

October 28, 2016

BOSTON, MA

NEW YORK, NY

PRINCETON, NJ

SAN FRANCISCO, CA

WASHINGTON, D.C.

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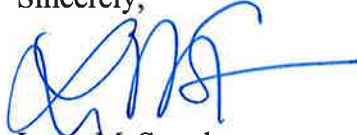
**Re: Atlantic Wharf (formerly Russia Wharf)  
2017 Annual Work Plan  
Waterways License 11419**

Dear Fort Point Channel Operations Board:

Per Special Condition #10 of Chapter 91 License No. 11419, I am pleased to submit the Atlantic Wharf 2017 Annual Work Plan for your review and approval. This Plan was developed with input from neighborhood organizations and includes consideration of and lessons learned from our past five years of active programming, and we are excited about the upcoming programming year. Members of the Atlantic Wharf Program Advisory Committee received copies of the plan documents and were invited to comment, both through email and at a meeting held on site on October 7, 2016. This Plan incorporates feedback we received.

Please let me know if you would like a formal presentation of the plan at your next Fort Point Channel Operations Board meeting. In the meantime, please let me know if you have any questions.

Sincerely,



Laura M. Sesody  
Marketing Director

Enclosure

cc: Lisa Engler, MA Office of Coastal Zone Management (via email)  
Erikk Hokenson, Boston Planning & Development Agency (via email)  
Sarah Goldstein, Boston Properties (via email)  
Barrett Cooke, Boston Properties (via email)  
Mark Cozzens, Boston Properties (via email)

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

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The Atlantic Wharf 2017 Annual Work plan outlines the Atlantic Wharf vision, programming goals, and tactics to achieve these goals, as outlined in the Atlantic Wharf Final Management Plan approved by the MA Department of Environmental Protection on December 10, 2010. The 2017 Plan, developed in cooperation with the Atlantic Wharf Advisory Committee, takes into account requirements outlined in the Chapter 91 License and is intended to be a guide and resource for the management team throughout the year. The Annual Work Plan is designed to be updated annually based on goals and their results. The Plan is designed to be flexible and will be updated and added to throughout the year based upon feedback and successes.

### **VISION:**

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

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

### **GOALS:**

- Reinforce positioning of Atlantic Wharf as a gateway to the Fort Point Channel and the Seaport District of Boston, a dynamic destination
- Drive foot traffic to support retail success, project viability and area vitality along the waterfront and Greenway
- Provide a program of entertainment, artistic, civic and cultural uses that is extensive, year round, and enhances the “destination value” of the waterfront, complementing the high quality programming that has been outlined for the Watersheet activation
- Provide an amenity to tenants and community that promotes affinity and return visits

- Create a sense of place: build synergies between the public spaces (Waterfront Square & The Gallery, Visitor Information Center, BSA Space, Fort Point Room, Waterfront Plaza and water's edge including water taxi/dock) through programming, free events, planned community use, and partnerships

#### **METHOD:**

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

**Events & Programming** will celebrate the Fort Point, Greenway, waterfront and Atlantic Wharf community, pay tribute to Boston, activate the water's edge, and serve as an important layer of the project's overall programming commitment. Atlantic Wharf will host its own events, as well as partner with neighbors and third parties to host community-wide events and bring unique experiences to the waterfront. Atlantic Wharf will strive to complement the community in its programming while also actively working with the Fort Point Channel and neighborhood stakeholders and third parties to help foster activity along the Channel. In 2016, in response to the growing number of events we planned to accommodate, we increased our budget 25% to \$75,000. We plan to maintain that level of programming funding in 2017.

**Communications** will build visibility about the project's offerings, programs, spaces, and events. We will work to broaden the audience to include visitors and users from many of Boston's neighborhoods, consistent with the Chapter 91 requirements. In 2014, Atlantic Wharf launched two social media platforms, twitter and instagram, and we continue to grow our audience. Through social media we have been able to help promote events, retailers, community events and engage with the larger community. In 2015, we hired a publicist to work on projects and to help generate press and exposure to Atlantic Wharf's social media platforms and community events. We have taken the lessons learned from that consultant and incorporated them into our communications strategy. In 2016, we launched a new Atlantic Wharf website that highlights the destination value of the property/neighborhood and focuses on public events, programs, retailers, docks, public water access and amenities. We plan to continue focusing on growing our social media program in 2017 and expanding event outreach through connections with local bloggers and other influencers.

The communications program includes community involvement, promotional signage, website updates, tenant communications, public relations, and relies heavily on community partnerships and access to community partner newsletters, social media and member outreach to access the maximum potential audience. In addition, the communications program will continue to focus on outreach to office workers, residents and visitors about Fort Point Channel offerings, Atlantic Wharf programs and events, and help

foster visitation and foot traffic from outside the immediate area, while embracing and encouraging local activity. An ongoing communications goal is to continue to expand outreach further through the use of dedicated social media outlets for Atlantic Wharf, as well as connecting directly with more neighborhood groups and organizations throughout the city and surrounding communities. We increased temporary exterior signage in 2015, and will be working in in late 2016 and early 2017 to implement more permanent exterior signage to call attention to the public spaces within Waterfront Square. We have received approval from the BPDA for the revised design and are moving through PIC approval. Once approved, we will expedite fabrication and installation.

#### **METRICS:**

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

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

Beyond metrics and to help improve the Atlantic Wharf Annual Plan tactics year over year, the management team actively solicits feedback from partners and community groups including The Friends of Fort Point Channel, Boston Children's Museum, Boston Harbor Now and Fort Point Artists Community. Feedback also helps ensure the quality of events and programming over the quantity. All public programming is promoted widely on social channels, our website and in partner newsletters and outreach, as well as targeted partner email outreach (ex. Community partners include Fort Point Arts Community, Friends of Fort Point Channel, Children's Museum, Save the Harbor Save the Bay, Boston Society of Architects, "e" inc., Rose Kennedy Greenway Conservancy, Boston Harbor Now, Improper, Where Magazine, Boston Central, Boston USA, Boston Magazine, Mommy Poppins, Boston City Paper, Boston on Budget, Family Friendly Boston, Boston Mama's Weekly, Boston Dad's Group, Dig Boston, Macaroni Kid, Whofish, and Boston Globe Calendar.).

#### **2016 Program Review**

In 2016 Atlantic Wharf hosted 280+ events for general public, local community and non-profit organizations and a total of 20 public art and educational exhibits within The Gallery, Waterfront Square and the BSA Space. The vast majority of the events and all of the exhibits were free to the public. In addition we hosted a limited number of private events at the site, including a fundraiser for our community partner Children's Advocacy Center of Suffolk County. Approximately 25,000 people visited the building and the area for these special events. This certainly added to the vibrancy of the property and the entire

#### **2017 Atlantic Wharf Annual Plan**

neighborhood and helped support local businesses. A full calendar of 2016 programs, events, and metrics can be found as Exhibit A to the Plan.

2016 was the fifth full year of programming at Atlantic Wharf, and the fourth full year with BSA Space open and operating. We have been so pleased with the community response to the property and continue to work on creating programming that draws a diverse and varied audience to Atlantic Wharf. We plan to continue to explore participation in neighborhood and city-wide activations and events (ex. HUBweek, Summer/Winter on the Waterfront) and look forward to an early 2017 meeting with the Basin Committee to align plans for the year.

**Notable programs in late 2015/2016 included:**

- Boston Tea Party Ships and Museum brought over 3,000 people in 2015 to Waterfront Plaza for their Annual Reenactment of the Boston Tea Party. Atlantic Wharf restaurants helped promote this event by offering Boston Tea Party specials, days leading up the event and the night of the event.
- Worked with FPAC on a winter outdoor public art exhibit on Waterfront Plaza. Celestial was well-received by the community and was featured on the cover of tourist publication Where Magazine.
- Expansion of sponsorship of youth programs at BSA Space, further detailed below.
- Hosted HollyDay on the Harbor for the 2<sup>nd</sup> year with musical performances, activities from Brown Box Theatre, FPAC and the BSA, and treats from Atlantic Wharf restaurants.
- Live theater and dance performances throughout the year with Brown Box Theatre Company and Fort Point Theater Channel brought contemporary performances, Shakespeare, and a powerful art exhibit/performance to Atlantic Wharf.
- Continuation of “e” inc. summer camp program at Atlantic Wharf, bringing youth from throughout the city to the waterfront (funded primarily by Boston Properties in 2016).
- Save the Harbor/Save the Bay brought “Art on the Shore” to Waterfront Plaza three times this summer. Teaching teens from across the city, including 25 from the Dorchester YMCA to make gyotaku style fish prints of striped bass as part of their youth educational program.
- Continuation of free public fitness classes on Waterfront Plaza throughout the summer in partnership with local Fort Point gym, Everybody Fights.
- Continuation of Berklee College of Music Summer Lunch concerts on Waterfront Plaza, extended the series for an extra month.
- Refreshed Summer programming with an End of Summer BASH on Waterfront Plaza. The event included homemade Oreos by TRADE, a kid’s concert with Stacey Peasley, a magic show, and arts and crafts.

- Executed a children's focused fall event, Harvest Happenings. The event included make your own puppets with FPAC, a puppet show performance by Puppet Showplace, other arts and crafts and snacks.

In addition, our various partnerships within the community allow for exposure and engagement with different audiences and we will look to further expand and publicize these opportunities throughout the year.

Public programming through the BSA and BSA Space this year is detailed below.

The events that continue to be strong drivers at Atlantic Wharf include outdoor and indoor performances for adults and kids, the exhibits at BSA Space, and the gallery and exhibit openings. We continued to see a positive response to our theater programming and art exhibits this year. We continue to look for ways to strengthen our connections within the local community and improve our future programming in partnership with FPAC, BSA, Berklee School of Music, Friends of Fort Point Channel, Greenway Conservancy, The Boston Children's Museum, Boston Tea Party Ships and Museum and other groups. In addition, activations with community-wide events like HUBweek were strong traffic drivers this year.

## **EVENTS & PROGRAMMING**

The following outlines the proposed programming plan for 2017, broken down by space. The plan consists of events open to the general public, most at no fee. Additional events may be added throughout the year as opportunities arise. Our 2017 Annual Plan continues our successful programming from 2016 and calls for additional community partnerships that move beyond Atlantic Wharf's original plan and requirements. An outline of the type of events planned by activation area is included below.

### **2017 ATLANTIC WHARF PROGRAMMING**

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

In response to past feedback and in line with the Chapter 91 goal of providing a welcoming place for all, especially those typically without access to the Waterfront, we continue to focus our outreach on reaching a more diverse audience. For children focused events, we have worked with our partners at the Atlantic Wharf, Save the Harbor/Save the Bay and "e" Inc. to extend invitations to youth and community organizations from every neighborhood in Boston. We continued to fund both "e" inc. and Save the Harbor/Save the Bay's successful summer programs, exposing youth and teens from throughout the city to the Waterfront and continued to provide Ohana New England Dragon Boat Team public dock space and programming in the Fort Point Room. In addition, we provided a connection with Ohana New England to provide on water programming as part of these camp experiences. In 2017, we will look to further enhance our children's programming by providing more opportunities for engagement at each event (ex. puppet performance, magic shows, crafts, music performances etc.) and continue to offer food and

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promote events throughout the wider community. In bringing children to Atlantic Wharf to explore, we hope they will return again with their families to experience all the area has to offer. In addition to the outreach above, we expanded our support of the BSA Foundation's youth programming, which resulted in a greater than 40% expansion of Foundation youth programs. Programs and projects supported by the additional investment include:

- **KidsBuild!:** Kids build a city in this annual program staged in Waterfront Square; its attendance reached over 800 (up from 500 in 2015);
- **Playscapes programming:** Free programs were offered monthly in conjunction with the Playscapes exhibition. These programs were in partnership with the **Rose Kennedy Greenway** and the **Children's Museum**;
- **City Camps:** City camp programs from around Greater Boston visited the space weekly to explore the Playscapes exhibition;
- **LEGO City:** Free LEGO City workshops held in conjunction with City of Boston's Imagine Boston 2030 planning initiatives; these events were partnerships with Boston Public Schools, which promoted the events to families;
- **College Fair:** Pioneering design-focused college fair, the largest in the Northeast, was held for the first time at Atlantic Wharf. Over 200 high school students and their families attended from across the region; Boston community and youth centers were represented, along with 48 design schools from around North America;
- **Water Summit:** Hands-on program delivered at the Water Summit for over 50 high school students from Boston; and
- **uhu kids and family programming:** Hands-on materials developed to accompany the uhu on its roadshow through Mattapan, Roxbury, Dorchester, Allston, and East Boston.

## **WATERFRONT PLAZA**

Waterfront Plaza is a gathering place and green oasis along the water's edge and refuge from the hustle and bustle of the city. The area is programmed to foster a fun atmosphere, to position the project as a dynamic destination for multiple audiences, and build foot traffic to the area. Waterfront Plaza will be actively used during the spring, summer, and fall with a more passive art exhibit during the winter months. Active uses include lunchtime & evening musical performances, children's musical performances, fitness classes and theatre performances. In 2016, we created a new Summer event, End of Summer BASH, which included a kids concert, magic show, crafts, and snacks from Atlantic Wharf retailers. To increase activation, we encouraged our retailers to participate as well, by providing samples of various items from their menu. These events have increased attendance in the community of residents, families, office tenants, and tourists visiting Fort Point. The goal of a winter art exhibit is to provide a focal point for winter visitors on the HarborWalk, done successfully this past season with Celestial. In late 2016, we will host the uhu unit as part of the BSA's One Room Mansion exhibit. In addition to the tables and chairs on the



patio, seasonally we provide cushions for additional seating on the grassy area on Waterfront Plaza. Waterfront Plaza also hosts the re-enactment of the Boston Tea Party each December 16, which draws large crowds to the waterfront and grows each year. In 2017, we are planning to work with Brown Box Theatre Project once again for a Summer play and a new Spring musical.

### **WATERFRONT SQUARE**

Waterfront Square serves the public, visitors and tenants of Atlantic Wharf. As such, Waterfront Square is programmed with displayed art exhibits, performances and community events. This year, Atlantic Wharf hosted theater performances by both Brown Box Theatre Company and Fort Point Theatre Channel as a venue. These performances have provided a unique attraction for the neighborhood and have created public entertainment for the local community. In 2016, we changed the name of Oktoberfest to Harvest Happenings to better appeal to children and their families. These events have provided children's activities, and generated a successful amount of traffic from the Fort Point community and surrounding neighborhoods. In addition, Waterfront Square is programmed as an extension of The Gallery, to provide further exposure for the art in The Gallery and a richer, more engaging viewing experience for visitors. Waterfront Square is also programmed at times as an extension of BSA Space, providing an additional public outlet for exhibits within the BSA Space (examples include Kids Build and Canstruction, and the upcoming Quad exhibit from the BSA). In 2017, we plan to expand these activations to include an art installation and related maker programming.

### **MULTI-MEDIA SPACES**

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

### **THE GALLERY AT ATLANTIC WHARF**

Exhibits in this area will be complemented and promoted by opening receptions, artist talks/meet and greets, etc. Programming for 2017 is planned to continue the partnership with FPAC, giving local artists continued exposure and opportunities to reach the community of tenants, residents, and visitors that travel through Atlantic Wharf. Each exhibit includes an opening reception hosted in The Gallery and Waterfront Square. We continue to work with FPAC on hosting artist talks in The Gallery and have hosted several programs in Waterfront Square throughout the past year.

### **THE FORT POINT ROOM**

Boston Properties currently manages The Fort Point Room. Flexible design and setup fosters adaptability of The Fort Point Room for many diverse uses, such as public lecture series, workshops and seminars, networking events, musical, theater or dance performances, movie screenings, fitness classes, receptions and open house celebrations. The goal of this space is to provide a series of events encouraging the

public to utilize Atlantic Wharf as an educational, artistic and social meeting space. Programming will be strongly focused on providing venues for area groups to host series events that are accessible and interesting to the public. Events planned for 2017 include BSA lecture series, fitness classes, Theater performances, craft fairs, and in addition, as in past years, the Fort Point Room is available for non-profit events, meetings, and workshops, and other series events that will be developed/hosted throughout the year. We implemented an online form to ease the process of requesting space and drive traffic to our new website, highlighting all the public spaces available at Atlantic Wharf. In 2017, we plan to make the Fort Point Room a Zero Waste room, offering more compost and recycling options.

### **ATLANTIC WHARF DOCK**

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

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

- Three slips will remain open for transient public use free of charge: water taxi slip (northernmost slip #9), public touch-and-go slip #8 and dinghy slip #7.
- Maximum docking times at the 3 public slips are as follows: 15 minutes for water taxis, 30 minutes for private boats “touch-and-go” and up to 4 hours for dinghy tie-up.
- Use of the water taxi slip is available to qualified commercial service providers on a non-exclusive, license agreement basis. We anticipate that the water taxi companies that utilized the dock in 2016 will continue using it in 2017.
- Slip leases, overnight berthing agreements for water taxis, charter boats or recreational vehicles shall be for a maximum of one season (May 1 – October 31) and are subject to an annual renewal. Overnight berthing agreements for special event displays may not exceed two weeks. Six slips were leased and actively used during the 2016 season. One of the six slips was provided to the Ohana New England Dragon Boats. We have already started accepting applications for 2017.

The public can access the dock between the Congress Street Bridge and 500 Atlantic Avenue. We maintain signage at the dock that communicates the availability and purpose of use and contact information for Boston Properties. The dock offers visitors and residents of the area an easy-access option to use the water taxi and has proven to support seasonal boating programs. In 2017, we will work with Friends of Fort Point Channel for outreach to area boating clubs and marinas to alert them of the

short term docking options at Atlantic Wharf, as well as investigate working with excursions or tour boat operators, and investigate additional docking or recreational uses of the docks.

The dock is monitored by Atlantic Wharf security with periodic roving patrols and video cameras positioned on the property. The security program may be seasonally adjusted according to the level of activity at the dock. Additionally, Boston Properties has installed a gate equipped with a combination lock and electronic timer to control access to the docks during non-operational hours for leased/contracted slip access.

2017 Docking will include:

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

### **VISITOR INFORMATION CENTER**

The Visitor Information Center is operated by the BSA out of their 1st floor Congress Street location and is staffed daily from 10 am to 6 pm Monday through Friday and 10am to 5pm on weekends providing information to visitors about the city, Fort Point Channel area and the BSA Space gallery. The goal of the Information Center is to serve as a gateway to Boston and the Fort Point Channel, as well as helping drive foot traffic to the cultural and civic organizations, retail, and restaurants in the area. In addition to providing visitor information the Information Center is an exhibition gallery that is currently hosting a newly updated three-dimensional model of Boston and other visual and interactive elements to engage visitors in Boston's rich design culture.

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

The public space on the second floor is programmed and is branded as BSA Space, with the goal of engaging and inspiring the public in the importance of design while enhancing the destination value of the waterfront. As a non-profit membership organization, the BSA provides meeting and program space for their members as well as the general public and features a 6,000 square foot gallery. Moving forward our plan is to feature two large exhibitions annually, as well as Canstruction, and several smaller changing exhibitions. The BSA is working with guest curators to produce professional quality exhibitions.

### **2016 REVIEW OF BSA SPACE PROGRAMS**

2016 Programs at BSA Space included book talks, lectures, a film series, curator talks, design charrettes, and networking events. Youth events included monthly Family Design Days, KidsBuild!, ACE Mentoring for High Schools students, teen architecture workshops, home school classes, and school and camp visits. The Designing Boston series held in the Fort Point room drew large crowds. This year it featured

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discussions on the design of City Hall, Northern Avenue Bridge, and Boston Creates, the city's cultural plan. All of these programs were filmed by WGBH and are available on their Forum Network. Two public forums were held as part of an annual Urban Design Workshop, which this year focused on the planning of Suffolk Downs. Additional talks were given on citizen engagement, urban identity by the mayor of Nashville, and the rebuilding the American city, among other topics.

### **2016 BSA SPACE EXHIBITS**

In 2016 the major exhibitions included *Global Citizen: The Architecture of Moshe Safdie*, which opened in March and drew large crowds throughout its run. The opening reception for *Global Citizen* was attended by Safdie, cellist Yo Yo Ma, and rising MIT design star, Neri Oxman. The exhibition featured 20+ large-scale models which filled BSA Space as well as Waterfront Square. Related programs included a Family Design Day and a film about Safdie's work. *Extraordinary Playscapes* opened in June and was supported by programs that featured lectures and panel discussions with experts in design and child development. Family and child attendance for *Extraordinary Playscapes* continued to grow throughout the summer. A "Playground Passport" associated with the exhibition promoted actual play spaces in the neighborhoods of Boston, enforcing the BSA Space brand, while driving attendance. Current and upcoming exhibitions include *Haymarket: Soul of the City*, *Canstruction*, and *One Room Mansion*, which explores compact living as a viable and necessary 21st-century residential dwelling type. Opening in November, *One Room Mansion* will include access to the uhu—the Urban Housing Unit (pronounced "yoo-hoo")—developed by the BSA in partnership with the Mayor's Housing Innovation Lab and the BSA Foundation. During the holiday season, the 5th Gingerbread Competition and Exhibition will again delight passersby and Boston's media outlets with follies created by the region's best and brightest design firms. In the Storefront Gallery, design continues on neighborhood panels which will expand the scope and significance of the 3D model. Installation is planned for late fall.

### **BSA 2017 PROGRAMMING OUTLOOK**

Though programming is still in development, 2017 plans at BSA Space include further expansion of youth programs, many in conjunction with ongoing partners, including the Children's Museum, the Rose Kennedy Greenway, Boston Public School, Big Brother Big Sister, and Science Club for Girls. Winter adult programs will focus on housing, to align with the exhibition *One Room Mansion* which runs through January. A lecture series related to international best practices in urban planning is in the development stage. Ongoing programming such as the Film Series, *Designing Boston*, and as-yet-to-be defined topical lectures and panel discussions will be held. The *New Inflatable Movement*, an exhibition which will survey the central role played by inflatable structures in art, science, transportation, and architectural practice, opens in March. 2017 is the 150<sup>th</sup> Anniversary of the Boston Society of Architects/AIA, so attendance related to celebratory programming, receptions, and exhibitions is expected to be high.

### **2017 Atlantic Wharf Annual Plan**

## **ACCESS**

The public spaces at Atlantic Wharf are accessible from 7am to 10pm, 7 days per week, with the exception of Waterfront Plaza, which is accessible 24 hours per day, 7 days per week, and the Visitor Information Center, which will operate weekdays from 10am to 6pm and weekends from 10am to 5pm. Programming and more formal public use of the space must be coordinated in advance through the Atlantic Wharf management office, is at management's discretion, and will require a license agreement outlining the use, as well as a fee as detailed below.

## **PRIVATE USE**

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

## **COMMUNICATIONS**

Communication tools will be used to articulate a sense of place, and share information about Atlantic Wharf events and programs throughout the property and to the public.

### **INTERNAL**

- Directory panels & screens
- 22x28 posters
- Channel Concierge Desk
- Captivate
- Table tents in Waterfront Square

### **EXTERNAL**

- Atlantic Wharf website – [www.atlanticwharfboston.com](http://www.atlanticwharfboston.com)
- BSA membership emails & newsletters
- Community partner newsletters, directories (such as Fort Point handheld directory)
- Community partner websites examples include Fort Point Arts Community, Friends of Fort Point Channel, Children's Museum, Save the Harbor Save the Bay, Boston Society of Architects, "e" inc., Rose Kennedy Greenway Conservancy, Boston Harbor Now, Improper, Where Magazine, Boston Central, Boston USA, Boston Magazine, Mommy Poppins, Boston City Paper, Boston on Budget, Family Friendly Boston,

Boston Mama's Weekly, Boston Dad's Group, Dig Boston, Macaroni Kid, Whofish, and Boston Globe Calendar.

- Social media through partner networks including Boston Harbor Association, Friends of Fort Point Channel, Fort Point Arts Community, Rose Kennedy Greenway Conservancy, etc.
- Atlantic Wharf social media- Twitter and Instagram
- Additional external signage panel at Congress Street entrance will host changeable messaging

#### **PUBLIC RELATIONS**

- Active story pitches in cooperation with community partners & BSA
- Concierge walks quarterly (BSA will execute)
- Act as a community resource by actively participating in community group committees as available.
- Blogger outreach through Public Relations consultant assignments.

#### **VISITOR OUTREACH THROUGH THE BSA**

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

#### **2017 BUDGET**

##### **PROGRAMMING – CONTENT \$75,000**

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

- Art exhibits and opening receptions in The Gallery at Atlantic Wharf
- Fitness Classes
- Holiday children's event/programming
- Summer lunchtime music series
- Summer children's events/programming
- Construction Boston competition
- KidsBuild Boston competition
- BSA Foundation Children's program contributions
- Theatre Performances
- Participation in or hosting of other area events, performances & festivals as appropriate

**PROGRAMMING – LOGISTICS \$218,036**

- Porter service and supervision (7 days) plus nightly cleaning of public spaces
- Maintenance, event set up and breakdown, repairs
- Addition of furniture in the balcony area directly outside the Fort Point Room to enhance usage and provide a waiting area

**COMMUNICATION TOOLS \$10,000**

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

**2017 BUDGET TOTAL: \$303,036**

**PERSONNEL SUPPORTING THE ANNUAL PLAN:**

Marketing Director – Laura Sesody

Marketing Coordinator- Sarah Goldstein

Property Manager – Barrett Cooke

Assistant Property Manager – Corinna DeCollibus

Property Management Coordinator – Christa Fagone

Executive Director of the BSA – Eric White

**2016 EVENTS AT ATLANTIC WHARF**

Public/ Community Event \*Consolidation of previous categories (Public and community/local/non profit event)  
 Private Event

No.	Date	Name of Event	Event Type	Location	# of Attendees	Communications Vehicles Used to Promote	Open to Public Y/N
1	1/5/2016	Dragon Boat Practice	Dragon Boat Practice	Fort Point Room	30	Internal communication	N
2	1/7/2016	Dragon Boat Practice	Dragon Boat Practice	Fort Point Room	30	Internal communication	N
3	1/7/2016	Fort Point Ops Board meeting	Board meeting	Fort Point Room	30	Fort Point Ops Board	Y
4	1/8/2016	BSA Film Screening: Design is One	BSA Filming	BSA Space	50	BSA Communication	Y
5	1/11/2016	BSA: Designing Boston	Lecture	Fort Point Room	225	BSA Communication	Y
6	1/12/2016	BP Franklin Covey Training	Training	Fort Point Room	15	Internal communication	N
7	1/13/2016	BP Franklin Covey Training	Training	Fort Point Room	15	Internal communication	N
8	1/14/2016	Dragon Boat Practice	Dragon Boat Practice	Fort Point Room	30	Internal communication	N
9	1/19/2016	Dragon Boat Practice	Dragon Boat Practice	Fort Point Room	30	Internal communication	N
10	1/20/2016	Save the Harbor Save the bay	Meeting	Fort Point Room	35	Internal communication	N



11	1/21/2016	Brightcove Digital Media	Meeting	Fort Point Room	40	Internal communication	N
12	1/23/2016	BSA Family Design Day: Star Wars	BSA Design Day	BSA Space	40	BSA Communication	Y
13	1/23/2016	Dragon Boat	Indoor regatta	Fort Point Room	35	Internal communication	Y
14	1/26/2016	Corenet	Meeting	Fort Point Room	100	Internal communication	N
15	1/27/2016	City of Boston	Go Boston 2030 Question Review	Fort Point Room	80	Internal communication	Y
16	1/28/2016	Mass Tech Collaborative		Fort Point Room	50	Internal communication	N
17	1/28/2016	Dragon Boat	Indoor regatta	Fort Point Room	35	Internal communication	Y
18	2/1/2016	Wellington	Investor development training	Fort Point Room	30	Internal communication	N
19	2/2/2016	Dragon Boat	Indoor regatta	Fort Point Room	35	Internal communication	Y
20	2/3/2016	CBA	Future Leaders Market Update	Fort Point Room	100	Internal communication	N
21	2/4/2016	S. Station Stakeholder meeting	S. Station Stakeholder meeting	Fort Point Room	30	Internal communication	Y
22	2/4/2016	Modelo Inc	Boston 3D Design	Fort Point Room	100	BSA	Y
23	2/5/2016	Basin Meeting	Meeting	Fort Point Room	15	Internal communication	Y
24	2/8/2016	US Department of Commerce	City of Boston Enviro meeting	Fort Point Room	35	Internal communication	Y
25	2/9/2016	Brightcove monthly meeting	Meeting	Fort Point Room	36	Internal communication	N
26	2/10/2016	BP All Associates	BP All Associates	Fort Point Room	175	Internal communication	N
27	2/10/2016	BSA Student Design Day: Homeschool	BSA Design Day	BSA Space	15	BSA Communication	Y

28	2/12/2016	BSA Film Screening: How much does your building weigh?	BSA Filming	BSA Space	28	BSA Communication	Y
29	2/13/2016	BSA Student Design Day: Homeschool	BSA Design Day	BSA Space	15	BSA Communication	Y
30	2/16/2016	New England Dragon Boat	Dragon Boat practice	Fort Point Room	30	Internal communication	N
31	2/17/2016	McKinsey	CSSA Conversation	Fort Point Room	36	Internal communication	N
32	2/18/2016	BP / Peach Delivery	Tenant Lunch and Learn	Fort Point Room	15	Internal communication	N
33	2/18/2016	Dragon Boat practice	Dragon Boat practice	Fort Point Room	30	Internal communication	N
34	2/22/2016	Corenet	Breakfast Meeting	Fort Point Room	100	Corenet	N
35	2/22/2016	Brown Box	Brown Box Theatre Rehearsal	Fort Point Room	20	Internal communication	N
36	2/23/2016	Brown Box	Brown Box Theatre Rehearsal	Fort Point Room	20	Internal communication	N
37	2/24/2016	Brown Box	Brown Box Theatre Rehearsal	Fort Point Room	20	Internal communication	N
38	2/25/2016	BSA LEGO happy hour	BSA event	BSA Space	35	BSA Communication	Y
39	2/26/2016	Wellington	IPS Informal manager program	Fort Point Room	25	Internal communication	N
40	2/26/2016	Brown Box	Brown Box Theatre Rehearsal	Fort Point Room	20	Internal communication	N
41	2/27/2016	BSA Family Design Day: Skyscraper	BSA Design Day	BSA Space	65	BSA Communication	Y
42	2/27/2016	Brown Box	Brown Box Theatre Rehearsal	Fort Point Room	20	Internal communication	N
43	2/28/2016	Brown Box	Brown Box Theatre Rehearsal	Fort Point Room	20	Internal communication	N
44	2/29/2016	BSA	Urban Design Workshop	Fort Point Room	100	BSA Communication	Y
45	3/1/2016	Dragon Boat practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
46	3/1/2016	BSA	Boston's Narrative: Revealing a City through Maps*	BSA Space	50	BSA Communication	Y

47	3/3/2016	BSA	Urban Design Workshop	Fort Point Room	100	BSA Communication	Y
48	3/4/2016	BSA Film Screening: Brooklyn Farmer	BSA Filming	BSA Space	25	BSA Communication	Y
49	3/4/2016	Basin Meeting	Meeting	Fort Point Room	15	Internal communication	Y
50	3/4/2016	Brown Box	Brown Box Theatre	Fort Point Room	20	Internal communication	N
51	3/5/2016	Brown Box	Brown Box Theatre	Fort Point Room	20	Internal communication	N
52	3/6/2016	Brown Box	Brown Box Theatre	Fort Point Room	20	Internal communication	N
53	3/6/2016	BSA	Student Design Day: Homeschool	BSA Space	15	BSA Communication	Y
54	3/7/2016	BSA	Designin Boston: Cultural Plan	Fort Point Room	60	BSA Communication	Y
55	3/8/2016	Dragon Boat Practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
56	3/10/2016	Dragon Boat Practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
57	3/15/2016	Dragon Boat Practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
58	3/16/2016	BSA	Global Citizen: The Architecture of Moshe Safdie Opening	BSA Space	350	BSA Communication	Y
59	3/17/2016	Boston LAB + BSA	Meeting	BSA Space		BSA Communication	Y
60	3/22/2016	BSA	Mass Water Forum	Fort Point Room	20	BSA Communication	Y
61	3/23/2016	American Society of Plumbing	CPD Exam Review Class	Fort Point Room	30	Internal communication	N
62	3/24/2016	BSA	Rebuilding the American City	Fort Point Room	25	BSA Communication	Y
63	3/27/2016	BSA	Family Design Day: Dream Dwellings	BSA Space	40	BSA Communication	Y
64	3/29/2016	BSA	Evening w/ former Mayor of Nashville	Fort Point Room	60	BSA Communication	Y

65	3/31/2016	BSA	ENGAGE: Boston Designs for Good	BSA Space	30	BSA Communication	Y
66	3/31/2016	Dragon Boat practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
67	4/1/2016	BSA Film Screening: Moshe Safdie	BSA Filming	BSA Space	40	BSA Communication	Y
68	4/2/2016	BSA	Future Prep 101: How to prepare teens for design careers	BSA Space	8	BSA Communication	Y
69	4/5/2016	Dragon Boat practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
70	4/6/2016	CBA	April Breakfast Program	Fort Point Room	100	CBA Internal Communication	Y
71	4/6/2016	BSA	Lecture with Inaki Abalos	Fort Point Room	45	BSA Communication	Y
72	4/6/2016	FPAC	Opening Reception	Waterfront Square Art Gallery	75-100	FPAC/BP/Friends of FP communication	Y
73	4/7/2016	Dragon Boat practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
74	4/9/2016	BSA	KidsBuild	Fort Point Room	100-200	BSA Communication	Y
75	4/10/2016	BSA	KidsBuild	Fort Point Room	100-200	BSA Communication	Y
76	4/12/2016	Brightcove	Monthly meeting	Fort Point Room	30	Internal communication	N
77	4/12/2016	Dragon Boat practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
78	4/14/2016	Masscommute	Transportation for Mass. (T4MA)	Fort Point Room	40	Internal communication	Y
79	4/14/2016	Dragon Boat practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
80	4/15/2016	BSA	Design Museum Mornings with BSA: Extraordinary Playscapes*	BSA Space	60	BSA Communication	Y
81	4/15/2016	Design Museum Boston	UNITE: The problem with play panel discussion	Fort Point Room	40	Design Museum & BSA channels	Y

82	4/19/2016	Dragon Boat practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
83	4/20/2016	Sierra Club	Video	Fort Point Room	100	Sierra Club	Y
84	4/21/2016	Dragon Boat practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
85	4/22/2016	BSA	Teen Workshops	BSA Space	8	BSA Communication	Y
86	4/22/2016	BSA	Cambridge Science Festival : LEGO City*	BSA Space	40	BSA Communication	Y
87	4/23/2016	BSA	Teen Workshops	BSA Space	8	BSA Communication	Y
88	4/26/2016	BSA & FHLB	Affordable Housing Development Competition	Fort Point Room	125	Affordable Housing Association	N
89	4/27/2016	MIT Club of Boston	Boston seminar series: Prof. renee Gosline	Fort Point Room	100	boston.alumclub.mit.edu/bss	Y
90	4/28/2016	Dragon Boat practice	Dragon Boat practice	Fort Point Room	20	Internal communication	N
91	4/30/2016	BSA	LEGO City in Roslindale	BSA Space	25	BSA Communication	Y
92	5/1-10/31	BSA	Architecture Boat Cruise	BSA Space	N/A	BSA Communication	Y
93	5/2/2016	BSA	Designin Boston: Cultural Plan	Fort Point Room	130	BSA Communication	Y
94	5/3/2016	ABC TMA	Boston's Climate	Fort Point Room	80	ABC TMA communication	Y
95	5/4/2016	Artist talk	Artist talk in art gallery	AW Gallery	50	FPAC/BP/Friends of FP communication	Y
96	5/4/2016	BSA	Student Design Day: ISB	BSA Space	15	BSA Communication	Y
97	5/5/2016	BSA	Student Design Day: Homeschool	BSA Space	15	BSA Communication	Y
98	5/5/2016	BSA	Building Blocks (Arch 101)	BSA Space	20	BSA Communication	Y
99	5/8/2016	BSA	Student Design Day: Homeschool	BSA Space	15	BSA Communication	Y

100	5/9/2016	Cspace Way Training Program	Training	Fort Point Room	50	Internal communication	N
101	5/10/2016	Cspace Way Training Program	Training	Fort Point Room	50	Internal communication	N
102	5/11/2016	ABC TMA	Bike Tune Up	Fort Point Room	20	BP tenant event communication	Y
103	5/11/2016	BSA	What the Sketch?	BSA Space	30	BSA Communication	Y
104	5/11/2016	E-Services	meeting	Fort Point Room	10	BP tenant event communication	N
105	5/10/2016	Cspace Way Training Program	Training	Fort Point Room	50	Internal communication	N
106	5/13/2016	Wiss, Janney, Elstner Associates, Inc.	Canstruction Morning Kickoff Meeting with Builders	Fort Point Room	50	Canstruction communication	Y
107	5/14/2016	BSA	Family Design Day: Animal Habitats	BSA Space	40	BSA Communication	Y
108	5/16/2016	Corenet	Meeting	Fort Point Room	100	Corenet	n
109	5/16/2016	BSA	Boston City Hall & the Legacy of Burtalist arch.	Fort Point Room	25	BSA Communication	Y
110	5/18/2016	Wellington	Catalyst II - Training Workshop	Fort Point Room	30	Internal communication	N
111	5/18/2016	BSA	WELL standard	Fort Point Room	150	BSA Communication	Y
112	5/19/2016	Children's Advocacy Center	Strengthening the Role and Responsibility of the Non-Offending Caregiver after Child Abuse	Fort Point Room	100	CAC Communication	Y
113	5/20/2016	Wellington	CPR	Fort Point Room	24	Internal communication	N
114	5/23/2016	Wellington	CPR	Fort Point Room	24	Internal communication	N
115	5/24/2016	Wellington	CPR	Fort Point Room	24	Internal communication	N

116	5/25/2016	BSA	Northern Avenue Bridge Winners Announcement and Celebration	BSA Space	220	BSA Communication	Y
117	5/25/2016	Wellington	CPR	Fort Point Room	24	Internal communication	N
118	5/30/2016	Brown Box	Brown Box Theatre Rehearsal	Fort Point Room	20	Internal communication	N
119	5/31/2016	Brown Box	Brown Box Theatre Rehearsal	Fort Point Room	20	Internal communication	N
120	6/1/2016	BSA	Committees on the Environment	Fort Point Room	20	Internal communication	N
121	6/1/2016	Brown Box	Brown Box Theatre	Pearl Street Room	20	Internal communication	N
122	6/2/2016	BSA	Committees on the Environment	Fort Point Room	20	Internal communication	N
123	6/2/2016	Brown Box	Brown Box Theatre	Fort Point Room		Brown Box/BP	N
124	6/3/2016	Brown Box	Brown Box Theatre	Fort Point Room		Brown Box/BP	N
125	6/4/2016	Brown Box	Brown Box Theatre	Fort Point Room		Brown Box/BP	N
126	6/5/2016	Brown Box	Brown Box Theatre	Fort Point Room		Brown Box/BP	N
127	6/6/2016	City of Boston	Go Boston 2030 Panel Discussion	Fort Point Room	100	BSA/ ABC TIMA	Y
128	6/7/2016	BSA	Extraordinary Playscapes Opening	BSA Space	300	BSA Communication	Y
129	6/9/2016	BSA	Student Design Day: Homeschool	BSA Space	15	BSA Communication	Y
130	6/9/2016	BSA	A Play on Modular Design with Richard Dattner	BSA Space	25	BSA Communication	Y
131	6/9/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
132	6/10/2016	BSA	Ideas Conference	Fort Point Room	80	BSA Communication	Y
133	6/10/2016	Brown Box	Brown Box Theatre	Fort Point room		Brown Box/BP	N
134	6/11/2016	Brown Box	Brown Box Theatre	Fort Point Room		Brown Box/BP	N

135	6/12/2016	BSA	Student Design Day: Homeschool	BSA Space	15	BSA Communication	Y
136	6/12/2016	Brown Box	Brown Box Theatre	Fort Point Room		Brown Box/BP	N
137	6/14/2016	BSA	An Architect's Response to Homelessness	BSA Space	40	BSA Communication	Y
138	6/14/2016	Brightcove	Monthly meeting	Fort Point Room	30	Internal communication	N
139	6/15/2016	Corenet	Meeting	Fort Point Room	100	Corenet	N
140	6/16/2016	BSA	The ABCs of Implicit Bias	BSA Space	45	BSA Communication	Y
141	6/16/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
142	6/18/2016	BSA	Family Design Day: Playscapes*	BSA Space	40	BSA Communication	Y
143	6/21/2016	SimpsonGumpertz & Heger Inc.	Structural Design at SGH	Fort Point Room	100	Internal communication	N
144	6/22/2016	Wellington	Speed Networking Event	Fort Point Room	60	Internal communication	N
145	6/23/2016	Viega LLC	Pathogen Control by Design	Fort Point Room	45	Internal communication	N
146	6/23/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
147	6/23/2016	United Way	Networking	Fort Point Room	60	Internal communication	N
148	6/27/2016	BSA	Climate Resilient Boston*	BSA Space	150	BSA Communication	Y
149	6/27/2016	Boston Harbor Now	Boston Living With Water	Fort Point Room	100	BSA/ City of boston	Y
150	6/28/2016	Decision Resources Group	DRG Analytics Team Meeting	Fort Point Room	30	Internal communication	N
151	6/28/2016	Dragon Boat practice	Dragon Boat - Standard Setup	Fort Point Room	20	Internal communication	N
152	6/29/2016	BSA	LEGO Happy Hour	BSA Space	25	BSA Communication	Y
153	6/29/2016	Axum Teferra, Energy Planner, Metropolitan Area Planning Council	Mass CEC-MAPC Microgrid Workshop for Municipalities	Fort Point Room	100	Internal communication	N



154	6/29/2016	Brightcove	Mixer	Fort Point Room	75	Internal communication	N
155	6/30/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
156	6/30/2016	BSA	Unite: the Problem with Play	BSA Space	140	BSA Communication	Y
157	6/30/2016	BSA	A tale of two very different play solutions	BSA Space	15	BSA Communication	Y
158	6/30/2016	Design Museum Boston	UNITE: The Problem with Play Panel Discussion	Fort Point Room	100	BSA Communication	Y
159	7/1-8/31	BSA	Family Design Day: Playscapes*	BSA Space	40	BSA Communication	Y
160	7/7/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
161	7/11/2016	BOXFIIT	BOXFIIT On the Harbor	Waterfront Plaza	Up to 50	Everybody Fights/BP	Y
162	7/12/2016	Brightcove	Monthly meeting	Fort Point Room	30	Internal communication	N
163	7/14/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
164	7/14/2016	Sierra Club	Movie	Fort Point Room	60	Sierra Club	Y
165	7/16/2016	BSA	Kids Design Workshops – Nature Play*	BSA Space	20	BSA Communication	Y
166	7/18/2016	BOXFIIT	BOXFIIT On the Harbor	Waterfront Plaza	Up to 50	Everybody Fights/BP	Y
167	7/20/2016	Regina Villa Associates for MassDOT	South Station Expansion Public Meeting	Fort Point Room	100	MassDOT	Y
168	7/21/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
169	7/21/2016	SimpsonGumpertz & Heger Inc.	Structural Design at SGH	Fort Point Room	100	Internal communication	N
170	7/25/2016	BOXFIIT	BOXFIIT On the Harbor	Waterfront Plaza	Up to 50	Everybody Fights/BP	Y

171	7/26/2016	Raptor	Roma Investor Meeting	Fort Point Room	50	Internal communication	N
172	7/27/2016	New England Water Enviroment	Women's Environmental Network	Fort Point Room	200	NEWE Communication	Y
173	7/28/2016	BSA	Student Design Day: Girls Inc Lynn	BSA Space	35	BSA Communication	Y
174	7/28/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
175	7/29/2016	Brightcove	Happy Hour	Fort Point Room	75	Internal communication	N
176	8/1/2016	BOXFIIT	BOXFIIT On the Harbor	Waterfront Plaza	Up to 50	Everybody Fights/BP	Y
177	8/3/2016	Corenet	Breakfast/Lunch	Fort Point Room	100	Corenet	N
178	8/4/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
179	8/8/2016	BOXFIIT	BOXFIIT On the Harbor	Waterfront Plaza	Up to 50	Everybody Fights/BP	Y
180	8/11/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
181	8/13/2016	BSA	Kids Design Workshops – Pop-up Play*	BSA Space	35	BSA Communication	Y
182	8/15/2016	BOXFIIT	BOXFIIT On the Harbor	Waterfront Plaza	Up to 50	Everybody Fights/BP	Y
183	8/17/2016	BSA Film Screening: The Land	BSA Filming	BSA Space	60	BSA Communication	Y
184	8/17/2016	BRA Meeting	Meeting	Fort Point Room	30	BRA	Y
185	8/18/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
186	8/18/2016	Simpson Gumpertz & Heger Inc.	Structural Design at SGH	Fort Point Room	100	Internal communication	N
187	8/19/2016	Brown Box Shakespeare	Brown Box Theatre	Fort Point Room/Waterfront Plaza	100	Brown Box/BP	Y

188	8/20/2016	Private Event	Soule Meneses Wedding	Fort Point Room	120	Internal communication	N
189	8/22/2016	BOXFIIT	BOXFIIT On the Harbor	Waterfront Plaza	Up to 50	Everybody Fights/BP	Y
190	8/23/2016	City of Boston	Climate Ready Boston Infrastructure Advisory Group	Fort Point Room	100	BSA Communication	Y
191	8/25/2016	CSPACE	Co-Creation Workshop	Fort Point Room		Internal communication	N
192	8/25/2016	Berklee	Lunch Sessions	Waterfront Plaza	100	BP/ Berklee/ Friend of FP	Y
193	8/26/2016	Brown Box Shakespeare	Brown Box Theatre	Fort Point Room/Waterfront Plaza	100	Brown Box/BP	Y
194	8/27/2016	CityLab	Boston Architectural CityLab Speaker symposium	Fort Point Room	125	CityLab Communication	Y
195	8/27/2016	End of Summer BASH	Kid Event	Waterfront Plaza	150+	BP	y
196	8/28/2016	Brown Box Shakespeare	Brown Box Theatre	Fort Point Room/Waterfront Plaza	100	Brown Box/BP	Y
197	8/29/2016	BOXFIIT	BOXFIIT On the Harbor	Waterfront Plaza	Up to 50	Everybody Fights/BP	Y
198	9/7/2016	Materials Witness Reception	Reception	Waterfront Square in the Gallery	100	FPAC/BP	Y
199	9/7/2016	BRA Meeting	Meeting	Fort Point Room	30	BRA	Y
200	9/8/2016	Mobile Tea	Meeting	Fort Point Room	100+	Mobile Tea/BP	Y
201	9/8/2016	VHB	Public Meeting	Fort Point Room		VHB Communication	Y
202	9/13/2016	Heidrick & Struggles	H&S GTS Consultants Meeting	Fort Point Room	100	Internal communication	N

203	9/14/2016	Wellington	IPS Informal manager program	Fort Point Room	25	Internal communication	N
204	9/15/2016	ABC TMA	Lunch and Learn	Fort Point Room		ABC TMA communication	Y
205	9/15/2016	Brightcove	Trivia	Fort Point Room	40	Internal communication	N
206	9/17/2016	BSA	Family Design Day: LEGO Urban Planning	BSA Space	40	BSA Communication	Y
207	9/20/2016	Brightcove	Monthly meeting	Fort Point Room	30	Internal communication	N
208	9/22/2016	Wellington	Social Styles Training	Fort Point Room		Internal communication	N
209	9/22/2016	Samaritans	Board meeting	Fort Point Room	50	Samaritans	N
210	9/22/2016	BSA	Haymarket: Soul of the City Opening	BSA Space	200	BSA Communication	Y
211	9/24/2016	BSA	College Fair	Fort Point Room	200	BSA Communication	Y
212	9/27/2016	Wellington	Flu Shot Clinic	Fort Point Room	150	Internal communication	N
213	9/28/2016	HUBweek- AAUW	Workshop	Fort Point Room	60	BP/AAUW/HUBweek	Y
214	9/29/2016	Basra Boston	Art display/show	waterfront square	100	BP/Fort Point Theatre Channel	Y
215	9/29/2016	HUBweek- Generation Citizen	Workshop	Fort Point Room	150+	BP/GC/HUBweek	Y
216	9/29/2016	HUBweek- TUGG, Corp	Workshop	Fort Point Room	60	BP/HUBweek/Tugg	Y
217	9/29/2016	BSA	Truth in Architecture: Lecture by Paul Stevenson Oles FAIA	BSA Space	60	BSA Communication	Y
218	9/29/2016	HUBweek- Octagon	Tent Activation	Waterfront Plaza	150+	Hubweek/BP	Y
219	9/28/2016	POAH	15th Anniv.	Fort Point Room	275	POAH/BSA communication	Y
220	10/1/2016	Curators Talk	Curators Talk	Waterfront Square Gallery	100	FPAC/BP	Y

221	10/1/2016	ABX VR Exhibit Preview	BSA/ ABX VR Exhibit Preview	Fort Point Room	30	Internal communication	N
222	10/2/2016	Harvest Happenings	Kids Fall event	Waterfront Square	20	BP	y
223	10/4/2016	BSA	Haymarket Lecture	BSA Space	20	BSA Communication	Y
224	10/4/2016	BRA Meeting	Meeting	Fort Point Room	100	BRA	Y
225	10/5/2016	Children's Advocacy Center	Fundrasier	Fort Point Room/Waterfront Square	200+	CAC	Y
226	10/7/2016	BSA Film Screening: Concrete Love	BSA Filming	BSA Space	24	BSA Communication	Y
227	10/7/2016	Canstruction	Art display	Waterfront Square/Nelson Court	N/A	Canstruction communication	Y
228	10/15/2016	BSA	Family Design Day: Journey into Space	BSA Space	40	BSA Communication	Y
229	10/17/2016	BSA	Designing Boston: Placemaking Decoded	BSA Space	100	BSA Communication	Y
230	10/18/2016	BRA Meeting	Meeting	Fort Point Room	100	BRA	Y
231	10/19/2016-11/23/2016	BSA	Boston Public Library programs	BSA Space	N/A	BSA Communication	Y
232	11/1/2016	Micro Housing Unit	Housing Installation	Waterfront Plaza	N/A	BSA/BP	Y
233	11/4/2016	BSA Film Screening:The New Rijksmuseum	BSA Filming	BSA Space	N/A	BSA Communication	Y
234	11/9/2016	Brown Box	Interest Meeting	Fort Point Room	N/A	Brown Box/BP	Y
235	11/19/2016	BSA	Family Design Day: Boston Bridges	BSA Space	N/A	BSA Communication	Y
236	12/2/2016	BSA Film Screening: Art House	BSA Filming	BSA Space	N/A	BSA Communication	Y
237	12/10/2016	Holly Day on the Harbor	Kids Concert	Waterfront Square	N/A	BP	y
238	12/15/2016	Samartians Meeting	Meeting	Fort Point Room	N/A	Samaritans	Y
239	12/16/2016	Holiday Stroll	Friends of Fort Point Channel	Waterfront Square	N/A	Friends of Fort Point/BP	Y

240	12/16/2016	Boston Tea Party Reenactment	Boston Tea Party	Waterfront Plaza	N/A	BP/Boston Tea Party Musuem	Y
241	12/17/2016-12/18/16	ETSY Market	ETSY Market	Fort Point Room/Waterfront Square	N/A	BP/ETSY	Y
242	12/17/2016	BSA	Family Design Day: Gingerbread Design	BSA Space	N/A	BSA Communication	Y

# Atlantic Wharf 2017 Annual Work Plan

## 2016 Program Review



Premier Properties. Core Markets. Experienced Leadership.

# 2016 PROGRAM **REVIEW**

---

**300** +

+

**20**

**398**

Events

Public Art Exhibits

Instagram Followers

**482**

**25,000** +

+

Twitter Followers

Attendees









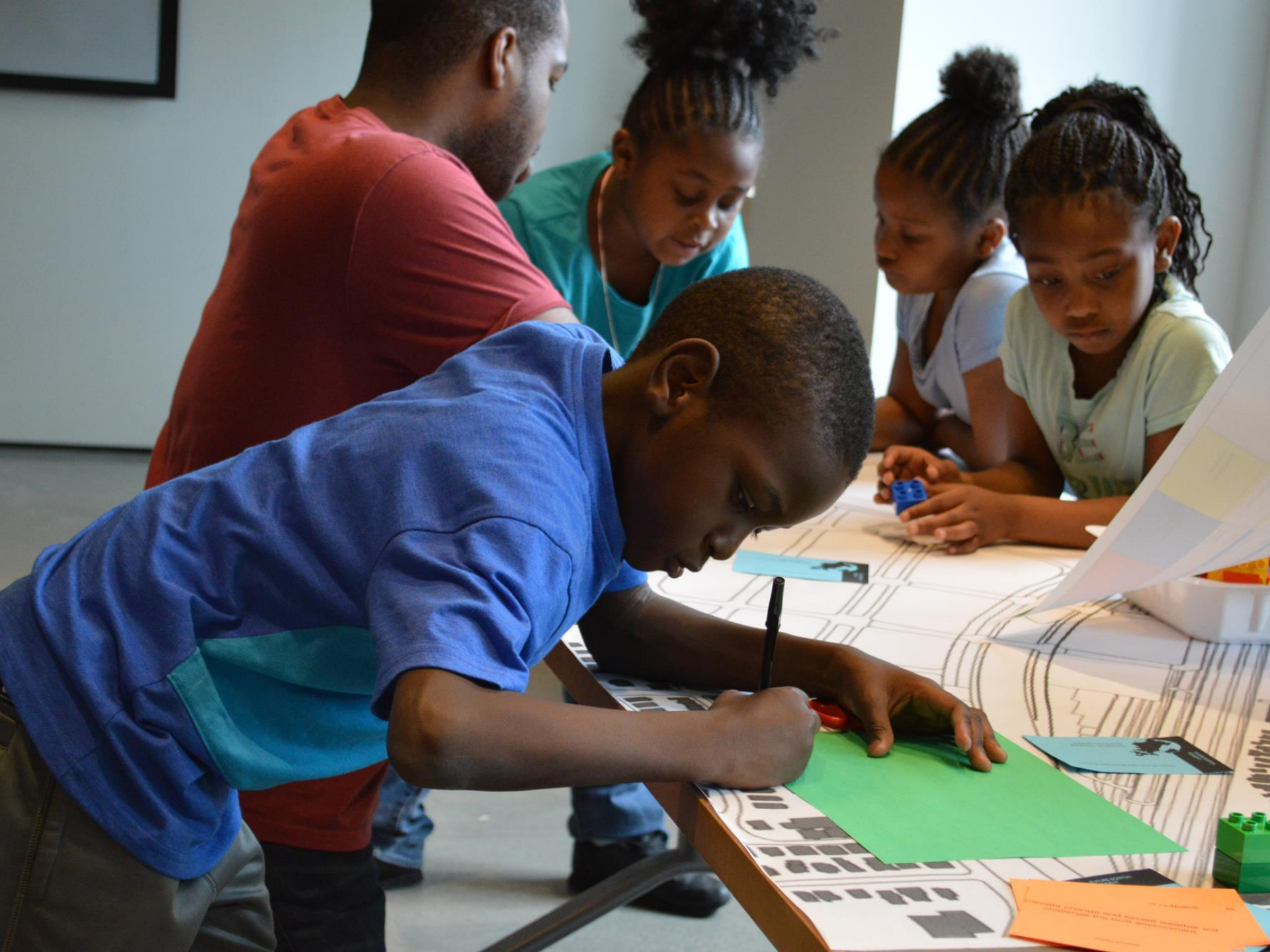




























2

2nd Floor  
ELEVATOR

# Kids Build!



**NO  
PARKING  
ANY  
TIME**









WATERFRONT

Attraction  
1.671  
Please Do Not Touch

























WATERFRONT SQUARE

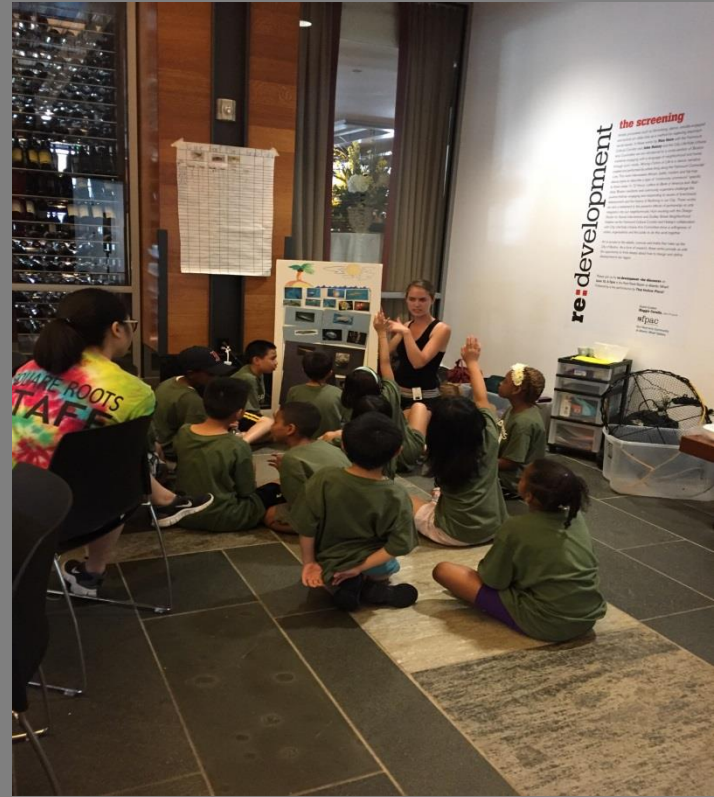




















## The Blade: Perspective



Looking East (towards channel)





[HOME](#)

[LOCATION](#)

[EVENTS & PROGRAMS](#)

[DINING & AMENITIES](#)

[RESIDENCES](#)



# ACTIVATE THE WATER'S EDGE

*Explore Boston's Vibrant Seaport from the Atlantic Wharf Docks*

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# MEDIA

