

October 30, 2018

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**Re: Atlantic Wharf (formerly Russia Wharf)
2019 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 2019 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 six 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 18, 2018. This Plan incorporates feedback we received.

Please let me know if you have any questions.

October 30, 2018

Sincerely,

A handwritten signature in blue ink, appearing to read 'LMS', with a long horizontal flourish extending to the right.

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)
Mike Moran, Boston Properties (via email)
Mark Cozzens, Boston Properties (via email)

ANNUAL WORK PLAN (Programming, Operation, Budget)

The Atlantic Wharf 2019 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 2019 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 the community that promotes affinity and return visits

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

METHOD:

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

Events & Programming will celebrate the Fort Point, Greenway, waterfront and Atlantic Wharf community, pay tribute to Boston, activate the water's edge, and serve as an important layer of the projects 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 have increased our budget an additional \$15,000 for 2019.

Communications will build visibility about the project's offerings, programs, spaces, and events. We will work to broaden the audience to include visitors and users from many of Boston's neighborhoods, consistent with the Chapter 91 requirements. In 2014, Atlantic Wharf launched two social media platforms, twitter and instagram, and we continue to grow our audience each year. Through social media we have been able to help promote events, retailers, community events and engage with the larger community. In 2015, we hired a publicist to work on projects and to help generate press and exposure to Atlantic Wharf's social media platforms and community events. We have taken the lessons learned from that consultant and incorporated them into our communications strategy. In 2016, we launched a new Atlantic Wharf website that highlights the destination value of the property/neighborhood and focuses on public events, programs, retailers, docks, public water access and amenities. In 2016, we had 431 Instagram followers and 497 Twitter followers. In 2017, we increased to 916 Instagram followers and 587 Twitter followers, being an 112% increase on Instagram and an 18% increase on Twitter. In 2018, we increased to 1,185 Instagram followers, being a 29.36% increase and 717 Twitter followers, being a 22.14% increase. In 2018, we launched our Facebook page for Atlantic Wharf to continue to generate exposure with our community events. We ended the year with a total of 122 Facebook followers. We also explored using boost posts on Facebook and Instagram to increase our following and reach a larger audience. We plan to continue focusing on growing our social media program in 2019 by posting to all social media accounts consistently and continuing to use boosts to reach more of the community.

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. In January 2018, we installed permanent exterior signage, calling attention to Waterfront Square and the Gallery. The signage provides additional removable signage based on upcoming events and current art Gallery exhibits, as well as notes that the space is open to the public. In 2018, we also updated our two wayfinding signs located along Waterfront Plaza, including maps calling attention to local organizations and Chapter 91 locations. In 2019, we plan to extend our outreach efforts to local community newspapers to advertise free programs such as Baystate Banner, Mattapan and Dorchester Reporter, the Sampian and East Boston Times. We also plan to create a relationship with The American City Coalition to help welcome neighborhoods to the waterfront.

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, Fanuiel Hall Marketplace, Boston Harbor Islands National and State Park, Fort Point Theater Channel, New England Aquarium, Boston Childrens Museum, Improper, Where Magazine, Boston Central, Boston USA, Boston

Magazine, Mommy Poppins, Boston City Paper, Boston on Budget, Family Friendly Boston, Boston Mama's Weekly, Boston Dad's Group, Dig Boston, Macaroni Kid, Whofish, and Boston Globe Calendar.). In 2018 we increased our partnerships and outreach with more local community organizations. In 2019, we plan to continue this outreach as well as connect with local organizations such The American City Coalition and East Boston Mainstreets.

2018 Program Review

In 2018 Atlantic Wharf hosted 280+ events for the general public, local community and non-profit organizations and a total of 26 public art and educational exhibits within The Gallery, Waterfront Square, Waterfront Plaza 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. 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 neighborhood and helped support local businesses. A full calendar of 2018 programs, events, and metrics can be found as Exhibit A to the Plan.

2018 was the seventh full year of programming at Atlantic Wharf, and the sixth 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 2019 meeting with the Basin Committee to align plans for the year.

Notable programs in late 2017/2018 included:

- Boston Tea Party Ships and Museum brought over 3,000 people in 2017 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.
- Continued sponsorship of youth programs at BSA Space, further detailed below.
- Displayed the "Quad Exhibit" in Waterfront Square, the winning project sponsored by What's In, Stantec, and ABX 2017.
- Hosted Holly Day on the Harbor for the 4th year with a performance by Little Groove, arts & crafts from FPAC, face painting, activity tables by th Rose Kennedy Greenway, the BSA, E inc., Save the Harbor Save the Bay and treats from local community restaurants Boloco and Smith & Wollensky.
- Live theater and musical performances throughout the year with Brown Box Theatre Company including Shakespeare, As You Like It, The Hotel Nepenthe and The Broadway Jukebox. Fort

2019 Atlantic Wharf Annual Plan

Point Theater Channel brought multiple performances and art exhibits to Atlantic Wharf including Her Story Is, Cloud Tectonics and Tangles in Your Teeth.

- Hosted new summer kids programming series with Fort Point Theater Channel titled, “Channel Dance”, offering kids and families Dance Free Sundays and Story Dance.
- Continuation of “e” inc. summer camp program at Atlantic Wharf, bringing youth from throughout the city to the waterfront with an additional art installation in Waterfront Square (funded primarily by Boston Properties in 2018).
- Continued to provide public dock space for Ohana New England Dragon Boat Summer practicing and indoor space for the winter practices/ Indoor Regatta.
- Continued FPAC Opening Gallery events as well as increasing programming to include Artist Talks and Closing Receptions.
- Continued the health/wellness Earth Month event, “Live Well” by hosting a free yoga class open to the public in the Fort Point Room.
- Hosted the BSA Summer Shindig celebration on Waterfront Plaza, this event was open to the public with over 200 guests enjoying music, food and games.
- Save the Harbor/Save the Bay brought School Vacation Week programming to the Fort Point Room two times this Winter for February school vacation and two times this Spring for April school vacation. They also brought “Art on the Shore” to Waterfront Plaza four times this Summer. Teaching children 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 InnerCity Weightlifting.
- Continuation of Berklee College of Music Summer Lunch concerts on Waterfront Plaza.
- Created evening concert series with Berklee College of Music on Waterfront Plaza.
- Continued Summer programming with the End of Summer BASH on Waterfront Plaza. The event included a kid’s concert with Stacey Peasley, face painting, lunch by Atlantic Wharf retailers, arts and crafts table by FPAC and a programming table by Save the Harbor/Save the Bay, “e” Inc., Boston Harbor Islands, Fort Point Theater Channel and the BSA.
- Hosted Canstruction in Waterfront Square and the BSA space.
- Partnered with the Boston Children’s Museum and hosted the Mini Maker’s Faire.

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, the gallery, exhibit openings, and associated programs such as the artist talks. 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 Fort Point Arts Community, BSA, Berklee School of Music, Friends of Fort Point Channel, Greenway Conservancy, Save the Harbor/Save the Bay, "e" Inc., The Boston Children's Museum, Boston Tea Party Ships and Museum and other groups. In addition, activations with local partners like Fort Point Theater Channel and their kids programming were strong drivers this year drawing families to the waterfront.

EVENTS & PROGRAMMING

The following outlines the proposed programming plan for 2019, 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 2019 Annual Plan continues our successful programming from 2018 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.

2019 ATLANTIC WHARF PROGRAMMING

INCREASING DIVERSITY OF USERS AT ATLANTIC WHARF

In response to past feedback and in line with the Chapter 91 goal of providing a welcoming place for all, especially those typically without access to the Waterfront, we continue to focus our outreach on reaching a more diverse audience. For children focused events, we have worked with our partners, Save the Harbor/Save the Bay and "e" Inc., to extend invitations to youth and community organizations from every neighborhood in Boston. We continued to fund both "e" inc. and Save the Harbor/Save the Bay's successful spring and summer programs, exposing youth and teens from throughout the city to the Waterfront and continued to provide Ohana New England Dragon Boat Team public dock space and programming in the Fort Point Room. In addition, we provided a connection with Ohana New England to provide on water programming as part of these camp experiences. In 2019, we will look to further enhance our children's programming by providing more opportunities for engagement at each event (ex. arts and crafts, music performances, local partners offering activities, etc.) and continue to offer food and promote events throughout the wider community. In bringing children to Atlantic Wharf to explore, we hope they will return again with their families to experience all the area has to offer. In addition to the outreach above, we continued to support the BSA Foundation's youth programming, which resulted in a greater than 60% expansion of no-fee Foundation youth programs. Programs and projects supported by the additional investment include:

- Summer STEAM: over the summer BSA Space welcomed over 150 summer camp program participants who took part in hands-on design activities.
- The Massachusetts Cultural Council's EBT Card to Culture Program, which is a powerfully inclusive, community-based program that supports goals of their Universal Participation Initiative.
- No Cost Student Visits: Boston Public School classrooms visited BSA Space to tour the featured exhibition (NatureStructure) and do a hands-on activity.
- Vacation Week Programming: During vacation week, free workshops were held in the Salt Gallery in partnership with the Rose Kennedy Greenway.
- Downtown Playdates: Held on eight consecutive Saturdays, BSA Space staff led families in LEGO Challenges from 11am to 4pm. Average weekly attendance was 50 family members.
- KidsBuild! Kids design and build a city in this annual program staged in Waterfront Square. This year, KidsBuild! offered the workbooks in both Mandarin and Spanish to serve multilingual audiences. Its attendance reaches over 800 per year.
- College Fair: Pioneering design-focused college fair, the largest in the Northeast, was held 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 47 design schools from around North America.

WATERFRONT PLAZA

Waterfront Plaza is a gathering place and green oasis along the water's edge and refuge from the hustle and bustle of the city. 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, fall and winter months. Active uses include lunchtime & evening musical performances, children's musical performances, fitness classes, theatre performances and art installations. In 2018, we increased the amount of theater performances and continued to expand on our kids event, End of Summer BASH. Additionally, we hosted multiple kids programming on the weekends with the Fort Point Theater Channel. In 2018, we also partnered with the Boston Children's Museum and provided space for programming for the Mini Maker's Faire. These events have increased attendance in the community of residents, families, office tenants, and tourists visiting Fort Point. The goal for winter is to host an art exhibit outdoors, to provide a focal point for winter visitors on the HarborWalk. 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. For end of 2018 early 2019, we plan to host an ice sculpture along Waterfront Plaza for First Day First Night to bring holiday attendees to the waterfront. In 2019, we are planning to work with Brown Box Theatre Project once again for an early Spring play, a late Spring musical and an end of Summer play. In 2019, we also plan to continue our Berklee concert series during the evening and during lunchtime. In 2019, we also look to

explore adding shade options and more moveable seating options to Waterfront Plaza. This will be a draw for Fort Point community members and tenants to explore the Waterfront after work hours, as well as bring in a wider visitor audience from outside the Fort Point community.

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 Theater Channel as a venue. These performances have provided a unique attraction for the neighborhood and have created public entertainment for the local community. In 2018, we continued to host our Holly Day on the Harbor kids event, with musical entertainment, food and games. 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). In 2018, we purchased new furniture and instituted a new layout in Waterfront Square, with the goal of providing a more comfortable, flexible and welcoming environment for all visitors. The new furniture includes a mix of hard and soft seating, different table heights and sizes, and additional color to elevate the space and create additional opportunities for convening.

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 2019 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 and closing receptions in the Gallery and have hosted several programs in Waterfront Square throughout the past year. In December 2018, we plan to partner with FPAC and the Barr Foundation exhibiting photos about the Boston Harbor and its visitors, highlighting access to the waterfront. Programming will enhance this display and create additional opportunities for public engagement.

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. In 2017, we made the Fort Point Room a Zero Waste room, offering more compost and recycling options. In 2018, we invested in upgraded AV equipment in the Fort Point Room including the projector, projector screen, wall connections, microphones, wall controls, equipment rack, wiring, ceiling tiles and computer connections. The Fort Point Room is used almost daily, sometimes multiple times a day, these upgrades help to keep the space up to date and creates an ease of use for the public. In 2018, we also upgraded approximately half of the balcony pavers by leveling them. In 2019, we plan to upgrade the other half of the pavers, creating a more level space for fitness classes and events. Events planned for 2019 include BSA lecture series, Winter fitness classes, Theater performances and in addition, as in past years, the Fort Point Room is available for non-profit events, meetings, 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.

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 2018 will continue using it in 2019.

- 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 2018 season. One of the six slips was provided to the Ohana New England Dragon Boats. We have already started accepting applications for 2019.

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 2019, we will continue to work with Friends of Fort Point Channel for outreach to area boating clubs and marinas to alert them of the short term docking options at Atlantic Wharf, as well as helping to continue our support to Ohana New England and raising awareness to their organization.

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

2019 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

2017 marked the 150th Anniversary of the Boston Society of Architects/AIA, the fifth anniversary of the opening of BSA Space, the 25th birthday of KidsBuild!, and the 20th year of publication of ArchitectureBoston magazine—all entities, events, or publications administered at Atlantic Wharf. This remarkable constellation of BSA and the BSA Foundation milestones are providing even greater opportunities for welcoming public audiences into BSA Space. Here, visitors explore innovative design ideas and achievements, discover the latest technology advancements, and make connections between design and people's quality of life. BSA and BSA Foundation programs are using these anniversary events to foster and expand our capacity to serve new audiences.

2018 REVIEW OF BSA SPACE PROGRAMS

Strengthening Partnerships

In 2018, the Boston Society of Architects/AIA and the BSA Foundation opened our doors to partners from across Boston and across the world. Partnerships brought exhibitions, lectures, book talks, and debates to BSA Space. These deepened relationships helped the BSA/AIA and the BSA Foundation dive into current topics such as the controversy over zoning for Accessory Dwelling Units in the City of Boston, the future of a cleaner Charles River and diversity in the workplace—both in the design professions and in the trades. BSA Space has been filled with engaging exhibitions which represented partnerships both emerging and new, including the Society of American Mosaic Artists and the Aga Khan Trust for Culture. These exhibitions invited participation by diverse audiences and allowed the BSA/AIA and the BSA Foundation to ensure that BSA Space fulfills its best and highest potential as a venue where everyone in Boston can explore ideas about the power of design to build better communities.

Program Highlights

One highlight from this year was the screening of *Sista in the Brotherhood*, a documentary about a young, black, apprentice tradeswoman struggling to prove herself on the job. The film event, which drew a large, diverse crowd, was a collaboration between BosNOMA, Open Architecture Collaborative, the BSA Equity Roundtable, The Policy Group on Tradeswomen's Issues, and the Boston building trades unions, attracted cross discipline audiences representing the architecture, engineering, and construction professionals as well as tradespeople throughout the industry. At the discussion following the screening, one attendee commented, "I'm not here because I'm female. I'm here because I'm qualified." Her sentiment was applauded and echoed by others.

Highlights in our Youth programming included a new partnership program called Sumner STEAM where 150 Boston Public School students from area summer camps and programs visited BSA Space to work with architects on hands-on real-world design challenges. Partners who collaborated on Summer STEAM include BOSTEM (the United Way), Apprentice Learning, Boston Explorers and Community Boat

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Building. Other events included free vacation week workshops, monthly Family Design Days, KidsBuild! ACE Mentoring for High Schools students, summer Downtown Playdates, home school classes, and school visits.

BSA Space held its second annual free and open Summer Shindig in June with over 200 people in attendance. Weather pushed the party indoors but the sounds of the young musicians from Berkeley College of Music and the delectable aroma of burritos from Boloco kept the party festive.

BSA Space gallery content continues to appeal to disparate groups with a shared interest in exploring ideas about design and design's impact on individuals, communities, and the public realm. During the early months, the *2017 BSA Design Awards* filled the space with images and 3D models, featuring more than 50 award-winning projects across multiple scales and building, program, budget, and aesthetic types. The Harleston Parker Medal (one of the most prestigious annual prizes) went to the new addition to the Boston Public Library. In February, the *17th Annual Mosaic Arts International Exhibition* took over all of BSA Space and brought a diverse audience of artists and the public to view new directions in mosaic art in conjunction with SAMA's 2018 international conference. Our neighbor gallery, the Society of Arts and Crafts, also hosted SAMA content, creating cross-channel traffic among interested attendees. Downstairs in the Storefront Gallery in April, *NOW DOCKING: Envisioning new life for a 700-foot-long pier* was an exhibition highlighting a spectrum of ideas—inspirational, provocative, futuristic—about transforming Dry Dock No. 4 into a signature park.

In May, two new exhibitions opened at BSA Space, keeping the gallery active with foot traffic throughout the summer. *NatureStructure* was a global overview showcasing more than 30 architectural and design projects that work in harmony with nature to heal and restore ecosystems and make cities more resilient and sustainable. It received extensive press coverage throughout its run and was accompanied by supporting programming events. *Design for Diversity: The Aga Khan Award for Architecture* presented the six winners and shortlisted works from the 2014-2016 cycle of the Aga Khan Award for Architecture. These projects highlighted architectural works that provide for people's physical, social, and economic needs, while responding to their cultural expectations. Finishing out the 2018 exhibitions roster will be the annual charity food drive and sculpture competition, *Canstruction*, and the *2018 BSA Design Awards*.

On the Boards for 2019

Though programming is still in development, 2019 plans at BSA Space include further expansion of youth programs to underserved communities and schools, many in conjunction with ongoing partners, including the Boston Private Industry Council, Children's Museum, the Rose Kennedy Greenway, Boston Public Library, and Boston Public Schools, as well as a continuation of free programming offered at BSA Space. Opening in February, *In the Public Interest: Redefining the Architect's Role and Responsibility* is an exhibition that will present international examples of community-engaged design process that expand the

nature of practice; the exhibition will also explore opportunities for more public interest design within Boston's communities. Later in 2019, BSA Space will premier *Balancing Act: Urbanism in the Digital Age*. This interactive exhibition will share a wide variety of perspectives on the impacts of digital technologies in cities today. The goal of the exhibition is to demonstrate how cities can create best practices while striking a delicate and positive balance between digital technologies and physical design. Visitors of all ages and backgrounds will leave the exhibition with a better understanding of established and emerging technologies, and their potential to both help and hinder city planning and design.

Please visit architects.org/bsaspace for up-to-date information on programming at BSA Space, and stories about the people who enjoy and benefit from BSA/AIA and BSA Foundation programming.

ACCESS

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

PRIVATE USE

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

COMMUNICATIONS

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

INTERNAL

- Directory panels & new Congress Street entry signage cabinets
- 22x28 posters
- Channel Concierge Desk
- Captivate

EXTERNAL

- Atlantic Wharf website – 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 Save the Harbor/Save the Bay, “e” inc., Boston Harbor Association, Friends of Fort Point Channel, Fort Point Arts Community, Rose Kennedy Greenway Conservancy, etc.
- Atlantic Wharf social media- Twitter, Facebook and Instagram
- Additional external signage panel at Congress Street entrance hosts changeable messaging
- Advertising with local community newspapers such as Baystate Banner, Mattapan and Dorchester Reporter, the Sampian and East Boston Times.

PUBLIC RELATIONS

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

VISITOR OUTREACH THROUGH THE BSA

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

2019 BUDGET

PROGRAMMING – CONTENT \$89,400

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

2019 Atlantic Wharf Annual Plan

- Indoor/Outdoor Fitness Classes
- Holiday children's event/programming
- Summer lunchtime/evening music series
- Summer children's events/programming
- Canstruction Boston competition
- KidsBuild Boston competition
- BSA Foundation Children's program contributions
- Theatre Performances (all seasons)
- Participation in or hosting of other area events, performances & festivals as appropriate

PROGRAMMING – LOGISTICS \$197,801

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

COMMUNICATION TOOLS \$10,000

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

2019 BUDGET TOTAL: \$297,201

PERSONNEL SUPPORTING THE ANNUAL PLAN:

Marketing Director – Laura Sesody

Marketing Coordinator- Sarah Goldstein

Property Manager – Mike Moran

Assistant Property Manager – Corinna DeCollibus

Property Management Coordinator – Christa Fagone

Executive Director of the BSA – Eric White

2018 EVENTS AT ATLANTIC WHARF

 event open to the public
 private event

No.	Date	Name of Event	Event Type	Location	# of Attendees	Communications Vehicles Used to Promote	Open to Public Y/N
1	1/4/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
2	1/6/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
3	1/7/2018	Brown Box Theater Project	Meeting	Fort Point Room	20	Org. Communication	N
4	1/13/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
5	1/15/2018	Brown Box Theater Project	Auditions	Fort Point Room	20	Org. Communication	Y
6	1/16/2018	CoreNet	Meeting	Fort Point Room	100	Org. Communication	N
7	1/16/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
8	1/18/2018	BSA GALA	Gala	Waterfront Square	200	Org. Communication	N
9	1/19/2018	Fort Point Operations Board	Meeting	Fort Point Room	30	BXP/BPDA	Y
10	1/19/2018	Film Screening: Moving Midway	Film	BSA Space	15	Org. Communication	Y
11	1/20/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
12	1/20/2018	Brown Box Theater Project	Auditions	Fort Point Room	20	Org. Communication	Y
13	1/20/2018	Family Design Day: Skyscrapers	Workshop	BSA Space	40	Org. Communication	Y
14	1/23/2018	Basin Community Committee	Meeting	Fort Point Room	20	BXP/FFPC	Y
15	1/24/2018	MIT X State of the State	Meeting	Fort Point Room	130	Org. Communication	N
16	1/27/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
17	1/27/2018	Brown Box Theater Project	Auditions	Fort Point Room	20	Org. Communication	Y
18	1/29/2018	Boston Tea Party	Workshop	Fort Point Room	10	Org. Communication	N
19	1/30/2018	Greenovate	Training	Fort Point Room	30	Org. Communication	N
20	1/30/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
21	2/2/2018	Boston Tea Party	Workshop	Fort Point Room	10	Org. Communication	N
22	2/2/2018	Film Screening: Moving Midway	Film	BSA Space	25	Org. Communication	Y
23	2/3/2018	Ohana New England	Regatta	Fort Point Room	100	Org. Communication	Y

24	2/6/2018	Perkins+ Will	Symposium	Fort Point Room	100	Org. Communication	N
25	2/6/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
26	2/7/2018	Simpson Gumpertz & Heger	Seminar	Fort Point Room	100	Org. Communication	N
27	2/8/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
28	2/10/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
29	2/13/2018	Plumbing Association	Luncheon	Fort Point Room	50	Org. Communication	N
30	2/13/2018	Samaritans	Meeting	Fort Point Room	50	Org. Communication	N
31	2/15/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
32	2/16/2018	McKinsey	Meeting	Fort Point Room	70	Org. Communication	N
33	2/17/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
34	2/20/2018	Drop In Building	Workshop	BSA Space	40	Org. Communication	Y
35	2/21/2018	Fort Point Arts Community	Reception	Gallery	75	BXP/FPAC	Y
36	2/21/2018	Students Design Day: Bridges	Workshop	BSA Space	25	Org. Communication	Y
37	2/22/2018	Save the Harbor Save the Bay	Workshop	Fort Point Room	60	BXP/SHSB	Y
38	2/22/2018	Drop In Building	Workshop	BSA Space	40	Org. Communication	Y
39	2/22/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
40	2/23/2018	Students Design Day: Bridges	Workshop	BSA Space	35	Org. Communication	Y
41	2/24/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
42	2/24/2018	Family Design Day: Animal	Workshop	BSA Space	40	Org. Communication	Y
43	2/24/2018	Brown Box Theater Project	Practice	Fort Point Room	20	Org. Communication	N
44	2/25/2018	Brown Box Theater Project	Practice	Fort Point Room	20	Org. Communication	N
45	2/26/2018	Film Screening: Sista	Talk	BSA Space	55	Org. Communication	Y
46	2/26/2018	Brown Box Theater Project	Practice	Fort Point Room	20	Org. Communication	N
47	2/27/2018	Brown Box Theater Project	Practice	Fort Point Room	20	Org. Communication	N
48	2/28/2018	Brown Box Theater Project	Practice	Fort Point Room	20	Org. Communication	N
49	3/1/2018	Brown Box Theater Project	Practice	Fort Point Room	20	Org. Communication	N
50	3/1/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
51	3/1/2018	BSA	Meeting	Fort Point Room	60	Org. Communication	N
52	3/2/2018	Brown Box Theater Project	Performance	Waterfront Square	70	BXP/BB	Y
53	3/3/2018	Brown Box Theater Project	Performance	Waterfront Square	70	BXP/BB	Y
54	3/4/2018	Brown Box Theater Project	Performance	Waterfront Square	70	BXP/BB	Y
55	3/6/2018	Wellington BUILD Boston	Network	Fort Point Room	75	Org. Communication	N
56	3/8/2018	Architecture Trivia Night	Other	BSA Space	75	Org. Communication	Y
57	3/8/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y

58	3/9/2018	Brown Box Theater Project	Performance	Waterfront Square	70	BXP/BB	Y
59	3/9/2018	Film Screening: Automorphosis	Film	BSA Space	15	Org. Communication	Y
60	3/10/2018	Brown Box Theater Project	Performance	Waterfront Square	70	BXP/BB	Y
61	3/10/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
62	3/11/2018	Brown Box Theater Project	Performance	Waterfront Square	70	BXP/BB	Y
63	3/13/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
64	3/15/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
65	3/15/2018	BPS Innovation Team	Workshop	BSA Space	25	Org. Communication	Y
66	3/16/2018	Boston Properties	IS Meeting	Fort Point Room	50	Org. Communication	N
67	3/16/2018	Mosaics Reception	Reception	BSA Space	150	Org. Communication	Y
68	3/17/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
69	3/17/2018	Family Design Day: Mosaics	Workshop	BSA Space	25	Org. Communication	Y
70	3/22/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
71	3/24/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
72	3/26/2018	BSA	Meeting	Fort Point Room	100	Org. Communication	Y
73	3/27/2018	Cushman & Wakefield	Kick Off Event	Fort Point Room	100	Org. Communication	N
74	3/28/2018	Marsh & McLennan	Meeting	Fort Point Room	50	Org. Communication	N
75	3/29/2018	Walk Boston	Meeting	Fort Point Room	100	Org. Communication	Y
76	3/30/2018	Rotch Traveling Scholarship	Reception	BSA Space	25	Org. Communication	Y
77	3/31/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
78	4/1/2018	Ohana New England	Speaker Event	Fort Point Room	40	Org. Communication	Y
79	4/3/2018	Commerical Broker's Association	Meeting	Fort Point Room	40	Org. Communication	N
80	4/3/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
81	4/4/2018	Brown Box Theater Project	Meeting	Fort Point Room	15	Org. Communication	N
82	4/5/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
83	4/7/2018	BSA	KidsBuild!	WFSQ/FPR/BSA Space	400	BXP/BSA	Y
84	4/8/2018	BSA	KidsBuild!	WFSQ/FPR/BSA Space	400	BXP/BSA	Y
85	4/9/2018	Simpson Gumpertz & Heger	Seminar	Fort Point Room	100	Org. Communication	N
86	4/10/2018	BSA	Meeting	Fort Point Room	130	Org. Communication	Y
87	4/11/2018	Samaritans	Meeting	Fort Point Room	50	Org. Communication	N
88	4/12/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
89	4/13/2018	Film Screening: The City Dark	Film	BSA Space	15	Org. Communication	Y
90	4/13/2018	Students Design Day: ISB	Workshop	BSA Space	15	Org. Communication	Y
91	4/17/2018	CoreNet	Meeting	Fort Point Room	100	Org. Communication	N

92	4/18/2018	Save the Harbor Save the Bay	Workshop	Fort Point Room	60	BXP/SHSB	Y
93	4/18/2018	Urban Forum: Climate Change	Talk	BSA Space	100	Org. Communication	Y
94	4/19/2018	Save the Harbor Save the Bay	Workshop	Fort Point Room	60	BXP/SHSB	Y
95	4/19/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
96	4/21/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
97	4/23/2018	Now Practice Now: Cash	Talk	BSA Space	75	Org. Communication	Y
98	4/23/2018	Mass Cultural Council	Meeting	Fort Point Room	20	Org. Communication	N
99	4/24/2018	Affordable Housing Delevopment	Competition	Fort Point Room	100	Org. Communication	N
100	4/24/2018	Now Docking Reception	Reception	BSA Space	45	Org. Communication	Y
101	4/26/2018	Live Well/Earth Day Event	Event	Fort Point Room	60	BXP	Y
102	4/26/2018	Student Design Day: Snowden	Workshop	BSA Space	25	Org. Communication	Y
103	4/26/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
104	4/27/2018	Boston Tea Party	Training	Fort Point Room		Org. Communication	N
105	4/28/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
106	5/1/2018	Affordable Housing Delevopment	Breakfast	Fort Point Room	50	Org. Communication	N
107	5/3/2018	Northeastern	Meeting	Fort Point Room	50	Org. Communication	Y
108	5/4/2018	Film Screening: Citizen Jane	Film	BSA Space	75	Org. Communication	Y
109	5/7-5/11/18	Wellington Management	Meeting	Fort Point Room	25	Org. Communication	N
110	5/7/2018	Brown Box Theater Project	Meeting	Waterfront Square	15	Org. Communication	N
111	5/10/2018	Brown Box Theater Project	Rehearsal	Waterfront Square	15	Org. Communication	N
112	5/11/2018	BSA Syria Initative Reception	Reception	BSA Space	60	Org. Communication	Y
113	5/12/2018	Brown Box Theater Project	Performance	Waterfront Square	70	BXP/BB	Y
114	5/15/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
115	5/17/2018	Cresa	Meeting	Fort Point Room	60	Org. Communication	N
116	5/17/2018	Nature Structure Reception	Reception	BSA Space	250	Org. Communication	Y
117	5/18/2018	Greystar	Training	Fort Point Room	30	Org. Communication	N
118	5/18/2018	Mediating Innovation for Future	Talk	BSA Space	20	Org. Communication	Y
119	5/19/2018	Brown Box Theater Project	Performance	Waterfront Square	70	BXP/BB	Y
120	5/19/2018	Family Design Day: Treehouses	Workshop	BSA Space	40	Org. Communication	Y
121	5/20/2018	Brown Box Theater Project	Performance	Waterfront Square	70	BXP/BB	Y
122	5/21/2018	Wellington	Training	Fort Point Room	30	Org. Communication	N
123	5/21/2018	Samaritans Grief Support	Workshop	Fort Point Room	30	Org. Communication	Y
124	5/22/2018	Wellington	Meeting	Fort Point Room	100	Org. Communication	N
125	5/24/2018	Now Practice Now: Stuff	Talk	BSA Space	60	Org. Communication	Y

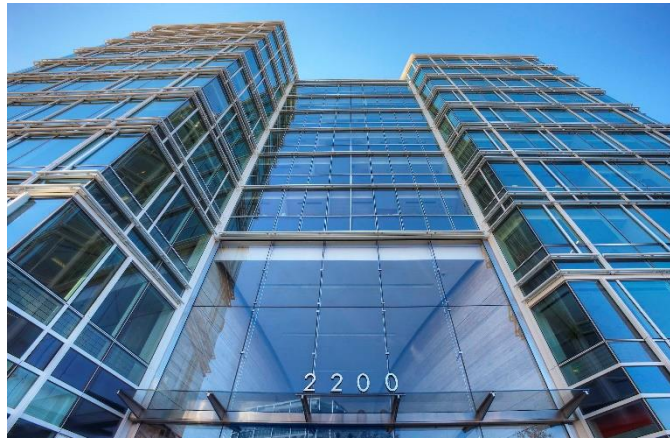
126	5/24/2018	Student Design Day: Risign Tide	Workshop	BSA Space	15	Org. Communication	Y
127	5/24/2018	USGBC	Tech Forum	Fort Point Room	100	BXP/USGBC	Y
128	5/29/2018	Boston Tea Party	Training	Fort Point Room	10	Org. Communication	N
129	5/30/2018	Welcome to the West	Book Talk	BSA Space	65	Org. Communication	Y
130	5/30/2018	Boston Harbor Now	Symposium	Fort Point Room	175	Boston Harbor Now	Y
131	6/4/2018	Greater Boston Food Bank	Meeting	Fort Point Room	35	Org. Communication	N
132	6/5/2018	United Way Lunch	Meeting	Fort Point Room	50	Org. Communication	N
133	6/6/2018	BPDA Bootcamp	Talk	BSA Space	75	Org. Communication	Y
134	6/6/2018	Wellington	Meeting	Fort Point Room	50	Org. Communication	N
135	6/7-6/24/2018	Fort Point Theater Channel	Installation	Waterfront Square		FFTC/BXP	Y
136	6/7/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y
137	6/7/2018	Fort Point Arts Community	Reception	Gallery	60	FPAC/BXP	Y
138	6/8/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
139	6/11/2018	Microsoft Resources	Meeting	Fort Point Room	80	Org. Communication	N
140	6/12/2018	BSA Foundation Grant Pin Up	Talk	BSA Space	20	Org. Communication	Y
141	6/13/2018	Simpson Gumpertz & Heger	Seminar	Fort Point Room	100	Org. Communication	N
142	6/14/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y
143	6/14/2018	Now Practice Now: Turf	Talk	BSA Space	60	Org. Communication	Y
144	6/14/2018	Samaritans	Meeting	Fort Point Room	50	Org. Communication	N
145	6/15/2018	Fort Point Theater Channel	Performance	Waterfront Square	50	BXP/FFTC	Y
146	6/16/2018	Nature Structure Curators Tour	Tour	BSA Space	5	Org. Communication	Y
147	6/16/2018	Family Design Day: Nature City	Workshop	BSA Space	20	Org. Communication	Y
148	6/19/2018	Corenet	Meeting	Fort Point Room	100	Org. Communication	N
149	6/21/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y
150	6/25/2018	Designing Boston: Accessory	Talk	BSA Space	70	Org. Communication	Y
151	6/27/2018	Design By Any Other Name	Talk	BSA Space	65	Org. Communication	Y
152	6/28/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y
153	6/28/2018	BSA Summer Shindig	Reception	Waterfront Plaza	200	BSA/BXP	Y
154	7/5/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y
155	7/7/2018	Downtown Playdates	Workshop	BSA Space	120	Org. Communication	Y
156	7/9/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
157	7/9/2018	Innercity Weightlifting	Fitness Series	Waterfront Plaza	15	ICW/BXP	Y
158	7/10/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
159	7/11/2018	Simpson Gumpertz & Heger	Seminar	Fort Point Room	100	Org. Communication	N

160	7/11/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
161	7/12/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
162	7/12/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y
163	7/13/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
164	7/14/2018	Downtown Playdates	Workshop	BSA Space	30	Org. Communication	Y
165	7/15/2018	Fort Point Theater Channel	Workshop	Waterfront Plaza	20	BXP/FPTC	Y
166	7/16/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
167	7/16/2018	Innercity Weightlifting	Fitness Series	Waterfront Plaza	15	ICW/BXP	Y
168	7/17/2018	Wellington	Training	Fort Point Room	30	Org. Communication	N
169	7/17/2018	Student Design Day: Boston	Workshop	BSA Space	45	Org. Communication	Y
170	7/17/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
171	7/18/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
172	7/18/2018	Student Design Day: Apprentice	Workshop	BSA Space	12	Org. Communication	Y
173	7/19/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
174	7/19/2018	Student Design Day: Apprentice	Workshop	BSA Space	13	Org. Communication	Y
175	7/19/2018	Student Design Day	Tour	BSA Space	20	Org. Communication	Y
176	7/19/2018	Payette	Silent Auction	Waterfront Square	200	Org. Communication	N
177	7/19/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y
178	7/20/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
179	7/20/2018	Student Design Day: 360	Workshop	BSA Space	40	Org. Communication	Y
180	7/20/2018	Save the Harbor Save the Bay	Workshop	Waterfront Plaza	60	SHSB/BXP	Y
181	7/21/2018	Downtown Playdates	Workshop	BSA Space	18	Org. Communication	Y
182	7/21/2018	Nature Structure Curators Tour	Tour	BSA Space	30	Org. Communication	Y
183	7/22/2018	Fort Point Theater Channel	Workshop	Waterfront Plaza	20	BXP/FPTC	Y
184	7/23/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
185	7/23/2018	Innercity Weightlifting	Fitness Series	Waterfront Plaza	15	ICW/BXP	Y
186	7/24/2018	Wellington	Training	Fort Point Room	30	Org. Communication	N
187	7/24/2018	Student Design Day: 360	Workshop	BSA Space	12	Org. Communication	Y
188	7/24/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
189	7/25/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
190	7/25/2018	Student Design Day: Community	Workshop	BSA Space	6	Org. Communication	Y
191	7/26/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
192	7/26/2018	Architecture Trivia Night	Other	BSA Space	75	Org. Communication	Y
193	7/26/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y

194	7/27/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
195	7/28/2018	Downtown Playdates	Workshop	BSA Space	60	Org. Communication	Y
196	7/28/2018	Fort Point Theater Channel	Meeting	Fort Point Room	15	Org. Communication	N
197	7/30/2018	Save the Harbor Save the Bay	Workshop	Waterfront Plaza	60	BXP/SHSB	Y
198	7/30/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
199	7/30/2018	Innercity Weightlifting	Fitness Series	Waterfront Plaza	15	ICW/BXP	Y
200	7/31/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
201	7/31/2018	Student Design Day: Boston	Workshop	BSA Space	45	Org. Communication	Y
202	8/1/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
203	8/2/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
204	8/3/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
205	8/3/2018	Save the Harbor Save the Bay	Workshop	Waterfront Plaza	60	BXP/SHSB	Y
206	8/4/2018	Downtown Playdates	Workshop	BSA Space	30	Org. Communication	Y
207	8/5/2018	Fort Point Theater Channel	Meeting	Fort Point Room	15	Org. Communication	N
208	8/5/2018	Fort Point Theater Channel	Workshop	Waterfront Plaza	50	BXP/FPTC	Y
209	8/6/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
210	8/6/2018	Innercity Weightlifting	Fitness Series	Waterfront Plaza	15	ICW/BXP	Y
211	8/7/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y
212	8/7/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
213	8/8/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
214	8/8/2018	Brown Box Theater Project	Rehearsal	Fort Point Room	20	Org. Communication	N
215	8/9/2018	Boston Properties	HR Training	Fort Point Room	75	-	
216	8/9/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
217	8/9/2018	Fort Point Arts Community	Artist Talk	Gallery	30	BXP/FPAC	Y
218	8/10/2018	McKinsey	Meeting	Fort Point Room	50	Org. Communication	N
219	8/10/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
220	8/11/2018	Downtown Playdates	Workshop	BSA Space	40	Org. Communication	Y
221	8/13/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
222	8/13/2018	Innercity Weightlifting	Fitness Series	Waterfront Plaza	15	ICW/BXP	Y
223	8/13/2018	Fort Point Theater Channel	Rehearsal	Fort Point Room	15	Org. Communication	N
224	8/14/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
225	8/14/2018	Fort Point Theater Channel	Performance	Fort Point Room	50	BXP/FPTC	Y
226	8/14/2018	Student Design Day: Boston	Workshop	BSA Space	45	Org. Communication	Y
227	8/14/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y

228	8/15/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
229	8/15/2018	Educator Workshop	Workshop	BSA Space	3	Org. Communication	Y
230	8/16/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
231	8/17/2018	E inc	Workshop	Waterfront Square	30	Org. Communication	Y
232	8/17/2018	Brown Box Theater Project	Performance	Waterfront Plaza	100	BXP/BB	Y
233	8/18/2018	Downtown Playdates	Workshop	BSA Space	50	Org. Communication	Y
234	8/19/2018	Fort Point Theater Channel	Workshop	Waterfront Plaza	50	BXP/FPTC	Y
235	8/20/2018	Innercity Weightlifting	Fitness Series	Waterfront Plaza	15	ICW/BXP	Y
236	8/20/2018	Brown Box Theater Project	Meeting	Fort Point Room	15	Org. Communication	N
237	8/21/2018	Brown Box Theater Project	Meeting	Fort Point Room	15	Org. Communication	N
238	8/21/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y
239	8/22/2018	Wellington	Reception	Fort Point Room	100	Org. Communication	N
240	8/22/2018	Bringing New Life to the Charles	Talk	BSA Space	45	Org. Communication	Y
241	8/22/2018	Brown Box Theater Project	Performance	Waterfront Square	70	BXP/BB	Y
242	8/24/2018	Save the Harbor Save the Bay	Workshop	Waterfront Plaza	60	BXP/SHSB	Y
243	8/25/2018	Boston Architectural College	Symposium	Fort Point Room	130	Org. Communication	N
244	8/25/2018	Downtown Playdates	Workshop	BSA Space	55	Org. Communication	Y
245	8/25/2018	End of Summer Bash	Kids Concert	Waterfront Plaza	200	BXP	Y
246	8/26/2018	Brown Box Theater Project	Performance	Waterfront Square	70	BXP/BB	Y
247	8/27/2018	Innercity Weightlifting	Fitness Series	Waterfront Plaza	15	ICW/BXP	Y
248	8/28/2018	Berklee College of Music	concerts	Waterfront Plaza	100	Berklee/BXP	Y
249	9/2/2018	Fort Point Theater Channel	Workshop	Waterfront Plaza	50	BXP/FPTC	Y
250	9/5/2018	Nature Structure Curators Tour	Tour	BSA Space	25	Org. Communication	Y
251	9/9/2018	Fort Point Theater Channel	Rehearsal	Waterfront Square	20	BXP/FPTC	Y
252	9/11/2018	Wellington	Meeting	Fort Point Room	25	Org. Communication	N
253	9/12/2018	Landscape Innovations in Aga	Talk	BSA Space	35	Org. Communication	Y
254	9/12/2018	Wellington	Meeting	Fort Point Room	30	Org. Communication	N
255	9/13/2018	GeoEnvironmental	Meeting	Fort Point Room	75	Org. Communication	N
256	9/16/2018	Fort Point Theater Channel	Performance	Waterfront Square	50	BXP/FPTC	Y
257	9/19/2018	Fort Point Arts Community	Reception	Gallery	30	BXP/FPAC	Y
258	9/19/2018	Greystar	Training	Fort Point Room	50	Org. Communication	N
259	9/19/2018	Brightcove	Happy Hour	Fort Point Room	150	Org. Communication	N
260	9/20/2018	Cresa	Meeting	Fort Point Room	70	Org. Communication	N
261	9/20/2018	Samaritans	Meeting	Fort Point Room	60	Org. Communication	Y

262	9/21/2018	Can Boston Play on Nature's	Talk	BSA Space	30	Org. Communication	Y
263	9/22/2018	Family Design Day: Who Made	Workshop	BSA Space	20	Org. Communication	Y
264	9/25/2018	Corenet	Meeting	Fort Point Room	100	Org. Communication	N
265	9/26/2018	Care.Com	Meeting	Fort Point Room	75	Org. Communication	N
266	9/27/2018	Girl Interrupted	Talk	BSA Space	75	Org. Communication	Y
267	9/27/2018	NEWEA	Networking	Fort Point Room	100	Org. Communication	N
268	9/29/2018	College Fair	Other	BSA Space/FPR	250	Org. Communication	Y
269	10/2/2018	Brown Box Theater Project	Meeting	Fort Point Room	15	Org. Communication	Y
270	10/4/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
271	10/4/2018	The Aga Khan Award	Talk	BSA Space	55	Org. Communication	Y
272	10/5/2018	Designing Climate Resilience	Talk	Fort Point Room	95	Org. Communication	Y
273	10/5/-10/27/2018	Canstruction	Art Display	Waterfront Square	100	Canstruction/BXP	Y
274	10/6/2018	Boston Childrens Museum	Makers Faire	Waterfront Plaza	100	BCM/BXP	Y
275	10/7/2018	Boston Childrens Museum	Makers Faire	Waterfront Plaza	100	BCM/BXP	Y
276	10/9/2018	HUBweek	Talk	BSA Space	15	Org. Communication	Y
277	10/9/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
278	10/10/2018	Canstruction Reception	Reception	BSA Space	100	Org. Communication	Y
279	10/13/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
280	10/14/2018	TC2 Playwright Salons	Performance	Fort Point Room	60	Org. Communication	Y
281	10/16/2018	Brown Box Theater Project	Meeting	Fort Point Room	15	Org. Communication	Y
282	10/18/2018	Ohana New England	Practice	Fort Point Room	20	Org. Communication	Y
283	10/25/2018	Samaritans	Meeting	Fort Point Room	60	Org. Communication	Y



Atlantic Wharf 2019 Annual Work Plan

2018 Program Review

bxp Boston
Properties



2018 PROGRAM REVIEW

280 +

events

23

public theater
performances

1,185

Instagram Followers

717

Twitter Followers

25,000 +

attendees

2019 PROGRAM PLANS

- Create additional wellness programs and starting an indoor fitness series
- Increase public art installations (indoors and outdoors)
- Continue successful programs including Berklee Concerts, Theatre Performances, Children's Concerts, FPAC Art Exhibits and additional programming, children's programming, KidsBuild and Canstruction
- Increase awareness of programs by increasing advertising efforts to local community newspapers and additional community organizations







WATERFRONT POWER PLANT
WATERFRONT
WATERFRONT

WATERFRONT
WATERFRONT
WATERFRONT

WATERFRONT
WATERFRONT
WATERFRONT

WATERFRONT
WATERFRONT
WATERFRONT

WATERFRONT SQUARE





WATERFRONT SQUA

EXIT

EXIT















carstruction

carstruction 28th ANNUAL DESIGN AND BUILD COMPETITION
BOSTON BENEFITTING THE MERRIMACK VALLEY FOOD BANK

NAME & DESCRIPTION OF STRUCTURE
2.049

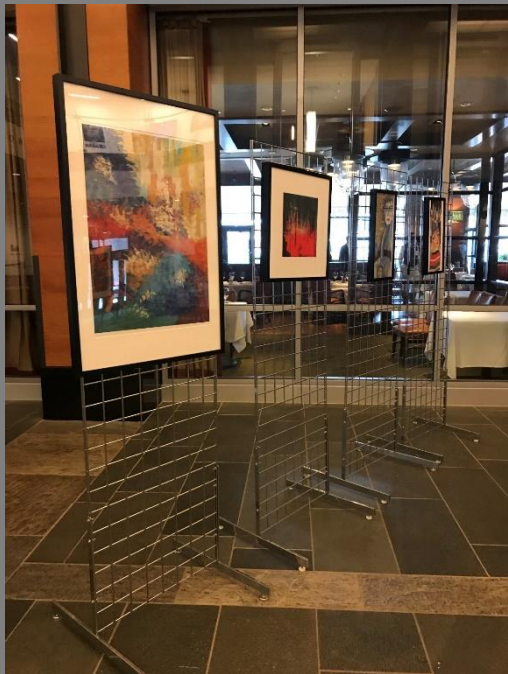
DESIGNER
Nisch Engineering

CONTESTANT
Lorena Fernald Decker

WINNER OF 2018 PEOPLE'S CHOICE AWARD

BSA SPACE, BOSTON AREA SOCIETY OF PROFESSIONAL ENGINEERS, MERRIMACK VALLEY FOOD BANK, NISCH ENGINEERING, BLUEIDGE

PEOPLE'S CHOICE AWARD
2018

















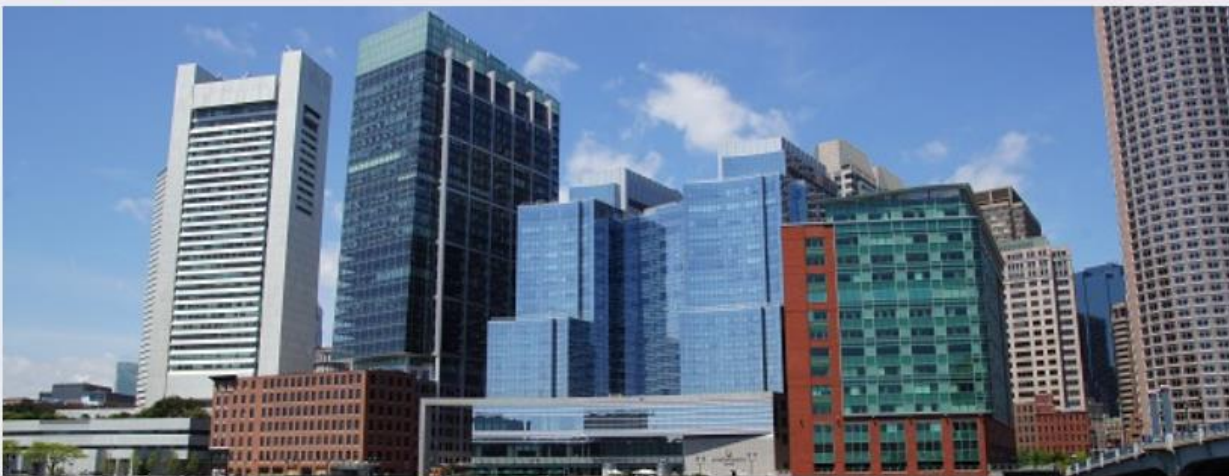








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5.0 5 out of 5 - Based on the opinion of 1 person

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Atlantic Wharf

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ABOUT ATLANTIC WHARF

[Our Story](#)
Atlantic Wharf is the center of Boston's Waterfront where world-class



ABOUT ATLANTIC WHARF

[Our Story](#)
Atlantic Wharf is the center of Boston's

4187722372/

Chat (4)

MEDIA

Atlantic Wharf @atlanticwharf · Aug 27

We couldn't have had a more perfect day celebrating our 5th annual End of Summer BASH! @staceypeasley @BSAAIA @34islandsboston @Fortpointarts @fortpointtc @eIncBoston @savetheharbor

1 4

Atlantic Wharf @atlanticwharf · Feb 28

•• Sneak peak into the @BrownBoxTheatre stage setup for #NepentheBB starting this weekend in Waterfront Square! All performances are FREE and open to the public. All attendees will also receive 15% off at @smithwollensky 🍷 Visit website for details!

2 6

atlanticwharf · Following Atlantic Wharf

atlanticwharf Tuesday Tunes starts tonight from 5pm-7pm on Waterfront Plaza! Grab a seat and relax as you wind down from your work day 🎵

atlanticwharf ·

#boston #atlanticwharf #bosarts #publicart #fortpoint #fortpointchannel #igersboston #massachusetts #harborwalk #publicspace #community #berklee #freemusic #berklee summer iamkellywithay @elennon1 stereotheque love your posts

28 likes AUGUST 7

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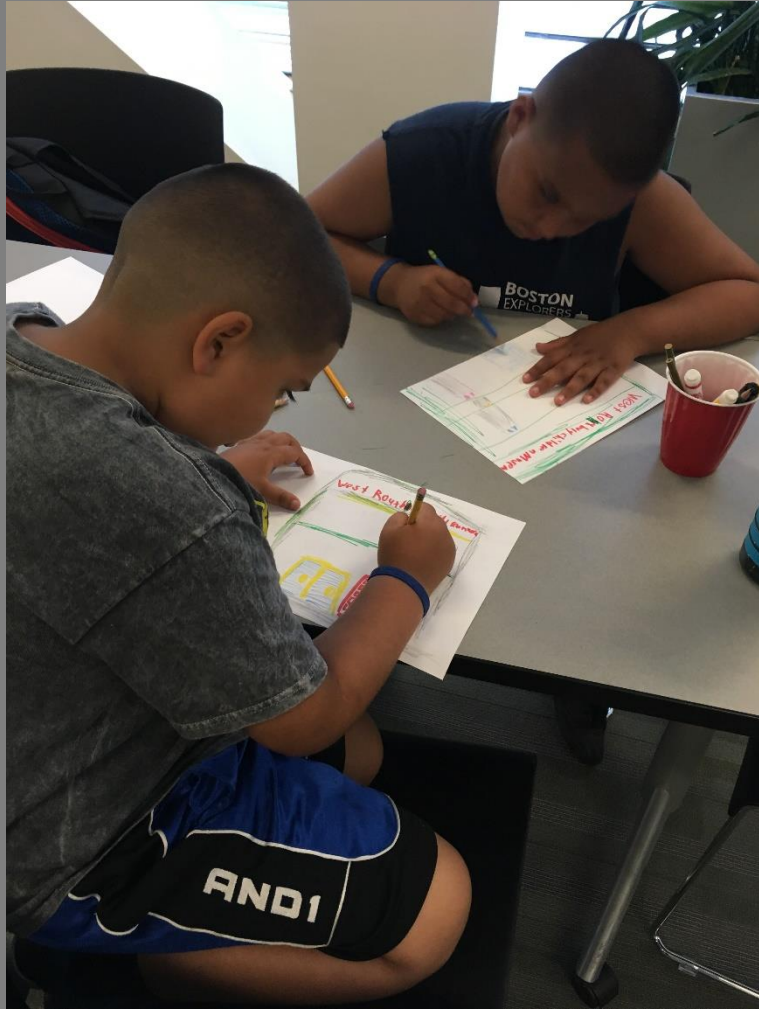






EXIT





BSA SPACE

BOSTON SOCIETY OF ARCHITECTS

BSA FOUNDATION

ARCHITECTUREBOSTON MAGAZINE

AIA MASSACHUSETTS
COMMUNITY DESIGN RESOURCE CENTER
LEARNING BY DESIGN IN MASSACHUSETTS







PEGGY FOGELMAN
Isabella Stewart Gardner Museum

W

THE GALLERY



WELCOME

BSA Space, Boston's leading center for architecture and design, is home to the Boston Society of Architecture/AIA and the BSA Foundation. BSA Space hosts exhibitions that foster dialogue and encourage collaboration across the city and world.

The storefront gallery presents an exhibition designed around a scale model of the city. The model is used to form a narrative about the city's development. The gallery highlights Boston's diverse neighborhoods and ideas, aims to reflect the city's history, and encourages visitors to see how the city has changed over time.



MEET ME AT THE
END OF THE RAINBOW

SEA LEVEL
IN BOSTON

ARCHITECTURE
AND DESIGN

BSA SPACE

EXPLAIN
THE
CITY

