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COMMUNITY OUTREACH

OUR MOST EXCITING NEWS OF 2017 WAS THE OPENING OF OUR NEW BOATHOUSE

WE'VE OUTFITTED OUR SPACE WITH A TEMPORARY RESTROOM, LIGHTING, TABLES AND CHAIRS TO HOST EVENTS THAT PROMOTE A CLEAN CANAL

265 2ND STREET, GROUND FLOOR

Following a rezoning, The Gowanus Dredgers were welcomed back to our home port after the development of the residential use at 2nd St. in recognition of our public programs, where we accomplished the following in our first summer season.

Over 2,000 individuals, including more than 200 youth, participated in our Gowanus programs. As people experience and enjoy our waterway they become advocates for its revitalization.

We’ve **doubled** the size in advocates! Volunteer participation significantly grew and new membership categories were added to increase involvement and program development.

We’ve gone from 5 paid members to 55 and had a **400% increase** in program expenses and activities.
PROGRAMS

What We Offer to Our Community

Self-Guided Tours

Shoreline Clean-Ups

Water Quality Testing

Sunset Voyages

Art Walks

Promoting Arts
2017 Results
Gowanus Dredgers Canoe Club
Reviving the Gowanus Canal through Recreation, Education and Advocacy for over 19 years

**Facility Improvement**
Outfitted our new boathouse with locks, temporary restroom and lighting, tables and chairs to host events promoting a clean canal.

**Keep Gowanus Quirky**
Worked with City Planning, local businesses and other partners to ensure our waterfront remains accessible, enjoyable and interesting for everyone, regardless of income.

**DOUBLE THE SIZE**
 Volunteer participation significantly grew & new membership categories were added to increase involvement & program development.

**WEEKLY**
Water quality testing showed an 8% improvement from 2016-17 seasons

2016

![Water quality bottles colour-coded: yellow, orange, red]

2017

**EDUCATED**
Led more than 20 guided voyages for enthusiasts, young and old to discover the need for restoring and protecting our Gowanus waterfront.

**Gowanuscanal.org**
Completed a website redesign; added a resource library, increase compatibility and expand programming to reach a more diverse audience

**UPDATED**

**NEW PROGRAMS**
Poetry reading and dancing on canoes, art shows in our boathouse and vocal commentary on potential land use changes for Gowanus

**ADDED**
Free Canoeing Saturday afternoon and Wednesday evenings. More self-guided Canal discovery voyages to connect New Yorkers and visitors with issues that affect our shoreline.

**Monthly Meetings**
Date, Time & Venue Posted on our website
We've reactivated Facebook and Twitter accounts and started Instagram outreach.

Other Waterfronts with Our Active Programs:

Red Hook Boaters

Kayak Staten Island

Long Island City Community Boathouse

NY Community Kayak
FINANCIALS

2017 Public Support $16,179

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<tr>
<th>PUBLIC SUPPORT</th>
<th>2016</th>
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<tr>
<td>Corporate Gifts</td>
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<td>Event Contributions</td>
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2017 Program Expenses $24,248

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<td>Waterfront Access</td>
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IN THE NEWS

**Brooklyn Paper**

Splashing through sludge: Boaters traverse Brooklyn’s Nautical Purgatory in ‘Gowanus Challenge’ ([link](#))

Gowanus Superfund Town Hall – Takeaways from a Keen Observer ([link](#))

**The New York Times**

Can Gowanus Survive Its Renaissance? ([link](#))

**Brownstoner**

Readings on canoes, Party in Park Among Brooklyn Book Festival’s Bookend Events ([link](#))
2018 GOWANUS CHALLENGE
Saturday, June 9th
2:00 P.M. to 5:00 P.M

The Gowanus Dredgers officially issue a challenge to you, and/or your boathouse to test your mettle on our home turf, the mighty Gowanus Canal, once the life blood of Manufacturing Brooklyn.

Funds raised will support our boathouse improvements (restroom, lighting, equipment) and facility operational costs.

We ask teams to try and raise $500, but any donation will allow you to race!

Support or Create a Team

The course is a 2.5 mile round trip from the Gowanus Dredgers Boathouse at 165 2nd St. to the buoy at mouth of Gowanus Bay and return.

Teams will race using canoes provided by the Gowanus Dredgers or (if you bring them) teams may race kayaks, rowboats & Stand Up Paddle-boards. First, second and third place prizes will be awarded to canoe class and other classes.

The first heat will depart 2 P.M. The event should wrap up by 5 P.M. with a Post Race Banquet and Awards Ceremony starting at 4 P.M.

If enough funds are raised, prizes will be awarded for:

- Highest total pledge amount
- Best dressed crew
- Coolest team name
- Largest number of sponsors