

Hamilton & Niagara, Ontario



WEST 8





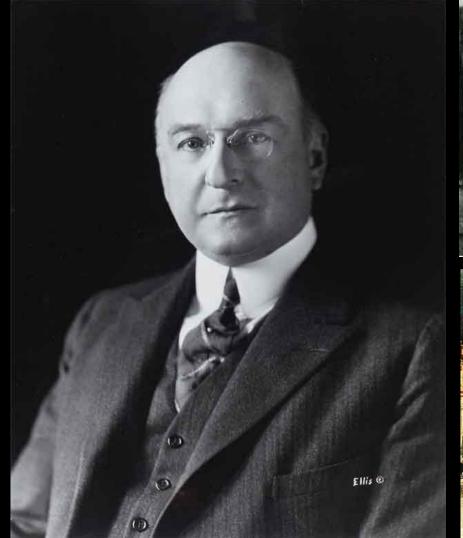




LONGWOOD GARDENS



















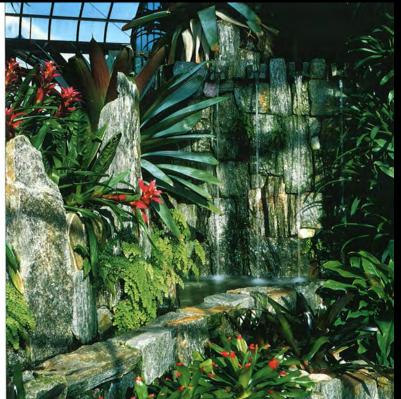




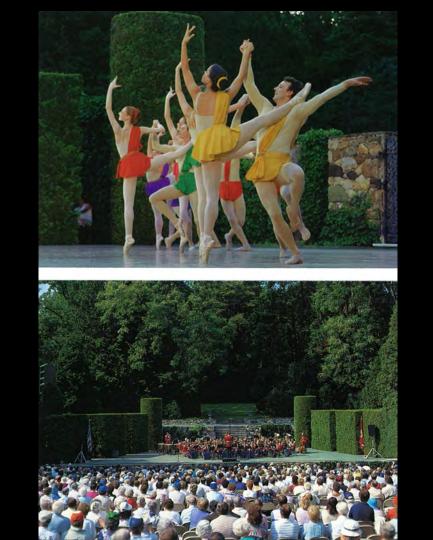












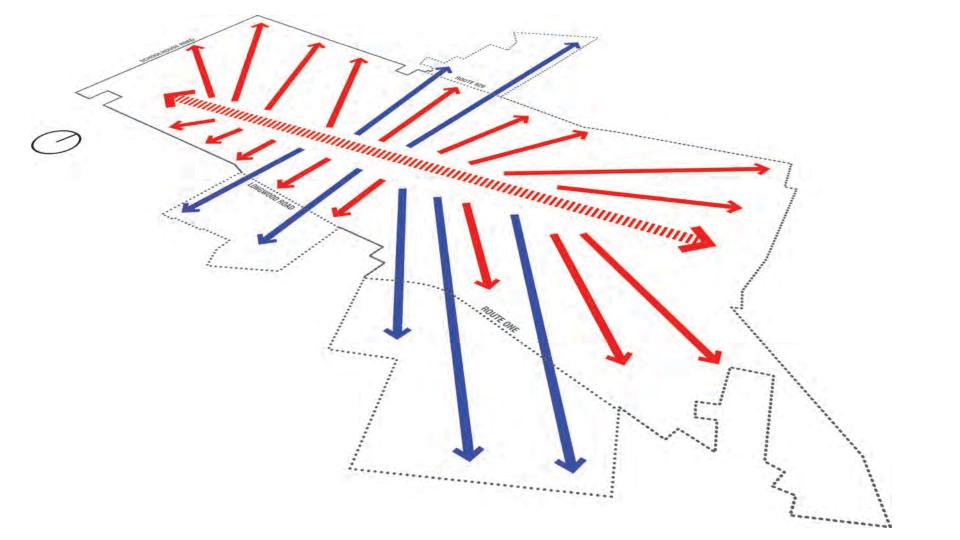


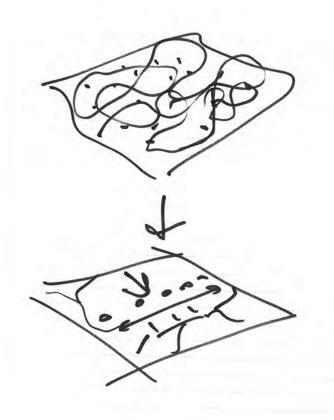
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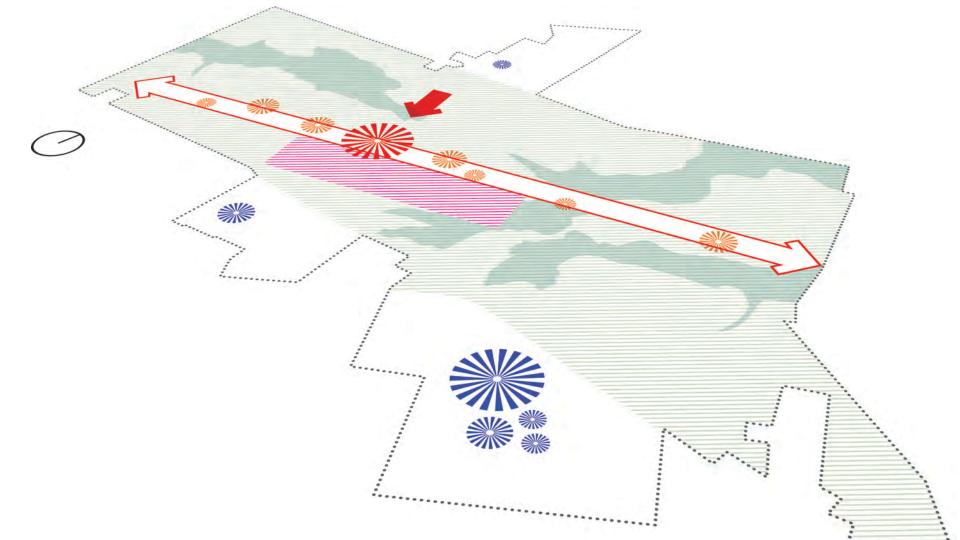


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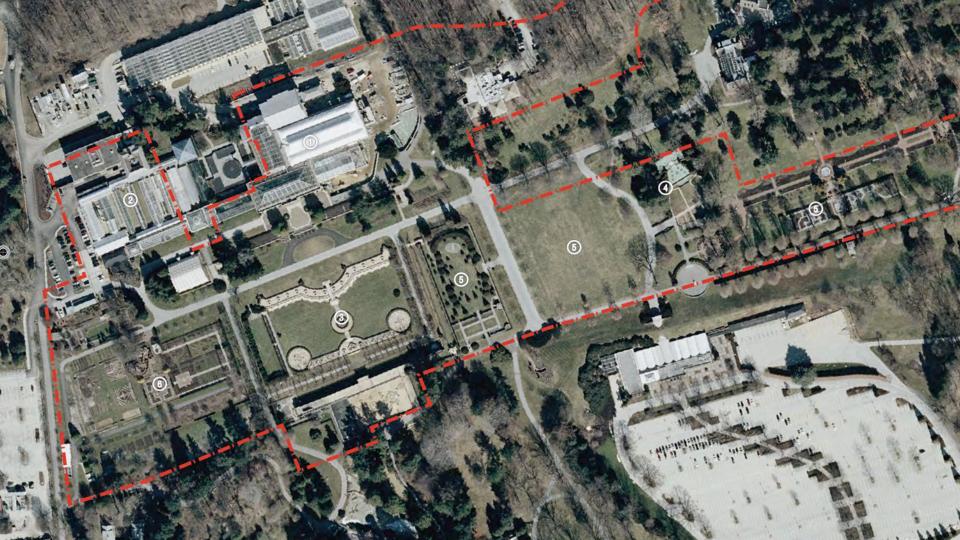










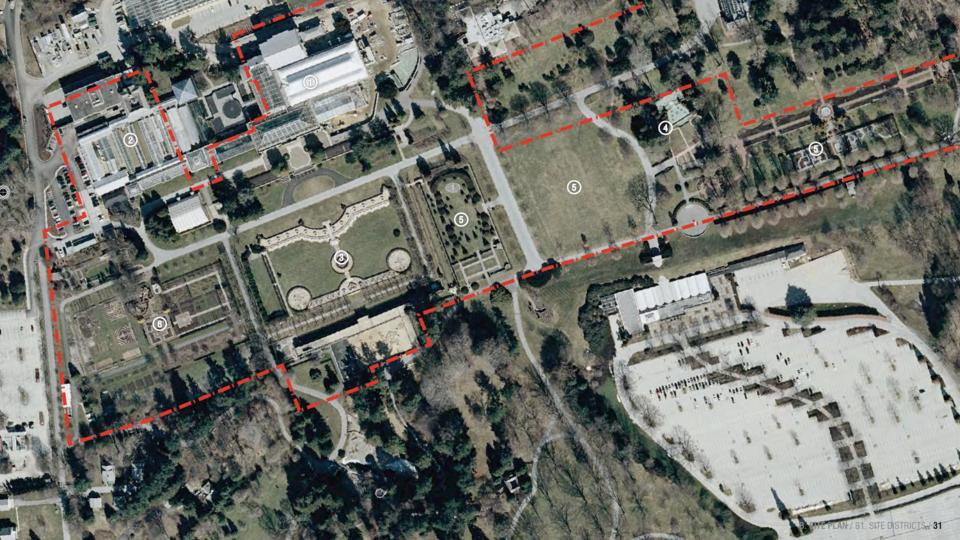








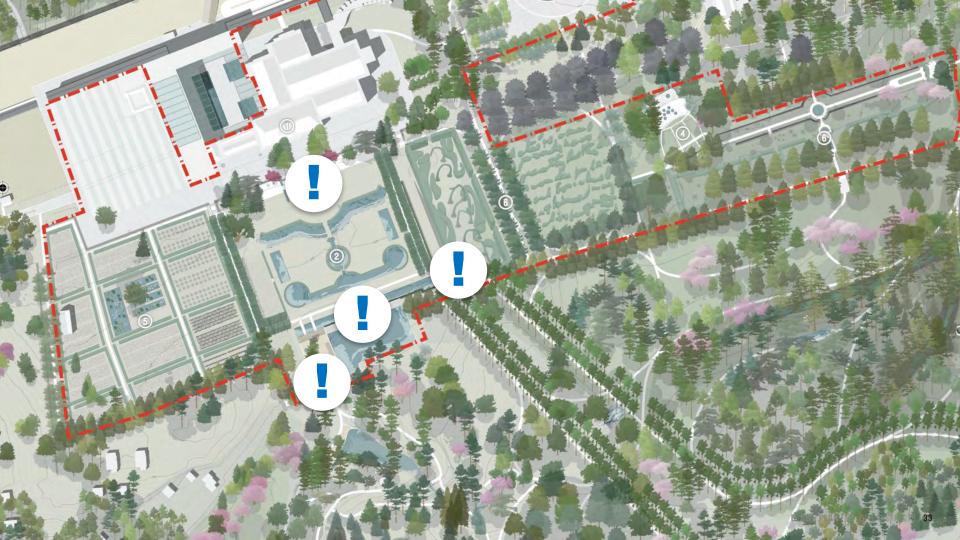


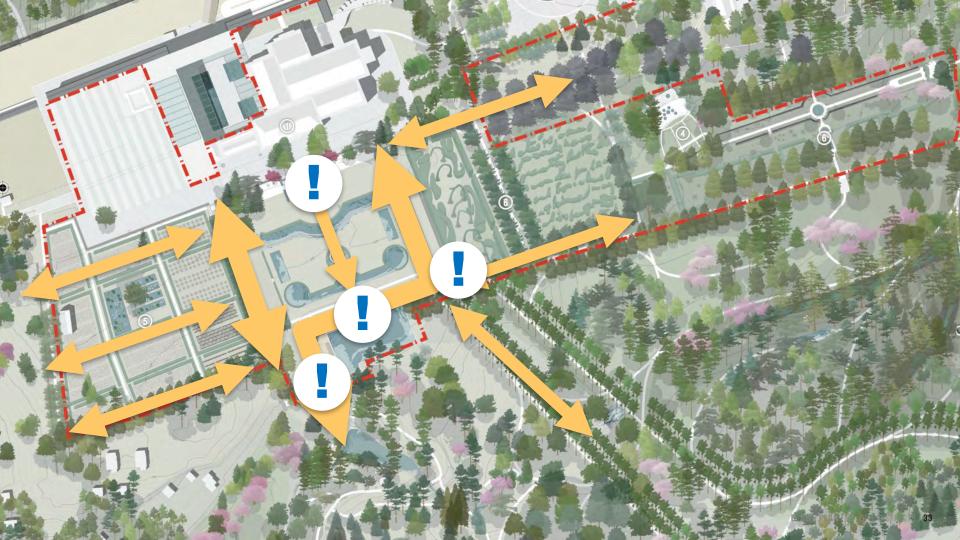














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WEST 8



A Monumental Effort

\$90 Million Dollar Budget
5 Acre Site in the Heart of the Gardens
Design Team

- Led by Beyer Blinder Belle
- In Collaboration with West 8 and Fluidity

Over <u>3000</u> workers involved, 100+ on site on a daily basis

Design: Fall 2012 – Summer 2014

Construction: October 2014 – May 2017



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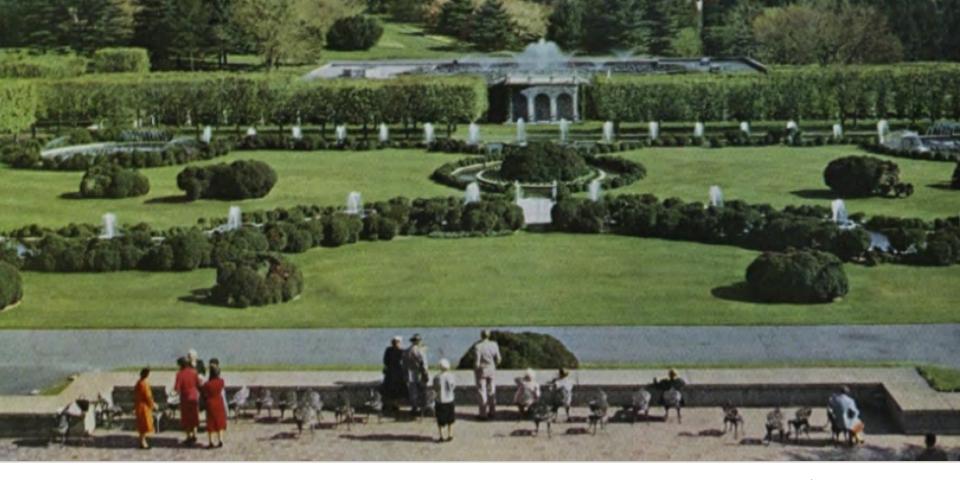












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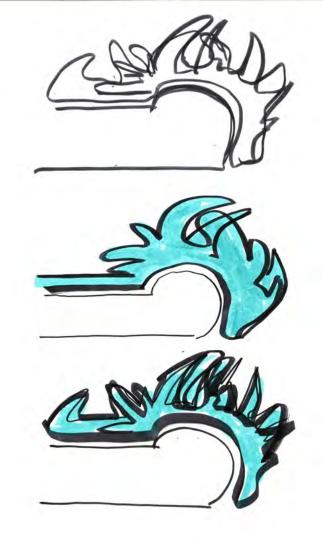
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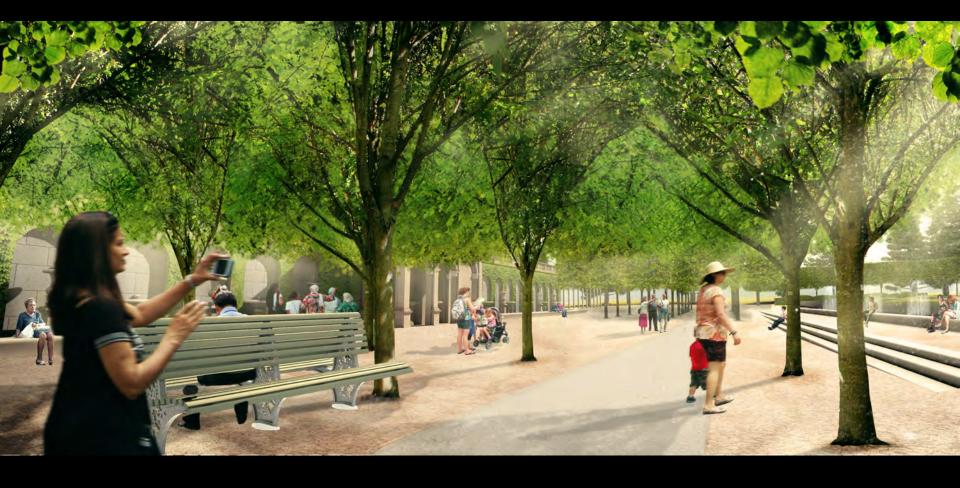






































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Main Fountain Garden Institutional Objectives

Create a holistic, extraordinary experience.

Diversify and grow our attendance

Create more institutional fiscal flexibility



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Main Fountain Garden Strategies Surrounding the Experience

Create a holistic, extraordinary experience.

Position the horticulture and architectural grandeur as the leading asset.

Generate return visitation, increase loyalty through dynamic programming.



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Our Approach to Programming

Foundation for programming begins with horticultural displays surrounding Longwood's five seasons:

Orchid Extravaganza (January–March)

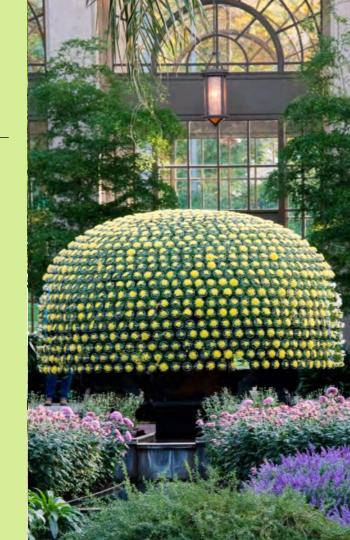
Spring Blooms (April)

Summer of Spectacle (May–September)

Chrysanthemum Festival (October–mid-November)

Christmas (Thanksgiving–January)

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Program Development

Expressed through...

Horticultural Displays

Exhibits

Guest Engagement

Education – Formal & Informal

Classes/Lectures

Tours

On-Site Demos

The Arts

Concerts

Theater

Festivals

Retail Offerings

Food Service Garden Shop



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2010

What can we do during the Main Fountain Garden closure to meet our programming objectives?

Continue with Fireworks in different location within garden? satellite location

Additional fountains in the garden?

Entirely different experience?

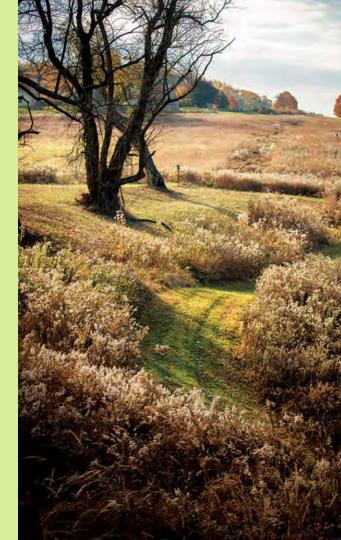
Primary challenge: Replace Fountain & Fireworks - GUEST EXPERIENCE & REVENUE



2011 Planning Go East!

Entice Guest to the east side of our garden

- Opportunities
 - Expand experience
 - Meadow Garden
 - Christmas Light
 - Food Service
 - Education Programs (formal & informal)



2012 Light: Installations by Bruce Munro

The garden as a night time experience

Broader use of the garden

Operations

Infrastructure Upgrades



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Nightscape: A Light and Sound Experience by Klip Collective

Block Buster Exhibit Two Year Strategy

Enhanced night time experience

Support revenue objectives

Spread cost over two years

Supporting programs

2nd Year - different experience

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Expanded Programming

Beer Garden

Artist & Friends Series Performing Arts





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2014

No major announcement on impending closure

Subtle messaging – Legacy of the Main Fountain Garden

National importance of fountain collection

No fanfare – business as usual



Programming Strategy During Revitalization

2015–Spring 2017

- Internal Community
 - Staff Educational Opportunities
 - Town Hall Meetings
 - Brown Bag Lunches
 - In-depth training and tours at key milestones
- External Community
 - Revitalization Lecture series "What's Happening Now?"



Programming Strategy During Revitalization

2015-Spring 2017

Formal Education Programs

Continuing Education

- Lecture Series (3 per year)
 - Showcase Talent
- Floral Design Courses

K-12 Programs

STEM curriculum – focus on engineering







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Main Idea

This garden has significant meaning for our guests.







Content

Interpretive Goals

- Explore the significance of this Garden to Longwood and beyond.
- Explore the **innovative design** of the Fountain Garden historically as **envisioned by Pierre S. du Pont** and how the revitalization project builds upon on and amplifies his original design.
- Elevate the many **experts** that have informed this restoration and explore how the **design principles** have guided thoughtful planning and design.
- Explore the new features of the Fountain Garden including the new fountain technologies and horticultural excellence.
- Highlight the expertise, **process and craft of the many artisans** involved in the restoration process.
- Detail the construction phases and timely information about "what's happening".

Site Closed Oct 2014 – May 2017

Onsite

- Closure Signage
- Interpretive Barrier Wall
- Project "Overlook" Exhibit
- Docents & Staff

Online

- Microsite
- Videography YouTube
- Longwood Blog



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Closure Signage



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Interpretive Barrier Wall







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Interpretive Barrier Wall



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And the view. American Public Gardens Association 2017 Conference Hamilton & Niagara, Ontario



Constructing the New Design

Work is underway on the largest project in our Gardens' history, the complete revitalization of the beloved Main Fountain Garden. This project has been in the works for many years. We are currently in the construction phase.

PHASES OF CONSTRUCTION:

2009 INITIAL DISCUSSIONS

2012 RESEARCH & PLANNING

2013-2014 DESIGN PHASES

2014-2017 CONSTRUCTION

2017 OPENING

Guests to Longwood will be able to see progress in the Main Fountain Garden during the construction phase, including:

2015

- · Removal of historic limestone sculpture for conservation
- Demolition and removal of old infrastructure that is no longer operable or ideal:
- concrete, plumbing, and electrical and begin installation of new components

 Removal of horticulture and excavation of soil for building new underground structures

016

- Finish installation of new infrastructure: concrete, plumbing, and electrical systems
- Reinstallation of conserved historic limestone sculptures
- Finish installation of new Grotto, Pumphouse Plaza, West Bridge with elevator, restrooms, and accessible pathways
- Install new fountain lighting and nozzles
- Finish grading and installation of structural soil for planting; plant new allée and boxwood species
- · Begin fountain and equipment testing

20

- . Complete fountain and equipment testing with Gardens' staff
- Start pruning and training horticulture
- · Plan new Fountain Shows



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Staff, Volunteers, and Docents

Docents provided timely information

- 85 trained
- Tools Flipbook of progress images and smaller stuff behind the scenes, offered more timely information and captured feedback
- A docent evaluation provided added information regarding what visitors wanted to learn more about and what elements within the design they found most impactful.



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New Heights

The Fountain Revitalization Project



Reaching new heights



ABOVE

The story continues



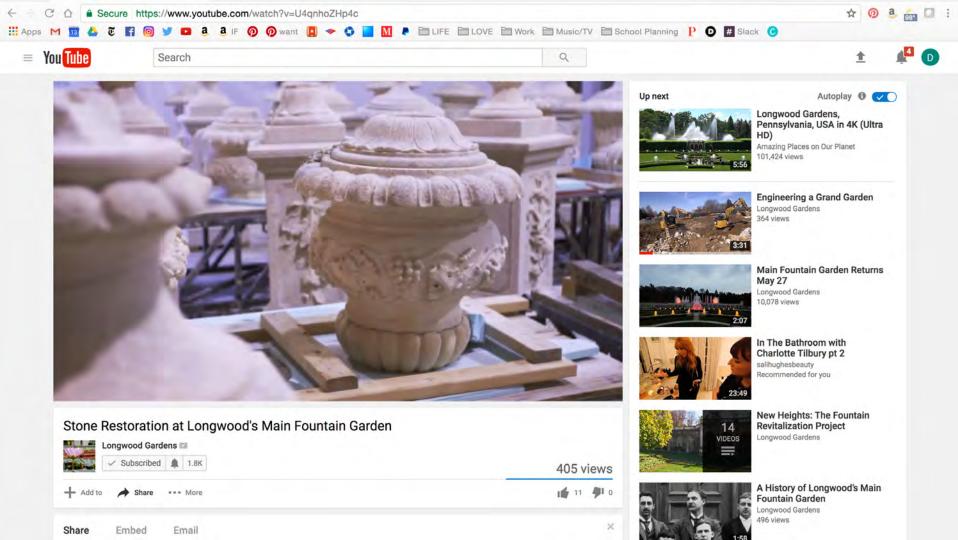
An engineer's garden





SEE BEAUTIFUL IMAGES FROM THE WORLD'S FAIRS
AND EUROPEAN GARDENS THAT INSPIRED MR. DU PONT
BY VISITING NEWHEIGHTS.LONGWOODGARDENS.ORG
AND SELECT "HISTORY."





This garden has significant meaning for our guests.



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Our Thought Process

Express Our Brand

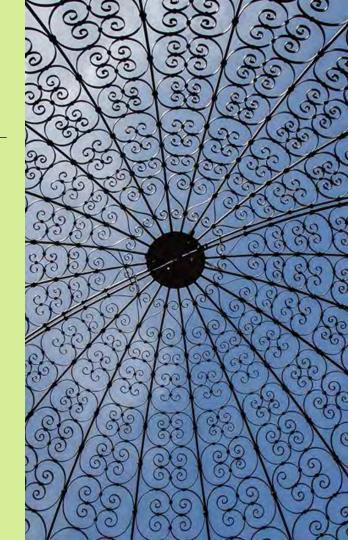
Articulate Our Key Points of the Project

Deliver an Extraordinary Experience

Make Meaningful Connections

Run the Business Day to Day

Differentiate the Experiences – Revitalization AND the Return



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Marketing and Communications

Preparing for the Revitalization



Phasing Over Three Years

When to Communicate, What to Create, and How to Deliver

Preparing for the Revitalization (July through Sept 2014)

- Educating community, guests, Members, Staff
- Determining voice and visuals
- Letters, web site, email

During Revitalization (Oct 2014 through Dec 2016)

- Keeping guests and media engaged through storytelling online and onsite
- Media and Members events and continued cultivation
- Supporting "Go East" and Night Garden programmatic strategy

Flipping the Switch – Preparing for its Return

(January through May 2017)

127 Days of Spectacle!

- Media and hospitality events
- Cultivation events continued throughout opening
- Staff training, tours, flair/uniforms, building excitement
- Marketing and advertising campaigns begin

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Communication Goals

Bolster the sense of Longwood as a must-visit cultural destination

Cultivate sustained media interest

Build excitement and momentum for the reopening of the Main Fountain Garden



Message Platform

Longwood Gardens is the steward of one of the world's great fountain gardens.





New Heights

The Fountain Revitalization Project







Visuals:

Photography

Before & After

Abstract

Fountains

Details

Night and Day

Cinematography

Illustrations and Renderings







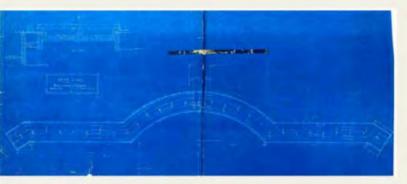


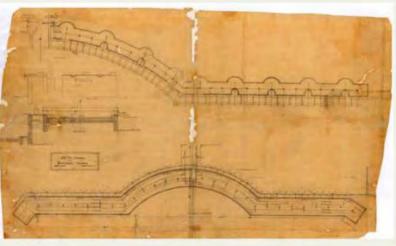
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Mist Realm - Add fog manifold + historic mist



Color Journey - Full spectrum, color - changing LED light



Panorama - Vertical jets in both Rectangular Basin and Round Basins



Hidden Layers Dancer - Axial group of multidirection gimbal nozzles (4)



Marketing and Communications

During the Revitalization



Longwood Gardens will still be...

Open.

Spectacular by Day.

Spectacular by Night.

A World Apart.



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Good vibes have been projected. Day 1, starting in Champ sur Marne. @longwoodgardens @matthewhamm @glennholsten @philbradshaw #longwoodgardens #sonyfs7 #sonyprousa #sonya7sii #canon #canoncinemalenses #canoncinemaprimes #canoncinema #djironin

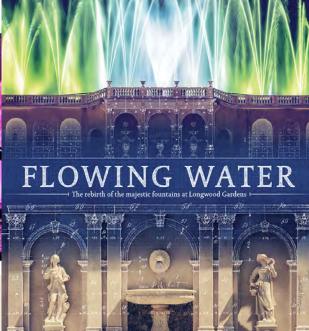


Filming the Fountain Journey 2014-2017



•• !! #longwoodgardens #longwoodgardensmovie





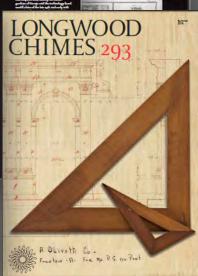
NARRATED BY DAVID MORSE





Rich History to Share with Members





Marketing and Communications

Preparing for the Fountains to Return



Marketing Objectives for 2017

What Are We Trying to Achieve and How Do We Get There?

Achieve 1.4M guests, \$34.2M revenue, and 50/50 gate mix.

Reposition Festival of Fountains season over 127 days with 500,000 quests visiting

Increase gate admission pricing to \$23, a 15% increase.

Maintain Membership engagement with 63,500 households through a new Membership Program.

Allow the Main Fountain Garden to take center stage in building brand equity.

Identify prime markets

Implement an integrated marketing communications plan over six-months with a multi-channel focus - dedicated to the Main Fountain Gardens



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GRAND VISION. GRAND RETURN.

An engineer's garden.
A technological wonder.
Inspired by the past.
Reimagined for the future.
Our legendary
Main Fountain Garden
is back and more
spectacular than ever.











search LONGWOOD Membership Dine Shop **GARDENS** Visit **Events & Performances Education Today at Longwood** Gardens Hours **Tickets** The Fountains Return Refreshed Celebrate during a Summer of Spectacle through September 30

Explore the Season →

Web Design

Marketing and Communications

Achieving Results



Results and Media Interest 2015, 2016

149 Stories \$344,026 Ad Value 132 Million Unique Visitors 2.3 Million News Circulation

Continued Gate Attendance and Membership Growth Each Year



'Elton John of the fountain world' shows just how far water features have come

宾夕法尼亚州长木花园总体规划与主喷泉花园设计 LONGWOOD GARDENS MASTER PLAN AND MAIN FOUNTAIN GARDEN, PENNSYLVANIA





New fountains with flames coming to Longwood Gardens









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Results and Media Interest May 2017

71 Stories \$955,080 Ad Value 290 Million **Unique Visitors** 18.3 Million News Circulation









FINANCIAL TIMES



Move over, Bellagio - Longwood Gardens unveils its \$90 million fountain garden







artdaily.org







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Measuring Our Performance

So, How Are We Doing Against Goals?

Since 2014, we've seen our attendance increase by 26%

Our **Membership households** are close to 62,000 as of today

Since 2014, we've seen our revenue increase by 33%

Since 2014, our social media traffic has increased by 667%

Over **106,000** saw the Fountains in the first three weeks of opening (37% increase over 2016)

Our New Heights web site had 40,000 sessions with 360,000 page views and more international guests

Our gate mix for the summer is averaging a **50/50 split**

Measuring Our Performance

So, What Do Our Guests Think?

The Renovated Fountains are absolutely stunning. Absolutely **beautiful!!!!** Amazing fountain and light show!!! Happiest place on earth!!! The new fountain area is stunning. What a fantastic job you did creating a beautiful space and honoring the history and intent of Longwood Gardens and its original creator! I love Longwood at NIGHT! Amazing new fountain garden! I have learned to have high expectations for Longwood and the fountain show, especially the 9:15 Beatles show went well beyond those expectations. Marvelous! Fountains were **OUTSTANDING!** Well worth the wait! The Fountains were phenomenal, fantastic - beautiful by day light and a sight to behold during the evening We loved the music, lights and choreographed water movement.

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NBC Nightly News

