

Program Mixology: The recipe for combining alcohol and education

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BOTANICAL GARDENS

Our Mission

Friends of Birmingham Botanical Gardens promotes public knowledge and appreciation of plants, gardens and the environment and receives, raises and administers resources for these purposes.

Our Vision

The vision of Birmingham Botanical Gardens is to be one of the nation's preeminent botanical gardens.

Why add alcohol to education?

Versatile subject

Broad appeal

Generate revenue

Build relationships

All your friends are doing it...



Considerations

What is appropriate for *your garden*?

Main feature or added attraction?

Potential partners?

How to craft a story?

Liability exposure?

Regulatory agencies?

Serving?

...?



What is Appropriate?

Garden

Mission

Audience



What is Appropriate?

Added attraction



Vs

Main event



Photo: Kendall-Jackson Wine Estate & Gardens

Potential Partnerships



Breweries

Wineries

Distilleries



Bars

Bartenders' Guilds

Homebrew shops



Crafting a Story



Photo: craftingconnections.net

Botany
Ecology
Social history
Community

Crafting a Story

Raw Ingredients

Botany

Ecology

Social History



Photo: Reader's Digest

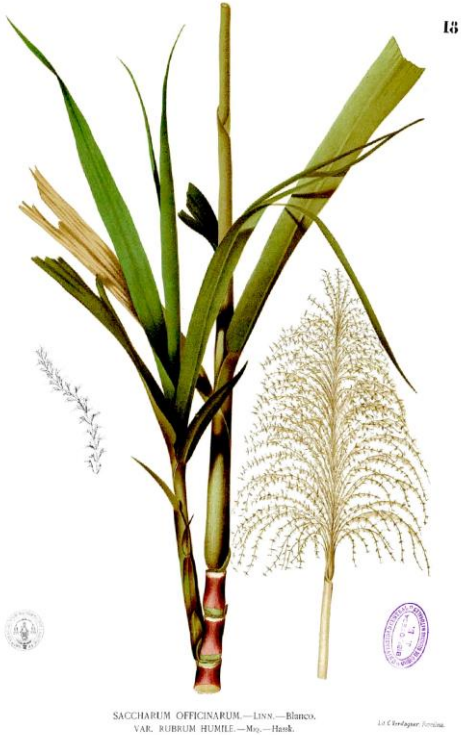


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Crafting a Story

Botany



Crafting a Story

Ecology



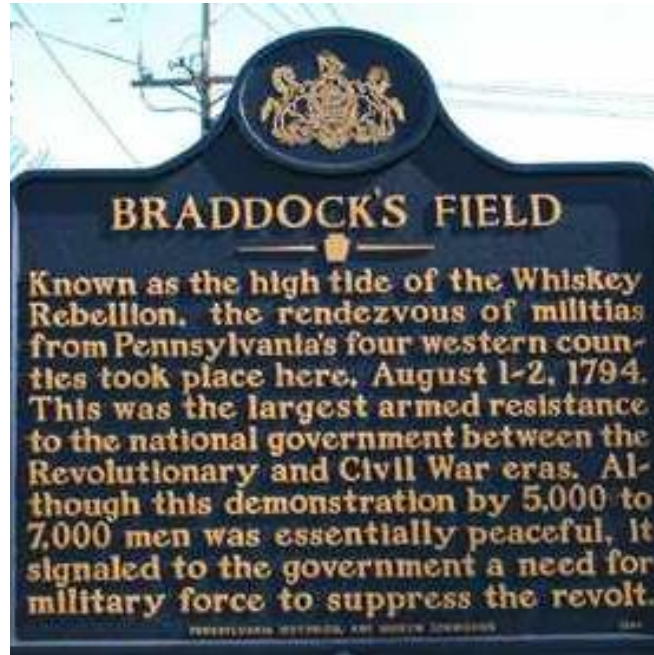
Photo SmugMug, Inc. :



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Crafting a Story

Social History



Crafting a Story

Community Connections



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Liability Exposure

Age requirements

Regulatory agencies

Serving considerations



Program Mixology: Examples from Presenters

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Idaho Botanical Garden

GROW WITH US!

Educating about Alcohol at a Non-profit Botanical Garden

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Education and Visitor Engagement Director

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Classes at Wineries, Wine Shops, Breweries, and Cideries

Businesses enjoy sharing their passion.

- Be bold, and contact local companies
- Offer to provide a per person fee to help cover product costs
- Determine who will represent your organization at the class
- Offer to print hand outs

Sample Classes held by Idaho Botanical Garden

TURNING WATER INTO GOLD

DATE/TIME: Saturday, July 9, 1:00 p.m.

Instructor: Josh King, Master Brewer, Sockeye Brewery

Cost: IBG Member: \$20 Non-Member: \$25

Location: Meet at Sockeye Grill and Brewery, 3019 N. Cole, Boise, 658-1533

Bring your thirst for knowledge to this in depth discussion about the brewing process. Topics will include ingredients (malt, hops, and yeast), fermentation and styles of beer. Following a tour of the brewery we'll taste some samples and discuss the flavors found in each. Class is limited to 15 participants.



MERIWETHER CIDER TOUR

DATE/TIME: Wednesday, October 5, 7:00 p.m.

INSTRUCTORS: Gig Leadbetter, Cider Maker & Kate Leadbetter, taste analysis instructor

COST: IBG Member \$20, Non-Member:\$25

LOCATION: Meriwether Cider Company, 5242 W Chinden Blvd, Garden City

Go on a tour led by the head cider maker of the production facility, followed by a cider tasting in the taproom with a guided sensory analysis of chief labor components. At the end you will receive a Meriwether pint glass to take home. Tour is limited to 15 participants.





FROM DIRT TO GRAPES TO WINE

DATE/TIME: Wednesday, February 25, 6:30 p.m.

INSTRUCTOR: Trevor Hertrich, Bodovino Wine Director

COST: IBG Member: \$15, Non-member: \$20

LOCATION: Bodovino, 404 S. 8th Street, Boise

Includes cheese, bread and wine samples

Does what happens in the vineyard stay in the vineyard? What determines the final flavor of a wine? What is the influence of the winemaker versus the *winegrower*? The concept of *terroir* has been held up as a sacred ideal and dismissed as marketing hype. Decide for yourself in this discussion and comparative tasting



Beers Served On-site Made with Garden Plants

Fall Harvest Festival celebrates the harvest with many activities including vendors of local beers and wines.

Take advantage of the fact that alcohol is made from plants to promote your collections and educate the public.

Invite brewers to visit and discuss with them what plant material they would like to create special, limited brews to be made available at your event.

Horticulture staff grows the plants to be harvested and used by the breweries.

Create educational materials, such as signs, to be posted where the beers will be served.

Potential ingredients: basil, chilies, elderberries, hops, hyssop, lavender, lemon grass, lemon balm, pumpkin, sage, savory, citrus fruit, coriander, rosemary, mint, chamomile, spruce or redwood tips.

Off-site Signature Brew

Conversations with alcohol producers may result in a beverage associated with your organization.

University of Wisconsin-Madison Arboretum's Longenecker Horticultural Gardens had their Osage Orange fruit discovered by Funk Factory Geureria beer brewery.

They planned an event at the brewery where the beer would be sold, with a percentage going to the Arboretum, where they would discuss the fruit and the garden.

<https://news.wisc.edu/arboretum-brews-up-partnership-to-turn-unlikely-fruits-into-local-beer/>

Garden Escape Beer

Idaho Botanical Garden grown prickly pears will be an ingredient in a new canned beer to be sold statewide, with a percentage of sales going the to the Garden.

Suggestions for forming a new partnership:

- Work with smaller companies.
- Research local breweries to determine their reputation in the community. Make sure your organization is a good fit.
- Walk through your site with the brewer to see what might be possible.



B.Y.O.B. Programming at a University Botanical Garden

SARA MERRITT smerritt@iastate.edu

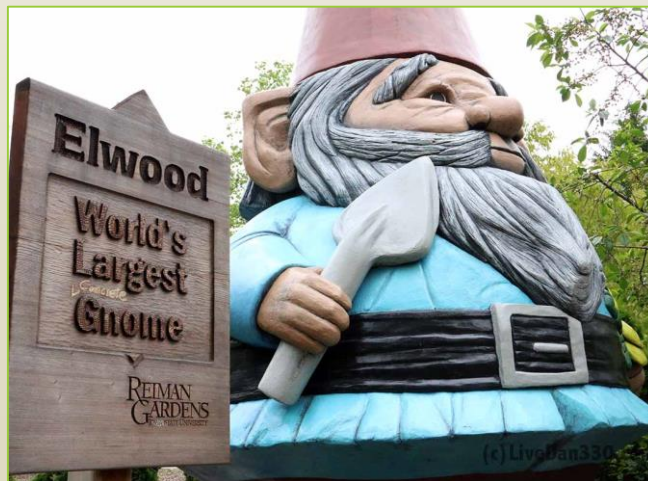
Education Manager, Portal to the Public Program Coordinator

REIMAN GARDENS, Iowa State University, Ames IA

REIMAN GARDENS

ANNUAL SNAPSHOT

- ~250 programs
 - (150 adult, 100 youth/family)
 - \$34,000 attendee payments, \$15,000 net
 - 185 tours, \$35,000 net (youth, adult, exhibit)
- **TOPICS:** gardening, plant science, art & floral design, photography, therapeutic horticulture, theme-based nature lectures, meet-a-scientist, behind-the-scenes
- **STAFF, CONTRACTED, & volunteer instructors**



Why Education + Alcohol?

- Audience
 - **“In the six years spanning from 2011 to 2016, **adult attendance** (ranging in age from 18-40) in cultural organizations – such as museums, zoos, and aquariums – **increased from 28.7% to 30.9%**, while that of Baby Boomers actually *decreased* from 23.8% to 22.5%.”**
 -
 -
- Event Replacement / ^{- MuseumHack} Hosted Bar Alternatives
 - Winter Wine Fest
- Success @ Other Organizations
 - Zoo Brew at the Blank Park Zoo
 - Mixology Nights at the Des Moines Science Center
 - “Paint & Pour” at various businesses, bars, coffee shops, and museums
- Revenue Generation

Crafty Cocktail Nights – DETAILS




- August 30: topics finalized for November-February
- Taught by staff (planning team of 6 from various departments, usually 2 to lead each program)
- Topics from Pinterest, etc.; connect to nature, horticultural display(s), and/or theme
- Limited budget for supplies, so lots of repurposing
 - Sometimes BYO *materials*...
- Music & light food (veggie tray, popcorn, water)
- Marketing on FB & to ISU departments as after-hours group activity – more social than class-like
- Coupons for Gift Shop



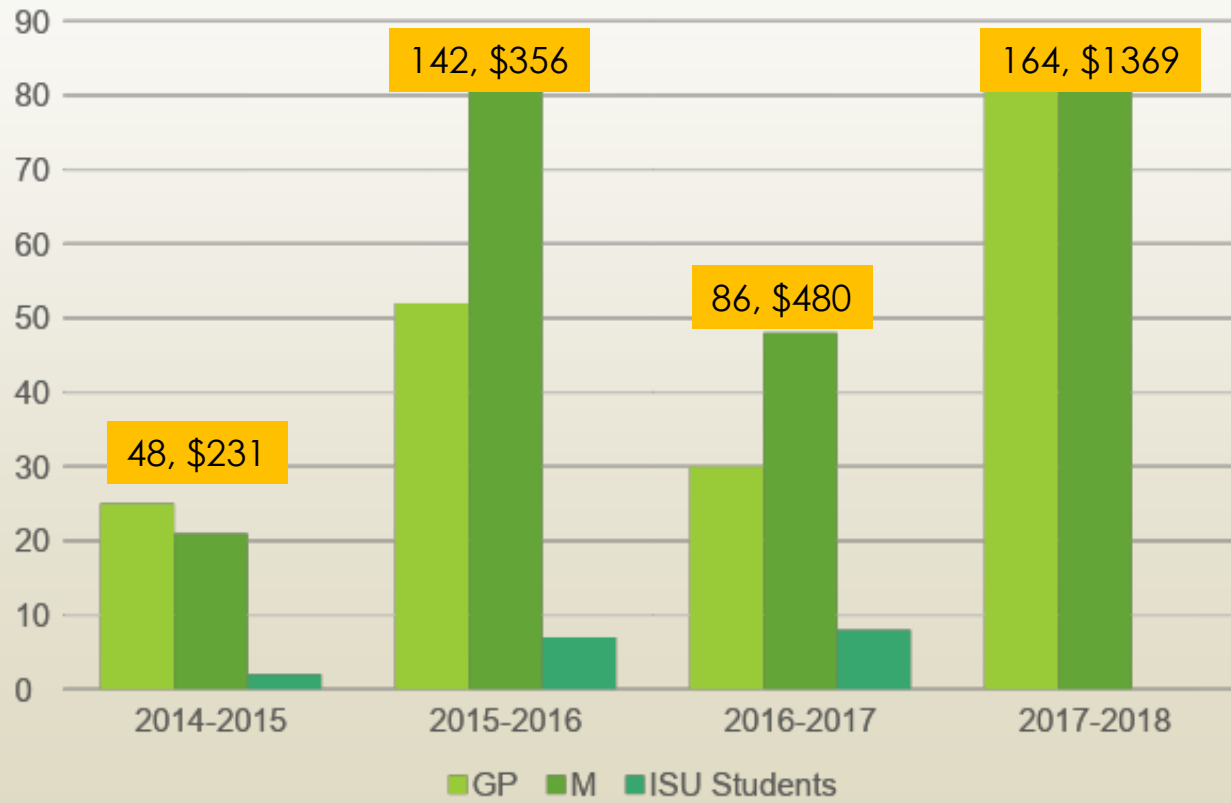
Legal/Liability/Licensing LOGISTICS

Iowa State University has 2 liquor licenses (unique to ISU)

- 
- ISU Catering Service – Iowa ABD requires a map of coverage so they do not have other 3rd party licenses active simultaneously
 - Liquor liability insurance
 - **At Reiman Gardens, we mitigate our own risk by:**
 - B.Y.O.B. – no hard liquor: beer or wine only, with approval – Legal Services & Risk Management
 - Specific locations/dates removed from ISU's coverage
 - Providing water and food
 - Adding language in registration releasing RG & ISU from liability, certifying 21+
 - **BOTTOM LINE:** manage risk, limit liability, look at state & local laws, work with whomever handles insurance

Crafty Cocktail Nights – NUMBERS

Attendance Data – 28 Total Programs



Crafty Cocktail Nights – The FUN STUFF



- Seed Hearts for Birds
- Water Bottle Bangles
- Soda Can Butterflies
- Colorful Quotes on Canvas
- Wine Cork Coasters
- Felt Flower Wreaths
- Marbled Clay Ring Dishes
- All-Natural Body Scrubs
- Zen Succulent Gardens
- Gluing Stuff to Balloons!
- Herbal Sachets
- Paper Plants
- Edible Succulents
- Ornerly Ornaments
- Fired Ink Art (we had to offer this one 3 times!)
- Kokedama
- Leaf Stamping
- Upcycled T-Shirts
- Lightbulb Terrariums
- Door Swags & MORE!



THANK YOU!

Questions?



SARA MERRITT – Reiman Gardens – smerritt@iastate.edu

Program Mixology in a Public/Private Partnership

Brooke McMinn

Director of Education and Visitor Experience



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Special Considerations

Park Board Approval

Police Officer

No Sale



Alcohol as an Added Attraction

Fairy Houses

Terrarium Building

Botanical Beauty Secrets



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The Main Feature

THE HONEY BEE*_r PROJECT



The History & Mystery of Absinthe

Whiskeys of the World



The Main Feature

THE HONEY BEE*r PROJECT

Avondale Brewing Company and the Jefferson
County Beekeepers Association
Present:

THE HONEY BEE*r PROJECT

A special release
Farmhouse Honey Ale made with 120lbs of
local, wildflower honey. A portion of the
proceeds going to establish special pollinator
gardens throughout Jefferson County for our
friend, the honeybee.

Saturday, October 8th, 2016
5:00pm

Avondale Brewing Company
201 41st Street S Birmingham, Alabama

Come drink a BEER and support a BEE!



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The Main Feature

Grain to Glass



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THE BROWN BAG 2018

LUNCH & LEARN SERIES

Bring your lunch to Birmingham Botanical Gardens and join us for FREE informational seminars.
No reservations required. ~ 11:30 a.m. - 12:30 p.m. ~ Drinks and dessert provided.



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The Main Feature

The History & Mystery of Absinthe



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Photos: Jade Liqueurs

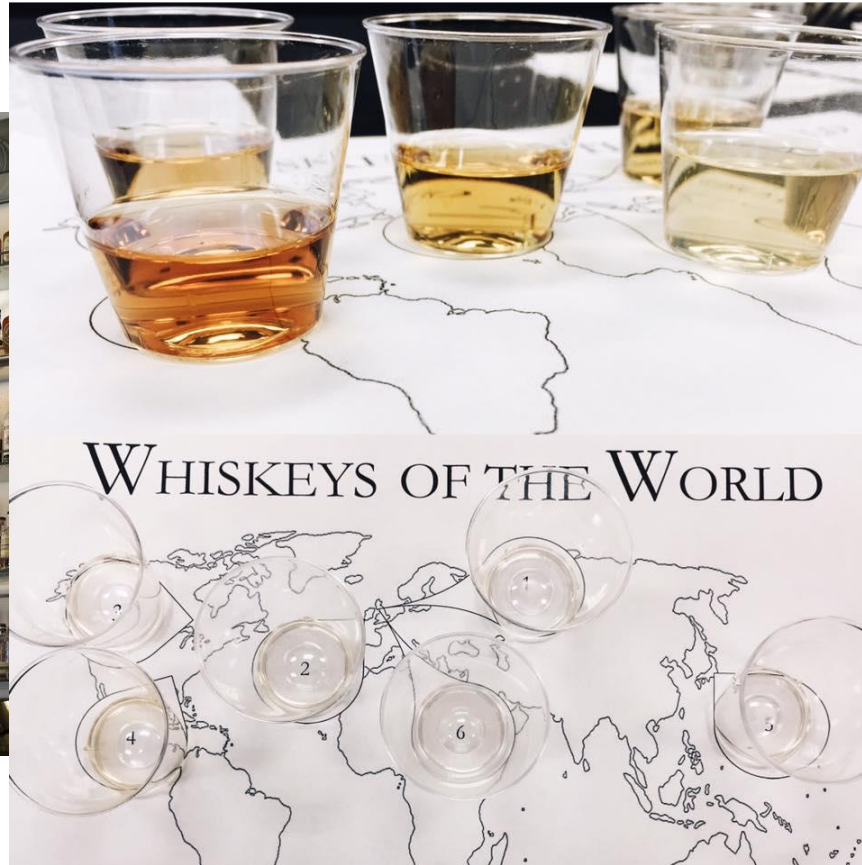
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The Main Feature

The History & Mystery of Absinthe

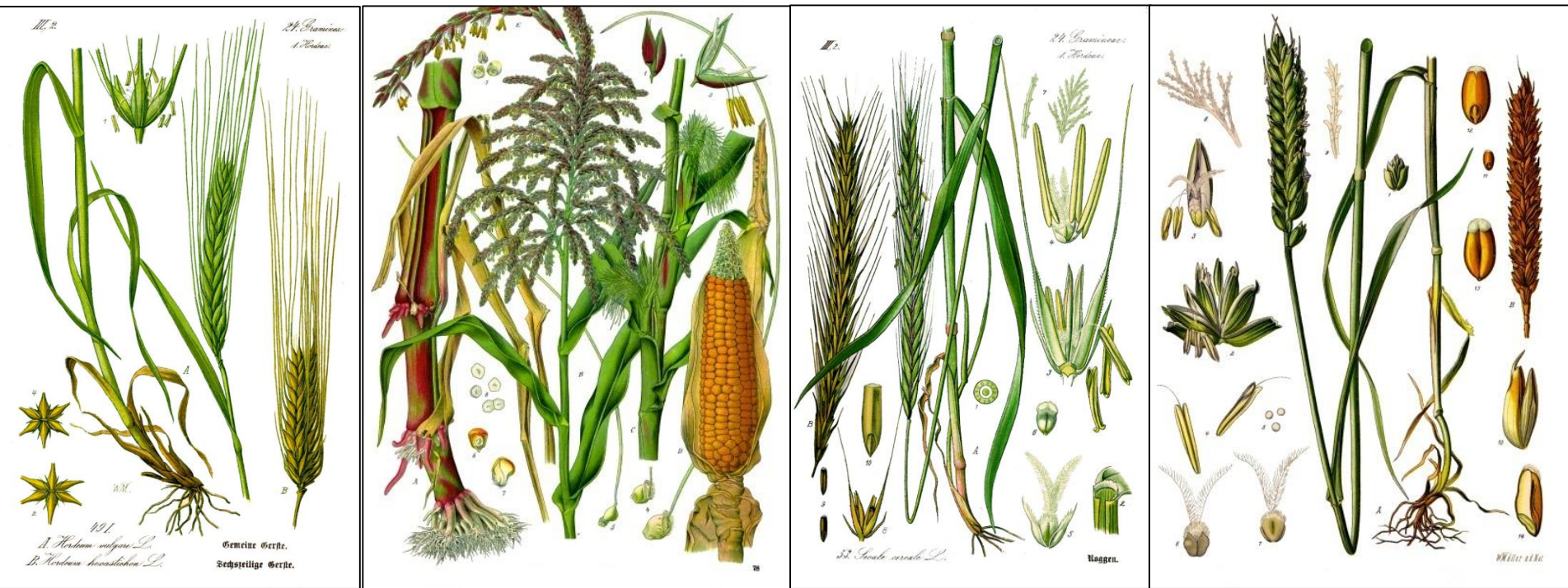


The Main Feature



The Main Feature

Whiskeys of the World



The Main Feature

Whiskeys of the World

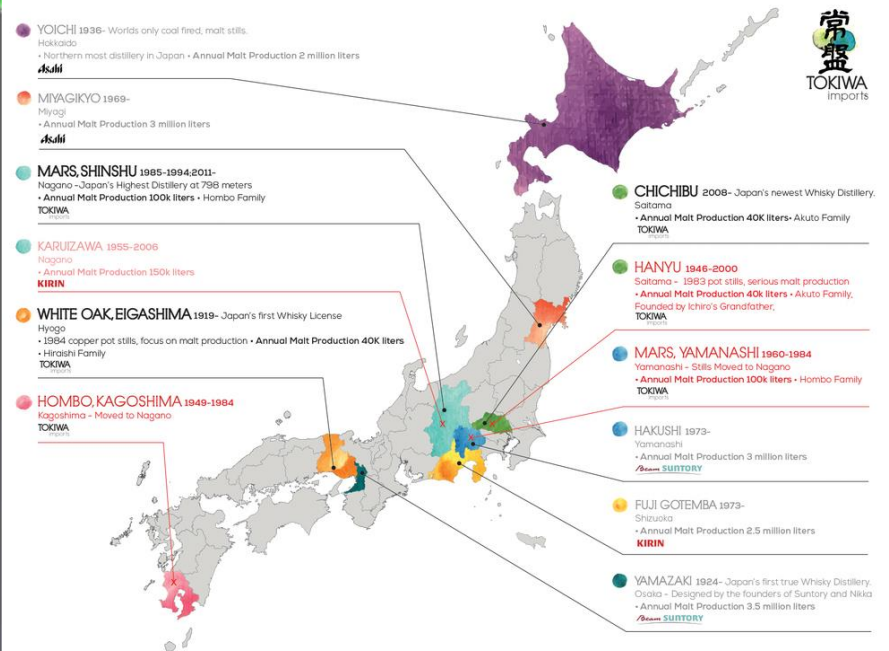
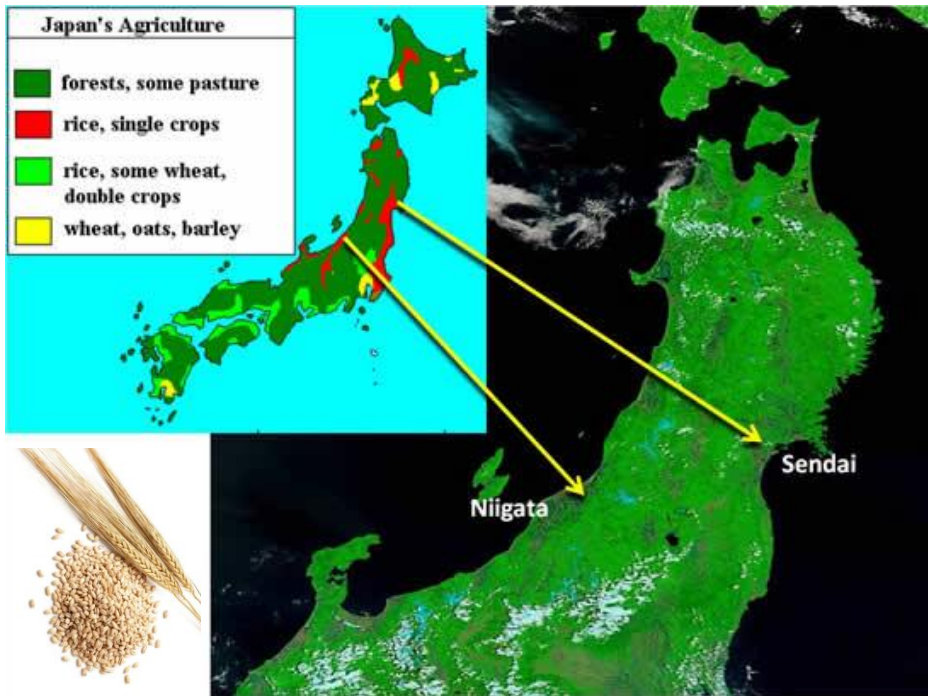


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The Main Feature

Whiskys of the World: A Study in Japanese Whisky



The Main Feature

Whiskys of the World: A Study in Japanese Whisky



photo: dekanta.com



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Program Mixology: Breakout

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Breakout

What are your experiences?

Problems you've encountered?

Potential solutions?



photo: kathyg.com



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Program Mixology: Wrap-up

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Wrap-up

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