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

BOARD OF DIRECTORS

OFFICERS
Margo Levine Newman, Chair
Dan Capobianco, Treasurer
Fritz Casselman, Vice Chair
TK Ankner, Clerk

DIRECTORS
Alexi Conine
Jessica Crimmins
Chris Egan
Audrey Foster
Jim Foster
Jody Gill
Ryan Jiminez
Jeryl Oristaglio
Frank Panayotou
Tony Pangaro
Joan Patton
Margaret Pokorny
David Solomon
Sandy Steele
Alicia Towns Franken
Emi Winterer

STAFF
Tani Marinovich, Executive Director
tmarinovich@esplanadeassociation.org

Libby Knott, Director of Operations
lknott@esplanadeassociation.org

Meghan Buco, Marketing and Events Manager
mbuco@esplanadeassociation.org

Kyle Richard, Volunteer Coordinator and Program Manager
krichard@esplanadeassociation.org

Renee Portanova, Horticulture Manager
rportanova@esplanadeassociation.org

PART-TIME STAFF
Lisa Leblanc, Special Projects Manager
lleblanc@esplanadeassociation.org

Michelle Vilms, Finance Manager
mvilms@esplanadeassociation.org
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.
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.
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.
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.
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.

GESE 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.

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

Park visitors made the most of last winter’s record breaking snow fall.
Runners took off in last year’s Esplanade 5K Dash.

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.

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

EA supporters enjoying dinner and drinks on the docks.

Children enjoying a day of outdoor play through EA’s Children in the Park summer program.
Esplanade Association teamed with the Boston Bruins to bring street hockey to our Children in the Park summer camp.

EA Executive Director, Tani Marinovich celebrated at the Moondance Gala with event chairs, Alison Hirsch and Sandy Steele.
This summer members of the NE Revolution hosted a free public soccer clinic on the Esplanade in partnership with Santander Soccer Scholars.

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.

A contestant struts his stuff at our 2015 Canine Promenade.
FINANCIALS

2015 Revenue & Support

<table>
<thead>
<tr>
<th>Source</th>
<th>FY2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Giving</td>
<td>5%</td>
</tr>
<tr>
<td>Foundation &amp; Grants</td>
<td>30%</td>
</tr>
<tr>
<td>Individual</td>
<td>65%</td>
</tr>
<tr>
<td>Total Revenue &amp; Support</td>
<td>$1,462,526</td>
</tr>
</tbody>
</table>
2015 Operating Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative</td>
<td>10%</td>
<td>$142,194</td>
</tr>
<tr>
<td>Horticulture &amp; Programs</td>
<td>42%</td>
<td>$607,586</td>
</tr>
<tr>
<td>Future Projects</td>
<td>24%</td>
<td>$355,674</td>
</tr>
<tr>
<td>Fundraising</td>
<td>5%</td>
<td>$78,382</td>
</tr>
<tr>
<td>Events</td>
<td>19%</td>
<td>$279,292</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td></td>
<td><strong>$1,462,526</strong></td>
</tr>
</tbody>
</table>
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
Anonymous
Boston Bruins
Richard Bowers
Alexi and Steven Conine
Maura and John Egan Connolly
Allison and Andrew Hirsch
Jean and Christopher Egan
Greg and Barbara Ehret
Audrey and James Foster
Harold Whitworth Pierce Charitable Trust
Jody and Tom Gill
Maureen and John Hailer
Hal and Jodi Hess
Highland Street Foundation
Barbara and Amos Hostetter
Beth Johnson
Lisa and Jeff Leiden
Yvette and Peter Mulderry
Margo and Fred Newman
Megan and Robert O’Block
Jeryl and Steve Oristaglio
Anthony and Creela Pangaro
Cynthia Croatti and Alan Patrick
Ann and Tony Ryan
Cynthia and John Reed
Santander
Sandy Steele and Paul Greenfield
The Lawrence and Lillian Solomon Fund, Inc.
The Michael and Helen Schaffer Foundation

$5,000 - $9,999
Abrams Capital Management
David Altsuler
Constance Bacon and James Bevilacqua
Blue Cross Blue Shield of Massachusetts
Al and Catherine Browne
Christy and Jay Cashman
Meredith and Gene Clapp
Andrew Connolly
Cooley LLP
Christina Costantino
George and Susan Domolky
Dean Gekas and Sarah Biller
Paul and Michelle Julian
Becky Kidder-Smith and Tom Smith
Teresa Koster and Erin Segal
Lisa and Greg Leblanc
Meryl Leboff
Christine and David Lets
Mona and Harvey Levenstein
Anne Lovett Woodsum
Tristine and Martin Mannion
Sarah Mars
Therese Minton
Nadine Mowschenson
Karen Osborne
Frank and Kelly Panayotou
Joan Patton
Robert and Carroll Pierce
Reebok Foundation
Audrey and Steven Reny
Wendy Shattuck and Sam Plimpton
Deborah and Ben Starr
Michael and Evelyn Treacy
Bill and Lisa Vanderweil

$1,000 - $4,999
Joan and Bill Alfond
Alnylam Pharmaceuticals
Lianne and T.K. Ankner
Anonymous
Stuart and Jacquie Arbuckle
Tess and Sam Atkinson
Jesse and Pam Baker
Aaron Bates
Beacon Hill Garden Club
Bruce Beal
John and Jean Blasberg
Boston Bruins Foundation
Boston Private Bank and Trust Company
Leigh Braude
Donna Brooks
Debra Bulkeley
Tim and Joanne Burke
Gordon Burnes and Suzie Tapson
Dan Capobianco
Fritz Casselman
Scott and Victoria Centurino
Kurt and Mary Cerulli
Charles River Associates
Clif Bar and Company
Tim and Wilkie Cook
Robert L Cornell
James Cusack
Wayne Davis
Carol Deane
Amit Desai
Dolce and Gabbana
Beata Dragovics
David and Missy Druley
Jim and Michelle Duane
Renee Duchaine-Farkes
Karin Dumbaugh
EF Education First
Fred Ehram
Michael and Barbara Eisenson
Estate of Lotta Crabtree
Karen and Gian Fabbri
Katie and Jamie Fagan
Grace and Edward Fey
William and Susan Fink
Fisher College
Joseph and Tracey Flaherty
Alice and Nick Galakatos
Garden Club of the Back Bay, Inc.
Elizabeth and Peter Georgantas
Carol and Avram Goldberg
Erin Gore
Jane Gorham
Warren and Julia Gregory
Stephen Griffin
John and Jessie Harris
Mark Hatfield
Matthew Haverty
Healthworks
Hill House
James Houghton
Iron Mountain
Andrew Jaffe
Cheryl and Stephen Jonas
Micaela Kanold
Susan Kohn
Jennifer Kolchinsky
Tamara Kumin
Shelbi La Valley
David Levenfeld
Douglas A. Levin
Richard and Lucy Lim
Nancy and Richard Lubin
Daniel Lynch
Sharon and Brad Malt
Jamie and Harry Manion
James Manzi
Sarah and John McGinty
Greta Meszoley
Jeffrey Mittleman
Daniel Mullin
Shelly and Ofer Nemirovsky
Novartis Institutes for BioMedical Research, Inc.
Morgan Palmer
The Paul and Edith Babson Foundation
Gabrielle Perfetuo
Shep and Lisa Perkins
PLUS Foundation
Margaret and Gene Pokorny
Polar Beverages
Jennifer Poveromo
Power Advocate Inc.
Rob Radloff
Reebok International
Barbara Russell
Allison Ryder
Alex and Annie Sacerdote
Norman Satanoski
Carolina Save and Brian Natale
Rebecca and Dennis Seidenberg
Jill and Niraj Shah
John Shields and Christiane Delessert
Liz Jonathon Goodman Silverman
Gilda Slifka
Fran and Dennis Slutsky
State Street Corporate Citizenship
Kim and Pel Stockwell
Cessarina Templeton Wheeler and Bruce Wheeler
The Tianaderrah Foundation
Paul Thurston
Thync
Dan Townsend and Cheryl Clarkson
Union Boat Club
Blanchard Valerie
Anders and Michelle Vilms
Wells Fargo Capital Management
James Whitters
Toni Yacobian
Diane Zinn

$100 - $999
Naomi Aberly
John Achatz
Virginia Adair
Alastair and Leslie Adam
Rob Adams
Ben Albert
Randall Albright
Candace Alexander
James Amadeo
Anonymous
Robert Antosia
Lauren Arkema
Thomas Ashbrook
Patty and Jerry Austen
Judith Avery
Neal Balkowitsch
Chris Barry

David Beck
Caesar Belbel
Rebecca Bendetson
Susann Benoit
Moses Bension
Kate Bergmann
Melissa Bevelqua
Karen Biemann
Michael Bierer
Katharine Black
Arthur Blasberg
David and Phyllis Bloom
Michael Bojanowski
Brianna Bonfiglio
Robert Borges
Linda Borman
Cherie Bosarge-Dutton
Georgette Boucai
Diane Bourgeois
Tracy Bradley
Allison Brandt
Richard Breed
Heidi Brieger
Christopher Brolly
Maribeth and Mark Brostowski
Jennifer Brountas
Stuart and Joanna Brown
Constance Brown
Cj Brucato
Kimberly Buder
Jessica Bundy
John Butterworth
Allison and Joshua Byrne
Katie Byrnes
Nicole Calabro
Jill Callahan
Ana and Carlos Camargo
Jillian Campbell
Katherine Carolan
Janet Carroll Donelan
John Carucci
Elizabeth Case
Alexandra Chabrerie
Deanna Chandonnet
Pamela R Chang
Valerie and Ravi Thadani
Foster Thalheimer
Edwin and Joan Tiffany
Eric Tomasini
Denise Tompkins
Mary Fran and Tom Townsend
Anne Truesdale
Loretta Tse
Robert Tullis
Mario Turco
Kimkya Turner
Ken Tutunjian
UBS
David Uhrenholdt
Caroline Vaillant
Anne Louise Van Nostrand
John Vecchione
Leslie Verploegen
Kerstin and Christian Voigt
Adam Volwiler
Renata Von Tscharner
Richard Wall
Claire Walton
Sally Ward
Ian Watson
Lanitra Webb
Susan Weiler
Harold Weintraub
Peter and Ronney Weiss
Catherine and Craig Weston
Patrick Wetherille
Nannie and Frank Wezniak
D Wheeler
Simon Whitten
Christopher Wilkins
Carroll and Kate Williamson
Avery Williams-Vafai
Amy Wilson
Regina and Jonathan Winslow
Steve Wolf
Mary Wolfson
Robina Worcester
Jennifer Wright
Suhhee Yang
Diane Yarrow
Benjamin Zimbel

**IN-KIND DONATIONS**

90+ Wines
Balans Spa
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
Harpson 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