

CENTRAL GARDENS of NORTH IOWA

2023 ANNUAL REPORT

photo credit: Dean Hanson



Dear Members and Friends of Central Gardens of North Iowa,

The mission of Central Gardens is to provide a public, intergenerational garden environment that is welcoming, beautiful, calm, educational, recreational, and fun. In 2023, the Board, staff, and volunteers remained committed to achieving that mission every day. Whether it's tending to the Gardens, having coffee with friends during Fresh on Friday, joining in the fun at Pumpkin Palooza, Picnics and Performances, or the Fiesta, or just walking through enjoying the sights and scents, Central Gardens provides remarkable experiences for its guests and volunteers. Luther Burbank said, "Flowers always make people better, happier, and more helpful; they are sunshine, food, and medicine to the soul." At Central Gardens of North Iowa, we believe that gardens and gardening are essential to our well-being and the health of our community. They provide a space to connect with nature, learn about the environment, and cultivate a sense of community.

Ever evolving, Central Gardens experienced changes in 2023. In May, a new sculpture was added with an all-new annual bed to enhance it. Always searching for more color and beauty, several new beds were added throughout the Gardens. Additionally, the new Bocce Ball court was completed in the spring and has been a huge success, with players, young and old, competing throughout the summer.

One unplanned change was the falling of a maple tree in the northwest corner of the Garden. While we are always sad to see the loss of a beautiful tree, the Design Committee jumped at the opportunity to refresh the Lily Garden which had been heavily shaded by the tree in recent years. Now, with full sunlight and 2,400 new lily bulbs, 2024 should be spectacular.

We are proud to report that in 2023, we offered over 70 free events to the community, including children's programming, educational lectures, and the Gardeners of Tomorrow program for older youth. We also completed twice the number of projects on our wish list with the help of a devoted volunteer force and financial support from generous donors like you.

I want to express my gratitude to all the generous donors and volunteers who have made 2023 a success. I am excited to share with you the many accomplishments Central Gardens had in 2023 because of you! Enjoy!

Sincerely,
Doug Marty, *President*



TO PLANT A GARDEN IS TO BELIEVE IN TOMORROW. – Audrey Hepburn

2023: The Year In Review

The glory of gardening: hands in the dirt, head in the sun, heart with nature. – Alfred Austin

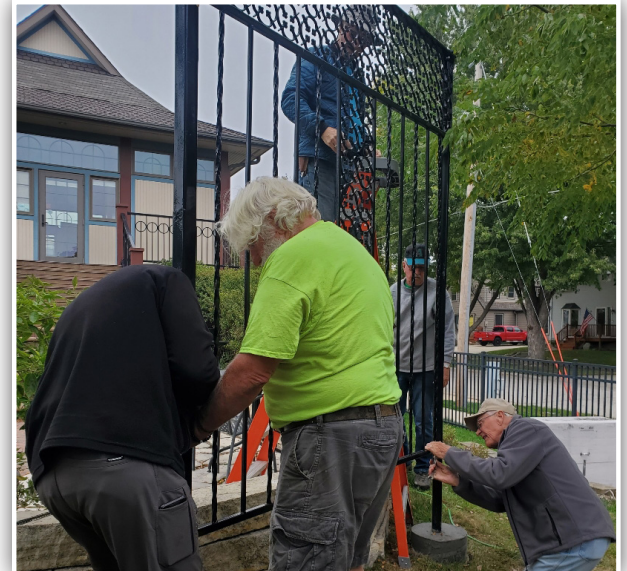
Central Gardens of North Iowa is 90% run and operated by volunteers who take care of the buildings and grounds, plant the flowers, plan the events, and run the business. Central Gardens volunteers were honored in 2023 with a Community Service award by the National Society of the Daughters of the American Revolution (DAR), Mason City Chapter.

Design Accomplishments

- Developed and installed a new Sculpture Garden
- Added landscaping around the Little Free Libraries
- Replanted the Lily Garden
- Completed the Bocce Ball court
- Thoroughly cleaned and repaired the lower pond
- Developed and implemented an integrated Pest Management policy
- Yielded phenomenal results from the refurbished Cutting Garden
- Installed iron panels designed and built by the late Laurence Fredriksen
- Began work on an active binder for each of the themed Gardens

Events & Programs Accomplishments

- Provided 14 unique events that had more than 65 attendance options
- Provided opportunities for all ages to come together to learn, play, socialize, and engage
- Youth programs continued to be offered at no charge. Most other events were provided free of charge as well
- Fresh on Friday bouquet sales reached a new high while 24 volunteers served free coffee and refreshments (courtesy of Cabin Coffee Co and volunteers), made bouquets, and assisted with Garden Explorers
- The Bee Happy Discovery Garden theme was a Latin American kitchen garden which provided the backdrop for a popular Cooking Up Culture series
- Gardeners of Tomorrow, a program for middle and high school youth, met 1-2 times/wk for 10 weeks for hands-on gardening, cooking, and community service



2023 Visitors & Event-Goers

Visitors - **20,000+**

Fiesta **700**

Line Dancing **350+**

Pumpkin Palooza **813+**

Picnics and Performances **1,099**

Plant Sale & Gardening Fair **325+**

Summer Garden Party **285**

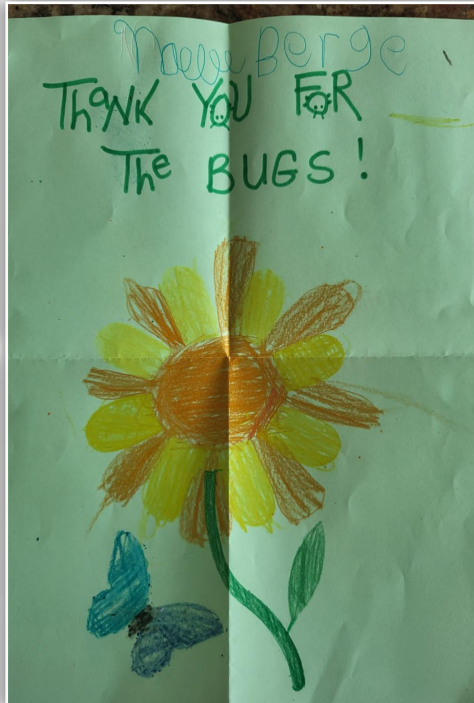
Fresh on Fridays **3500+**

Jaycees Easter Egg Hunt **350+**

Insect Zoo **371**

Garden Explorers **300+**

Other Events **300+**



Financial Results

Central Gardens experienced many encouraging results throughout 2023 including increased visitors and event attendance and successful project completions. Strong community support helped provide revenue over budget and devoted volunteers of Central Gardens' operations helped keep expenses under budget." Amy Beenken, Treasurer



Revenue

- Grants - 18.96%
- Rentals - 3.98%
- Membership - 28.84%
- Donations - 20.43%
- Events - 27.79%



Expense

- Grounds Development - 10.93%
- Staff - 28.56%
- Communications - 2.91%
- Maintenance - 16.16%
- Office Expense - 6.74%
- Contracted Services - 9.18%
- Events Expense - 5.97%
- Insurance - 6.94%
- Investment Fees - 7.02%
- Fundraising - 5.59%

Central Gardens' total revenue exceeded budget by nearly 13% with consistent memberships and rentals as well as generous memorials/donations and a strong receipt of grants. Wonderful community support and attendance throughout the year at the various special events and plant and bouquet sales were reflected by the strong income levels that all exceeded budget. Central Gardens was able to keep expenses under budget by 11%. Overall, these results helped contribute to a net operating revenue before depreciation.

Total Revenue: \$159,684.91

Total Expenditures*: \$135,976.54

Net Operating Revenue: \$ 23,708.37

*Without depreciation expense

The rebound of the stock market during 2023 compared to 2022 in the organization's long-term endowment accounts is reflected in the statement of financial position and remains strong:

Total Assets: \$1,697,243.25 - Total Liabilities: \$809.38 = Total Equity: \$1,696,433.87



2023 Grant Support For Central Gardens



Several north Iowa businesses, organizations, and private foundations provided essential funding for Central Gardens in 2023, supporting educational programs, cultural events, and fun and inspiring ventures throughout the Gardens. Our heartfelt gratitude goes to each of these entities for their generous support of Central Gardens. Thank you!

Alliant Energy Foundation - Fiesta

Apex Clean Energy/Indigo Wind - Pumpkin Palooza

Bertha Stebens Charitable Foundation - Picnics and Performances

City of Clear Lake - Operational Support

Clear Lake Bank & Trust - Summer Garden Party

Clear Lake Jaycees - Bee Happy Discovery Garden

Clear Lake Kiwanis - Fiesta

DM Dull Fund (Donna Dull) - ISU Insect Zoo

Farrer Endowment Foundation - Part-time Summer Groundskeeper

Fleet Farm (Mason City) - Garden Supplies

John K. and Luise V. Hanson Foundation - Garden Beautification & Refurbishment

POET - Hanlontown - Fiesta

Thrivent Action Grants - Garden and Program Supplies

Walmart Community Giving - Pumpkin Palooza

Worth County Development Authority - Family Bathrooms



Marketing & Membership Accomplishments

- Expanded benefits to include free admission to over 345 gardens and arboretums through an AHS pass through membership; 133 members elected to utilize these benefits
- Welcomed 1,355 rental customers and guests
- Placed first in the Clear Lake Harvest Fest Light Pole Decorating Contest
- Facebook Followers increased 12% to 3,781
- Event Notification Subscribers increased 58% to 475
- The year ended with 166 individual and family memberships and 26 corporate memberships. Central Gardens is grateful for each and every one

Memberships sustain Central Gardens and its ability to fulfill its mission.



A garden is always a grand teacher. It teaches patience and careful watchfulness; it teaches industry and thrift; above all, it teaches entire trust.
- Gertrude Jekyll



CORPORATE MEMBERSHIPS

DESIGNER (\$2,500 AND UP)

Country Landscapes
Hearing Associates, PC

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

CL Tel
Don's Body Shop

CARETAKER (\$500 - \$999)

Bombie (Bonnie Hall)
Clear Lake Bank & Trust
Clear Lake Noon Lions
First Gabrielson Agency
Laird Law Firm, PLC
Larson's Mercantile
Sail Inn
Stellar Industries

PLANTER (\$250 - \$499)

Bergland + Cram Architects
Brother's Ace Hardware
ControlPrint Creative
Farmers State Bank
Glen's Tire Service
Jane Fischer & Associates
Lake Auto Service
Lake Liquors
Laurie Cook Photography
McQuaid Agency
Metalcraft, Inc.
North Iowa Community
Credit Union
Pla-Ground Family Farms
Steve Wright Outdoor Lighting

INDIVIDUAL & FAMILY MEMBERSHIPS

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

Al & Margherita Atwell
Corine Hadley
Randy & Kathy Ingram
Jim & Cindy Niemants

Bob & Mary Anne Rennebohm
Shawn Sabin & Paul Barnds
Mike & Madelyn Tetmeyer
Charles Walker

LILAC (\$500 - \$999)

David & Jeanne Burgart
Barry Cory
Mark & Becke Dorenbush
Troyce Fisher & Deb Groath
Jane Fogg
Ann M. Grochala
Tom & Jan Lovell
Doug & Laura Marty
Gary & Sandy Nyhus
Jody & Connie Plagge
Chris White

TULIP (\$250 - \$499)

Jim & Karen Beckwith
Bob & Elaine Braun
Judith Demro
Anne & Ron Eldridge
Alice Hanley
Dean Hanson & Joni Frederick
Wendy Hanson
Trudi Hoil
Alan Kittleson
Gary & Diane Laabs
Cindy Lehs
Chris & Debbie Mitchell
David & Susan Nagle
Adam Palen
Kirby & Joyce Schmidt
Steven & Cheryl Schurtz
Dan & Patty Skokan
Robert Snyder
Dave & Jacque Ward

DAISY (\$100 - \$249)

Kaye Allison
Barbara Amosson
Cathy Bancroft
Chyrl Bergvig
Carol & Bill Casey
Phyllis Cox

Alex & Laura Crippin
David & Glee Crippin
Joanne Cutler
Stephen & Laura Doerfler
Stacy Doughan
Martha Easter Wells
Tom & Toni Ebeling
Eugene & Dorothy Evans
Scott & Bo Flory
Ellen Fox
Harold & Elaine Fratzke
Harvey & Barbara Giller
Joyce Hanes
John & Kathy Hendricks
Ellen Jandebeur
Trudi Hoil
Lora & Michael Jans
Craig & Mary Jensen
Vernon Johnson
Andy Johnston
Pam & Doug Kellogg
Susan R. Kennedy
Mary Geraldine (Gerry)
Kennedy
Craig & Brenda Kienast
Denny & Diana Krieger
Jim & Ann Kuhlman
Mary Larsen
Jack & Kathy Lashier
Jim & Barb Leonard
Pamela Carlson Little
James Locher
Gary & Karen Loos
Jim & Judy Lyster
Dr. Paul & Barbara MacGregor
Roy & Patty Markwardt
Allan & Becky Menning
Bob & Jennifer Merfeld
Ronald Moeller
Irene Murphy
Jerita Nelson
Patricia Peterson
Dean & Susan Pierce
Paul Pistek & Julie Zahner

Janaan Price
Dorothy Prunty
Donavon & Diana Reinsmoen
Gordan* & Carol Rosenthal
Joann Sargent
Joan Sawyer
Chuck & Sherri Schafer
Jim & Bri Sholly
Waldo & Criss Smeby
Ken & Carol Smith
Betty Soukup
Polly & David Suntken
Cathy Swager
Diana Symonds
Sharon Taylor
Stuart & Leigh Trembath
Cindee Van Dijk
Billie Vantuyl
Gene & Kathie Vix
Tyler Weigel
Shirley Wenger
Diane Wilson & David Solberg
Molly Wood

LILY (\$50 - \$99)

Tom & Julie Birdsall
Marie Boge
Tom & June Bonderman
Barbara Brcka
Jane Broghammer
Donna Boul
Don & Sandy Christ
James & Cheri Clark
Shirley Clemons
Carol Cokely
Sandra Davis
Carol Debell
Donna Dull
Mike & Sherri Eddy
Valerie & Brian Edison
Mike & Diane Glynn
JoAnn Geving
Erma J Haarup
Russell & Ellen Henry

Gary & Linette Heydt
Doyce & Sue Hiscocks
Scott Johnson &
Naomi Nowland
Mary Jo Keenan
Jacque Keyser
Elizabeth Klein
Mary Sue Kislingbury &
John Pokladnik
Kirk & Beth Kraft
Sandy & Nelson Kraschel
John & Becky Lessard
Shawn & Betty Mallen
Dennis & Nancy Marsh
Candy & Pat Marshall
Joan Middleton
Mary Moeller
Russ & Marsha Mott
Ali Nelson
Pauline Nickerson
Lee Okerlund
Rebecca Okerlund
Brian & Amber Perkins
Jane Perkins
Jessica Putnam
Jim & Amanda Ragan
Mark & Brenda Rasmuson
Jane Reynolds
Mark & Becky Roed
Carla Salmon
Connie Scherber
Ann Schurtz
Steven & Cheryl Schurtz
Larry & Kathy Shaffer
Jacque Simon
Al & Marian Tompkins
Margo & Dave Underwood
Lori Wickman
Brenda Winter
Barbara Wood-Koenigsfeld
Dianne Woodard
Sterling & Vicki Young
Lisa Yunek
*Deceased

2023 Brick & Paver Donors

FRIENDSHIP WALK

- Cheryl Flaucher for Delrose Rosenberg
- Kristin Hall for Piper, Kristin, & Grandma
- Joyce Hanes for Jackie Fieseler
- Diana Seamon for Moni Gaukel



GARDENER'S WALK

- Barbara Brcka
- Phyllis Cox for Cousins
- Michelle Holdredge for Michelle & Mickenna Holdredge
- Jana Mentzer for Lucille & Marlene Mentzer
- Laura Marty for Patricia Birch
- Gary & Sandy Nyhus for Finley & Ciella Nyhus
- Deb Schroeder for Bud & Jean Dye
- Nancy Sunder for Robert (Bob) Bartlett
- Nancy Walker for the Tofilon Family

HERO'S WALK

- Sarah Christ for Don & Sandy Christ
- Jana Mentzer for Tim & Marie O'Brien

REUNION TERRACE

- Jamey Cassels for Renee

WEDDING WALK

- Steph Laws for Andy & Steph Laws

VICTORIAN TERRACE

- Golf Croquet donors for Ann Schurtz



2023 Donations over \$100*

Alan and Margherita Atwell

Pam and Terry Cobb

Dakota Red Corporation

Sonja Hanson

John & Kathy Hendricks

Robert (Chip) Kinsey III

Equilla Luke

Jody & Connie Plagge

Carla Salmon

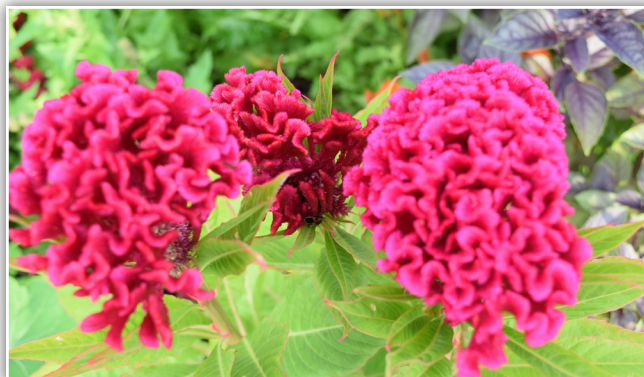
Joann Sargent

Mark Westberg

Barbara Zrostlik Beyer

CENTRAL GARDENS of NORTH IOWA

**Does not include Plant Sale and
Gardening Fair and Summer Garden
Party donors or memberships.*



**WHERE FLOWERS
BLOOM,
SO DOES HOPE.**

- Lady Bird Johnson



2023 Honors & Memorials

IN HONOR OF,
Jacque Ward by
Christopher Ward

IN MEMORY OF,
Carol Backus by,
Jan Lovell
Harold Marcionetti

Robert (Bob) Barlett by,
Barbara Amosson
Therese Bartlett
David & Jeanne Burgart
Mark & Becke Dorenbush
Donna Dull
Michelle Ehlers
Bertha Ann Erickson
Jeanette Ermer
Troyce Fisher & Deb Groath
Paula Garth
Richard Halverson
Janelle Ham
Gary & Linette Heydt
Sandra Holden
Marge Huntley

Barbara Istas
Chip Kinsey
Rob Lamb
Sue McFerrin
Wendy Merritt
Mary Kay Pearce
Dianne Cahalan Salling
Mary Schira
Ken & Carol Smith
Nancy Sunder
David & Polly Suntken
Stuart & Leigh Trembath
Kathie & Eugene Vix
Steve Witte
Julie Wright

Patricia Simon Birch by,
David & Jeanne Burgart
Troyce Fisher & Deb Groath

Francella Burgart by,
David & Jeanne Burgart
Donna Dull
Troyce Fisher & Deb Groath
Ann M. Grochala

Charles & Ellen Linderman
Doug & Laura Marty
Larry & Ellen Niebur
Joe & Roberta Rick
John & Roxanne Stender
Roger & Lee Walston

Jackie Fieseler by,
Joanne Cutler
Marianne Fieseler
Joyce Hanes
Fran Osmundson
Jane Vorhes

Janice Fynskov by,
Thomas Aarrestad
Donna Dull
Troyce Fisher & Deb Groath
Timothy Fynskov
James & Deborah Loux
Jan Lovell
Patricia Peterson
Carol Rosenthal
Cathy Swager

Diana Holahan by,
Merle & Julie Tiedemann

Bob Huntington by,
David & Jeanne Burgart

Lori Hackbarth by,
Craig & Lori Goth

Lori Kittleson by,
Dawn & John Morgan
Denise Sturges

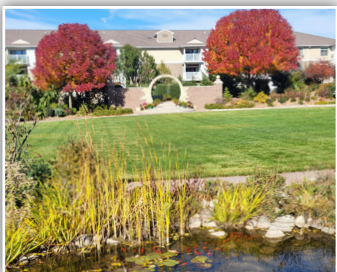
David & Donna Kruckenberg by,
Erma J. Haarup
John Larsen by,
Doug & Laura Marty

Nada Oltrogge by,
Donna Dull

Denise Risvold Vikturek by,
Jan Lovell

Rosemary Ward by,
Shelly Anderson
Donna Dull
Peggy Halsne
Janelle Ham
Joyce Hanes
Christopher & Amy Hogg
James & Janis Lovell
Nancy Lundeen
Michael Nelson
Pauline Nickerson
North Shore Estates
Homeowners Association
Barbara Roberts
Deb Tesar
Curtis & Laurie Ungs
Ben & Eva Van Horn
Dave & Jacque Ward

Larry Wessels by,
Mark & Becke Dorenbush





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Clear Lake, IA 50428
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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