



Annual Report  
**2018**

# Your **impact** on the Esplanade

Thank you for taking the time to read our Annual Report! Throughout this report, you will learn about the ways you helped **REVITALIZE, PROGRAM, ENHANCE**, and **MAINTAIN** the Charles River Esplanade in 2018.

The numbers speak for themselves—it was an incredible year for the park!

6

WELCOME KIOSKS  
INSTALLED AT PARK  
ENTRANCES

15

DEDICATED RUNNERS SIGNED  
UP TO RUN WITH TEAM ESPLANADE,  
AN OFFICIAL CHARITY TEAM OF THE  
2019 BOSTON MARATHON™

158

TREES  
PRUNED  
AND

102

TREES TREATED  
WITH DEEP ROOT  
INJECTIONS

700

RUNNERS PARTICIPATED IN THE  
ESPLANADE 5K PRESENTED BY  
BLUE CROSS BLUE SHIELD OF  
MASSACHUSETTS, REPRESENTING

25

STATES  
AND

5

COUNTRIES

812

CHILDREN ATTENDED  
6 FREE OUTDOOR  
FIELD DAYS FOR  
CAMPS LIKE BOYS &  
GIRLS CLUBS AND  
LOCAL YMCAS

1,700

FEET OF INVASIVE JAPANESE  
KNOTWEED ERADICATED  
ALONG THE ESPLANADE  
SHORELINES

1,671 PARK  
VOLUNTEERS  
DONATED

4,757 HOURS OF THEIR TIME, THE  
EQUIVALENT OF 2 FULL-TIME  
EMPLOYEES WORKING AN  
ENTIRE YEAR

2,308 PERENNIALS

41 SHRUBS AND

21 GRASSES  
PLANTED

4,095 GALLONS OF COMPOST  
TEA APPLIED AS PART  
OF OUR 100% ORGANIC  
HORTICULTURE PROGRAM

4,169 PEOPLE ATTENDED FREE  
FITNESS CLASSES ON  
THE ESPLANADE

30K

BULBS PLANTED TO  
BLOOM IN SPRING

50K

GUESTS VISITED NIGHT SHIFT'S  
OWL'S NEST ESPLANADE BEER  
GARDEN THIS SUMMER

Dear Friends,

We speak for all the staff and board of the Esplanade Association when we say **THANK YOU** for helping make 2018 an incredibly successful year on the Esplanade! With your assistance, we installed welcome kiosks to greet and orient visitors as they entered the park, developed a plan to ensure the long-term health of the park's 1,700 trees, designed and installed a garden where invasive plants once stood, tripled the number of participants in the Esplanade 5K Presented by Blue Cross Blue Shield of Massachusetts, and much more.

A highlight of our work in 2018 was **partnership**. We work each day in partnership with DCR to care for the Esplanade (see more, right). In addition, throughout this report, you'll read about the partnerships last year that helped us **revitalize, enhance, program, and maintain** the park, including supporting Night Shift Brewing as they opened the popular Owl's Nest Esplanade Beer Garden and helping the Celebrity Series of Boston produce the spectacular Jazz Along the Charles. We were also thrilled to celebrate as our partners at MassDOT opened the beautiful and accessible Fanny Appleton Footbridge to connect Charles Street Circle and the park.

No matter the season, there's a special beauty to the Esplanade. In winter, snow blankets the banks of the lagoons. Spring enchants visitors



as cherry trees bloom and tens-of-thousands of flower bulbs burst into color. During long summer nights, the docks become popular gathering spaces. And, of course, there's no better place in Boston to watch the leaves change in fall than along the Esplanade. See the park's beauty throughout the year by following us on Facebook, Instagram, and Twitter.

None of the accomplishments described in this report would be possible without you—our donors, partners, volunteers, and members. If you're looking to get more involved, we're currently looking for dedicated individual volunteers to assist with event setup and registration, specialized horticultural tasks, office mailings, and more. We've included a special insert with this report where you can learn more.

We're thankful every day that we get to work together to sustain and enhance this park that is treasured by so many.

*Please stop by and say hello next time you see us out on the Esplanade!*

A handwritten signature in dark ink, appearing to read "Michael J. Nichols".

Michael J. Nichols  
Executive Director

A handwritten signature in dark ink, appearing to read "Alexi Conine".

Alexi Conine  
Board Chair



## *DCR: Our Partner in Stewardship*

The Esplanade Association is a non-profit partner to the Massachusetts Department of Conservation and Recreation (DCR) for the care of the Charles River Esplanade. DCR is responsible for maintaining one of the largest state parks systems in the country. The agency does terrific work with an annual budget of \$84 million that must be spread statewide throughout 450,000 acres. At the Esplanade Association, we pride ourselves on a great partnership where we offer additional support to supplement DCR's capacity to care for the Esplanade through a shared effort to create a thriving, safe, accessible park for the greater Boston community and beyond.

DCR Commissioner  
Leo Roy spoke at the  
Esplanade Association  
Annual Meeting



The Esplanade Association is a 100% privately-funded nonprofit organization that works to **revitalize** and **enhance** the Charles River Esplanade, **sustain** its natural green space, and **build community** in the park by providing educational, cultural, and recreational programs for everyone.

# program

Each year, the Esplanade Association hosts **PROGRAMS** for thousands of people from throughout the Greater Boston area aimed at encouraging healthy lifestyles and promoting arts and culture. Highlights in 2018 included launching **GroundBeat: the Esplanade's FREE Riverfront Music Series**, tripling the size of the **Esplanade 5K Presented by Blue Cross Blue Shield of Massachusetts**, introducing a **Guided Tour program** and **Volunteer Photographer program**, and collaborating with **Celebrity Series of Boston** as they produced **Jazz Along the Charles** for over 10,000 visitors.

The 2018 **Esplanade 5K Presented by Blue Cross Blue Shield of Massachusetts** was the most successful in Esplanade Association history! With the support of our partners at the DCR we were able to significantly grow the race size, allowing **700** runners to enjoy the gorgeous riverfront route!



PHOTO: Brent Doscher



In the first year of our new **Guided Tour** program, former Board Chair **Margo Newman** and other docents, including Esplanade Association co-founder **Jeryl Oristaglio** and Esplanade Association Board Member **Emi Winterer**, led 13 tours of the Esplanade on subjects including the Esplanade's history, photographing the Esplanade, horticulture in the park, and wildlife on the Esplanade.



Each year, the **Children in the Park (ChiP)** program brings a thousand children from groups like local YMCAs and Boys & Girls Clubs to enjoy hands-on learning and active recreation at the Teddy Ebersol's Red Sox Fields. Pictured here: campers learn about tidal pool aquatic life with the **New England Aquarium**.



The Esplanade Association hosts one of the most popular outdoor fitness series in Boston, encouraging nearly 5,000 people a year to practice healthy lifestyles in an outdoor setting. Thank you to our 2018 sponsors, including **Blue Cross Blue Shield of Massachusetts**, **Polar**, **Boston Fit Body Bootcamp**, and **Healthworks!**



PHOTO: Susan Driscoll



This year, the **Boston Bruins Foundation** hosted a free hockey clinic at ChiP and several lucky kids got the opportunity to score on our Executive Director, **Michael Nichols!**



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## A Spectacular Day of 'Jazz Along the Charles'



PHOTO: Pat Arroyo

On a single fall afternoon, 25 jazz ensembles gathered at a series of connected, walkable locations along the Esplanade, interpreting a curated list of Boston-related tunes in one collective concert that celebrated the great jazz community in Boston today. Jazz Along the Charles, produced by **Celebrity Series of Boston**, brought over 10,000 spectators to the Esplanade. We were proud to partner with Celebrity Series and DCR to help make this event possible.

## A New, Free Music Series



PHOTO: Heather Kang

One of the things people love most about the Esplanade is the rich history of free musical performances. For many years, residents and visitors have gathered to enjoy the beloved **Boston Pops** July 4th Fireworks Spectacular as fireworks burst over the Charles River or to picnic on Wednesday nights in the summer while listening to **Landmarks Orchestra** play.

The Esplanade Association was pleased to continue this tradition in 2018 with the introduction of **GroundBeat: The Esplanade's FREE Riverfront Music Series** of diverse, carefully-curated, intimate musical performances. This series was made possible with the support of **The Boston Foundation (TBF)**. Concerts included:

- **Boston Art & Music Soul (BAMS)** Fest featuring performances from: Grooversity, Trend N Motion, and Valerie Stephens
- **Water Music** at Make Music Boston which featured 59 musicians (brass players, percussionists, and singers) performing a brand new piece along the Esplanade islands
- **Sound Sculpture**, an interactive sound and light instrument created and managed by Masary Studios
- **Afrobeat Fit** brought a 'sweat session' to the Esplanade, showcasing the music and rhythms of West Africa



2019

**OFFICIAL  
CHARITY**

## Marathon Runners Support the Esplanade

The Esplanade has long been Boston's most popular—and beautiful—running route for casual runners and elite athletes alike! In 2018, we learned that 15 runners will have the opportunity to complete the **123rd Boston Marathon™** on April 15, 2019 as part of the Esplanade Association's Official Charity team!

We are grateful to the **Boston Athletic Association (B.A.A.)** for this opportunity and for all their work to promote healthy lifestyles, support local charities, and engage athletes of all backgrounds. Follow along with **TEAM ESPLANADE** runners at [Esplanade.org/BostonMarathon](https://Esplanade.org/BostonMarathon)

**We sincerely thank the  
15 runners on TEAM ESPLANADE!  
Cheer for them on April 15**





# enhance

The Esplanade Association constantly strives to **ENHANCE** the Esplanade by offering amenities for the benefit of park visitors. Enhancements in 2018 included installing new welcome kiosks at key park entrances, partnering with **Night Shift** to open the Owl's Nest beer garden, and studying the Esplanade pathways in order to develop a plan to make them safer for all park users.

PHOTO: Tim Oxtan Night Shift Brewing



The Owl's Nest was the place to be over the summer, offering beer, wine, cider, and non-alcoholic beverages, along with breathtaking views of sunsets and boats passing by on the Charles River.

## Night Shift Beer with Riverfront Views

In 2018, we partnered with Everett-based **Night Shift Brewing**, **Night Shift Distributing**, and **Night Shift Events** to help them introduce the family-friendly **Owl's Nest: The Esplanade Beer Garden**. A portion of all sales benefited the care and maintenance of the Esplanade!

We're grateful to Night Shift for bringing this popular destination to the park, and to DCR for their innovation in permitting the Owl's Nest. An estimated 50,000 guests attended the inaugural season!

## Welcome Kiosks Orient Park Guests

After several years of work with our partners at DCR, we were thrilled to install new Welcome Kiosks at six park entrances, including: Arlington St., Dartmouth St., Fairfield St., Massachusetts Ave., Silber Way, and Boston University. The kiosks provide park visitors with a map and information on the park and its offerings to help improve the visitor experience.

Three additional welcome kiosks will be installed at Charles St., Blossom St., and Charles River Dam Road once construction activities within those areas are complete. This project was funded by contributions from Esplanade Association members, the **George B. Henderson Foundation**, the **Lynch Foundation**, and the **Museum of Science**.

PHOTO: Brent Doscher



From left to right: Emily O'Connor (EA), Bob Cullum, (Leslie Jones Collection), DCR Commissioner Leo Roy, Katie Everett, Lynch Foundation Executive Director, Alexi Conine (EA), and Michael Nichols (EA) celebrated the installation of the new kiosks.



## Making the Pathways Safer for All

Building on previous planning efforts, the Esplanade Pathways Safety and Improvement Plan identifies key goals, policies, and design strategies to enhance the Esplanade pathway network to accommodate a varied and growing number of user types in a way that improves the safety and overall experience for all. Research conducted for this study in 2018 included several in-park workshops, an online survey with 230 responses, and on-the-ground demonstrations. Next steps will include design and implementation of recommendations.

In 2018, the Esplanade Association successfully advocated for a permit extension to keep the bright and colorful art mural *Patterned Behavior* by local artist [Silvia López Chavez](#) up for an additional year!



After significant conservatorial and engineering repairs to the Lotta Fountain, completed in 2017, the working water fountain is enjoyed by dogs and humans alike, including Felix, pictured above!

# revitalize

In its 18-year history, the Esplanade Association has completed several major capital projects to **REVITALIZE** the park, including restoring the Hatch Shell Oval Lawn, the Charles Eliot Memorial, and the Lotta Fountain. The Esplanade Association also advocates for improved connections to the park, such as the newly-opened Fanny Appleton Footbridge.

After a major restoration of the Hatch Oval Lawn, completed in 2015 by the Esplanade Association, the Oval remains lush and green while being enjoyed by hundreds of thousands of park visitors a year, including guests at the **Boston Pops** Fireworks Spectacular, Zumba participants, **Landmarks Orchestra** concert guests, and many more at charity walks and community events.



We were thrilled to expand the Summer Dock Party last year to include the Charles Eliot Memorial. This allowed us to showcase the historic rehabilitation and horticultural work we completed at the space to event attendees.

## A Black-Tie Benefit for the Esplanade



Much of our work to revitalize the Esplanade is funded by the spectacular Moondance Gala. More than 650 guests attended the 2018 Moondance Gala, which was co-chaired by current Board Chair **Alexi Conine & Steven Conine** and **Jill & Niraj Shah**. The evening brought together the Boston community and beyond to celebrate this tremendous treasure and lend support to the Esplanade's continued growth and vibrant future.

**SAVE THE DATE:** The 2019 Moondance Gala will take place on **Saturday, September 14**. To purchase tickets or sponsor the event, please contact **Jo-Ann Lovejoy**, Mission Advancement Officer, at [JLovejoy@esplanadeassociation.org](mailto:JLovejoy@esplanadeassociation.org) or 617-532-0939.

## A Striking New Link to the Park



PHOTO: Melissa Rorech

The new **Frances 'Fanny' Appleton** footbridge opened to the public in September 2018, providing a universally-accessible link from Charles Circle to the Esplanade. The footbridge is beautifully designed by **Rosales + Partners** to offer sweeping views.

During the planning process for the Longfellow Bridge, representatives from the Esplanade Association, including **Fritz Casselman**, **Herb Nolan**, and **Margo Newman**, successfully advocated for this connection to the park, in addition to suggesting that the footbridge be named for Henry Wadsworth Longfellow's wife. Thanks to the advocacy of **Representative Marty Walz** and **Representative Jay Livingstone**, it is now one of only a few bridges in Massachusetts named for a woman.



# maintain

Our comprehensive **Organic Horticulture** program keeps the park verdant and beautiful for visitors and the environment. The Esplanade Association's Horticulture staff design and **MAINTAIN** 13 ornamental gardens, focusing on introducing native and pollinator-friendly species, while utilizing cutting-edge methods to eradicate invasive plants and to care for park trees. Supplementing our staff capabilities is our robust volunteer program.



PHOTO: Janelle Leroux



## Volunteers Make an Impact on the Esplanade!

Volunteers made a significant and visible impact on the Esplanade in 2018, helping keep the park beautiful, clean, and safe for the estimated three million people who visit the park each year. Last year, **1,671** volunteers donated **4,757** hours of their time and effort, which is the equivalent of more than two full-time employees working an entire year!

Some of the major accomplishments of volunteers in 2018 included eradicating **4,876** yards of invasive plants species (that's **2.93** miles!), assisting with the restoration of the *Patterned Behavior* art mural after severe graffiti vandalism, and removing **641** bags of litter.

If you're interested in scheduling a volunteer event on the Esplanade for your company or group in 2018 or volunteering as an individual, please visit [Esplanade.org/Volunteer](https://Esplanade.org/Volunteer).



PHOTO: Robert Davies

## The Esplanade in Bloom

Our Horticulture staff work hard to keep the park beautiful throughout the year (yes, even in winter!). The park's 13 ornamental gardens are meant to complement each other in color and texture while extending seasonal interest through a greater range of bloom time. In addition, with significant volunteer support, we planted almost **30,000** bulbs (Snow Drop, Daffodil, Fritillaria, and more) across open areas of the park. These are expected to bloom starting in April 2019!

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# Invasive Plant Management & Native Plant Propagation

## Knotweed removal

Last year, Esplanade Association staff fully eradicated a stand of the invasive plant Japanese Knotweed near the Clarendon Street footbridge and were able to introduce a new garden now called the Clarendon Street Pollinator Garden in its stead! The stand of Knotweed was excavated by hand and then the area was solarized for an 18-month period (heavy tarping was placed over plants to restrict their access to sun and water, making removal easier). The new garden is 1000 square feet and will benefit butterflies, bees, and other pollinators in the park!



PHOTO: Victoria Samples



## Esplanade Phragmites Study

In 2017 and 2018, the Esplanade Association hired SÖLitude Lake Management, in partnership with DCR, to study the impacts of several treatment strategies to manage the invasive plant Phragmites (also known as common reed) on the Esplanade. Over the last few years, Phragmites have spread throughout the Charles River Basin and will continue to spread unless steps are taken to manage it.

The **Esplanade Association Phragmites Study** compared the efficacy of four Phragmites treatment types over several months of surveying. The findings from this research will help us fight the spread of Phragmites on the Esplanade, while continuing to promote the return of native plants!

Funding for this research was provided by **The Merck Foundation**.

## Native Plant Propagation

Esplanade Association staff harvested seeds from four species of native plants (*Cephalanthus occidentalis*; *Hibiscus moscheutos*; *Asclepias tuberosa*; *Sambucus Canadensis*) that were establishing themselves on the Esplanade and were able to successfully grow three of them for planting elsewhere in the park. Plants that are native to this region are naturally predisposed to survive on the Esplanade and are best suited for supporting populations of native pollinator species.





## Long-Term Tree Care Efforts

A healthy tree canopy is essential for quality of life in urban areas. Trees provide many benefits to the public, including filtering stormwater runoff, capturing carbon dioxide, providing habitat for birds and other wildlife, offering shade on a hot day, and much more. That's why we're committed to caring for the 1,700 park trees for generations to come.

Esplanade tree care is made possible with the support of the **1434 Foundation**, the **Biber Foundation**, the **Beacon Hill Garden Club**, and the **Garden Club of the Back Bay**, and countless individual donors who have chosen to make trees a priority in their support.



### Pruning

Strong winds, heavy rain, and snow can damage trees, especially those that are older or structurally weak. An essential way to keep trees healthy and safe for park users is pruning! Last year we pruned the **14** trees surrounding the Hatch Oval, **129** trees on the Esplanade islands, and **15** others throughout the park.



PHOTO: Kristina Lauer

### Air Spading

In honor of Arbor Day, **Barrett Tree Service East** provided pro-bono air spading services for a stand of the park's trees. Compaction of soil around tree roots is a major issue throughout the park due to a high volume of visitors and events during the summer months. Barrett's work broke up compacted soil, allowing the roots more room to grow. The site was then treated twice with Compost Tea (both soil application and a Deep Root Injection) and then with mycorrhizae inoculant (a specific type of root dwelling fungi which enhance the tree's ability to collect nutrients).

# Tree Management and Succession Plan

PHOTO: Isaac Phelps



Building on an existing 2015 tree inventory, the Esplanade Association has released a first-of-its-kind **Tree Care Management & Succession Plan**. There are several alarming threats to the current health of park trees, including a lack of diversity and an aging canopy. This plan helps secure the future health of park trees by increasing species diversity, laying guidelines for succession plantings to replace dead and declining trees, and making recommendations for preventative care, such as pruning and air spading. It has been approved by **Boston Landmarks Commission**, the **Massachusetts Historical Commission**, and the **Conservation Commission**.

We can't do this work alone. If you are interested in supporting tree care efforts on the Esplanade, please contact **Jo-Ann Lovejoy**, Mission Advancement Officer, at [JLovejoy@esplanadeassociation.org](mailto:JLovejoy@esplanadeassociation.org) or 617-532-0939.

## Organic Land Care

The Esplanade is one of only two public parks in Boston that is managed without the use of pesticides, herbicides, synthetic fertilizers, or other unsustainable practices. Here are a few of the ways that's possible:

- **Compost Tea** – Compost tea is special brew of compost, water, and other ingredients. Compost tea helps increase the soil's biodiversity and improves plant health as a result.
- **Irrigation** – investing in irrigation systems and regular watering ensures park plants and trees receive a regular supply of water, regardless of finicky New England weather.
- **Deep Root Injections** – These injections of compost tea are applied deep into the soil so that the roots of trees can access nutrients. **102** trees received **1,175** gallons of treatment in 2018.
- **Soil Testing** – Analyzing and interpreting soil tests allows us to make adjustments to meet soil needs.
- **Native plantings** – Planting more native species suited for dry conditions also help reduce the watering needed across the park.
- **Lawn care** – Regular over-seeding and aeration of lawns helps them recover from the major events held in the park, keeping the micro-biome healthy and the grass green.

## Ongoing Maintenance

Other maintenance work in the park includes inspections and repairs (as needed) at two of the Esplanade playgrounds, co-funding maintenance costs at the Teddy Ebersol's Red Sox Fields, geese management, and regular touch-ups at the *Patterned Behavior* art mural.

# Building Community for the Park

A fundamental component of our mission is building community in the park. Throughout the year, our supporters meet new and old friends alike to enjoy Signature Events in support of the Esplanade, as well as free cultural, recreational, and educational programming.

PHOTO: Binita Mandalia



The Annual Summer Dock Party is always an enchanting evening, including food, drinks, music, and dancing all overlooking the Charles River at sunset.

After Dark attendees bring a new infusion of energy to the Moondance Gala when the doors open after the seated dinner concludes.



PHOTO: Brent Doscher

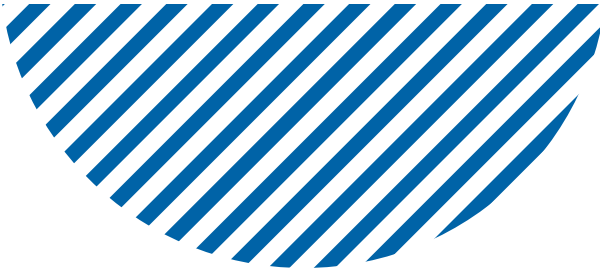


Jeff Bellows, Blue Cross Blue Shield of Massachusetts Vice President of Corporate Citizenship and Public Affairs greeted 5K runners.



PHOTO: Olivia Huang

Wednesday evenings in summer our friends at Landmarks Orchestra entertain thousands of park visitors with free concerts.



The Bulkeley family (Laura, Marisa, William, and Debra) enjoyed the views at twilight at the Moondance Gala.



Steve Kumin, Ed Zuker, Judi Rotenberg, Jane Moss, Tami Kumin at the Moondance Gala.



PHOTO: Heather Kang

On the Summer Solstice, Maria Finkelmeier and Kadence Arts hosted Water Music, a site-specific, environmental work on the Esplanade islands.



Conna and Derrick Angle of Beacon Hill at the 9th Annual Summer Dock Party.

PHOTO: Binita Mandalia



Sarah and James Carifa of Basking Ridge, New Jersey hit the dance floor at the Moondance Gala.



Jeryl Oristaglio and Carolina Säve-Natale, Esplanade Association Board Members, at the Esplanade Association Annual Meeting.



PHOTO: Aaron John Bourque



PHOTO: Aaron John Bourque

Frank Panayotou, Esplanade Association Vice Chair, Michael Nichols, Esplanade Association Executive Director, and Charlie McCabe, Director, Center for City Park Excellence, at the Annual Meeting.



Desmond O'Leary and Ashley Perkins, 8th Annual Summer Dock Party co-chairs.

PHOTO: Binita Mandalia

Runners enjoyed the family-friendly Esplanade 5K Presented by Blue Cross Blue Shield of Massachusetts.



Esplanade Association Board Member Emi Winterer, Germaine Choe, and Cecily Coburn, residents of Beacon Hill and Back Bay, welcomed Executive Director Michael Nichols to the Esplanade Association at a reception at Porto in the Back Bay.

## Save the Date for these Signature Events on the Esplanade in 2019

### May 18

Esplanade 5K Presented by Blue Cross Blue Shield of Massachusetts

### July 18

9th Annual Summer Dock Party

### September 14

Moondance Gala & After Dark Party

Learn more about all of the lively events happening on the Esplanade at **[Esplanade.org/Events](https://Esplanade.org/Events)**

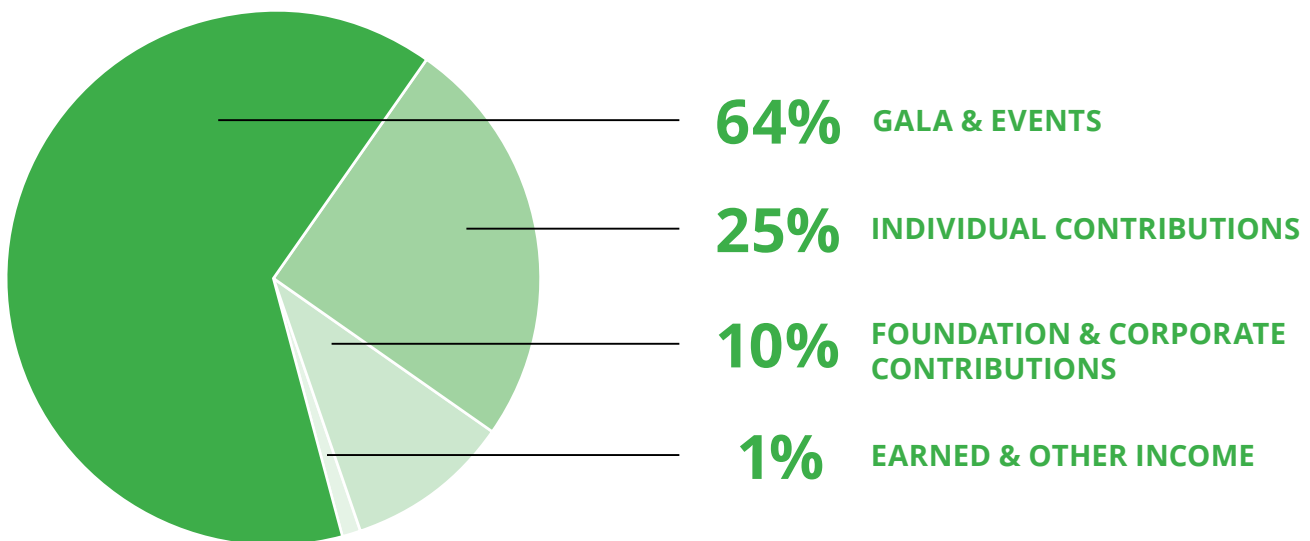


Juli McHugh, Jane Connolly, Angela Matarazzo, Stacy Choi, Lisa LeBlanc, and Anne Marie Cronin enjoyed the gorgeous weather at the 9th Annual Summer Dock Party.

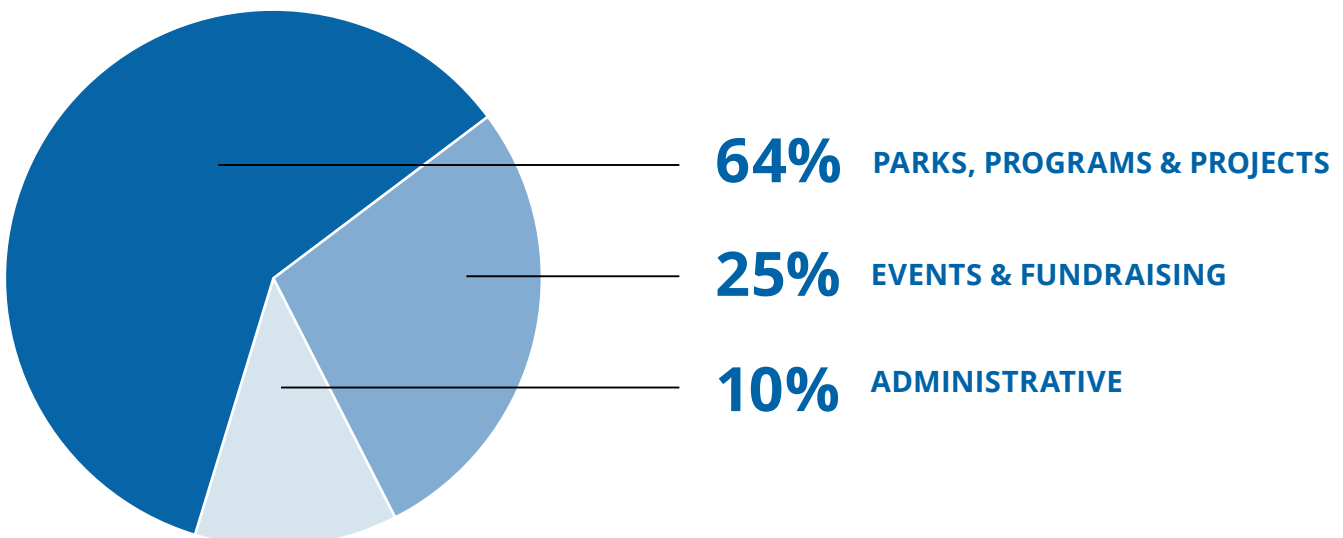
# finances

2018 was the Esplanade Association's strongest year financially as we achieved a record level of support in revenue while working to ensure a higher percentage of grants and contributions was put back directly into the park! Total Revenue exceeded \$2 million for the first time, over \$250,000 higher than the \$1.75 million received in 2017. The Moondance Gala brought in a record-breaking \$1.2 million – 20% above the previous year. The organization also continued to see strong growth in individual contributions, corporate sponsorships, and earned revenue.

## 2018 REVENUE



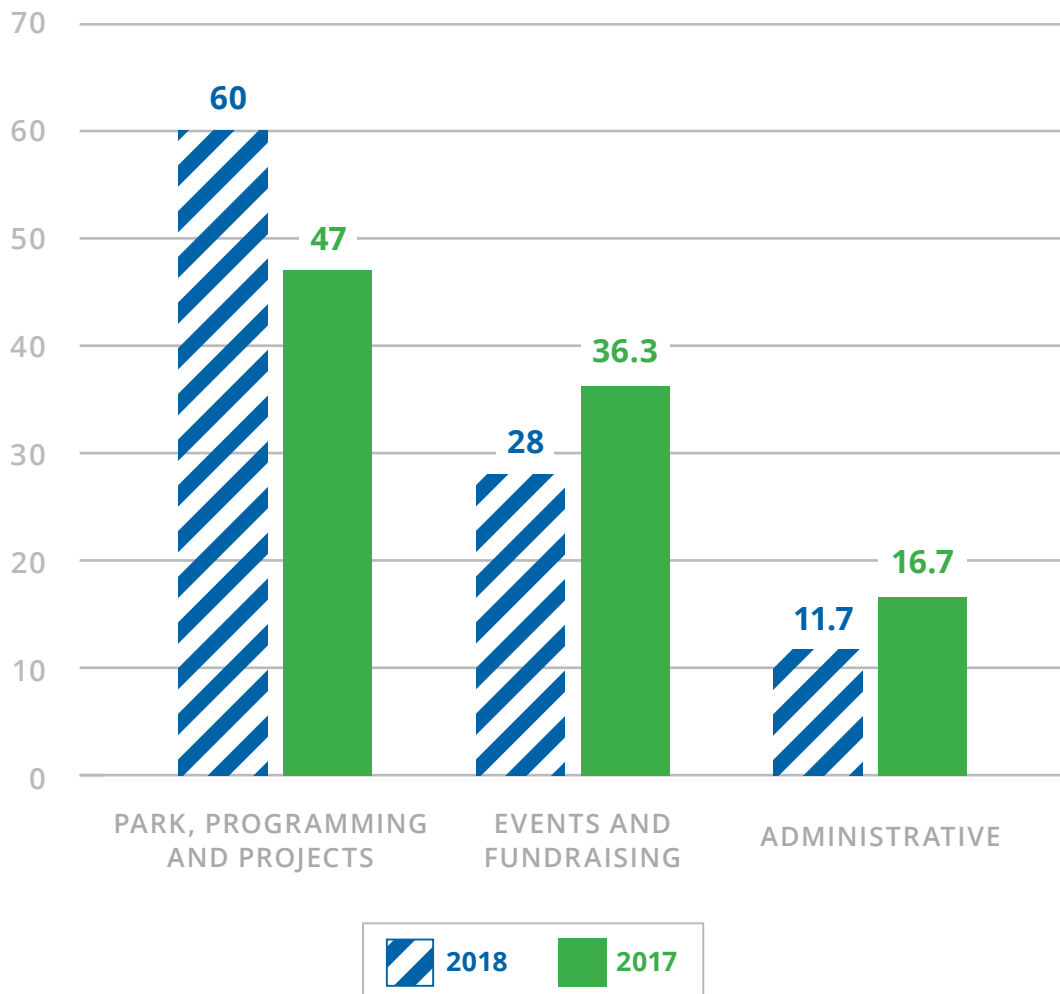
## 2018 EXPENSES



Total Expenses fell slightly in 2018 (\$39,988, or 2.4%) to \$1.66 million as multiple in-park projects begun in FY18 will continue into FY19, including EA's continued efforts to improve in-park signage, pathway safety, and shoreline restoration and invasive removal. While overall expenses stayed relatively flat, the Esplanade Association reduced Event & Fundraising costs as a share of the budget from 36.3% in FY17 to 28.0% in FY18 and reduced Administrative expenses from 16.7% in FY17 to 11.7% in FY18. This allowed spending on the Park, Programming, and Capital Projects to rise to just over \$1 million, more than \$200,000 higher than FY17. EA ended FY18 with a small surplus after transferring nearly \$350,000 to Temporarily Restricted Assets for use on future in-park priorities.

The Esplanade Association's very positive cash flow in FY18 allowed the organization to grow Total Net Assets to \$1.77 million at year-end, 24% higher than December 31, 2017, and positions the organization to expand our in-park work in 2019 and beyond. This work **secures the future of the Esplanade** through investments in capital maintenance & improvement projects as well as the on-going care of the park's 64 acres of lawns, trees, and gardens.

### EXPENSES AS PERCENTAGE OF ANNUAL BUDGET



# With gratitude to our donors

## Years of Consecutive Giving

We are pleased to acknowledge the steadfast support of our donors who have consistently chosen to include the Esplanade among their priorities for 5 consecutive years or more. We honor and recognize their partnership as we work together to revitalize and enhance the park for the diverse community it serves in myriad ways.

• - Indicates 5 or more years of consecutive giving

◉ - Indicates 10 or more years of consecutive giving

🏡 - Indicates 15 or more years of consecutive giving

## \$100,000 and above

Anonymous ◉  
Alexi and Steven Conine  
Jill and Niraj Shah

## \$50,000 to \$99,999

Audrey and Jim Foster •  
Jody and Tom Gill •  
Mary Louise and Marc Seidner

## \$25,000 to \$49,999

Blue Cross Blue Shield of Massachusetts  
Susan and George Domolky ◉  
Beth Johnson •  
One Four Three Four Foundation  
Jeryl and Steve Oristaglio 🏡  
Lori and Matthew Sidman ◉  
The Biber Foundation  
Steve Wymer and Hope Sidman

## \$10,000 to \$24,999

Amy and David Abrams •  
Alli and Bill Achtmeyer  
Brenda and Stephane Bancel  
The Beker Foundation  
Constance Bacon and James Bevilacqua •

The Boston Foundation  
The Boston Bruins •  
Emily and Roy Burns  
Anastasia and Frank Catricket  
Germaine and Michael Choe  
Suzanne Colaluca  
Carol Deane •  
Missy and David Druley  
Sandra and Paul Edgerley  
Jean and Chris Egan •  
Barbara and Michael Eisenson  
Ceci Cleary and Joseph Gigliotti  
Diane Gipson  
Sandy Steele and Paul Greenfield 🏡  
Marc Hall Design  
Holly and David Bruce •  
Allison and Andrew Hirsch •  
Barbara and Amos Hostetter •  
Elizabeth B. Johnson ◉  
Cheryl and Stephen Jonas  
Michelle and Paul Julian  
Heather and Robert Keane Family Foundation  
Seth A. and Beth S. Klarman •  
Patti and Jonathan Kraft  
Elizabeth and Solomon Kumin  
Lisa and Jeff Leiden •  
Susan Kohn and Phil Markell •  
Yvette and Peter Mulderry •  
Carolina Save-Natale and Bryan Natale •  
Night Shift Brewing  
One8 Foundation  
Kelly and Frank Panayotou  
Creelea Henderson and Tony Pangaro •  
Joan and Joseph Patton  
Cynthia and John Reed  
Stephanie and Brian Spector  
Maya Samara and Otello Stampacchia  
Valentino  
Emi and Bill Winterer •  
Judi Rotenberg and Ed Zuker •

## \$5,000 to \$9,999

Alliance Bernstein  
Jill and John Avery  
Jesse and Pam Baker •  
Kimberly and Jeffrey Barber  
Jenna and Aaron Bates

Fiona and James Benenson  
Bernard Borman  
Boston University, Government and Community Affairs  
The Boston Bruins Foundation •  
Debra and William Bulkeley  
Gitika and Amit Desai  
Elizabeth Ring Mather and William Gwinn Mather Fund  
Tamar Salter Frieze and Kenneth Frieze  
Garden Club of the Back Bay ◉  
Allison and Ned Gordon  
Teri and Bruce Gorsky  
Brian Halligan  
Clarissa Hunnewell and Walter Hunnewell, Jr.  
Ashley and Bruce Jacobs  
Tara and Reid Jordan  
Becky Kidder Smith ◉  
Lisa and Greg LeBlanc •  
Christopher Lee  
Peter and Maryann Mattoon  
Mintz Levin  
Margo and Fred Newman ◉  
Robert Small and Christine Olsen  
Morgan Palmer Foundation ◉  
Marie-Claire and Paris Panayiotopoulos  
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Thanks to the individuals,  
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**"The Charles River Esplanade is one of New England's great assets and one that our family benefits from every day. We are so impressed at the loving care that this area receives from the Esplanade Association that it really is a privilege to support their work."**

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*first-time Esplanade Association donors in 2018*

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**"I survey all the volunteers that go out for Bose and so many loved the work they did and felt they really made an impact on the area. The employees especially enjoyed learning about the plant life around the Charles and how invasive species need to be removed in order to sustain the beauty of that area!"**

**ELIZABETH CAMERON,**  
*volunteered on the Esplanade with Bose*

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*"I am very impressed with the innovative ideas of Michael Nichols, and the ways he is now attracting new audiences. His concern for the trees, their future, and interest in improving key entrances will enhance the welcome to visitors. The Esplanade is a treasure upon which to build, and continue to expand with innovative ideas."*

*SUSAN KOHN, Esplanade Association donor. The Esplanade continues to be an increasing priority for Susan.*

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Esplanade Pavilion Association

## **In Memory of**

**(Honoree)**

**Richard B. Bourbeau**  
Suzanne Colaluca

**Mireille Clapp**  
Lisanne Norman  
Michelle Wilcox

**Carlos Macaya**  
Pamela and Michael Jackson

**Grace and Mary**  
Deb Bulkeley

**Camilla Adams McClave**  
Pamela and Michael Jackson

**Phyllis Miller**  
Kaia Miller and  
Jonathan Goldstein

**Lisa Rigano**  
John Branning  
Robert Burns  
Elias Carlston  
Todd Chapin  
Daniel Curtin  
Bo Daley  
Sarah Dekin  
Tiffany Downing  
Gretchen Effgen  
Neal Glazier  
Bruce and Victoria Godfrey  
Edward Goldfinger  
Harry Gordon  
Scott Griffith  
James Hardison  
Brian Harrington  
Stephen Karger  
Kristina Kennedy  
Megan Maglizzo  
Lesley Mottla  
Rebecca Pineo  
Philip Pitha  
Andres Plaza  
Justin Pytko  
Caroline Queeny  
Gregory Ramsperger  
Travis Reik  
Scott Rudberg  
Michael Serafino  
Stephanie Shore  
Hannah Silva  
Mark Somers  
Brendan Stephens  
Robert Weisberg  
Douglas Williams  
Jonathan Wolfe  
Leslie and Sam Zales

**Maggie Ryan**  
Elisabeth Richards

**Norman Wicklund**  
Brenda and Stephane Bancel

## In Kind

75 Chestnut  
90+ Cellars  
America's Test Kitchen  
B/SPOKE Studios  
Bar Boloud  
Barrett Tree Services East  
Beaucage Salon and Spa  
Best Dressed  
Blue Bikes  
Boston Duck Tours  
Boston Madison  
Square Garden Club  
Boston Properties  
Boston Public Library  
Boston Red Sox  
Boston Symphony Orchestra  
Castle Island Brewing Co.  
Celebrity Series  
Charles River Outdoor  
Company  
Chestnut Farm at  
Boston Public Market  
Cisco Brewers  
Cheryl Clarkson, Skin Health  
Community Boating Inc  
CONCEPTS  
Alexi and Steve Conine  
Constant Contact  
Cooley LLP  
Coolidge Corner Theatre  
Crush Boutique  
Cunard Tavern  
Davio's  
Sara Divello  
DJs of Boston  
Susan & George Domolky  
Down the Road Brewery  
Kara Duval  
Eataly  
Christina Fagan  
Fischer College  
Fitness Together  
Flour Bakery  
Foxwoods Resort Casino  
Fuji at Kendall  
Hampshire House  
Healthworks  
Heartbreak Hill  
Heartbreak Hill Running  
Company  
Rich Hornblower and  
Henry Hornblower  
Ian Squared  
ICA  
Isabella Stewart  
Gardner Museum  
JetBlue Airlines  
JP Licks  
Kings Bowling  
Christina Kohn  
Laugh Boston  
Eric Levin

Liberty Hotel  
Jo-Ann Lovejoy  
Lynx Fitness Club  
Mallory Portraits  
Binita Mandalia  
Mandarin Oriental, Boston  
Marathon Sports  
MAX Ultimate  
Meadowscaping for Biodiversity  
Michelle Parkos  
Museum of Science  
New England Aquarium  
Margo Newman  
Nightshift Brewing

Shit That I Knit  
Smith & Wollensky  
Sorellina  
SoulCycle  
Southwest Airlines  
Pam Steel  
Stop & Shop  
Sustained Fitness  
Suzanne Merrit-Curious  
Soul Photo School  
Table and Tulip  
The Liberty Hotel  
The Point  
Tiffany



**"I can't imagine running for an organization that means more to me than the Esplanade Association and am honored to have been chosen. We are so lucky to have such a beautiful park in our city. The Esplanade wouldn't exist without the generosity of Bostonians."**

**ASHLEY PERKINS,  
TEAM ESPLANADE runner**

Jeryl Oristaglio  
Outdoor Voices  
Pawsh  
Pet Crewe  
Isaac Phelps  
Ken Rhodes  
Polar Water  
Larry and Valerie Post  
Power Crunch  
Puma  
Rock Spot Climbing  
Rouvalis Flowers  
Sam Adams  
Sara Campbell  
Marylou and Marc Seidner  
Shah Family Foundation

Tim Strano-Brae Burn  
Country Club  
Tip Tap Room  
Tory Burch  
UBS  
Valentino  
Various Organizations  
VINCE  
Vino di Vino  
Whole Foods  
Wicked Good Cookies  
Xtend Barre Newbury  
XV Beacon  
Zone 5

## 2018 Moondance Gala Committee

### Honorary Chairs

Leo Roy,  
*Commissioner, Massachusetts  
Department of Conservation  
& Recreation*

Mayor Martin J. Walsh  
*City of Boston*

### Co-Gala Chairs

Alexi & Steven Conine  
Jill & Niraj Shah

## Committee

Alli & Bill Achtmeyer  
Lianne & T.K. Ankner  
Pam & Jesse Baker  
Brenda & Stéphane Bancel  
The Beker Foundation  
Maureen & Craig Boyce  
Debra & William Bulkeley  
Emily & Roy Burns  
Dan Capobianco  
Susan Ashbrook  
& Fritz Casselman  
Anastasia & Frank Catrices  
Nancy & Chris Coburn  
Jessica & Martin Crimmins  
Gitika & Amit Desai  
Susan & George Domolky  
Missy & David Druley  
Karin & Charles Dumbaugh  
Jean & Christopher Egan  
Barbara & Michael Eisenson  
Karen & Gian Fabbri  
Jessica & Greg Fisher  
Audrey & James Foster  
Alicia Towns Franken  
& Michael Franken  
Tamar & Ken Frieze  
Ceci Cleary & Joseph Gigliotti  
Jody & Tom Gill  
Elizabeth & Peter Georgantas  
Allison & Ned Gordon  
Sandra Steele & Paul Greenfield  
Annie Hollingsworth  
& Harry Hanson  
Allison & Andrew Hirsch  
Beth Johnson  
Michelle & Paul Julian  
Becky Kidder-Smith  
Naomi & David Krejci  
Elizabeth & Solomon Kumin  
Lisa & Greg LeBlanc  
Lisa & Jeff Leiden  
Lindsay Ahern & Eric Levin  
Susan Kohn & Phil Markell  
Yvette & Peter Mulderry  
Carolina S ve Natale  
& Bryan Natale  
Margo & Fred Newman  
Jeryl & Steven Oristaglio  
Kelly & Frank Panayotou  
Joan & Joseph Patton  
Lisa & Shep Perkins  
Margaret & Gene Pokorny  
Jennifer Poveromo  
Dan Mathieu & Tom Potter  
Marylou & Marc Seidner  
Pauline Donnelly  
& Joseph Selvaggi  
Lori & Matthew Sidman  
Christine Olsen & Robert Small  
Pam Steel  
Cessy Templeton Wheeler &  
Bruce Wheeler  
Cheryl Clarkson & Dan Townsend

Catherine Truman  
Ken Tutunjian  
Emi & Bill Winterer  
Hope Sidman & Steve Wymer  
Judi Rotenberg & Ed Zuker

## 2018 Esplanade 5K Committee

Conna Angle  
Sandra Bahous  
Shannon Bison  
Sean Ellis  
Riordan Frost  
Kelsey Hopper  
Catherine Hulan  
Carolina Save-Natale  
Kathleen Sipe  
Rachel Walters  
Nate Walton

## 2018 Friends Council Steering Committee

Conna Angle  
Sandra Bahous  
Shannon Bison  
Colin Cinder  
Sean Ellis  
Riordan Frost  
Kelsey Hopper  
Catherine Hulan  
Kathleen Sipe  
Rachel Walters  
Nate Walton

## 2018 Moondance After Dark Committee

Conna and Derrick Angle  
Casey Baines  
Joseph Boncore  
Erin Carreiro  
Colin Cinder  
Sophia D'Angelo  
Janelle Driscoll  
Jessica & Shane Early  
Paris Bunkers & Sean Ellis  
Christina Fagan  
Caroline Holland  
Catherine Hulan  
Louise Giannakis  
David Lank  
Jay Livingstone  
Shannon &  
Aengus McAllister  
Sandra Bahous  
& Carl Nehme  
Elyse Newman  
Desmond O'Leary  
Ashley Perkins  
Brooke Phillips  
Jason Polasek

Deanna Powers  
Jessica Radford  
Tess Ramirez  
Amy Deveau & Michael Ratty  
John Corey & Miguel Rosales  
Gabrielle Rundle  
Catherine Rurode  
Jessie & Marc Savatsky  
Donnie Todd  
Rachel Walters  
Kendra & Nate Walton  
Thea Weitz

## 2018 Summer Dock Party Committee

**Co-Chairs**  
Desmond O'Leary  
Ashley Perkins

**Committee**  
Conna Angle  
Sandra Bahous  
Shannon Bison  
Colin Cinder  
Leah Culver

Sean Ellis  
Abigail Fischer  
Riordan Frost  
Kelsey Hopper  
Catherine Hulan  
Katherine McCord  
Deanna Powers  
Kelsey Pramik  
Carolina Save-Natale  
Kathleen Sipe  
Rachel Walters  
Nate Walton

## Volunteer Photographer Program

A majority of the photos  
in this report have been  
provided thanks to the hard  
work of a dedicated group of  
Volunteer Photographers.  
We are so grateful to them  
for their support!

Patricia Arroyo  
C.J. Azubuine  
Debra Bulkeley  
Robert Davies  
Natalie DeVarona  
Susan Driscoll  
Taiana Emmanuel  
Marsha Epstein  
Brandon Hulings  
Heather Kang  
Kristina Lauer  
Janelle Leroux  
Erika McCarthy  
Suzanne Merritt  
Michelle Parkos  
Isaac Phelps  
Sebastian Quintero  
Melissa Rorech  
Victoria Samples  
Jessica Speece  
Pam Steel  
Michela 'Mickey' West  
Ke Zhang

*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!*

## Board of Directors\*

### Officers

Alexi Conine  
*Chair*  
Frank Panayotou  
*Vice Chair*  
Harvey Beker  
*Treasurer*  
Jody Gill  
*Secretary*

### Directors

T.K. Ankner  
Fritz Casselman  
Jessica P. Crimmins  
Susan Domolky

Audrey Foster  
James Foster  
Bob Hedges  
Tom Lewis  
Jeryl Oristaglio  
Tony Pangaro  
Joan Patton  
Margaret Pokorny  
Carolina Save-Natale  
Alicia Towns Franken  
Emi Winterer  
Edward Zuker



*Our gratitude goes out  
to Dan Capobianco  
(formerly Treasurer)  
and Chris Egan, who  
ended their tenure on  
the Board in 2018 after  
many years of service.*

### Directors Emeritus

Margo Newman  
David Solomon  
Sandy Steele

## Staff Listing\*

Michael J. Nichols  
*Executive Director*  
Eric DiTommaso  
*Organic Land Care  
Horticulturist*  
Abigail Fischer  
*Development Manager*  
Allison Godfrey  
*Office Admin*

Micah Jasny  
*Volunteer and  
Programs Manager*  
Lisa LeBlanc  
*Special Programs Manager*  
Jo-Ann Lovejoy  
*Mission Advancement Officer*  
Sulo Musyaju  
*Finance Manager*

Emily O'Connor  
*Director of Park Operations*  
Kelsey Pramik  
*Director of Programs  
and Outreach*

\* CURRENT AS OF FEBRUARY 2019



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