



The Revere Beach Partnership's

Five-Year Status Report (2001-2006)



What Is The Revere Beach Partnership?

In October of 2001, Mayor Thomas Ambrosino joined Save The Harbor/Save The Bay in hosting several weekend-long planning sessions with local residents, community leaders and business groups at the Garfield Magnet School to begin to chart a course for a renewed Revere Beach.

Upon completion of these strategy sessions, the community rallied around several innovative ideas, including the establishment of a new non-profit organization that could help bridge gaps that exist between the City of Revere, the state government and local organizations – to raise funds and to begin articulating a clear agenda for the revitalization of Revere Beach.

Since then, the Revere Beach Partnership has been hard at work with city and state officials, as well as various local organizations, to help carry out this important mission – and in just five years - the community is beginning to see the fruits of those collaborative efforts pay off! Thanks to these joint efforts, several major initiatives have been implemented this year which have pointed to a solid revitalization effort at Revere Beach



Revere Beach Sandcastle Festival

The Revere Beach Partnership has been the lead organizer of the New England Sand Sculpting Invitational (NESSI). This world-class event brought over 250,000 unique visitors to our beach last year.

This fun-filled, family oriented event draws both national and international media attention. The largest event of its kind in Massachusetts, the NESSI has grown in popularity in large part to wide media coverage ranging from NBC's Today Show to ABC's Good Morning America to the Travel Channel to the New York Times.

Each year, the RBP looks forward to tourists from all around New England and throughout the region to see the world's 10 best master sand sculptors compete for over \$10,000 in prize money!

The Revere Beach Farmer's Market

Revere's first Farmer's Market premiered at the Reinstein Bandstand on July 20, 2006. Working with Revere CARES and in collaboration with MGH Revere, Revere First, and WIC, this innovative program has been a big hit in the community!

Each Thursday, between Noon and 6 p.m., local residents and visitors came out to support our local farmers and bakers.

The market features local produce including vegetables, fruits and berries, flowers and potted plants, and organic produce, as well as fresh bread, calzones, and more!



Youth Sea Kayaking & Marine

Education Program

Working with our friends at Revere CARES, the Revere Beach Partnership helped establish this exciting program at Revere Parks & Recreation for Revere youth. This summer-long program offers children the opportunity to learn how to navigate watercraft, while learning important teambuilding skills with fellow youngsters.

The program has also created a renewed sense and stewardship for America's First Public Beach!





RBP & Special Olympics' Host “Passion Plunge”

This winter, the Revere Beach Partnership and Special Olympics teamed up together in February, for an exciting new event on Revere Beach – The “Passion Plunge.”

Hundreds of our warm-hearted “Passion Plungers” braved the cold Atlantic waters to support Special Olympics of Massachusetts.

A fun post-Plunge celebration and awards ceremony took place afterwards, where everyone celebrated the more than \$150,000 raised for a great cause!

Can't wait to see you out in the cold next year...

Other Major Partnership Initiatives...



- ***We Host Annual Beach Cleanups***



- ***We Serve as Strong Advocates for a Clean, Safe Beach!***



- ***We Organize Weekly Concert Series for people of all ages!***



- ***We Provide Grants to Local Groups Seeking to Improve the Beach***



- ***We negotiate with the Suffolk County Sheriff's Office to provide discounted Beach Cleanups!***



- ***We Help Teach the Rich History of America's First Public Beach to Our Local Youth!***

For More Information

VISIT US AT...

www.reverebeachpartnership.com