

Year in Review

May 1, 2023–April 30, 2024

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



209,873

Guests from the upper Midwest and beyond found inspiration in the outdoors and discovered how simple it is to connect nature, play, and learning in the Garden.



106,463

Guests explored the new
Carol & Bruce Bell Children's Garden



73,316

Guests attended special events

Here's what a guest shared after experiencing the Bell Children's Garden:

“This year I wanted to bring my very picky child who is always asking to play video games instead of going outside. He LOVED it. He looked at every color of flower he could find. Then we went to the children's garden and this became an instant favorite destination. Thank you for giving me a day to feel truly connected to my child.”

Membership

Members remain steadfast in their support of the Garden as we reached a milestone in member households:



6,774

Total member households – highest ever recorded!



3,335

New and rejoining members

Volunteers

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



602

Total volunteers



7,694

Total hours



88

New volunteers



25

groups from local businesses, schools, and other local orgs
volunteered 745 hours

Rooted in Community

Our roots grow deep in northeast Wisconsin:



14,063

Guests received free daily admission in partnership with BMO



3,877

Guests celebrated the traditions and culture of The Oneida Nation during Fall Family Festival



2,111

Vegetable plants donated to New Leaf Garden Blitz, Brown County Community Garden projects, and Juneteenth Celebration in partnership with We All Rise and All Seasons Transformation House



1,615

Pounds of produce and **258 heads of lettuce** (Fork Farms Hydroponic Station) donated to Paul's Pantry in partnership with Aspiro



832

Daily admission passes and **102 family memberships** donated to local nonprofits



505

Native plants grown for city-wide Pollinator Corridor Project (Danz and Red Smith Parks)



300

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



100

Native plants given to NWTC's Bring Your Child to Work Day Event

Additional Partnerships:

Connected with community at **Juneteenth Celebration** coordinated by **We All Rise African American Resource Center** and **Black Lives United-Green Bay**

Participated in **Aspiro's No Limits Ability Awareness Campaign** throughout July to show people that having a disability isn't a limitation on being an active part of the community

Collaborated with **The Oneida Nation** to showcase traditions and culture during Fall Family Festival, including media appearances of Oneida Royalty on Fox 11's Good Day Wisconsin program

Kicked off WPS Garden of Lights season with special nonprofit guest **Lovin' the Skin I'm In** during the annual Tree Lighting Ceremony



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Education

Our Education Team collaborates with community schools and invites guests of all ages to nurture their roots in nature



5,458

Students engaged in nature-based learning with **1,603 accompanying adult guardians**



2,740

Family members participated in educational programs



1,392

Adult learners inspired

Sustaining the Earth

The Garden advocates for a habitable world for future generations:



65% of members downloaded digital membership cards for their households



Transitioned **12,200 sq. feet of turf to sedges, meadows, and natives**



Switched a majority of membership communications to emails, helping the Garden **save paper and reduce our carbon footprint**



Catalogued entire collection and officially determined **41% or 38,070 of perennial plants in the Garden are native to Wisconsin**

Plant Collections

Our collections feature a variety of new plant options and offer sustainable practices that motivate guests to enhance their own gardens, living spaces, and sustainable efforts.



314,093

Spring bulbs in the ground



92,576

Perennial plants



19,687

Annual plants



8,019

Permanent plant labels



4,236

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](https://www.gbbg.org/Trials).

American Rose Trials for Sustainability

(1 of 23 sites)

All-America Selections: Ornamental Non-Seed Trial

(1 of 25 sites)

Ornamental Seed Trial

(1 of 45 sites)

Making Connections

The Garden continues to connect with people through its social media, digital marketing, and media relations efforts:



Website

295,408 Visitors
901,523 Pageviews



Media Relations

705 Mentions by the media including USA Today, SFGate, U.S. News & World Report, BNN Breaking, Ann Arbor News, Lavender Magazine, and Madison 365
166 Million Reached



Email

46,012 Subscribers
10,100 Subscribers added

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



Social Media

51,065 Followers across Facebook, Instagram, and TikTok
454,777 Engagements (likes, shares, and comments)
6.8 Million Impressions



Most liked Instagram post of 2023

Financial Support

Net assets are **\$30.3 million**. The Capital Budget achieved more than **\$384,000 in renovations and additions, with about \$138,000** coming from private donations and the balance from the Garden's endowment earnings.

