

# 2019 Better Beaches Program Report

The Boston Harbor cleanup not only revitalized the marine environment, it also brought new life to the region's public beaches. Cleaner water created greater opportunities for the beaches to be vibrant public spaces for the more than 2 million people who live near beaches from Nahant to Nantasket. The Better Beaches Program was created to make the most of those opportunities by providing community-specific and culturally relevant programming.

Every beach, like every community, is unique. The Better Beaches Program puts funds in the hands of local beach lovers, supporting and empowering them to dream up, plan, and execute events for their beach. From movie nights to beach festivals, fitness classes to speaker series and more, the Better Beaches Program meets people where they are and supports their creativity and passion.

**This year, Save the Harbor's Better Beaches Program:**

- Awarded \$211,320 to 37 organizations
- Invested our one-millionth dollar in free Better Beaches events and programs
- Supported 233 events including 38 festivals, movie nights, concerts, and beach parties; and 25 fitness boot camps, sailing and kayaking sessions, speaker series, and summer-long programs
- Connected more than 1 million people to 23 beaches and waterfront parks



BeachAbility at Constitution Beach



Catch of the Day with Winthrop Parks and Recreation



Youth Beach Bash & Splash at Carson Beach

To learn more about Save the Harbor's Better Beaches Program, please visit our blog, "Sea, Sand & Sky" at [www.blog.savetheharbor.org](http://www.blog.savetheharbor.org) and our website [www.savetheharbor.org](http://www.savetheharbor.org).

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## Better Beaches Program 2019

This year's Better Beaches Program has certainly been one for the record books. Our staff helped lead programs on every Department of Conservation and Recreation (DCR) beach from Nahant to Nantasket. We've worked with incredible community members, activists, and advocates in each community, and seen so many smiling faces. Watching a beach come to life with games, food, art, and educational activities has been inspiring – and fun! The success of the Better Beaches Program reminds us how important the beaches are as cultural resources for all, gathering spots for communities, and places for recreation, exploration, and education.

Save the Harbor/Save the Bay has led and managed the Better Beaches Program Partnership with the DCR for more than a decade. In that time, this remarkable program spurred more than \$5 million in investment in free public activities on the region's beaches.

Since 2008, our community partners in Nahant, Lynn, Revere, Winthrop, East Boston, South Boston, Dorchester, Quincy, and Hull have leveraged \$1,097,988 in small grants received through the Better Beaches Program into \$3,617,741 in organizational support from Save the Harbor and cash and in-kind contributions from local government and small businesses. That resulted in a total investment of \$4,715,749 in 870 free events and programs for the nearly 2 million regional residents who live within a short ride or drive to the beach.

This year, we granted \$211,320 to 37 organizations, including 8 new grantees, and supported 8 Life's a Beach Festivals.

Funds for the Better Beaches Program come from both the Commonwealth of Massachusetts and our Harpoon Shamrock Splash. We are grateful to our partners in the Legislature, the Baker-Polito Administration, our foundation and corporate funding partners, and to everyone who makes the Harpoon Shamrock Splash a success. We are pleased to report that the Commonwealth has once again included funds to support the program in the budget for the 2020 season, and we look forward to seeing you all out at the Splash again in March!



Andres Amador Art on the Shore at Constitution Beach



# Thank you to our Better Beaches grant recipients

**Friends of Lynn and Nahant Beach**  
Red Rock Summer Concert Series

**Friends of Lynn Heritage State Park**  
World Music Festival

**Girls, Inc. of Lynn**  
Teens Against Trash:  
Marine Debris Campaign

**Revere Beach Partnership**  
Festival Series Including the  
International Sand Sculpting Festival

**Revere Beach Recreation Dept**  
Revere Recreation Summer Programs  
and Events

**Friends of Belle Isle Marsh**  
Belle Isle Harvest Festival, Short  
Beach Exploration, Monday Night  
Forums

**Winthrop Chamber of Commerce**  
Family Day at the Beach

**Friends of Winthrop Beach**  
Summer Event Series

**East Boston YMCA**  
Summer Programming

**The Harborkeepers**  
Marine and Maritime Festival (2nd)

**Neighborhood of Affordable Housing**  
Kayaks at Constitution Beach

**Piers Park Sailing Center**  
Kayaks to Go and Science of Sailing /  
Boston Harbor Island Beach  
Armada

**Curley Community Center Council**  
Annual L Street Night & Summer  
Fishing Program

**Mass Kiting**  
5th Annual International Kiteboarding  
Film Festival

**South Boston Leadership Initiative**  
Youth Fitness Program

**South Boston Neighborhood House**  
Family Fun Nights and OlliePalooza

**YES**  
Outdoor Adventure: Stand Up  
Paddleboard for Boston Youth

**The MOMS Club of South Boston**  
Southie Family Fun Day

**City Point Neighborhood Association**  
Concerts at the Bandstand; Pleasure  
Bay Art Class

**Catholic Charities, Laboure Youth**  
Tutoring Youth  
Meet at the Beach, Family Harbor  
Island Cruise

**Dorchester Boys and Girls Club and  
BCYF**  
Dorchester Kid's Festival at Malibu  
Savin Hill

**Port Norfolk Civic Association**  
Dorchester Tenean Beach Day

**Discover Quincy & Friends of  
Wollaston Beach**  
50 Days of FREEdom series

**Hull Nantasket Chamber of  
Commerce**  
15th Annual Endless Summer

**Friends of Paragon Carousel**  
Friday Morning Storytime; Youth  
Talent Showcase Nights

**Hull Lifesaving Museum**  
Harbor Illumination

**Hull-O Summer Trolley**  
Free trolley to the beach

**YMCA of Greater Boston**  
Water Safety and Swim Lessons

**Triangle, Inc.**  
BeachAbility 2019

**The Belle**  
Beach Community Fishing Cruises

**Ohana New England Dragon Boat**  
Dragon Boat lessons

**Mattapan Food and Fitness Coalition**  
9th Annual Mattapan on Wheels:  
Mattapan Takes on the Neponset Trail

**Elevate Youth**  
Sailing and Kayaking Trips

**Pirate storytellers**  
Norah Dooley and Tony Toledo

**Andres Amador**  
Art on the Shore

**Robyn Reed**  
Changing Course

**Circus Guild**  
Summer of Circus Series

**Michael Petrocelli**  
Photographer

**Youth Environmental Program Staff**  
Programming at Better Beaches Events

**Raising a Reader**  
Youth Beach Bash and Splashes



**Better Beaches Awards Breakfast 2019**



# Better Beaches Events

Better Beaches partners hosted 233 events in 2019, including 38 festivals, movie nights, concerts, and beach parties as well as 25 fitness boot camps, sailing and kayaking sessions, speaker series, and summer-long programs.



Boston Seafood Festival



Wollaston Kids Fest



Winthrop Family Fun Day



Life's A Beach Festival at Malibu Beach



Revere Beach International Sand Sculpting Festival



Youth Beach Bash & Splash at Carson Beach



Hull Harbor Illumination



BeachAbility at Constitution Beach



Red Rock Concert in Lynn



# 2019 Life's a Beach Festivals

Save the Harbor's Life's a Beach programming brings the Boston Circus Guild, Art on the Shore with Andres Amador and Robyn Reed, costumed storytellers and pirates Norah Dooley and Tony Toledo, and Save the Harbor's Youth Environmental Education activities to 8 events hosted by Better Beaches partners.





SAVE THE HARBOR

SAVE THE BAY

## Thank you to all our Better Beaches Program partners

Funds to support the Better Beaches Program come from Save the Harbor/Save the Bay's annual Harpoon Shamrock Splash, a polar plunge fundraiser held at the BCYF Curley Community Center in South Boston.

Save the Harbor began the Splash in 2011 to raise money for events on our region's public beaches from Nahant to Nantasket. Since then, more than 5,000 Splashers and supporters have raised more than \$350,000 to help community organizations run free beach events and programs across the region.

Save the Harbor/Save the Bay would like to thank the Baker-Polito Administration, the Massachusetts Legislature, the Metropolitan Beaches Commission, the Department of Conservation & Recreation, the Boston Centers for Youth and Families and all our Better Beaches Program funding partners and event sponsors for their support.

Harpoon Brewery

JetBlue

The Boston Foundation

Richard Saltonstall Charitable Foundation

P&G Gillette

National Grid

Comcast

Beacon Capital Partners

New England Picture

Mix 104.1

The YMCA of Greater Boston

The Daily Catch Seaport

Baja Taco Truck

Blue Sky Collaborative

The Harvey Traveler Collection

Keezer Sportswear

Unreal Candy

Stony Brook WholeHeartedFoods



The 2020 Harpoon Shamrock Splash will be held on Sunday, March 8, and you can register at [www.shamrocksplash.org](http://www.shamrocksplash.org)!



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