

“When the world wearies and society fails to satisfy, there is always the garden.”

—Minnie Aumonier (British poet)

We are so grateful for the many, many supporters that found solace in Green Bay Botanical Garden this past year. We believe we're in a world where public gardens are truly indispensable, and thanks to you, we have come through this difficult year better and stronger.

While many of our programs and events were impacted by the pandemic, we learned new ways to keep you engaged. Some we will continue to implement and improve upon, including:

- Virtual events via Zoom had great attendance so thanks to a grant, we installed conferencing equipment that allows both in-person and remote attendance, ensuring more people can participate.
- WPS Garden of Lights will continue with timed, dated tickets. Many past nights saw 5,000+ people, creating long lines, traffic jams, and a crowded experience. Controlling the flow of attendees ensures everyone can park onsite (no bussing) and enjoy the lights without long waits or feeling rushed.
- Mondays with Mark and other live videos or virtual classes help us connect relevant gardening topics with a broader community.
- Botanical Buzz bi-weekly member news email.
- Online Daily Admission, giving the general public an easy way to plan their visit.
- TasteBud as a virtual and in-person auction.
- Members getting email reminders to renew their Garden membership.
- Pre-ordering food for summer concerts.
- Flex remote work options for staff, enabling us to be a more responsive employer.

In a typical year, our earned revenues account for 60% or more of our annual revenue. Last year, we took a big hit on our private events, concerts, and WPS Garden of Lights, due to many cancellations and limited capacity, but you stepped in with additional donations.

Call for Board Nominees

Our Governance Committee is recruiting four board members. Nominees complete an application form and are reviewed and recommended to the Board by the Governance Committee. The Board then recommends approval by the general membership at the Garden's Annual Meeting on October 21. We are searching for nominees that have a passion for the Garden, can help “friend-raise,” are willing and able to build partnerships within our diverse community, and have

We also received grants from the following:

- Associated Bank, U.S. Bank, Weyers Family Foundation, and Gail Fischer for nonprofit ticketing, enabling all community members access to Butterflies & Blooms presented by Nature's Way and WPS Garden of Lights.
- Byron Walter Foundation for our internship program.
- Cornerstone Foundation and NEW Audubon Society for youth and family programming.
- Schreiber & K.C. Stock Foundations for technology upgrades, enabling more efficient virtual meetings and programs.
- Give BIG Green Bay, with a matching grant from the Green Bay Packers.

We received two new bequests last year, both unrestricted, enabling things like the Washed Ashore exhibit and general ongoing operations to continue uninterrupted:

- Estate of Sandra Hassler
- Estate of John & Linda Raisanen

Looking ahead, one of the most exciting changes in the coming year is the construction of our expanded Children's Garden. Growing from its current .5 acre to nearly 2.5 acres, we will add many features to educate and entertain children and adults alike in this new Carol & Bruce Bell Children's Garden. Stay tuned for more information in the coming months at GBBG.org/ChildrensGarden.

We couldn't have gotten through this past year without your support. We're excited for what's coming and hope you are too!

Susan Garot
Executive Director

Diane Conway
Board Chair

skills in the areas of development as we continue to raise money for the Children's Garden. According to Article 3, Section 3 of the Garden's bylaws, the general membership and members of the Board of Directors may present candidates for nomination at any time to the Governance Committee. However, candidate nominations from the general membership close sixty (60) days prior to the Annual Meeting. **If you or someone you know is interested, please reach out to Susan Garot at 920.491.3691 ext. 102 or sgarot@gbbg.org by August 21.**

By the Numbers

May 1, 2020–April 30, 2021



97,430

annual visitors

3,900 visitors received
free general admission

1,086 tickets donated
to nonprofits



3,491

adults and youth
participated in
education programs



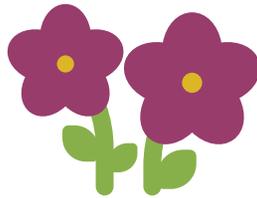
3,145

volunteer hours



4,125

member households



8,596

perennial and
annual plants added
to our collection



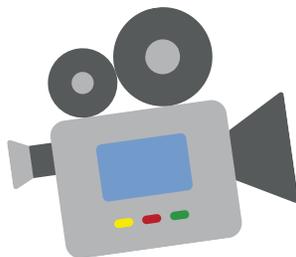
\$450,000+

donated through the
Perennial Legacy
Society



10,603

email subscribers added



287,684

virtual connections
through video views



4,324,764

people reached on social
media

Year in Review

Green Bay Botanical Garden connects people with plants by providing year-round educational and recreational experiences for everyone in an environment that engages, inspires, and refreshes.

Visitors

97,430

visitors from the upper Midwest and beyond enjoyed a safe respite to stay rejuvenated during a difficult year.

47,684

of those visitors attended a special event and nearly 25% of WPS Garden of Lights guests were first-time visitors to the Garden.

3,900

of those visitors received free general admission in partnership with BMO Harris Bank.

The Garden is consistently **rated #2 on** TripAdvisor for "Top Things to Do in Green Bay."



"We enjoyed having a safe, family event that was outside in the fresh air and full of holiday cheer. It was a nice escape since COVID has kept our family from doing many events this year. Thank you!"

"We are always looking for new plants for our own back yard garden. We found seeing what's at the garden helps us decide. As well as, our daughter gets to see and experience nature in ways we can't provide just from our back yard. We all loved the butterfly exhibit!"



"The beauty of your gardens and picturesque buildings was story-book like – absolutely stunning. Thank you so much. It was a restorative experience to have during these troubled times. Thank You!"

Membership



4,125

households purchased memberships to the Garden, a **3% increase** from 2019–20, providing support in a challenging year.



231

of those members upgraded their memberships, increasing their benefits and financial support of the Garden.



© John Oates Photography

Volunteers



148

volunteers donated **3,145 hours** to the Garden helping maintain a stellar experience for all visitors.



38

of those volunteers donated **25–247 hours** each—doubling the average hours per volunteer!

“We had a beautiful visit to the garden yesterday, picnicking with our grandchildren and then exploring the garden. Always a day of wonder. So happy to be members, our little grands are members too, along with their parents. A trip to the Garden is always a delight, thanks for making it safe for all of us!”

Community Impact

Through our nonprofit ticket program, kids and their families from our local community enjoyed these events for free:



248

Garden passes and **38 Family Memberships** were donated to local nonprofit community partners to help them raise money for their causes.



WPS
Garden of
Lights

297

visitors thanks to a partnership with Associated Bank.



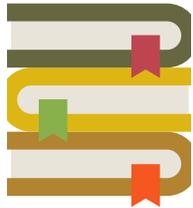
Butterflies
& Blooms
presented by
Nature's Way

545

visitors

Education

Adult



734

adult learners (**207 in-person and 527 virtually**) participated in programs, workshops, and classes to learn new skills and discover more about the natural world.

Youth



1,792

students (**1,045 in-person and 747 virtually**) engaged in nature-based learning through school tours and outreach programs, reaching regionally to the Chippewa Falls School District and Milwaukee Public Schools.

Family



965

family members had the opportunity to grow together during Discovery Stations, Story Time, camps, Winter Celebration, and outreach programs at the Titledown community development.

Plant Collections

By growing our collections, displaying new plant varieties, and showcasing sustainable practices, visitors were inspired by the beauty of the Garden to enhance their own gardens and living spaces.

Our Collection Boasts:



282,395

spring bulbs in the ground



66,070

perennial plants



21,526

annual plants



6,865

permanent plant labels



4,009

species/cultivars

With help from **horticulture interns**, the Garden participated in **three plant and seed trials** including the American Rose Trials for Sustainability®, the All-America Selections ornamental vegetative trial (1 of 25 sites), and ornamental seed trial (1 of 45 sites) in the U.S. and Canada. **These trials ensure the best plants are chosen** for nurseries and garden centers, eventually ending up in your landscape!



"I thought the Gardens were absolutely beautiful and I've seen so many plants, and flowers that I've never heard of. Truly a unique and enjoyable experience all around."

Virtual Impact

Website



209,044

website visitors (8% increase from 2019–20)

Social Media



4,324,764

Total reach

508,128

Total engagements
(likes, shares, and comments)

38,227

Total followers

Media Coverage

95 mentions by the media including the Chicago Tribune, Pride Journeys, Midwest Living, WLUK Fox 11, and more.

Videos

287,684 virtual connections were made through video views of our online content series on Facebook, YouTube, and more. (**786% increase** from 2019–20)

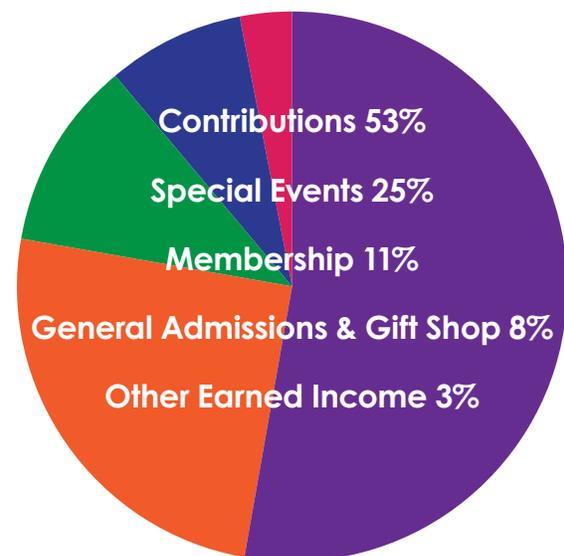
Email

After an **increase of more than 10,000 subscribers** due to online ticketing, the Garden now has **24,098** people to connect with, encouraging them to become members, providing seasonal updates on Garden happenings, offering tips and tricks from our Horticulture Team, sharing spectacular scenes of nature, and more. (**44% increase** over 2019–20)

Financial Support

Net assets are now **\$18.6 million** including **\$529,000** in renovations and additions with more than **\$446,000** coming from private donations and the balance from the Garden's endowment earnings. The Garden received five gifts totaling more than **\$450,000** from the Perennial Legacy Society, a community of generous and visionary supporters who leave legacy gifts to the Garden. Due to strong market returns and additions, the Garden's Endowment and Investment Funds grew to **\$9.1 million**.

Total Support, Earned Income, Investments, & Capital Contributions



The COVID-19 pandemic flipped our earned income with support: earned income is typically 65–70% while support is 30–35%; last year support was 53% and earned income was 47%.