

Esplanade Centennial Planning Meeting



DCR's Hatch Memorial Shell
November 19, 2009



Commonwealth of Massachusetts

Deval L. Patrick, Governor

Timothy P. Murray, Lt. Governor

**Executive Office of Energy and
Environmental Affairs**

Ian A. Bowles, Secretary

Department of Conservation and Recreation

Richard K. Sullivan Jr., Commissioner

DCR Mission



To protect, promote and enhance our common wealth of natural, cultural and recreational resources.

Vision for the Centennial Celebration

- Mark the milestone of the past and ensure the future.
- Showcase all partners and their tremendous commitment to the community.
- Engage everyone in everyday use and personal enjoyment of the Esplanade.
- Promote the Esplanade, the Centennial, and all that DCR has to offer in state parks across the Commonwealth.



Vision for the Centennial Celebration

- The Official completion of the Esplanade was July 1st, 1910.
- In 2010, the Centennial season will be designated from April 1st through November 1st.



Tapping Into Our Natural Resources

Tapping Into Our Natural Resources

- Celebrating the Centennial is an Opportunity to Reinforce the Existing Missions of Partner Organizations and Institutions.
- How can you incorporate Centennial themes into existing or planned programs?

Tapping Into Our Natural Resources

Special Events and Programs

- DCR's Hatch Memorial Shell and surrounding Esplanade area is a renowned venue for free events and programs.
- DCR's annual calendar of events always offers something for everyone -- classical music concert, family movie, or cultural festival.



2009 DCR's Calendar of Events

April 25, 2009	DCR's Park Serve Day
May 9, 2009	March of Dimes, March for Babies
May 17, 2009	High School Jazz Festival
May 30, 2009	Radio 92.9 EarthFest
June 7, 2009	AIDS Walk and Run
June 14, 2009	Children's Hospital Walk
June 21, 2009	Charles River Swim
July 3, 2009	B4 Fourth of July Celebration Preview Concert
July 4, 2009	B4 Fourth of July Celebration Concert and Fireworks
July 19, 2009	Mayor's Cup Regatta
July 26, 2009	Harvard Summer Band
August 16, 2009	India Day Festival
September 12, 2009	American Heart Association Walk
October 3, 2009	Juvenile Diabetes Walk
October 4, 2009	Making Strides Against Breast Cancer Walk

2009 Long Term Annual Events

EarthFest Celebration- Radio 92.9

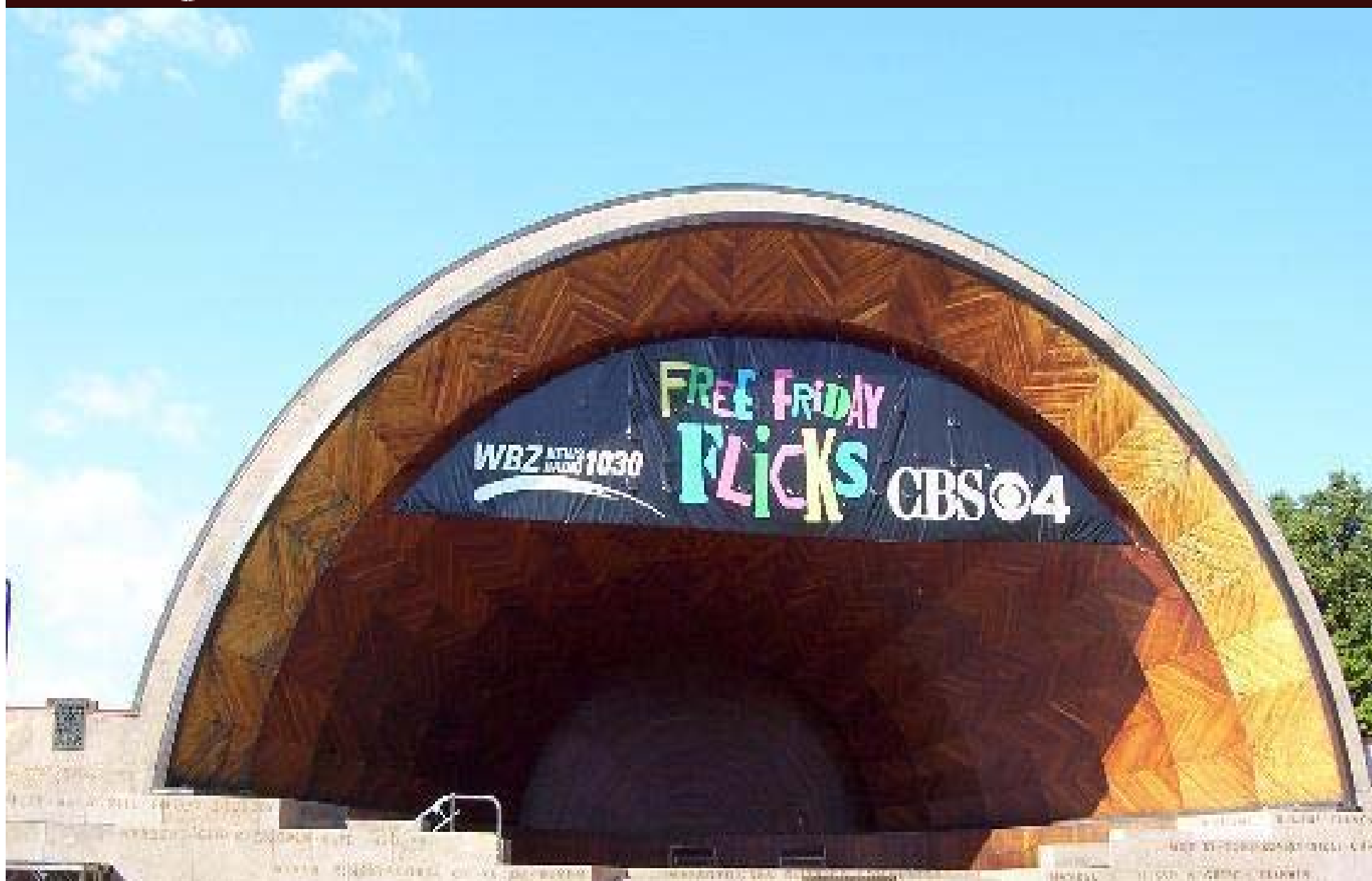
EarthFest is an annual event where families and friends gather to enjoy the beauty of the Esplanade, music and to celebrate the Earth..

Boston Pops Fireworks Spectacular

The Boston Pops Fireworks Spectacular welcomes everyone to DCR's Hatch Memorial Shell on the Charles River Esplanade. Families and friends enjoy this iconic annual event full of music and fireworks.

Walk-A-Thons

Over the years, the DCR's Hatch Memorial Shell and Esplanade have become the home to many major charitable organization's walk-a-thons. These gatherings have adopted the area as their own treasured location for the many who gather in support of their most meaningful causes.



2009 Programs & Partners

Free Friday Flicks - WBZ NewsRadio 1030

As Free Friday Flicks enter its 25th season, pack up a blanket, lawn chairs, and picnic and head to the Hatch Shell on Friday nights for free family movies under the stars.

Oldies 103.3 Concert Series

Since 1996, Oldies 103.3 brings some of your favorite musical acts like the Beach Boys, The Temptations, and Three Dog Night to your backyard. Thousands join the fun at the Hatch Shell throughout the summer.

Community Boating

Established in 1936, Community Boating offers public sailing, kayaking, and windsurfing for children and adults, including an accessible sailing program enjoyed by many. Thousands of people worldwide have learned how to sail at Community Boating, the largest, oldest, and best public sailing program in the nation.

2009 Programs & Partners

Boston Landmarks Orchestra Concert Series

Boston Landmarks Orchestra will celebrate its 10th season of performing free orchestral music for the community. Come and appreciate the beauty of the music in this stunning riverside spot.

Super Sundays in the Park - The Esplanade Association

Enjoy the Kids Fishing Club, Boston Model Sailing Club, animal adventures, music, and magic. Children and adults share smiles, laughter, and much more at these weekly get-togethers.

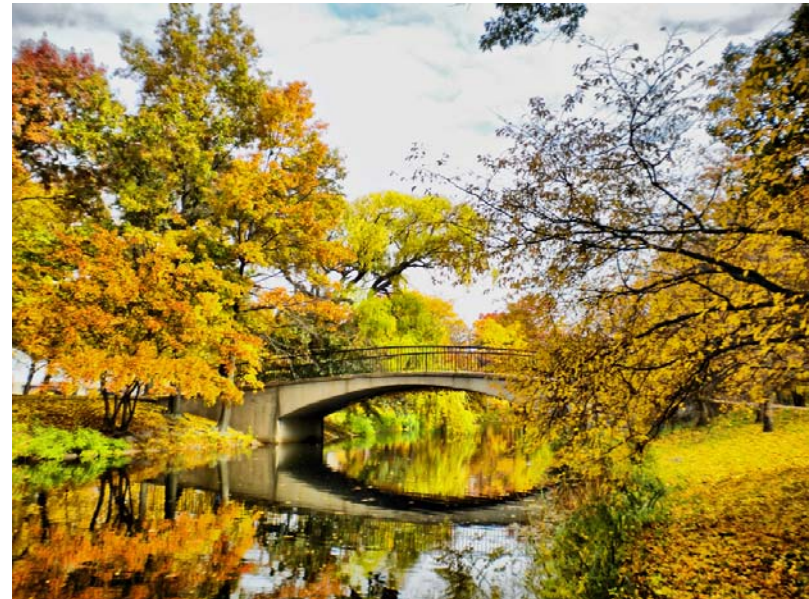
Yoga on the Esplanade

In this DCR program held over a 10-week period, participants are invited to free yoga classes for all levels led by talented instructors in the Hatch Shell Oval.

Realizing The Vision Together

Mission of Committees

To facilitate broad participation among all partners along the Esplanade to support the Centennial Celebration in 2010.



Esplanade Centennial Committees

Energize

Focus

Share

Collaborate

- Generate ideas to energize the community.
- Focus all of our efforts to ensure an organized process.
- Share expertise, knowledge, experience and resources.
- Collaborate with community members from many different organizations and with staff throughout DCR.

Esplanade Centennial Committees

Educational Programs

Special Events

Partnerships

Marketing, Media and Community Outreach

Let's Celebrate The Centennial

- Everyone is invited to join a committee.
- Every organization may designate one official representative for each committee.
- We have four committees to engage everyone's interests.
- Based on the December committee meetings, a structure for overall coordination will be defined.

Educational Programs Committee

Connect Develop Engage Inspire

To connect people to DCR's Esplanade, historically known as the crown jewel of the park system, through educational programs.

To develop broad educational programs.

To engage multiple audiences.

To inspire stewards for the Esplanade.

Educational Programs Committee

DCR Staff:

- Samantha Overton Bussell, Deputy Director of Urban Parks
- Rick Corsi, Senior Planner
- Karl Haglund, Senior Planner

Meeting Dates: *First Thursdays of the Month*

- December 3rd at 4 p.m.
251 Causeway Street, 9th Floor

Special Events Committee

Celebrate Connect Create Enhance

To celebrate the significance of the Centennial at existing special events.

To make connections between special events and the Centennial theme.

To create and highlight “Centennial Moments” throughout the season.

To enhance the experience for the visitor at special events.

Special Events Committee

DCR Staff

- Janice Parlon, Manager of Special Events
- Angelo Tilas, Recreational Facilities Supervisor

Meeting Dates: *First Thursday of the month*

- December 3rd, 5 p.m.

251 Causeway Street, 9th Floor

Partnerships Committee

Cultivate

To cultivate community resources that will enrich programs during the centennial season and provide support for events and activities.

Enrich

To tap into our extended family to share people's time, knowledge, and expertise.

Share

To efficiently direct resources and interested parties to appropriate committees and individual events.

Support

To realize shared goals to ensure the next 100 years of the Esplanade.

Partnerships Committee

DCR staff

- Conrad Crawford, Director of Partnerships
- Sean Navin, Government Affairs
- Nick Gove, Acting Director of the North Region

Meeting Dates: *First Tuesday of the month*

- December 1st, 4 p.m.
251 Causeway Street, 9th Floor

Marketing, Media and Community Outreach Committee

Design

Invite

Promote

Excite

To spread the word about the Centennial throughout the Commonwealth.

To invite and encourage the public to participate in Centennial events and programs.

To coordinate marketing and media efforts with all partners to promote Centennial events, programs, and activities to the community.

To design the overarching brand, defining the look and feel and logo of the Centennial Season.

Marketing, Media and Community Outreach Committee

DCR staff

- Suzanne Wilson, Director, External Affairs and Partnerships
- Patricia Provenzano, Director of Community Relations
- Wendy Fox, Press Secretary

Meeting Dates: *First Tuesday of the month*

- December 1st, 4 p.m.

251 Causeway Street, 9th Floor

Shop The Committees

Educational Programs

Special Events

Partnerships

Marketing, Media & Community Outreach

Browse through our
committee displays, ask
questions, and sign- up.

C o m m o n w e a l t h o f M a s s a c h u s e t t s

Governor
DEVAL L. PATRICK

Lt. Governor
TIMOTHY P. MURRAY

Secretary, EOEEA
IAN A. BOWLES

Commissioner, DCR
RICHARD K. SULLIVAN, JR.



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