



CENTRAL  
GARDENS  
of NORTH IOWA  
**2021 ANNUAL REPORT**



## TO PLANT A GARDEN IS TO BELIEVE IN TOMORROW. - Audrey Hepburn

You are the reason we can celebrate a successful 21st year in the pages of this annual report. You understand that the vital work of planting a better tomorrow requires persistence, patience, and people today. It takes the kind of time, talent, and treasure you have so generously shared. It was a small group of visionaries who recognized the need for a green space in our beautiful lake community that started this journey in 2000, but it is you, our loyal members, volunteers, and donors who will see these Gardens through the next twenty years and beyond.

**For a timeline of major events as well as interviews with individuals that were involved in the beginning of Central Gardens, visit our website at [www.centralgardensnorthiowa.com](http://www.centralgardensnorthiowa.com).**

Come inside and review the final projects that were completed with the 2020 Upgrade capital campaign. It's because of you the campaign was so successful. Your money, combined with the sweat equity of a devoted volunteer force, allowed us to accomplish twice the number of projects on our wish list. Because of you, the Gardens are even more beautiful than the early visionaries may have imagined.

This site was home to four schools over a one hundred year period from 1888 to 1988 and, true to its origins, Central Gardens is on a mission to provide educational opportunities for you. After careful consideration due to COVID again this year, we resumed children's programming on Friday mornings, provided a series of educational lectures, offered the HUGS program to older youth, and so much more. An educational chicken coop housed three visiting hens that delighted youth of all ages and was the showpiece of the Bee Happy Discovery Garden. We offered over 70 free events to you and, along with an estimated 20,000 others this year, you turned out. Turn to the Headlines and Highlights section to find out more about events and programs that made 2021 an incredible year at the Gardens.

**Did you know you can plan your visit to the Gardens, renew your membership, donate, inquire about a wedding rental, explore an interactive map that provides information about more than 20 themed gardens, and read *What's Growing On* and the *Strategic Plan* by visiting our website?**

Your financial support is essential to keep this garden flourishing. Memberships, memorials, and rentals help cover operational costs such as water, insurance, plants, and they support our ability to offer free admission to the grounds and to the many programs and events we offer each year. Grants provide additional support for projects that enhance programming and beautify the grounds. Your support in 2021 made it possible for the Gardens to achieve the positive financial results detailed on page 3. Thank you! We are grateful.

I want to thank the members of the board of directors for their commitment to Central Gardens. They each bring unique gifts to their roles and together provide thoughtful, careful decision-making skills that make Central Gardens beautiful, welcoming, calm, educational, recreational, and fun.

**Becke Dorenbush,**  
Board President,  
Chair of Marketing/  
Membership and  
Chair of Design Committee

**BOARD  
OF  
DIRECTORS:**

David Burgart  
Ciar Carnall  
Donna Dull, *Secretary*  
Ann Grochala, *Treasurer &  
Chair of Finance Committee*  
Andrew Johnson

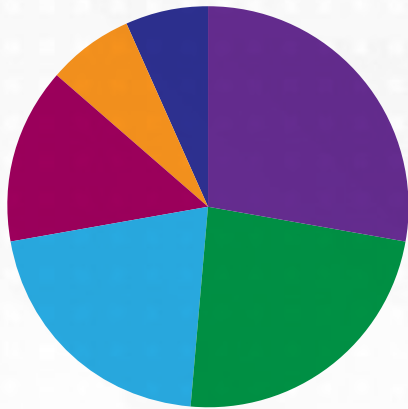
Vernon Johnson  
Barb Leonard  
Roy Markwardt  
Jennifer Merfeld  
Barb Nicholas  
Gary Nyhus

Brianna Sholly,  
*Chair of Horticulture Committee*  
Leigh Trembath,  
*Chair of Events Committee*



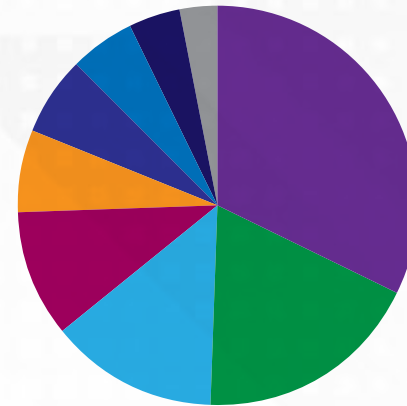
# Financial Summary

"In 2021, Central Gardens had strong financial results and continued to shore up its financial position to prepare for future times of financial stress and ensure the gardens are properly cared for, programs continue uninterrupted, and staffing needs are met. By yearend, Central Gardens had surpassed its long-term goal of a \$1 million endowment." – Ann Grochala, Treasurer



## Revenue

- Grants - 27.90%
- Rentals - 23.55%
- Membership - 21.02%
- Income - 14.00%
- Cap. Campaign - 6.94%
- Events - 6.59%



## Expense

- Grounds Development - 32.30%
- Staff - 18.44%
- Communications - 13.56%
- Maintenance - 10.23%
- Office Expense - 6.75%
- Contracted Services - 6.46%
- Events Expense - 5.18%
- Insurance - 4.08%
- Investment Fees - 3.00%

Central Gardens experienced strong operating results in 2021 due to the return of rental income, increased membership dollars, significant donations, continued strong receipt of grants, and a \$6,657.95 forgiven loan received from Small Business Administration's Paycheck Protection Program:

**Net Ordinary Income: \$223,897.19**  
**Net Ordinary Expenses: \$178,337.80**  
**New Income: \$ 45,559.39**

The balance sheet remains strong:

**Total Assets: \$1,851,378.08 - Total Liabilities: \$862.18 = Total Equity: \$1,850,515.90**

By yearend 2021, Central Gardens' endowment stood at \$1,017,123.08 while the reserve for future structural repairs started last year stood at \$13,665.53.





# Headlines & Highlights from 2021 at Central Gardens

*"It is amazing the long term committed volunteerism- and such a valued beauty and jewel in North Iowa.  
We appreciate our partnership over the years ... and for years to come." ---- member of the Mason City Rotary*

## Design Committee oversees the grounds

- Official Butterfly way station.
- Little library bench provides seating to sit and read, the littler library added.
- Expanded the cutting garden providing a consistent supply of flowers for Fresh on Friday.
- Bridge rails sanded and treated.
- Each entrance has a sign with QR codes and each of our 20 + gardens have a sign identifying it.
- Redesigning of SW corner and NW corner to include all four seasons.
- Addition of Council Ring ramp walkway to increase access to the new area.
- Barrier screen was added to decrease line-of-sight to work areas.
- Ash trees were treated for Emerald Ash Borer to increase longevity.

## Events and Programs to all residents in North Iowa

- Corn hole, golf croquet, line dancing, a drum circle, and a four session educational speaker series were added in 2021.
- A successful plant sale and gardening fair provide an opportunity to update personal gardens.
- Rain caused the Summer Garden Party to be rescheduled to Sunday afternoon, a new favorite time for the event in 2022.
- Collaborations with the Clear Lake Public Library, The Surf Music Enrichment Center, Healthy Harvest of North Iowa, ISU Extension, Lime Creek Nature Center, Clear Lake Arts Center, Iowa Waste Exchange, Landfill of North Iowa, and Agriculture in the Classroom.
- The Fiesta and the Preservation Celebration returned.

- Garden Explorers and coffee and refreshments returned to Fresh on Friday after a year off due to Covid-19.
- Approximately 21 pounds of fresh produce from the Bee Happy Discovery Garden was donated to the local food pantry along with some mini flower bouquets.
- The 6th season of Picnics and Performances was attended by over 1000 people.



# Headlines & Highlights from 2021 at Central Gardens

## Positive Financial Results

- Final Upgrade 2020 Capital Campaign pledges were received bringing the total raised to \$356,331.58, \$136,333 over goal.
- Half of the funds raised by the campaign went into the permanent endowment.
- A portion of extra campaign funds started a “rainy day” fund for operations as called for in the strategic plan.
- Strong rental revenue contributed to operating results.
- Membership revenue increased in 2021.
- Another Small Business Administration Paycheck Protection Program forgiven loan helped the bottom line.
- Grants and donations were strong.

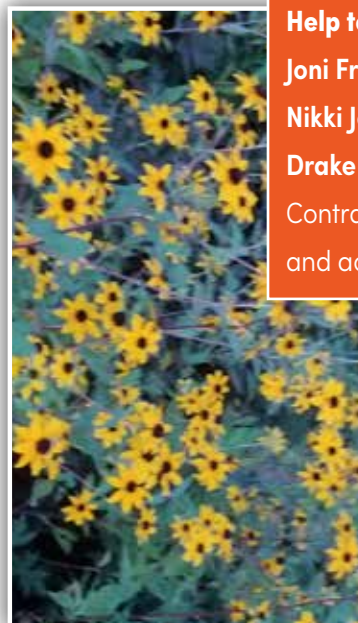
See revenue and expense breakdowns on page 3

## Membership, Marketing and Outreach efforts expand the reach of Central Gardens

- Added new “Peony” individual membership level – total of 6 levels available.
- Launched campaign to collect email addresses for event notifications.
- Launched Central Gardens new website – April 2021.
- Central Gardens placed first in fall decorating main street light pole display.
- Membership survey sent to all members: 31% response—1. How would you explain to others why they should become a member of Central Gardens of North Iowa? Central Gardens is a huge asset to NI and its mission is beneficial to our community and the beauty of the grounds is worth supporting and provides a peaceful retreat for all.
- 2. What most impacts your membership decision? The beauty of the grounds is worth supporting

and provides a peaceful retreat for all.

- Rack cards were updated promoting Central Gardens.
- Membership brochures were updated.
- Created and promoted QR codes as an easy, convenient way to donate or become a member.
- Iowa Arts Council grant allowed us to reach out to 10,000 individuals in surrounding counties promoting events at Central Gardens.
- Spoke to Clear Lake and Mason City service groups and clubs, expanding their knowledge of Central Gardens.
- Hosted a volunteer appreciation reception for our generous, hard-working volunteers.
- Visitor log registered guests from 34 states including Hawaii and the Philippines.



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

**Joni Frederick** – part-time development coordinator  
**Nikki Johnson** – hired as part-time office coordinator  
**Drake Tiedeman** – hired as part-time groundskeeper  
Contracted Services for bookkeeping, lawn mowing and accounting continued





# Upgrade 2020 Capital Campaign Highlights

*"What beautiful grounds! You all are doing a fabulous job with the site and Clear Lake is lucky to have the gardens as an additional attraction. We strolled around for an hour taking it all in ... the hardest part was narrowing down all the pictures!" –editor of the gardening website Flowerchick.com*

## The original plan for the Upgrade 2020 Capital Campaign included twelve projects.

Due to the generosity of many donors, we accomplished many more projects on the wish list because volunteers stepped up to do most of the installation work on these and our original projects. **Over 70 trees, 200 shrubs and 400 perennials were planted.**

CENTRAL  
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## UPGRADE 2020

### Capital Campaign Funded Projects

- 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 and drainage systems for Ceremonial Lawn
- New irrigation system on the hillside that houses the Sentinel sculpture, correction of drainage problems in front of the Mother Earth's Workshop, and addition of drip irrigation system
- Installation of Central Gardens arch, installation of two finials on south entrance pillars, addition of permanent donor's plaque on donor wall behind fountain, reconstruction of the water fountain jets and landscape enhancements, upgrade to the welcome center and extension of brick "staging" area of the Gazebo, all at the main South entrance
- New lighting of Nature Education Pavilion building exterior and for bridges and Central Gardens' sign on SW corner of the property
- Remodeling of pond water fall feature at headwaters of stream and redesign of Cutting, Ornamental Grass and Wildflower gardens
- Addition of extensive plantings to add aesthetic backdrop to Moon Gate area
- Expansion of the Bee Happy Discovery Garden with visual enhancements
- Construction of a mulch center on the east side of Activity Lawn
- Construction of a Council Ring meeting area and purchase of shade structure for the Council Ring on the Activity Lawn
- Addition of 8th St buffer landscaping to provide audio and visual screening, and landscaping enhancements to the Reunion and Naturalist Terraces
- Installation of new signage and landscaping at the NW and NE corner of the property, and 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
- Installation of shade awnings for both the Nature Education Pavilion and Mother Earth's Workshop
- Purchase of additional terrace tables and chairs, and addition of two new bench areas
- Contribution to the Central Gardens of North Iowa, Inc. permanent endowment of \$179,318








# Upgrade 2020 Capital Campaign Highlights

## ADDITIONAL PROJECTS COMPLETED:

- Two tables and eight chairs were added to the seating of the Nature Education Pavilion.
- A brick surround expanding the staging area of the Gazebo & two new bulletin boards & a new guest registry.
- Each entrance has a sign with QR codes and each of our 20 + gardens have a sign identifying it.
- A new limestone path leads from the main path to the Council Ring.
- The Cutting Garden was redesigned to enable more sales at Fresh on Friday.

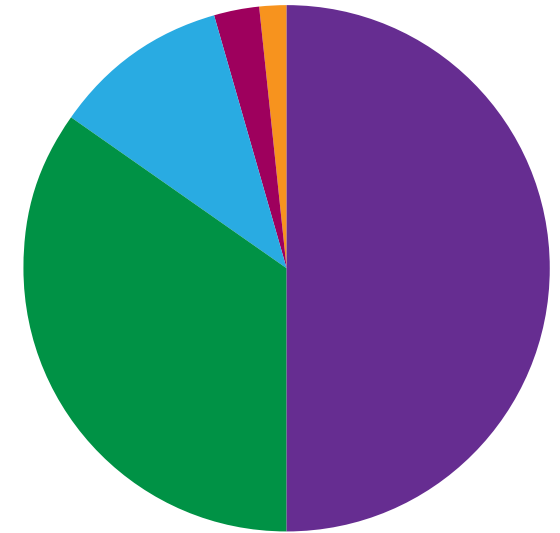
We were able to stretch our capital campaign to enhance the beauty of the Gardens and significantly increase our permanent endowment.

***Thank you for your continued support of Central Gardens. We are deeply grateful.  
The Board of Directors***

**Scan QR Code to View the  
Upgrade 2020 story or go  
to our website or YouTube**  
([https://www.youtube.com/  
watch?v=ivmR6qsQOpU](https://www.youtube.com/watch?v=ivmR6qsQOpU))



*Central Gardens celebrated the completion of its very successful capital campaign having received final multi-year pledges and completed nearly all projects. Total donations of \$356,331.98, far exceeded the campaign target of \$220,000. As promised at the start of the campaign, half of receipts went into the permanent endowment. Central Gardens began a "rainy day" fund, as called for in the strategic plan, aided by some of the additional donations; it now totals \$46,000.*



## Capital Campaign

- Endowment – 50%
- Grounds Development – 34.94%
- “Rainy Day” Fund – 10.78%
- Replacement Reserve – 2.77%
- Office/Communications – 1.51%





# 2021 Corporate & Individual Members

## CORPORATE MEMBERSHIPS

### GARDENER (\$1,000 - \$2,499)

Hearing Associates, PC  
CL Tel

### CARETAKER (\$500 - \$999)

Bonnie Hall, Realtor  
Clear Lake Bank & Trust  
Don's Body Shop  
Rahm Investments  
First Gabrielson Agency  
Larson's Mercantile  
Sail Inn

### PLANTER (\$250 - \$499)

ControlPrint Creative  
Farmers State Bank  
Hansmeier Mowing, LLC  
Images Photography  
Lake Liquors  
Laurie Cook Photography  
McQuaid Agency  
Metalcraft, Inc.  
Pla-Ground Family Farms  
Schupick & Associates, PC  
The Basic Birder

**"BEAUTIFUL  
GARDEN!  
THANKS TO  
ALL WHO TAKE  
CARE OF THIS"**

— Visitor from Rochester, MN

## INDIVIDUAL & FAMILY MEMBERSHIPS

### ROSE (\$1,000 OR MORE)

Mike Frank  
Steve & Cathy Lacy  
Myron Lupkes  
Paul Barnds & Shawn Sabin  
Mike & Madelyn Tetmeyer  
Charles Walker

### LILAC (\$500 - \$999)

David & Jeanne Burgart  
Barry Cory  
Mark & Becke Dorenbush  
Deb Groath & Troyce Fisher  
Jane Fogg  
Ann M. Grochala  
Corine Hadley  
Kathy & Randy Ingram  
Tom & Jan Lovell  
Jim & Cindy Niemants  
Gary & Sandy Nyhus  
Jody & Connie Plagge  
Robert Snyder

### TULIP (\$250 - \$499)

Bob & Elaine Braun  
Anne Eldridge  
Scott & Bo Flory  
Barb Hirsh & Harvey Giller  
Joni Frederick & Dean Hanson  
Gary & Diane Laabs  
Doug & Laura Marty  
Chris & Debbie Mitchell  
Kirby & Joyce Schmidt  
Dave & Jacque Ward

### DAISY (\$100 - \$249)

Al & Margarite Atwell  
Karen & Jim Beckwith  
Chyrl Bergvig  
Jean Casey & Matt Berry  
Carol & Bill Casey  
Joanne Cutler  
Stacy Doughan  
Martha Easter Wells  
Tom & Toni Ebeling  
Joan Eness  
Ellen Fox  
Harold & Elaine Fratzke  
Stephen & Chris Hensley  
Virginia Holmes  
Ellen Jandeheur  
Lora & Michael Jans  
Craig & Mary Jensen  
Vernon Johnson  
Andrew Johnston  
Susan R. Kennedy  
Robert (Chip) & Kathy Kinsey  
Kirk & Beth Kraft  
Jim & Ann Kuhlman  
Jim & Barb Leonard  
Becky & John Lessard  
James Locher  
Gary & Karen Loos  
Jim & Judy Lyster  
Roy & Patty Markwardt  
Gordon & Jill Martens\*  
Becky Menning  
Bob & Jennifer Merfeld  
Joan Middleton  
Irene Murphy  
Pauline Nickerson  
Bill\* & Fran Osmundson  
Pat & Robert Peterson  
Dean & Susan Pierce

Molly Rennbohm Wood  
Charles Rohde  
Carla Salmon  
Joan Sawyer  
Ken & Carol Smith  
Polly & David Suntken  
Cathy Swager  
Diana Symonds  
Sharon Taylor  
Merlyn & Julie Tiedemann  
Stuart & Leigh Trembath  
Wilma (Billie) Vantuyl  
Gene & Kathie Vix  
Lori Wickman  
David Solberg & Diane Wilson  
Mary Brush Young  
Paul Pistek & Julie Zahner

### LILY (\$50 - \$99)

Kaye Allison  
Barbara Amosson  
David\* & Carol Backus  
Esther Bender  
Barbara Beyer  
Alice & Kenneth Blomstrom  
Marie Boge  
Jane Broghammer  
Donna Boul  
James & Cheri Clark  
Phyllis Cox  
Nelson & Darlene Crabb  
Sandra Davis  
Charla DiCamillo  
Donna Dull  
Jeffrey Ebeling  
Mike & Sherri Eddy  
Valerie Edison  
Denise Essman  
JoAnn Geving

Erma J Haarup  
Patricia Hagen  
Robert Halford  
Gabe & Carolyn Haugland  
Rich & Jane Hein  
Russell & Ellen Henry  
Gary & Linette Heydt  
Terry\* & Trudi Hoil  
Rhonda Holmquist  
Naomi Nowland & Scott Johnson  
Michael & Susan Keefe  
Gerry Kennedy  
Roger & Mary Kopacek  
Doug & Rosie Lindaman  
Pam Loeckle  
Dennis & Nancy Marsh  
Candice & Pat Marshall  
Mary Moeller  
Russ & Marsha Mott  
Ray & Terri Mulford  
Stu & Julie Oltrogge  
Mariah Piippo  
Jim & Amanda Ragan  
Donovan & Diana Reinsmoen  
Colleen Rhodes  
Ann Schurtz  
Steven & Cheryl Schurtz  
Larry & Cathy Shaffer  
Bri & Jim Sholly  
Jacque Simon  
Al & Marian Tompkins  
Nancy Turk  
Margo & Dave Underwood  
Brenda Winter  
Barbara Wood-Koenigsfeld  
Dianne Woodard  
Steve Wright

\*Deceased



# 2021 Cube, Brick & Paver Donors

## CUBE DONORS

- Carol & Sarah Backus
- Deb Groath & Troyce Fisher
- Sue Golly (2)
- Roger & Gail Harringa
- Kathy Hendricks
- Chris Larsen
- Mason City Noon Rotary
- Michael Tetmeyer
- Jamie & Nancy Zanios

## FACULTY WALK

- Harriet Winter by Craig Shayer

## GARDENER'S WALK

- David & Jeanne Burgart by Teresa Wallace
- Roger Harringa
- Chris & Debbie Mitchell by Donna Dull
- Pat Roed by Donna Dull
- Dan & Patty Skokan

## ROTARY WALK

- David Backus, Garner Rotary
- Adam Fichter, Mason City Noon Rotary
- Mark Lundberg, Mason City Noon Rotary

## VICTORIAN TERRACE (PAVILION)

- Barb Nicholas by CGNI

## WEDDING WALK

- Karen & Jim Beckwith
- Jeff & Julia Meints by Jeffrey Buseman
- Jason & Melita Nyhus by Gary & Sandy Nyhus
- Gene & Pat Roed by Donna Dull
- Cheryl & Vince Zrostlik by Donna Dull





# Memorials and Honoraria

## IN HONOR OF,

*Jim & Ann Kuhlman by,  
John & Myra Greve*

## IN MEMORY OF,

*Mr. & Mrs. Chris Anderson by,  
Alyce Wilson*

*Russel Borchardt by,  
Pauline Nickerson*

*Faye Buckels by,  
Mark & Becke Dorenbush*

*David Backus by,  
Susan Backus  
Mark & Jill Bale  
Norma Barnhart  
Donlad & Joyce Benes  
Russell & Judith Borchardt  
John & Kathryn Bozdech  
Joseph Bozdech  
Jane Broghammer  
Bradey & Renee Davis  
Mark & Becke Dorenbush  
Sherry Eddy  
Tom & Mary Fey  
Jackie Fieseler  
Dennis & Susan Firsching  
Deb Groath & Troyce Fisher  
Bob & Lonnie Foell  
Lucille & G. Ronald Franks  
Travis & Theresa Glidden  
Douglas & Marcia Grabinski  
Robert & Judy Gross*

Joni Frederick & Dean Hanson  
Elizabeth Hayaski  
Trudi Hoil  
Brad & Cathy Isaak  
James & Rhonda Juhlin  
Dennis & Lillie Keith  
Robert & Kathy Kinsey  
Jim & Ann Kuhlman  
Kathryn Lindsay  
Tom & Jan Lovell  
Charles & Judy Madson  
Mark & Marcia McNulty  
Mrs. John Miller  
Mary Moeller  
Sean Moran  
John Mikelson  
Irene Murphy  
Chris & Laura Nicholson  
Pauline Nickerson  
Jody & Connie Plagge  
Prairie View Apartments  
Joseph & Pamela Pritchard  
Dennis & Julie Reidel  
Randy & Laura Rinnels  
Pamela Roberts  
Gordan & Carol Rosenthal  
Kirby & Joyce Schmidt  
Schoneman Realtors  
Steven & Kelly Schnieders  
Debbie Schupanitz  
John & Sharon Spragle  
Stellar Industries  
Elda Stone  
Mike Taylor  
Douglas & Sarah Thein  
Leigh & Stuart Trembath  
Dennis & Denise VanDenBroke

Mary Ann Watson  
Nancy Watson  
Hope & David Wheatcraft  
Brenda Winter  
Barbara Zrostlik Beyer  
David Zrostlik

*Barbara Dwyer by,  
Ken & Carol Smith*

*Duane Fabin by,  
Deb Groath & Troyce Fisher*

*Terry Hoil by,  
David & Jeanne Burgart  
Mark & Becke Dorenbush*

*David Hopper by,  
Donna Dull  
Bill & Fran Osmundson  
David & Jeanne Burgart  
Leigh & Stuart Trembath*

*Cally Larsen Huey by,  
Merlyn & Julie Tiedemann*

*Ron Huntley by,  
Alyce Wilson*

*Kathryn Jones by,  
Kirsten Finstad*

*Gordan & Jill Martens by,  
Donna Dull*

*Janice Nelson by,  
Laurie Evans*

Nina Grarelle  
David & Kay Kofoed  
David & Carolyn Luscomb  
Diane Parks  
Dorothy Prunty  
A.E. & G.J. Schloemer

*William Nicholas by,  
David & Jeanne Burgart  
Mark & Becke Dorenbush  
Deb Groath & Troyce Fisher  
Jim & Ann Kuhlman  
Pauline Nickerson  
Joseph & Pamela Pritchard  
Ken & Carol Smith*

*Dick Nickerson by,  
Julie & Robert McPherson*

*Bill Osmundson by,  
Joanne Cutler  
Donna Dull  
Deb Groath & Troyce Fisher  
Joanne Sargent*

*Doug J. Ranson by,  
Richard & Jane Walls*

*Pat M. Roed by,  
Dale & Linda Berhow  
The Roed Family*

*Joanne Simmonds by,  
Deb Groath & Troyce Fisher*

*Darlene Smith by,  
Donna Dull*

*Dr. John Utne by,  
David & Jeanne Burgart  
Donna Dull  
Deb Groath & Troyce Fisher*

*Dwight Williamson by,  
Harold Beckner  
Jane Broghammer  
Scott Cochran  
Jerry & Susan Currie  
Larry & Kay Day  
Perry Hoefker  
Bradley & Loree Huntington  
Don Jackson  
Randy Kunert  
Jim Lyster  
Greg Maloney  
Gary & Sandy Nyhus  
Dorothy Prunty  
Bob Purrell  
Connie Scherber  
Mike Secory  
Kermit, Judy, & Brent Studer  
Dave & Polly Suntken  
Richard & Jane Walls*

*“Noticed this garden and how the founders and other leaders rallied to protect the green space. Keep on going! Thank you for stewarding God’s creation!” -visitor from Schaumburg, IL*





# 2021 Grant Support For Central Gardens

*The following organizations awarded Central Gardens grant funding for operational and program support in 2021:*

1. **Ag Ventures Foundation**
2. **AvanGrid Renewables**
3. **Bertha Stebens Charitable Foundation**
4. **Beth E. Reinhart Charitable Trust**
5. **City of Clear Lake**
6. **Clear Lake Noon Lions**
7. **Clear Lake Parks & Rec**
8. **Clear Lake Rotary**
9. **Delta Dental of Iowa Foundation**
10. **DM Dull Fund**
11. **Elizabeth Muse Norris Charitable Fund**
12. **Farrer Endowment Foundation**
13. **Iowa Arts Council - Iowa Department of Cultural Affairs**
14. **John K. and Luise V. Hanson Foundation**
15. **John Ruan Foundation Trust**
16. **MiracleGro GroMoreGood Grassroots Grant**
17. **Thrivent Action Grants**
18. **Worth County Development Authority**







800 Second Avenue North • PO Box 735  
Clear Lake, IA 50428

[www.centralgardensnorthiowa.com](http://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