



# Magazine Beach Partners

2019 Annual Report

December 1, 2019

[MagazineBeach.org](http://MagazineBeach.org)

Making Magazine Beach a more welcoming and vibrant park, connecting its community and stewarding its natural grounds.



## *Dear Friends of Magazine Beach,*

2019 has been a transformative year for the park. Our first major phase of improvements is almost complete. It includes a new, higher shoreline path with nine new trees and thousands of native plantings, new seating, and an expanded bluestone patio and terrace at the 1818 Powder Magazine.

And the canoe/kayak launch officially opened in September with a ribbon cutting. Although protective fencing along the shoreline will remain up through May, the park looks spectacular.

Also, in 2019, we, Magazine Beach Partners:

- produced over 25 community events
- planted annuals at our spray deck and perennials in our meadow
- donated 20 plastic Adirondack chairs
- leased 2 portable toilets for use from June to September
- organized 3 large-scale cleanups

We also drafted a strategic plan for our friends group and raised \$1,381,517 to fund park improvements and summer programs.

Thank you to the Mass. Department of Conservation and Recreation (DCR) for their continued management of the park and investment in it; to the City of Cambridge, for maintaining the eastern part of the park and contributing substantially as well; and to our many local partners—hence our name, Magazine Beach Partners—for helping to activate the site and maintain it.

This 17-acre open space along the Charles River is an exceptional public amenity and public good. Let's continue to inspire investment in its infrastructure, steward its land, and serve its diverse community of users. Parks need champions. Ours is a treasure. Let's ensure it remains so—now and for generations to come!

On behalf of all of us at Magazine Beach Partners, we thank you for your support and engagement.

Sincerely,

**Cathie Zusy**

President of Magazine Beach Partners



*Magazine Beach, a 17-acre state park along the Charles River, is an invaluable green urban common for Cambridge and beyond. People come from near and far to picnic under its old shade trees and swim in its free, Olympic-sized pool.*

### **Board of Magazine Beach Partners:**

Cathie Zusy, *President*

Marge Amster

Decia Goodwin

Heather Saforrian

Summer Program Coordinator: Doug Feinburg

Ken Carson, *Secretary*

Brian Conway

Richard Garver

Cover image: *Magazine Beach is an oasis in the city. 2011 photo courtesy of the Cambridge Historical Commission*

# 2019 Accomplishments

## Park Improvements

The first major phase of work began at the park and the new boat launch and outlook officially opened.



*Thirteen trees and thousands of native bushes and perennials have been planted along the shoreline.*

- Construction on Phase II-1 started in April and is due to be completed in May 2020. It includes shoreline improvements (a higher, wider path, new seating, 13 new trees and 1,000s of native plantings) and a new bluestone patio and terrace at the Powder Magazine
- Canoe/kayak launch and outlook officially opened in September
- 20 Plastic Adirondack chairs, native perennials in meadow and annuals at spray deck were added
- Miscellaneous bathhouse problems resolved promptly and resolved due to MPB vigilance
- Leased portable toilets for public use and monitored their maintenance



*The patio has been expanded and a stone and grassy terrace have been added to the front of the Powder Magazine.*

**Summer Programs and Events** Our programs brought folks outside to explore nature, engage the arts, and connect with each other.



*African drummer Jafar Manselle and friend delight campers.*

## Summer Programs and Events (cont.)

- 25 programs drew 1,400 participants. They included nature education, music, theater, yoga and outdoor play
- September Benefit Party at Riverside Boat Club
- Collaborated with Mass Audubon to bring to bring teen paddling program to the new launch; gave history lessons to teens
- Central Cambridge Youth Baseball, Cambridge Youth Soccer and Soccer Club of Cambridge all used park playing fields; 11,000 community members used the pool and over five dozen participated in swim lessons



*The pool drew almost 11,000 bathers in 2019.*



*For decades, the park has been a favorite picnicking spot, especially July 4<sup>th</sup> weekend.*

*“Magazine Beach Park is such an important part of our community. The size of the park and its proximity to the river make it an ideal location. It provides the chance to be outside in a wide-open space, which we so desperately need.”*

—John Maycock, neighbor and regular park user



*This past summer, we organized a Sunday evening series – a bit hit.*

## Stewardship

We managed cleanups and encouraged partners to help maintain the park.

- Alerted DCR and Cambridge about maintenance issues: trash, broken limbs, dead trees, overgrown grass, broken park equipment, and vandalism
- Managed Earth Day, Buckingham, Browne and Nichols, Boston College High and Biogen cleanups
- At our request, Cambridge Rindge and Latin School's Charles River Cleanup Project organized multiple cleanups



*Biogen volunteers helped remove tarps and cobblestones from the eastern swale. Alas, the phragmites are back.*

*“Our little ones look forward to going to Magazine Beach to hear stories and sing songs under the big old trees and to explore the natural world. They collect bugs, observe wildlife: birds, butterflies and squirrels, and discover the many different leaves and flowers. For many of them this is their introduction to nature and most profound connection with it.”*

—Linda Dahl, Director of the Morse Department of Human Services Program

## Nature and History Education

We shared the story of the park with school children, their teachers, teens and college students.

- Hosted our 5th summer series of Nature Detectives for preschoolers
- Organized 2 bird-watching programs led by neighbor Mari Badger
- Designed and presented age-specific histories of the park to youth, including Morse School students and teens from the Frisoli Youth Center and in the Green Sense Cambridge Youth Employment Program
- Collaborated with Cambridge Public Schools to develop a new 3rd grade Charles River curriculum that will be taught out of Magazine Beach; led teacher tour
- Assisted UMass Amherst landscape design students with park design projects



*Nature Detectives, led by local naturalists Amy Green and Loni Lenhardt, explored wildlife in the swales/park?.*

## Advocacy

Advocated for Magazine Beach improvements and its future with DCR, Cambridge, MassDOT, and other river and watershed organizations.



Teens, paddling with Mass Audubon and Waypoint Adventures, among others, made use of the new boat launch. Note I-90 just across the river.

- Responded to MassDOT's proposal to build a temporary (10-year) bridge in the river across from Magazine Beach during I-90 construction, with a letter requesting they instead add landfill that would become parkland after construction
- Responded to DCR's plan to redesign Memorial Drive (Memorial Drive Greenway Improvements-Phase III), with a letter encouraging a balanced approach, with designated bike lanes and healthy trees, but not a road diet leading into the Boston University rotary. Advocated for better pathway connectivity and more public transport
- Strengthened our relationships with other park and environmental organizations with the goal of jointly advocating for common interests

## Communication

Through social media, print media, posters and tours, we spread the word to diverse audiences about park improvements, programs and cleanups.

- Delivered bimonthly Magazine Beach Updates to a list of 1,500 and made 30 posts to magazinebeach.org, attracting over 20,000 views
- Promoted park programs on Nextdoor and listservs, including: Cambridgeport Neighborhood Association, Cambridgeport Parents and Cambridge Families
- Distributed 3,000 event lists and flyer throughout Cambridgeport
- Shared latest plans and park programs at Cambridge's annual RiverFest and led 2 tours of Phase II-1 for neighbors, City councilors and staff, and partner organizations
- Press: *Cambridge Chronicle* article: *City Appropriates \$600k for Magazine Beach Park* (3.7) and letter, *Magazine Beach is a Treasured Public Space* (8.15)



The park is a place for reunions and celebrations.



*A new tradition: the Morse School marathon, building fitness and community.*

Students from the Morse, Amigos and Cambridge Community Center are regular users of the park. The Morse preschool comes to the park up to three times a week, for Stories & Song, Nature Detectives, and arts programming. The K-5 children attend park-based art programs and swim at the pool several times a week.

*“The Magazine Beach Park has become an essential resource for the Morse community school and Camp Big Adventure. In addition to attending events there, the Morse community school uses this fun, safe, and inclusive environment for their outdoor time.”*

—Aaron Graham, Director, Morse Cambridge Community School and Summer Camp

*“The Park’s varied habit is home to a variety of trees, wildflowers, birds and insects. It is also an important way station for numerous species of migrating birds. It is a wonderful, large, and important greenspace in the city. The improvements to the Power Magazine and park environs have made a tremendous difference in our enjoyment of the neighborhood. Through the efforts of the Magazine Beach Partners, DCR and volunteer groups the park has been afforded the respect it deserves. Magazine Beach Park is cleaner, greener, and more welcoming to all.”*

—Andy Baer and Jane O’Donnell, neighbors and regular park users



*Up early, observing birds at the park.  
Over 100 species have been sighted there.*

# *What's Next?*

## **Phase II-2**

Landscape architects Crosby Schlessinger Smallridge are completing the design for the next phase of work. It focuses on the area between the Powder Magazine and the western edge of the pool. It will remove the sunken parking lot and replace it with a grassy beach, in this way better integrating the popular swimming destination with the park. It will also add a dock and outlook, increasing public engagement with the river.

Nine-foot diameter stormwater pipes and a stream run under the sunken parking lot, which once was marsh. Much fill will be added, sewer covers elevated, and shoreline invasive plants removed. Stone seating walls and native plants will be added beside the pool. A dock, much like ones at the Esplanade, and an outlook, much like the one on the eastern end of our park, will be built. Magazine Beach Partners is currently seeking funds for this work. The estimated cost is \$2.75m. Please consider making a gift.



*Current Site Conditions*



*In Phase II-2, the sunken parking lot will be replaced by a grassy beach, with a dock and outlook. Rendering by Tania Bronsoiler of CSS.*

## Planting Trees

On October 7, the City Council unanimously passed a policy order encouraging the City to purchase, plant and care for new trees at Magazine Beach. We have been losing trees regularly—10 in 2019, alone—but DCR doesn't have the capacity to plant new trees or care for them unless they're planted as part of larger, phased work that is contracted out. We are hopeful that in 2020, the City can plant and water trees. Thirteen new trees were planted this fall as part of Phase II-1. A good beginning.



What fun it is to climb a tree...



*River Birch, Silver Maple, Black Tupelo and Swamp White Oak were just planted along the new shoreline path.*

*"I would call myself a long time (40 years) heavy user of Magazine Beach Park. I walk my dog along the river, and I run there, too. Even though I belong to a gym with a pool, I love swimming outdoors in the summer. I love that there is art and music there in the summer and that anyone can use this beautiful area for free. Let's not forget the birds and the sunsets."*

—Carol Copeland, neighbor

## Permanent Interpretative Markers

With funding from the City and DCR, we're developing interpretive signage about 1) the history of the 1818 Powder Magazine, swimming at the park site, the creation of the park proper, and the Riverside Boat Club, and 2) the ecology of the park's wetlands swales and the health of the Charles River.

## A Tenant for the Powder Magazine

The patio and terrace around the Powder Magazine is almost complete. DCR will be seeking a community-oriented tenant to occupy the building next summer. Have ideas? Contact DCR's Jennifer Norwood ([jennifer.norwood@state.ma.us](mailto:jennifer.norwood@state.ma.us)) and MBP's Cathie Zusy ([czusy@magazinebeach.org](mailto:czusy@magazinebeach.org)).



*The 1818 Powder Magazine became a bathhouse for river swimmers at the turn of the 19th century. Now restored, what will be its best 21st century use?*

## Redesigning Memorial Drive and Its Pathways

DCR hopes to have shovel-ready plans for Memorial Drive from the BU Boat House (east of the BU rotary) to Eliot Bridge by next June. This will include designated bike and pedestrian paths along the parkway, tree plantings, and

clearer park entrances at Magazine Beach. The plan is to have this built by 2022, when I-90 construction is set to begin.

## There's More to Come

Much remains to be done at the park to ensure it is an accessible, inviting, and sustainable public resource. We want to help realize many concrete improvements, including, but not limited to:

- adding rain gardens, a natural play space, and more wildflowers.
- burying utilities and removing telephone poles that run from the pedestrian footbridge to the Powder Magazine.
- removing phragmites in the eastern swale.



dcrc  
CNA  
CISIS  
**MAGAZINE BEACH RESTORATION**  
PHASE 2 DESIGN DRAWING  
CAMBRIDGE, MA 10.13.2016

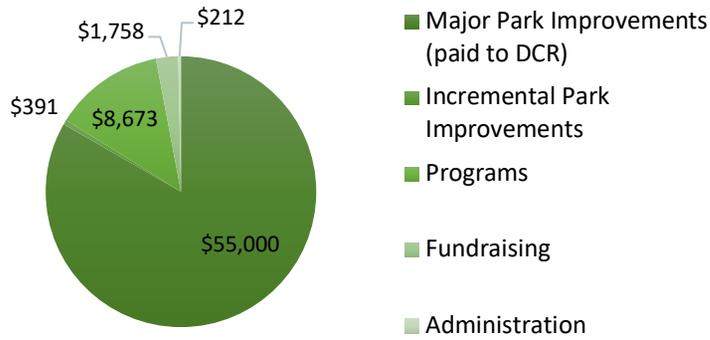
## Ways to Contribute

- Send checks made out to "Magazine Beach Partners" to MBP President, Cathie Zusy, 202 Hamilton St., Cambridge, MA 02139.
- Donate on Paypal at [magazinebeach.org](https://www.paypal.com/donate/?url=https://magazinebeach.org).
- Volunteer your time or talent! We're looking for help with photography, publicity, editing, assisting with our events, and more. Contact Cathie Zusy at [czusy@magazinebeach.org](mailto:czusy@magazinebeach.org) or 617.868.0489.

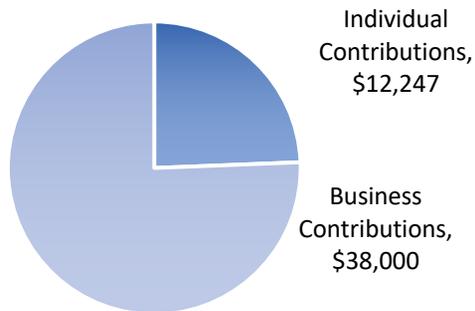
# MBP 2019 Financials

In 2019, finances were put in place for Phase II-1, to complete the design for Phase II-2, and for the creation of permanent interpretative markers.  
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## EXPENSES



## REVENUE & SUPPORT



## In-Kind Goods & Services Donated

Benefit donations: \$1,505  
 Summer program donations: \$6,960  
 Total: \$8,465

Board and professional hours: 2550 hours  
 Cleanup volunteer hours: 900 hours  
 Total: 3,450 hours @ \$25.43 per hour= \$87,734

Total: \$96,199



**1NEED CAPTION HERE**

## 2019 Park Projects

### Phase II-1 Construction

\$755,450	City of Cambridge Community Preservation Act (CPA) FY2019 \$155,450 + additional investment of \$600,000
\$755,450	Department of Conservation and Recreation (DCR) Partnership Matching Funds FY2019 \$155,450 + additional investment of \$600,000
\$55,000	Magazine Beach Partners (paid to DCR)
\$25,000	State Budget Earmark FY2019
Total: \$1,590,900	

### Phase II-2 Design

\$47,700	Cambridge CPA FY2020
\$50,000	State Budget Earmark FY 2020
Total: \$97,700	

### Interpretative Markers (development, design & production in 2020)

\$33,200	DCR Partnership Matching Funds FY2020
\$16,600	City of Cambridge CPA FY2017
Total: \$49,800	

## Contributors to Magazine Beach Park in 2019

### Principal Stakeholders

Massachusetts Department of Conservation & Recreation  
City of Cambridge

### Legislators

Senator Joseph Boncore  
Representative Jay Livingstone

### Business Sponsors

River Sustainers (\$5k and above):



Granite Champions (\$2.5k):



## Contributors to MBP in 2019 (cont.)

**Open Space Allies (\$1k-2k):** Charles River Conservancy & Crosby Schlessinger Smallridge

**MBP Friends (\$250-\$500):** Barrett Tree Service East, Inc., Cambridge Family YMCA, Good News Garage, Harpoon Brewery\*, Middle East Restaurant\*, S & H Construction, Target\* & Torrey Architecture

\* Goods/materials donated

### Summer Program Partners

Cambridge Arts  
Cambridge Central Square Library  
Cambridge Community Schools, Department of Human Services  
Cambridge Department of Public Works  
Make Music Boston  
Mass Audubon  
Young Audiences of Massachusetts

### Stewardship Partners

Charles River Conservancy  
Charles River Cleanup Project (CRLS)

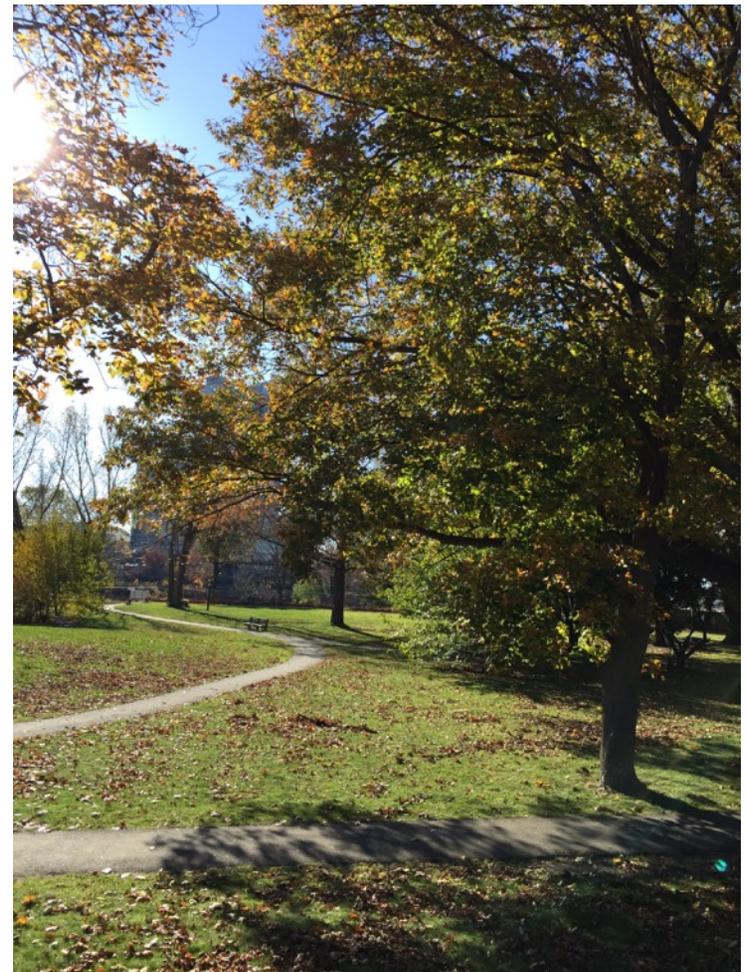
**Cleanup Participants:** Bank of America, Biogen, City on a Hill School (Dorchester), Cambridge Rindge and Latin's Charles River Cleanup Project, Ernst & Young, Hyatt Regency, Infinity Pharma, MIT, Novartis, Ocean Conservancy, Riverside Boat Club's Boston College High rowers, Social Finance, Sophos, BSA Troop & Crew 56 (Cambridge) & the community

### In-Kind Donors

Scarlet Batchelor, Yoga Teacher  
Dr. Laura Brightman, Physician on-site  
Conway Design  
Devin Ferreira, Producer & Musician  
Andrea Gaudette, Musician  
Dr. Bill Goldberg, Physician on-site  
Knucklebones

Mats Terwiesch, Riverside Boat Club  
Bimal Nepal, Photographer  
Caryn O'Connell, Development Consultant  
Laura Perovich, Researcher, Media Lab  
Erica Swanson, Medical Assistant on-site  
Trader Joe's  
Suzy Zusy, Graphic Designer

Thank you, all!



## Individual Donors

### \$5,000 and above

Anonymous 1  
Anonymous 2

### \$4,999 - \$1,000

Cambridge Plant & Garden Club  
Riverside Boat Club

### \$999 - \$251

Anonymous 3  
Charlotte Karney & Fred Yalouris

### \$250 - \$150

Charles & Sheila Donahue  
Richard & Penny Garver  
Decia Goodwin & Brian Conway  
Jason & Begonya Klumb  
Peter Kroon  
Shane Martin  
Charles Mertzbacher & Marcia Dworkind  
George Metzger  
Prellwitz/Chilinski Associates  
Gary Rothberger  
Heather Safforian  
Dagmar von Schwerin  
Karen Zukowski & David Diamond

### \$149-\$100

Anonymous 4  
Barrett Tree Service East  
Anne Braude & Andy Adler

Eitz Chayim Congregation  
William & Holly Donaldson  
Bill King  
Catherine Mannick  
Stephen Oakley & Christine Doherty  
Jay Shetterly & Blair Trippe  
David & Elizabeth Torrey  
Nancy & Fred Woods  
Chris and Ingrid Wright

### Up to \$99

Rob & JoAnne Ackman  
Rouwenna Altemose  
Boston Elite Swim Team, Inc.  
Rebecca Bowie  
Laura & Howard Brightman  
Dylan Callahan  
Charles Cherney  
Nathan & Margery Cobb  
Jo Cole  
Jeff Cummings  
Louis DePasquale  
Fred Fantini  
Ken Field  
Preston & Olivia Fiske  
Virginia & William Foote  
Bonnie Friedman  
Leslie Greis  
Sarah Griffith  
Debra L. Iles & Erik Sobel  
Jennifer Held  
Margaret Hume  
Heyward James & Parker Albright  
Laura Jasinski

Rob Johnson  
Laura Kathrein  
Peter Klinefelter & Suo Yi Lee  
Peggy Kutcher  
Philippe Luedi & Alice Gugelmann  
David Lund & Julie Craven  
Daphne McCartney-Williams  
Steve Miller & Sally Benbasset  
Kim Motylewski & Frank Gillett  
Judith Motzkin & Richard M. Mandel  
Adriane Musgrave  
Judy Nathans  
Patty Nolan  
Emily Norton  
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Carol O'Hare & Walter McDonald  
Lynn R. Osborn  
Elisa Pepe  
Alexandra Photopoulos  
Laurie Sheffield  
Jason Slavick & Tamar Schapiro  
Melissa Ann Smith  
Olivia Smith  
Martha Stearns  
Randy & Rosanne Stern  
Meredith Stoddard & Mike McNulty  
Corey Thompson  
Susan Turner  
Peter Valentine  
Joel Weissman & Wendy Landman  
Jack Wofford & Michael Lucido  
Cathie Zusy & Sam Kendall

# *MBP Financial Statement*

## **November 2018 - November 2019**

Prior Years Retained Revenue as of 1 January 2019 \$ 92,968

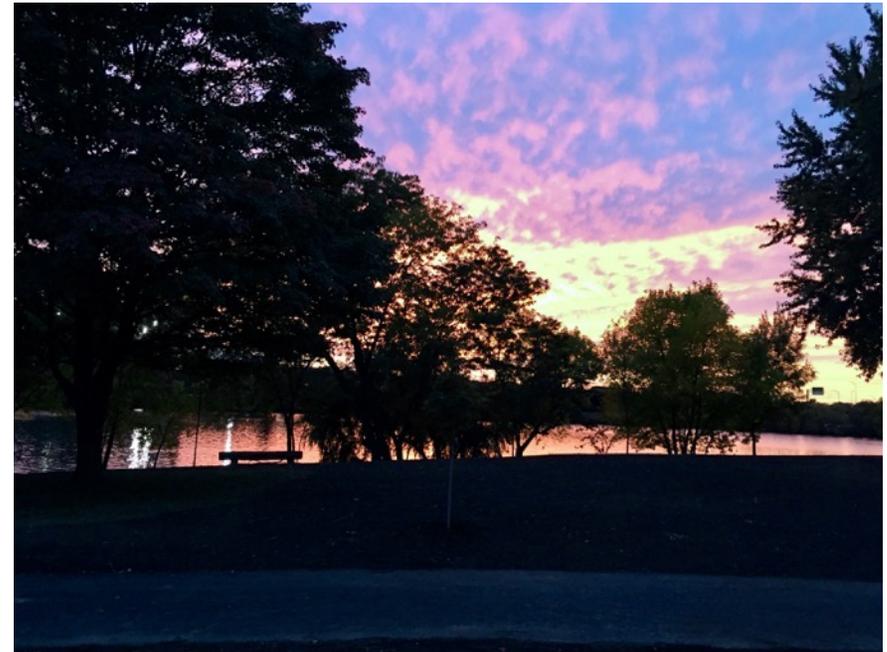
### **Expenditures**

Contribution to DCR for Phase II-1	55,000	
Summer Program Costs	8,673	
Benefit Costs	1,758	
Incremental Park Improvements	391	
Administrative Expenses	212	
<b>Total</b>		<b>(66,034)</b>

### **Income**

Corporations Summer Program Business Sponsors	15,000	
Fall Benefit Business Sponsors	23,000	
Individual Donations (not including Benefit)	7,418	
Fall Benefit Individual Sponsors	500	
Benefit Ticket Revenue	4,699	
<b>Total</b>		<b><u>50,617</u></b>

**Net Available for Future Park Investment:** \$ 77,551



*Twilight falls a Magazine Beach—a great place to view the sunset.*