



November 1, 2021

Lisa Engler  
Director of Massachusetts Office of Coastal Zone Management  
MA Office of Coastal Zone Management  
251 Causeway Street, Suite 800  
Boston, MA 02114-2138

Richard McGuinness  
Deputy Director for Waterfront Planning  
Boston Planning & Development Agency  
One City Hall Square  
Boston, MA 02201

Laura M. Sesody  
Vice President, Corporate Marketing & Communications  
Boston Properties  
800 Boylston Street  
Boston, MA 02199

**Re: Atlantic Wharf (formerly Russia Wharf)  
2022 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 2022 Annual Work Plan for your review and approval. This Plan includes consideration of and lessons learned from our past ten years of active programming and our ongoing discussions with neighborhood partners. As a result of the ongoing fluid pandemic situation, the 2022 Annual Work Plan will continue to be reevaluated and updated throughout the coming year based on

November 1, 2021

guidance and recommendations provided by public health officials and the CDC. Members of the Atlantic Wharf Program Advisory Committee received copies of the plan documents on October 20, 2021 and were invited to comment via email. This Plan incorporates the feedback we received.

Please let me know if you have any questions.

Sincerely,

Rebecca M. Stoddard  
Marketing Director

Enclosure

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

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

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The Atlantic Wharf 2022 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 2022 Plan, developed in cooperation with the Atlantic Wharf Advisory Committee, takes into account requirements outlined in the Chapter 91 License and is intended to be a guide and resource for the management team throughout the year. As a result of the fluid pandemic situation and impacts and certain limitations on onsite programming, the 2022 Annual Work Plan will be reevaluated and updated throughout the coming year based on the continued guidance and recommendations provided by public health officials and the CDC.

### **VISION:**

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

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

### **GOALS:**

- Reinforce positioning of Atlantic Wharf as a gateway to the Fort Point Channel and the Seaport District of Boston, a dynamic destination
- Drive foot traffic to support retail success, project viability and area vitality along the waterfront and Greenway

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

**METHOD:**

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

**Events & Programming** will celebrate the Fort Point, Greenway, waterfront and Atlantic Wharf community, pay tribute to Boston, activate the water’s edge, and serve as an important layer of the project’s overall programming commitment. Atlantic Wharf will host its own events, as well as collaborate with neighbors and third parties to host community-wide events and bring unique experiences to the waterfront. Atlantic Wharf will strive to complement the community in its programming while also actively working with the Fort Point Channel and neighborhood stakeholders and third parties to help foster activity along the Channel. In 2019, we increased our \$75,000 budget to \$90,000 and in 2020 we had again increased to \$107,260. However, due to the pandemic and inability to host events on-site for the majority of 2020 due to public health regulations, we did not spend the full budgeted amount. In 2021 the budget was decreased to \$84,560 due to the inability to host in-person programming during Q1 due to the pandemic. In planning for 2022 we have increased the budget above the pre-pandemic contribution level with \$112,200 budgeted for public programming. It is our intention to resume in-person indoor and outdoor programming in 2022.

**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. Since 2014, Atlantic Wharf has been active on three social media platforms, Twitter, Facebook, 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. Overall, in the past five years we have seen significant growth of our social media audience with Instagram followers increasing 211%, Twitter increasing 67%, and Facebook increasing 77%. In light of the pandemic, over the last 36 months we've continued our focus on growing Atlantic Wharf social media platforms by increasing virtual programming, collaborating with local influencers and community partners, posting to accounts consistently, and continuing to use advertising via promoted posts to reach more of the community, and to ensure they are aware of the activities available at Atlantic Wharf.

The communications program includes community involvement, promotional signage, website updates, tenant communications, public relations, and relies heavily on community partnerships and access to community partner newsletters, social media and member outreach to access the maximum potential audience. In addition, the communications program will continue to focus on outreach to office workers, residents and visitors about Fort Point Channel offerings, Atlantic Wharf programs and events (virtual and onsite), retail openings and promotion post pandemic, and help foster visitation and foot traffic from outside the immediate area, while embracing and encouraging local activity. An ongoing communications goal is to continue to expand outreach further using dedicated social media outlets for Atlantic Wharf, as well as connecting directly with more neighborhood groups and organizations throughout the city and surrounding communities. In January 2018, we installed permanent exterior signage, calling attention to Waterfront Square and the Gallery. The new signage provides additional removable signage opportunities 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 2022, we plan to extend our outreach efforts to local community groups & news outlets to advertise free onsite programming (Sample publications: Bay State Banner, Mattapan and Dorchester Reporter, East Boston Times, and Sampan Newspaper).

**METRICS:**

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

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

Beyond metrics, to help improve the Atlantic Wharf Annual Plan tactics year after year, the management team actively solicits feedback from partners and community groups including The Friends of Fort Point Channel, Boston Children's Museum, Boston Harbor Now and the Fort Point Arts Community. Feedback also helps ensure the quality of events and programming over the quantity. All public programming is promoted widely on social media channels, our website and in partner newsletters and outreach, as well as targeted partner email outreach (e.g. Community partners include Fort Point Arts Community, , Children's Museum, Save the Harbor Save the Bay, Boston Society of Architects, "e" inc., Rose Kennedy Greenway Conservancy, Boston Harbor Now, Faneuil Hall Marketplace, Boston Harbor Islands National and State Park, Fort Point Theater Channel, New England Aquarium, Boston Children's Museum, Improper, Where Magazine, Boston Central, Boston USA, Boston Magazine, Mommy Poppins, Boston City Paper, Boston on Budget, Family Friendly Boston, Boston Mama's Weekly, Boston Dad's Group, Dig Boston, Macaroni Kid, Who fish, and Boston Globe Calendar). In 2019 and 2020 we increased our partnerships and outreach with more local community organizations. For the majority of 2020, due to the pandemic impacts, we were unable to host onsite events. In the beginning of 2021, we continued virtual programming efforts, however, in Q2 we were able to resume in-person onsite programming and our intention is to continue to host in-person events in 2022 unless we are prevented from doing so by local public health authorities.

**2021 Program Review**

In 2021, Atlantic Wharf was able to safely host 42 events for the public, local community and non-profit organizations and a total of three public art and educational exhibits within The Gallery, Waterfront Square, Waterfront Plaza and the BSA Space. Approximately 1,200 people visited the building and surrounding neighborhood to attend these events. This is a significant decrease from previous years due to the pandemic and temporary closure of the

building's public space which resulted in event cancellations from March 2020 through May 2021. As we move into 2022 and welcome back the community and office tenants to Atlantic Wharf, we plan to resume in-person programming to add to the vibrancy of the property and neighborhood and help support local businesses post-pandemic. A full calendar of all 2021 programs, events, and metrics is located in Exhibit A of this Plan.

This year marks the tenth year of programming at Atlantic Wharf, and the ninth year with BSA Space open and operating. In light of the pandemic, 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. In 2022, we plan to continue to explore participation in neighborhood and citywide events. We look forward to an early 2022 meeting with neighborhood partners to align plans for the year.

**Notable programs in 2021 included:**

- (Summer 2021) Save the Harbor/Save the Bay brought summer programming to Waterfront Plaza.
- (Summer 2021) Continued to provide public dock space for Ohana New England Dragon Boat.
- (Summer 2021) Live theater performances with Brown Box Theatre Company including Shakespeare's "Much Ado About Nothing".
- (Summer 2021) Re-launch of Berklee College of Music Summer Lunch concerts on Waterfront Plaza.
- (Summer 2021) Re-launch of evening concert series with Berklee College of Music on Waterfront Plaza.
- (Summer 2021) Annual End of Summer BASH on Waterfront Plaza. This event featured a kid's concert with Stacey Peasley, face painting, lunch by Atlantic Wharf retailers, activity hosted by Save the Harbor/Save the Bay, and rowing machines exhibit with Ohana Dragon Boat Racing.
- (Summer 2021) Hosted "Chalk the Walk" live art installation in partnership with Boston Harbor Now. Local artist, Keisha De Leon created a temporary chalk mural on Waterfront Plaza.
- (Summer 2021) Re-launch 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.
- (Fall 2021) Hosted Canstruction in Waterfront Square and Nelson Court.

- (Fall 2021) Continued in-person FPAC Opening Gallery events, which were held virtually in 2020.
- Continued sponsorship of youth programs at BSA Space, further detailed below.

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

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

### **EVENTS & PROGRAMMING**

The following outlines the proposed programming plan for 2022, broken down by space. The plan consists of events open to the public, most at no fee. Additional events are often added throughout the year as opportunities arise. Our 2022 Annual Plan continues our successful programming and calls for additional community partnerships that move beyond Atlantic Wharf’s original plan and requirements. An outline of the type of events planned by activation area is included below.

### **2022 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 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. In summer 2022, we intend to further enhance our onsite children’s programming by providing more opportunities for engagement at each event (e.g. arts and crafts, music performances, local partners offering activities, etc.) and continue to offer food and promote events throughout the wider

community. In bringing children to Atlantic Wharf to explore, we hope they will return with their families to experience all the area has to offer. In addition to the outreach above, we continued to support the BSA Foundation's youth programming, which resulted in a greater than 60% expansion of no-fee Foundation youth programs. BSA Programs and projects supported by Boston Properties are detailed on Pages 11-13 of the Annual Plan.

### **WATERFRONT PLAZA**

Waterfront Plaza is a gathering place and green oasis along the water's edge and refuge from the hustle and bustle of the city. We program this area to foster a fun atmosphere, to position the property as a dynamic destination for multiple audiences, and to build foot traffic to the area. Waterfront Plaza is activated during the spring, summer, fall and winter months. These activations include lunchtime & evening musical performances, children's musical performances, fitness classes, theatre performances and art installations.

In 2021, in light of pandemic impacts, we were able to host the majority of our summer outdoor programming on Waterfront Plaza, including theater performances, Berklee summer concerts, and kid's events, such as the End of Summer BASH. These events have historically increased attendance in the community of residents, families, office tenants, and tourists visiting Fort Point and we look forward to bringing many of these events back in summer/fall 2022. Our intention is to use programming to encourage Fort Point community members and visitors to explore the Waterfront, as well as bring in a wider visitor audience from outside the Fort Point community.

The goal for winter is to provide a focal point for winter visitors on the HarborWalk. Waterfront Plaza also hosts the re-enactment of the Boston Tea Party each December, which draws large crowds to the waterfront and grows each year. Due to the pandemic impacts we were unable to host the annual ice sculpture along Waterfront Plaza in partnership with Boston Harbor Now for their New Year's Eve on the Waterfront event. Plans for 2022 ice sculptures are underway and we plan to align our New Year's programming with neighborhood efforts.

### **WATERFRONT SQUARE**

Waterfront Square serves the public, visitors and tenants of Atlantic Wharf. As such, Waterfront Square historically has a variety of activations such as displayed art exhibits, performances and community events. Due to pandemic impacts, we were not able to host the majority of our 2021 programming within Waterfront Square, however, we look forward to resuming indoor events in this space next year. Programming in Waterfront Square, such as

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

### **MULTI-MEDIA SPACES**

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

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

Exhibits in this area will be complemented and promoted by opening receptions, artist talks/meet and greets, etc. Planned programming for 2022, in partnership with FPAC, is to continue giving local artists continued exposure and opportunities to reach the community of tenants, residents, and visitors that travel through Atlantic Wharf. Historically, each exhibit includes an opening reception hosted in the Gallery and Waterfront Square.

### **THE FORT POINT ROOM**

Boston Properties currently manages the Fort Point Room. Flexible design and setup fosters adaptability of The Fort Point Room for many diverse uses, such as public lecture series, workshops and seminars, networking events, musical, theater or dance performances, movie screenings, fitness classes, receptions and open house celebrations. The goal of this space is to provide a series of events encouraging the public to utilize Atlantic Wharf as an educational, artistic and social meeting space. Programming is strongly focused on providing venues for area groups to host series events that are accessible and interesting to the public. In 2017, we made the Fort Point Room a Zero Waste room, offering more compost and recycling options. In 2018, we invested in upgraded AV equipment in the Fort Point Room including the projector, projector screen, wall connections, microphones, wall controls, equipment rack, wiring, ceiling tiles and computer connections. The Fort Point Room is activated almost daily, sometimes multiple times a day, these upgrades help to keep the space up to date and creates an ease of use for the public. Event requests and bookings are

implemented via an online form to ease the process of requesting space and drive traffic to the Atlantic Wharf website, highlighting all the public spaces available at Atlantic Wharf. TAs we've reopened the Fort Point Room we will reactivate in-person events within this space in 2022, including but not limited to: BSA lecture series, theater performances and more. As in previous years, the Fort Point Room is available for non-profit events, meetings, workshops, and other series events that will be developed and hosted throughout the year.

### **ATLANTIC WHARF DOCK**

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

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

- Three slips will remain open for transient public use free of charge: water taxi slip (northernmost slip #9), public touch-and-go slip #8 and dinghy slip #7.
- Maximum docking times at the three public slips are as follows: 15 minutes for water taxis, 30 minutes for private boats "touch-and-go" and up to 4 hours for dinghy tie-up.
- Use of the water taxi slip is available to qualified commercial service providers on a non-exclusive, license agreement basis. We anticipate that the water taxi companies that have successfully utilized the dock will continue to do so.
- Slip leases, overnight berthing agreements for water taxis, charter boats or recreational vehicles shall be for a maximum of one season (May 1 – October 31) and are subject to an annual renewal. Overnight berthing agreements for special event displays may not exceed two weeks. Six slips were leased and consistently used during the 2021 season. One of the six slips was provided to Ohana New England Dragon Boat organization at no charge.

The public can access the dock between the Congress Street Bridge and 500 Atlantic Avenue. We maintain signage at the dock that communicates the availability and purpose of use and contact information for 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 2022, we will continue to work with Friends of Fort Point Channel for outreach to area boating clubs and marinas to alert them of the short term docking options at Atlantic Wharf, as well as helping to continue our support to Ohana New England and raising awareness to their organization.

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

In 2022, docking will include:

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

### **VISITOR INFORMATION CENTER**

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

### **2021 SPACE & BSA PUBLIC PROGRAMS**

#### **Focusing In**

Like many organizations, the BSA continues to weather the uncertainties of the global pandemic in 2021. With the official opening of BSA Space pushed to later in the year, we continue to offer a robust calendar of virtual programming both for adults and youth

audiences – 300+ to date. The BSA continues to be laser focused on the intersections between the built environment and our impact areas of equity and climate. As a built environment organization, the BSA recognizes how architecture has exacerbated both climate change and inequities in our city and our events and programming will continue to support both practitioners and the public to address these challenges.

### **Program Highlights**

- **EDI Network Guides to Equitable Practice** [ongoing] – a resource guide and program series that serves as an entry point for architects and architecture firms looking to tackle the issues around equity, diversity and inclusion in the profession.
- **Co Creating the Future Decker Competition** [May 2021- May 2022] –The BSA and the city’s Housing Innovation Lab (Housing iLab) are hosting a two-phase competition. Participants can address how housing at this middle-scale can help bridge a gap between small and large-scale developments in the City. The submissions of the first phase will be on view at BSA Space. This project is a part of the BSA's housing innovation efforts, which aim to address the complex housing challenges that residents, designers, and numerous other residents face in the city of Boston.
- **Matter and Opinion Existing Buildings** [Summer] – a seven part series designed for the AEC industry to explore existing buildings as climate solutions.
- **Community + Collaborative Design** [ongoing] – C + CD projects link community partners to spatial designers to help community partners envision and create new places, and to amplify the knowledge, expertise, and narratives embedded in each of Boston’s vibrant neighborhoods.
- **Mayoral Forum** [August] - Ahead of the primary election on September 14, mayoral candidates took part in a forum hosted by the BSA, during which they answered questions from audience members and each other. Former Economic Development Chief John Barros, City Councilor Andrea Campbell, City Councilor Annissa Essabi-George, and City Councilor Michelle Wu participated in the one-hour virtual event. Moderator Liz Neisloss of GBH News quizzed candidates on issues related to the built environment in Boston, while BSA President Gregory Minott AIA provided opening and closing remarks. Over the course of the hour, candidates weighed in on

topics such as development on the waterfront and within the floodplain, the Imagine Boston 2030 plan, the need for a zero-carbon future, and the future of the Boston Planning & Development Agency (BPDA).

- **Boston Mass Timber Accelerator** [September – December] – a partnership with the BPDA, the accelerator will provide development teams with technical assistance and funding grants to assess and integrate low carbon mass timber building practices into their projects. Program events (including an in-person kick off held in September) will be held at BSA Space.
- **Intersections: Equity, Environment + the City** [November] – in partnership with BosNOMA Intersections is a hybrid symposium centered on intersectional and participatory design processes.

### **Exhibitions**

After being closed for 20 months, BSA Space will open towards the end of the year. The featured exhibition which opened in February 2020, *DURABLE: Sustainable Material Ecologies, Assemblies, and Cultures* which advocates for the design of buildings that will endure for generations while also constantly adapting to ever-changing cultural needs, will remain on view through February 2022. In the Storefront Gallery and the auxiliary spaces (conference rooms and Salt Gallery) *Imaginations of Home: A Collaborative Exhibition Exploring the Future of Affordable Housing in Boston and Beyond*, will be on view. The installation in the Salt Gallery features work of the Digital Ready High School students who worked at BSA Space this summer (see below). Student work as part of the exhibition will also be featured on the lawn at Atlantic Wharf through November.

### **Youth Programming Highlights**

The BSA continues to be focused on providing and connecting all of Boston's children to architecture and design activities. Partnerships with the Boston Public Schools, the Boston Private Industry Council and others insure that students who typically do not have access to architecture can participate in career opportunities and project-based learning.

### **Virtual Programming**

- **“Our City” Kindergarten Program** [Feb-March] - Virtual presentation with design activity to 75 kindergarten classrooms in Boston and 5 in Cambridge from 80 Architect volunteers. This is a 300% increase in students from 2020.
- **Architecture Boot Camp** [February Vacation Week] - 15 Boston High School students spent a week with four architecture firms exploring architecture and design.
- **Apprentice Learning Architecture Apprenticeships** [March] - BSA Architects led 10 8<sup>th</sup> grade BPS students in a design activity over 5 weeks to envision a use for an empty lot in Boston.
- **KidsBuild! at Home** [April Vacation week] – the KidsBuild! committee created a ‘take home’ packet for families to use during vacation week. The architects held virtual ‘building department’ sessions and issued Certificate of Occupancies for 30 new buildings for Boston.
- **Architecture Boot Camp** [April Vacation Week] - 20 Boston High School students spent a week with four architecture firms exploring architecture and design.
- **Project Pipeline Middle School Camp** [August] - a 3-day architecture camp for middle school students hosted by BosNOMA using curriculum created by the BSA.

### **In Person Programming**

- **Boston Private Industry Council [PIC]** Summer: the BSA recruits and supports firms to offer 8 week summer internships to students. 14 BPS students completed internships this summer.
- **Digital Ready Architecture Studio at BSA Space** [July]: 40 BPS high school students spent the month of July exploring architecture, technology, and construction at BSA Space.
- **City Summer Internship** [July]: the BSA led 40 8<sup>th</sup> grade girls through the design process to envision the future of an empty storefront in downtown Boston.

### **Upcoming at BSA Space in 2022**

In the galleries we will welcome *Now What?! Advocacy, Activism & Alliances in American Architecture Since 1968*. *Now What?!* is a traveling exhibition that links the design community to larger social and political movements of the late 20th century, placing design practice in

the foreground and engaging viewers in critical conversations around history, progress, and the built environment. We anticipate a balance of remote, hybrid and in-person events. The BSA will continue its focus on meeting the crucial challenges of Equity and Climate by using our resources, our network, and our space. Urban design workshops, public panels and symposia, as well as social and networking events will keep BSA Space active and vibrant. Stay tuned for some exciting new initiatives in 2022.

### **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 & Congress Street entry signage cabinets
- 22x28 posters and 2x5 mightee mounts
- Channel Concierge Desk
- Captivate

#### **EXTERNAL**

- Atlantic Wharf website – 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, Children’s Museum, Save the Harbor Save the Bay, Boston Society of Architects, “e” inc., Rose Kennedy Greenway Conservancy, Boston Harbor Now, Improper, Where Magazine, Boston Central, Boston USA, Boston Magazine, Mommy Poppins, Boston City Paper, Boston on Budget, Family Friendly Boston, Boston Mama’s Weekly, Boston Dad’s Group, Dig Boston, Macaroni Kid, Whofish, Boston Globe Calendar and Friends of Fort Point newsletter
- Social media through partner networks including Save the Harbor/Save the Bay, “e” inc., Boston Harbor Now, , Fort Point Arts Community, Rose Kennedy Greenway Conservancy Boston Harbor Now, etc.
- Atlantic Wharf social media- Twitter, Facebook and Instagram
- Additional external signage panel at Congress Street entrance hosts changeable messaging
- Advertising with local community newspapers such as Bay State Banner, Mattapan and Dorchester Reporter, and the East Boston Times.

**PUBLIC RELATIONS**

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

**VISITOR OUTREACH THROUGH THE BSA**

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

**2022 BUDGET**

**PROGRAMMING – CONTENT \$102,200**

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

- Art exhibits and opening receptions in the Gallery at Atlantic Wharf
- Indoor/Outdoor Fitness Classes
- Holiday children's event/programming
- Summer lunchtime/evening music series
- Summer children's events/programming
- Summer movie nights
- Canstruction 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 \$ 104,759**

- 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

**2022 BUDGET TOTAL: \$216,959**

**PERSONNEL SUPPORTING THE ANNUAL PLAN:**

Marketing Director – Rebecca Stoddard

Marketing Coordinator – TBD

Senior Property Manager – Mike Moran

Assistant Property Manager – Maxiel Guerrero

Property Management Coordinator – TBD

Executive Director, BSA – Eric White

Director of Public Programs, BSA – Polly Carpenter

## 2021 EVENTS AT ATLANTIC WHARF

event open to the public / no charge  
private event OR BXP event

No.	Date	Name of Event	Event Type	Location	# of Attendees	Open to Public Y/N	Notes	Communications Vehicles Used to Promote
	1/24/2021	Brown Box Theater Project	Audition	Fort Point Room	20	Y	Canceled due to COVID	Internal Communication
1	1/27/2021	Brown Box Theater Project	Audition	Fort Point Room	20	Y	Canceled due to COVID	Internal Communication
2	1/30/2021	Brown Box Theater Project	Audition	Fort Point Room	20	Y	Canceled due to COVID	Internal Communication
3	4/27/2021	FHL Bank and BSA	Event	Fort Point Room/Pearl St Room	20	N/A	Canceled due to COVID	Internal Communication
4	5/9/2021	Brown Box Theater Project	Rehearsal	Fort Point Room/WFSQ	20	Y	Canceled due to COVID	Internal Communication
5	5/11/21-5/16/21	Brown Box Theater Project	Rehearsal	Fort Point Room/WFSQ	20	Y	Canceled due to COVID	Internal Communication
6	6/18/2021	Brown Box Theater Project	Rehearsal	Fort Point Room	20	Y	Canceled due to COVID	Internal Communication
7	6/20/2021	Brown Box Theater Project	Performance	Fort Point Room/WFSQ	20	Y	Canceled due to COVID	Internal Communication
8	6/25/2021	Brown Box Theater Project	Rehearsal	Fort Point Room	20	Y	Canceled due to COVID	Internal Communication
9	7/2/2021	Brown Box Theater Project	Rehearsal	Fort Point Room/WFSQ	20	Y	Canceled due to COVID	Internal Communication
10	7/10/2021	Brown Box Theater Project	Performance	Fort Point Room	20	Y	Canceled due to COVID	Internal Communication
11	7/10/2021	Brown Box Theater Project	Meeting	Fort Point Room	20	Y	Canceled due to COVID	Internal Communication
12	7/11/2021	Brown Box Theater Project	Rehearsals	Fort Point Room/WFSQ	20	Y	Canceled due to COVID	Internal Communication
13	7/12/2021	QuickBase: H2 Kickoff Dryrun	Meeting	Fort Point Room	25	Y		Internal Communication
14	7/12-8/13	E-Inc Summer Camp	Camp	WFP/Fort Point Room	25	Y		Internal Communication
15	7/21/21-7/22/21	QuickBase: H2 Kickoff	Meeting	Fort Point Room	25	Y		Internal Communication
16	7/26/2021	Save the Harbor Save the Bay	Kids Programming	WFP/Fort Point Room	50	Y		Internal Communication
17	7/29-9/30	Berklee Lunch Music Series	Music Series	WFP	20	Y		Internal Communication
18	8/2/2021	Save the Harbor Save the Bay	Kids Programming	WFP/Fort Point Room	50	Y		Internal Communication
19	8/3-8/31	Berklee Evening Music Series	Music Series	WFP	20	Y		Internal Communication
20	8/11/2021	Marketing Budget Meeting	Meeting	Fort Point Room	5	N		Internal Communication
21	8/14/2021	Un Dia Kayak Fitness Class	Fitness Class	Waterfront Plaza	10	Y		Internal Communication
22	8/16/2021	Save the Harbor Save the Bay	Kids Programming	WFP/Fort Point Room	50	Y		Internal Communication
23	8/19/2021	New England Water and Environment Association (NEWEA)	Co-Ed Event	Fort Point Room	80	N		Internal Communication
24	8/26/2021	Northeast Security Meeting	Meeting	Fort Point Room	15	N		Internal Communication
25	8/28/2021	End of Summer Bash	Event	Waterfront Plaza	30	Y		Internal Communication
26	8/29/2021	Brown Box Theater Project - Much Ado Performance	Performance	WFP/Fort Point Room	50	Y		Internal Communication
27	9/3/2021	Chalk the Walk - Artist	Painting	Waterfront Plaza	0	Y		Internal Communication
28	9/9/2021	QuickBase: Opening Day	Meeting/Event	Fort Point Room	15	N		Internal Communication
29	9/10/2021	McKinsey: Welcome Back Happy Hour	Event	Fort Point Room	25	N		Internal Communication
30	9/21/2021	McKinsey: Advent CST Meeting	Meeting	Fort Point Room	15	N		Internal Communication
31	9/29/2021	BSA: Wood Mobile Tour Exhibition	Event/Trailer	Pearl St Alley	10	Y		Internal Communication
32	9/30/2021	Berklee Evening Music Series	Music Series	WFP	20	Y		Internal Communication
33	10/4/21-6/22/22	Cristo Rey High School Work Study Program	Kids Programming	Fort Point Room	15	N		Internal Communication
34	10/5/2021	McKinsey: TEN October Summit	Meeting	Fort Point Room	15	N		Internal Communication
35	10/18/21-11/19/21	BSA: What Makes a Home Exhibition	Exhibition	Waterfront Plaza	0	Y		Internal Communication
36	10/21/2021	Samaritans Annual Board Meeting	Meeting	Fort Point Room	15	N	Canceled due to COVID	
37	10/26/2021	Greater Boston Chamber of Commerce	Orientation/Programming	Fort Point Room	60	N		Internal Communication
38	10/27/2021	McKinsey: Boston Office Happy Hour	Social Event	Fort Point Room/Balcony	75	N		Internal Communication
39	10/28/2021	FPAC Reception	Reception	Art Gallery	20	Y		Internal Communication
40	11/3/2021	Passive House Mass Symposium 2021	Conference	Fort Point Room/Pearl St Room	200	Y		Internal Communication
41	11/8/2021	Greater Boston Chamber of Commerce	Programming	Fort Point Room	60	N		Internal Communication
42	11/16/2021	Boston Globe Life Science Media News	2021 Summit	Fort Point Room/Pearl St Room	N/A	N		Internal Communication



# Atlantic Wharf 2022 Annual Work Plan



## 2021 Program Review



# CONTACT FOR 2022 **ANNUAL PLAN**

**Rebecca Stoddard**  
**Marketing Director**  
**[rstoddard@bxp.com](mailto:rstoddard@bxp.com)**

# 2021 PROGRAM REVIEW

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40+

Events

1

Public Performance

1,200+

Attendees

775

Twitter Followers

1,355

Instagram Followers

215

Facebook Followers

# FORT POINT ARTS COMMUNITY



# SAVE THE HARBOR SAVE THE BAY



# BERKLEE MUSIC SERIES



# OHANA NEW ENGLAND



# CHALK THE WALK



# BROWN BOX SHAKESPEARE



# END OF SUMMER BASH



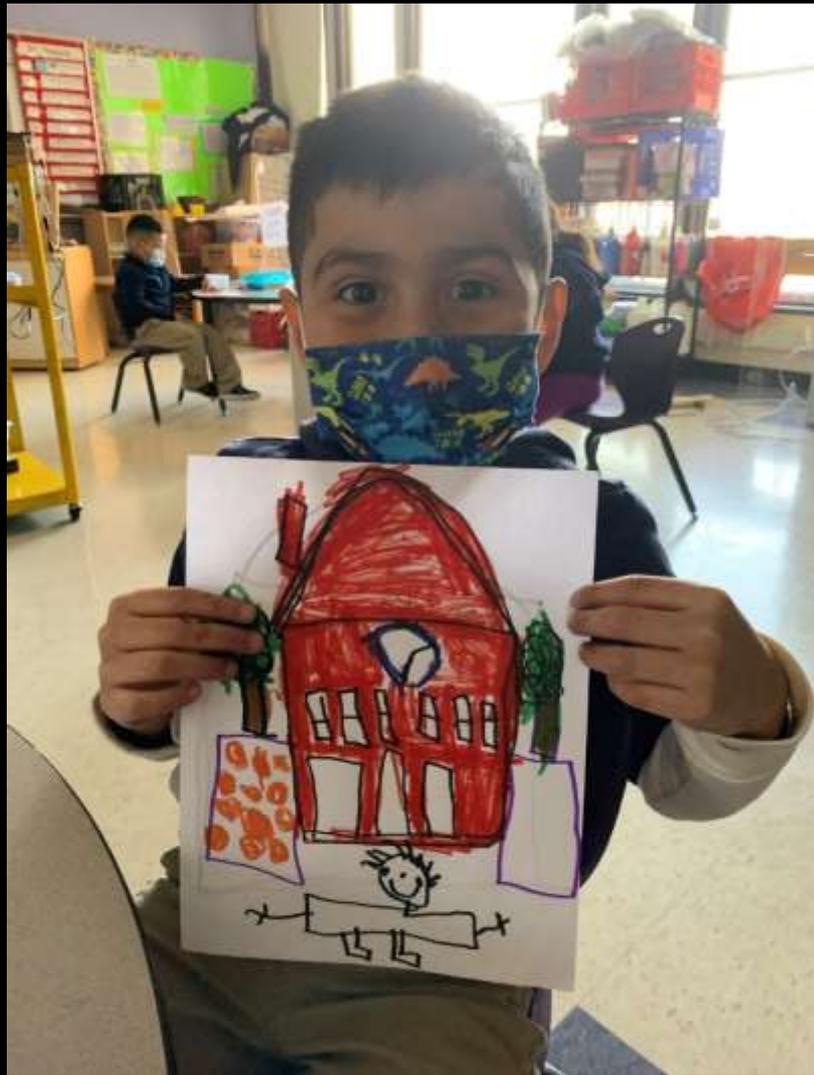


**BSA** SPACE

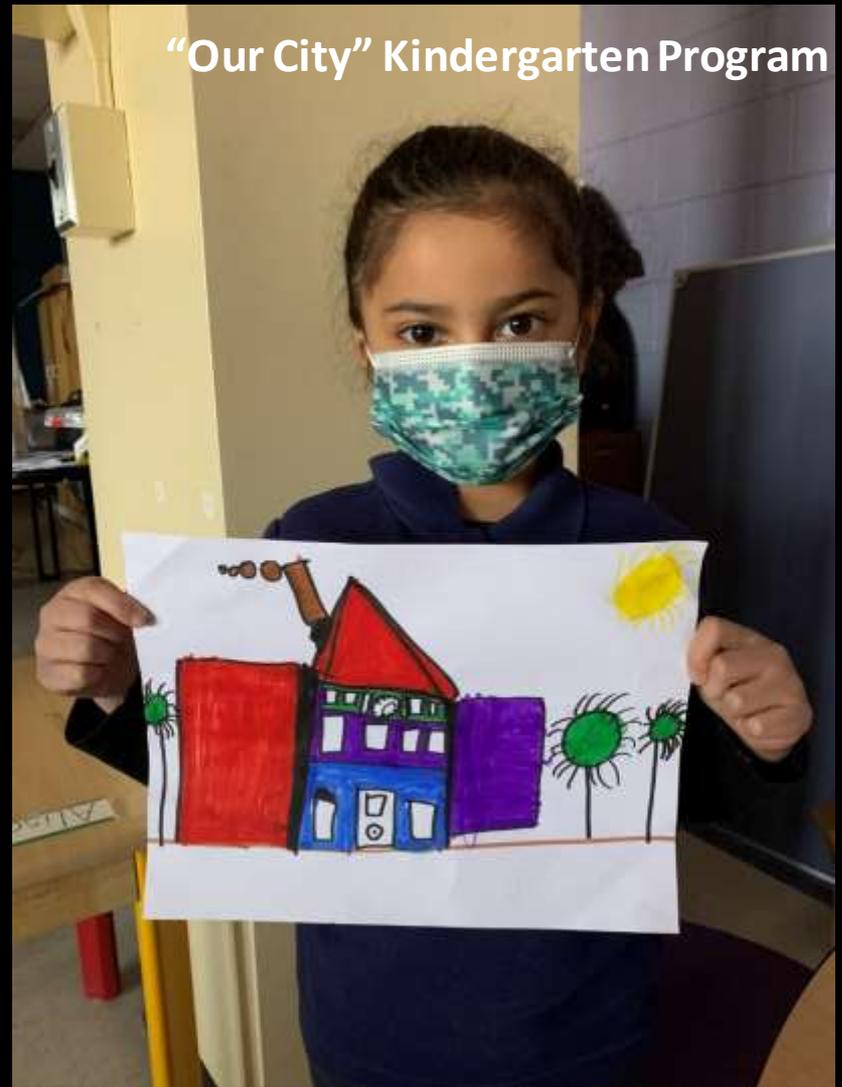


# "Our City" Kindergarten Program





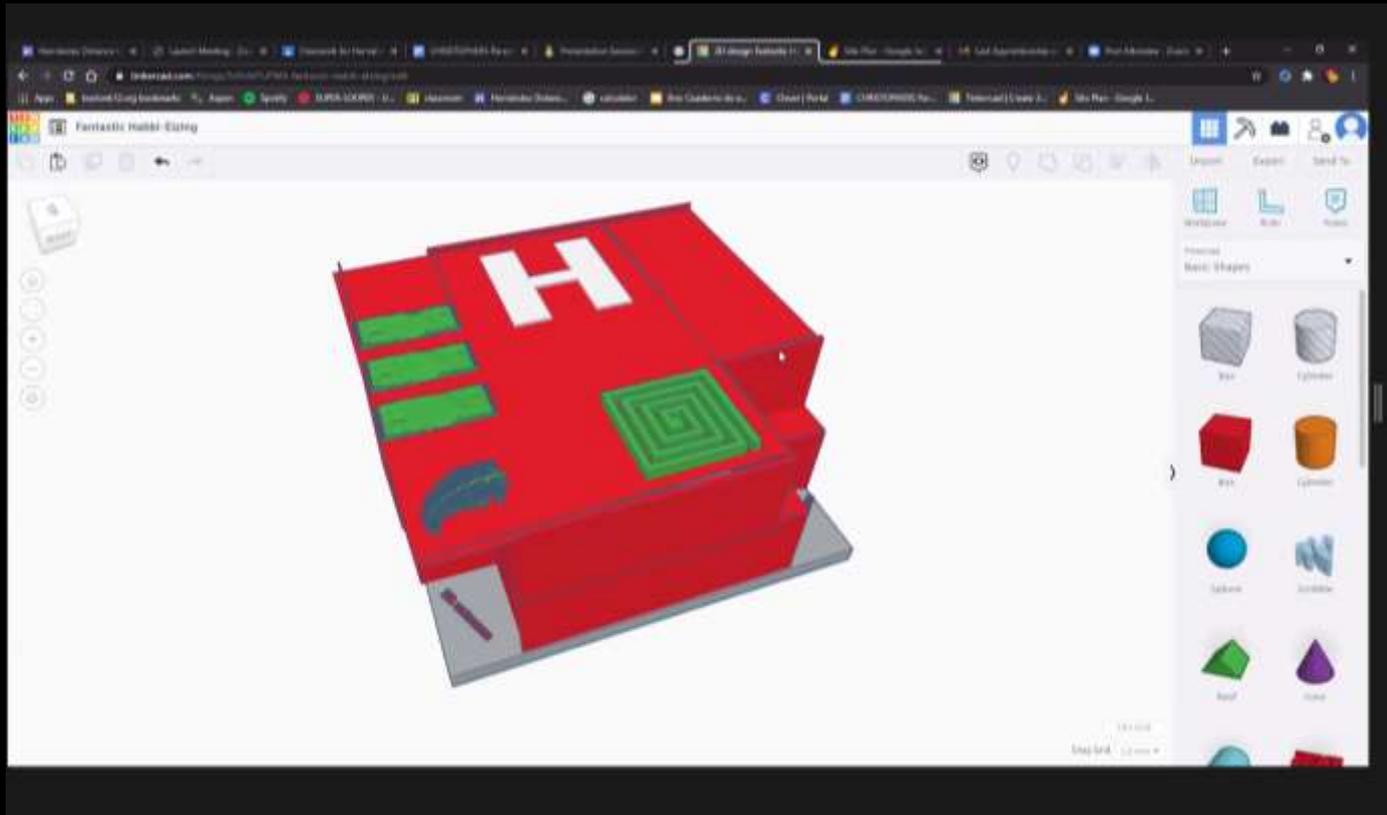
“Our City” Kindergarten Program



# Architecture Boot Camp



# Apprentice Learning Apprentices



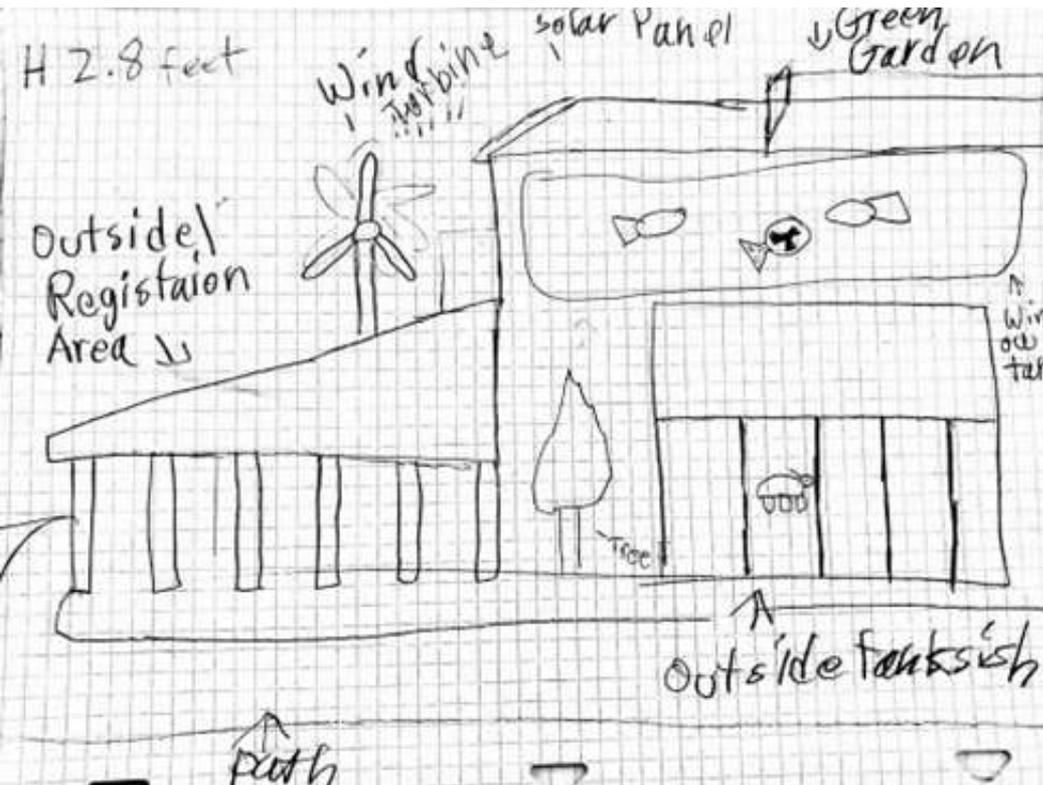


**KIDS**  
**BUILD!**

AT HOME

The logo features the word "KIDS" in large, bold, blue letters. A black silhouette of a city skyline is integrated into the letters, with a yellow and black rocket ship launching from the "I". Below "KIDS" is the word "BUILD!" in smaller, bold, blue letters. To the right of "BUILD!" is a green vertical bar with the text "AT HOME" written vertically in white.







BOST | NOMA

# PROJECT PIPELINE

VIRTUAL ARCHITECTURE CAMP  
MENTOR TRAINING

DESIGNED BY TAYLOR D. JOHNSON



## City Sumer Internship



## City Summer Internship



# City Sumer Internship



# Digital Ready at BSA Space



**Durable**

- LEAD SPONSOR
- CONTROLLING SPONSOR
- SUPPORTER
- IN-KIND SPONSORS
- SPECIAL THANKS
- HOSTS

## Digital Ready at BSA Space



## Digital Ready at BSA Space

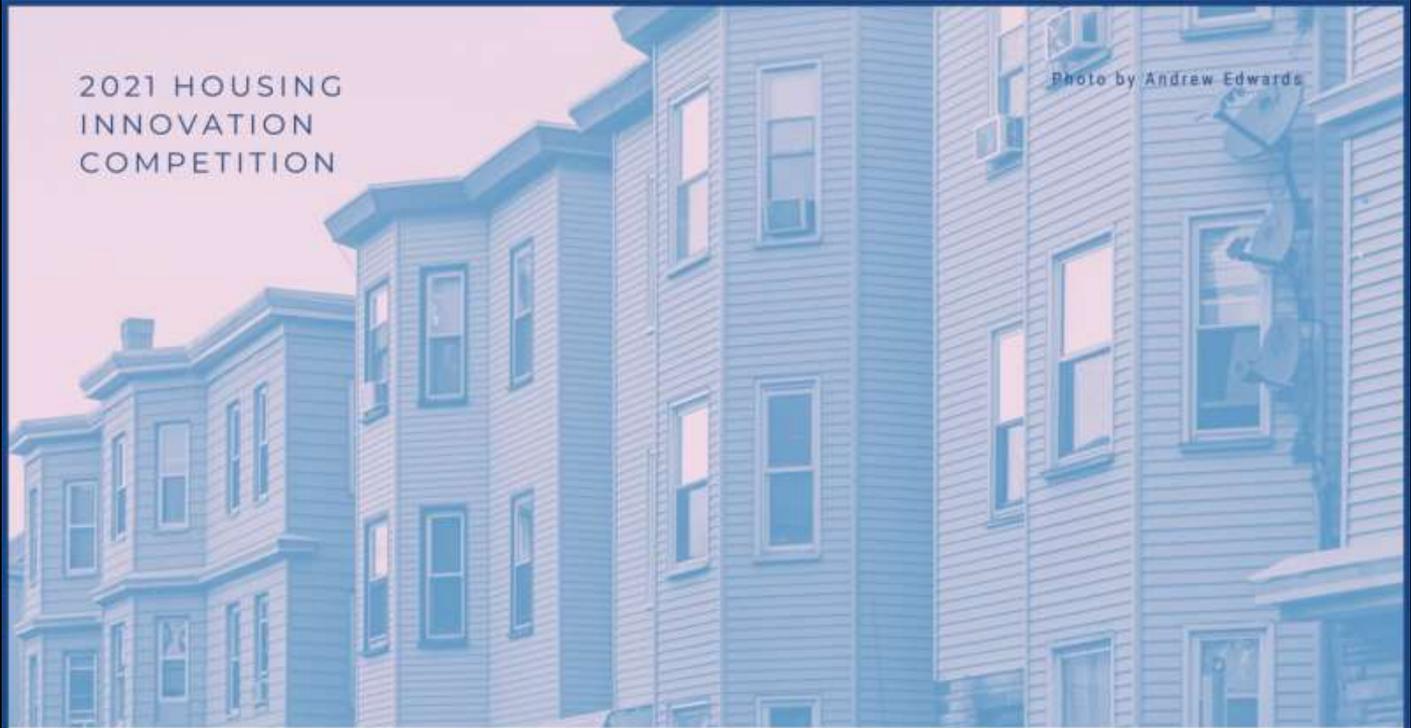


Digital Ready at BSA Space



2021 HOUSING  
INNOVATION  
COMPETITION

Photo by Andrew Edwards



**REQUEST FOR IDEAS**  
**CO-CREATING BOSTON'S FUTURE-DECKER**



Co Creating the Future Decker

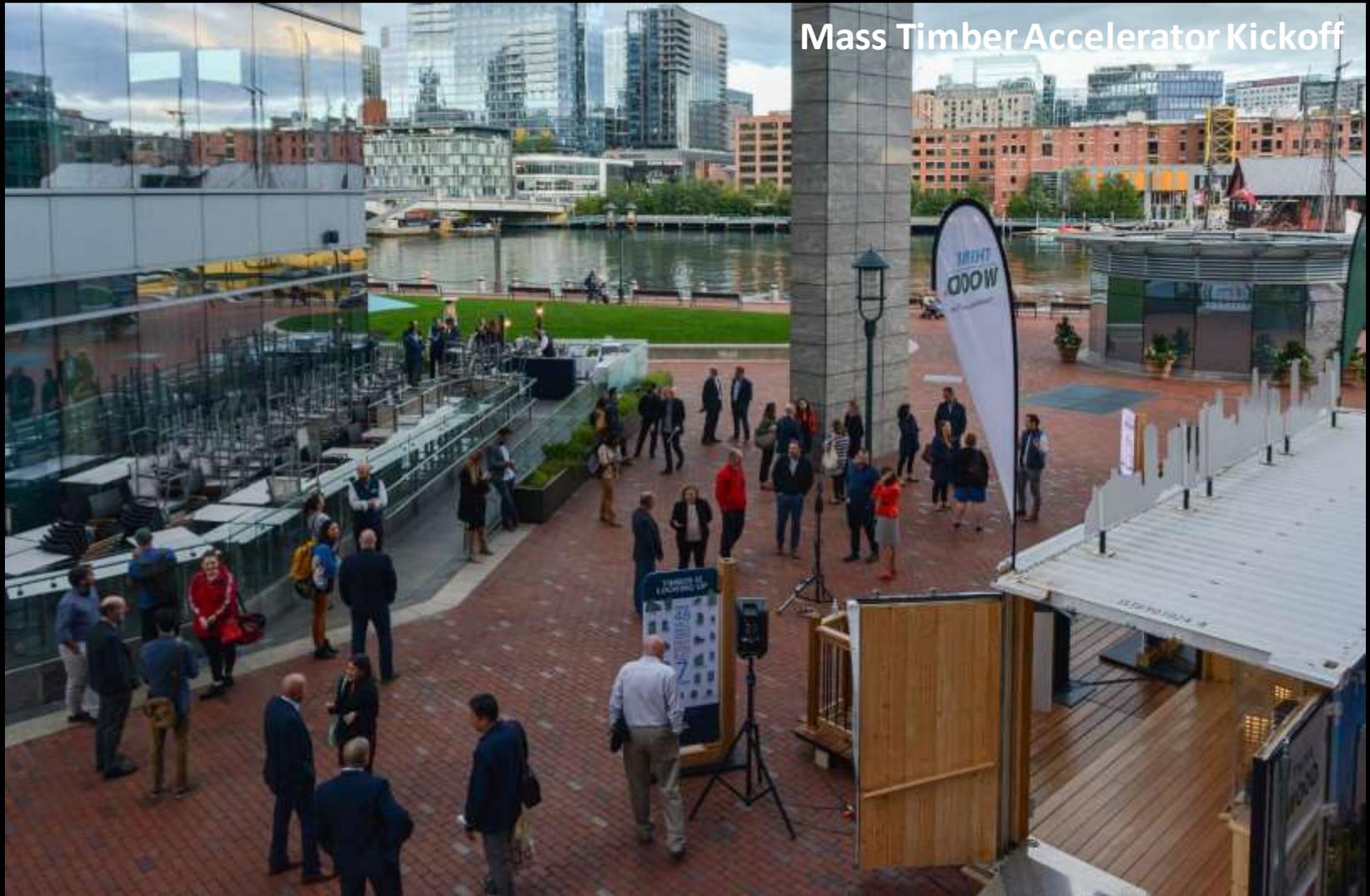


# BSA Mayoral Forum



zoom

# Mass Timber Accelerator Kickoff



**Thank You!**