



Franklin Park Conservatory
and Botanical Gardens

2020 ANNUAL REPORT





***VISION: A WORLD THAT CELEBRATES NATURE
AS ESSENTIAL TO THE HUMAN EXPERIENCE.***

VALUES:

- 🌿 Celebrate beauty
- 🌿 Achieve excellence through innovation and collaboration
- 🌿 Provide education about the wonders and balance of the natural world
- 🌿 Seek new challenges with optimism and fortitude
- 🌿 Embrace and promote vigilant stewardship
- 🌿 Create an enjoyable atmosphere that fosters growth

2020 CONSERVATORY LEADERSHIP

BOARD OF TRUSTEES

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LEADERSHIP TEAM

Bruce A. Harkey President & CEO	Jim Butch John Callahan Garry Clarke	Gail Mahaffey Karin Noecker Jenny Pope	Heather Popio Hillary Thompson Jenn Wilson
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*INSPIRED BY HORTICULTURE, FRANKLIN PARK
CONSERVATORY AND BOTANICAL GARDENS
ELEVATES QUALITY OF LIFE AND CONNECTS
THE COMMUNITY THROUGH EDUCATIONAL,
CULTURAL AND SOCIAL EXPERIENCES.*

A NOTE OF GRATITUDE FROM EXECUTIVE LEADERSHIP



PATRICK HENTHORNE
2020 Board President

With many of us staying in our homes for most of 2020, the need to connect with nature was more apparent than ever. Time spent outdoors can help decrease stress, improve memory, strengthen physical and mental health, and inspire creativity.

Whether you strolled through our gardens or enjoyed a colorful retreat through our virtual tours, you likely felt the restorative benefits of nature in 2020.

Like most nonprofits, the Conservatory's budget and operations were impacted by the pandemic. We closed our doors for three months, staffing levels were cut, and all departments reduced expenses. Fortunately, our local government partners, members, visitors and donors recognized our role as a vital community institution and continued to invest in the Conservatory's mission.

One of our key values — **to seek new challenges with optimism and fortitude** — was a daily practice this past year. Every team member stepped up to assume many additional roles and responsibilities.

We continued to create innovative programs and exhibitions under the new normal, and this effort made a significant impact!

Guest surveys and other feedback revealed that visitors are extremely grateful to have our gardens, green spaces, and our nature-inspired exhibitions to enjoy and explore. After months at home, having the Conservatory as a community resource and a place to venture out to was particularly relished by our guests.

We continue to frequently receive positive feedback that our health and safety standards (carefully developed to align with local, state and CDC recommendations) have helped visitors feel safe. We're so grateful to have been one of the few arts and culture institutions who were able to open and offer safe, outdoor programs and exhibitions to families in our community.

Thank you for sticking by our side during a difficult year. More than \$4,000,000 was contributed by public and private partners. We aimed these resources at providing experiences to improve quality of life for our visitors and the wider community. The Conservatory continued to lead the way in presenting art and nature in new ways, making cultural experiences accessible, enjoyable and safe for thousands of people.

On behalf of the Board of Trustees, the Conservatory team, and the community we serve: **Thank you for helping us weather the pandemic!**



BRUCE A. HARKEY
President & CEO

“WITH THE CHALLENGES OF THE LAST 10+ MONTHS AS A BACKDROP,
I NEED TO THANK YOU FOR MAKING THE CONSERVATORY
ONE OF THE HIGHLIGHTS OF 2020. MY DAUGHTER WAS THERE
NEARLY EVERY WEEK THROUGHOUT THE SUMMER/FALL
AND FOUND COUNTLESS WAYS TO ENTERTAIN HERSELF.”

- Anonymous Visitor



QUALITY OF LIFE



VISITORS AT
48%
OF 2019 NUMBERS

2018:	353,399
2019:	370,465
2020:	193,269

DESPITE THREE-MONTH CLOSURE,
IMPLEMENTATION OF DAILY GUEST CAPACITY
LIMITS FOR HEALTH AND SAFETY, AND THE
CANCELLATION OF MOST CLASSES AND EVENTS



CHILD VISITORS AT
52%
OF 2019 NUMBERS

2018:	83,078
2019:	100,394
2020:	48,549

DESPITE THREE-MONTH CLOSURE
AND THE ELIMINATION OF FIELD TRIPS
AND SUMMER CAMPS



13 ACRES OF
STRESS-RELIEVING
GARDEN SPACES
IN THE HEART
OF THE CITY

EDUCATION



2 PROGRAMS OFFERED
IN PARTNERSHIP WITH
SWACO TO IMPROVE WASTE
& RECYCLING PRACTICES



124 CULINARY,
FINE ARTS,
HORTICULTURE &
WELLNESS CLASSES

INCLUDING VIRTUAL AND LIMITED CAPACITY IN-PERSON OPTIONS



4 LAUNCHED FOUR
VIRTUAL FIELD TRIPS
TO SAFELY SERVE
SCHOOL GROUPS

ACCESS & INCLUSION



9,508 VISITORS ENJOY
FREE ADMISSION
ON THE 1ST SUNDAY
OF EACH MONTH

2020 AVG: 1,056 2019 AVG: 2,248



374 ACCESS MEMBERSHIPS
NEW HOUSEHOLDS
38% INCREASE

2018:	838
2019:	964
2020:	1,338



613 LIBRARY PASS
FAMILIES
VISITED

2018:	961
2019:	2,742
2020:	613

ONCE THE PARTICIPATING COLUMBUS METROPOLITAN
LIBRARY BRANCHES REOPENED AFTER THEIR COVID CLOSURE



FOSTERING CONNECTIONS IN A DIGITAL WORLD

The pandemic provided opportunities to connect with our community and grow our impact with an entirely new audience online. Our Marketing team kept the general public connected and engaged with our programming, while communicating timely updates and safety protocols. Virtual touch points allowed us to safely share our mission with more people online than ever before.

RECOGNIZED LEADER:

The Conservatory won the Dispatch Media Group's award for 2020 Best Virtual Museum

VIRTUAL EXPERIENCES:

45,900 people enjoyed our new virtual offerings, including video tours, puzzles, Zoom backgrounds, scavenger hunts and recipes

VIRTUAL TOURS:

22,945 views of virtual tours of our biomes and exhibitions

INCREASED WEBSITE TRAFFIC: 620,012 website visits from 425,529 visitors, many of whom visited more than once

INCREASED SOCIAL MEDIA ENGAGEMENT

- | | |
|--------------------------------------|---------------------------------------|
| 🌿 14% increase in Facebook followers | 🌿 45% increase in Instagram followers |
| • 2019: 48,314 | • 2019: 38,128 |
| • 2020: 55,182 | • 2020: 55,229 |

AWARD-WINNING CAMPAIGN

Our coverage of the rare corpse flower, which bloomed in 2020, won the American Marketing Association's Achievement in Marketing Awards

GOLD AWARD IN THE SOCIAL MEDIA CATEGORY
PLATINUM AWARD IN THE ONLINE MARKETING CATEGORY OVERALL

**“I REALLY APPRECIATE
THE PRECAUTIONS
THAT HAVE BEEN
IMPLEMENTED TO KEEP
GUESTS SAFE AND
SOCIALY DISTANCED,
ALL WHILE PROVIDING
A BEAUTIFUL
SPACE TO ENJOY.”**

- Anonymous Visitor

In the age of online meetings and video call fatigue, our community was especially grateful for nature's restorative effects. We're proud to share the inspiring beauty of nature and be part of our community's healing process.

The Conservatory is only two miles east of downtown Columbus and provides much-needed green space and tree canopy in the heart of the city. Research suggests that access to nature improves overall quality of life, and the Conservatory is proud to provide nature immersion opportunities to our community.

Following the recommendations from Governor Mike DeWine and the Center for Disease Control and Prevention, and out of concern for our visitors and staff, we temporarily closed the doors to the Conservatory on March 13. We were happy to reopen the Conservatory on June 13 to offer a safe and enjoyable experience to guests.

We worked with municipalities and the state to comply with guidelines and requirements related to COVID-19, and implemented a number of enhanced safety measures. Guests have expressed appreciation for the Conservatory's diligence. Some of our adjustments included sanitizer stations, vulnerable population hours, online ticket reservations, 50% capacity limits, social distancing aided by floor decals, unidirectional traffic through our building, and face mask requirements.

With 13 acres of beautiful gardens and multiple outdoor experiences and exhibitions, our guests said goodbye to stress and hello to an uplifted, positive mood when visiting Franklin Park Conservatory. In 2020, we were grateful that our gardens and green spaces were a place of healing for the community. Through our access and inclusion initiatives, we're working to ensure people from all neighborhoods can enjoy this same benefit.

IMPROVING QUALITY OF LIFE





“WE HAVE A MEMBERSHIP FOR OUR FAMILY. WE ARE SO GLAD THAT WE HAVE A ‘COVID-SAFE’ PLACE WE CAN VISIT AND LET THE KIDS RUN OUTSIDE, CONNECT WITH NATURE AND EXPERIENCE SUCH BEAUTIFUL LANDSCAPE ARTISTRY. MY SON (8) LOVED THE TRAIN EXHIBIT. IN FACT, HE OFTEN WOULD TEACH OTHER GUESTS ABOUT THE TYPE OF TRAINS THEY WERE VIEWING! MY DAUGHTER (5) LOVED THE WHIMSY OF THE WINTER DECOR OUTSIDE! WELL DONE! WE ARE SO PROUD TO HAVE THIS GEM IN OUR CITY.”

- Anonymous Visitor

TRAINS! TRAINS! TRAINS!



Paul Busse: Garden Railway was a magical outdoor experience in the Grand Mallway, allowing guests to feel safe while they explored this intricate miniature landscape in the fresh air. The Conservatory horticulture team collaborated with Applied Imagination, the leading garden railway designer in the country, to create the Garden Railway experience, which featured uniquely created botanical structures reminiscent of the Wild West, fairy tales, European villages, and animal habitats. Nine G-scale model trains chugged across 1,122 feet of track, including a 475-foot overhead train loop (a favorite among young visitors).

The trains were up and running for 192 days, including every night of our popular *Conservatory Aglow* exhibition. The scale and visual impact of the 8,100 square feet display delighted visitors of all ages through its innovative convergence of botanical architecture, garden railroads and landscape artistry.



PARTNER SPOTLIGHT: AHLUM & ARBOR

Conservatory Aglow was twinkling, glowing and magical thanks to thousands of lights installed by our lighting partner, Ahlum & Arbor. In addition to lighting the dark nights, Ahlum & Arbor also provides the Conservatory with year-round tree inspections, tree pruning services and tree removals. This long-term partner keeps our living museum safe and beautiful for our community to enjoy.

PUMPKINS AGLOW & CONSERVATORY AGLOW



In addition to *Paul Busse: Garden Railway*, the Conservatory hosted family-favorite exhibitions throughout the fall and winter. For the second year, the Conservatory hosted *Pumpkins Aglow*, a nighttime exhibition that welcomed thousands of families to safely enjoy an outdoor experience. An immersive display of pumpkins carved by Conservatory staff, volunteers and members glowed along the paths and gardens of the Carriage Pathway and into the Grand Mallway.

This year we saw a 126% increase in attendance, speaking to the community's interest in safe, family-friendly outdoor experiences. In spite of our reduced capacity limits, eight out of the 10 nights were sellouts, welcoming a total of 13,365 guests.

Conservatory Aglow returned in November, illuminating the night sky with more than 400,000 LED-powered lights in all colors of the rainbow. New this year was a candyland scene complete with a life-size gingerbread house and special lights adorning the popular *Paul Busse Garden Railway*.

Visitors enjoyed taking family photos near familiar holiday favorites like the rainbow tunnel and ornament trees. *Conservatory Aglow* safely welcomed 55,888 guests, a 13% increase in evening attendance compared to 2019 figures. When so many holiday traditions were altered due to the pandemic, we're grateful that we could brighten the end of a difficult year for families in our community.

**“THANK YOU FOR OFFERING
SAFE HOLIDAY EVENTS IN A YEAR
WE SO NEEDED THEM!”**

- Anonymous Visitor

Our access and inclusion programs serve the community by removing barriers some might have to enjoying the benefits of the Conservatory. The Conservatory is committed to increasing access, and in 2020, we continued implementing inclusion initiatives with the goal of safely providing nature therapy to all in our community.

SHARED NEW EXPERIENCES

Through partnerships, we worked to eliminate access barriers for kids and families from underserved communities, and worked to educate our visitors on responsible waste management.

A total of 717 guests visited the Conservatory through the Museums for All program, which was launched in 2020 as part of our efforts to increase access. This national program is a partnership of more than 500 museums that provide free or significantly discounted admission for those enrolled in SNAP, WIC and other public assistance programs.

Through a partnership with SWACO, our Green Team completed a project to update and modernize our waste management at the Conservatory with new bin designs and educational signage to more clearly communicate which materials can be recycled and which are trash. These helpful upgrades not only educate guests about local recycling policies, but also remind them to reduce and reuse when possible. By sharing this messaging with guests, we hope to inspire them to make informed decisions to positively affect the environment.

PROVIDING ACCESS & INCLUSION



COLLABORATED TO SERVE

Volunteers are the lifeblood of our work at the Conservatory. In 2020, their dedication to our mission became more evident than ever.

In 2020, the Conservatory had **253** regularly serving volunteers, who dedicated **7,400 hours** pruning and watering plants, sweeping leaves in the biomes, welcoming guests of all ages to the Children's Garden, assisting with sanitizing our high-touch areas and helping everyone have the best possible experience by wayfinding and answering a myriad of questions. **That's the equivalent of 308 days spent contributing to the Conservatory!**

This service to the Conservatory is valued at **\$201,000** in volunteer labor.

Twenty volunteers served more than 100 hours, despite the three-month closure and fewer volunteer opportunities due to the pandemic. That is more than **four** full days of volunteering. Five volunteers gave more than 200 hours of their time in 2020 alone. Nearly 30 volunteers achieved hour milestones during the year, ranging from those who achieved a total of 100 hours of service up to **two of our dedicated volunteers who reached 1,000 hours of lifetime service!**



PROVIDING ACCESS & INCLUSION

ADVANCED OUR MISSION

Our reach was felt by more than just our visitors. Community gardens across Columbus rose to meet the challenge of feeding their neighbors in the time of COVID, and our Growing to Green program was an important resource to these gardeners.

Growing to Green, our community gardening assistance program, adapted to the pandemic times. When many of our garden partners were hesitant to have onsite meetings, we instead connected through more than 500 phone calls, emails and virtual meetings to provide resources and check on each garden's needs.

These gardens, located at schools and in neighborhoods, received materials, education and assistance, leading to fruitful harvests that fed more than 5,000 residents. Many of these gardens are located in food deserts, but through Growing to Green advising, we were able to help our neighbors get access to fresh fruits, vegetables and herbs in a sustainable way.

Growing to Green provided widespread virtual touchpoints, too! We produced a video series that remotely demonstrated pruning, caring for spring bulbs, planting produce from seeds, and preparing an edible garden. These free training videos were shared publicly on our website and social media for all gardeners' benefit. Our bimonthly Growing to Green newsletter topped 1,000 subscribers to provide resources, uplift grant opportunities, and share educational tips.

In addition to this amazing work, our own Community Garden plots in the Conservatory's campus were filled, and we welcomed both returning and new gardeners this summer to grow herbs and produce.



FREE LITTLE FARMSTAND

Unable to operate our 2020 Farmers Market due to the pandemic, and with food insecurity at record highs, the Conservatory responded to help neighbors in need in a creative and colorful way: by creating a Free Little Farmstand.

Debating the summer of 2020, the Free Little Farmstand is a take-what-you-need pantry located

in the Scotts Miracle-Gro Foundation Community Garden Campus. Much of the produce grown on the Community Garden Campus made its way to the plates of our neighbors by way of the Free Little Farmstand. Even after the harvesting season ended, staff and volunteers stepped up to keep the stand supplied with their own donations of produce, dry and canned goods, toiletries, and even face coverings.

These products have moved quickly (typically within 24 to 48 hours of a refill) and the stand has proven to be both popular and helpful. **This effort supplied more than 800 pounds of fresh produce to the families in our neighborhood who get by with less.** The Farmstand is just one way our staff and volunteers continued to serve the community in 2020.



CONSERVATORY WOMEN'S BOARD

A garden cannot grow without healthy and robust soil as its foundation. For the Conservatory, part of our robust foundation is found in the financial support and volunteerism of the Women's Board, a dynamic group of more than 260 dedicated women.

In 2020, the COVID-19 pandemic did not stop the Women's Board. At every turn, they instead asked how they could help. And help they did!

WOMEN'S BOARD MEMBERS:

- 🌿 Filled countless volunteer shifts in the Children's Garden
- 🌿 Planted hundreds of spring bulbs
- 🌿 Sewed fabric face coverings for Conservatory staff
- 🌿 Carved 70 pumpkins to add to the display at Pumpkins Aglow
- 🌿 Eight volunteers spent 100 total hours planting, pruning and harvesting the Teen Corps garden

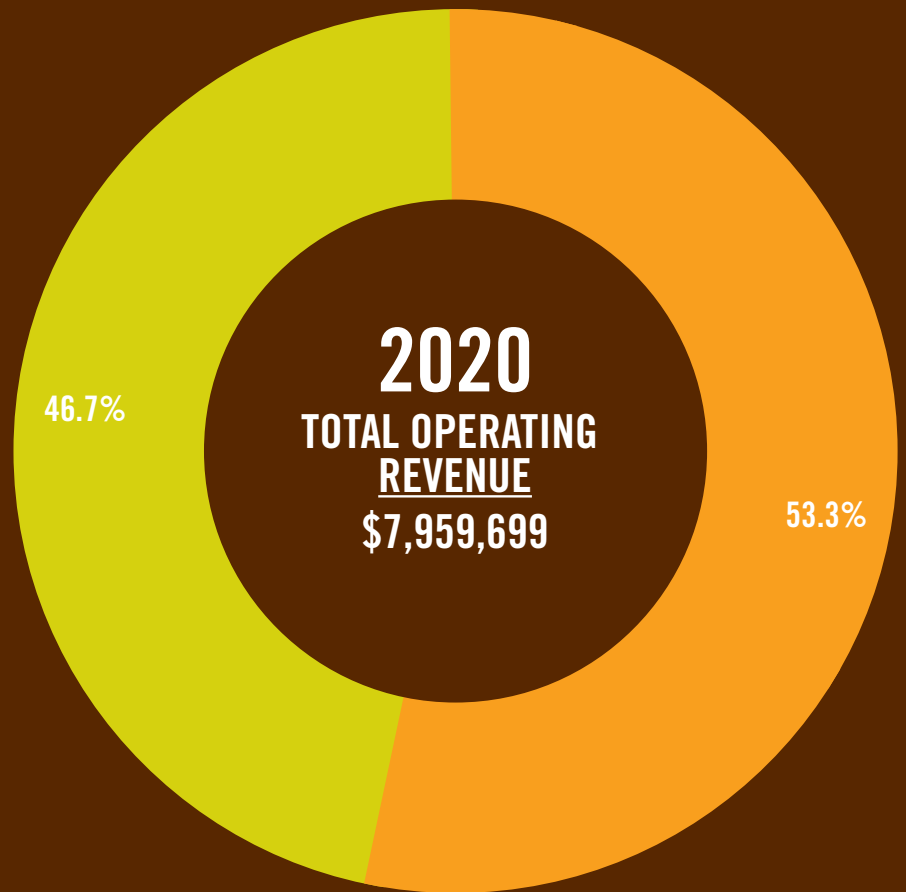
The annual *Field to Table* fundraiser is the group's primary fundraising effort. In a typical year, the event gathers more than 700 guests on the Grand Mallway to raise funds in support of the Conservatory's community outreach, education and access programs.

Without the ability to host a large gathering, the women reimagined *Field to Table* as a virtual event. They rallied corporate partners, Women's Board members and community members alike, and succeeded in presenting the Conservatory with a \$300,000 donation to support its community outreach initiatives.

**THANK YOU TO THE WOMEN'S BOARD
FOR YOUR UNFALTERING DEDICATION
TO THE CONSERVATORY!**

 EARNED REVENUE

 FUNDRAISING:
• GOVERNMENT
• DONATIONS
• GRANTS



 MEMBERSHIPS & GENERAL ADMISSIONS

 GENERAL EXPENSES

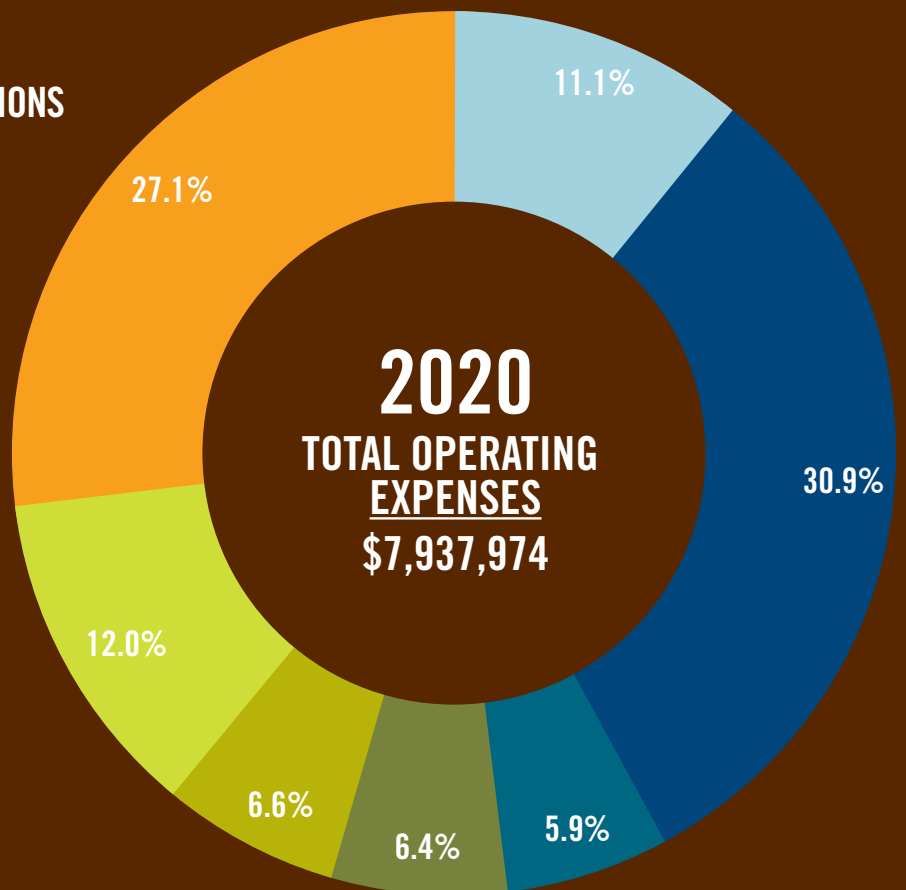
 FUNDRAISING & GOVERNMENT

 EDUCATION & CAMPS

 AUDIENCE DEVELOPMENT

 SPECIAL EVENTS

 HORTICULTURE & EXHIBITS





OUR GRATITUDE TO THESE 2020 DONORS

Every attempt has been made to include all gifts received by Franklin Park Conservatory and Botanical Gardens in 2020. Please advise of any omissions in an email to development@fpconservatory.org.

\$1,000,000 & ABOVE

City of Columbus

\$500,000 TO \$999,999

Franklin County Board of Commissioners

\$250,000 TO \$499,999

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Franklin Park Conservatory Women's Board

\$100,000 TO \$249,999

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Beth Crane & Richard McKee

GIFTS RECEIVED IN HONOR OF

Kyle & Michelle Weatherly

Jeanne Weatherly

GIFTS RECEIVED IN MEMORY OF

Dawnyle Weber's

Daughter, Taylor

Robin Smith

GIFTS RECEIVED IN MEMORY OF

Helen E. Wilson

Lesley & Karl Schaab

GIFTS RECEIVED IN MEMORY OF

Valerie Wilson

David Hollinberger

GIFTS RECEIVED IN HONOR OF

Ann Wolfe

Dennis E. Welch

GIFTS RECEIVED IN HONOR OF

The Franklin Park Conservatory

Women's Board

Debra & Frederick Hadley

Lynne & Steve Smith

Laura & Gordon Troup



Franklin Park Conservatory
and Botanical Gardens

TO ALL OF OUR SUPPORTERS:

Thank you for investing in the Conservatory. Your support was a critical part of sustaining the Conservatory as a vital community institution during a challenging year. Thank you for your commitment to our shared belief that nature is essential to the human experience.