MASONVILLE COVE PARTNERSHIP



MASONVILLE COVE

Five Years of Partnership Impact

2021-2025





Over the past five years, the Masonville Cove Partnership has advanced from a strong collaborative model into a mature, community-rooted urban conservation partnership. Guided by the 2021–2025 Strategic Plan, partners worked collectively to expand access to nature, strengthen environmental education and stewardship, build operational capacity, and deepen relationships with the communities surrounding Masonville Cove.

This report card marks the conclusion of that five-year plan. It reflects not only what was accomplished, but how the Partnership evolved — from piloting programs to building systems, from individual initiatives to shared leadership, and from short-term wins to long-term infrastructure. The outcomes of this plan directly shaped the priorities and direction of the Partnership's next chapter, as articulated in the 2026–2030 Strategic Plan.





25,000
Total Masonville Cove Visitors



41,500
Total People Engaged

1,300
Total Programs Delivered

70+
acres restored and preserved



7
Eaglets Successfully Fledged



3,119
Birds Banded across **90** Species



592
Species Identified in the Bioblitz

Five-Year At-a-Glance (2021–2025)

Across five years of coordinated effort, the Masonville Cove Partnership delivered measurable impact on campus, in the community, and at regional levels.

Cumulative Highlights:

- **25,000** people visited Masonville Cove
- **41,500** people were engaged through on-site and community-based programs
- **Thousands** of students reached through environmental education and stewardship experiences
- **Increased engagement** of neighbors from adjacent South Baltimore communities
- **1,300** programs and outreach events delivered across five years
- Approximately **$2.5 million raised** to support environmental stewardship, education, and site improvements
- **70+ acres** restored and preserved for public access, habitat, and conservation
- **7** Bald Eaglets fledged
- **Designated** a Chesapeake Gateways Network site and national Urban Wildlife Refuge Partnership leader

Strategic Plan Progress:

- **54 total tactics identified in the 2021–2025 Strategic Plan**
- **The majority of tactics completed or substantially advanced**
- **Remaining tactics intentionally transitioned into the next strategic plan to support long-term impact and sustainability**

Strategic Plan Performance (2021–2025)

The 2021–2025 Strategic Plan was organized around five interconnected goals. Together, they provided a framework for coordinated action, accountability, and shared learning across the Partnership.



95% COMPLETE

GOAL 1:
CREATE MEANINGFUL CONNECTIONS

Expand access, education, and community engagement

Over five years, partners significantly expanded access to Masonville Cove through free and low-cost programming, extended outreach into adjacent neighborhoods, and maintained a consistent presence at schools, libraries, recreation centers, and community events. Bilingual programming, transportation support, and trusted partnerships reduced barriers to participation and increased engagement from priority zip codes.

This work laid the foundation for a shift from transactional engagement to relationship-based programming, directly informing the next plan's emphasis on community connection and belonging.



100% COMPLETE

GOAL 2:
FOSTER STEWARDSHIP AND RESPECT FOR NATURE

Protect habitat and cultivate community stewardship

The Partnership advanced implementation of the Wildlife Management Plan while actively involving community members in stewardship, monitoring, and conservation activities. Bird banding, bioblitzes, mammal surveys, habitat restoration, and eagle monitoring fostered a shared sense of care for the site and strengthened Masonville Cove's role as a living laboratory for urban conservation.

This work reinforced Masonville Cove's leadership within the Urban Wildlife Refuge Network and positioned the site as a model for inclusive stewardship in industrial waterfront contexts.



45% COMPLETE

GOAL 3:
GROW GREENER SCHOOLS

Support sustainability and professional development in education

Through sustained engagement with schools and educators, the Partnership expanded hands-on environmental education, field trip opportunities, and professional development opportunities. Support for Maryland Green School certification, classroom programming, and outdoor learning strengthened school-community connections and increased access to place-based environmental learning.

These efforts directly shaped the next plan's focus on youth pathways, workforce development, and deeper, relationship-based school partnerships.



GOAL 4:
BE A GOOD NEIGHBOR AND GROW GREENER NEIGHBORHOODS

The Partnership deepened its role as a community asset by co-creating programs with local organizations, developing a Friends of Masonville Cove group, supporting neighborhood-based stewardship projects, and elevating community voices in program design. Engagement increasingly reflected local culture, priorities, and leadership.

This evolution set the stage for the next strategic plan's emphasis on co-creation, cultural relevance, and shared ownership, including through Friends of Masonville Cove and community partners.

95% COMPLETE



GOAL 5:
OPERATE EFFICIENTLY AS A WELL-RUN, FISCALLY RESPONSIBLE PARTNERSHIP

Strengthen governance, funding, and operational capacity

Over five years, the Partnership strengthened internal coordination, diversified funding, and improved transparency. The adoption of a Partnership Charter clarified roles and decision-making, while sustained fundraising growth and the introduction of program-based revenue enhanced financial resilience.

These investments enabled the Partnership to move beyond reliance on individual champions toward shared systems that support long-term sustainability.

90% COMPLETE



Big Wins and Legacy Outcomes

Several outcomes of the 2021–2025 Strategic Plan stand out as enduring contributions to the Partnership's long-term success:

Partnership Charter

The development and adoption of a Partnership Charter formalized shared governance, clarified roles, and strengthened coordination across organizations, supporting transparency, accountability, and continuity.

Greenhouse Opening

The opening of the on-site greenhouse expanded Masonville Cove's capacity for hands-on education, habitat restoration, and native plant propagation, reinforcing the site's role as a hub for urban stewardship.

Chesapeake Gateways Designation

Designation as a Chesapeake Gateways Network site elevated Masonville Cove's regional visibility and strengthened connections to broader conservation and heritage networks.

Urban Wildlife Refuge Leadership

Through sustained innovation and collaboration, Masonville Cove emerged as a national model within the Urban Wildlife Refuge Partnership, demonstrating how community-rooted conservation can thrive in industrial landscapes.

Friends of Masonville Cove

During this strategic plan, significant groundwork was laid for the Friends of Masonville Cove. Funding was secured, a coordination position was posted, and organizational infrastructure was developed to support future incorporation and expanded community leadership.



Critical Focus Areas for 2026 and Beyond

Early Pillars of the 2026–2030 Strategic Plan

The outcomes of the 2021–2025 Strategic Plan directly informed the priorities of the next five years. Key focus areas include:

Community Connection and Belonging

Building on expanded access and engagement, the Partnership will deepen relationships with adjacent communities through consistent presence, culturally relevant programming, and shared leadership.

Youth Pathways and Environmental Learning

Lessons from education and stewardship programs shaped a renewed focus on paid learning opportunities, workforce pathways, and youth-led program design.

Collaborative Leadership and Partnership Infrastructure

Investments in governance and coordination will continue, with an emphasis on strengthening Friends of Masonville Cove and shared decision-making across partners.

Regional Innovation and Scalable Impact

Masonville Cove will continue to pilot, refine, and share approaches to urban conservation and engagement that can be adapted across the region and beyond.



Masonville Cove Partnership Strategic Plan

5-Year Strategic Goal Performance (2021–2025)

Cumulative Impact (5 Years)

25,000
Total Masonville Cove Visitors

1,300
Total Programs Delivered

3,119
Birds Banded across **90** Species

50
Friends of Masonville Cove Members / Participants

41,500
Total People Engaged

7
Eaglets Successfully Fledged

592
Species Identified in the Bioblitz

Cumulative Strategic Plan Completion

GOAL 1
Create Meaningful Connections

- Expanded on-site and in-community programming
- Improved visitor experience and wayfinding
- Increased participation from target zip codes

95% COMPLETE

GOAL 2
Foster Stewardship & Respect for Nature

- Bird banding and wildlife monitoring programs
- Annual BioBlitz and Urban Wildlife events
- Protection of critical habitat and nesting bald eagles

100% COMPLETE

GOAL 3
Grow Greener Schools

- Support for Maryland Green School efforts
- Classroom and field-based environmental education
- Professional development for teachers

45% COMPLETE

GOAL 4
Be a Good Neighbor & Grow Greener Neighborhoods

- Co-created programs with community partners
- Community stewardship and beautification projects
- Foundations laid for Friends of Masonville Cove

95% COMPLETE

GOAL 5
Efficient & Sustainable Operations

- Adoption of a Partnership Charter
- Sustained fundraising growth
- Introduction of program-based revenue
- Friends board identified and 501c3 paperwork submitted

90% COMPLETE

Big Wins & Legacy Impacts (5-Year Highlights)

WHAT HAPPENED IN 2025

- **$500,000** raised from 13 funders, including program-based revenue
- **346** programs delivered
- **6,700** general visitors to Masonville Cove
- **11,000** people engaged

WHAT CLOSED OUT THE PLAN

- Governance, funding, and coordination systems strengthened
- Strategic groundwork completed for the next phase of partnership growth

WHAT CARRIES FORWARD INTO THE NEXT PLAN

- Friends of Masonville Cove establishment and development
- Youth pathways and workforce development expansion
- Community-rooted engagement and shared leadership models