

Franklin Park Conservatory
and Botanical Gardens

2016 ANNUAL REPORT





BOARD PRESIDENT & PRESIDENT & CEO MESSAGE

LAURA TROUP, BOARD PRESIDENT

Franklin Park Conservatory and Botanical Gardens had a vibrant 2016. Closing in the black for the ninth year in a row, the Conservatory enjoyed strong operational growth while implementing the bold Master Plan 2.0 vision.

The Conservatory raised \$2,903,723, or 33%, of its \$8,686,825 budget through generous philanthropic and public support. The remaining \$5,783,102, or 67%, was earned through admissions, membership, public horticulture projects, event rentals, retail sales and class fees. Membership expanded to 8,000 households, operating and capital fundraising surpassed \$9 million, and earned revenue from admissions and café/catering each exceeded the \$1 million mark for the first time!

The Wells Barn, which debuted in October 2015, was enthusiastically received in its first full year of operation and created new opportunities. The Community Outreach and Education department led a dramatic expansion of offerings, including new Pre-K, Teen Corps, Nature School and Girl Scout programming, contributing to the quality of life in the community.

The Event Sales and Catering department hustled to keep up with the demand from individuals and corporations for world-class rental events. And the Conservatory successfully completed The Grand Atrium Refresh and New Main Entrance, the second and third projects of Master Plan 2.0, on schedule and on budget, opening the doors to a new era and transforming the guest experience.

It has been my pleasure to serve as Board President in 2016. The Board enjoys a wonderful partnership with Bruce and his team and we look forward to a great 2017.

BRUCE A. HARKEY, PRESIDENT & CEO

Franklin Park Conservatory and Botanical Gardens had a dynamic year in 2016. The Leadership Team and staff implemented significant organizational changes, enhanced the Conservatory's guest experience, expanded community partnerships and planned for the future. We've enhanced quality of life in the community with strong and steady support from philanthropic partners and Conservatory guests.

Focusing on new experiences for families and children, the Conservatory hired a new Director of Marketing and Visitor Experience. The Exhibitions and Horticulture staff joined together in one department, further refining the exhibitions development process. The success of the 2016 exhibition Origami in the Garden by artist Kevin Box demonstrates the value of this new approach.

The Conservatory is committed to the horticultural vision of establishing world-class botanical gardens and plant collections. The Grand Atrium Refresh and New Main Entrance projects merged new horticultural experiences with modern architecture. In 2017 approximately 100,000 spring bulbs planted the previous fall will blossom to bring the Columbus Blooms exhibition to life.

With an eye on the new era and reconnecting youth with the natural world, the staff completed the final design stage of a new 2-acre children's garden scheduled to open in May 2018. The garden is the largest horticultural project we've undertaken and truly brings to life the Conservatory's long-term vision of botanical gardens and beauty, community outreach and education and broad inclusion of the arts. We are confident the Scotts Miracle-Gro Foundation Children's Garden will be recognized as the top garden of its type in the country.

Thank you for your continued engagement and partnership.

Inspired by horticulture, Franklin Park Conservatory and Botanical Gardens elevates quality of life and connects the community through educational, cultural and social experiences.





INSPIRED BY HORTICULTURE

HORTICULTURE SERVICES PROGRAM BRANCHES OUT FOR GROWTH

As a botanical garden, everything Franklin Park Conservatory does takes root in horticulture, from plant collections and displays, to exhibitions, education programs and special events. Plants, nature, the environment and the life sciences are in the Conservatory's DNA.

In 2011, motivated to share this knowledge and expertise with the greater community, the Conservatory planted the seed for a horticulture services social enterprise, contracting with CAPA to design and plant its State Street median.

This humble beginning led to a partnership with Columbus Commons that took horticulture services income from \$26,500 to nearly \$130,000 in year two. The Conservatory went on to do projects for the Short North Alliance, Scioto Mile and Park Towers.

The social enterprise experienced another growth spurt in 2016, when contracting with the Columbus Zoo and Aquarium to provide horticulture management services. Conservatory horticulture manager Chase Williams has led the horticulture function, working onsite at the Zoo with the goal of elevating the overall visitor experience.

Karin Noecker, the Conservatory's Director of Horticulture and Exhibitions, characterizes the relationship as a win-win. The partnership has helped improve operational efficiencies at the Zoo while growing revenue from the social enterprise to \$363,336 in 2016, up from \$194,500 in 2015. "Both organizations have benefitted," said Karin, "but the real winners have been visitors to the two institutions. Zoo visitors experience the art of horticulture brought by our staff, and Conservatory visitors enjoy monthly appearances by Zoo animals at the Conservatory."

*Plants, nature,
the environment and
the life sciences are
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The Conservatory and the Zoo continue to explore ways to expand the relationship for the benefit of both organizations. And thanks to a grant from The Columbus Foundation in 2016, the Conservatory has additional resources to seek out other partnerships that can help grow the organization's earned revenue.



*"Everything Franklin Park Conservatory does
takes root in horticulture."*





THE EDUCATIONAL EXPERIENCE

NEW PROGRAM HELPS TEENS EARN MONEY WHILE THEY LEARN

A new pilot program in 2016 allowed low-income teens to learn about urban farming while earning \$10 an hour. Teen Corps is a 10-week summer employment program during which 11 teens worked in a garden growing produce and then sold the produce at the Conservatory's Farmers' Market.

"I now know that I can hold a job, grow my own food and cook for myself. I'm going to be OK."

Through this STEM-based process, teens learned about horticulture, the environment, health and nutrition, cooking and food safety, and entrepreneurship. They acquired problem-solving, customer service, and basic communication and work skills. For 20 hours each week, teen participants gained hands-on experience growing food, and then learned how to prepare the food in healthy ways. In addition to selling the produce they grew, participants also conducted cooking demonstrations at the Farmers' Market -- teaching shoppers how to eat healthier.

Teen Corps teaches teens skills that help prepare them for success in school and employment – especially in the green industry.

The pilot phase in 2016 was a great success, and the Conservatory plans to have 15 teens participate during the summer of 2017, while eventually growing the program to serve up to 50 teens by 2021.

"We were very happy with the program and the impact it had on the teens who participated," said Jenny Pope, Director of Community Outreach and Education. "We see great potential in this program and look forward to growing it in the coming years."

The impact of Teen Corps is best expressed by comments made by a participant in his exit interview, who said that the program taught him that he can be self-sufficient. When asked what he meant by that, he said, "I now know that I can hold a job, grow my own food and cook for myself. I'm going to be OK."



13,452 VOLUNTEER HOURS

3,250 COMMUNITY GARDENERS

5,022 FARMERS' MARKET SHOPPERS

13,000 SCHOOL PROGRAM ATTENDEES

4,000 CONSERVATORY CLASS STUDENTS

600 GIRL SCOUTS



THE CULTURAL EXPERIENCE

ORIGAMI IN THE GARDEN

Featuring 13 large-scale installations by celebrated American artist Kevin Box, as well as collaborative works with his wife, Jennifer, and origami masters Robert J. Lang and Te Jui Fu, *Origami in the Garden* told the story of the Japanese art of paper-folding.

Sculptures of bronze, steel and aluminum were exhibited within the Conservatory's indoor tropical plant collections and outdoor courtyards. Highlights included *Master Peace*, a 25-foot-tall monument composed of 500 steel origami cranes, and *Painted Ponies*, four cast bronze sculptures in a field of summer flowers.

The Cardinal Health Gallery featured *Inside Out*, a display of sculptures by Box and paper works by Michael G. LaFosse and Richard L. Alexander. LaFosse and Alexander created an installation of more than 200 paper butterflies suspended from the skylight in the Grand Atrium.

Family Fun activities and classes were offered throughout the exhibition, including a lecture by Robert Lang, a workshop by Michael LaFosse, a special guest visit from origami artist Michael Roy and monthly origami workshops conducted by Ohio Paper Folders.

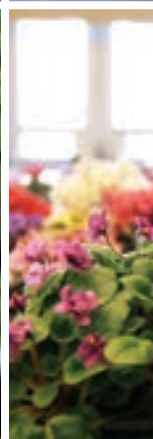
Guests enjoyed interactive "folding zones" where they created their own origami art. Origami-themed school programs and tours were offered throughout the exhibition. Through a partnership with Asian Festival, visitors also enjoyed its cultural display, *History of Asians in Central Ohio*, from May 7 – June 26.

Origami's six-month run drew 59,000 visitors and generated \$472,000 in admissions revenue. *Origami in the Garden* was made possible through a generous grant from PNC Arts Alive.

The Conservatory also presented seasonal horticulture exhibitions such as *Orchids*, *Spring Color Showcase* and *Fall Mum Display*, plus special exhibitions like *De La Naturaleza* (ceramic art), the *Merry & Bright* holiday light show, and the annual Gingerbread competition.

Several conferences welcomed participants from central Ohio and beyond to the ScottsMiracle-Gro Community Garden Campus. The 2nd annual *We Dig Ohio! Urban Agriculture & Community Garden Summit*, a one-day summit exploring urban agriculture and community gardening, was held in March. In June, Pollinator Palooza, a free, fun-filled day with hands-on learning opportunities, crafts, demonstrations and a Citizen Science project, celebrated bats, bees, butterflies and more.







THE SOCIAL EXPERIENCE

CONVENING PEOPLE THROUGH SOCIAL EVENTS OF ALL SHAPES AND SIZES

Throughout 2016 the Conservatory hosted a robust cycle of social events that advanced the mission by raising awareness and income.

Conservatory members welcomed spring by releasing butterflies into the Pacific Island Water Garden on *Blooms & Butterflies* opening day. Members enjoyed a special preview of *Origami in the Garden* in May, meeting the artists and viewing their work before the exhibit opened to the general public. More than 600 members attended a holiday appreciation party during *Merry & Bright*.

The Conservatory's Event Sales and Catering department kicked off 2016 with its 11th annual *Wedding Showcase* in January, welcoming 300 guests and 43 vendors. February's annual *Valentine's Day* wine and chocolate event brought 1,100 people out on a winter night to celebrate love among the tropical plants. Throughout the year the Conservatory hosted 165 weddings were celebrated along with 289 corporate meetings and other events.

Local plant societies hosted several horticultural shows throughout the year, enhancing the visitor experience by bringing unique displays of orchids, bonsai, cacti, daylilies, Ikebana, hostas, African violets and more to the Conservatory.

*Valentine's Day
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1,100 people out
on a winter night
to celebrate love
among the
tropical plants.*

Visitors also participated in free, family-friendly programming commemorating Earth Day and Arbor Day, two important celebrations that coincide closely with the Conservatory's mission to connect people with nature.



MEMBERSHIP EXCEEDED 8,000 HOUSEHOLDS
DEVELOPMENT HOSTED 25+ DONOR & MEMBER EVENTS
RECORD WEDDING SHOWCASE REVENUE
MARRIAGE EQUALITY LEGISLATION BROUGHT \$156,000
CATERING OPERATION SURPASSED \$1,000,000 IN SALES
BEVERAGE SALES GREW 59% OVER 2015



CONNECTING THE COMMUNITY

FUNDRAISING EVENTS BRING VITAL SUPPORT TO OUTREACH AND EDUCATION

Once again in 2016, three major social, awareness-raising and philanthropic events were presented by the Conservatory's Development department and Women's Board, attended by more than 1,700 guests.

Les Chapeaux dans le Jardin (Hat Day) celebrated its 16th anniversary in May, having raised over \$3 million to support education programs since 2001.

The Women's Board's *Field to Table* raised a record \$311,000 in August, surpassing \$2.5 million in support of community gardening and outreach programs since 2009.

In 2016, *Tastings on the Terrace* attendees celebrated with local restaurants, craft cocktails, and live music to benefit adult learning initiatives. Finding its new home at The Wells Barn, *Tastings on the Terrace* becomes *Bash at the Barn* in 2017.

NEW AND IMPROVED FACILITIES GROW EVENT SALES REVENUE

After 24 years, Franklin Park Conservatory's main building was in need of a facelift. In October, an updated and refreshed Grand Atrium and brand new Main Entrance and Visitor Center were dedicated.

The beautiful, bright new entrance lobby, with a glass vestibule and Greenscapes Live Wall, and the modernized Grand Atrium have been very well received. But these were more than aesthetic improvements.

In conjunction with The Wells Barn, dedicated in 2015, these new and improved facilities have greatly impacted the Conservatory's earned revenue through event sales and catering.

The John F. Wolfe Palm House has always been a top choice for weddings and celebrations. In 2008, the Conservatory expanded its event venues to include the Worthington Industries Veridian. Today, with the additions of The Wells Barn and the refreshed Grand Atrium, corporations, groups and individuals have four unique venues from which to choose for an event at the Conservatory.

"The investments we've made in these wonderful facilities allow us to offer something for everyone wanting to book an event," said Jim Butch, Director of Event Sales and Catering. "In this case, the old adage 'if you build it, they will come' has proven to be true."



"If you build it, they will come."



WITH GRATITUDE TO THESE 2016 DONORS

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Greater Columbus Arts Council
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 William & Kathleen McKahan
 Joseph & Johanna Meara
 Leigh Ann & Eric Miller
 Minerva Dairy
 James C. & Carol B. Myers
 Annie Nelson
 Vicki Oh
 Oink Moo Cluck
 James Oswalt
 Oyo Dance Company
 Park National Bank
 Kathleen Parker
 Jane Parnes & William Persi
 Aaron Pickrell
 Pioneer
 Howard & Hannah Pirwitz

Nancy & William Platt
 Katherine & Matt Plumb
 Jo Ann Poczik
 Nanette Pontones
 Shyam Rajadhyaksha
 Tracy Retchin
 Rosemary Rexer
 Anne Powell Riley
 Dawn Robinson
 Ernest Robinson
 John & Michelle Rogers
 John & JoAnn Rohyans
 Kathleen Rosati
 Tammy Roselle
 Linda & Edward Royalty
 Milroy Samuel
 John & Joyce Schoedinger
 Steph Schoener
 Jana Shaffer
 Lawrence Shin
 Mayya Simakovskaya
 Annette Slonaker
 Thomas Smith
 Shelly Smithberger
 Kathryn Spurgin
 Cheryl & Luis Stauffer
 John & Jan Stein
 Hilary & Patrick Stone
 Genevieve Szuba
 Ralph & Joan Talmage
 Donna Taylor
 Ron & Kathy Taylor
 Darren Thraen
 Melanie & Robert Tobias
 Fiona & Alan Travis
 Scott & Cynthia Tyson
 Randall Walters
 & Cynthia Mushrush
 Justin Warren & John Reichert
 Jennifer Wasserstrom
 Judy Weisberg
 Tennyson & Nancy Williams
 William & Pamela Yost

HEIRLOOM SOCIETY

Honoring and celebrating the philanthropic legacy of those who have made a planned gift to the Conservatory. Planned gifts, orestate gifts, demonstrate a commitment to the mission of Franklin Park Conservatory and Botanical Gardens, today and into the future. Similar to an heirloom passed from one generation to the next, today's legacy gifts enable the Conservatory to elevate quality of life and connect the community for generations to come.

Anonymous
 George & Vanessa Arnold
 Jennifer Arthur
 Barbara & David Brandt
 James M. Butch
 & Daniel R. McGahagan
 Carol B. Clark
 Carol Clark & Paul Remlinger
 Keith Dufrane
 Michael J. & Karen G. Fiorile
 Bill Gerhardt
 Bruce A. Harkey & Roger L. Foreman
 William Case Kramer*
 Kevin Rabe
 Jeanne & David Schoedinger
 Estate of James A. Stuckey*
 Laura & Gordon Troup
 Hope Weber

Every attempt has been made to include all gifts received by Franklin Park Conservatory and Botanical Gardens in 2016. Please advise of any omissions in an email to development@fpconservatory.org.

*Deceased

2016 TRIBUTE GIFTS

Charitable contributions were given in honor of or in memory of:

Kristin Andersson
 Vitalia Baker
 Natalie L. Battistelli
 Bonnie & Dottie
 Carroll Bowman
 The Jack* & Katie* Brown Family
 Reggie Brown
 Brad & Kathryn Campbell
 John & Nancy Cardenas
 Doris L. Casto
 Robert Chan*
 Janice L. Clark*
 Conservatory Horticulture Staff
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 Barbara Weideman*
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 Jeanne Wickham*
 Vesta Williams*
 Ann I. Wolfe
 John F. Wolfe*
 Rita J. Wolfe
 Clark Lloyd & Katherine Wolfe Lloyd
 Ed & Ellen Yen

**MONARCH SOCIETY**

Each year devoted individuals choose to support Franklin Park Conservatory and Botanical Gardens by joining the Monarch Society. This support advances our mission, provides vital funding for our future, and ensures a sustainable financial future. The Conservatory is grateful to our philanthropic leaders.

Marianne Altmaier Coyne
 Anonymous (4)
 George & Vanessa Arnold
 Jacintha Kraft Balch
 Donald & Linda Barger
 Pamela & Jack Beeler
 Ruth Anne & John Bitler
 Sherran Blair
 Linnea & Brian Blanchard
 Ronald Blank
 Albert de la Chapelle
 & Clara Bloomfield
 Barbara & David Brandt
 Derek Brown & Jim Hilt
 Kyle Brown
 Susan & Jim Budros
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 Carla L. Cefaratti
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 Beth Crane & Richard McKee
 Jerome & Margaret Cunningham
 Elizabeth & William Custer
 Cathy Dachenbach
 Patricia Drummond
 Keith Dufrane
 Andrew & Diane Dunn
 Mike & Lorrie Durik
 John Behal & Jim Elliott
 Julie & Michael Exner
 Steve & Nancy Falk
 Michael J. & Karen G. Fiorile
 Jeffrey & Leslie Fowler
 Bill Gerhardt
 Philip & Lynn Glandon
 DeeDee & Herb Glimcher
 Robert & Elizabeth Hamilton
 Bruce A. Harkey & Roger L. Foreman
 Dean & Joyce Hearne
 Sheryl & Phil Heit
 Patrick D. & Linda C. Henthorne
 Gale Hill



Kenny Jones

Support the mission of Franklin Park Conservatory Society with gifts of \$1,000 or more. These gifts support program support while building a strong and vibrant conservatory honors this incredible community of loyal

- Charles Hillman & Ron O'Neal
- Mark & Robin Howard
- Rachel Jaffy & Randy Wexler
- Nancy Jeffrey
- Toya Johnson
- Dr. Rosemary O. Joyce
- Tom & Mary Katzenmeyer
- Kevin Kowalski & Scott Owens
- Subha & Michael E. Lembach
- Patricia Liebchen
- David & Beth Lloyd
- Su Lok
- Marcus D. Lona
- G. Robert & Bobbi Lucas
- Jeffrey Wadsworth & Jerre McCulley
- Karen K. Meyer
- Alexandra Miller
- Francoise & Hans Miller
- Emily & Gregory Miller
- Cynthia Mitchell
- Doug & Beth Morgan
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- Jon & Shay Myers
- Andrew & Courtney Neckers
- Sandra & Kenneth Nessing
- Scott & Pamela Powell
- Steve & Cindy Rasmussen
- Mark & Ashley Reiner
- Grant Morrow & Cordelia Robinson
- Elizabeth Salt
- Mark & Virginia Shipps
- Lorraine Siegworth
- George & Tina Skestos
- Amanda Smoliniec & John Noble
- Stephanie & Grant Stephenson
- Ronald Ungvarsky
- & Susan Tomasky
- Martin & Sheila Torch
- Nancy & Ray Traub
- Laura & Gordon Troup
- Barbara Trueman
- William & Jacquelyn Wells
- Douglas & Jennifer Wyatt
- Kim Yee

2016 CONSERVATORY LEADERSHIP

LEADERSHIP TEAM

Bruce A. Harkey
President & CEO

John Callahan
Garry Clarke

Ellen Grevey
Karin Noecker

Jenny Pope
Jenn Wilson

BOARD OF TRUSTEES

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Barbara Brandt
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Kevin Cogan
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Karen Fiorile
Patrick Henthorne
Gale Hill
Charles Hillman
Toya Johnson
David Lloyd

Su Lok
Jessica Mayer
Sandy Nessing
Mark Reiner
Bill Wells

Bill Gerhardt
Immediate Past President

2016 OPERATING ACTIVITY

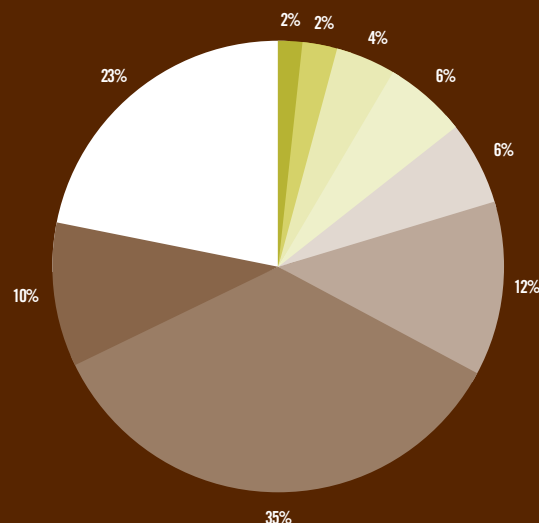
Operating Revenues

Other Income	\$153,290
Education & Camps	208,817
Horticulture Income	367,407
Memberships	497,025
Gift Shop Sales	503,510
General Admission	1,060,880
Facility Rentals & Café Sales	2,992,173
Total Earned Revenues	\$5,783,102

Government Support	875,000
Contributions and Grants	\$2,028,723
Total Support	\$2,903,723

Total Revenues and Support **\$8,686,825**

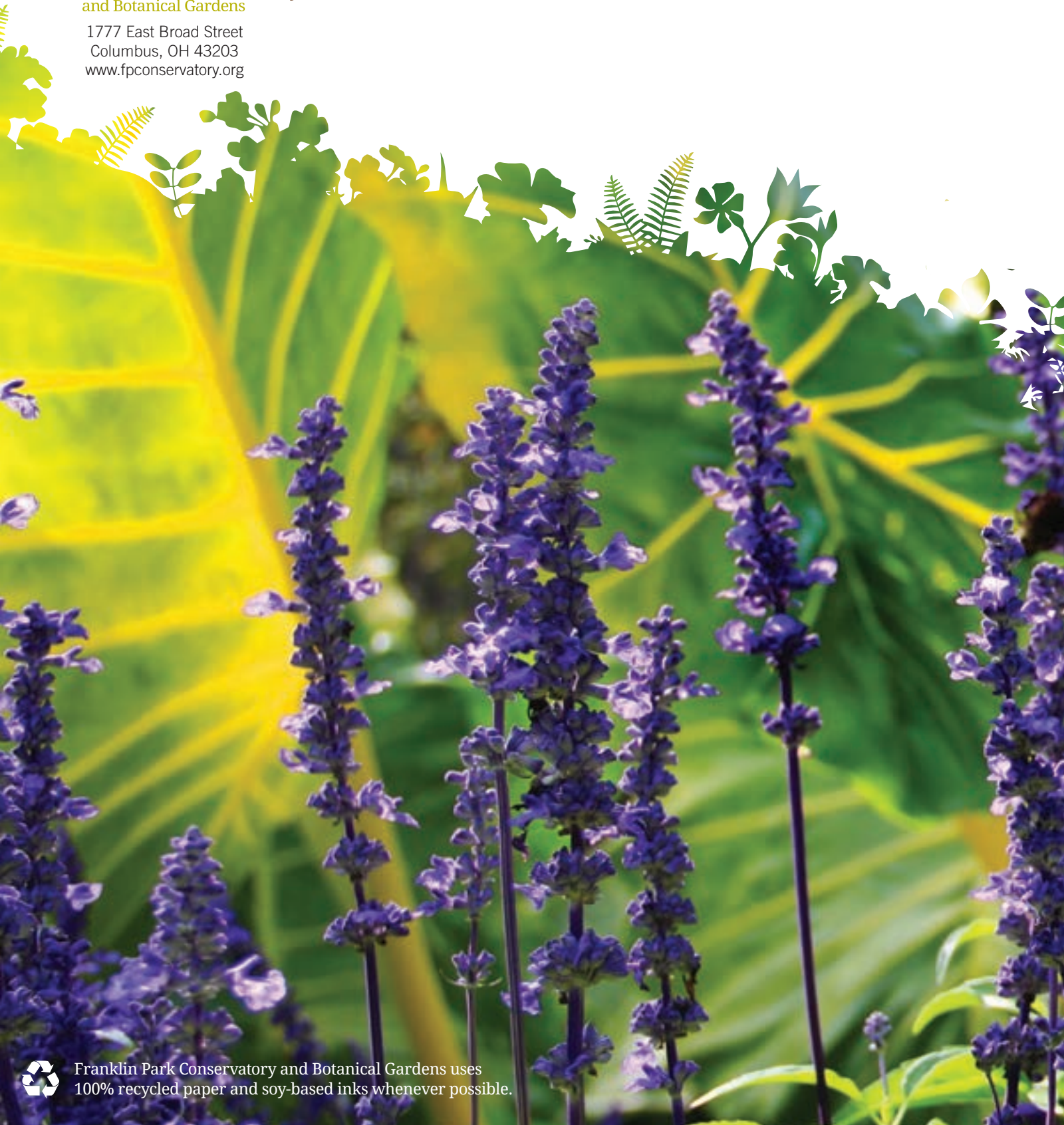
Operating Expenses	\$8,643,832
Operating Gain	\$42,993





Franklin Park Conservatory
and Botanical Gardens

1777 East Broad Street
Columbus, OH 43203
www.fpconservatory.org



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