

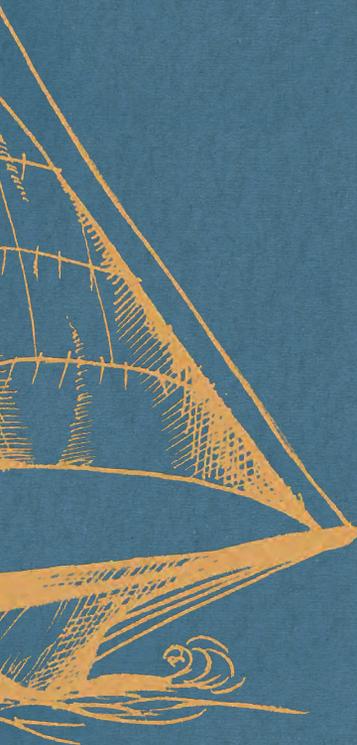


CWDI

**CAMBRIDGE WATERFRONT
DEVELOPMENT, INC.™**

2022 ANNUAL REPORT





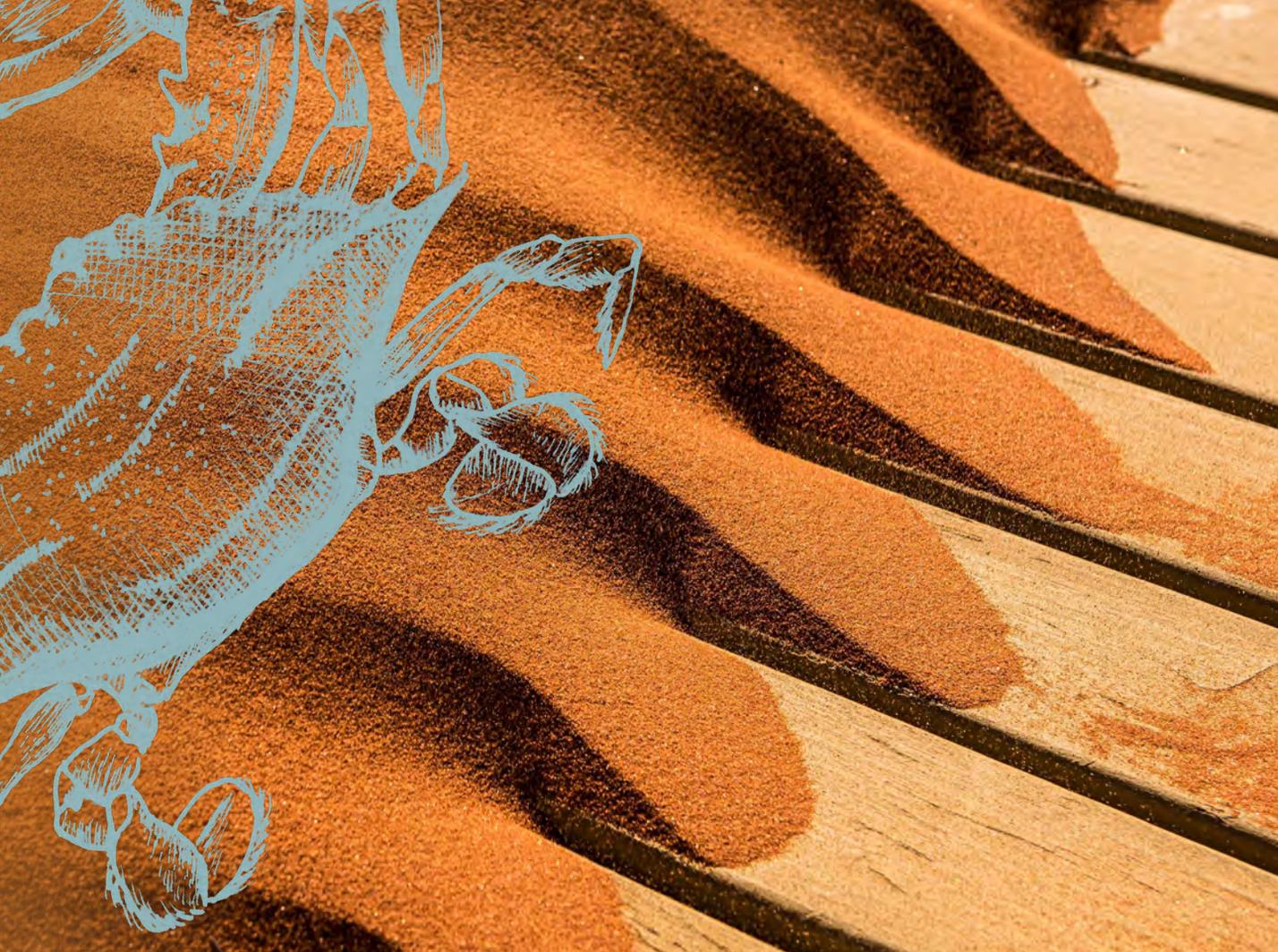
“2022 was a highly productive year for Cambridge Waterfront Development, Inc. (CWDI) and the Cambridge Harbor Development. CWDI acquired assets, stabilized and secured its financial position, accelerated its mission, expanded its messaging, and improved its organization and operations. At the close of this successful year, we present to our community of partners this brief look back at 2022, and a peek at what to expect in 2023.”

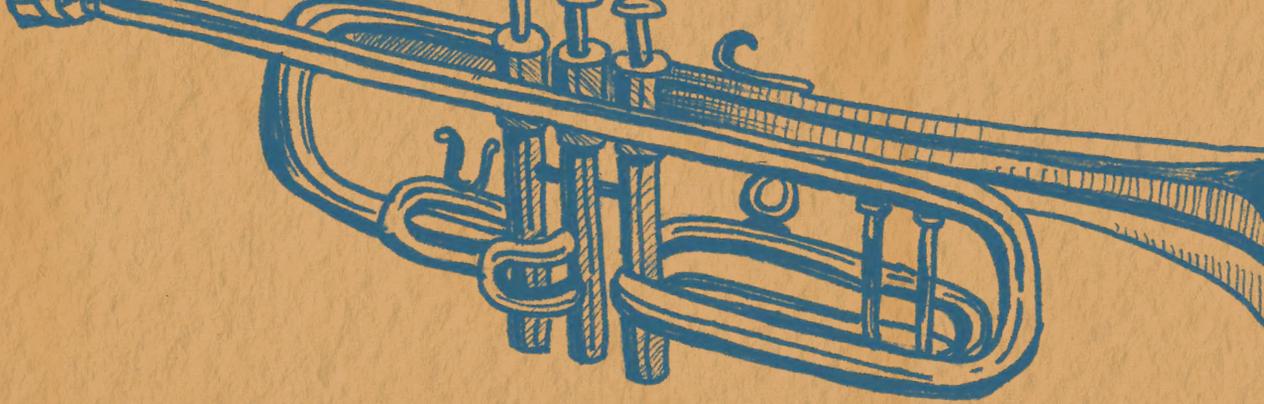
— *Matt Leonard, Executive Director*

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CWDI's Mission

To develop Cambridge Harbor in partnership with the community, to the benefit of the community, and to sustainably operate and maintain Cambridge Harbor as an inviting, accessible, active, and enjoyable place to live, work, play and visit.

We hold this mission sacred and work diligently on your behalf to achieve it.



*An inviting, accessible,
active, and enjoyable place to
live, work, play and visit.*





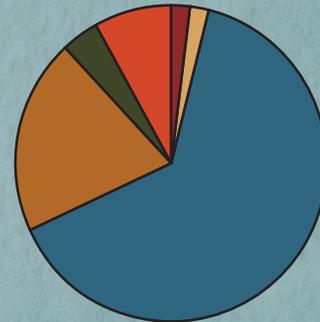
Funding

CWDI's funding comes from you, locally, and at the State and Federal levels. CWDI obtained funding that leveraged local investments 28:1, securing its ability to work on your behalf and advance your Cambridge Harbor vision.

New Sources of funds include:

- \$2.4M US Economic Development Agency
- \$1.5M US American Rescue Plan Act
- \$7.7M Maryland Direct Allocations & Grants

TYPE OF FUND	\$TOTAL FUNDS	% OF TOTAL
STATE DIRECT	\$7,849,000	65%
FEDERAL DIRECT	\$2,400,000	20%
ARPA THRU STATE	\$1,000,000	8%
ARPA THRU CITY	\$500,000	4%
CITY DIRECT	\$204,000	2%
COUNTY DIRECT	\$205,000	2%
TOTAL	\$12,158,000	100%





Messaging

CWDI ramped up its messaging in 2022, establishing a new committee for just that purpose.

- Branding Session with 300 citizen participants
- Full brand development for CWDI and Cambridge Harbor
- 10 press releases forwarded to over 4,000
- 15 face-to-face information sessions
- 6 Television Interviews and 3 Radio interviews
- 560 Respondents to an on-line Survey
- Began Website & Social Media Development

Brand Tagline



LURED BY THE

Water

KEPT BY OUR

Heritage

Logos

CWDI

CAMBRIDGE WATERFRONT
DEVELOPMENT, INC.™

CH

CAMBRIDGE
HARBOR™



CWDI

CWDI revitalized its internal organization and external relationships with public partners.

- Completed an internal organizational review
- Hired a new Executive Director
- Diversified the board with new members of various backgrounds and skills
- Revitalized committee structure and activity
- Developed five-year strategic plan



MATT LEONARD
EXECUTIVE DIRECTOR

BOARD MEMBERS



RICHARD ZEIDMAN
PRESIDENT



DION BANKS



FRANK NARR



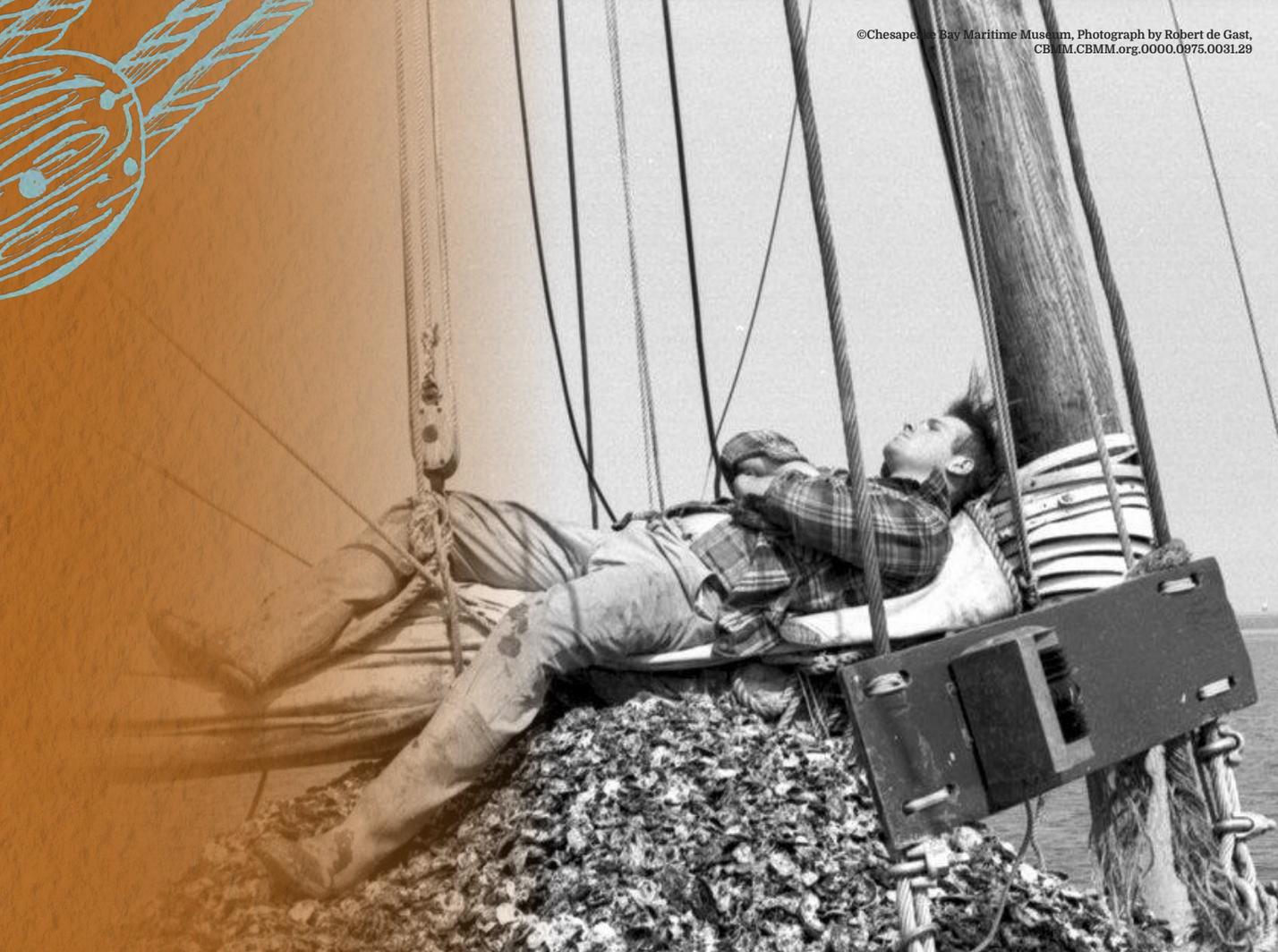
SHAY LEWIS-SISCO



JEFF POWELL



MICHAEL J. FRENZ



Cambridge Harbor

CWDI significantly advanced site development and planning.

- Acquired 35 acres in the Development Zone
- Cleared the Development Zone
- Issued a Master Site Framework
- Issued Concept Place Renderings
- Obtained Funds for Infrastructure Design
- Obtained Funds for Promenade Construction
- Issued 2 RFP, Received 28 Responses





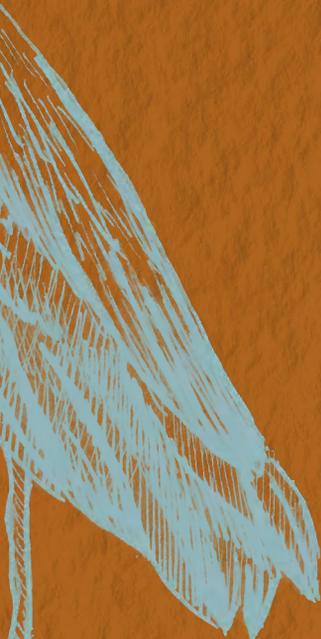




What's next

CWDI will build on its success and momentum in 2023:

- **Establish a downtown office**
- **Complete amenity and infrastructure plans**
- **Break ground on the promenade**
- **Launch an interactive website**
- **Increase mission-critical partnerships**
- **Advance financial self-sustainability**



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