

Year in Review

May 1, 2021–April 30, 2022

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.

Guests

144,090

Guests from the upper Midwest and beyond found inspiration in nature and in the fight against plastic consumption.

61,977

Guests attended special events

59,284

Guests experienced the Washed Ashore exhibit

Here's what guests thought after seeing Washed Ashore, including some actions they could take at home to help reduce plastic use:

“Loved the fresh ideas used to enlighten the public on the perils of dumping plastics in our oceans.”

“Go the extra mile to recycle everything feasible at home, rather than thinking that, say, that food package is too dirty and throwing it in the trash. These could easily be cleaned quickly and recycled. Also, being more vocal about the issues to friends and family to spread awareness.”





Membership

Members remain steadfast in their support of the Garden:

4,982

Total member households

2,081

New or renewing members

203

Memberships upgraded

"I love the Garden and all the special memories it holds. After my mom's passing, it became a peaceful place to reflect on her memory and all the fun times we enjoyed together at the Garden. We continue to support the Garden, so others may enjoy it and create their own memories, just as we have over the years."



Volunteers

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Volunteers have and continue to be a crucial part of growing the Garden year after year:



285

Total volunteers



5,575

Total hours



\$167,000*

Total contributed through volunteer hours

*The estimated national value of a volunteer hour during 2021 was \$29.95, calculated by the University of Maryland's Do Good Institute; The Non-Profit Times, April 18, 2022.

Rooted in Community

Our roots go deep in northeast Wisconsin:

5,570

Guests received free daily admission in partnership with BMO Harris Bank

626

Pounds of produce donated to Paul's Pantry in partnership with ASPIRO

500

Daily admission passes and 55 family memberships donated to local nonprofits

375

Local kids received free admission to Washed Ashore

362

Community nonprofit guests enjoyed WPS Garden of Lights for free thanks to Associated Bank

288

Vegetable plants donated to New Leaf Garden Blitz

Education

A well of knowledge, the Garden's education programs branch out:



2,056

Students engaged in guided nature-based learning



1,705

Family members participated in educational programs



1,177

Adult learners inspired

Plant Collections

Our collections display new plant varieties and showcase sustainable practices that inspire guests to enhance their own gardens, living spaces, and sustainable efforts:



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“My 1.5 year old son was able to explore nature and textures. We looked at the plant names and are hoping to now explore more in nature.”



302,859

Spring bulbs in the ground



68,843

Perennial plants



17,730

Annual plants



7,059

Permanent plant labels



4,058

Species/cultivars

With help from interns, the Garden participated in three plant and seed trials 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! Learn more and check out the winners at GBBG.org/Trials.

American Rose Trials for Sustainability
(1 of 23 sites)

**All-America Selections:
Ornamental Vegetative Trial**
(1 of 25 sites)

Ornamental Seed Trial
(1 of 45 sites)

Sustaining the Earth

The Garden advocates for a habitable world for future generations:



Planted **1,818 native emergent wetland plants** around two storm water basins of the Schneider Family Grand Garden



Collected data for all energy and water use and waste disposal at the Garden using **Energy Star's** Portfolio Manager



Planted **916 native perennials** throughout Garden



Digital membership cards implemented with approximately **20% member utilization** in first 4 months



25th Anniversary Celebration



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In 2021, the Garden celebrated 25 years of growth and success by commemorating all people in our community who helped make that happen. It was a year for celebrating, thanking, cultivating, and ensuring that the Garden is here for the next 25 years and beyond.

757,977

Reached via media coverage

530,571

Reached on social media

1,900

Guests celebrated during special events

Brand Awareness

The Garden reached new heights in public perception, remaining top of mind for online audiences:

Website

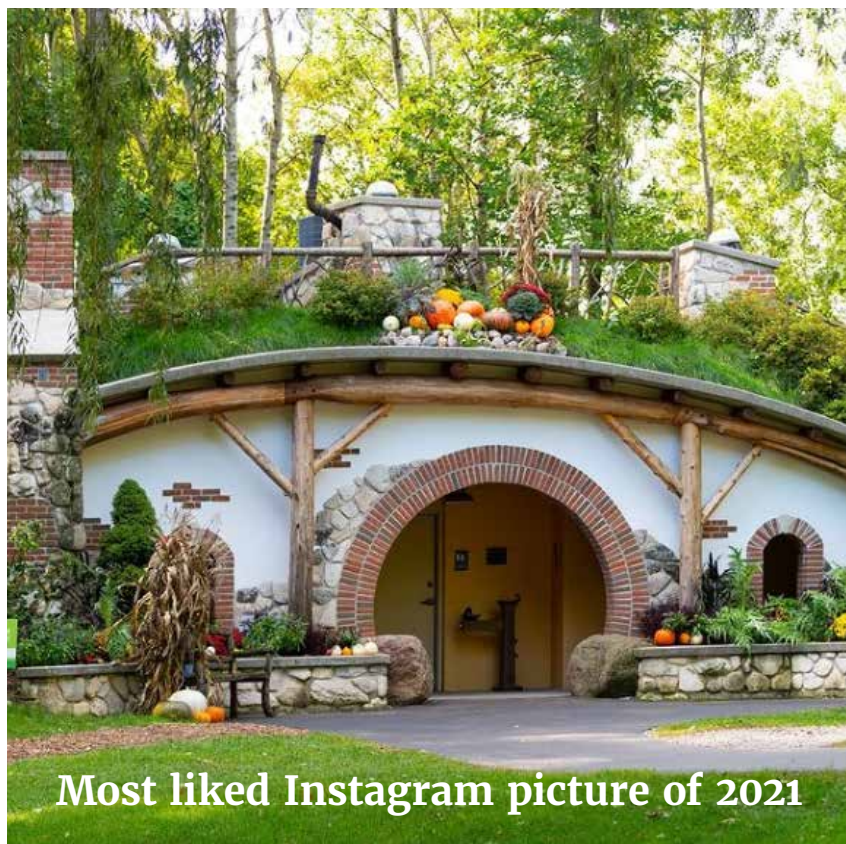
279,600 Visitors
897,966 Pageviews

Social Media

43,951
Followers across Facebook,
Instagram, and Twitter
729,500
Engagements
(likes, shares, and comments)
7.4 Million impressions

Media Relations

818 Mentions by the media
including
Public Garden Magazine,
The American Gardener, and
CBS58 Milwaukee
201 Million reached



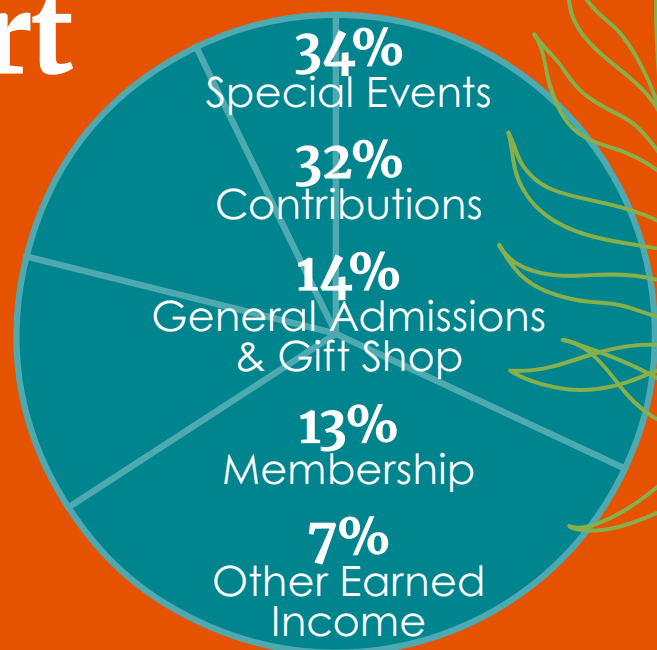
Most liked Instagram picture of 2021

Email

30,368 Subscribers | **11,295** Subscribers added

Financial Support

Net assets are now **\$30.4 million** including about **\$13.2 million raised** for the Bell Children's Garden and **\$214,000 in renovations and additions** with more than **\$134,000 coming from private donations** and the balance from the Garden's endowment earnings. The Garden received five gifts totaling more than **\$112,000 from the Perennial Legacy Society**, a community of generous and visionary supporters who leave legacy gifts to the Garden.



Total Support, Earned Income, Investments, & Capital Contributions