

# Floating The Apple, Inc.



Floating the Apple

©

By ladder, davit and gig “providing safe public waterfront access to introduce the public, especially young people, to the joys of team rowing on our urban & natural waterways, reconnecting them with New York Harbor Estuary, its heritage, its wonder and commerce,” as well as, fostering community interest in boathouses, boat building, team building, environmental stewardship and hospitality among boating communities, thus creating more diverse opportunities for resource sharing, collaboration, education, and public access events. **Please visit Floating the Apple’s flagship Boathouse on the Hudson River, Hudson River Park Trust Pier 84 at 12th Avenue & West 44 St.**

Final Report ending December 31, 2010

The initial contacts with the Schools that attend our event were made in September to get the event on their calendar and funding. **Sept invitees attendance was 100 % at the Saturday, Dec 4<sup>th</sup> Race.** Decisions about final number of crews, youths and adults attending were made the week before the event beginning Monday as soon as the forecast was known which was sunny for Sat Dec 4<sup>th</sup>. The day was perfect for a well run and well attended race. This year some invitees brought extra crews with youths from other organizations. Their outreach participants had been courted and trained in advance (Summer+Oct/Nov), for example, by Newburgh, NY; Youth Business Center & [www.fswinc.org](http://www.fswinc.org) in Bridgeport, CT.; and Hull Life Saving Museum in MA, which included teen youth with substance abuse issues from Cushing House, S Boston, which we are very pleased about: **Two letters from Bridgeport are attached.**

Floating the Apple loaned a gig to Crew Coach William Blackman Jr. at Bayshore High School in Feb 2009. He brought four crews of his senior athletes to the 16<sup>th</sup> American Star race for the first time. He has taken care of the rowboat by having it repainted and a custom trailer made. His crews’ first race, with it, was spring 2010 at Coach Ed Kennedy’s Newburgh Rowing Club N.Y. Regatta. The gig was used last summer to row around Long Island to raise money for the Wounded Warrior non-profit organization. [This expression of kindness and good will is wonderfully encouraging to us as we strive to provide free use of our gigs for team rowing and water access to 100’s of people and families.]. Coach Wm Blackman is recommending a gig to be loaned to a new group of youths in Riverhead, L.I. which will be further discussed this spring.

16<sup>th</sup> American Star Participants total of **26 Crews** in attendance included: **Hull Life Saving Museum, MA (3 Crews)**; Bayshore H.S. (4 Crews); **FTA/Brooklyn Tech H.S Rowing Club (2 Crews & hosts)**; Newburgh Rowing Club-Orange Cty, NY(4 Crews); **Sound School-New Haven, CT(4 Crews)**; Bridgeport Youth Services-FSW, CT (1 Crew); **Village Community Boathouse/Stuyvesant HS (3 Crews)**; NY Harbor High School (3 Crews); **BBBB Cold Spring, NY(1 Crew)**; Phase II/NYC (1 Crew). High School for Environmental Studies, for the first time, was represented at our race by 4 student interns of eight assigned to work at the Floating the Apple Boathouse this school year. Some of their parents attended the race and two volunteered to work. **Twenty-one coaches were present with over 130 youths/students.**

All races that were planned took place and ended about 4PM followed by a well attended ceremony with first, second and third place medals awarded to all crew members of three

categories of races: Boys, Girls, and Mixed/Co-Ed. Race results were explained and accepted by all. The event was run in a safe and orderly manner without any incidents and racing was challenging for the youths. All crews were able to race twice in the heats before the final races. Our professional **photographer** captured many wonderful action photos and several adult volunteers sent photos they had taken which are a great addition to our record of the day's activities. The quantity of **food** purchased took care of all our invited participants/groups and was fully consumed. We had a great group of adult volunteers for all the tasks of running a safe and exciting day of races and serving the food. Of note, Newburgh Rowing Club brought 10 adult volunteers to serve the food and assist with start and finish recording tasks per race, as well as attend to their four crews. FTA had 10 adult volunteers present and 14 high school student volunteers. Brendan Malone of the NY Harbor School and with FTA since 1996 was in charge of one of the safety vessels, the race score board, and matching crews with gigs per race. He and other Coaches as well as our Interns helped run dock duties all day. Brendan and his assistant coaches stayed on to help me and our Interns store the gigs as they were before the race began. Floating the Apple's wonderful group of students from the Brooklyn Tech. High School Rowing Club stayed on for two hours after the race ended at five o'clock to attend to every detail required accounting for all equipment and storing it in its proper place.

Banners were posted to advertise the race in strategic parts of the Park and on the Boathouse. Emails to community residents were sent by all the Block Associations in the ten block neighborhood from West 42 Street to W 56 Street and from 42<sup>nd</sup> to W 34 Street as planned to reach 3000 households. A lot of people strolled into the park to watch the activities for a while over the course of the day. The heated boathouse was always full of people coming and going. All event materials, such as invitations and banners, recognized the NY-NJ HEP and the NEIWPC as sponsors: **a copy of the emailed invitation is attached as well as banner design**. Numerous groups and individuals with associations with Floating the Apple over the years received an invitation, including the Boys Scouts of America Greater NY Councils (**email attached**). Everyone was asked to post the invitation by means available to them. The Hudson River Park Trust placed the event on their website Events calendar.

Purchases in all categories were made in this quarter. Invoices will be submitted in January.

We are preparing an article for the next Ash Breeze due to be delivered in late February. Their last publication was issued Dec 1<sup>st</sup>, 2010.

Gratefully submitted by,

Adina Taylor, President, Floating the Apple, Inc.

**Below, Two letters of support from FSW, a family services agency in Bridgeport, CT**



**changing lives,  
shaping brighter futures**

*formerly Family Services Woodfield*

475 Clinton Avenue  
Bridgeport, CT 06605  
203.368.4291  
Fax: 203.368.1239  
TTY: 203.368.5653  
www.fswinc.org

January 6, 2011

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William J. Hass, Ph.D  
*President and CEO*

Dear Ms. Taylor and Floating the Apple:

The youth from our boating program in Bridgeport, Connecticut were fortunate enough to be able to attend the “American Star” race at your facility in December of 2010. I wanted to congratulate you on hosting such an important event for not only our youth but the youth who traveled from Pennsylvania, Massachusetts and New York to compete as well. It was great to witness the teamwork and excitement that was shared that day among our 4 young men who participated. There were multiple experiences that our youth had that day at the competition that they all too often do not experience in their everyday life. For example, there was a sense of camaraderie and anticipation and even the excitement of a day on the Hudson River really stick with our youth. As we were leaving the pier that afternoon, one of our youth said “I had fun!” and his teammates concurred. We were very proud to have our youth be a part of this event and we all look forward to next year’s competition!

Sincerely,

Erica Lopez, MSW  
Logistics Coordinator  
Youth Services Unit  
FSW, Inc.  
475 Clinton Avenue  
Bridgeport, CT 06605



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Diana Washington  
Adam Wood

**Dec 9/10**

Dear Ms. Taylor

I just wanted to send you a note, to thank you so much for what Floating the Apple has done for us here in Bridgeport. Your American Star Regatta was a great success again this year. We train for this event starting in the summer, and it means a lot to our kids to go to the big city that many of them have never visited. It is a high light of their year. I think this is the seventh year we have joined you for the event. It is always nice to catch up with the other coaches on the Eastern seaboard, and up the Hudson.

Floating the Apple has set the stage for many rowing programs up the coast. Without you we would not be on the water. I have students from eight years ago that remember rowing as the high light of their time here.

Thank you, and keep up the good work!

Ted Littlejohn

Operations Manager

Youth Business Center

Bridgeport CT

- The Public community invitation is below. Vinyl Banners with same invitation were printed and displayed throughout the Park: also Banners with TODAY as date.



FLOATINGTHEAPPLE.ORG

“Team Row to Protect Public Water Access and Urban Waterways”

## 16<sup>th</sup> Staging of “American Star” Rowing Race

In Hudson River Park Estuarine Sanctuary/New York Harbor  
Floating the Apple *Boat House* On Pier 84 north-side, W. 44<sup>th</sup> Street

*Saturday, 4 December, 2010, 11am to 4pm*

The Public is welcome to Cheer-on 22 youth crews  
from NYC, Long Island, upstate NY and CT

Sponsored by Floating The Apple, Inc., the New York-New Jersey Harbor Estuary Program and the New England Interstate Water Pollution Control Commission (NEIWPC). <http://www.harborestuary.org>  
In cooperation w/ Hudson River Park Trust & West 44<sup>th</sup> Street Better Block Assoc.

This event commemorates a December 1824 two-gig contest which drew 50,000 spectators 186 years ago. Five New York Harbor Whitehall boatmen rowed their own Brooklyn-built gig, the “**American Star**,” to victory, a distance of four miles in 22 minutes, handily winning over British seaman who had previously won a Thames race in their rakish rowboat, “Dart.” The British Captain offered a \$1000 prize on condition of a first fair day race to be held against anyone. The highly esteemed **American Star** gig upheld the honor of the “Whitehallers and their City” in the international match race, one of the most colorful in the annals of early American aquatic sport. NYC Whitehall Steet rowboats were in their prime in 1824 when speed was essential to transport people and goods. They illustrated American ingenuity and mechanics. Today over thirty Floating the Apple Whitehall gigs have been built by NYC’s finest - its youth and three will be provided for this day’s event.  
**Rain Date December 5<sup>th</sup>**.

Support our 2011 Race: mailing address Floating the Apple, Ste C10,  
1225 Park Ave, NYC 10128 email us at: [floatingtheapple@gmail.com](mailto:floatingtheapple@gmail.com)

AmarStar-Dec4-2010 FTA

A professional photographer donated his time. His photographs and those of other friends and participants provide us with a rich documentary of the day’s activities. A power point photo album with a review of the content of the photos has been prepared and a printed copy will be mailed. The Ash Breeze will accept up to 9 or 10 photos for an article if in the center fold. We have a good selection.



**This is a photo of only those teens, coaches, volunteers, family and visitors/spectators who stayed on for the final awards ceremony with presentation of medals. And this is just half the room. It was such a great day because so many of these wonderful people are so dedicated to the sport of public-water access and team rowing for youth, especially teens who would not otherwise have the opportunity to row as well as compete. It is a dream come true to have gatherings with the many participants in these photographs who have dedicated their lives to making solid progress in improving access to the water for beauty and recreation and well being. And of course to promote clean water in the Hudson River. They particularly appreciate well organized and friendly race events/regattas. This state of the art boathouse is a wonder and built for the purpose of providing a safe gateway in New York City to the mighty Hudson River to experience on-water recreation in a human powered boat of inspiring beauty that was a part of our bustling harbor history.**

**We continue to improve the quality of the experience at our race with the increase in the number of adult volunteers who work hard to make it so. We had a great group of teen volunteers this past summer who worked hard to improve their skills as rowers and as an organized team taking note of how to be efficient, diligent, resourceful and successful at taking the public rowing in a safe environment. You will see many of our special interns in the photographs at the dock ready to pull in the gigs and extend a hand to steady the rowers as they move out of the gig and on to the floating dock.**

Brendan Malone who is in the photo below takes a critical role each year of making sure that the races are fair. He posts the race times and selects the gig that each participant will use at the moment of having to be told. The equipment is carefully checked and rechecked by me and others who are trained. The dock is handled by a select group of well trained volunteers and timers are the best and trusted. We have to be on top of these issues as well as the well-fare of all attending. It costs money obviously to be able to run a public boat house with free public programs. We are most grateful for the grant you have provided for us and we will be submitting the reimbursable invoices and receipts soon. As you can perhaps see by the activity reported that we are very dependent on adult and youth volunteers to run our business and always have. We do not need a great budget on an annual basis because we do not have employees and have used very few consultants over the years. We need to raise about \$10 to \$15,000 per year. Therefore your grant amount is very well appreciated as it paid for many necessary supplies to run a race and publicize it. We need most of the annual income required to pay for food and transportation: for travel in the summer months for interns and volunteers who do not have the income for additional travel expense and for food away from home. We have expensive insurance requirements but not too difficult because we all work hard to always work in a safe environment and the track record for us is in line with the USRowing Association track record of minimal to zero complaints. We have to be able to pay for usual administrative overhead expense categories, such as supplies (ink, toner, paper, pens and the like. We were able to buy new life jackets for our interns and for larger sized individuals. We were able to purchase signage which was never permitted by the Hudson River Park Trust before this year. We would like to have a flag pole, possibly, but definitely other signage that has been approved in concept that will permit information displays at critical locations to direct people to the boathouse and also to identify that it is a boat house and the hours of operation. Gigs in the water with flags flying are a great inspiration and beacon. In good weather we have crowds of people visiting and rowing.

