

With the safety of our Garden family always on our minds, please be aware that all programs, events and policies are subject to change as the situation with COVID-19 evolves. Watch for the latest updates via email, Facebook and our website.

Don't miss out! If you're receiving the printed version of the newsletter, it means we don't have an

email address for you. During this time of continuous change, we encourage you to update your email to receive communications from us that are much more timely and include updates on what's in bloom, virtual learning opportunities, gardening tips and more. Please consider doing so at GDBG.org/Email

What A Long, Strange Trip It's Been...



(Grateful Dead, lyrics from "Truckin'", 1970)

As strange as it's been, it really was a good year for the Garden. We continued moving the Garden forward, attracting more than 156,000 visitors, and ending the year in a financially good place. Staying true to our values, we learned to be more nimble, innovative and spent a good portion of the year learning how to become a more welcoming place for our guests, our members, our volunteers and our staff. Sustainability initiatives, while put on hold temporarily due to COVID-19, will continue to be a priority, and we started planning for our expanded Children's Garden and our 25th anniversary celebration next year. We continued to work with many of our nonprofit partners to deliver thousands of dollars in donations in the form of memberships and Garden passes to help those partners raise funds for their events. We also gave hundreds more passes to those nonprofit partners to share with their constituents, enabling all to visit the Garden during all seasons of the year.

Judy was barely back from Spain, and Susan from Morocco (a harried experience at that), when we were plunged into Safer at Home brought about by COVID-19. Throughout spring, we worked to keep you updated on all that we were doing and how the pandemic was affecting us. We were able to give you virtual Garden experiences and deliver programming directly to you, even though we were closed. Our Education Team walked you through nature-themed activities to do at home and our Marketing Team highlighted spring blooms with Facebook Lives, videos, photo galleries and more. Our Horticulture Team didn't skip a beat either, ensuring the Garden would be as beautiful as ever when we were finally able to reopen to members in May. Once we reopened, our entire Garden Team came together to get things running in a safe and timely fashion. Many staff members have been retrained to perform other duties

(from gardening to guest services) as we have had to cancel or reschedule many of our special and private events, including weddings.

Despite all of this, we believe we have continued to advance the mission of the Garden in new ways, and sustain our financial footing, ensuring we will get through this and be stronger than before. This newsletter will look a bit different than you're used to. In an effort to give our Events and Education Teams a bit more time to plan for fall, watch for a special edition newsletter coming toward the end of August with information on programs and events starting in September.

As summer comes to a close, we are looking to recruit one or two new board members. We are searching for nominees that have a passion for the Garden, can help "friend-raise," are willing and able to build partnerships within the diverse groups in our community and have skills in the areas of development as we look to expand 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@gdbg.org by August 23.

Judy Nagel
Board Chair

Susan Garot
Executive Director

All We Do is All Thanks to You

Year in Review

May 1, 2019–April 30, 2020

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.

Engagement & Growth in Our Community



**Welcomed
156,574**

visitors from the upper Midwest and beyond

Although we were physically closed most of March and April, we brought the Garden to thousands of virtual visitors through a variety of online content series: What's in Bloom, Mondays with Mark, Behind the Scenes with Lindsay, How-To Tutorials and Kids Activities with Kelle and Linda.



Consistently rated #3 on Tripadvisor for "Top Things to Do in Green Bay"

16,620

Comments,
Likes or Shares



33,133

Video Views

209,338

People Reached
with Photos of
the Garden



For All People, at All Times

Enriched lives in our community.



541

kids and their families enjoyed Butterflies & Blooms through our nonprofit ticket program made possible by a grant from U.S. Bank



8,000

visitors received free general admission in partnership with BMO Harris Bank

272
nonprofit partners received

1,292

WPS Garden of Lights tickets

116

family memberships to help them raise money for their causes

1,235

Garden passes



532

kids and their families enjoyed WPS Garden of Lights in partnership with Associated Bank



517 volunteers
+ 9,446 Hours

5 Full Time Staff

101 volunteers
donated 25–247
hours each



Connecting Plants & People

Youth Education

Total of **7,468** people served through educational programs

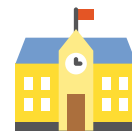


including school tours and outreach programs supported in part by Rotary Foundation and Cornerstone Foundation of Northeastern Wisconsin

4,483
Budding nature lovers served



539
Students served in the community



80
Schools and youth groups served

3,890
Students served at the Garden



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Family Education Programs

enabled families to spend quality time together growing their love for plants and nature.

1,685
family members served

76%
increase from 2018–19

"Having hands-on learning about this large variety of plants is hard to do in our school environment. It was great to get them out into the gardens and learn about what plants look like and act like."

Elementary School Teacher

Adult Education

gave adults the opportunity to build new skills and continue learning about the natural world.

1,300
lifelong learners served

Plant Collections

Grew plant collections and displayed new varieties that offered visitors beautiful scenes of nature while they're here or inspire them to add unique plants to their own gardens and living spaces.



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"...We have been to bigger [gardens], but I do not know if I have been to a better one, especially if you are interested in learning about native Midwestern plants. The displays are very well labeled and very well maintained..."

Visitor from Appleton, WI

We now have in our collection

277,400
Bulbs in the Ground



17,730
Annuals



67,965
Permanent Plants

6,744
Permanent Plant Labels



3,940
Species/
Cultivars



Experimenting with Plants

Ensured the best plants make it to market while providing professional skill-building opportunities for horticulture interns.

Participated in 3 plant and seed trials including the American Rose Trials for Sustainability and the All-America Selections ornamental vegetative trial (1 of 20 sites) and ornamental seed trial (1 of 45 sites) in the U.S. and Canada.

Sustainability

Inspired Visitors to invest in their Garden



65%

of members are engaged and renewing each year

7%

increase in membership totaling

4,007

member households



"Just loved this place. Stayed all afternoon. Very large, very beautiful, very relaxing. Didn't want to leave and was very rejuvenated when I did."

Visitor from Buffalo, NY



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Continued to Secure the Future

Net assets are now **\$15.7 million** including **\$325,000** in renovations and additions with more than **\$157,000** coming from private donations and the balance from the Garden's endowment earnings. Endowment and investment funds grew from about **\$6.2 million to \$6.6 million**. Donors added **\$5,000** to the education endowment, securing the future of children and family programming, and through bequests, our investment fund grew by about **\$360,000**, allowing us to begin planning for our **Children's Garden** expansion project.



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Total Support, Earned Income, Investments & Capital Contributions

Special Events 36%
 Contributions 33%
 Membership 16%
 Other Earned Income 15%
 Investment Returns 0%
 (market ended the year with a loss)



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"The beautiful gardens are always changing and never disappoint. Excellent concerts all summer in an exquisite setting. Christmas lights are best in the area. Favorite peaceful place to walk and enjoy nature."

Garden Visitor

The COVID-19 pandemic caused us to close part of March and April. The closure resulted in our earned income for the fiscal year making up **67% of our Total Support & Earned Revenue of \$2,936,529** as opposed to **79% the previous year**.