



ESPLANADE ASSOCIATION

2015 ANNUAL REPORT

dcr
Massachusetts





OUR MISSION



The Esplanade Association was founded in 2001 in response to the deterioration in the state of the park and public outcry for improvements. Since our founding, we have been dedicated to making life better on the Esplanade.

In support of its mission, the Esplanade Association strives to:

- Revitalize and care for the park's natural environment and historic character.
- Restore and enhance the park's amenities.
- Improve the park visitors' experience.
- Offer a wide variety of free educational and recreational programming.
- Advocate for public policy and resource allocation to support the park.

Our mission is achieved in partnership with the **Massachusetts Department of Conservation and Recreation** and in collaboration with the community that shares a vision and responsibility for the Esplanade.

OUR VISION—A WORLD CLASS PARK:

Through continued funding and advocacy it is our aspiration to not only maintain the Esplanade, but to transform it into a world class park. This will be achieved through leadership, financial support, management assistance, and advocacy.

OUR LEADERSHIP

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Alicia Towns Franken
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STAFF

Tani Marinovich, *Executive Director*
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Libby Knott, *Director of Operations*
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Meghan Bucu, *Marketing and Events Manager*
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Kyle Richard, *Volunteer Coordinator and Program Manager*
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Renee Portanova, *Horticulture Manager*
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PART-TIME STAFF

Lisa Leblanc, *Special Projects Manager*
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Michelle Vilms, *Finance Manager*
mvilms@esplanadeassociation.org

MESSAGE FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR

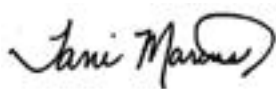
As we celebrate our organization's 15th anniversary, we want to thank you for your tremendous support of the park. In 2015 your tireless dedication to the Esplanade Association helped us reach our goals while continuing to focus on the long-term health of the park. Our work reflected the Association's commitment to make life better on the Esplanade and helped create meaningful experiences for the over 3 million people who visit the park each year.

This past year the Esplanade Association completed the \$700,000 restoration of the iconic Hatch Shell Oval Lawn, regrading the soil, installing electrical conduits and irrigation, and laying a lush new layer of sod – the entire project went from design to completion in a period of just 18 months. We also continued to work closely with the DCR to implement sustainable landscape practices to improve the health and appearance of 64 acres of park land, worked to maintain the 5 ½ miles of pathways and 4 miles of shoreline, and offered programs to involve the community in outdoor fitness and play in the park.

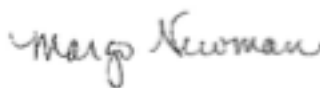
As we begin 2016 we have several exciting and important projects under way. Our tree inventory management program is complete and will allow us to focus on long-term tree care and ensure the preservation of the park canopy. New signs will increase park safety and visitor navigation by providing more accurate, in-depth information at a glance. We are looking forward to the restoration of the historic Lotta Fountain as it will revitalize a much-appreciated gathering area for park visitors, families, and pets.

With your help we will together work to ensure our beloved park will be restored, enhanced and maintained for generations to come. The task before us is great, but with the support of generous donors like you, great success is possible.

Thank you for everything you do to make life better on the Esplanade.



Tani Marinovich, Executive Director



Margo Newman, Board Chair

"Someone is sitting in the shade today because someone planted a tree a long time ago."

- Warren Buffett





**IMPROVING FROM
THE GROUND UP**

SUSTAINABLE LANDSCAPING

GARDEN IMPROVEMENT

- In 2015 we installed a variety of native plants - each best suited to the soil-type in which they were planted. Additionally, we implemented a watering schedule and used mulch to conserve moisture in the soil. This strategy was especially important because we had an unusually dry season.

NEW PLANTINGS

- We planted over 10,000 daffodils and scilla bulbs in new gardens around the Clarendon Street Plaza, Dartmouth Street Footbridge, and Holmes Memorial garden. Our focus on new plantings in 2016 includes the Storrow Memorial, Lotta Fountain, and the Esplanade Playspace. We also plan to replace the naturalized Japanese Berberis, with an indigenous species of shrub, restoring the shrub layer and providing food and habitat to native fauna.

GENERAL MAINTENANCE

- Our horticultural staff delivered additional maintenance tasks in organic land care. Tasks include weeding, adding soil amendments, brewing and spraying compost tea, and mulching. Each activity contributes to the health of the park landscape.





COMPOSTING

- In 2015, we continued our chipping and composting program. Using park debris such as weeds and leaves collected in the field, and coffee grounds collected from the park's bistro, we created a nutrient-rich compost. This compost was then returned to the park's landscapes, adding organic matter back to soil. This program helps us to reduce costs for landscape materials, and helps to grow vigorous plants by improving soil health.

COMPOST TEA

- The Esplanade Association horticultural team, in collaboration with DCR, is continuing our compost tea program that began in 2013. Last spring we began spraying the ornamental beds in areas such as the Holmes Memorial, Clarendon Street Footbridge, and Eliot Memorial. Compost tea helps increase the soil's biodiversity and improve the soil.
- In areas that are predominately trees we spray a brew to increase the fungi in the soil, for perennial plants it is more a balanced ration of bacteria and fungi. Soil health is directly related to plant health. Healthy plants can better manage disease, disorder, and pests. It is a natural solution to enhance soil quality.



A woman with dark hair tied back, wearing a red and white patterned sweater and black pants, is kneeling on a grassy lawn. She is holding a small tree sapling and appears to be planting it. The lawn is covered with fallen autumn leaves. In the background, there are various shrubs, a white fence, and a line of trees under a cloudy sky. The text "INVESTING IN THE FUTURE" is overlaid in large, bold, white capital letters at the bottom right of the image.

**INVESTING IN
THE FUTURE**

TREE CARE & MANAGEMENT

- In the fall of 2015, the Esplanade Association implemented a complete new tree inventory and tagging system using the latest in cloud-based technology called ArborScope™. At the individual level, each tree was fully evaluated based on seven categories (health, size, age, value, ecological importance, recommendation for care, genus/species). Extensive GPS mapping capabilities allow us to pinpoint the exact location of each tree in the park.
- The ArborScope inventory process yielded tremendous learning and insight into the current condition of the Esplanade's trees, and we have a number of recommendations that we are working to implement in 2016, both as major tree initiatives and as best practices for ongoing tree maintenance.



WAYFINDING SYSTEM

- In 2015 we began working on the design and concept for a new Wayfinding system in the park. This system will include a series of park signage, including a large welcome sign, and will serve to educate park visitors and enhance park safety. The signs will provide visitors with critical park information such as park rules and regulations, as well as a park map and introduction to the Esplanade. We anticipate the first sign of our Wayfinding system to be installed in the fall of 2016.



Rendering of what signage may look like.



HATCH SHELL OVAL LAWN RESTORATION

- In June of 2015 the Esplanade Association opened the newly restored Hatch Shell Oval Lawn. The renovations included Hatch Shell Oval Lawn being recomposed with a uniform drainage system that appropriately protects the groundwater table beneath it, and an environmentally responsible state-of-the-art irrigation system that will provide much needed water both to the new, high-use turf and to the soil to help it resist compaction. In addition, electrical and mechanical conduits were installed to allow for improved and modernized infrastructure for music and video performances.
- We are especially proud that we were able to raise the necessary funds and take this project all the way from design to completion in a period of just 18 months.



LOTTA FOUNTAIN

- The Esplanade Association has begun a Capital Campaign to restore the historic Lotta Fountain. The six-foot granite fountain was constructed in 1939 in the name of entertainer and philanthropist Lotta Crabtree, for the benefit of thirsty dogs, however, the fountain no longer works and needs significant conservatorial and engineering repair. Restoring the Lotta Fountain will require repairing damage that has been caused over the years by neglect as well as updating the structure so that the fountain is operative. Restoration is expected to be completed in the fall of 2016.





**ENGAGING THE
COMMUNITY**

FREE PROGRAMS

CHILDREN IN THE PARK

- This popular weekly program in which the Esplanade Association invites Boston-area summer camps to spend Wednesdays on the Esplanade continued to grow in FY2015; 1,000 kids participated during the months of July and August and, in addition to regular games and activities, we were able to partner with the Bruins Foundation to host a free street hockey clinic in August.





HEALTHY, FIT & FUN

- 6,000 people joined us on the Esplanade in FY2015 for recreational and exercise programs, all held outside, and all free of charge. The Esplanade Association recruits instructors, sponsors, and donors; works with the Department of Conservation and Recreation to develop the schedule and ensure appropriate use of the park; and performs registration, setup, cleanup, and supervision.

VOLUNTEERS

RECORD PARTICIPATION

- In 2015 we brought 3,000 volunteers to the Esplanade to help maintain the park by raking, weeding, picking up trash, planting, painting, and building. That's **over \$150,000** worth of work in the park, as well as the immeasurable benefits that accrue to the individuals who get to experience the satisfaction of bettering the landscape of the Esplanade.

LITTER PICKUP

- We brought out over 300 volunteers to the 2015 Charles River Cleanup and picked up over **120 cubic yards of trash** (almost 1 ton!).

BENCH MAINTENANCE

- With the help of our volunteers, this year we painted 222 **historic Shurcliff benches** (named for Arthur Shurcliff, the celebrated landscape designer who laid out the park's original plantings).

INVASIVE PLANT REMOVAL

- With the help of volunteers, we selectively **cut miles of invasive plant material** from along the Esplanade's shoreline to help promote native plants and native wildlife.









OPERATIONS

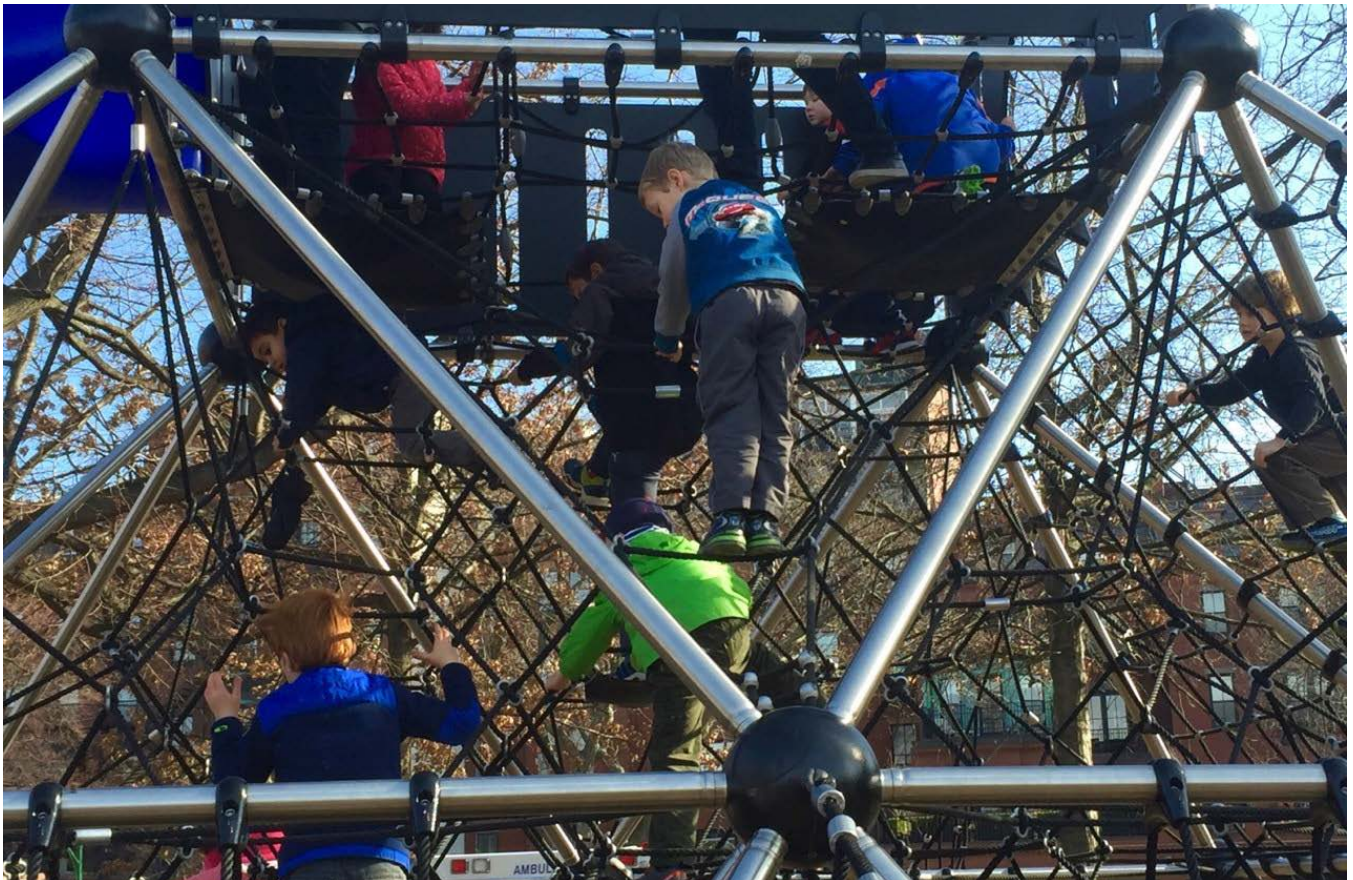
PLAY AREA CARE

ESPLANADE PLAYSPACE

- The Esplanade Association is responsible for the annual maintenance of the equipment at the wildly popular Esplanade Playspace. The Association also funded the annual maintenance of the play equipment. We will continue to invest in this key amenity for families.

STONEMAN PLAYGROUND

- In FY2015 the new Stoneman Playground Tree Sculpture was treated and maintained in order to ensure its longevity, and improvements were also made to the small garden areas within the playground. The play structures also received routine maintenance.



TEDDY EBERSOL'S RED SOX FIELDS

- The Esplanade Association worked collaboratively with the Department of Conservation and Recreation, Hill House, and the Red Sox Foundation to provide financial support and oversight for the annual maintenance of the popular Teddy Ebersol's Red Sox Fields.



PUBLIC INFORMATION



NEW DIRECTOR OF OPERATIONS

- In March we hired Libby Knott as our new Director of Operations. Ms. Knott has a master's degree in Landscape Architecture from Boston Architectural College and brings with her over 20 years of operations and management experience. Libby's unique background in management, coupled with her Landscape Architecture education and experience at Parterre Design, will be a tremendous asset to the organization and the park.
- As Director of Operations, Libby will oversee Esplanade Association daily park operations and manage larger park projects including the historic Lotta Fountain Restoration that is planned for 2016 in collaboration with the DCR.



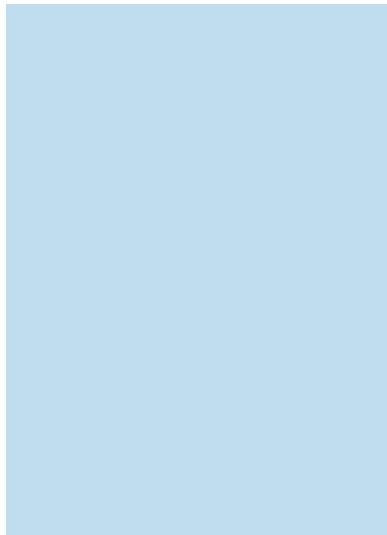
DAILY MONITORING

- We continue to monitor the park daily and report on problems such as graffiti and hazardous trees to the Department of Conservation and Recreation.

GEESE CONTROL

- To combat the challenges of the park's popularity with geese, the Esplanade Association and our partners at the Massachusetts Department of Conservation and Recreation have developed a two-fold approach.
 1. **Geese Police** utilizes highly trained working Border Collies to herd Canada geese off of the park property. Geese Police methods are endorsed by PETA and the Humane Society. The dogs never touch or harm the birds.
 2. **Geese Beacons** produce a solar-powered, amber colored light at night that mimics the reflection of light in a predator's eyes. While humans will barely notice this pulsing, the light frightens the geese enough that they move their nests to an area that they consider to be safer.





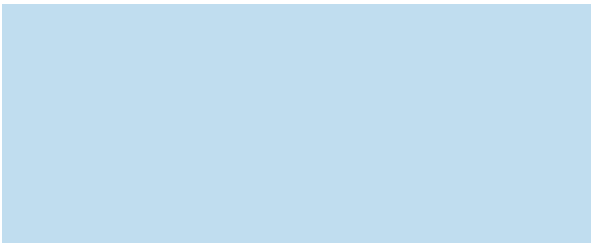
We made the most of the winter storms by hosting a pop-up snowman building contest in the park.



Park visitors made the most of last winters record breaking snow fall.



Crews laid new sod on the Hatch Shell Oval lawn last spring.



Friends Council members helped to host the Final Stretch fundraiser in March.



Members of the Esplanade Friends Council at the 2015 Esplanade Summer Dock Party.



EA supporters enjoying dinner and drinks on the docks.



Volunteers helped to paint park benches. A total of 222 were painted last year.



Runners took off in last year's Esplanade 5K Dash.



Children enjoying a day of outdoor play through EA's Children in the Park summer program.



EA Executive Director, Tani Marinovich celebrated at the Moondance Gala with event chairs, Alison Hirsch and Sandy Steele.



Esplanade Association teamed with the Boston Bruins to bring street hockey to our Children in the Park summer camp.



EA Board Member Alexi Conine attended the Gala with her husband Steve.



EA Board Chair Margo Newman with her husband Fred at the 2015 Moondance Gala.



The 2015 Canine Promenade "Best Costume" winners.



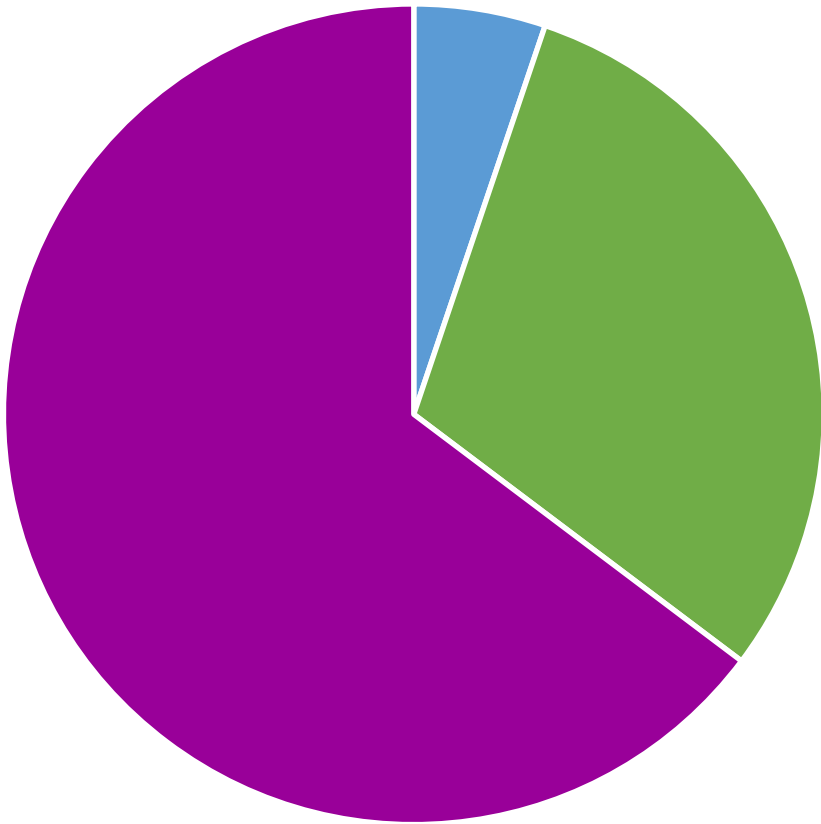
This summer members of the NE Revolution hosted a free public soccer clinic on the Esplanade in partnership with Santander Soccer Scholars.



A contestant struts his stuff at our 2015 Canine Promenade.

FINANCIALS

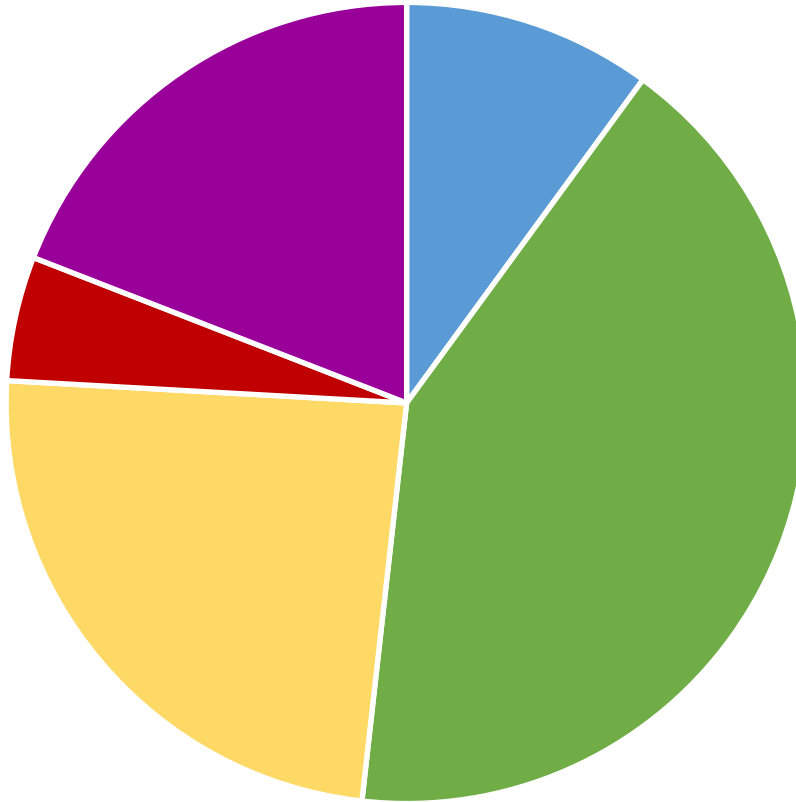
2015 Revenue & Support








FY2015

<div></div> Corporate Giving 5%	\$75,883
<div></div> Foundation & Grants 30%	\$439,957
<div></div> Individual 65%	\$946,686
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Total Revenue & Support	\$1,462,526

2015 Operating Expenses



FY2015

	Administrative 10%	\$142,194
	Horticulture & Programs 42%	\$607,586
	Future Projects 24%	\$355,674
	Fundraising 5%	\$78,382
	Events 19%	\$279,292

Total Operating Expenses

\$1,462,526

2015 DONOR LIST

INDIVIDUAL AND FOUNDATION DONATIONS

\$25,000 & ABOVE

Amelia Peabody Charitable Fund
Anonymous
Boston Redevelopment Authority
Fotene Demoulas and Thomas Cote
Marc and Mary Lou Seidner
Max Ultimate
Lori and Matthew Sidman

\$10,000 - \$24,999

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Foundation

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\$5,000 - \$9,999

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Bill and Lisa Vanderweil

\$1,000 - \$4,999

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Ball and Buck
Bartlett Tree
Bodywaves Therapeutic Massage
Boston Beer Company
Boston Bruins Foundation
Boston Duck Tours
Cape Cod Bay
Cambridge Landscaping
Celebrity Marketing
Charles River Labs
Chloe
Clif Bar
Colonial Terrace
Community Boating, Inc.
Cookie Uncommon
Crate Escape
Davio's
Drync
Elevin Studios
Exhale
Fitness Together
Flyp
Audrey and James Foster
Grande Colonial Hotel
Hampshire House
Harpoon Brewery
Island Creek Oyster
JetBlue
Kenneth Fishman
Kings Bowling
Lala Rokh
Larry and Valerie Post
Langham Hotel
Lisa and Greg LeBlanc
Liberty Hotel
Mad River Rum

Mandarin Oriental
Marathon Sports
MAX Ultimate Food
Nantucket Wine Festival
Neuro Brands
Nike
Margo and Fred Newman
Katie and Ted Ongaro
Paint Nite
Patagonia
Joan and Joseph Patton
Pawblo Picasso
Pawsh Boutique
Peterson Party Center
Polar Beverages
Pure Barre
Rag and Bone
Red Sox Foundation
Ristorante Saraceno
Rolf C. Hagen
Santander
Shreve, Crump and Low
Uber
Vince
Vineyard Vines
Wicked Wine
Whole Foods
Zen Animal Massage
Zip Car

THANK YOU COMMITTEES

Landscape Advisory Committee
Esplanade 2020 Committee
Esplanade Friends Council
Advocacy Committee
Finance Committee
Horticultural Committee
Development Committee
Marketing Committee

THE ESPLANADE ASSOCIATION

ANNUAL REPORT CARD 2015

With your help we are making life better on the Esplanade.

RESULTS YOU CAN SEE

Look at the amazing work we have done this past year.

PROJECTS:

\$700,000

invested in the Hatch Shell Oval Restoration

13,000

daffodils planted

VOLUNTEERS:

3,000

volunteers helped clean the park



120 CUBIC YARDS

of trash picked up at Charles River Cleanup

PROGRAMS:

1,000

children enjoyed a day of outdoor play through Children in the Park summer camp



5,000

people participated in our free Yoga, Zumba, and CrossFit classes

SUSTAINABILITY:

7

Species of drought resistant plants were introduced to the park



6.4 MILES

of invasive species removed from the Charles River Shoreline

MAINTENANCE:

1,864

trees cared for



222

Shurcliff benches painted



3

Playgrounds maintained



3,000,000

visitors a year enjoying a better park

The Esplanade
ASSOCIATION™

