

Green Bay Botanical Garden Newsletter

rooted.

September–December 2024





“Another fall, another turned page...”

—Wallace Stegner

Dear Members & Friends of the Garden,

A blink of an eye, and we're already looking at autumn on the horizon. This time of year, our team is in a mood of reflection as we look back on the previous fiscal year. We have put together for your review, the Annual Report for Green Bay Botanical Garden, covering the fiscal year ending April 30, 2024. This report gives an extensive summary of the Garden's accomplishments, growth, and impact, highlighting how we have advanced the core mission of this nonprofit – connecting people and plants.

The addition of the Carol & Bruce Bell Children's Garden has been the shining beacon of all that we achieved, to say the least. This expanded space has shown us how important this Garden is for our community and the kids, families, and people in it. We're thrilled to share that we surpassed 209,000 guests for the first time ever! All the time, dedication, and hard work that went into this project has come back to us tenfold. The Bell Children's Garden has given so many a place to explore, learn, and connect with nature, featuring engaging and immersive experiences too.

In this report, you will also see several other milestones we have expanded upon, including more than 6,700 member households, over 120,000 plants to discover in the Garden, 7,000 kids and adult guardians visiting as part of nature-based field trips, and so much more. From innovative outdoor displays and interactive educational

signs to community outreach programs and events that inspire learning in nature, we continue to cultivate an experience focused on nurturing the roots of everyone who comes in contact with the Garden.

In short, our botanical garden has flourished, thanks to the unwavering support of those in our nonprofit organization: staff, members, donors, volunteers, and community partners throughout northeast Wisconsin. None of what you see in our Annual Report would have been remotely possible without you. Thank you for being an integral part of what we do here. All of this is a testament to your collective dedication, resilience, and belief in the Garden's mission. Your love of the outdoors and passion for plants gives us immense pride and gratitude for all that we have accomplished together, pushing us to be a community resource forever more.

As we look ahead to a new era of Garden leadership and continue to navigate an ever-evolving world around us, our entire Garden Team remains committed to the Garden and its mission – fostering a deep love and appreciation for the natural world. We're confident in what the Garden can continue to do for this community, for guests who come through our doors, and for the people who support us.

Thank you for being here and for trusting us with this botanical garden.

Warm Regards,

Terri Trantow
Board Chair

Laura M. Nelson, MD
President & CEO

Call for Board Nominees

Our Governance Committee is recruiting four board members. Nominees complete an application 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 November 12. 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, reach out to Laura M. Nelson, MD, President & CEO, at 920.593.5665 or lnelson@gbbg.org by September 12.**

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

Rooted in Community

Our roots grow deep in northeast Wisconsin:



14,063

Guests received free daily admission in partnership with BMO



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



3,877

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



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

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**



300

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



505

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



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**

© John Oates Photography

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)

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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

Nurtured Anew by You!

In 1997, the Gertrude B. Nielsen Village (formerly Gertrude B. Nielsen Children's Garden) gave kids and kids-at-heart a place to play and learn while discovering the importance and beauty of nature. In 2023, the Bell Children's Garden, a 2-acre expansion of the original space, has once again given our community and those visiting from beyond a place to nurture their roots in the Wisconsin outdoors.

You've helped grow this botanical garden, build up its core mission to connect people of all backgrounds with plants of all kinds, and instill a love of nature in every guest who has experienced what the Garden has to offer.

Because of your commitment and support, this community treasure will remain a place where all people can be nurtured anew by the more than 120,000 plants from Wisconsin and around the world found here.

Whether you're a guest, member, donor, volunteer, or a nature lover like us, your support is a vital part in everything the Garden does today and for future generations to experience this outdoor world.

As a guest commented:

“The scavenger hunt was a huge success for my kiddos. They want to go home now and grow their favorite flowers they saw.”

Your support nurtures this garden community year after year. Please consider a gift that helps us and the next generation of nature lovers grow!

Ways to Give

Donate or set up monthly giving at [GBBG.org/Give](https://gbbg.org/Give)

Donor-Advised Funds (DAFs)

IRA Charitable Rollover

Gifts of Stock

Employer Matching Gifts

Legacy Giving through our Perennial Legacy Society. Visit [GBBG.org/Legacy](https://gbbg.org/Legacy) to learn more.

For more information on how you can support the Garden, contact Cindy Berton, Director of Development, at 920.593.5663 or cberton@gbbg.org.

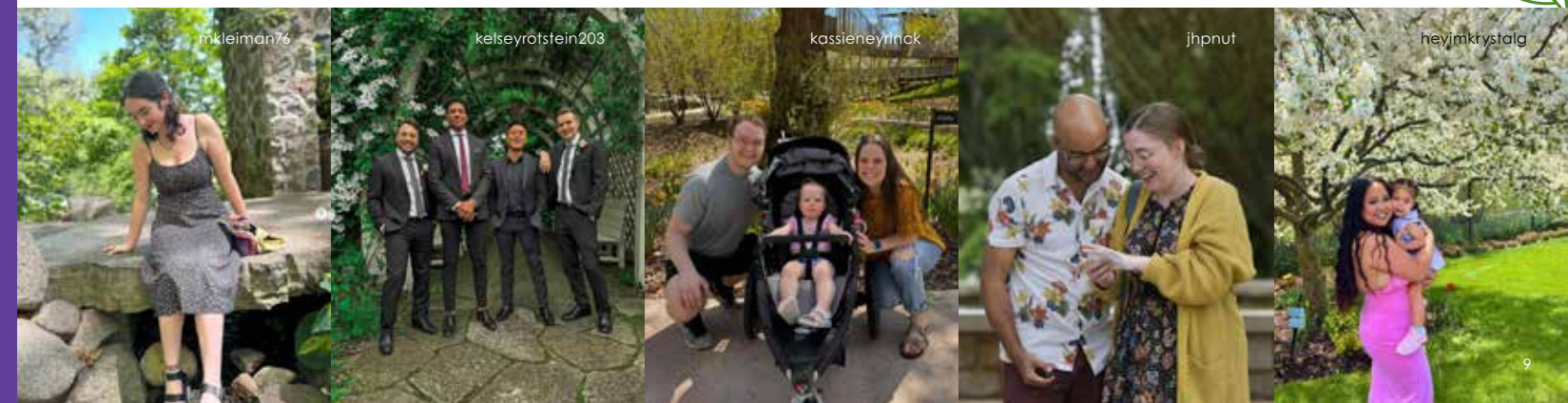
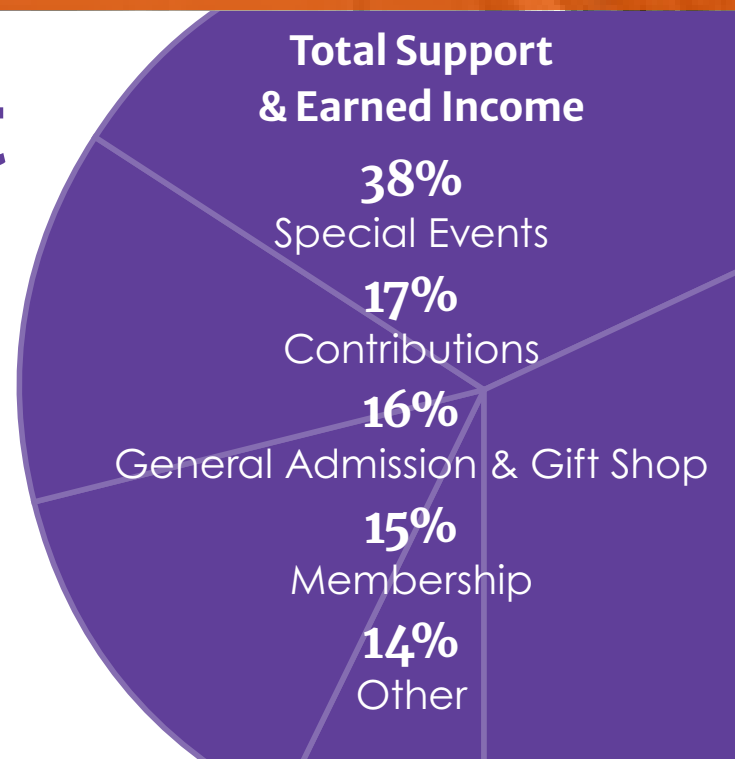
Fan Photos

Here are some of our favorite shots from the summer. Remember to post your photos of the Garden on social media and tag us as your location. They may end up in our next newsletter!



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.



Garden Happenings

See calendar for details on dates, times, and prices.

Dar Stumpf & Clyde Reed
Grand Concert Series

Brews, Bistros, & Bonfires featuring
**Heartache Tonight:
An Eagles Tribute**

Friday, September 6 | 7-9 pm

Sip samplings from microbreweries from 5:30-7:30 pm, and enjoy music of the Eagles from a premier tribute band, Heartache Tonight. *Must be 21 or older to attend.*

Advance Ticket Reservations Recommended

To make your experience more enjoyable, we recommend buying your tickets in advance. Advance ticket sales end 24 hours before the night of the concert. At-the-door tickets will be \$10 more per ticket based on availability.

Tickets

See pricing in calendar.

Unable to get your tickets online?

Call the Garden at 920.490.9457 or visit during regular Garden hours to purchase tickets.

Order a Boxed Dinner

Order from Foodelicious Catering at GBBG.org/StumpfConcerts by 12 pm on Wednesday, September 4, and pick up your meal the night of the concert.

Picnic in the Garden

Feel free to bring your own picnic or buy snacks from concessions. **No alcohol carry-ins allowed.**

Visit GBBG.org/Concerts for details.

Thank You to Our Sponsors

Title

Dar Stumpf & Clyde Reed

Sustaining



Contributing Beverage Sponsor



Contributing Concessions Sponsor



Media



Sponsors as of 7.25.24

field to fork



Wednesday, September 11 | 5-8 pm

This event is sold out. To be added to a wait list, contact our Guest Experience Team at 920.490.9457 or info@gbbg.org. Savor an elegant six-course meal prepared by Heirloom Kitchen on the Mabel Thome Patio, featuring locally grown produce and farm-fresh ingredients. Limited availability.

Visit GBBG.org/FieldtoFork for details.

Thank You to Our Sponsors

Lead



In Kind

Bay Towel



Saturday, September 28

Free Admission for All | 9 am-6:30 pm

Free Family-Friendly Activities | 9 am-4 pm

Enjoy a free fall day at the Garden full of autumn's colors while discovering the traditions and culture of the Oneida Nation. Celebrate with fun activities for children of all ages.

Visit GBBG.org/FallFamily for details.

Thank You to Our Sponsors

Lead



Basic

Colorblends Wholesale Flowerbulbs

Sponsors as of 7.25.24



November 29-30, December 1, December 5-8, 12-15, 19-23, & 26-30 | 4:30-9 pm

Closed November 28, December 24 & 25

Bright lights and fun nights! Bask in the glow of 350,000 lights across 40 enchanting nature-themed displays. Dated and timed entry tickets purchased in advance are required.

Visit GBBG.org/Lights for details.

Tickets on Sale

Garden Members

Monday, October 28 | 9 am

General Public

Monday, November 4 | 9 am

Unable to get your tickets online?

Call the Garden at 920.490.9457 or visit during regular Garden hours to purchase tickets.

Group Tickets

Celebrate the holiday season with employees and clients alike. The Garden offers discounted tickets for groups of 25 or more.

Cheers for the Year

Looking to host a festive holiday party with family, friends, or your team? Celebrate the season by hosting your get-together during the light show!

Searching for more intimate options as you plan a corporate holiday party? Book a Private Light Night with exclusive access to the event. Give your guests and their families an unforgettable holiday experience!

For information about hosting a holiday event, visit GBBG.org/Lights or contact our Events Team at 920.593.5677 or rentals@gbbg.org. For information on group tickets, contact our Events Team at 920.593.5682 or events@gbbg.org.

Gift Happiness

Find your holiday gifts at the WPS Trellis Gift Shop! Pick up a unique ornament, refresh your home with seasonal décor, or treat yourself (or a friend) to a new gardening tool. Stop in while you're here for the light show or visit us during the week - shop hours are the same as the Garden's.

Give the Gift of the Garden

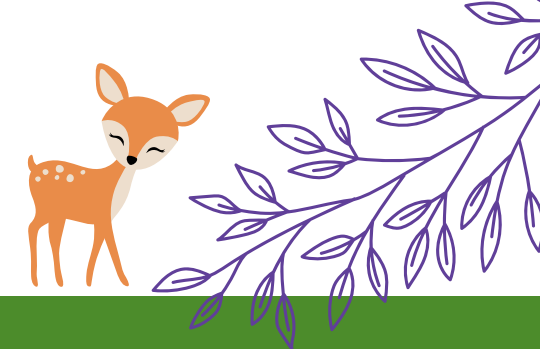
Looking for that perfect gift? Your loved ones can enjoy the Garden's beauty all year long with a membership starting at just \$55. Benefits include special discounted tickets and member nights at WPS Garden of Lights, free admission to the Bell Children's Garden, and more!

For more information, visit GBBG.org/Membership.

Nature's Way CHILDREN & FAMILY EDUCATION PROGRAMS & ACTIVITIES

Calendar

Don't delay! Register right away as classes may fill quickly. We also value our instructors' time, so classes may risk being canceled due to low early enrollment. Thank you!
 W=Workshop | L=Lecture | M=Members Only | R=Registration Required



Garden Hours
September Daily | 9 am–6:30 pm
October–November 17 Daily | 9 am–5 pm
November 18–December Monday–Friday | 9 am–4 pm

Buy Admission Online & Save

Buying your ticket(s) online saves you \$1 per ticket and time! When you arrive, we'll simply scan your tickets, and you'll be on your way into the Garden – spending less time waiting in line.

Tickets can be used for daily admission at any time during regular Garden hours (excluding special events and classes) and are valid for one year from the date of purchase.

Hours are seasonal and may change during special events.

Visit GBBG.org/Hours for seasonal hours and early closures.

CAROL & BRUCE BELL CHILDREN'S GARDEN

Connect nature, play, and learning among autumn wonders! Explore a variety of outdoor areas, seek out awe-inspiring structures, and nurture a love for nature whether you're a kid or kid-at-heart.

Included with Admission

Hours are seasonal and may change during special events.

The Bell Children's Garden closes mid-November through mid-January for WPS Garden of Lights.

Fall Activities

Available May 1–October 31

Included with Garden Admission | Free for Garden Members

Daily, Self-Guided

Garden Discovery Boxes
Anytime

Explore boxes placed throughout the Garden with fun activities for kids.

Scavenger Hunts
Anytime

Hunt for clues and discover plants and animals in the Garden.

S.E.E.D. Packs
Anytime

Search, Explore, Experience, and Discover the Garden! Packs include short lessons, games, and observation activities.

Stop & Learn Signs
Anytime

Seek out educational signs placed throughout the Garden to dig deeper into nature.

Ask the Expert

Monday–Friday | 9 am–3 pm

Bring your gardening questions for our Horticulture Team! Feel free to ask staff as you see them working in the Garden.

Weekly, Drop-In

Story Time

Tuesdays | 10–10:30 am

Nature-themed stories and activities.

Thank You to Our Sponsors



Help Us Go Green!

You're receiving the printed version of the newsletter because we don't have an active email address on file for your household or you've specifically requested it. For the most current communications from us, please consider updating your email preferences at GBBG.org/Email.

September

Monday, September 2
Labor Day
9 am–6:30 pm
Free admission for military personnel and veterans.

Wednesday, September 4
Weed & Feed
(R) | 5–7 pm

Friday, September 6



Brews, Bistros, & Bonfires featuring Heartache Tonight: An Eagles Tribute
7–9 pm
Lawn Seating: \$35/Garden Member \$40/General Public
Cowles Terrace Seating: \$45/Garden Member \$50/General Public
Advance tickets recommended.
Must be 21 or older.

Sunday, September 8
Grandparent's Day
9 am–6:30 pm
Free admission for grandparents.

Wednesday, September 11

field to fork
(R) | 5–8 pm
Sold Out

Thursday, September 12



Bloom to Dry: The Art of Flower Preservation
(W/R) | 4–6 pm
Alyssa Carwardine, Horticulturist
\$13/Garden Member \$16/General Public

Tuesday, September 17
Physical Therapy for Gardeners
(W/R) | 2–4 pm
Chuck Castleberg, MPT, Castle Health Solutions
\$19/Garden Member \$23/General Public

Mondays, September 23, 30, October 7, 14, 21
Hatha Yoga
(R) | 5:30–6:30 pm
Tree Janzen, Tree's Yoga
Full Series: \$45/Garden Member \$50/General Public
One Day: \$12

Tuesday, September 24
Members-Only Tour: Fall Chores & Flowers
(M/R) | 5–6:30 pm
Jimmy Van Meter, Horticulturist
Free/Garden Member

Wednesday, September 25
Gong & Guided Meditation: "Becoming My True Song"
(R) | 12–1:15 pm
Brenda Brayko, Celestial Sound
\$15/Garden Member \$18/General Public

Saturday, September 28

Fall Family Festival
Free Family-Friendly Activities 9 am–4 pm
Free Admission for All 9 am–6:30 pm

October
Thursday, October 3
Fall Colors iPhone Photography
(W/R) | 2–3:30 pm
Kasey Hock, Mama + Maker
\$24/Garden Member \$29/General Public

Wednesday, October 9
Designing with Fall Bulbs
(L/R) | 6–7:30 pm
Rob Zimmer, Rob Zimmer Outdoors
\$13/Garden Member \$16/General Public

Thursday, October 17
Cooking in the Garden with Chef Ace Champion
(W/R) | 5–7 pm
Celebrity Chef Ace Champion
\$49/Garden Member \$55/General Public

Wednesday, October 23
Gong & Guided Meditation: "Becoming My True Song"
(R) | 12–1:15 pm
Brenda Brayko, Celestial Sound
\$15/Garden Member \$18/General Public

Mondays, October 28, November 4, 11
Breath Work for Better Health
(R) | 5:30–6:30 pm
Cujo, Exercise Physiologist
Full Series: \$29/Garden Member \$35/General Public
One Day: \$13

Wednesday, October 30



The Mushrooms of Autumn
(L/R) | 6–7:30 pm
Rob Zimmer, Rob Zimmer Outdoors
\$13/Garden Member \$16/General Public

November

Thursday, November 7

Snow Globe Lantern Craft

(W/R) | 10–11 am
Kasey Hock,
Mama + Maker
\$24/Garden Member
\$29/General Public

Tuesday, November 12

Annual Report to Our Community

(R) | 7:30–9 am

How to Register

Pre-registration required for all classes and programs except where noted. Register online at GBBG.org or by phone at 920.490.9457. Please register early; class sizes are limited or classes may be canceled due to low early enrollment. To hold your space in class, payment is due with registration.

After You Register

We will contact you the week of the program to confirm your enrollment. Please dress according to the weather for all outdoor programs. No rain or snow dates are planned. Classes open one half-hour before starting time.

Thursday, November 14

Gong & Guided Meditation: "Becoming My True Song"

(R) | 5:30–6:45 pm
Brenda Brayko,
Celestial Sound
\$15/Garden Member
\$18/General Public

Monday, November 18

Members-Only Tour: Lights of the Present & Future

(M/R) | 4–5:30 pm
Dave Barkow,
Facilities & Maintenance
Coordinator
Sarah Pingel,
Horticulturist & Plant
Recorder
Free/Garden Member

Garden of Lights

(R) | 4:30–9 pm
November 29–30,
December 1

December 5–8, 12–15,
19–23, & 26–30

Closed November 28,
December 24 & 25

Cancelations & Refunds

Classes canceled due to low enrollment or hazardous weather conditions are refunded automatically. You will be notified by phone if a program is canceled. In cases of inclement weather, call 920.490.9457 to check the status of the program. If you must cancel your registration for a program, your registration fees will be refunded if notice is received **at least five days prior** to the program. Green Bay Botanical Garden cannot refund fees requested on or after the start date of a program or for sessions missed due to student illness or other personal situations.



Members

Members-Only Tours

Step behind the scenes to get an exclusive look at garden areas with our team. *Registration required.*

Annual Report to Our Community Tuesday, November 12

This meeting will feature brief highlights of the past year's accomplishments including election of new Board members. *Registration required. More details and invitation to follow.*

Attention Snowbirds

Planning to migrate to warmer climates this winter? Renew your membership before you leave so you can take full advantage of one of our most popular benefits – reciprocal admission to more than 360 gardens nationwide!

Renewing early will help to avoid address forwarding delays, and your original renewal date will remain the same. You can renew in a variety of ways:

Renew:

Online at GBBG.org/Membership

By phone at 920.490.9457

By mail

In person

Calling Volunteers!

Upcoming Special Events

Every successful event at the Garden depends on the time and talents of volunteers. This fall and winter the Garden has volunteer opportunities for Brews, Bistros, & Bonfires, Fall Family Festival, and WPS Garden of Lights.

Weed & Feed

Get your hands in the dirt! Help our Horticulture Team with fall projects, and then enjoy a delicious meal provided by the Garden. *Registration required.*

Bulbalicious: Spring Bulb Planting

Every fall the Garden plants tens of thousands of bulbs for one spectacular spring showcase. You can be a part of the fun! All tools are provided, just bring your gardening gloves. Watch for dates in early fall.

For more information on the above volunteer opportunities, contact Rachel Ambrosius, Volunteer Coordinator, at 920.593.5686 or volunteer@gbbg.org.

Save the Date

Gratitude Gathering | November 7

Thanks to our dedicated volunteers, the Garden is a place of relaxation, creativity, and community celebration. To show our appreciation, the Garden hosts an event with awards, Garden news, and insider updates for this year's WPS Garden of Lights event. *RSVPs are kindly requested. This event is by invitation only.*



Drying Thyme:

Easy Tips to Dry Herbs for Winter

By Alyssa Carwardine, Horticulturist

Herbs grow quickly in summer, as they thrive in any garden bed or container. But when winter's cold temperatures arrive, herbs planted outdoors go dormant or die off. Drying herbs is an easy way to preserve them for future use, which allows you to enjoy your harvest year-round.

It's easy to dry herbs, peppers, and flowers at home without costly equipment like dehydrators. Since there are a wide variety of herb types, there are also various ways to dry them. Let's dig into a few different options!

Hot Peppers

Hot peppers, such as those included in our Hmong and Hispanic Culinary areas, can be dried and stored at home. Harvest your peppers at peak ripeness. Before drying, rinse them thoroughly and pat off any excess moisture.

Air drying peppers takes 3–4 weeks and works best for small peppers with thin skin. Simply hang them to dry in a warm, sunny spot with lots of air circulation.

Oven drying is significantly faster, and is the best option for peppers that are large and have thick skin, like poblanos. Larger peppers should be cut into uniform pieces to speed up the drying process.

Small peppers, like the Super Thai chilis featured in our Hmong Herb Garden, can be dried whole. Dry your peppers at a low oven temperature, around 100 degrees Fahrenheit, and leave the door slightly ajar. Rotate the peppers occasionally. You'll know they're ready when they're brittle and stiff.

Leafy Herbs

Leafy herbs, such as thyme and cilantro, should be picked when their flowers are budding but have not yet opened. Avoid collecting wilting leaves, and discard any bruised herbs. Before you dry your herbs, wash them lightly under cold water, and gently shake out excess moisture.

Hardy herbs are easy to air dry. This includes those with woody stems, such as rosemary and thyme, and others like oregano and sage. Simply strip a few inches of leaves at the bottom of each stem, tie the stems in a bundle, and hang them upside down in a warm spot indoors. I hang rosemary and lavender in my closet! This process can also take place outdoors, but sunlight can degrade the color and flavor of herbs.

Get complete tips online at
GBBG.org/DryingHerbs



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We connect people with plants by providing year-round educational and recreational experiences for everyone in an environment that engages, inspires, and refreshes.



What's Inside

A Year in Review: Our Annual Report

Drying Thyme:
Easy Tips to Dry Herbs for Winter
and More!



Upcoming Events

Dar Stumpf & Clyde Reed Grand Concert
Series: Brews, Bistros, & Bonfires

Field to Fork

Fall Family Festival

WPS Garden of Lights



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