



CENTRAL
GARDENS
of NORTH IOWA
2022 ANNUAL REPORT

photo credit: Charlene Gooch

LETTER FROM THE BOARD PRESIDENT

ALL GARDENERS LIVE IN BEAUTIFUL PLACES BECAUSE THEY MAKE THEM SO. – Joseph Joubert, Essayist

Thanks to you, our generous donors, members, and volunteers, Central Gardens of North Iowa, this beautiful, free, public garden, grew in 2022. The number of events Central Gardens offered grew. The number of people who attended events grew. Activities such as corn hole, golf croquet, and line dancing attracted more participants too. There were more visitors who came to stroll the Gardens, more families that came to picnic on the grass, and more rentals, as people from all over came to celebrate bridal showers, weddings, baby showers, anniversaries, and graduations. The adorable 99-year young lady shown on page 3 celebrated her special birthday with family and friends at Central Gardens. With so much to offer, Central Gardens truly is a place for ALL.

We welcomed over 20,000 visitors to Central Gardens and offered over 70 free events. Fresh on Friday continues to grow as an estimated 2,500 guests came to purchase fresh flower bouquets prepared by volunteers, socialize on the patio with friends, or engage in the morning's activities. It was wonderful to see strollers lined up as moms, dads and grandparents brought young children to participate and explore the Bee Happy Discovery Garden! Each week, Central Gardens collaborated with local businesses and nonprofits to provide educational experiences for all ages. The Insect Zoo, an exhibit from Iowa State University, was one of those experiences that attracted 400 curious visitors in July.

Pumpkin Palooza, a celebration of all things pumpkin, and one of our new free events, was an overwhelming success with nearly 800 guests from throughout Iowa and some surrounding states. Guests enjoyed pumpkin activities, samples of food made with pumpkin, free popcorn, and cider. The event culminated with a lighted parade with 40 pumpkins that were carved by local businesses, service groups, and individuals. You'll find highlights about all the events and programs offered at Central Gardens on page 4.

With a goal to do more to communicate what guests will experience inside this beautiful space and to promote the Gardens, we posted more on Instagram and Facebook and posted more Facebook live videos than ever before. And we did more to communicate about upcoming events by sending weekly emails to over 300 households.

It is a testament to our volunteers that all these things grew and that the Gardens thrived in 2022. One volunteer, who recently moved away, had this to say about their service to Central Gardens: "We've really enjoyed helping in the gardens.

Thank you for being so welcoming and trusting it in our care. You have an amazing thing going here, and the Clear Lake community is blessed to be able to benefit from all of the hard volunteer work that keeps the gardens maintained for all to enjoy. "

Central Gardens has been blessed with great volunteers. However, with several recent retirements, our volunteer base needs to be replenished – and grow – to keep pace with all that's happening – all that's growing – in the Gardens. If you can spare an hour or two or more, please contact us with a call, message on our website at www.centralgardensnorthiowa.com, or stop by this spring. Your dedication will help to keep this amazing garden beautiful for all!

In addition to time and talent, it takes treasure to keep Central Gardens growing. Your support in the form of memberships, donations, memorials, and grants helped to fulfill our mission to provide a public, intergenerational garden and environment that is welcoming, beautiful, calm, educational, recreational and fun. We are grateful for it!

Finally, it has been a busy and fulfilling two years serving as your president. My sincere thanks to Central Gardens' board members, committee members, and volunteers who are always willing to help in any way. I am proud to say that I am involved with Central Gardens of North Iowa!

Gratefully,

Becke Dorenbush, President



BOARD MEMBERS:

Becke Dorenbush,
Board President
David Burgart
Donna Dull, *Secretary*
Anne Eldridge

Ann Grochala,
*Treasurer & Chair of
Finance Committee*
Vernon Johnson
Barb Leonard
Roy Markwardt

Doug Marty,
Vice-President
Jennifer Merfeld,
*Chair of Marketing/
Membership
Committee*

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

Financial Summary

"Central Gardens was able to successfully navigate through the rough economic waters of 2022. The many volunteers that support Central Gardens' operations contributed significantly to its ability to keep expenses under budget." – Ann Grochala, Treasurer



Revenue

- Grants - 16.02%
- Rentals - 5.39%
- Membership - 21.33%
- Donations - 33.19%
- Events - 24.07%



Expense

- Grounds Development - 20.72%
- Staff - 28.62%
- Communications - 2.89%
- Maintenance - 11.04%
- Office Expense - 7.42%
- Contracted Services - 8.66%
- Events Expense - 7.37%
- Insurance - 6.41%
- Investment Fees - 6.87%

Central Gardens' total revenue was right on budget as memberships, rentals and memorials provided strong income levels and income from fundraising activities, including plant and bouquet sales, and the Summer Garden Party exceeded budget. Final sales of cubes for the Council Ring also contributed to the bottom line. Central Gardens was able to keep expenses under budget, resulting in net operating revenue, without depreciation, 13 percent above budget.

Total Revenue: \$149,516.26

Total Expenditures*: \$130,919.12

Net Operating Revenue: \$ 18,597.14

*Without depreciation expense

While the statement of financial position felt the impact of stock market declines in long-term endowment accounts, it remains strong:

Total Assets: \$1,619,655.42 – Total Liabilities: \$676.44 = Total Equity: \$1,618,978.98

Recognizing the need to prepare for replacement of aging facilities and economic downturns, Central Gardens continued to grow its replacement reserve and its "rainy day" fund, as called for in the strategic plan.



Headlines & Highlights from 2022 at Central Gardens

Lovely, wonderful. Still a place for education. Visitor from Urbandale, IA

Design Committee oversees the grounds

- Created a template handbook for each garden and volunteer manual as part of a project with ISU Rising Stars.
- Completed limestone edging from the MEWS patio to the front gate.
- Became an All American Selections Demonstration Garden.
- Began construction on a bocce ball court.
- Planted a peony garden.
- Renovated the Hosta Garden.
- Cutting garden established to increase the supply of Fresh on Friday flowers.

Events & Programs for residents & visitors of all ages

- All youth programs and almost all other events and programs were offered free of charge.
- New events or programs offered this year included: Bird Walk, Bugs and Blooms, Ethnic Cuisine cooking classes, Senior Socials, Yoga Buds(kids), Farm to Table Harvest Dinner, Pumpkin Palooza, and a Golf Croquet Tournament.
- The Asian and Italian kitchen gardens(Bee Happy Discovery Garden) supplied produce for two free cooking classes.
- 163# of produce was delivered to the Clear Lake/Ventura Food pantry.
- We expanded service and learning opportunities for MS/HS youth involved with the Gardeners of Tomorrow program. Through partnerships with Elderbridge and Cerro Gordo ISU Extension three raised beds for seniors were placed and planted. Produce was harvested and delivered to the Food

Pantry. Youth volunteered at the CL Farmers Market and provided tastings and sold produce during Fresh on Fridays.

- The Garden Fiesta, Fresh on Friday, Line Dancing and Picnics and Performances continued to grow in popularity!
- Collaboration with other agencies and organizations continued to be a valued component of our events and programs. Some of our key partners included: Cerro Gordo ISU Extension, Healthy Harvest of North Iowa, Lime Creek Nature Center, Clear Lake Public Library, Clear Lake Arts Center, Elderbridge, Landfill of North Iowa, Iowa Waste Exchange and the Surf Music Enrichment Center.



Headlines & Highlights from 2022 at Central Gardens

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

- Became an American Horticulture Society member, a tremendous pass-through benefit to Central Gardens members for discounts at other members' facilities nationwide.
- Sent weekly emails to over 300 subscribers notifying them of upcoming events at the Gardens.
- Surveyed event notification email recipients and got a 30% response rate, 100% saying they would recommend Central Gardens events to others.
- Added Central Gardens to the national registry for geocaching.
- Advertised on Iowa Public Radio for the first time.
- Printed updated individual and corporate membership brochures.
- Placed first in Clear Lake Harvest Festival main street light pole display.
- Hosted a volunteer appreciation reception for our generous, hard-working volunteers.

Positive Financial Results

- Memberships, rentals and memorials contributed to strong operating results.
- Income from sales of plants and bouquets and the Summer Garden Party exceeded budget.
- Sales of the last cubes contributed to the bottom line.
- The "rainy day" fund for operations, as called for by the strategic plan, continued to grow.
- Monthly additions were made to the replacement reserve.



2022 by the numbers

Welcoming thousands of people across north Iowa, 30 states and Norway.

Over 6500 people attended Central Garden events in 2022

Fiesta - **620+**

Line Dancing - **360+**

Plant Sale - **320+**

Fresh on Fridays - **2500+**

Other events - **240+**

Pumpkin Palooza - **790+**

Insect Zoo - **400+**

Picnic & Performances - **1180+**

Summer Garden Party - **230+**

Rental of Nature Education Pavilion - **1700 guests+**

Provided venue for Easter Egg Hunt sponsored by Jaycees - **400+**

Social Media



Facebook followers - **3380+**



Instagram followers - **730+**



Email weekly event subscribers - **300+**



Website views - **9568**
increase of 19% in 2022!

www.centralgardensnorthiowa.com



2022 Corporate & Individual Members

CORPORATE MEMBERSHIPS

DESIGNER (\$2,500 & UP)

Country Landscapes
Hearing Associates, PC

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

CL Tel
Yohnco

CARETAKER (\$500 - \$999)

Bombie (Bonnie Hall)
Clear Lake Bank & Trust
Dean Snyder Construction
Don's Body Shop
First Gabrielson Agency
Lake Liquors
Larson's Mercantile
Sail Inn
Stellar Industries

PLANTER (\$250 - \$499)

Brothers Ace Hardware
ControlPrint Creative
Farmers State Bank
Glen's Tires
Images Photography
Lake Auto
Laurie Cook Photography
McQuaid Agency
Metalcraft, Inc.
North Iowa Community Credit Union
Peak Management
Pla-Ground Family Farms
Schupick & Associates, PC
Steve Wright Outdoor Lighting
The Basic Birder

INDIVIDUAL & FAMILY MEMBERSHIPS

PEONY (\$1,000 - \$2,499)

Al & Margarite Atwell
Randy & Kathy Ingram
Jim & Cindy Niemants
Shawn Sabin & Paul Barnds
Mike & Madelyn Tetmeyer
Charles Walker

LILAC (\$500 - \$999)

Karen & Jim Beckwith
Bob & Elaine Braun
David & Jeanne Burgart
Barry Cory
Mark & Becke Dorenbush
Deb Groath & Troyce Fisher
Jane Fogg
Ann M. Grochala
Roger & Gail Harringa
Tom & Jan Lovell
Roy & Patty Markwardt
Doug & Laura Marty
Chris & Debbie Mitchell
David & Susan Nagle
Gary & Sandy Nyhus
Jody & Connie Plagge
Robert Snyder

TULIP (\$250 - \$499)

Dr. Byron T. & Ann Beasley
Tom & Toni Ebeling
Anne Eldridge
Paul & Marsha Gordon
Dean Hanson & Joni Frederick
Kathy & John Hendricks
Ellen Jandebour
Vernon Johnson
Alan & Lori* Kittleson
Janaan Price
Bob & Mary Anne Rennebohm

Kirby & Joyce Schmidt
Mark & Lynne Scribbins
Dave & Jacque Ward

DAISY (\$100 - \$249)

Kaye Allison
Barbara Amosson
Chyrl Bergvig
Jean Casey & Matt Berry
Bridget Farley & John Brady
James Butler
Phyllis Cox
Joanne Cutler
Stacy Doughan
Martha Easter Wells
Valerie & Brian Edison
Eugene & Dorothy Evans
Jackie Fieseler
Scott & Bo Flory
Ellen Fox
Harold & Elaine Fratzke
Harvey Giller
Joyce Hanes
Mary Ann Hendricks
Trudi Hoil
Lora & Michael Jans
Craig & Mary Jensen
Naomi Nowland & Scott Johnson
Susan R. Kennedy
Mary Geraldine (Gerry) Kennedy
Kirk & Beth Kraft
Jim & Ann Kuhlman
Mary Frances Larson
Jim & Barb Leonard
Becky & John Lessard
Pamela Carlson Little
James Locher
Gary & Karen Loos
Jim & Judy Lyster

Dr. Paul & Barbara MacGregor
Dennis & Nancy Marsh
Allan & Becky Menning
Bob & Jennifer Merfeld
Irene Murphy
Jerita Nelson
Rebecca & Lee Okerlund
Fran Osmundson
Patricia Peterson
Dean & Susan Pierce
Gina Prohaska
Mark & Brenda Rasmuson
Donavon & Diana Reinsmoen
Gordon & Carol Rosenthal
Joann Sargent
Joan Sawyer
Waldo Smeby
Ken & Carol Smith
Polly & David Suntken
Cathy Swager
Diana Symonds
Sharon Taylor
Stuart & Leigh Trembath
Billie Vantuyl
Gene & Kathie Vix
Shirley Wenger
Paul Pistek & Julie Zahner
Jamie & Nancy Zanios

LILY (\$50 - \$99)

Jean B ergo
Tom & Julie Birdsall
Marie Boge
Tom & June Bonderman
Jane Broghammer
Donna Boul
Don & Sandy Christ
James & Cheri Clark
Shirley Clemons
Terry & Pam Cobb
Sandra Davis

Carol Debell
Donna Dull
Doug & Nicole Garber
Erma J Haarup
Russell & Ellen Henry
Gary & Linette Heydt
Linda Hopper
Mary Jo Keenan
Jacque Keyser
Sandy & Nelson Kraschel
Jack & Kathy Lashier
Richard Leet *
Dean & Cindy Lehs
Pam Loeckle
Shawn & Betty Mallen
Candy & Pat Marshall
Joan Middleton
Mary Moeller
Russ & Marsha Mott
Stu & Julie Oltrogge
Jane Perkins
Mariah Piippo
Jim & Amanda Ragan
Jane Reynolds
Carla Salmon
Ann Schurtz
Steven & Cheryl Schurtz
Larry & Kathy Shaffer
Bri & Jim Sholly
Jacque Simon
Earl & Brenda Smith
Al & Marian Tompkins
Margo & Dave Underwood
Lori Wickman
David Solberg and Diane Wilson
Brenda Winter
Barbara Wood-Koenigsfeld
Dianne Woodard
**Deceased*

2022 Cube, Brick & Paver Donors

CUBE DONORS

- Sarah Backus
- Bonnie Hall
- Roger Harringa
- Kathy Hendricks, Karen Jurgens, & Mark Johnson
- Roy & Patty Markwardt
- Sonia Schaeffer (2)
- Dan & Patty Skokan

**“EXQUISITE, BEAUTIFUL, PEACEFUL
PLACE TO VISIT. ABSOLUTELY STUNNING,
LOVED IT! WILL BE BACK!”**

– Visitor from Scottsdale, AZ

FRIENDSHIP WALK

- Pam & Joseph Pritchard for Beverly Elder
- Pam & Joseph Pritchard for Marilee Skinner
- Donna Dull for Siblings of Chris Mitchell
- Mark Roed for Esther Harsma, Donna Dull, & Patricia Roed

GARDENER’S WALK

- Roger Harringa for Troy Harringa
- Harold Marcionetti for Carol Backus
- Mariah Piippo for Marvin Piippo

HERO’S WALK

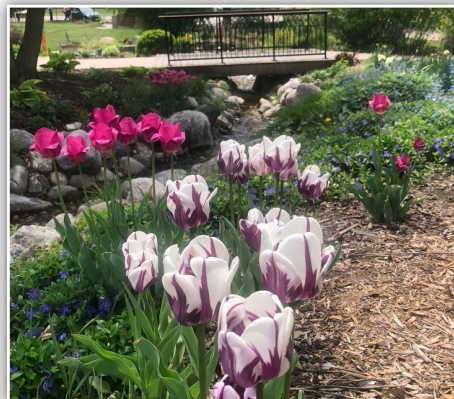
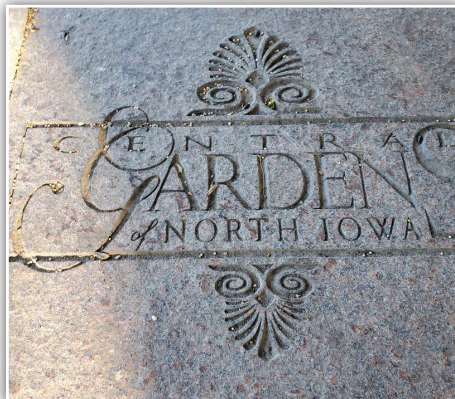
- Paul & Juanita Yanez

ROTARY WALK

- Connie Bleile, Mason City Noon Rotary

WEDDING WALK

- Mark & Becke Dorenbush
- Muriel & Dean Hess for Nathan Dean Hess & Anna C. Roller
- Alan & Lori Kittleson
- Jennifer Levasseur for Lynne Levasseur Shonyo



Memorials and Honoraria

IN HONOR OF,

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

IN MEMORY OF,

*Carol Backus by,
Larry & Nancy Adams
Greg & Kaye Allison
Barbara Zrostlik Beyer
John & Kathryn Bozdech
Theresa Cork
Karen Dieckhoff
Mark & Becke Dorenbush
Donna Dull
Tom & Mary Fey
Dennis & Susan Firsching
Harold & Elaine Fratzke
Dean Hanson & Joni L
Frederick
Travis & Theresa Glidden
Elizabeth Hayashi
Trudi Hoil
Rhonda Holmquist
Brian & Marilyn Johnson
Tom & Jan Lovell
Jim & Ann Kuhlman
Irene Murphy
David & Susan Nagel
Nancy Nickerson
Chris & Laura Nicholson
Jason & Angie Pippert
Connie Scherber
Kirby & Joyce Schmidt
David & Polly Suntken
Al & Marian Tompkins
Stuart & Leigh Trembath
Scott & Robin Walden*

*Esther Bender by,
Dean Hanson & Joni Frederick*

*Everett Benson by,
Donna Dull*

*Bob Broshar by,
David & Denise Fritz*

*Joyce Broshar by,
David & Denise Fritz*

*Janette Buck by,
Donna Dull
Barbara Wood-Koenigsfeld*

*Audrey Goode by,
Patricia & David Oelberg*

*George Goode by,
Patricia & David Oelberg*

*Lori Hackbarth by,
Craig & Lori Goth*

*Troy Harringa by,
Jim & Ann Kuhlman
Jody & Connie Plagge
Jerome & Nancy Rockman*

*Ray Hewitt by,
Kirk & Patty Mueller*

*Jerry Horstman by,
Irene Murphy*

*Lori Kittleson by,
Donna Adams
Roger & Peggy Bang
Rob & Susan Belvo
Herman & Sally Berding
Sherry Brandt
Kent & Holly Brcka
Geraldyn Brumm
Barry & Marsha Cory
Josh & Nicole Clausen
Amy Gay Dodge
Mark & Becke Dorenbush
James & Paula Dummett
Dennis & Susan Firsching
Randy & Vikki Fischer
James Gerk
Sanjay & Sonja Gill
Donald & Mary Harms
Randy & Kathy Ingram
Brad & Cathy Isaac
Jill & Mindy King-Mason
Alan Kittleson
Mark & Lulynn Lemon
Tom & Jan Lovell
Katherine Macnider
Wolfgang Meier
Irene Murphy
Ruthann Murphy
Jim & Cindy Niemants
Sharon O'Neill
Julia Oulman
Patricia Peterson
Jody & Connie Plagge
Debra Quintero
Dan & Marilyn Settle
Kevin & Peg Schultz
Steve & Cheryl Schurtz*

*Kelley & Stan Stallsmith
Jeff & Christine Struecker
Dennis & Denise Sturges
Laurie Thomas
Tricia & Jeff Thomas
Merle & Julie Tiedemann
Stuart & Leigh Trembath
Patricia Tomson
Gene & Kathie Vix*

*Joyce Knutson by,
Mark & Becke Dorenbush*

*Robert LaKose by,
Kenneth & Carol Smith*

*Tim Lunn by,
Mark & Becke Dorenbush*

*Pat Millard by,
Donna Dull*

*Marilyn Jo Meyers by,
Donna Dull
Linda & James Tjaden
Gene & Kathie Vix*

*Clint Olson by,
Mark & Becke Dorenbush*

*Shirley Peterson by,
Ardis Haugen*

*Pat Roed by,
Donna Dull*

*Sharon Schneider by,
Gary & Sandy Nyhus*

*Mark Schumacher by,
David & Jeanne Burgart
Gary & Sandy Nyhus*

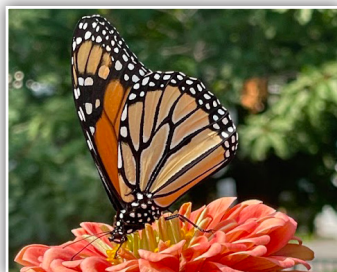
*Tobin by,
Julie Farland*

*Mickie Tyrrell by,
Merle & Julie Tiedemann*

*Denise Risvold Vikturek by,
Kenneth & Carol Smith*

**“AWESOME! SO
PEACEFUL AND
WELL CARED FOR.
THANK YOU.”**

-visitor from Iowa City



Donations over \$100

Nicklos and Leandra Anderson

Alan and Margherita Atwell

Terry and Pam Cobb

Dakota Red Corporation

Jan Fynskov

Sonja Hanson

Images Photography

Robert Kinsey III

Jim and Ann Kuhlman

Tom and Jan Lovell

Merikay Mestad

Twenty-First Century Club

CENTRAL GARDENS of NORTH IOWA

“MET A LOVELY COUPLE,
MERLE AND JULIE, THE
GARDENERS.”

-couple from Orlando, FL



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

Joni Frederick -part-time Development Coordinator

Nikki Johnson-part time Office Coordinator

Roger Rietjens - part time groundskeeper

Contracted services for bookkeeping, lawn mowing
and accounting continued

“I WAS IN JUNIOR HIGH THE
DAY OF THE FIRE. IT’S GREAT
TO COME BACK AND SEE THIS
BEAUTIFUL GARDEN.”

-visitor from Jacksonville, FL

2022 Grant Support For Central Gardens

The following organizations awarded Central Gardens grant funding for operational and program support in 2022:

1. Alliant Energy Foundation
2. Avangrid Renewables
3. Bertha Stebbins Charitable Foundation
4. Cerro Gordo County
5. City of Clear Lake
6. Clear Lake Bank & Trust
7. Clear Lake Jaycees
8. Clear Lake Kiwanis
9. Clear Lake Noon Lions
10. Community Foundation of Northeast Iowa
11. DM Dull Foundation
12. Farrer Endowment Foundation
13. Fleet Farm
14. John K. and Luise V. Hanson Foundation
15. John Ruan Foundation Trust
16. Sukup Manufacturing
17. Thrivent Action Grants
18. Walmart Community Giving
19. Worth County Development Authority





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