CENTRAL GARDENS of NORTH IOWA

2019 ANNUAL REPORT

It is the mission of Central of North Iowa to provide a public, intergenerational garden environment that is welcoming, beautiful, calm, educational, recreational and fun.

MESSAGE FROM THE BOARD PRESIDENT

The board of directors of Central Gardens of North Iowa is pleased to provide you with its 2019 annual report. In these pages you will see evidence that our mission to provide a public, intergenerational garden environment that is welcoming, beautiful, calm, educational, recreational, and fun was fulfilled in a variety of ways this past year.

These pages celebrate our successes and contributions to the quality of life in north Iowa by our dedicated volunteers who work so hard giving time and talent to beautify our 2.75 acres and 22 themed gardens and host a wide variety of events, most at no charge to attendees, and by our generous members and benefactors. We hope you enjoy recapping the past year with us in this report.

A very special event happened in June when we launched a capital campaign to raise $220,000 by 2020 in anticipation of the Gardens' 20th anniversary. We are confident that we will meet our goal and anticipate announcing our success in May of 2020.

As is true with most non-profits, we also experienced our share of challenges. We are always in need of more volunteers, especially to help with the gardening tasks of planting, weeding, and general upkeep of the grounds. We need to attract both more individual and corporate members to generate revenue that we can use to beautify the grounds and grow our permanent endowment. (To that end, we have developed a revised membership program that we will be using in 2020). And while we enjoy a healthy stream of visitors through our gates, we want to expand our visitor base to include more families with young children and people from diverse demographic groups.

Six core commitments guide our decision-making at each board meeting: To promote horticultural and environmental stewardship; build the infrastructure of the gardens consistent with quality standards; enhance learning opportunities for members and guests; be inviting to all; be responsible stewards of our resources; and achieve excellence in all that we do. You can read our 2020-2023 strategic plan on our website at www.centralgardensnorthiowa.com. We are proud to tell you we are in a very strong financial position, have no debt service to pay (and never have), and have grown our endowment significantly this past year.

Central Gardens is a very special place where lots of "unseen miracles" occur every day as people renew themselves in its serenity, make new friendships while volunteering, learn about nature and its beauty, and have fun in the only free public garden space in a 90-mile radius of Clear Lake. Probably Alfred Austin, the English poet, said it best: "The glory of gardening: hands in the dirt, head in the sun, heart with nature. To nurture a garden is to feed not just the body, but the soul."

Thank you for your support of Central Gardens.

Troyce Fisher

Central Gardens Board of Directors

Board of Directors Officers:
Troyce Fisher, president
Connie Plagge, vice-president
Jim Kuhlman, treasurer
Donna Dull, secretary

Other Board Members:
Ciar Carnall
Becke Dorenbush
Ann Grochala
Linette Heydt
Andrew Johnston
Aaron Koppes
Ray Markwardt
Barb Nicolas
Gary Nyhus
Bob Rennebohm
Leigh Trembath

Highlights of 2019

Volunteers are the backbone of the Gardens. A cadre of over 120 people maintained the grounds and hosted events.

Upgrade 2020, our capital campaign to raise $220,000 by 2020, half of which will go to the permanent endowment, was guided by honorary co-chairs Paul Barnds and Shawn Sabin, Corrine Hadley, and Diane and Gary Laabs.

Children's Programming continues to expand. The Kids BEE Happy Garden hosted over 50 young children every Friday morning in the summer and a new Growing Green Gardeners club helped older youth polish their green thumbs.

Improvements to the Grounds included numerous new plantings of trees and shrubs along our 8th street border as part of the Upgrade 2020 effort. These will act as a sound barrier to preserve the pristine environment of the Gardens.

The Plant Sale and Gardening Fair kicked off the season in mid-May as over 200 bargain hunters found treasures for their personal gardens.

The Fiesta in the Gardens, a celebration of Latino culture, attracted over 600 attendees who enjoyed the displays, demonstrations, music, food, and children's activities.

A Cultural Arts Series was launched in collaboration with the Clear Lake Arts Center. Two "Art of the Story" events and an outdoor theater production were featured in its inaugural year.

Fresh on Fridays Bouquet Sales provided fresh-from-the-Garden beauty to buyers made available by generous volunteers who arrived at the Gardens at 6 AM to begin cutting and making arrangements.

Highlights of 2019

Two Part-Time Staff were hired in November. Pictured are Angie Perez, development coordinator and Joni Frederick, office coordinator.

The Preservation Celebration in the fall included booths of nature-minded vendors, a tasting table where local "chefs" could share their delicious creations, and free apple cider.

"A Beach Party in the Gardens" was the theme of our annual summer fund-raiser. Over 200 people supported the Gardens through their ticket and auction purchases.

Various Tour Groups enjoyed learning about Central Gardens and wandering through the grounds. Pictured here is a group from Ackley, IA.

Picnics and Performances celebrated its fourth season highlighting local musicians while attendees enjoyed their picnics and beverages in the shadow of the majestic Moongate.

The Nature Education Pavilion was rented by different groups celebrating birthdays, reunions, graduations, weddings, and other special events.

KIMT's "Giving Your Best" Volunteer Award was given to Leigh Trembath, CGNI board member and volunteer, who schedules all of the Kids BEE Happy programming and Fresh on Fridays' patio receptions every Friday in the summer.

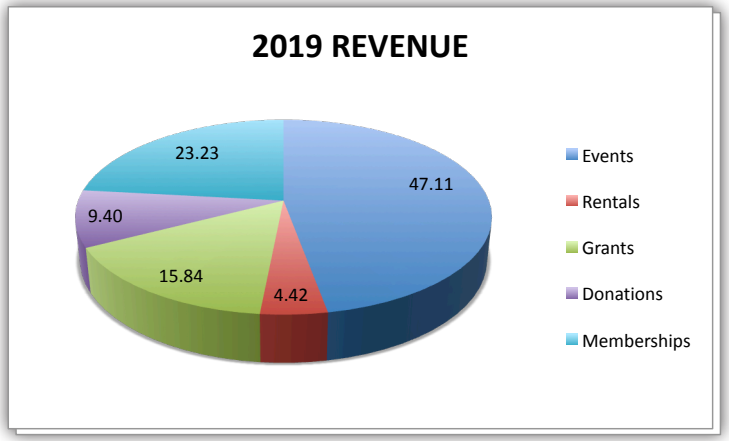
The Plant of the Year Garden is representative of the loving touch our volunteers give to each of the 22-themed gardens throughout the grounds. Featured this year was the "Suntastic Sunflower."

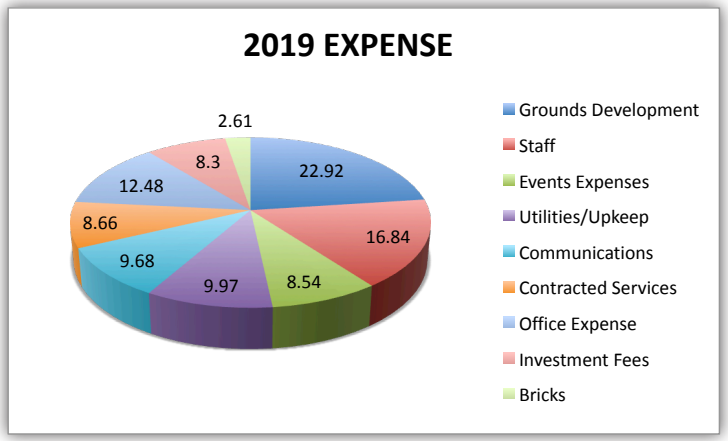
CENTRAL GARDENS BY THE NUMBERS

15,000 Estimated number of annual visitors
166 trees and shrubs planted
120+ volunteers who help tend the grounds and host events
40+ events, open to the public, all but three free of charge
18 community partners with whom we collaborated on programs and services

950+ total number of people at **7** Picnics and Performances events
700+ total number of children participated in programs, clubs, and other events
600+ persons attended the Fiesta in the Gardens
200+ attendees at the annual Plant Sale and Gardening Fair
150+ attendees at the annual Summer Garden Party

124 Individual members
23 Corporate members
38 Financial Sponsors and In-kind Donors of Events
2 Part-time staff members
3 Contracted services personnel (bookkeeper, accountant, lawn and snow service)





Total Assets: $1,658,048.95

Total Liabilities: $265.76

Total Equity: $1,657,783.19

***Ordinary Income: $82,009.89**
* Does not include donations to the Upgrade 2020 capital campaign

***Ordinary Expenses: $72,617.91**
* Does not include expenses related to the Upgrade 2020 capital campaign

GENEROUS SUPPORT of our many events came from:

Avan Grid Renewables, Bertha E. Stebens Foundation, Cabin Coffee, Clear Lake Chamber of Commerce, Clear Lake Farmers Market, Control Print Creative, Cookies, Etc., Demo Orthodontics, Don's Body Shop, El Patron, El Taco Riendo, Farmers State Bank, Farrer Foundation, First Gabrielson Insurance, Hall Realty (Bonnie Hall), Healthy Harvest of North Iowa, Hearing Associates, Hosmer Toyota, Iowa Department of Cultural Affairs, Tony Kockler, Lake Auto, Lake Coffee, Lake Liquors, Lake Time Brewery, Larson's Mercantile, La Chosita, Las Palmas, LC Photography, Mad Batters, Michael's Cookies, Mr. Taco, North Iowa Credit Union, PLA-Ground Farms, Plaza Mexico, POET, Spenser Rahm, Randy's Neighborhood Market, Sail Inn, Schupick CPA, Studio B, Starboard Market, and Taco King.

Generous grant awards supporting events came from AvanGrid Renewables, the Iowa Department of Cultural Affairs, and the Bertha E. Stebens Charitable Foundation. Memorials and Honoraria were acknowledged in the January/February 2020 issue of What's Growing On and are available for viewing at www.centralgardensnorthiowa.com

***Grant awards dedicated to the Upgrade 2020 Capital Campaign will be acknowledged in a separate press release and in the 2020 Annual Report.**

Central Gardens was the recipient of the Educator of the Year Award from at the Clear Lake Chamber of Commerce's Annual Meeting. Congratulations to Leigh Trembath and her crew of volunteers who so faithfully provided such quality experiences for our youngest gardeners!

2019 INDIVIDUAL & CORPORATE MEMBERS

CORPORATE MEMBERSHIPS

DESIGNER ($2,500 - $5,000)
Hearing Associates, PC

CARETAKER ($500 - $999)
Bonnie Hall Associates
Edward Jones Investments
First Gabrielson Agency
Goch's, Inc.
Larson's Mercantile
POET
Sail Inn
Studio B

PLANTER ($250 - $499)
Demro Orthodontics
Don's Body Shop
Farmers State Bank
Hosmer's Toyota
Images Photography
Lake Auto Service, Inc.
LC Photography
North Iowa Credit Union
Pla-Ground Family Farm
Schupick & Associates, PC
The Basic Birder
The Goodnature Store Inc/
Unique Boutique
Wess, Inc

INDIVIDUAL & FAMILY MEMBERSHIPS

ROSE ($1,000 OR MORE)
John Brady & Bridget Farley
Jan Fynskov

LILAC ($500 - $999)
Ann M. Grochala
Kathy & Randy Ingram
Roy & Patty Markwardt
Jim & Cindy Niemants
Jody & Connie Plagge
Charles Walker

TULIP ($250 -$499)
Barbara Beyer
Pat Conn
Mark & Becke Dorenbush
Troyce Fisher & Deb Groath
Joyce Hanes
Marlin & Joanna Johnson
Alan & Lori Kittleson
Joy Kvagne
Tom & Jan Lovell
Doug & Laura Marty
Chris & Debbie Mitchell
Gary & Sandy Nyhus
Stephen Palen
Doug & Carla Salmon
Mark & Lynne Scribbins
Robert Snyder

DAISY ($100 - $249)
David & Carol Backus
Dr. Byron T. & Ann Beasley
Robert & Esther Bender
Barry & Marsha Cory
Bill & Nadine Drennan
Tom & Toni Ebeling
Eugene & Dorothy Evans
Julie Farland
Jane Fogg
Gretchen Freesemann
Kristin Grochala
Jim & Dee Hasty
Kathy & John Hendricks
Mary Ann Hendricks
Ellen Jandeheur
Andy Johnston
Susan R. Kennedy
Robert Kinsey
Jim & Ann Kuhlman
Mary Frances Larson
Dennis & Pam Loeckle
Gary & Karen Loos
Myron & Jayne Lupkes
Jim & Judy Lyster
Dr. Paul & Barbara
MacGregor
Gordon & Jill Martens
Janice Nelson
Gordon & Carol Rosenthal
Tom & Joan Sawyer
Kirby & Joyce Schmidt
Ken & Carol Smith
Bruce & Julie Steinberg
Polly & David Suntken
Diana Symonds
Sharon Taylor
Wilma (Billie) Vantuyl
Gene & Kathie Vix
Chris White
Diane Wilson & David Solberg
Jamie & Nancy Zanios

LILY ($50 - $99)
Iola H. Bakken
Chyrl Bergvig
Beth Bilyeu
Tom & Julie Birdsall
Tom & Christina Blum
Tom & June Bonderman
Jean Casey
Don & Sandy Christ
James & Cheri Clark
Shirley Clemons
Jack & Sandra Davis
Donna Dull
Mike & Sherri Eddy
Joan Eness
Scott & Bo Flory
Robert & Lonnie Foell
Anne Foster
Harold & Elaine Fratzke
Erma J Haarup
Patricia & Dennis Hagen
Gary & Linette Heydt
Terry & Trudi Hoil
Dave & Linda Hopper
Lora & Michael Jans
Craig & Mary Jensen
Gerry Kennedy
Wanda Kennedy
Jacque Keyser
Mary Sue Kislingbury &
John Pokladnik
Bob & Sharon Knoup
Roger & Mary Kopacek
Carol Koschmeder
Richard & Kay Leet
James Locher
Judy Azcona Long
Candice Marshall
Mark & Marcia McNulty
Russ & Marsha Mott
Irene Murphy
William Nicholas Sr
Lois Nieman
Dianne Paca
Brandon & Kristi Paine
Paul Pistek & Julie Zahner
Dorothy Prunty
Jim & Amanda Ragan
Donavon & Diana Reinsmoen
Jane Reynolds
William Rich*
Deb J. Sharer
Jacque Simon
Waldo Smeby
Tom & Steph Thul
Nancy Turk
Mary R. Uberner
David & Margo Underwood
Brenda Winter
Mary Woerner
Dianne Woodard
Barbara Wood-Koenigsfeld
*Deceased

CENTRAL GARDENS of NORTH IOWA

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Upgrade 2020
CAPITAL CAMPAIGN

In June the board of directors announced a significant capital campaign to raise $220,000 by 2020 in time to celebrate the 20th anniversary of Central Gardens. Dubbed "Upgrade 2020", the campaign targeted twelve projects that, upon completion, would update the grounds and keep Central Gardens a premier destination for the next two decades. As per CGNI policy, one-half of all dollars raised would be directed to the permanent endowment, thus ensuring Central Gardens' existence in perpetuity.

Designed pro bono by board member and licensed landscape architect Bob Rennebohm, the following improvements and projected costs were approved by the board of directors:"

1. Screening and sight upgrades at the Moongate: **$10,000**
2. Enhancements to the Nature Education Pavilion: **$7,000**
3. Rebuilding the Falls and Rejuvenating the Falls: **$16,000**
4. Proving sound barriers for the Naturalist Terrace performance space: **$32,500**
5. Planting high traffic turf mixes to the Ceremonial Lawn: **$8,000**
6. Adding visual signage (Banners on Utility poles) along 8thstreet border: **$2,000**
7. Adding sound barriers to NW corner of Central Gardens: **$7,500**
8. Adding welcome signage to NW corner of Central Gardens: **$5,500**
9. Adding landscaping inside and outside the main gate entrance: **$3,500**
10. Refurbishing the fountain in front of the donor wall at the main entrance: **$7,000**
11. Purchasing cell phone application technologies for plant identification: **$3,500**
12. Fixing drainage and flooding problems in front of the Mother Earth Work Shop volunteer patio: **$7,500**

Acknowledgement of all donors and their donations to the Upgrade 2020 will be published at a future date when the capital campaign ends. Until that time, we gratefully acknowledge all of the support provided by our many donors to date.