

Turning Twenty During A Pandemic

-LETTER FROM THE BOARD PRESIDENT-

"IF YOU AREN'T IN OVER YOUR HEAD, HOW DO YOU KNOW HOW TALL YOU ARE?" -T.S. Eliot

In a year when the pandemic ravaged our lives and communities, Central Gardens of North Iowa, Inc. became a place where people sought solace and beauty in a safe and socially distanced way. People walked through the grounds and lingered a bit more than they might have in another time. They visited with friends, sitting six feet apart in the shade of the Medicine Wheel Garden, watched the progress of our capital campaign projects, bought bouquets on Fridays during the summer months, and supported the Gardens so generously that we exceeded our original capital campaign goal by over \$120,000. We thought we were going to be in the midst of a celebration of the Gardens' 20th anniversary in 2020; instead, we found ourselves in the midst of a more important mission.

Crisis generates creativity, and while we were saddened to have to cancel all of our popular children's activities in the Bee Happy Discovery Garden and to scrap plans for our third annual Fiesta and our storytelling series, our innovative volunteers successfully reimagined beloved Garden events. You'll read more particulars of all of the "wins" the Gardens experienced this past year in the Headlines and Highlights section of this annual report.

Miraculously, in spite of our having to cancel most rentals in the Gardens and Nature Education Pavilion, and the lack of usual grant sources that redirected funds to causes such as groups that addressed food insecurity during Covid-19, the Gardens achieved positive financial results, details of which you can read on page 7. This was due in large part to the generosity of our members and other patrons, hard work by over 80 dedicated volunteers, and good stewardship by the board.

Central Gardens was one of the few venues in north Iowa that could remain open in spite of the pandemic, although we had to close our restrooms due to safety reasons, which was not a popular decision! We hope that this free public garden provided our many guests with a quiet respite from the terrible toll the virus has taken on so many.

Finally, I would like to dedicate this issue of the annual report to the Central Gardens of North Iowa, Inc. board of directors. This group of people has risen to the leadership and governance mantle during this challenging year in incredible ways. Whether it was through giving time and talent to provide creative solutions to new problems, providing financial support as well as sweat equity, expanding the Gardens' volunteer cadre through their networks, or wrestling with decisions necessitated by Covid-19 realities, they have been steadfast stewards of our patrons' support, and have done it with hard work, humor, and wisdom. As I end my term on the board, I count as one of my blessings being able to know these fine people.

Central Gardens is better because of them.

Troyce Fisher,

Troyce Fisher Board President



David Burgart Ciar Carnall Becke Dorenbush, Vice President & Chair of Membership Committee Donna Dull, Secretary Ann Grochala, *Treasurer & Chair of Finance Committee* Linette Heydt Andrew Johnston Roy Markwardt Barb Nicholas Gary Nyhus Bob Rennebohm, *Chair of Design Committee* Merle Tiedemann Leigh Trembath, *Chair of Events Committee*









Headlines & Highlights from 2020 at Central bardens

"To have an organization made up of only volunteers that is so successful and offers so much to the Clear Lake community and beyond is truly remarkable. You can be very proud of everything you've accomplished!" --New member of the membership committee

Design Committee Oversees Significant Improvements to the Grounds

- Fourteen projects funded from Capital Campaign completed (See next page for details)
- 20th Anniversary succulent garden planted near south gate
- Fifteen new wrought iron benches installed
- Thirty new Victorian-motif urns and planters purchased
- Hero's Brick and Paver walk installed near Sentinel sculpture
- All 22 gardens adopted and cared for by faithful volunteer cadre
- Heavy lifting projects completed by weekly "Down 'N Dirty" crew's efforts

Events Take New Forms to Accommodate Social Distancing Needs

- Plant Sale and Gardening Fair pivoted to offer a successful series of "pop up" plant sales
- Virtual Summer Garden Party raised funds in a 100% auction format
- HUGS youth gardening club grew, harvested and sold organic vegetables during Fresh on Fridays and at Clear Lake Farmers' Market partnering with Cerro Gordo ISU Extension to provide gardening education
- Eight free Picnics and Performances programs, featuring regional artists, attracted over 1000 attendees
- Innovative approach to Fresh on Fridays' bouquet sales raised record amount in donations
- Movement Saturdays expanded to six events, all led by volunteers at no charge, on the Ceremonial Lawn
- Preservation Celebration provided valuable tips in three online videos
- Story Walk installed by the Clear Lake Public Library attracted young and older patrons alike

Positive Financial Results Achieved Even in Challenging Year

- Upgrade 2020 Capital Campaign raised over \$340,000, \$120,00 over the original goal
- One-half of capital campaign funds raised were directed to permanent endowment
- Successful PPP loan forgiveness CARES funds helped CGNI's bottom line
- Membership numbers and income increased significantly
- Brick and paver sales increased notably over previous years
- See revenue and expense breakdowns on page 7

Membership, Marketing, and Outreach Efforts Expand the Reach of Central Gardens

- New individual and corporate membership benefits programs were launched
- Central Gardens placed second in voting for main street light pole fall display
- New Legacy and Honor brochures were developed to encourage estate planning and memorial donations
- Work began on redesign of website
- Memberships in Clear Lake and Mason City Chambers expanded awareness of Central Gardens
- Automatic door opener in Pavilion installed, wheel chair and walkers purchased, and safety railing added at NW corner
- Visitor log registered guests from 25 states and the United Kingdom

Part-time Staff Provide Much-Needed Help to Meet Strategic Plan Goals

- Joni Frederick promoted to part-time development coordinator
- Drake Tiedemann hired as part-time summer groundskeeper
- Contracted services for bookkeeping, lawn mowing and accounting continued



Upgrade 2020 Capital Campaign Projects

"We just wanted to take a moment to thank you for the hard work and effort you and the rest of the board puts into providing a beautiful and relaxing atmosphere for the entire community to enjoy. We appreciate having such a lovely garden so accessible. This year has brought many unique challenges, and inviting outdoor spaces have truly been a haven to turn to." –Corporate Member

The original plan for the Upgrade 2020 Capital campaign included twelve projects. Due to the generosity of many donors, thirteen additional projects, also on the "wish list," were able to be added.

Capital Campaign projects completed by the end of 2020 included:

- Purchase and hanging of banners on utility poles adjacent to the grounds on 8th street
- Addition of soil amendments and turf mixes and new irrigation system for Ceremonial Lawn
- Installation of two finials on south entrance pillars
- Installation of "Central Gardens" arch at south entrance
- New lighting of Nature Education Pavilion building exterior
- New lighting for bridges and Central Gardens' sign on SW corner of the property
- Remodeling of pond water fall feature at headwaters of stream
- Extensive plantings to add aesthetic backdrop to Moon Gate area
- Correction of drainage problems in front of the Mother Earth's Workshop
- Reconstruction of the water fountain jets at the south entrance
- Expansion of the Bee Happy Discovery Garden with visual enhancements
- New irrigation system on the hillside that houses the Sentinel sculpture
- Construction of a mulch center on the east side of Activity Lawn
- Construction of a Council Ring meeting area on the Activity Lawn

Coming in Early 2021:

- Installation of new signage at the NW corner of the property on 8th Street
- Installation of a flag pole by the Hero's Walk and Sentinel sculpture on the NE side of the property
- Addition of QR codes for plant identification purposes
- Purchase of shade structure to enhance Council Ring seating
- Addition of permanent donor's plaque on donor wall behind fountain at main entrance
- Extension of brick "staging" area of the Gazebo
- Installation of shade awnings for both the Nature Education Pavilion and Mother Earth's Workshop
- Purchase of additional terrace tables and chairs









Upgrade 2020 Capital Campaign Ponors

Garden Visionary (\$50,000+) Paul Barnds & Shawn Sabin

Garden Builder (\$20,000-\$49,999)

Easter Family Fund Rennebohm & Associates (Pro Bono Design)

Garden Planter (\$10,000-\$19,999)

Barbara Zrostlik Beyer City of Clear Lake CL Tel Clear Lake Bank & Trust Easter Family Fund Corrine Hadley Hanson Family Foundation Ray Hewitt ITC Midwest LLC Gary & Sandy Nyhus Michael Peterson Charles Walker

Gardener (\$2021-\$9,999)

Alan & Margherita Atwell Barry Cory Becke & Mark Dorenbush Donna Dull Fareway Stores Farrer Foundation

First Citizen's Bank Foundation Troyce Fisher & Deb Groath Janice Fynskov Bonnie Hall Hanson Family Foundation in honor of Tim Esbeck Ann M. Grochala lovce Hanes Linette & Gary Heydt Kevin & Deb Hemmen Kathy & Randy Ingram **Kingland Systems Corporation** lim & Ann Kuhlman Gary & Diane Laabs Tom & Jan Lovell Barbara & William Nicholas Bill & Mary Lou Nicholas Connie & Jody Plagge Pritchards of North Iowa Bob & Mary Anne Rennebohm Gordon & Carol Rosenthal Dan & Mary Sue Salmon Doug & Carla Salmon Foundation John & Jana Severtson Sorensen & Moeller Law Firm Kirby & Joyce Schmidt Danette & Dennis Schutjer **Dean Synder Construction** Deb & Mark Tesar

Garden Groundbreaker (\$501-\$2020)

Alan F. Atwell Matt Berry David & Jeanne Burgart Cerro Gordo County **Board of Supervisors** Clear Lake Boats Clear Lake Noon Lions Clear Lake Trees Forever Joanne Cutler Tom & Toni Ebeling lane Foga George & Susan Frampton Matt & Bridget Fryar Greve Foundation in honor of Jim & Ann Kuhlman Kinseth Hospitality Group Robert & Cathy Kinsey Alan & Lori Kittelson lerry & Barb Knoll Steve & Cathy Lacy lim & Cynthia Niemants Paul Schafer & LuAnn Harkins lim & Deb Stanton Margo & David Underwood Wellmark Foundation on behalf of Gina Rooney

Grassroots Gardener: (Up to \$500) Allen Family Kaye & Greg Allison Anonymous (Nine donors) lov Arends Harlan & Marge Baack **Bob Bartlett** Marlene Bartlett Memorial: Bertha Erickson, Roger & Gail Harringa, & Julie Wright Duwayne & Dawn Barkema Ann & Byron Beasley loyce Benes Thomas & Julie Birdsall Nancy Bone Ted Bonner Bonnie Bonnor Wendy Bonnor John Brady & Bridget Farley Brakke Implement **Rick Brush Ophelia Buffington** Justin Buffington Ray & Chris Burkhart Michael & Cathy Callanan Nelson Crabb

Dr. Bob Sara & Jonas Carlsson John & Elizabeth Cherry ControlPrint Creative









Upgrade 2020 Capital Campaign Ponors Continued ...

Catherine Daghestani in honor of Carlton Peterson Dakota Red Corporation Dave's Deck Care Sharon Dee Diane Deibler **Edwards Brandt Insurance** Ron & Anne Eldridge loan Ennes Tom & Denise Erickson Suzanne Evans D. Frederick **Jacqueline** Fieseler Friendly Garden Club Sue Friest Fllen Fox "The Gang" from Backyard Deli Bill Gasperi Dan & Millie Godfrey Sue Golly Polly & Wally Golly Lee & Susan Griffin Erma Haarup in memory of Bob Haarup Bob & Carol Lee Halford Chuck & Donna Hammen Paula & Ken Hannus Sonia Hanson Jennifer & Cy Held MaryAnn Hendricks Russell & Ellen Henry Chris & Steve Hensley Virginia Holmes Terry & Trudy Hoil Lenny Houts and Wally Golly Lisa Jenison Lyn Ingersoll Betty Jacobson

Susan R. Kennedy Suzanne Kisner loyce Knutson Barbara Wood Koenigsfeld Bob & Neela Kottmeier Kirk Kraft Curt Krieger Memorial by Troyce Fisher Lake Liquors **Emily Lamont** John P. Larsen John & Mary Lee Annie Nettleton Lewerke Gabriel Nettleton Lewerke **Randy Lincicum** Richard & Kay Leet Doug & Rosie Lindaman Pam Carlson Little Pam Loeckle Thomas Lovell Trust Tim Lund Jack & Marlene Lytle Dennis & Nancy Marsh Barb & Paul MacGregor Marsha McNulty Roy Markwardt Julie McQuaid McQuaid Agency Joan Middleton Eileen Miller Mary Helen Myers lerry Nelson Richard Nettleton Patricia Oelberg Sharon Olson Bill & Fran Osmundson Norris & Carol Overdahl Stephen & Adam Palen

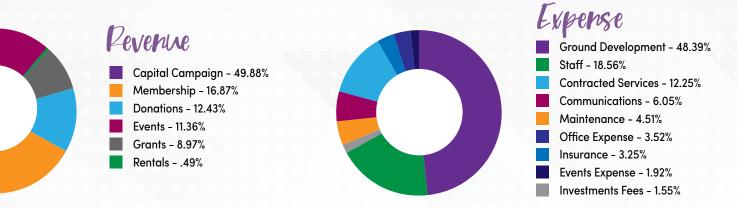
Teresa & Perry Pearson Alexa Peters Pat & Robert Peterson Toni Peterson Picnics & Performances Kathyrn Pueggel Puerto Rican Audiology Student Group Mike & Twyla Quinn Randy's Market Amanda & James Ragan Bob & Sharon Richards Darlene Riggle Colleen Rhodes Sue Roberts Alex Rohr Fllie Rohr Linda Sabin Sail Inn Doug & Carla Salmon Foundation Warren & Sonja Salveson in honor of Jan Fynskov Ioanne Saraent Joan Sawyer **Beverly Schabacker** Shelly Schmit Pat Scott **Richard Shinnow** John & Sharon Spragle Starboard Market Rhoda Strasser Sharon & Alan Steckman Polly & David Suntken Cathy Swager **Diana Symonds** Marjorie & Ronald Tannahill Kathleen & Mike Thul Leigh & Stuart Trembath Dick & Sue Triplett

Alred Turek Memorial Nancy Turk True North Companies Liz Walls Roger & Lee Walston Heather Warburton Steve Weitzel & Judy Younger Wellmark Foundation Jaylene Whipple David & Nancy Wilson Brenda Winter Julie & Tom Witt Maxine Worsley Harrison Zrostlik



Financial Summary

"When Covid-19 appeared, we expected to end the year heavily in the red, but our supporters stepped up in ways we couldn't imagine, ensuring we could maintain staff and keep the Gardens open and well maintained."—Ann Grochala, Treasurer



Central Gardens Financial condition gained strength in 2020 in spite of challenges brought on by Covid-19. While revenue from events and rentals was down significantly, grants, including a forgiven \$4,600 loan from the Small Business Administration's Paycheck Protection Program, were up and donations and membership revenue increased significantly.

Net Ordinary Income (not including Update 2020 items) was \$11,448.22, nearly \$2,000 higher than in 2019:

- Net Ordinary Revenue: \$111,531.09
- Net Ordinary Expenses: \$97,971.20

Operational Grants Received From:

Worth County Development Authority, Alliant Energy, Bertha Stebens Foundation, Farrer Foundation and Iowa Department of Cultural Affairs

Adding half of Upgrade 2020 donations to the permanent endowment increased Central Gardens' already strong balance sheet:

- Total Assets: \$1,803,124.47
- Total Liabilities: \$2,606.62
- Total Equity: \$1,800,517.85

In anticipation for future expenses as structures age, \$10,000 of Upgrade 2020 funds were set aside to establish a Replacement Reserve; funds are being added monthly.

By year-end 2020, \$83,981.76 of Upgrade 2020 funds have been spent on projects completed to date. Also, \$3,737.97 has been spent on communication and administrative expenses related to the campaign.



2020 Corporate & Individual Members

CORPORATE MEMBERSHIPS

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

GARDENER (\$1,000 - \$2,499) CL Tel

CARETAKER (\$500 - \$999)

Bonnie Hall Associates Clear Lake Bank & Trust Don's Body Shop Edward Jones Investments Spenser Rahm First Gabrielson Agency Larson's Mercantile (Goch's, Inc.) Sail Inn

PLANTER (\$250 - \$499)

Control Print Creative Farmers State Bank Hansmeier Mowing, LLC Hosmer's Toyota Images Photography Iowa Farm Girl Enterprises Lake Auto Service, Inc. Lake Liquors McQuaid Agency Metalcraft, Inc. North Iowa Community Credit Union North Iowa Orthodontics **Pla-Ground Family Farms** Schupick & Associates, PC The Basic Birder

INDIVIDUAL & FAMILY MEMBERSHIPS

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

LILAC (\$500 - \$999)

Karen & Jim Beckwith Troyce Fisher & Deb Groath Ann M. Grochala Kathy & Randy Ingram Jim & Cindy Niemants Gary & Sandy Nyhus Jody & Connie Plagge Merlyn & Julie Tiedemann Charles Walker

TULIP (\$250 -\$499)

David & Jeanne Burgart Bill & Carol Casey Mark & Becke Dorenbush Ron & Anne Eldridge Jane Fogg loyce Hanes Gail Harringa Roger Harringa Alan & Lori Kittleson Doug & Rosie Lindaman Tom & Jan Lovell Doug & Laura Marty Chris & Debbie Mitchell Stephen & Adam Palen Kirby & Joyce Schmidt Robert Snyder Dave & Jacque Ward

DAISY (\$100 - \$249)

Dr. Byron T. & Ann Beasley Esther Bender Pat Conn Martha Easter Wells Tom & Toni Ebeling Eugene & Dorothy Evans lackie Fieseler Harold & Elaine Fratzke Dean Hanson & Joni Frederick Kristin Grochala Kathy & John Hendricks Mary Ann Hendricks Virginia Holmes Ellen Jandeheur Susan R. Kennedv Robert Kinsey Jim & Ann Kuhlman Mary Frances Larson Dennis & Pam Loeckle Gary & Karen Loos Myron & Jayne Lupkes lim & Judy Lyster Dr. Paul & Barbara MacGregor Gordon & Jill Martens Janice Nelson* Gordon & Carol Rosenthal Carla Salmon Tom & Joan Sawyer Ken & Carol Smith Polly & David Suntken **Diana Symonds** Sharon Taylor Wilma (Billie) Vantuyl Gene & Kathie Vix Chris White Lori Wickman Diane Wilson & David Solberg

LILY (\$50 - \$99)

David* & Carol Backus Chyrl Bergvig Tom & Julie Birdsall Alice & Kenneth Blomstrom Tom & lune Bonderman Jane Broghammer Don & Sandy Christ lames & Cheri Clark Shirley Clemons Donna Dull Mike & Sherri Eddy Valerie Edison Denise Essman Scott & Bo Flory Erma I Haarup Patricia & Dennis Hagen Robert Halford M.C. Hardin Gabe & Carolyn Haugland Gary & Linette Heydt Terry & Trudi Hoil Dave & Linda Hopper Lora & Michael Jans John Brady & Bridget Farley Gerry Kennedy Wanda Kennedy lacque Keyser Mary Sue Kislingbury & John Pokladnik Dr. Paul & Barbara MacGregor Candice & Pat Marshall Ioan Middleton Russ & Marsha Mott Ray & Terri Mulford Irene Murphy David & Susan Nagle Barbara Nicholas Nada Oltrogge

Stu & Julie Oltrogge Dianne Paca Angeling Perez Dorothy Prunty lim & Amanda Ragan Mark & Brenda Rasmussen Iane Reynolds Joann Sargent Deb I. Sharer Jacque Simon Sheila Swift Al & Marian Tompkins Margo Underwood Brenda Winter Dianne Woodard Barbara Wood-Koeniasfeld Mary Young *Deceased





"BREATHTAKING" - Visitor from Clear Lake, IA

2020 Bench, Brick & Power Ponors

BENCH DONORS

- Judy Butler
- Jackie Fieseler
- Jan Fynskov
- Ann Grochala
- Kristin Hart
- Terry & Trudi Hoil
- ITC Midwest
- Roy & Patty Markwardt
- Kayla Myers
- Thomas & Janice Nelson
- Gary & Sandy Nyhus
- Bob & Mary Anne Rennebohm
- Carla Salmon
- Sara Uetz
- Kathie & Gene Vix

ALUMNI WALK

- Carrie Glanville by Cathy Goldman
- Dick Nickerson by Pauline Nickerson and family
- Bill Wistey by Karen Clark

GARDENER'S WALK

- Ed Burkart by Irene Burkart
- Marcia Connell by Jan Lovell
- Denise Essman
- Josephine Miller & Lila Nyhus by Gary & Sandy Nyhus
- Keeling Wealth Advisors
- Florence Russell by Pam Grill

HERO'S WALK

- Jackie Armstrong by Joyce Hanes
- W. Barnett by Pam Grill
- Lee Butler by Judy Butler
- City of Clear Lake public employees by Donna Dull
- CL Tel by Troyce Fisher
- Jack W. Davis by Sandra Davis
- Diane Deibler by Molly Watson
- Deb Groath & Nancy Halford by Troyce Fisher
- Delbert Lindaman by Troyce Fisher
- Doug Lindaman by Troyce Fisher
- Dr. Ronni Stalker by Dr. Judy Winkelpleck
- Ned Wicker by Donna Dull
- Warren Woerner by Mary Woerner

REUNION TERRACE

- Irene Lundt by Barbara Park
- Loretta & Roy Park by Randy Park

ROTARY WALK

- Tim Becker by Mason City Noon Rotary
- Mark Meierotto by Mason City Noon Rotary

VICTORIAN TERRACE

- Bob Bartlett by CGNI
- Gail Harringa by CGNI
- Chip Kinsey by CGNI
- Jim Kuhlman by CGNI
- Mary Woerner by CGNI

WEDDING WALK

- Carl & Marian Hankenson by Jane Hankenson Walls
- Carl & Ann Larsen by Merle & Julie Tiedeman
- Ed & Angeline Tiedemann by Merle & Julie Tiedeman



Memorials and Honoraria

IN HONOR OF:

Dr. Troyce Fisher by: Pat Conn, Thomas and Karen Scallon

Jim & Ann Kuhlman by: John & Myra Greve

Sal Pritchard by: Pamela Pritchard

Gordan & Carol Rosenthal by: Troyce Fisher

IN MEMORY OF:

Duane Anderson by: Debra Groath

Michele Aydelotte by: Donna Dull

Rubert Baker by: Jackie Caffrey

Iola Bakken by: Donna Dull Joan Eness

Lee Butler by: Jim & Ann Kuhlman Carla Salmon

Doug Carnall by: Troyce Fisher *Terri Datema by:* Donna Dull Barbara Wood-Koenigsfeld

Jack Davis by: Donna Dull Ianice Nelson

Bonnie Doebel by: Clear Lake Bank & Trust

Lois Duesenberg by: Joan Eness

Julie Eaton by: Joanne Cutler Joann Sargent

Dr. Steven Erickson by: Donna Dull

Mavis Felland by: Donna Dull

Shirley Fisher by: Troyce Fisher

Shirley Ingersoll by: Donna Dull Fran Osmundson

Patricia Jacobson by: Donna Dull

Mary L. Mott by: Donna Dull Janice Nelson by: **Barbara Andrews** Mike & Mary Baker Ron & Karen Bull Clear Lake Bank & Trust lack & Sandra Davis Donna Dull **Evangelical Free Church** Friendly Garden Club Elizabeth Gaanon Cynthia Hayes & Patty Lapage Gene Hinrichs Nancy Huck Kurt & Leanne Knutson Mark & Marcia McNutty Bill & Fran Osmundson lim & Barbara Rinell Gordan & Carol Rosenthal Lori Rosenthal James & Linda Royce Linda Sabin Edward Schick Family Virging Shinn Dale Sorenson Dave & Polly Suntken T & | Truex Gene & Kathie Vix David & Jacqueline Ward

Ruth Olson by: Mark & Becke Dorenbush

Gary L. Peters by: Janice Nelson Florence Russell by: Clear Lake Bank & Trust Donna Dull Roger & Marilyn Ritter The Russell Family Iane & Richard Walls

Judy Schichtl by: The Cobb Family Terry & Pam Cobb Julie & Scott Shisler Kelli & Sean Wilson

Alice Schultz by: Clear Lake Bank & Trust

Mary Scott by: Troyce Fisher

Julie Steinberg by: The Cobb Family Terry & Pam Cobb Donna Dull Dean Hanson & Joni Frederick Jim & Ann Kuhlman Julie & Scott Shisler Jan & Marv Walter Kelli & Sean Wilson

Betty Tlach by: Mark & Becke Dorenbush Irene Murphy

George Tlach by: Mark & Becke Dorenbush Irene Murphy Susan Utne by: Troyce Fisher

Marjorie Walls by: Donna Dull

Dave Wilson by: Troyce Fisher

Warren Woerner by: Jackie Caffrey, Mark & Becke Dorenbush Donna Dull Roger & Gail Harringa Pauline Nickerson Ken & Carol Smith

Kim L. Young by: Donna Dull

Rose Mary Zrostlik by: Donna Dull

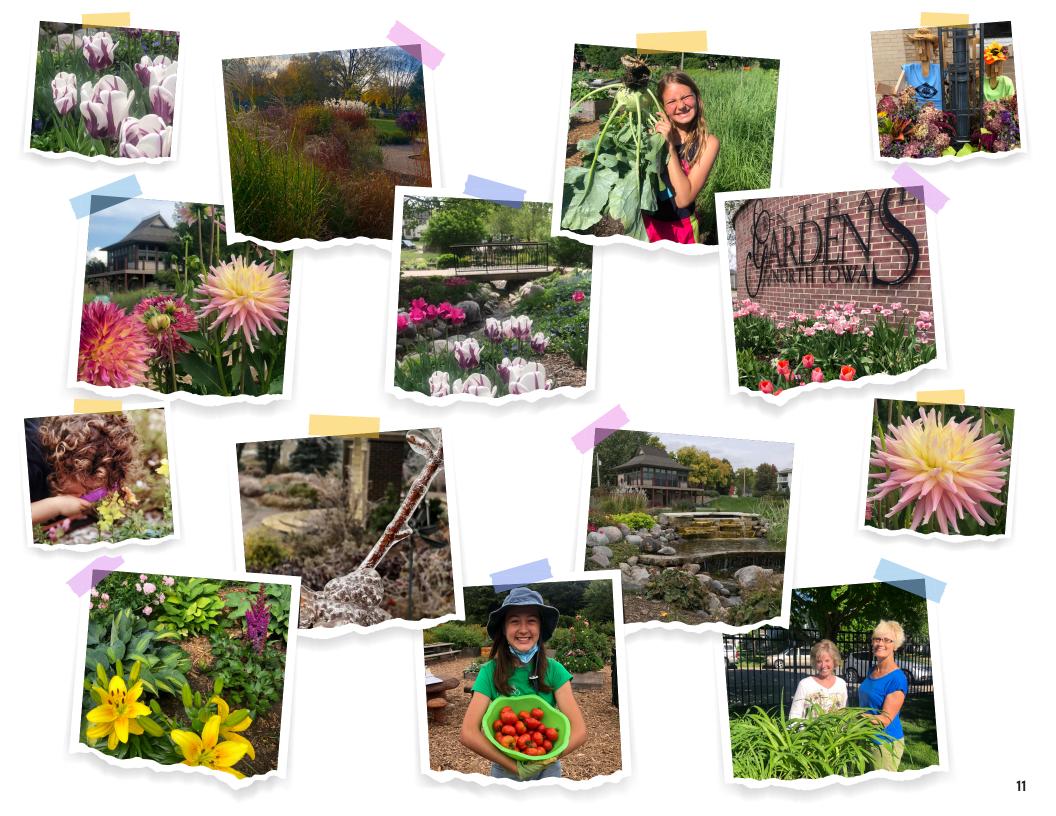
"PEACEFUL PLACE TO WALK." –Visitor from Sioux Falls, SD













800 Second Avenue North • PO Box 735 Clear Lake, IA 50428 www.centralgardensnorthiowa.com

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

WE ARE COMMITTED TO:

- (1) Promoting horticultural and environmental stewardship;
- (2) Building the infrastructure of our free, public garden space;
- (3) Enhancing learning opportunities for members and guests;
- (4) Being inviting to all; (5) Being responsible stewards of our resources; and
- (6) Achieving excellence in all that we do.



WE WILL ACHIEVE OUR SIX COMMITMENTS THROUGH THESE STRATEGIC GOALS:

- (1) Beautifying the grounds;
- (2) Providing creative events and programming;
- (3) Practicing rigorous stewardship of all our resources and ensuring financial stability; and
- (4) Increasing engagement with our various publics through strategic marketing, communication and outreach