Points of Interest

PUBLIC GATHERING AREAS
6 Lederman Park
8 Charles Eliot Memorial
11 DCR Hatch Shell Oval
13 Fiedler Field
D Boating Docks

RECREATIONAL AMENITIES
3 Tennis Courts
4 Alfond Spray Deck
5 Teddy Ebersol’s Red Sox Fields
19 Exercise Course

PLAYGROUNDS
3 Charlesbank Playground
12 Esplanade Playspace
18 Stoneman Playground

BOATING AND SAILING FACILITIES
7 Community Boating, Inc.
10 Union Boating Club
20 Boston University Sailing Pavilion

DISCOVER THE HISTORY OF THE PARK
8 Charles Eliot Memorial
9 Commissioners Landing
11 DCR Hatch Memorial Shell
13 Arthur Fiedler Memorial
14 Lotta Fountain (dog friendly)
15 Dartmouth Street Landing
16 Oliver Wendell Holmes Memorial
17 James and Helen Storrow Memorial

INSTITUTIONS
1 Museum of Science
2 State Police Barracks

Visit www.esplanadeassociation.org to learn more about Points of Interest on the Esplanade

Map Legend
- Footbridges/Access
- Restrooms
- Refreshments
- River Docks
- Subway Station
- Bike Share Station*
- Parking Garage
- Distance Between Footbridges
- Walking Path
- Suggested Biking Path

*Use the Hubway app for up-to-date information about bike station locations
Dear Friends,

On behalf of the board and staff of the Esplanade Association, we sincerely thank you for making 2017 an impactful year for the Esplanade! With your support, we invested a record amount in the park, restoring a historic fountain, enriching 12 garden beds, caring for 1,700 park trees, commissioning the first-ever public art mural on the Esplanade, and more.

Throughout this report, we reflect on our significant accomplishments last year. Using nearly 5,000 hours of donated volunteer labor, we revitalized and enhanced the Charles River Esplanade, removing invasive species and repainting park benches. Through one of the only fully organic public horticulture programs in the country, we sustained the natural green space, including work that led to the return of four species of native plants! We also built community in the park by presenting programs for park-lovers of all ages.

As you read, pay close attention to the “Coming in 2018” boxes throughout the report, which will provide a sneak peek at much of the exciting work we have planned this year. 2018 is going to be a phenomenal year for the Esplanade—one filled with musical performances from local artists, the installation of a series of welcome signs to orient park visitors, and the development of a plan to improve the safety of pedestrians and bicyclists on the pathways.

Our work is only possible with the support of so many of you – our donors and Members. We also wish to thank our long-time partners at DCR, as well as the numerous individual, corporate, foundation, and nonprofit partners recognized throughout this report. Further, we would like to take this opportunity to again express our gratitude to Tani Marinovich for her efforts over five years as Development Director and then Executive Director of our organization, and to Jessica Crimmins, who served as Interim Executive Director throughout last fall. Thank you both!

The Esplanade is a special place in Boston. For some, it’s a tranquil oasis where they’re able to sit on a shaded bench with a good book. Others log countless miles running the Esplanade’s beautiful riverfront paths. More still, spend time with friends and family listening to the Charles River lap against the docks or enjoying the vibrancy of the park’s many signature event offerings. We’re thankful every day that we’re able to care for this park that does so much to enhance the quality of life for all those who visit.

Thank you for making life better on the Esplanade. We hope to see you in the park soon!

Michael J. Nichols
Executive Director

Alexi Conine
Board Chair

WELCOME MICHAEL J. NICHOLS
Michael Nichols joined the Esplanade Association as Executive Director in November of 2017. He has broad experience in law, government and non-profit management and a vision for the future direction of the Charles River Esplanade as an innovative, sustainably maintained recreational destination and cultural asset. Prior to joining the Esplanade Association, Michael served as Chief of Staff at the Rose Fitzgerald Kennedy Greenway Conservancy in Boston.
WHO WE ARE

MISSION
The Esplanade Association is a 100% privately-funded nonprofit organization that works to revitalize and enhance the Charles River Esplanade, sustain the natural green space, and build community by providing educational, cultural, and recreational programs for everyone. Working in collaboration with the Massachusetts Department of Conservation and Recreation, the Esplanade Association is dedicated to improving the experiences of the millions of visitors who enjoy Boston’s iconic riverside park.

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Director of Park Operations

From left to right: Renee, Eric, Abigail, Micah, Allison, Lisa, Emily, Michael, and Kelsey
2017 was an amazing year for the Charles River Esplanade, as well the Esplanade Association! With your support, we continued to grow our capacity to **revitalize and enhance** the Esplanade, **preserve** natural green space, and **build community**.

### VOLUNTEERS
- **1,610 volunteers** helped improve the park
- **$100,000 in labor donated** by volunteers

### PROGRAMS
- **700 children** enjoyed a day of outdoor play through ChiP
- **4,757 people** participated in free Yoga, Zumba, and Bootcamp classes

### MAINTENANCE
- **48% of trees pruned** since 2015
- **271 benches painted**
  - Every bench in the Park!
- **3 high school** interns trained

### HORTICULTURE
- **7,800 gallons** of compost tea used instead of chemicals
- **12 ornamental gardens** maintained throughout the Esplanade
- **1,935 perennials, shrubs, and trees** planted in the Park

### PROJECTS
- **10 coats of paint** used in the *Patterned Behavior* art mural
- **$359,000** invested in restoring the *Lotta Foundation* and the landscaping around it
Patterned Behavior was the first mural commissioned by the Esplanade Association and was curated and produced by Now + There. The concept for this mural takes inspiration from the Esplanade’s immediate environment and the many ways this space is enjoyed and used day-to-day.

Patterned Behavior echoes the beauty, diversity and energy of the Esplanade and life along the Charles River. In addition, the mural:

- Enlivened an unwelcoming area of concrete and asphalt
- Eliminated graffiti in a vulnerable area
- Showcases many of the ways the park is enjoyed, from sailing, to bicycling, to bird-watching
- Highlights the need for safer pathways at “pinch points”

The mural was completed in September 2017 and is intended to remain in place for up to two years. It reflects the relationships and patterns created by human interaction with the space and the busy intersection of water, land and sky. The piece is joyful and contemporary, reflecting how the park has grown and changed since its dedication over 100 years ago.
LOTTA FOUNTAIN RESTORED TO FORMER GLORY

For generations, the Lotta Fountain was a place where dog owners could relax and socialize while providing their canine friends with cool water on hot summer days. After decades of neglect, the fountain needed significant repairs. The Esplanade Association privately raised funds necessary to fully restore the Lotta Fountain to working condition, including an operating fountain with a bronze basin.

This restoration project is a testament to our commitment to investing in capital improvements throughout the park and their ongoing maintenance. Restoring the fountain to active use has enlivened the area, bringing park dogs and their humans back to this beautiful gathering space.

LAWN CARE

The lawns of the Esplanade are well-used daily—for everything from picnics to sunbathing to throwing a frisbee or football—and for special events like concerts and our free fitness classes. This consistent usage impacts the lawns, resulting in bare patches, dust in dry weather, and compacted soil.

As part of a growing focus on annual lawn maintenance, the Esplanade Association restored both the Eliot Memorial lawn and the Hatch Shell Oval lawn in 2017. Care work included aeration, top-dressing with compost, non-synthetic fertilizer application, and over-seeding.

DCR: OUR PARTNER IN STEWARDSHIP

The Esplanade Association works closely with the Massachusetts Department of Conservation and Recreation to assess priorities for restoration and improvement within the park. Thank you to the DCR for your support and collaboration throughout 2017!

EA Board Chair Alexi Conine and DCR Commissioner Leo Roy.
ENHANCING THE VISITOR EXPERIENCE

ESPLANADE VOLUNTEER PROGRAM

Volunteers are the lifeblood of our efforts to ‘Make Life Better on the Esplanade’. The Esplanade requires a tremendous amount of care in order to remain safe and beautiful; thus, volunteer contributions are invaluable to improving the park visitor experience. Working alongside Esplanade Association staff, volunteers participate in a host of park beautification and maintenance projects including planting native species, managing invasive species and weeds, raking leaves, removing litter, and painting park benches.

In 2017, 1,610 horticulture volunteers joined us in the park. These volunteers painted 271 benches (every bench in the park!) and cleared 467 industrial-sized bags of litter. 21 corporate groups participated in the Volunteer Program, with a record level of financial support. In total, volunteers completed 4,800 hours of volunteer work, providing the Esplanade Association over $100,000 in volunteer labor (the equivalent of more than two full-time employees!).

Nearly 100 additional volunteers supported the Esplanade Association throughout the year at our events.

“We had a wonderful time both days. It was not only great to get outside and do some good, but it was great team development experience!”

– Adelle Greenberg, Wellesley Bank

Volunteers from Dechert LLP picked up 33 bags of trash around the Bistro, Community Boating, and Lee Pool.

Wells Fargo Advisors volunteers raked leaves around the exercise course.

Volunteers from Tufts Health Plan painted benches and removed invasive plants near Community Boating.

If you’re interested in scheduling a volunteer event on the Esplanade for your company, group, or finding an individual volunteer opportunity, please email Micah Jasny at mjasny@esplanadeassociation.org or call 617-227-0365.
COMING IN 2018: WELCOME SIGNS & MAPS
Welcome signs will be installed in early 2018 at six park entrances: Arlington Street/Fiedler Footbridge, Dartmouth Street, Fairfield Street, Massachusetts Avenue, Silber Way, and Boston University. The signs will provide park visitors with a new map and information about Points of Interest in the park to help improve the visitor experience. Thank you to the George B. Henderson Foundation, The Lynch Foundation, and the Museum of Science for their support of this project.

ESPLANADE BANNER PROGRAM
In partnership with Reebok, the Esplanade Association installed 70 banners from the Longfellow Bridge to the Mass Ave Bridge. These banners promoted active recreation in the park, brightened the pathway along Storrow Drive, and created visual connections to the park for several miles.

PARK BULBS & FLOWERS
In fall 2016, our Horticulture staff planted 42,000 bulbs, including Tulips, Daffodils, Crocuses, Muscari, Snowdrop, Spring Beauty, and more. These bulbs bloomed in spectacular fields of color, particularly concentrated in the Otis Memorial Grove, Exercise Course, and lagoon areas.
In fall 2017, Esplanade Association staff planted additional bulbs for viewing in spring 2018.

ORNAMENTAL GARDENS
Our two full-time Horticulture staff water, plant, mulch, weed, and apply compost tea to 12 ornamental gardens throughout the Esplanade. Many of these gardens showcase a spectacular variety of native and pollinator-friendly species and we encourage you to explore them further.

Horticulture staff planted 1,935 perennials, shrubs and trees in 2017! We invested in new park plantings to beautify the Esplanade and strengthen the park ecosystem. Both the Holmes Memorial Garden and the Eliot Memorial were enriched with the addition of Irises, Bottlebush, and groundcover varieties. The Esplanade Playspace and Stoneman Playground were beautifully accented with new plantings, including Hypericum, Geranium, and Lilacs. We added 3,000 Crocus bulbs to the Clarendon Garden, as well as a selection of perennials.
A large replanting was done around the Lotta Fountain to accompany the ribbon-cutting.
PLAYGROUNDS

There are three playgrounds on the Esplanade: the Esplanade Playspace, Stoneman Playground, and the Charlesbank Playground.

The Esplanade Playspace is located near the Hatch Shell and the Arthur Fiedler Footbridge. Built in 2011, this playground features state-of-the-art equipment that is designed to increase upper body strength in children ages 5-12 while also encouraging play.

The Stoneman Playground is located between Fairfield and Massachusetts Avenue. The playground features distinct areas for both toddlers and kids. A toddler playground, geared towards children three and under, features climbing structures, slides, swings, and a model car. The playground area for older kids includes a challenging climbing structure like a fire pole and monkey bars.

The Charlesbank Playground is located near Teddy Ebersol’s Red Sox Fields and the Museum of Science. Geared toward children ages 5-12, the playground offers several climbing structures with varying degrees of difficulty.

Did you know that the Esplanade Association pays for repairs and maintenance at the Playspace and Stoneman playgrounds? When two pieces of equipment were significantly damaged at the Esplanade Playspace in fall 2017, the Esplanade Association came to the rescue, ordering a new ‘Cloud 9’ swing and replacing the zipline!

CHILDREN IN THE PARK (ChiP)

Each summer, the Esplanade Association brings over 700 children ages 5-17 to the Esplanade for free field days. This year, campers from 20+ camps and 13 different zip codes, including Roxbury, Dorchester, Chinatown, Mattapan, and Dudley Square, participated in the Children in the Park program. Activity partners included Playworks, the New England Aquarium, the Museum of Science, Metro Lacrosse, Zumix, and the Boston Bruins.

Thank you to the Highland Street Foundation, the Boston Bruins Foundation, and The Reebok Foundation for their generous funding to make this program possible, and to Polar and Sweetgreen for their in-kind donations!

COMING IN 2018: IMPROVED BIKE & PEDESTRIAN SAFETY

In 2018, the Esplanade Association will hire a consultant to develop an Esplanade Pathway Improvement and Safety Plan. This plan will provide design concepts and schematic plans for revisions to the Esplanade pathways that will allow their use in a safe and efficient manner by pedestrians of all abilities, parents with children, runners, and those bicycling for recreation or as commuters.
FAMILY ADVENTURES

Led for the first time in 2017, the Family Adventures program invited families to enjoy time together on the Esplanade while participating in four days of activities in the park. The inaugural Family Adventures included a free guided kayak tour and fishing on the Esplanade docks; a tree walk led by our Horticulture Manager with tree ID booklets for kids; a wildlife walk to identify bird and animal species along the Esplanade; and the Esplanade A-to-Z Scavenger Hunt. Thank you to Reebok for generously supporting the first year of Family Adventures programming.

ESPLANADE 5K

300 runners joined us for the Second Annual Esplanade Sunset 5K, which raised over $18,000 for the Esplanade Association. Despite temperatures that reached 95 degrees, runners enjoyed a scenic loop of the Esplanade.

CANINE PROMENADE

Over 100 Esplanade neighbors and families got creative, dressing their dogs in Halloween costumes for the Annual Canine Promenade, a half-mile loop around the Esplanade.

HEALTHY, FIT & FUN

Over 4,700 people joined us for free outdoor fitness classes on the Esplanade, as part of our Healthy, Fit & Fun outdoor fitness series. Classes included Tuesday night Zumba where the 4th of July fireworks go off, Wednesday night Yoga in an unbelievably relaxing setting facing the Charles River, and a Thursday night Bootcamp that grew five times over by the end of last summer.
MAINTAINING THE PARK ORGANICALLY

Did you know that day-to-day horticultural care of the park is 100% organic? The Esplanade is one of the only public parks in the country that is managed without the use of pesticides, herbicides, synthetic fertilizers, or other unsustainable practices!

How is that possible? Our two full-time field staff use organic practices that include removing weeds by hand, composting vegetative debris, applying compost tea (more below), and analyzing and interpreting soil tests in order to make adjustments to meet our soil’s nutrient needs.

Our Horticulture staff are fully accredited in accordance with the Northeast Farming Association’s Organic Land Care standards, and they use these criteria throughout the park.

COMPOST TEA

One of the tools available in an organic program to address soil fertility and overall plant health is the use of compost tea. Compost tea is a special brew of compost, water and other ingredients to boost biologic activity. Compost tea helps increase the soil’s biodiversity and improves plant health as a result. Approximately 7,800 gallons were applied to lawns and gardens throughout the spring and fall of 2017.

SIGNS OF A HEALTHY PARK

In summer 2017, our Horticulture staff was thrilled to see the return of four species of native plants to the park: Button Bush (Cephalanthus occidentalis), Rose Mallow (Hibiscus lasiocarpos), Milkweed (Asclepias syriaca) and Elderberry (Sambucus canadensis). Staff harvested seeds from these native plants and have begun the process of propagating them for future plantings in the park.

TREE CARE

Over the last several years, the Esplanade Association has focused our efforts heavily on the health of the park’s more than 1,700 trees. In fall 2017, EA worked in partnership with the Department of Conservation and Recreation and a project consultant to draft a comprehensive Esplanade Tree Management and Succession Plan. The plan will build on an existing tree inventory to create a multi-year maintenance and planting plan, ensuring a healthy tree canopy for future generations.

With our inventory system, the Esplanade Association is able to easily track tree maintenance efforts and tree health, enabling us to move forward with best practices for ongoing tree maintenance. Based on this system, EA hired an independent contractor to complete pruning work between the Union Boat House and Community Boating. Since 2015, 48% of the park’s trees have been pruned in total, improving the health of the trees and decreasing public safety concerns.

Thanks to the Beacon Hill Garden Club, the Biber Foundation, and the Garden Club of the Back Bay for their support of this project.
HIGH SCHOOL INTERN TRAINING

In partnership with the City of Boston and the Boston Private Industry Council, and with generous funding from Blue Cross Blue Shield of Massachusetts and the Beker Foundation, the Esplanade Association was able to hire three paid high school interns for the summer season. They gained valuable hands-on experience working in the field with our Horticulture staff.

PARKS & WATER LOBBY DAY

Several members of the Esplanade Association staff and board participated in the Parks & Water Lobby Day hosted by the Environmental League of Massachusetts. They met with Rep. Jay Livingstone and Sen. William Brownsberger to advocate for increased funding for state agencies that manage our parks and natural resources.

INVASIVE PLANT MANAGEMENT

With funding from the Merck Foundation, the Esplanade Association began a pilot project to assess best management practices to reduce the influx of the invasive plant Phragmites australis (Common reed) along the Esplanade shorelines.

A consultant established six treatment locations and applied treatments for Phragmites. Monitoring will continue throughout 2018. The findings of this pilot project will be shared with the Department of Conservation & Recreation and other local parks agencies, shaping future management protocol. Without our work, Phragmites would more severely threaten the riparian ecosystem of the Esplanade.

This study complements the ongoing work of our volunteers, who cut back invasive plants on the shoreline of the Esplanade and plant more non-invasive species to stabilize the banks.

OTHER ADVOCACY AND EDUCATION WORK

- The Esplanade Association was engaged in a series of three public meetings to reimagine the former Lee Pool as a multi-purpose indoor/outdoor pavilion. EA has partnered with the nonprofit Hill House to more comprehensively plan for how the pavilion will be constructed, operated, and funded.
- John H. Alschuler, Chairman of HR&A Associates and Emeritus Chair of Friends of the Highline, spoke about his experience in public-private partnerships across the country at our Annual Meeting.
- Two weeks before Earth Day, Dr. John L. Keller of the Citizens’ Climate Lobby and MIT Professor Dr. Daniel Rothenberg gave a talk on Climate Change & Local Solutions to Esplanade Association Members.
- The Annual CEO Breakfast brings together local thought-leaders for an informative speaking program and networking opportunities with their peers, all held on the stage of the iconic Hatch Shell.
- Over 400 volunteers participated in the 18th annual Earth Day Charles River Cleanup on the Esplanade.
WITH GRATITUDE TO OUR DONORS

The Esplanade Association gratefully acknowledges the individuals, businesses and foundations that generously supported our work in 2017. It is only with your help that we are able to make life better on the Esplanade!

INDIVIDUAL, FOUNDATION AND CORPORATE GIFTS

$25,000 AND ABOVE
Anonymous
The Biber Foundation
Alexi and Steven Conine
Jean and Chris Egan
Audrey and Jim Foster
The George B. Henderson Foundation
Jody and Tom Gill
Highland Street Foundation
Harriet and Alan Lewis
The Lawrence and Lillian Solomon Foundation
The Lynch Foundation
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The Reebok Foundation
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Governance & Nominating Committee
Horticultural Committee Moondance Gala Host Committee Project Planning Committee

If we have made a mistake in listing your name, or have not included your name, please contact our office and we will correct our records. Thank you for your support!
2017 was one of the Esplanade Association’s strongest financially as we achieved a record level of support in revenue and our corresponding support for in-park work and programming! Below is an unaudited summary of the year, with $1,745,100 in revenue and $1,687,000 in expenses.

<table>
<thead>
<tr>
<th>Revenue Category</th>
<th>Amount (in thousands)</th>
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<tbody>
<tr>
<td>Gala &amp; Events</td>
<td>$22.3</td>
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<tr>
<td>Foundations &amp; Grants</td>
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<tr>
<td>Corporate Contributions</td>
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<tr>
<td>Park, Programs &amp; Projects</td>
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<table>
<thead>
<tr>
<th>Expenses Category</th>
<th>Amount (in thousands)</th>
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</thead>
<tbody>
<tr>
<td>Development / Fundraising</td>
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<tr>
<td>Gala &amp; Events</td>
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<tr>
<td>Earned Revenue</td>
<td>$313.5</td>
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<tr>
<td>Administrative</td>
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As a 100% privately-funded non-profit organization, the Esplanade Association is only able to succeed with the support of people who care deeply about the Charles River Esplanade. Below are a few of the many dedicated individuals who invested in the park in 2017 by attending the Moondance Gala. We are grateful to everyone who has helped—and continues to help—ensure that the Esplanade remains a dynamic, thriving community resource for generations to come.

Moondance Gala 2017 Co-Chairs Lori Sidman and Jean Egan.

Jeryl and Steve Oristaglio

John and Maureen Hailer with friends.

Bryan Natale and Caroline Save-Natale.

2018 MOONDANCE GALA

Our 2018 Moondance Gala will be held on Saturday, September 15. To purchase tickets or sponsor the event, please contact Abigail Fischer at afischer@esplanadeassociation.org or 617-227-0365 ext. 402.