

GARDENS AFTER DARK: SHINING A LIGHT ON NEW OPPORTUNITIES



ROYAL
BOTANICAL
GARDENS
www.rbg.ca

Sabrina Hall
Royal Botanical Gardens,
Hamilton ON Canada



2016
MIAMI

CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



ROYAL BOTANICAL GARDENS

- Hamilton, Ontario, Canada
- Canada's largest BG based on size: 11 km²
 - 4 distinct entrances to 5 major gardens
 - Urban nature park with expansive natural lands (27km of trails)



ROYAL BOTANICAL GARDENS

The Great Pumpkin Trail



Moonlight Series



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



THE GREAT PUMPKIN TRAIL

- Offer Halloween programming, extend season
- Engage families and reach a new audience
- Try something new



GENERAL INFORMATION

- Cost: \$8/\$12 (child/adult)
 - members 10% off
- Outdoors only (rain date)
- 2 consecutive nights, week before Halloween
- 6-8pm, 100 tickets/10-minute increment



THE ROUTE



- Visitor guide w map
- Activity stations
- Great Pumpkin Trail loop w stairs & rough terrain
- Accessible/stroller-friendly garden trail



INGREDIENTS



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



INGREDIENTS



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



CHALLENGES

- Staff/volunteers
- Uneven terrain
- Lighting
- Wayfinding
- Weather



OPPORTUNITIES



Advantages:

- Staff/volunteers
- Family demographic
- Positive experience = new audience engagement



SUCCESS!

- Attendance growth:
 - 2013: 1,500 guests
 - 2014: 1,825 guests
 - 2015: 2,620 guests!
- 2015 gross revenues:
 - \$30,000 over 2 nights



MOONLIGHT SERIES

- Intimate, garden-party
- Adults only, 19+
- Focus on specific plant collection



GENERAL INFORMATION

MOONLIGHT SERIES

Fee: \$40 per program (Members 10% off)

MAGNOLIAS BY MOONLIGHT

Saturday, May 7; 7 to 9 p.m.
at the Arboretum.

MAXIMUM 50.

PRE-REGISTER BY APRIL 29.

Our magnolia collection is outstanding with many different varieties including Ontario's native magnolia, Cucumber-Tree (*Magnolia acuminata*), an endangered species found wild in only a few locations in the Carolinian Zone. Enjoy relaxing live music by Fiona McCairley and friend.

MOONLIGHT AND LILACS

Saturday, May 28; 7:30 to 9:30 p.m.
at the Arboretum.

MAXIMUM 50.

PRE-REGISTER BY MAY 18.

New

The Lilac Dell exhibits over 600 species and cultivars of common lilacs, and is RBG's spring attraction. Join Alex Henderson, curator of collections, for an exclusive tour of the lilac collection. Musician for the evening is Michael Maquire.

IRIS IN THE MOONLIGHT

Saturday June 11; 7:30 to 9:30 p.m.
at Laking Garden.

MAXIMUM 50. PRE-REGISTER BY JUNE 1.

RBG's Iris collection is a kaleidoscope of colour. Alex Henderson, curator of collections, enlightens you on a tour of our Iris collection. Music for the evening is by members of the Hamilton Philharmonic Youth Orchestra.

MOONLIT ROSES

Saturday, July 9; 8 to 10 p.m.
at Hendrie Park.

MAXIMUM 50.

PRE-REGISTER BY JUNE 30.

What do roses symbolize for you? Have they changed the course of history in your own life? Roses, like people really do have a story to tell. Our expert guest takes you on a magical evening tour of Centennial Rose Garden. Musician for the evening is Fiona McCairley and friend.

- \$40/person – members 10% off
- Maximum 50 guests
- Includes collection tour, nibbles, 1 drink



CHALLENGES & OPPORTUNITIES

Disadvantages:

- Outdoor only
- Lighting
- Uneven terrain + heels = ☹️
- Set-up demands multiple departments
- Timing with peak blooms

Advantages:

- Magic & mystique of plant collections at night
- Branded lanterns
- Astronomy connection
- Experiential



SET THE MOOD



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE

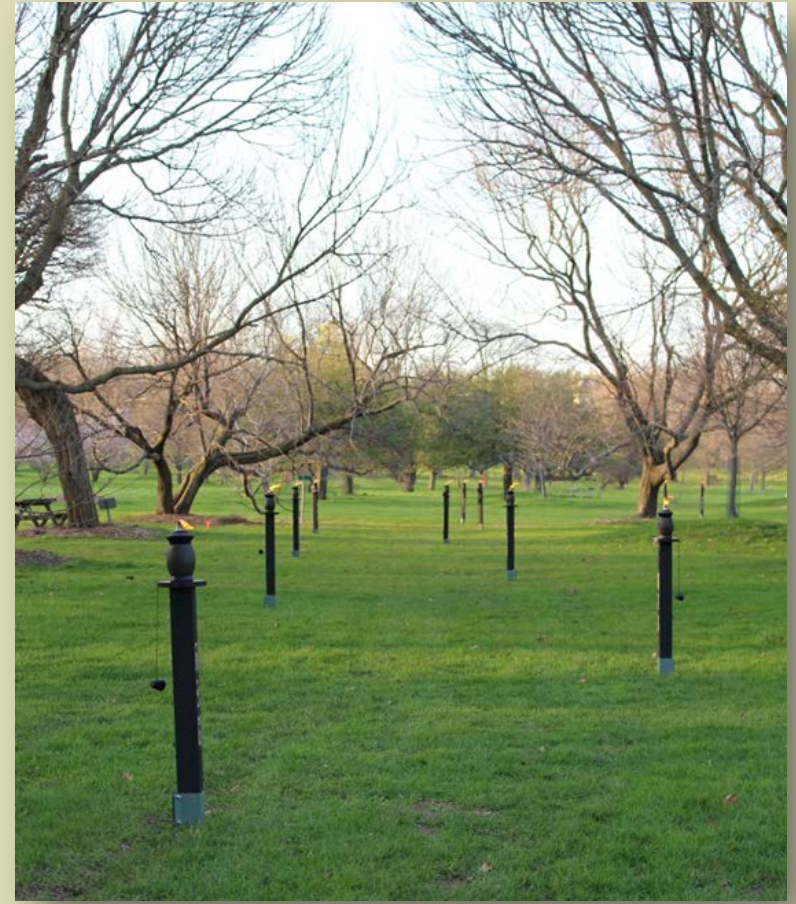


AMBIENCE



Moonlight Series

Enjoy a guided tour of the feature garden and plant collection in the tranquil evening. Hors d'oeuvres and relaxing music enhance the evening. One drink included with ticket; additional beer and wine available for purchase.

The graphic features a large, detailed image of the moon in a dark blue sky. Below the moon, two drinks are depicted: a martini glass with an olive and a wine glass. The text "Moonlight Series" is written in a white, curved font above the moon. Below the graphic, there is a paragraph of text describing the event.

ENHANCEMENT



CHANGING PERSPECTIVES: **PLANTING FOR THE FUTURE**

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE



MOONLIGHT PADDLING

- Picnic BBQ dinner
- Paddle/canoe into early evening
- Different sights and sounds
- Unique challenges: water at night, safety, trail back to parking lot
- Worth doing = Absolutely!



THANK YOU!

Steve Carroll

Director of Public Programs
State Arboretum of Virginia
Blandy Experimental Farm
scarroll@Virginia.edu
(540) 837-1758 Ext. 287

LaraLee Smith

Family & Community Programs Manager
Red Butte Garden
laralee.smith@redbutte.utah.edu
(801) 585-0020

Sabrina Hall

Manager of Customer Programs
Royal Botanical Gardens
shall@rbg.ca
(905) 527-1158 Ext. 248



CHANGING PERSPECTIVES: PLANTING FOR THE FUTURE

2016 AMERICAN PUBLIC GARDENS ASSOCIATION ANNUAL CONFERENCE

