

New Botanical Gardens: Balancing Growth and Innovation

The Gardens on Spring Creek – Colorado
Michelle Provaznik, Executive Director

Pittsburgh Botanic Garden – Pennsylvania
Keith Kaiser, Executive Director

Santa Fe Botanical Garden - New Mexico
Clayton Bass, President & CEO



the
GARDENS
on Spring Creek

Take Root. Grow. Flourish.

Vision and Mission

- Vision: To be a world-class botanic garden that is community oriented, educational, experiential and sustainable
- Mission: To enrich the lives of people and foster environmental stewardship through horticulture

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Education Programs



PLANT IT FORWARD
Fighting Hunger from the Ground Up

Community Partnerships



Community Events



Volunteerism

Garden of
Eatin'



Children's
Garden



Sustainable
Backyard



Rock Garden



The Future...

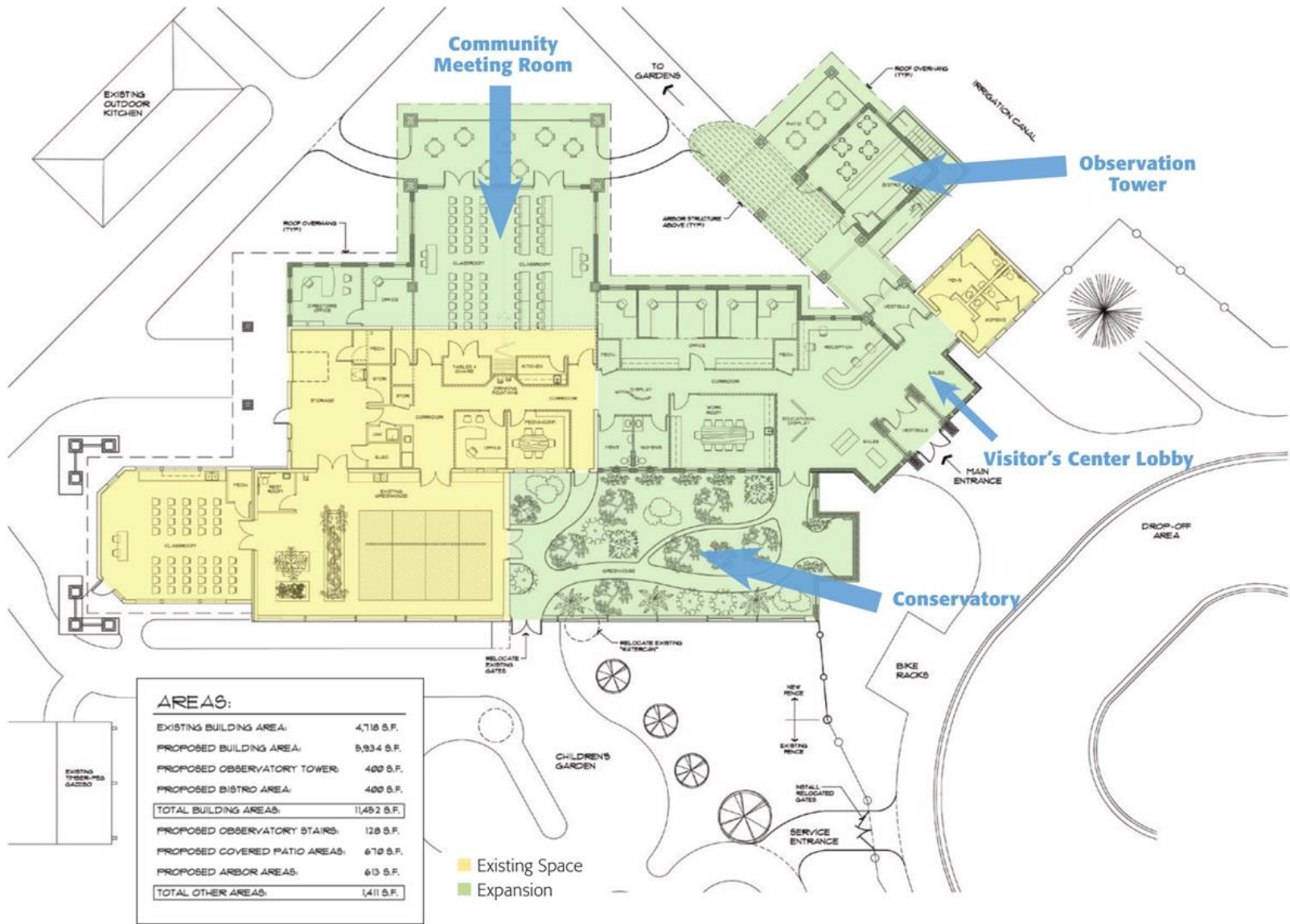


Gardens on Spring Creek

Overall Site Plan



Phase 2: Visitor's Center Completion





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2018 APGA Annual Conference

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Mission Statement update in 2017:

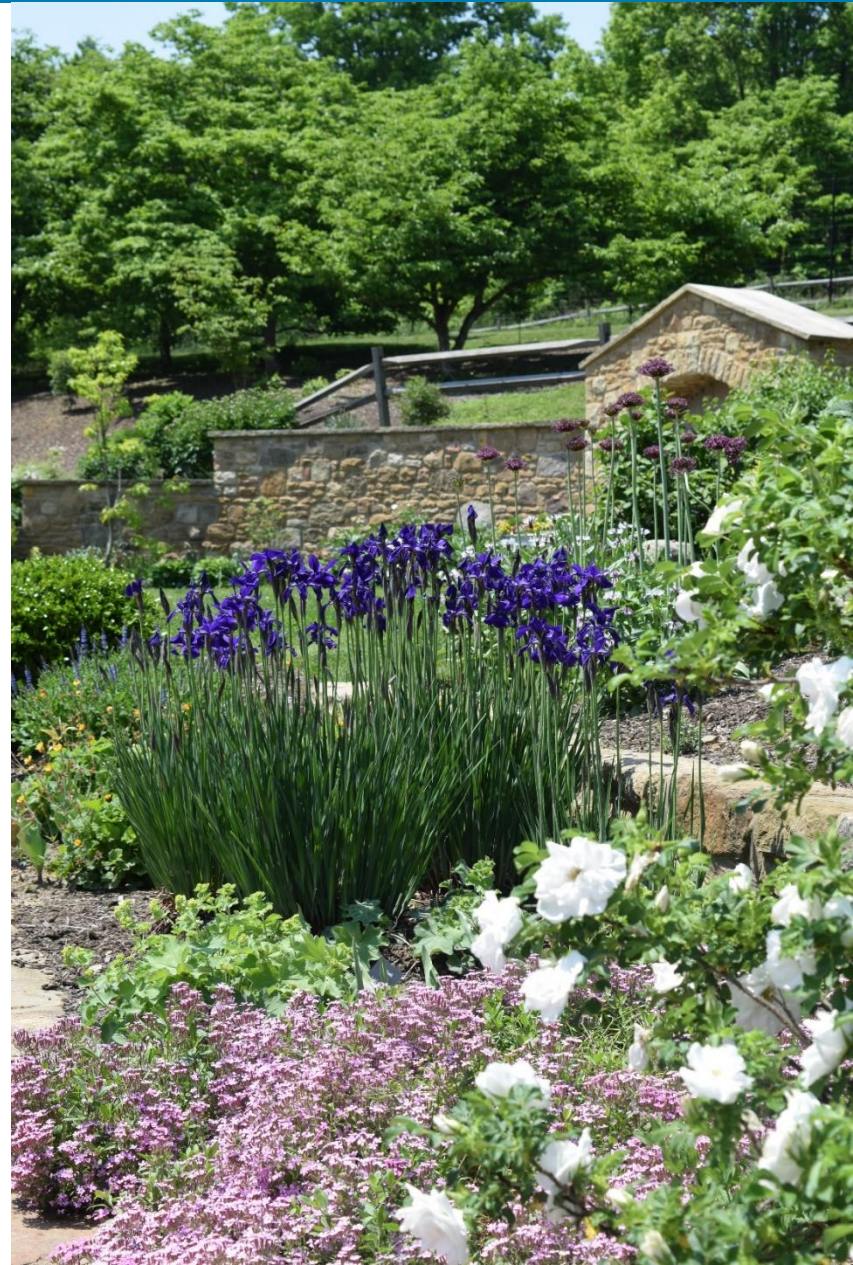
Pittsburgh Botanic Garden inspires people to value plants, garden design and the natural world by cultivating plant collections of the Allegheny Plateau and temperate regions, creating display gardens, conducting educational programs and conserving the environment.

Evolution of Organization - Name changes

Horticulture Society of Western
Pennsylvania (1988)

Botanic Garden of Western
Pennsylvania (2003)

Pittsburgh Botanic Garden (2010)



From an Idea to Opening the Gates! Master planning for a new public garden.

Pittsburgh Botanic Garden – Here's what happened:

1988 First idea to have a public garden with outdoor gardens and collections

1991 Incorporated as a 501(c)3 not-for-profit organization

1994 Site selection begins

1998 Lease signed for 432 acres with Allegheny County for 99-years

1999 Fundraising for master planning begins

2001 National search selects MTR Landscape Arch. & Overland Partners Arch.

2002 First Executive Director hired

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2003 Design team completes comprehensive master plan and 20 acres added

2004 Hurricane Ivan floods abandon mines releasing acid mine drainage

2006 State funds provides \$5M for infrastructure improvements

2008 Reclamation of former coal mine work begins

2011 First plantings take place

2012 Additional 6 acres added to lease for total of 460, including log house, farm house and barn - this provided a means of opening to public

2015 Garden officially opens April 1st

2016 Master plan updated

2017 Prioritization of plan, moved into Site Development Planning

2018 It's been 30 years!

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Mining Reclamation Site



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1870's Bayer Welcome Center



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Davidson Event Center



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Pierce Celebration Garden



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Heritage Homestead with 1780's Log House



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1855 Farmhouse - Administration Building



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Margaret Lawrence Simon Dogwood Meadow



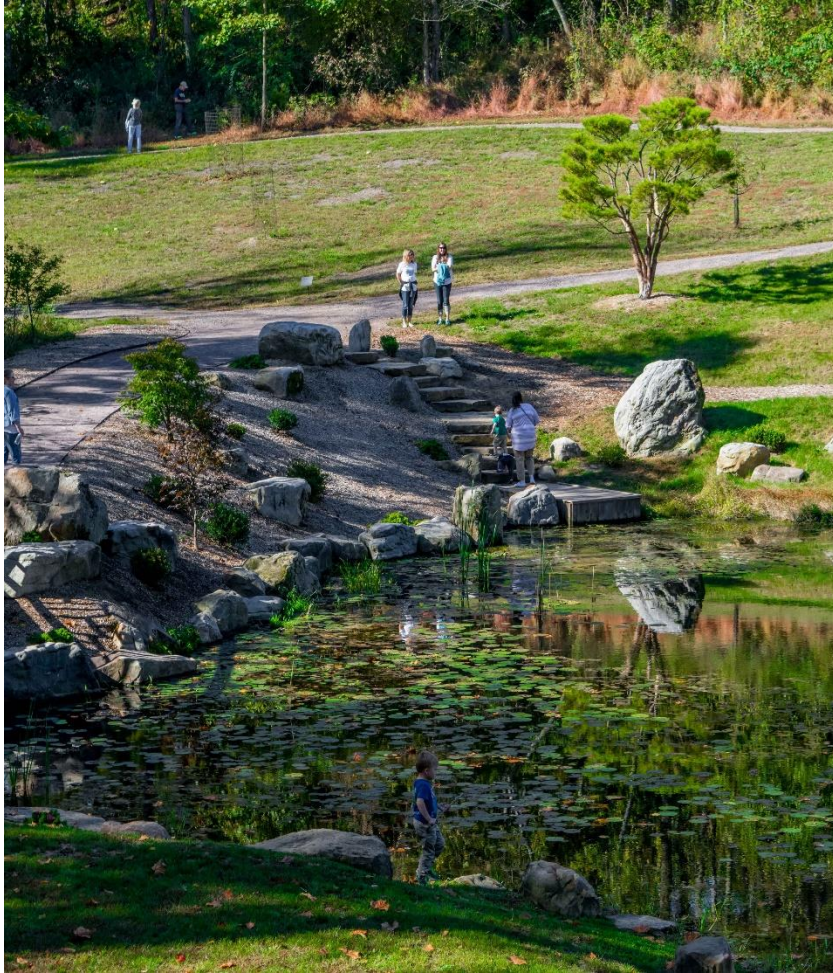
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Woodlands to Explore



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Japanese Garden with Lotus Pond



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Land Clearing – Future Garden Sites



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2003 Master Plan



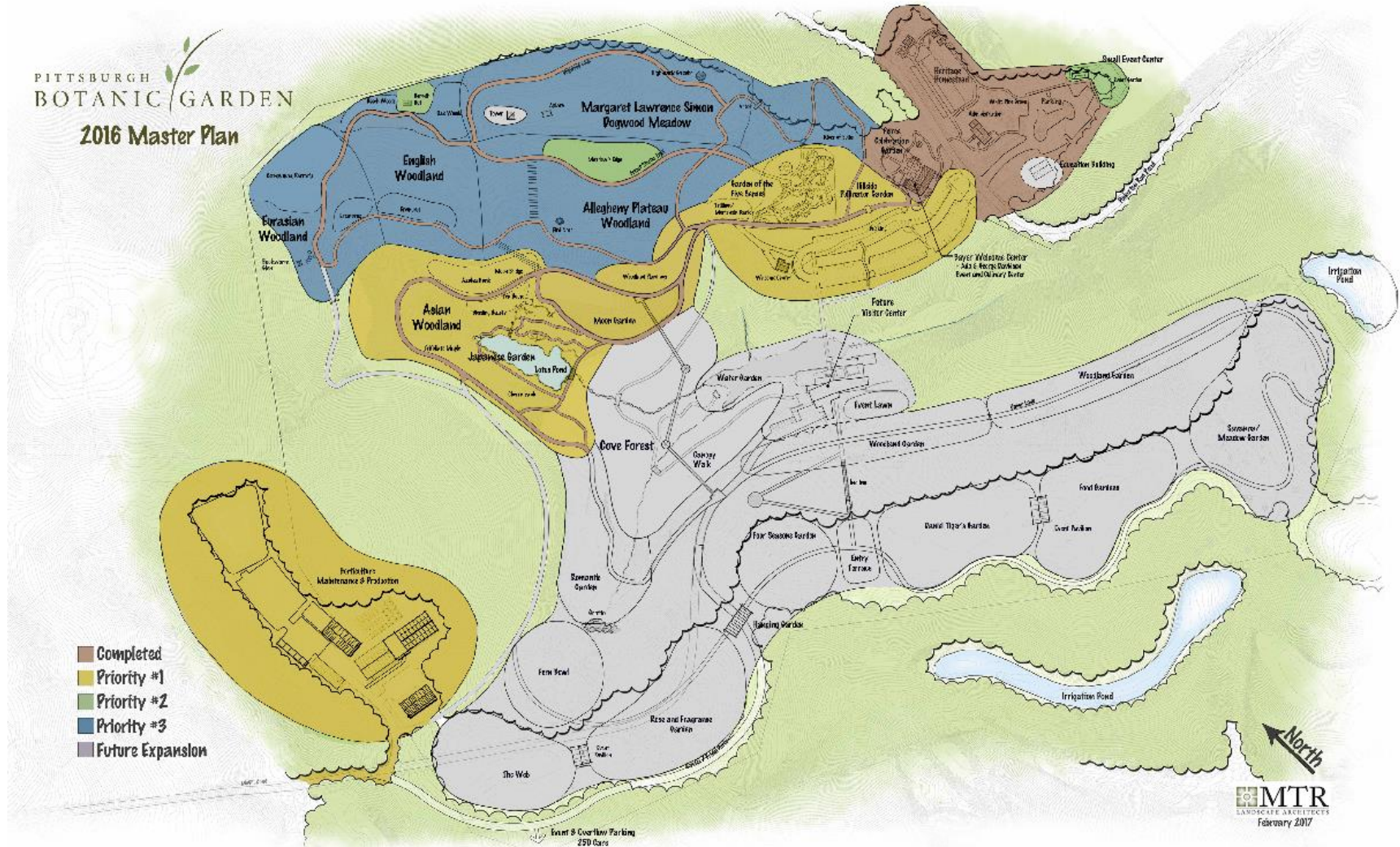
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2016 Master Plan



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2016 Master Plan with Priority Areas



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Two New Gardens

- Hillside Pollinator Garden
Ground breaking June 2018
- Garden of the Five Senses
Fall 2018 – Summer 2019



Hillside Pollinator Garden at Pittsburgh Botanic Garden

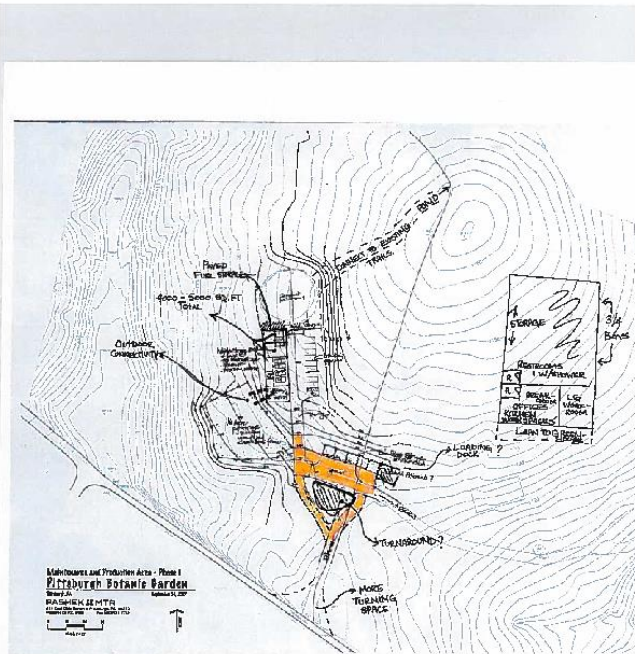
- Cultivars of native species of plants which thrive well in the Allegheny Plateau.
- Education for visitors on ecological importance of native plants and wildlife. A baseline of wildlife activity will be captured before installation and a network of volunteers will conduct pollinator and wildlife counts to determine impact of the garden.
- Storm water best practices in artful ways as a steep grassy hillside changes into a planted area. The slowdown of water will take place through retention.
- ADA-compliant path that includes switchbacks for ease and comfort in walking as well as opportunities within seating areas to interact with the butterflies or view other display areas.
- Timeline for construction has shifted to begin last winter with completion by summer 2018.

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Site Planning Projects

- Horticulture Maintenance Facility
Construction 2018-2019
- New Welcome Center & Auto Garden
Opening mid 2020





Mission Statement

- The Santa Fe Botanical Garden celebrates, cultivates and conserves the rich botanical heritage and biodiversity of our region. In partnership with nature, we demonstrate our commitment through education, community service, presentation of the arts, and the sustainable management of our nature preserve and public garden.



TIMELINE: Two Sites

- 2018 – Lake/Flato Architects, Didier Design Studio, Visitor Education Center
- 2016 – Ojos y Manos: Eyes & Hands Garden opened
- 2013 - Botanical Garden on Museum Hill opened, 18.5 acres
- 2006 - Master plan, W. Gary Smith, Landscape Architect
- 1992 - Leonora Curtin Wetland Preserve, 35 acres
- 1987 - SEBC organization established as 501(c)3






Santa Fe
 BOTANICAL GARDEN
 at Museum Hill

**SFBG on
 Museum Hill:**

Arroyo
 Hiking/Biking
 Trail 2011

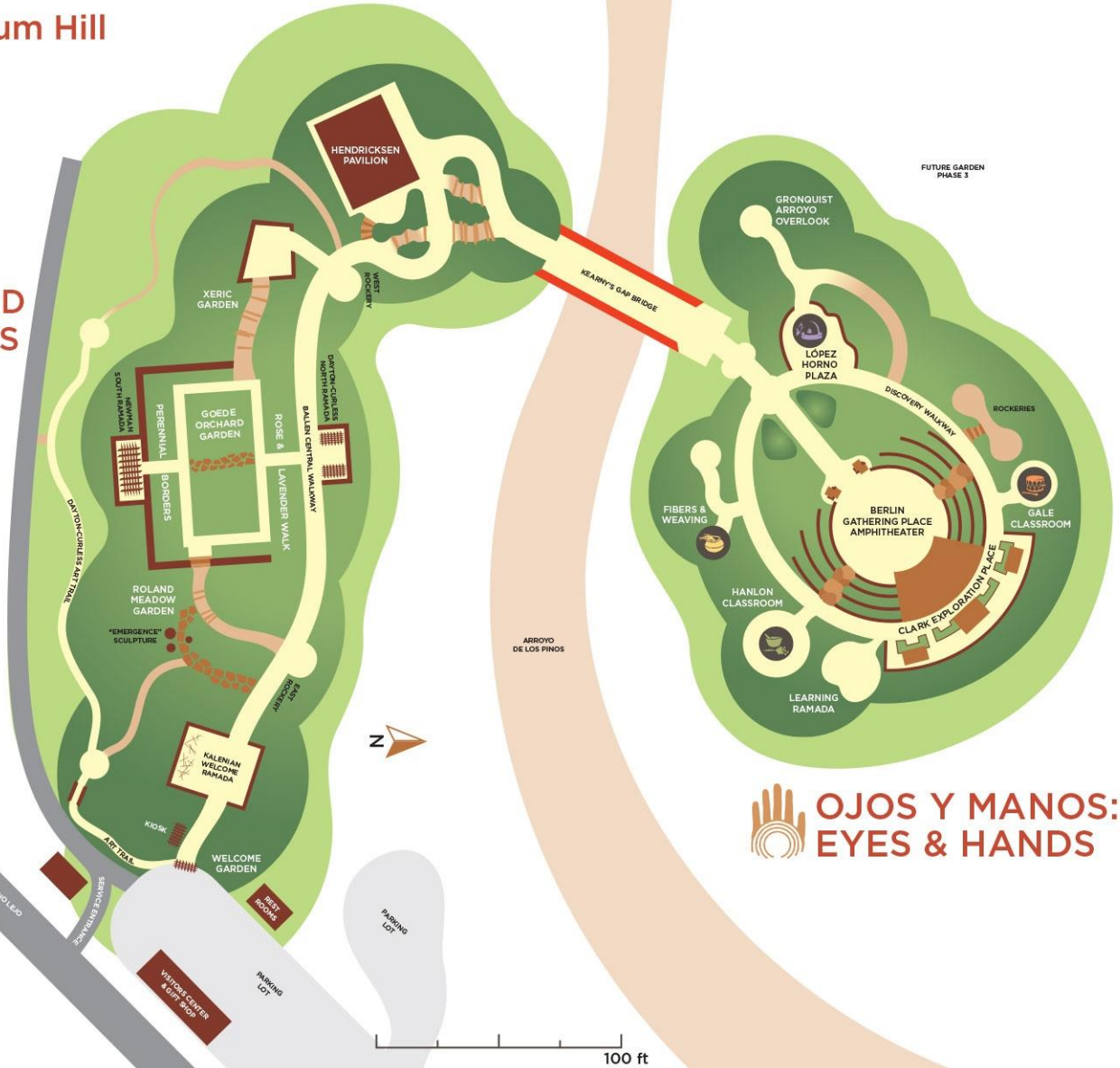
Phases One &
 Two: 2013/16

Phase Three:
 Pinon Juniper
 Woodland 2019

Phase Four:
 Visitor Education
 Center 2021?

Phase Five:
 Courtyard
 Gardens 2024?

**ORCHARD
 GARDENS**



 **OJOS Y MANOS:
 EYES & HANDS**



Shakespeare in the Garden



Community Days – Traditional Cooking

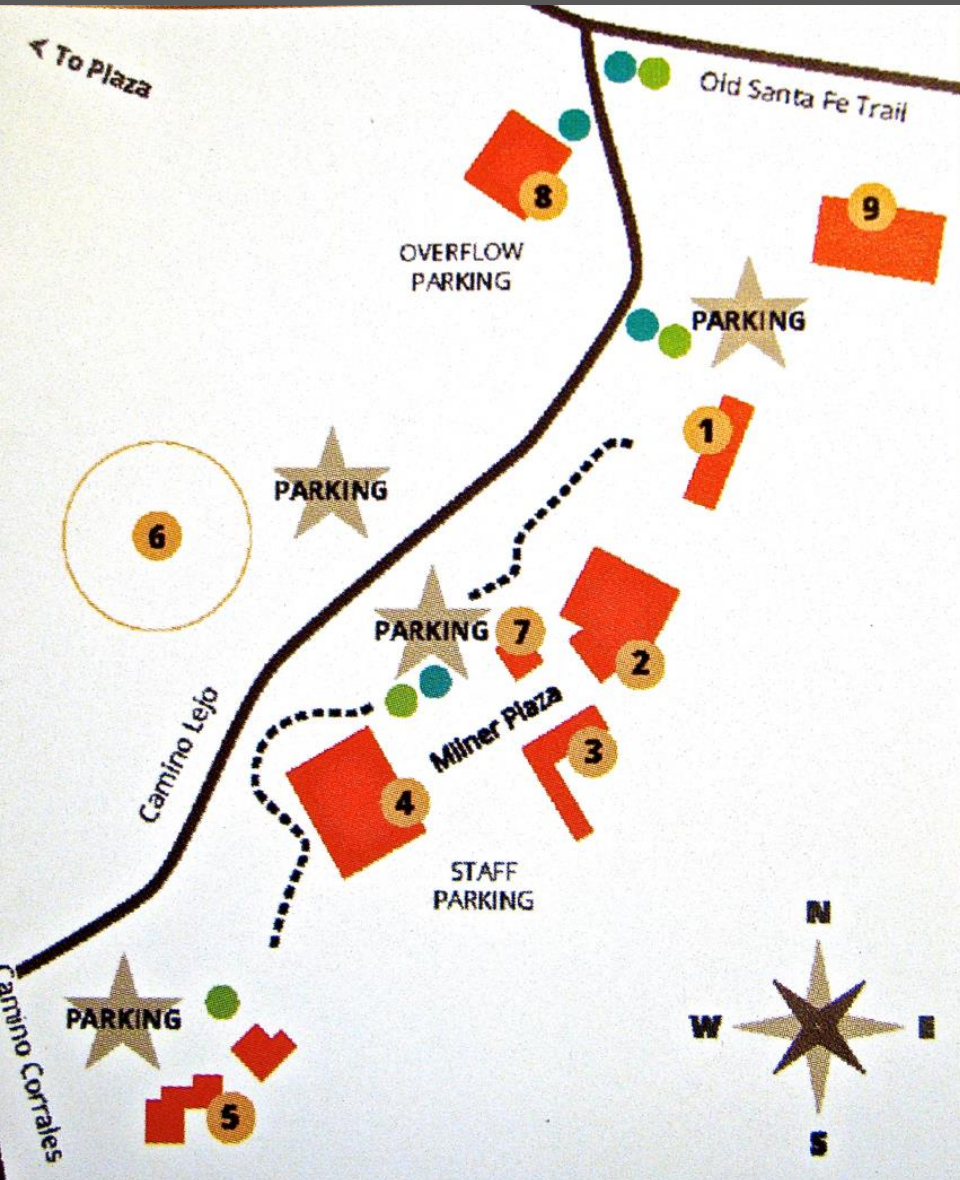


GLOW Winter Lights



Sculpture Exhibitions

Museum Hill Campus



1. Museum of Spanish Colonial Art
2. Museum of Indian Arts & Culture
3. Laboratory of Anthropology
4. Museum of International Folk Art
5. Wheelwright Museum of the American Indian
6. Santa Fe Botanical Garden
7. Museum Hill Café
8. Stewart L. Udall Center for Museum Resources
9. National Park Service

Santa Fe Trails M Route
Stop

Santa Fe Disk Up Stop

Museum Hill Partners: Three Priorities

- Program development
- Collaborative marketing
- Campus master planning



Ojos y Manos: Eyes & Hands Garden
Opening Ceremony – October 22, 2016
1,800 Attendees





In 2017...

- 44,000 Visitors and growing
- 16,000 Student Engagements
- 1,650 Member households

In 2018...

- AAM Design Excellence Award – Ojos y Manos interpretive plan
- Santa Fe Community Educators Network
- Shakespeare in the Garden
- Dan Ostermiller: Gardens Gone Wild! sculpture
- GLOW: Winter Lights collaboration with schools

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Strategies for:

Creating a distinctive brand
- Michelle Provaznik

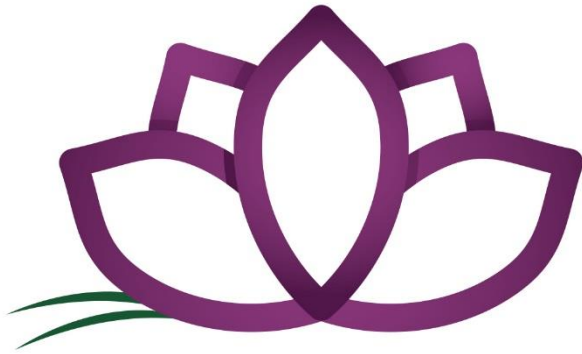
Transitioning from Grassroots to Institution

the
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on Spring Creek



- Flat Organizational Structure to Hierarchy
- Fundraising to Philanthropy
- Free Facility to Admission/Membership Model
- Plants from Wherever to Curated Plant Collections
- New Brand

Transforming the Brand



THE GARDENS
ON SPRING CREEK

- 1 year re-branding process
- Stakeholders involved
- First designs not used
- Told the new Brand Story in letter to members and supporters
- Launched publicly at Spring Plant Sale

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Strategies for:

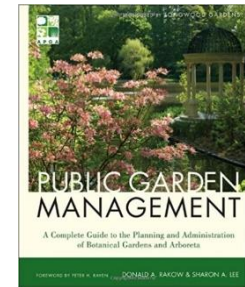
Growing earned income
- Keith Kaiser

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Earned Income –

Is income derived from any source where a product or service is provided for a fee, including income from programs, gift shops, food service, facility rental and similar operations.

Public Garden Management –
Donald Rakow & Sharon Lee



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OPERATING REVENUE

2018 – Pittsburgh Botanic Garden Operating Budget \$1.66M

Earned Revenue: Total 38% \$672,000

5% Admission Fees \$92,000

6% Membership \$105,000

2% Retail Sales – Gift Shop, Plant Sales \$28,000

24% Rentals \$419,000

1% Educational Offerings \$15,000

1% Investments \$13,000

Contributed Revenue: Total 47% \$751,000

Capital Projects Funds for Operating: Total 15% \$235,000

Other Sources: Exhibits – Concerts - Community Events - Food Service – Special Events





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PITTSBURGH
BOTANIC GARDEN



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Strategies for:

Aligning Board capacity to
a growing organization

- All

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Strategies for:

Securing capital campaign dollars while building
operating support
– Clayton Bass



Communicate With Constituents

- Establish compelling case for support
 - Why capital and operating are different
 - All size gifts are important = ownership
 - Establish operating reserve fund ASAP
 - Grants available to build reserves or capital funds?
- Foster staff creativity



Listen To Supporters

- Always honor donor intentions
- Stay alert for donor burnout
- Track results and share
- Stewardship is critical, thank often
- Donors versus sponsors
 - Success generates support
 - Welcome change, dynamic environment fosters innovation

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Q & A: Dialog with the Audience

Thanks!