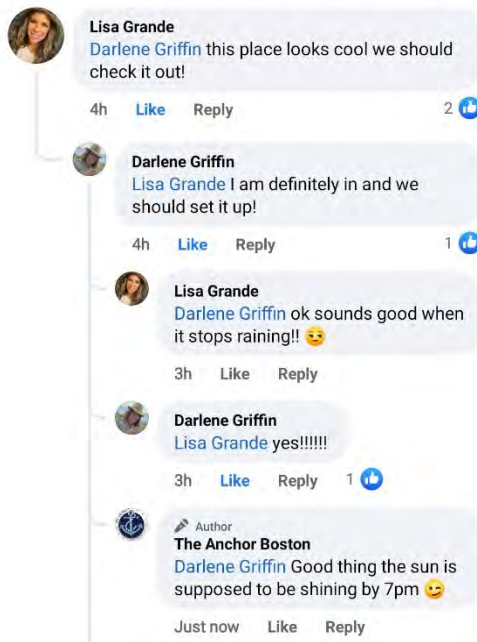
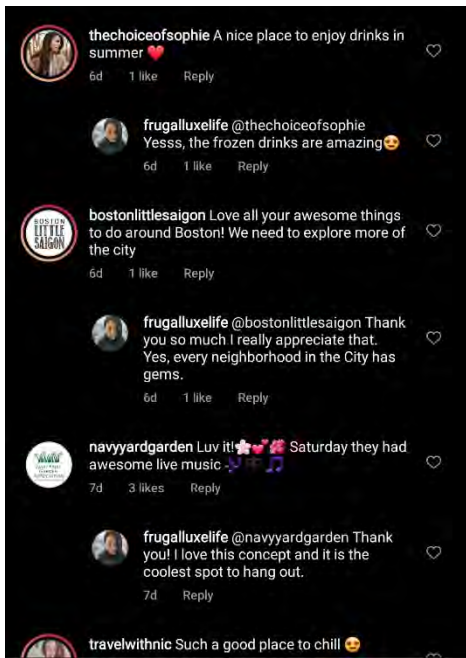
👍❤️🤩 You, Mary Louise Sawyer and 34 others

Most relevant ▾

- 

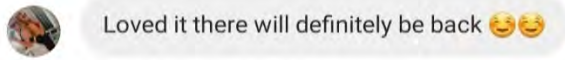
**Charlie Sardonini**  
 What a beautiful addition to the city!

1h Love Reply 1 ❤️



Had the best time at the Anchor!!!

Most Relevant



The Anchor Boston Brittney Goldberg We were wo...



Kedrah Rae Shea Kayla Marie Charest let me kno...  
View 1 more reply...





NEWS

## The Anchor Found Success in 2019, Welcoming Visitors from Charlestown as Well as All 50 States

by [Patriot-Bridge Staff](#) • January 23, 2020 • [0 Comments](#)

Like 102 people like this. Be the first of your friends.

This past year, a revolutionary new venue was welcomed into the Charlestown community. Quickly becoming one of the centerpieces and the community hub of the Navy Yard, The Anchor accomplished its goal of building an inclusive culture for both Boston residents and visitors alike. The Anchor is a public gathering space, performing and visual arts venue and special event setting.

Chris Sinclair of The Anchor explains that they had three major focuses that aided The Anchor in achieving its multifaceted mission:

- Spearheading over 300 annual, dynamic free public events, programs and activities;
- Orchestrating community initiatives focused on providing opportunities for youth, families and the elderly throughout the Greater Boston region, and;
- Establishing The Anchor as a stylish, beautiful and welcoming venue

As many members of the community have expressed, The Anchor quickly became a cultural fixture known for its varied events, relaxed atmosphere and diverse hospitality offering.

“We were thrilled with the volume of guests that experienced The Anchor,” said Sinclair. “The 2019 season brought well over 100,000 people to the venue and provided an outlet for over 20,000 youth and families.”

Following the conclusion of the 2019 season, Sinclair and his team took a deeper look into who they reached in total last year, and what they found was remarkable. The Anchor’s visitors/patrons were represented by all 50 states and over 40 countries. The venue also welcomed patrons from age 0 to age 103, due to a spirited visit from Charlestown’s eldest resident, Irene Morey.

Thanks to the incredible opportunity and support provided by The Mayor’s Office and the BPDA, The Anthem Group was able to beautify, revitalize and enhance the physical space within all of Shipyard Park, including the venue that is now known as The Anchor.

As demonstrated by the consistent bustle of visitors at The Anchor this past season, the team always had something going on – leaving no surprise when Sinclair stated that The Anchor produced 324 programs, events or activities in total, which consisted of 53 unique programs or event genres.

When asked if there was any particular marquee event, or one that was most notable, Sinclair immediately referenced The Anchor's "Cookie with a Cop" event hosted this past December. The event was a capstone to The Anchor's Winter Garden, which featured a vibrant live reading of "The Polar Express" by Boston Police Commissioner, Willie Gross.

The Anchor's Program Manager, Shelby Elwell expressed, "We welcomed youth and public-school groups from both Charlestown and Dorchester, as well as families stopping by on their own to enjoy the reading. Another dozen police officers, of all ranks, were present to interact with the kids as they decorated holiday cookies, meet with parents, and overall made the event so beloved."

There was of course plenty to reflect upon during the regular season as well. From live art exhibitions, classes and demonstrations, to their beloved live music series, to a host of other theatrical and comedic performances, The Anchor was known for being so much more than just a beer and wine garden.

The Anchor covered a variety of educational and community events as well, such as the "Opioid Crisis Discussion" and the "Talk Small Business Forum" with Mayor Martin Walsh.

Among its many initiatives, The Anchor's most meaningful program is its community outreach that aspires to provide exposure to new activities, ideas, people and the venue itself to disadvantaged youth, underserved seniors and to all Boston-area families.

The Anchor devoted significant resources and time toward creating a welcoming environment for Charlestown residents outside of the Navy Yard. Through one of the region's most ambitious and robust public programming campaigns, The Anchor successfully bridged and ultimately closed the gap in between the Charlestown community and Navy Yard geography.

"The community-centric approach is the continuation and expansion of Anthem's decade-long focus on utilizing its projects as a platform for social good," said Anthem's National Event Director Ashley Mercurio, who has spearheaded community projects both at home and globally.

The Anchor team made it a priority to build lasting relationships with local community organizations. The venue regularly collaborated with the Charlestown YMCA for both youth initiatives and a variety of fitness programs, which is incorporated into its Waterfront Wellness Series. Moreover, The Anchor's leadership placed great emphasis on collaboration with the Charlestown Public Schools. The Harvard Kent kindergarten class kicked off the Winter Garden festivities by decorating The Anchor's multi-tree holiday display. The Anchor also works closely with the Charlestown Boys & Girls Club along with the USS Constitution and the Constitution Museum on many initiatives.

In keeping with the theme of supporting community organizations and businesses, The Anchor has also dedicated itself to supporting small business ventures whenever possible. In speaking with Elwell, she noted that

77 local or small businesses participated either as a supplier or across five business programs provided by The Anchor.

As many lucky visitors experienced, The Anchor excited the community after concluding its regular season with the unveiling of The Anchor Winter Garden during the 2019 holiday season.

Visitors were truly in awe of The Anchor's multi-tree display, giant candy canes and everything in between.

"We received an overwhelming amount of praise for our Winter Garden décor, which was in fact entirely hand crafted, fabricated and curated" said Sinclair. The Winter Garden launched with a cheerful celebration, complete with live entertainment and State Rep. Dan Ryan and City Councilor Lydia Edwards doing the honors of lighting the trees.

When asked about how progress and success of the inaugural season was made possible, Sinclair stated that "The Mayor's Office and the Boston Planning and Development Agency are truly great partners in The Anchor and should be recognized. They have created the opportunity and the initial vision to bring life to the Navy Yard. The City has enabled us to make our shared vision a reality, which has proven to be exciting for all Boston residents, the Charlestown community both inside and outside of the Navy Yard and to provide another popular tourism destination for the millions of visitors to the City". After concluding its season just before Christmas, The Anchor team looks forward to continuing their work with the City and seeing what 2020 holds



# CHARLESTOWN

PATRIOT-BRIDGE

NEWS

## The Anchor Opens for the Season With New Additions, More Programming

by [Seth Daniel](#) • April 29, 2021 • [1 Comment](#)

Like 107 people like this. Be the first of your friends.

The Anchor venue in the Navy Yard

has opened for the season, and with the warmer weather coming, anticipates having another great year of food, drinks and programming on the waterfront.

It will be the third season for The Anchor, which operates in an open-air format adjacent to Shipyard Park in the Navy Yard, and operators of the facility believe it will be their best year so far after having ample time to evaluate their menu, their drink selections and their programming features.

Right now, the Anchor is open from 4- 11 p.m. Monday to Thursday, and 11 a.m. to 11 p.m. on Friday, Saturday and Sunday, but Operators Chris Sinclair and Shelby Elwell expect to expand those hours in the coming weeks.

"We anticipate opening from 11 a.m. to 11 p.m. more often to accommodate lunches," said Sinclair. "A lot of neighborhood residents have told us they want to be able to come for lunch. We also do the meal program with Boston Public Schools and that was a huge success last year."

Programming is also a major piece of the puzzle. Last year, due to COVID-19, they had to have far more programs to accommodate the attendance limits – logging more than 400 programs over the season, which ends on Dec. 31.

"Instead of a fitness class with 50 people, it was six classes with 10 people," he said. "I anticipate 2021 being similar. We want everyone to have fun. Maybe into the future we would have the ability to host special events and community celebrations, but we'll be able to maintain these events and the programming frequency."

Elwell said they had to re-think their programming last year to be less interacting and more instructive. This year, in fact, was the first year they were able to really take an off-season to plan for the summer, fall and winter.

"This is the first time we've had a real off-season," she said. "We took time to prepare for the upcoming season. Last year we had a quick turnaround to get a full season in with COVID. This year, we've been able to make those changes with extra time."

One thing they've done is re-thought the food menu. They have hired two sous chefs and have made their catering menu more of their daily menu. In addition, they made some substantial investments into the facility and the kitchen space. Some of the highlights on the menu include pulled pork sliders, crispy chicken tacos, lobster rolls and clam chowder. There is also soft serve ice cream added, and deserts like tiramisu and chocolate chip cannoli.

"It's comfort food, but with a tropical vibe," said Elwell. "It's simple, but we think more appealing."

On the drink menu, they offer more than 25 alcoholic drinks and more than 20 non-alcoholic drinks. On May 1, they plan to re-introduce a whole line of frozen drinks, which were very well received last year and will be more enhanced with more options this year.

"It's a big bar by design," said Sinclair. "We like to have a big selection so there is something for everyone. Everybody should be able to find something they enjoy here."

The thematic elements that drew out more people to the venue than ever last year will also be back bigger and better in the fall and holiday seasons later this year. The overall programming will kick off on May 1, but for the everyday visitor – the seating arrangements continue to offer space and community at the same time. Plus, they also offer Wi-Fi so that one can set up and work for lunch or meet someone for a work meeting there as well.

Some of the first programming will be the return of Live at 5 acoustic music and the Reggae brunch

---





# CHARLESTOWN

PATRIOT-BRIDGE

NEWS

## The Anchor Looks Back at 2021

by [Patriot-Bridge Staff](#) • January 7, 2022 • [0 Comments](#)

Like Be the first of your friends to like this.

Over the last three years,

Charlestown's newest venue, The Anchor, has continued to transform the Navy Yard to become one of the most beloved community hubs and cultural fixtures in the City of Boston. The Anchor defines itself, first and foremost as a public gathering space as well as a performance arts venue, special event setting and wine and beer garden. With its main goal being to create an all-inclusive community for both Boston residents and visitors alike, The Anchor has found success in fulfilling its primary mission to:

- Spearhead over 450 annual, dynamic, free public events, programs and activities
- Orchestrate community initiatives focused on providing opportunities for youth, families and the elderly throughout the Greater Boston region, and;
- Establish The Anchor as a stylish, beautiful and welcoming venue

After enduring and surviving the turbulence faced in 2020 and early 2021, The Anchor has made incredible strides this past season to further establish itself – and its multi-award-winning activation.

In June of 2021, The Anchor and Anthem team were incredibly humbled to be presented with the Resiliency Award for efforts made to retain employees during the pandemic, not only to survive, but grow areas of the business and for persevering through an incredibly difficult time for the events, entertainment and hospitality industries. When asked about this honor, The Anchor creator and Anthem President, Chris Sinclair, stated that the people are the backbone and most important aspect of his company. He commented “with such ambiguity and long-term uncertainty, saving seasonal employees and full-time careers was the most important concern. We did everything we could to cross-train our team, pivot into other duties or positions all together – and made it through”. Shelby Elwell, The Anchor's lead manager proudly said “we work together as a team and live like a family” when asked about the dynamic in between her colleagues.

The Anchor was also recognized both on the local and national level with one of the most noteworthy 2021 honors being “Best Beer & Wine Garden” in the City of Boston. Not only did the industrious and creative “more-than-beer garden” model grab the attention of Boston Magazine, but shortly after, Dining Playbook highlighted The

Of course, as another successful Halloween wrapped up, The Anchor spared no time in transitioning its spooky Shipyard into a winter wonderland. The Anchor truly captured the spirit of the holidays. In what is now a Boston tradition, The Anchor welcomed the entire community to kick off The Anchor Winter Garden with the annual holiday tree lighting. This magical event was taken to a new level this year, featuring multiple live ice sculpture demonstrations, live music, aerial performances, winter lounges, boutique local vendors, two brand new curling rinks and family friendly programming, such as holiday ornament decorating.

Closing out the year with their unforgettable "Navy Yard New Year" celebration, Elwell stated that she would like to thank all of its supporters and everyone who made their third season so unforgettable. The team is looking forward to taking a few weeks off to work on a few new facility upgrades and enhancements for the upcoming season. Everyone should be excited to see what The Anchor can do next.

grew in both frequency and scale, a few local favorites being:

- Daily waterfront wellness series featuring multiple classes a day
- Daily live music
- Weekly live comedy shows
- Weekly paint classes
- Weekly salsa and bachata lessons

The Anchor hosted a number of popular special events as well, a few of the more significant including:

- Cultural Fashion and Artist Showcases
- Traditional Chinese Wishing Ball Events
- StepFlix Kizomba Workshop
- Pride Month events and programs
- Live Aerialist Performances

With their growth this year came the expansion of The Anchor's beloved and renowned holiday installations including the community Halloween activation as well as the return of The Anchor Winter Garden.

This October, The Anchor converted its various spaces into fall and Halloween scenes for patrons to experience and enjoy. For the second year in a row, The Anchor became home to the country's largest urban Pumpkin Patch featuring nearly six tons of traditional and specialty pumpkins as well as several other thematic experiences. However, beyond the extensive décor, visitors were also able to participate in a full calendar of seasonal programs catering to all ages. A few program examples include pumpkin and sugar skull painting, Halloween ornament decorating, family trick or treat, community Halloween movie nights with the YMCA as well as The Anchor's annual "Nightmare In The Navy Yard." While enjoying a cup of clam chowder, Charlestown resident, Kara Patrick exclaimed to the Patriot Bridge "The Anchor decor and attention to detail is beyond amazing. We are so fortunate to have something so unique and fun in our backyard".

## APPENDIX E: Further Story on Boston Police Department/Birthday Collaboration of 2020

The below letter showcases an example The Anchor's service to its community as well as their strong relationship and collaboration with the Boston Police Department:



October 9, 2020

The Anchor  
1 Shipyard Park  
Charlestown, MA 02129

Commissioner William Gross  
1 Schroeder Plaza  
Boston, MA 02120

Dear Commissioner Gross:

I am compelled to share an overwhelmingly positive experience that my colleagues and I had with four Boston Police officers. They truly are among Boston's finest. Additionally, I had the pleasure of engaging in an in-depth conversation with three of the officers. While I did not have the opportunity to learn their last names, Officers Mike, Shay and Omar went above and beyond their call of duty to help a family in need. These officers are in the A1 District. The below story deserves to be shared as these officers selflessly and creatively resolved a challenge while simultaneously strengthening community relations. It is my hope that the appropriate departments within Boston Police are able to learn the details.

This past Sunday, October 4<sup>th</sup>, we had the pleasure of meeting an incredible family, including a mother to her now one-year old son. I am not privileged to all the details, but to my understanding they were gathering for a very important party to celebrate her son's first birthday. It was explained that one year ago there was a significant baby shower planned. Tragically the baby was born prematurely with birth defects, serious health challenges and he had to undergo several surgeries. As a result of these challenges, the event was cancelled. The continued health struggles coupled with the onset of the pandemic meant that most of the family had not been able to meet the child. This party was a significant milestone to celebrate his first year of life and to allow the family to meet its newest member.

Unfortunately, there was an issue with the venue they had booked. At some point the police became involved. After meeting the mother and a few of the family members at the original venue, these officers went out of their way to escort them to The Anchor in the Charlestown Navy Yard to help them look for an alternate venue. I had the pleasure of meeting Officer Shay initially and she explained what had transpired. I knew immediately that we had to adapt to make this work in our space. Of course, we were thrilled that we were able to help save a very teary-eyed and emotional mother's special day. However, the credit truly belongs to the Boston Police.

Myself and fellow leadership at The Anchor spent a significant amount of time with Officers Shay, Omar and Mike when they returned in the evening - off duty - to spend time with this family. I was so impressed with their dedication to community policing, as well as to knowing and relating to the constituents in their district. These officers embody the best that Boston has to offer. I could tell that they are committed to being the best beyond this one situation too.

My colleagues and I have worked with hundreds, if not thousands of police officers through our various venues and projects. We have come across many excellent and committed individuals, but these three appear to be as committed as any that we have encountered. They exhibit a genuine concern for people, and their dedication is impressive.

If you need anything, please do not hesitate to contact me on my mobile at 860.689.6387 or via e-mail at [selwell@theantheingroup.com](mailto:selwell@theantheingroup.com). Thank you so much for your time and for keeping the people of Boston safe.

Shelby Elwell  
Program Manager  
The Anthem Group, The Anchor

CC: Boston Police Human Resources, Nickisha Gales, Executive Secretary, Office of the Police Commissioner

**APPENDIX G: Additional Photos**

**COMMUNITY:**



Field Trip Friday



Community Trick or Treat



Nightmare In The Navy Yard



Toy Drive



Charlestown YMCA Backpackathon



Vaccine Clinic (1/2)



Tree Decorating with Harvard Kent



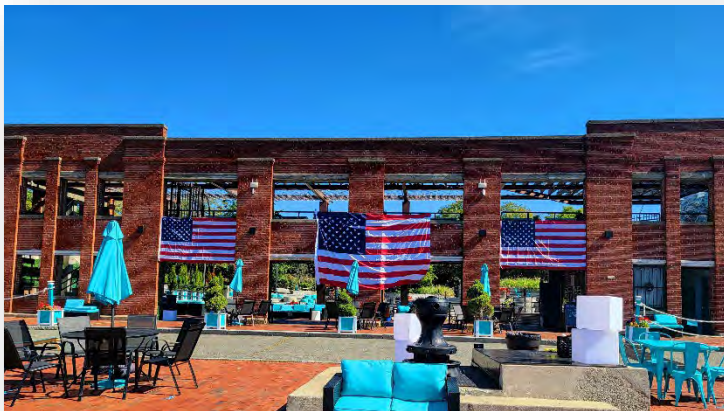
Cookie with a Cop  
Featuring former Police Commissioner,  
Willie Gross reading *The Polar Express*



Boston Children's Chorus Music Video



"Charlestown Cheer" Fundraiser



September 11<sup>th</sup> Remembrance

ART:



THE ANCHOR INSTAGRAM MURALS:

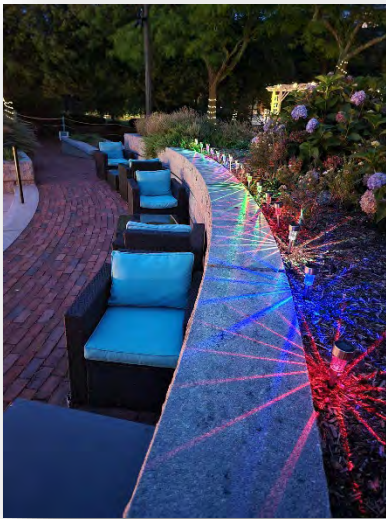


LIVE PERFORMANCES





VENUE



DINING PLAYBOOK BEHIND THE SCENES



**SPECIAL EVENTS**



Gay and Lesbian Social – Pride Week



The Juice – Multi-sensory Experience



Hip Hop Community Block Party



Nightmare In The Navy Yard



Chinese Wishing Ball Event



The Anchor Annual Tree Lighting

ANCHOR VISITORS



