



November 1, 2022

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**Re: Atlantic Wharf (formerly Russia Wharf)  
2020 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 2023 Annual Work Plan for your review and approval. This Plan includes consideration of and lessons learned from our past eleven years of active programming and our ongoing discussions with neighborhood partners. Members of the Atlantic Wharf Program Advisory Committee received copies of the

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plan documents and were invited to comment, both through email and at a virtual meeting held on October 25, 2022. This Plan incorporates the feedback we received.

Please let me know if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Rebecca M. Stoddard". The signature is fluid and cursive, with a large initial "R" and "M".

Rebecca M. Stoddard  
Marketing Director

Enclosure

cc: Delaney Morris, Boston Planning & Development Agency (via email)  
Mike Moran, BXP (via email)  
Melanie Waldron, BXP (via email)

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

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The Atlantic Wharf 2023 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 2023 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. For the past several years, in-person programming was adjusted and/or limited due to COVID-19 impacts. It is important to note that the 2023 Plan has been created without limitations on in-person events, however, plans will be modified throughout the coming year if necessary 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 Fort Point Channel Parks at Rose Kennedy Greenway and waterfront, across from Boston Children’s Museum and Boston Tea Party Ships & Museum and next to the InterContinental Boston hotel)
- Destination with year-round appeal (programming, events, partnerships, community synergy) and diverse activities and users
- Family, fine and casual dining within the property and in the surrounding neighborhood and adjacent hotel
- Many of Boston’s most influential and creative businessmen & women work in and around Atlantic Wharf (there is a buzz and an energy from this daily population)
- Home to many families, young professionals and retirees with over 1,600 new residential units leased since late 2020 in Fort Point and surrounding neighborhoods, including Seaport and Downtown
- Community, arts and culture abounds unlike anywhere in the city (five museums within a five minute walk) and home to one of the largest concentrations of artists in New England – approximately 300 at last count
- An active connection to the waterfront, Fort Point Channel, Boston Harbor and the HarborWalk

### **GOALS:**

- Create events and programming that will draw the community back to the waterfront post-pandemic

- 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 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 clients 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 2020, we increased our \$90,000 to \$107,260. Due to the pandemic and inability to host events on-site for the majority of 2020, we did not spend the full budgeted amount. In 2021 the budget was decreased to \$84,560 due to the ongoing pandemic and inability to host in-person programming. In 2022, the budget was increased to a pre-pandemic contribution level with \$112,200 budgeted for public programming and communications. It was our intention to resume in-person indoor and outdoor programming in 2022, however, due to pandemic impacts we did not resume in-person programming until late 2022 Q2. The 2023 programming budget has been increased by 52% to \$170,000 to allow for 12 months of in-person programming as well as a number of new programs, events and

marketing/communications agency support to ensure the community returns to the waterfront.

**Communications** will build visibility about the project's amenities, 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. The Atlantic Wharf communications program includes: community engagement, promotional signage, social media, website marketing, client communications, and public relations.

Since 2014, Atlantic Wharf has been active on three social media platforms - Twitter, Facebook, and Instagram, and we continue to grow our audience annually. Through social media, we have been able to better promote events, retailers, community events and engage with the larger community. In the past year we have seen our Facebook following increase 34% and Instagram/Twitter growth is relatively flat. In 2023 we will increase our focus on social marketing through the hire of a social media agency that will provide support with content creation, audience growth, monthly & annual analytics, and targeted advertising to reach a larger and more diverse demographic within Greater Boston. In addition, Atlantic Wharf will partner with local influencers to promote the waterfront to both locals and visitors as a destination for families, foodies, children, public art enthusiasts – everyone is welcome!

In 2016, we launched a new Atlantic Wharf website that highlights the destination value of the property/neighborhood and focuses on public events, programs, retailers, docks, public water access and amenities.

Community partnerships and access to partner newsletters, social media and member outreach is key to accessing the maximum potential audience. In 2023, the communications program will continue to focus on outreach to residents, visitors and office clients promoting Fort Point Channel offerings, including Atlantic Wharf events and programs, area retail and attractions. This targeted outreach will help us meet our goal of helping to foster visitation and increase foot traffic from outside the immediate area, while embracing and encouraging local activity. Our ongoing communications goal is to continue to expand outreach further using dedicated social media outlets for Atlantic Wharf, as well as connecting directly with more neighborhood groups and organizations throughout the city and surrounding communities. In 2023, we plan to extend our outreach efforts to local community groups and news outlets to advertise free onsite programming (Sample publications: Bay State Banner,

Boston Guardian, East Boston Sun, East Boston Times, Jamaica Plain Gazette, Mattapan & Dorchester Reporter, Mission Hill Gazette, The Logan Times and Sampan Newspaper).

In January 2018, we installed permanent exterior signage, calling attention to Waterfront Square and the Gallery. The permanent signage includes areas for temporary signage to promote upcoming events and exhibits within the Gallery, as well as notes that the space is open to the public. As part of this installation we also updated our two wayfinding signs located along Waterfront Plaza, to feature maps calling attention to local organizations and Chapter 91 locations.

**METRICS:**

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

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

Beyond metrics, to help improve the Atlantic Wharf Annual Plan tactics year after year, the management team actively solicits feedback from partners and community groups including Boston Children’s Museum, Boston Harbor Now, Fort Point Arts Community, Save the Harbor/Save the Bay and The Friends of Fort Point Channel. Feedback helps ensure the quality of events and programming over the quantity. All public programming is promoted widely on social media channels, our website and in partner newsletters and outreach, as well as targeted partner email outreach (e.g. community partners include: Boston Central, Boston Children’s Museum, Boston City Paper, Boston Dads Group (Meetup), Boston Globe, Boston Harbor Islands, Boston Harbor Now, Boston Herald, Boston Mamas, Boston on a Budget, Boston Magazine, Boston Society of Architects, Boston USA (GBCVB), Children’s Museum, “e” inc., Fort Point Arts Community, Faneuil Hall Marketplace, Fort Point Theater Channel, Macaroni Kid, Mommy Poppins, New England Aquarium, Rose Kennedy Greenway Conservancy, Save the Harbor/Save the Bay, WeLoveBostonChinatown.com, and Whofish.

## **2022 Program Review**

In 2022, Atlantic Wharf was able to host 72 events for the public, local community and non-profit organizations and a total of four public art and educational exhibits within the Gallery, Waterfront Square, Waterfront Plaza and the BSA Space. Approximately 7,500 people visited the building and surrounding neighborhood to attend these events. This is a significant decrease from previous years due to ongoing pandemic impacts – 1) in-person event programming delayed until Spring 2022; and 2) a decrease in the number of event requests by local organizations. In Summer and Fall 2022 we saw a significant increase in daily foot traffic and attendance at Atlantic Wharf events due to neighborhood-wide office repopulation and the general public being more comfortable with attending in-person programming and events. A full calendar of all 2022 programs, events, and metrics is located in Exhibit A of this Plan.

This year marks the eleventh year of programming at Atlantic Wharf, and the tenth year with BSA Space open and operating. In light of pandemic impacts in 2020-2022, we're pleased with the community response to the property and continue to work on creating programming that draws a diverse and varied audience to Atlantic Wharf. In October 2022, BXP was awarded a Harbor Hero Award by Save the Harbor/Save the Bay for demonstrating a commitment to sustainability, clean water, and public investment through diverse community events and programming in our public spaces.

In 2023, we plan to continue to explore participation in neighborhood and citywide events.

### **Notable programs in 2022 included:**

- (Jan-Oct 2022) Cristo Rey Boston High School work study program in the Fort Point Room
- (Spring 2022) Unveiling of “Changing Lives Changing Future” art exhibit within the Gallery; the first of three public art exhibits in partnership with FPAC
- (Spring 2022) Save the Harbor/Save the Bay April Break youth programming in Waterfront Plaza
- (Spring 2022) Unveiling of “Hopscotch” art exhibit within the Gallery in partnership with FPAC; re-launch of in-person exhibit opening events, including the artist reception held in May
- (Spring 2022) Hosted “What Makes a Home” pop-up exhibit in Waterfront Square in partnership with the BSA and YouthBuild Boston

- (Summer 2022) Save the Harbor/Save the Bay STEAM summer camp programming in Waterfront Plaza
- (Summer 2022) Continued to provide public dock space for Ohana New England Dragon Boats
- (Summer 2022) Re-launch of Berklee College of Music lunchtime and evening concerts on Waterfront Plaza
- (Summer 2022) Re-launch of “e” inc. summer camp program bringing youth from throughout the city to the waterfront; student art installation on display in Waterfront Square for the length of the program
- (Fall 2022) Unveiling of “Shared Habitat Earth” art exhibit in the Gallery in partnership with FPAC; artist reception scheduled for November
- (Fall 2022) Hosted Atlantic Wharf’s first annual Fall Festival event on Waterfront Plaza. This event featured a children’s concert, free seasonal snacks provided by Atlantic Wharf retailers, facepainting, chalk art, eco/water education with Save the Harbor/Save the Bay, dragon boat demos by Ohana New England, and plant education with Green City Growers. The InterContinental Boston hotel partnered to provide expanded event space and F&B for attendees
- (Fall 2022) Hosted annual Canstruction event/exhibit in Waterfront Square and Nelson Court
- 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 family-friendly events, exhibits within the BSA Space, the Gallery art 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 programming in partnership with the Berklee College of Music, Boston Children’s Museum, Boston Tea Party Ships & Museum, BSA, Fort Point Arts Community, Greenway Conservancy, Save the Harbor/Save the Bay and other groups.

## **EVENTS & PROGRAMMING**

The following outlines the proposed programming plan for 2023, 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 2023 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.

## **2023 ATLANTIC WHARF PROGRAMMING**

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

In response to past feedback and in line with the Chapter 91 goal of providing a welcoming place for all, especially those typically without access to the Waterfront, we continue to focus our outreach on reaching a more diverse audience. For children focused events, we have worked with our partners, "e" inc. and Save the Harbor/Save the Bay, to extend invitations to youth and community organizations from every neighborhood in Boston. We continued to fund both "e" inc. and Save the Harbor/Save the Bay's successful summer programs and continued to provide Ohana New England Dragon Boat Team public dock space. In 2022 we also hosted a weekly multi-day work study program for students from Cristo Rey Boston High School (Dorchester, MA) within the Fort Point Room and continued to support the BSA Foundation's comprehensive youth programming. BSA Programs and projects supported by BXP are detailed on Pages 11-16 of the Annual Plan.

In 2023, we intend to further enhance our onsite family programming by providing more opportunities for engagement at each event (e.g. arts & crafts, music performances, local partners offering activity stations, etc.) and we will continue to offer food and promote events throughout the wider community. In bringing area youth to Atlantic Wharf to explore, we hope they will return with their families to experience all the area has to offer.

### **WATERFRONT PLAZA**

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

In 2022, we were able to resume the majority of our summer outdoor programming on Waterfront Plaza, including daytime and evening Berklee summer concerts and signature events, such as the Fall Festival. These events have historically increased attendance in the community of residents, families, office workers, and tourists visiting Fort Point and we look

forward to bringing these events back in 2023, as well as adding additional programming to our schedule. Our intention is to use programming to encourage community members and visitors to explore the waterfront, as well as bring in a wider visitor audience from outside the Fort Point community.

The goal for winter is to provide a focal point for winter visitors on the HarborWalk. Waterfront Plaza has historically hosted the re-enactment of the Boston Tea Party each December, which has historically drawn large crowds to the waterfront. This event was cancelled in recent years due to pandemic impacts, however, we look forward to supporting the event should it return in 2023. Other outdoor winter event opportunities will be considered as they are confirmed (e.g. Boston Harbor Now ice sculptures, First Night Boston, etc).

### **WATERFRONT SQUARE**

Waterfront Square serves the public and visitors of Atlantic Wharf. As such, Waterfront Square historically has a variety of activations such as displayed art exhibits, performances and community events. In 2022 we were able to host the majority of our in-person programming within Waterfront Square, and we look forward to continuing these indoor events in this space next year. Programming in Waterfront Square, such as art receptions, “e” inc’s summer educational programs, as well as family-focused events, provide a unique and accessible attraction for the neighborhood while hosting 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 at Atlantic Wharf, to provide further exposure for art exhibits 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 (e.g. KidsBuild and Canstruction).

### **MULTI-MEDIA SPACES**

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

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

Exhibits in this area will be complemented and promoted by opening receptions, artist talks/meet and greets, etc. Planned programming for 2023, in partnership with the Fort Point Artists Community, is to continue giving local artists exposure and opportunities to reach the community of residents, office workers, and visitors that travel through Atlantic Wharf. Historically, each exhibit includes an opening reception hosted in the Gallery and Waterfront Square. We were able to resume these receptions in 2022, and will continue to host in the year ahead.

### **THE FORT POINT ROOM**

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

In 2022, in conjunction with the closure of the Boloco eatery at Atlantic Wharf, BXP began to explore options for relocating the Fort Point Room to street-level. This relocation would improve public visibility of the space and provide an opportunity to use learning from past events and partner feedback to improve the layout, user experience and technology within the space. BXP is currently reviewing options and feasibility for a possible Fort Point Room relocation and community partners will be updated on the status of this project in early/mid 2023.

## **ATLANTIC WHARF DOCK**

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

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

- Three slips will remain open for transient public use free of charge: water taxi slip (northernmost slip #9), public touch-and-go slip #8 and dinghy slip #7.
- Maximum docking times at the three public slips are as follows: 15 minutes for water taxis, 30 minutes for private boats “touch-and-go” and up to 4 hours for dinghy tie-up.
- Use of the water taxi slip is available to qualified commercial service providers on a non-exclusive, license agreement basis. We anticipate that the water taxi companies that have successfully utilized the dock will continue to do so.
- Slip leases, overnight berthing agreements for water taxis, charter boats or recreational vehicles shall be for a maximum of one season (May 1 – October 31) and are subject to an annual renewal. Overnight berthing agreements for special event displays may not exceed two weeks. Six slips were leased and consistently used during the 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 BXP. The dock offers visitors and residents of the area an easy-access option to use the water taxi and has proven to support seasonal boating programs. In 2023, 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, BXP has installed a gate equipped with a combination lock and electronic timer to control access to the docks during non-operational hours for leased/contracted slip access.

In 2023, 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. The Visitor Information Center is normally staffed daily from 10 am to 6 pm Monday through Friday 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.

### **2022 SPACE & BSA PUBLIC PROGRAMS**

#### **Coming Back**

The global pandemic continued to impact the BSA and its ability to host in-person events throughout 2022. However, there were times throughout the year where the BSA was able to gather people at the space. We continue to offer a robust calendar of virtual and hybrid programming for both adult and youth audiences. As an organization focused on the built environment, 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**

- **Boston Mass Timber Accelerator** [January-June] – a partnership with the

Boston Planning and Development Agency (BPDA), the first round of the accelerator provided development teams with technical assistance and funding grants to assess and integrate low carbon mass timber building practices into their projects. A kick-off for the program was held outside of the Atlantic Wharf building and was the first in-person event the BSA had been able to host since March 2020. Throughout 2022, several in-person events were held to showcase the work of the development teams in the accelerator cohort. The BPDA and BSA have launched a second round and expects to continue to showcase the work through public events at the space.

- **Urban Design Workshop** [March - June] – The BSA and its Urban Design Knowledge Community partnered with Boston, Cambridge, and Everett to imagine paths to increasing density in their municipalities by 25%. Throughout the spring of 2022, volunteer architects, designers, planners and advocates gathered with city officials and BSA members to present their ideas, gather feedback, and showcase design ideas for the future.
- **BSA Design Awards Celebration** [May] – The BSA was excited to bring back its annual design awards celebration- this year hosted in May (not January) and outside- utilizing Atlantic Wharf’s waterfront plaza and the Seaport as a backdrop. Passersby were able to enjoy the music along the harbor.
- **Now What?! Exhibition Reception** [May] – Now What?! was an exhibition planned to open in the fall of 2020 and when the BSA was finally able to make it happen in the spring of 2022, we were delighted to welcome close to 200 people to celebrate. This exhibition explores architecture, advocacy, and activism from 1968 to present. Throughout the year, Now What?! has brought many visitors and groups from high schools, colleges, and local businesses. The BSA has also held many public programs from panel discussions and workshops to curator tours and a book discussion. Before the end of October, three more events will take place at BSA before the exhibition comes to a close.
- **Summer Sessions Series** [June - September] – Over three interactive panel discussions from June through October, the BSA invited the public to think about how architecture education and the practice of architecture inform one another.

Leaning into the large university presence in the Boston area, we were able to hear a variety of perspectives on the topics of professional practice, materials and making, and most importantly, architecture and race.

## Exhibitions

- ***Now What?! Advocacy, Activism & Alliances in American Architecture Since 1968***

The BSA was very excited to present the first new exhibition in over two years, *Now What?! Advocacy, Activism & Alliances in American Architecture Since 1968*, opening at the end of April and on view through October 2022. *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. A critical section of this exhibition offers gallery visitors the opportunity to see and read about changemakers in Boston as well. Throughout this exhibition, visitors are also encouraged to add their opinions, reactions and ideas for advocacy in architecture. This exhibition supports the BSA's focus on equity, especially within the architecture profession itself. There have been several in-person programs to support this exhibition and more to come at the end of October. To date, the exhibit has been visited by high school and architecture school students, as well as local architecture firms and BSA knowledge community groups.

- ***Imaginations of Home: A Collaborative Exhibition Exploring the Future of Affordable Housing in Boston and Beyond***

Beginning in BSA's Storefront Gallery and continuing through the upstairs gallery and conference rooms, *Imaginations of Home: A Collaborative Exhibition Exploring the Future of Affordable Housing in Boston and Beyond*, has been on view throughout 2022. The exhibition aimed to feature the perspectives of high school students, college students, and professionals. Each room is dedicated to a different "imagination of home" and incorporates new design ideas and solutions. The installation in the Congress Conference Room is particularly inviting, as it features the work of the Digital Ready high school students who worked at BSA Space in the summer of 2021 and developed a 3D model of their designs.

- ***2021 Gingerbread Design Competition***

Though technically in 2021 (not 2022), the BSA was also excited to bring back the annual Gingerbread Design Competition, inviting local architecture firms and aspiring culinary architects to create masterful and delicious creations under the theme "Home Sweet Home." "Home Sweet Home"

served as the perfect complement to the new exhibit on display, *Imaginations of Home*. This competition was offered as a hybrid model due to the on-going pandemic. Though BSA was not able to host an in-person reception the cheerful exhibition did draw in visitors around the holiday season.

### **Youth Programming Highlights**

The BSA continued to focus on providing and connecting Boston-area children to architecture and design activities throughout 2022. Partnerships with the Boston Public Schools, the Boston Private Industry Council, and others ensure that students who typically do not have access to architecture and design can participate in project-based learning and career development opportunities. BXP makes an annual contribution to the BSA to support youth programming initiatives.

### **Virtual Programming**

- **Architecture and Design Thinking Bootcamp** [February Vacation Week, April Vacation Week] – 30 Boston High School students worked with professionals from four local architecture firms to explore architecture and design. The BSA supports the firms in the development of the program and facilitates connections between the firms themselves, and the Boston PIC students. The program had such success in February that both firms and the Boston PIC asked for an additional April workshop to be added. The workshop repeated with an additional set of students. Some students continued on to high school internships later this year.
- **Design Education Coalition** [Monthly] – Local design educators and partner organizations met monthly to partner together on programming for Boston area students. The BSA supports and facilitates connections between the educators, as well as being the host for the meetings.

### **Hybrid Programming**

- **Boston and Cambridge Public Schools Kindergarten Program** [January-April] – After last year's virtual visits, the BSA worked with Boston and Cambridge Public School K-2 Departments to formulate a hybrid visit suitable for this school year. The BSA created an entirely new curriculum, including lesson plans, presentations, and materials for both participating teachers and architects. The BSA continued its facilitation of the matchmaking between the BSA's member architects and the BPS/CPS teachers. 43 architects visited classrooms to share a presentation and activity with Kindergarteners. 62 individual classrooms participated in the program.



This marked an increase for Cambridge Public Schools, and a continued interest from Boston Public Schools. 1,300 students were served by this program.

### **In Person Programming**

- **KidsBuild!** [April] – The BSA was thrilled to bring KidsBuild! back in-person this year! The two-day building extravaganza marked the program's 30th anniversary and the first in-person KidsBuild! since 2019. With over 500 kids and their caregivers participating, Waterfront Square was transformed into a 3D model of what the Seaport would look like if kids designed it. From playgrounds to fire stations, stadiums, gardens, and beyond, kids built the city their way. Volunteer architects and KidsBuild Committee chairs welcomed kids and families into the design and permitting process, from site selection, to material choices, and construction. Approximately 150 building permits were issued this year.
- **High School Internships** [Spring and Summer] – The BSA increased its support of students interested in high school internships and pre-college programs through an expanded partnership with the Boston PIC and Digital Ready. With the support of the BSA, the PIC was able to place students in 8 local architecture firms. Students completed 6-8 week internships at the firm. This year marked the most student and firm participation and had a 5-fold increase from pre-pandemic enrollment in the program.
- **High School Intern Supplemental Activities** [Summer] – In addition to the 6-8 week internships, the BSA created a Summer Fridays program. Led by some of the participating firms, students were able to explore the city through the lens of architecture and design. Students were able to meet peers from other firms and learn about a variety of topics. These trips included site tours, firm crawls, and workshops, both within BSA's space, neighborhood, and beyond.
- **City Summer Internship** [July] – The BSA has been a long-term partner of Apprentice Learning. This summer, the BSA hosted 20 8th grade students to explore the current exhibition, Imaginations of Home, and to explore the design process. Students spent the day brainstorming, drawing, building, and then sharing their work with their peers. After the experience, some students remarked that they were interested in exploring architecture/design further as a potential career path.
- **End of Summer Student Share-Out** [August] – After multiple years of virtual learning and hybrid work, the BSA planned and hosted an in person celebration for high school interns, their mentors, and firm professionals. 50 attendees gathered in the Channel Room and Channel Gallery of BSA Space for presentations and lunch.

Students shared insights and work from their internships and firms reflected on their experience as internship hosts for the summer.

- **Project Pipeline Middle School Camp** [August] – A 1-day architecture camp for middle school students hosted by BosNOMA. The BSA has supported the development of the program in 2021 and 2022.
- **Now What is the Academy** [October] – In place of the BSA’s annual College Fair, and to highlight a key theme of the current *Now What!?* exhibition, the BSA invited local students to take part in an interactive workshop. The students came together from different schools across Boston to discuss key themes of architecture school: studio culture, academic curricula, and mental health. The event was created with students in mind and in partnership with local student representatives. 40 people took interest in the event, with 20 attending for the in person workshop in the BSA’s

### **Upcoming at BSA Space in 2023**

As we close out 2022 and look towards 2023, we anticipate several months of construction in the first half of next year, which makes planning for public events at the BSA tentative. In December, we hope to be able to invite local design firms and those who like to create with food to participate in the annual gingerbread design competition and host their creations in Waterfront Square for all to see. We also plan to host KidsBuild! again in the spring of 2023. Further, as the BSA looks to celebrate the renowned Harleston Parker Award’s centennial anniversary, we will certainly host something special in our space. As the pandemic (hopefully) begins to wane, the BSA will continue to offer in-person and hybrid events that welcome people to our space again.

### **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 signs
- Channel Concierge Desk
- Captivate

### **EXTERNAL**

- Atlantic Wharf website – [atlanticwharfboston.com](http://atlanticwharfboston.com)
- Social media: @atlanticwharf on Instagram, Twitter and Facebook
- BSA membership emails & newsletters
- Greater Boston Convention & Visitors Bureau event listings
- Community partner newsletters, directories
- Community partner websites
- Social media through partner networks
- Additional external signage panel at Congress Street entrance hosts changeable messaging
- Advertising with local community newspapers

### **PUBLIC RELATIONS**

- Active story pitches in cooperation with community partners & BSA
- Concierge walks quarterly
- Act as a community resource by actively participating in community group committees as available
- Host social media / influencer activations to promote Atlantic Wharf amenities, retail, events and programming

## **VISITOR OUTREACH THROUGH THE BSA**

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

## **2023 BUDGET**

### **PROGRAMMING – CONTENT \$141,900**

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

- Art exhibits and opening receptions in the Gallery at Atlantic Wharf
- Indoor/Outdoor fitness classes
- Summer lunchtime/evening music series
- Summer children’s events/programming
- Summer movie nights
- Fall festival
- Holiday children’s event/programming
- Canstruction Boston competition
- BSA Foundation Children’s program contributions
- Participation in or hosting of other area events, performances & festivals as appropriate

### **PROGRAMMING – LOGISTICS \$122,984**

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

### **COMMUNICATION TOOLS \$28,100**

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

**2023 BUDGET TOTAL: \$292,984**

**PERSONNEL SUPPORTING THE ANNUAL PLAN:**

Marketing Director – Rebecca Stoddard

Marketing Coordinator – Emily Ediger

Senior Property Manager – Mike Moran

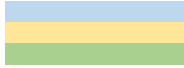
Assistant Property Manager – Maxiel Guerrero

Property Management Coordinator – Kevin Pina

Managing Director, BSA – Billy Craig

Director of Policy, BSA – Jennifer Effron

# EVENT TRACKER 2022



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

No.	Date	Name of Event	Event Type	Location	# of Events	Est. # of Attendees	Open to Public Y/N	Communications Vehicles Used to Promote
1	12/1-6/22/22	Cristo Rey High School - Work Study Program	Youth Programming	Fort Point Room	125	1250	N	Internal Communication
2	1/11/2022	American Society of Plumbing Engineers	Meeting	Fort Point Room	1	60	N	Internal Communication
3	1/15-4/30/2022	FPAC Art Exhibit - Changing Lives Changing Future	Art Exhibit	The Gallery	1	1000	Y	BXP/FPAC Communication
4	3/18/2022	McKinsey - Internal Meeting	Meeting	Fort Point Room	1	80	N	Internal Communication
5	3/25/2022	SIOR - Regional Conference	Meeting	Fort Point Room	1	110	N	Internal Communication
6	4/1-4/2/2022	McKinsey - Youth Leadership Forum	Forum	Fort Point Room	1	60	N	Internal Communication
7	4/1/2022	National Association of Asian American Professionals (NAAAP) - Youth Scholarship Board Game Night	Youth Programming	Pearl St. Room (Relocation)	1	30	Y	BSA Communication
8	4/8-4/10/22	BSA: KidsBuild	Youth Programming	Waterfront Square	3	200	Y	BSA Communication
9	4/19 and 4/21/2022	Save the Harbor Save the Bay - April Vacation Youth Program	Youth Programming	Waterfront Plaza	2	60	Y	BXP/STHSTB Communication
10	4/27/2022	Wellington - Women in CRE Conference	Conference	Fort Point Room	1	20	N	Internal Communication
11	4/27-5/26/2022	BSA "What Makes a Home" - Art Installation	Art Exhibit	Waterfront Square	1	500	Y	BXP/FPAC Communication
12	4/28/2022	Greater Boston Real Estate Board - REFA Education Program	Education Program	Fort Point Room	1	60	N	Internal Communication
13	4/28/2022	Cresa - All Hands Meeting	Internal Meeting	Fort Point Room	1	60	N	Internal Communication
14	5/4/2022	McKinsey - Spring Session	Internal Meeting	Fort Point Room	1	30	N	Internal Communication
15	5/10/2022	American Society of Plumbing Engineers	Meeting	Fort Point Room	1	40	N	Internal Communication
16	5/14-9/3/2022	FPAC Art Exhibit - Hopsotch	The Gallery	Waterfront Square	1	1000	Y	BXP/FPAC Communication
17	5/16-5/18/2022	McKinsey	Orientation	Fort Point Room	1	30	N	Internal Communication
18	5/19/2022	BSA Design Awards	Gala	Waterfront Plaza	1	350	Y	BSA Communication
19	5/31/2022	FPAC Art Reception - Hopsotch	Reception	Waterfront Square	1	50	Y	BXP/FPAC Communication
20	6/4/2022	Agncy - Restorative Justice & Co-design	Meeting	Fort Point Room	1	35	N	Internal Communication
21	6/6/2022	BXP 4DX Training	Training	Fort Point Room	1	20	N	Internal Communication
22	6/7-6/9/22	RARE Organization - 2022 Climate Culture Team Meeting	Meeting	Fort Point Room	1	35	N	Internal Communication
23	6/7-8/25/2022	Berklee Concert Series - Lunchtime	Programming	Waterfront Plaza	10	300	Y	BXP/Berklee Communication
24	6/7-8/25/2022	Berklee Concert Series - Evening	Programming	Waterfront Plaza	10	300	Y	BXP/Berklee Communication
25	6/11/2022	Wellington - Pride+ and Parent's Group Luncheon	Luncheon	Fort Point Room	1	40	N	Internal Communication
26	6/16/2022	Wellington - Global Markets Direct Report Meeting	Meeting	Fort Point Room	1	30	N	Internal Communication
27	6/16/2022	Smith & Wollensky - U.S Open Event	Private Event	Waterfront Plaza	1	200	N	S&W Communication
28	6/23/2022	BXP Internal Meeting	Meeting	Fort Point Room	1	10	N	Internal Communication
29	6/24/2022	DREAM Collaborative	Meeting	Fort Point Room	1	30	N	Internal Communication
30	7/5-8/12/2022	e inc. - Summer Youth Camp	Youth Programming	Waterfront Plaza & Square	27	600	Y	BXP/e inc. Communication
31	7/8/2022	McKinsey - Happy Hour	Private Event	Fort Point Room	1	100	N	Internal Communication
32	7/11-7/15/2022	McKinsey - Orientations	Orientation	Fort Point Room	1	30	N	Internal Communication
33	7/11-8/15/2022	Save the Harbor Save the Bay - Summer Youth Program	Youth Programming	Waterfront Plaza	6	480	Y	BXP/STHSTB Communication
34	7/20/2022	BXP Leasing Meeting	Meeting	Fort Point Room	1	10	N	Internal Communication
35	7/22/2022	WriteBoston - Networking Event	Programming	Fort Point Room	1	40	N	Internal Communication
36	7/27/2022	Wellington - NextGen Summit	Meeting	Fort Point Room	1	75	N	Internal Communication
37	8/4/2022	BXP 4DX Training	Training	Fort Point Room	1	20	N	Internal Communication
38	8/8-8/12/2022	McKinsey - Orientation	Orientation	Fort Point Room	1	30	N	Internal Communication
39	8/23/2022	Jobs for the Future	Programming	Fort Point Room	1	40	N	Internal Communication
40	8/25/2022	NEWEA WEN Annual Co-Ed Event	Private Event	Fort Point Room	1	30	N	Internal Communication
41	9/6/2022	ASPE Monthly Chapter Meeting	Meeting	Fort Point Room	1	40	N	Internal Communication
42	9/7/2022	Columbia Breakfast Meeting	Meeting	Fort Point Room	1	15	N	Internal Communication
43	9/9/2022	McKinsey - BUILD Fellowship Offsite	Private Event	Fort Point Room	1	80	N	Internal Communication
44	9/17-12/10/2022	FPAC Art Exhibit - Shared Habitat Earth	Art Exhibit	The Gallery	1	1000	Y	BXP/FPAC Communication
45	9/21/2022	RWE - Business Meeting	Meeting	Fort Point Room	1	15	N	Internal Communication
46	9/22/2022	Boston Tea Party - Orientation	Orientation	Fort Point Room	1	15	N	Internal Communication
47	9/28/2022	SGA - All Hands Meeting	Meeting	Fort Point Room	1	100	N	Internal Communication
48	10/6/2022	BSA - Wagdy Anis Symposium	Private Event	Fort Point Room	1	120	N	Internal Communication
49	10/8/2022	Fall Festival	Programming	Waterfront Plaza	1	200	Y	BXP Communication
50	10/11/2022	Appfire x SuitUp Competition	Programming	Fort Point Room	1	40	N	Internal Communication
51	11/4/2022	FPAC Art Reception - Shared Habitat Earth	Reception	Waterfront Square	1	50	Y	BXP/FPAC Communication



# Atlantic Wharf 2023 Annual Work Plan

*2022 Program Review*

*October 25, 2022*



# CONTACT FOR 2023 ANNUAL PLAN

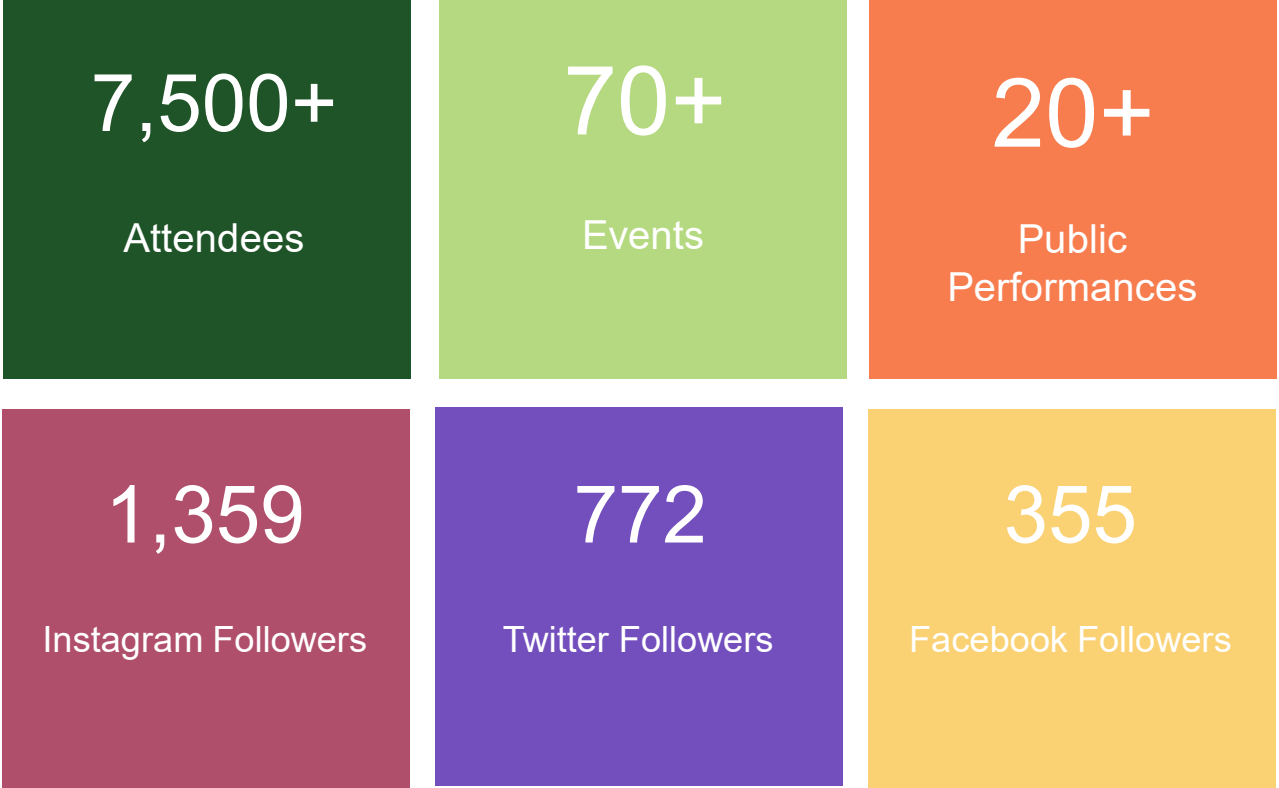
Emily Ediger  
Marketing Coordinator  
[eediger@bxp.com](mailto:eediger@bxp.com)



# Agenda

- Recap: 2022 Programming
- Look Ahead: 2023 Annual Plan
- Feedback

# 2022 Program Review



# Fort Point Arts Community (FPAC)



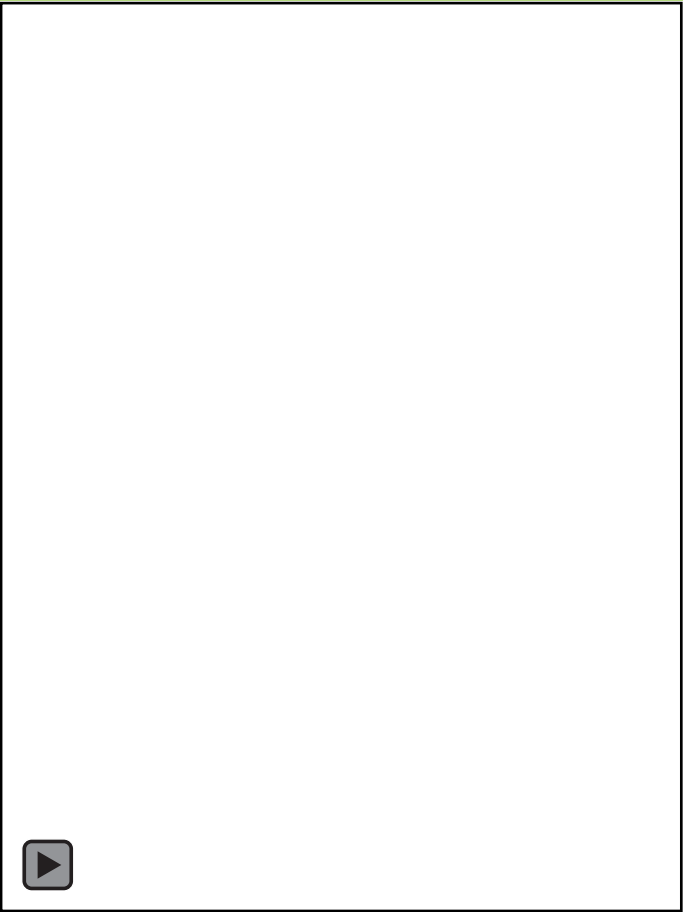
# Berklee Music Series



# Save the Harbor Save the Bay



# Ohana New England



# Fall Festival



# Social Media

atlanticwharf 9+

648 Posts 1,359 Followers 1,098 Following

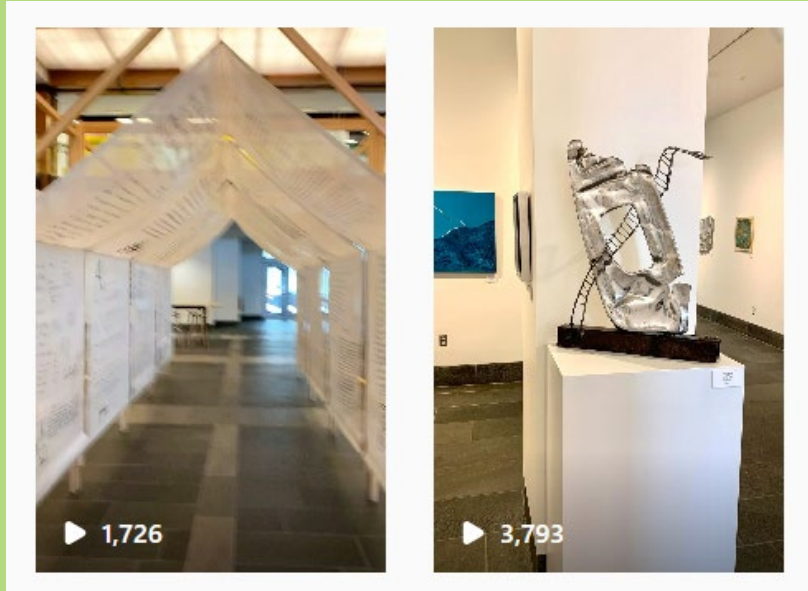
Atlantic Wharf  
Community  
www.atlanticwharfboston.com  
280 Congress Street, Boston, Massachusetts

Professional dashboard  
New tools are now available.

Edit profile Contact

Art Free Parking! New

SHALYAH FEARING



atlanticwharf The "What Makes a Home" pop-up installation, part of the @bsaai Imaginations of Home exhibition, will be on display in Waterfront Square through May 26. The model was created as part of a summer architecture studio for Boston Public School students. Swing by 290 Congress to see the exhibit, head to the BSA tab on our website to learn more about the exhibit #linkinbio #atlanticwharf #architecture #popup #exhibit #boston #bsa

Edited · 25w

Liked by keeganespinola and 52 others

atlanticwharf Atlantic Wharf

atlanticwharf Kids Build! has returned to Atlantic Wharf in celebration of the event's 30th anniversary! For the project, children and their families worked with volunteer design professionals to design and construct a fictional city using recycled materials. The city will be on display at Atlantic Wharf (290 Congress St.) through April 16. #atlanticwharf #architecture #kidsbuild #bsa

Edited · 27w

c.j.lori Love this!  
27w 1 like Reply

koop\_bjk 🍌🍌🍌🍌  
27w Reply

Liked by keeganespinola and 18 others

APRIL 14



# 2023 Program Plans

- Return to in-person events and programming (12 months)
- Build and enhance existing and new event, programs and community partnerships
- Grow visibility and awareness for the Gallery and Fort Point Room at Atlantic Wharf
- Expand focus on social media promotion and engagement
- Find ways to promote Atlantic Wharf to a more diverse demographic through community groups, BIPOC organizations, and local news publications

**BSA**SPACE



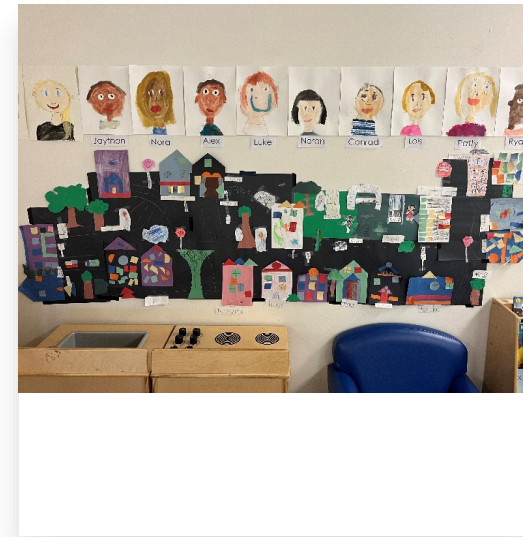
# Public Programs

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2022

YOUTH PROGRAMS

# Kindergarten Architect Visits



PHOTOS COURTESY OF POLLY CARPENTER, CAROLINE SHANNON & HUNTER PATTERSHALL



PANEL

## Supply Chain & Sustainability

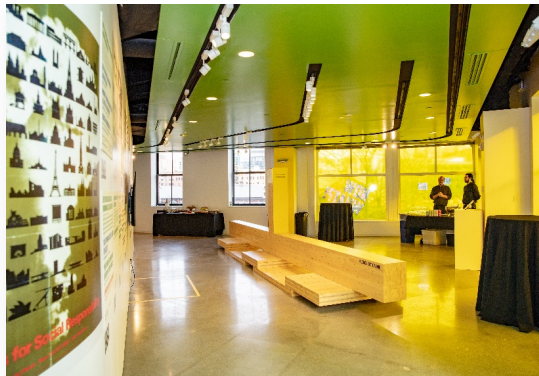
BSA “Salt” Gallery

EXHIBITIONS

# Now What?!

Advocacy, Activism & Alliances in American Architecture Since 1968

## BSA Gallery



PHOTOS COURTESY OF J MACH AND J NARCISSE

EXHIBITIONS

# Now What?!

Advocacy, Activism & Alliances in American Architecture Since 1968

## Opening Reception at BSA Gallery



PHOTOS COURTESY OF J MACH AND J NARCISSE

EVENTS

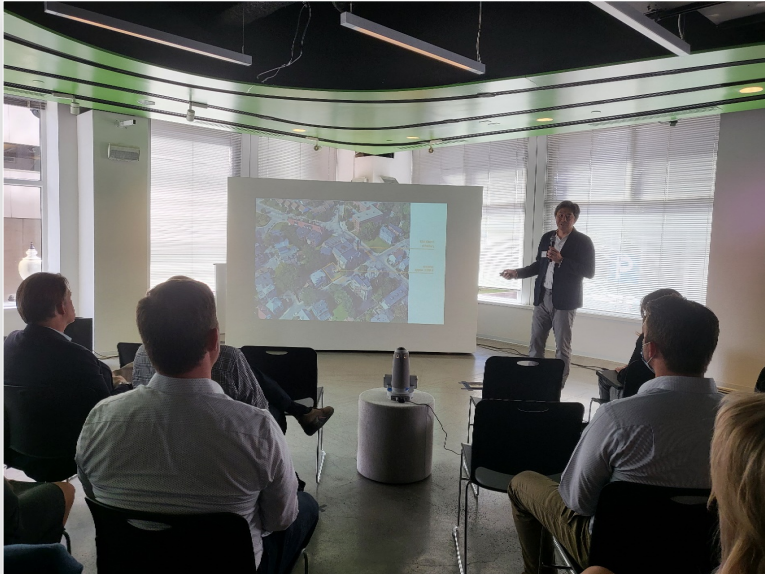
# Design Awards Celebration

Smith & Wollensky and Atlantic Wharf Patio



PHOTOS COURTESY OF PAIGE MCWHORTER PHOTOGRAPHY





PIN UP

## Boston Mass Timber Accelerator Final Pin Up

BSA “Salt” Gallery

YOUTH PROGRAMS  
**Kidsbuild! 2022**



**Fort Point and Waterfront Square**



YOUTH PROGRAMS

# BSA, PIC & Sasaki Student Share Out

## BSA, Channel Conference Room



YOUTH PROGRAMS  
Apprentice Learning

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BSA Gallery



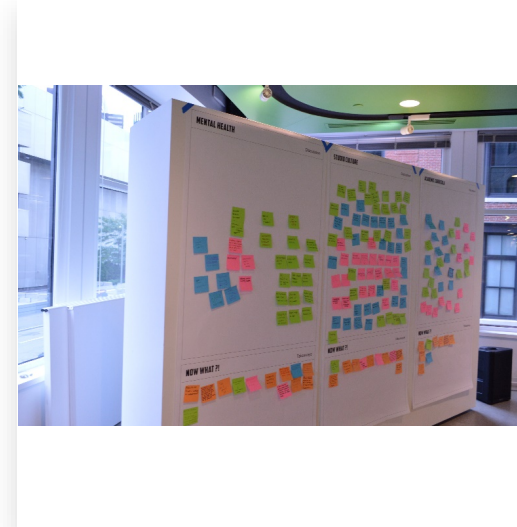
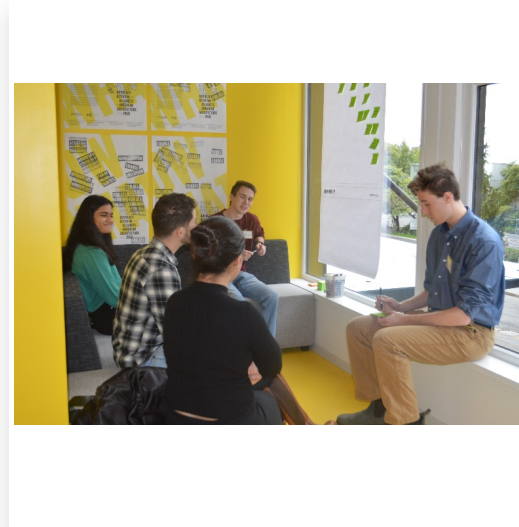
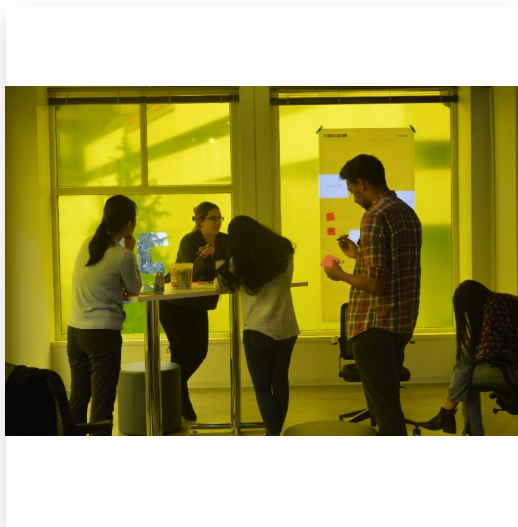
PHOTOS COURTESY OF TAYLOR JOHNSON

YOUTH PROGRAMS

# Now What is the Architecture Academy?!

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## BSA Gallery



PHOTOS COURTESY OF TAYLOR JOHNSON



EXHIBITION TOUR

# LGBTQ+ Pride Walking Tour

Boston Common

# QUESTIONS & FEEDBACK