

Dallas Arboretum and Botanical Society Partnership Update



2015-2016
Park and Recreation Board
May 5, 2016

Purpose

Mission

History

Staff and Volunteers

Future

Appendix

Completed Projects

Revenues and Expenses



The Mission

Our mission makes us much more than just a beautiful place as we are charged to:

Provide a place for the art and enjoyment of horticulture

Provide for the education of adults and children

Provide research to return to the field

Do so in a fiscally responsible way



Growth of the Dallas Arboretum

A 25 year Master Plan update was adopted for the entire garden in 2001

Successful implementation
The Trammell Crow Visitor Center Complex



The Rory Meyers Children's Adventure Garden

Seven acre science adventure garden is the only one like it in the world.

- 15 classroom areas, most of them outside,
- 150 interactive exhibits
- Cost of \$62MM.

Created around K-6 life and earth science state and national curriculum standards

Many awards and national recognition since opening

42MM impressions worldwide in first two weeks



The Arboretum Today

Original Concern - How Could We Be Competitive with Other National Botanic Gardens?

We became a **Display Garden**, which is a **specific type of botanic garden**, with four color changeouts a year. We showcase the gardens to the public through festivals and year round color.

Listed regularly among the Top Ten Public Gardens in America and one of the leading gardens in the world in the spring.



Research

DABS has an internationally known research program that trials both annual and perennial plant material as we take some of the most comprehensive data in the trialing industry.

The diverse and at times extreme climate here in North Central Texas, as well as our unfavorable soil type (heavy clay with a high pH), make our Trial garden research stand out from the rest.

Plants can receive two different awards:

- **FlameProof**: Awarded only to those plants that survived through the extreme conditions of a Texas summer and scored exceptionally high.
- **Arboretum Approved**: Awarded to those plants that scored the highest in their class. These plants are the best of the genre during their season of growth (mostly cool-season crops).



Adult Education

Programs fall into four different categories:
Gardening and Design, Creative Arts,
Photography, and Special Interest

Programs allow students to connect to nature by learning about the natural world or immersing themselves in the garden.

In addition to workshops and programs, the education department hosts a juried fine arts festival each spring. The show features nearly 100 artists from around the country, along with local artist demonstrations.

In 2015, we had 141 scheduled programs that reached 3,620 attendees.



Children's Education

In 2015, over 121,000 children participated in our education programs.

To date, 19,185 students have been awarded financial aid and 13,568 students at over 150 schools have been awarded Bus Stipends to allow them to visit the Dallas Arboretum during the 2015-2016 school year.

Last year we provided After School classes to 1,836 students and supported 40 classroom teachers, and we are on track to meet this year's goals as well.

- SMU evaluation reported significant student science achievement as a result of our After School programs.



Arboretum Staff and Volunteers

Our staff has 170 full and part time staff.

Every week, we have between 315-500 volunteers working at the Arboretum, including 4 student groups

Active volunteers have worked **80,444 hours** in 2015, valued at **\$2,019,949**



Impact and Audience

Current statistics:

- Membership at all levels 37,000
- Attendance 2015 930,000
- Budget 2016 \$21.8MM

Economic impact study:

- According to a study by a team from the Cox School of Business at SMU, the garden generated \$171.8 million in economic impact in 2012 and \$170 million in economic impact in 2013.
- Economic impact of the Arboretum refers to the combined effects of the operations of the Dallas Arboretum and visitor spending on the economy.

DABS works to keep the Arboretum affordable

Although public support is critical, less than 5% of DABS budget is taxpayer supported.

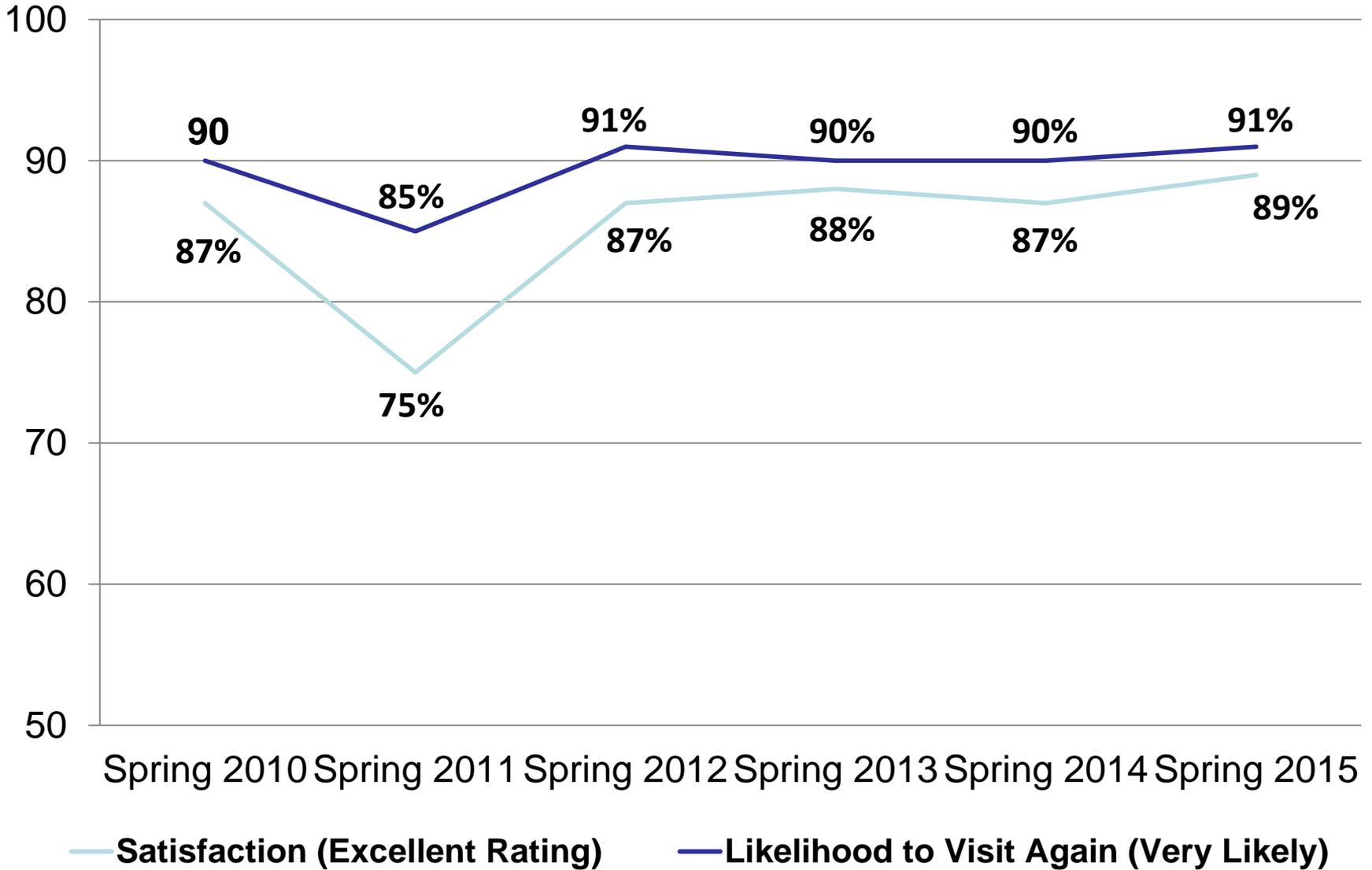
The cost of operating the Arboretum is forty percent subsidized by donors and members.

Regular admission fee (\$15) is typical for our national peers; however, because of discounts and free passes, gate revenue is expected to be around \$7 per visitor in 2016.

Operating cost per visitor is around \$20.

Discounted admission is available for large groups, veterans, and seniors.

Annual Visitor's Survey Satisfaction Ratings



Marketing

Limited money so a partnership is in place with Dallas Morning News on a 1:1 basis, using their print, online, and social media resources

Bilingual initiative program and translation of public materials, press releases, and ads

Radio for concerts selected by public relations agency volunteers to match the performers with the appropriate station for their genre

National and state news stories every year, AP Wire stories shared

Photographs spread virally

Future: A Tasteful Place

A Two and a Half Acre Fruit, Herb, and Vegetable Garden Teaching Visitors How to Grow Local and Sustainable Produce and Cook in Nutritious Ways.

Area for tastings or demonstrations each day.

An enclosed building for cooking classes and lectures.

Four quadrants with plantings in trays that are moved to the greenhouse when dormant.

Orchard and vineyard areas.





Our Future Looks Bright

We are continually working on visitor satisfaction. 98% of our visitorship has rated their experience as very good or excellent and our members are one percent higher at 99%.

Our role as staff is to serve as stewards, holding to our mission and standards and building the garden to the completion of the adopted Master Plan.

We look forward to seeing you in the garden!

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APPENDIX:

Completed Projects

Revenues and Expenses

How Did We Get Started

It was the merging of two estates – the Everette DeGolyer Home and the Alex Camp home to form 66 acres.

The first garden to be built was the Lay Ornamental Garden. Then came the Jonsson Color Garden, Palmer Fern Dell, and Paseo de Flores.

The staff operated out of the Camp House for many years and initiated festivals to augment attendance and membership income.

There was heroic work by board members, volunteers, neighborhood groups, and staff in the early years.

Completed Projects

The Martha Brooks Camellia Garden

The All American Trial Garden

The Dann Talley Kincheloe Courtyard

The McCasland Sunken Garden

The completion and enhancement of Nancy's Garden

The Boswell Family Garden

Camp Restroom Complex

Completed Projects

The First and Second Phase of 'A Woman's Garden,' a project of The Women's Council of the Arboretum.

The Martin Rutchik Concert Lawn and Stage.

The refurbishment of the public areas (the first floor) of the Alex Camp House by Emily Summers and Associates.

The Waterwise Garden by the Texas Nursery and Landscape Association.

Rosine Hall and its later refurbishment and photography installation by the Rosine Fund of the Communities Foundation of Texas.

Endowment and perpetual care for Crape Myrtle Allee.

Completed Projects

The Hardy Palm Collection

Exterior renovation of the DeGolyer Estate and completion of a \$1.7 million dollar interior refurbishment led by Emily Summers and Associates

Renovation of former Gift Shop at DeGolyer. Created a tea room, commercial kitchen, and bathrooms using City of Dallas Bond Funds.

The Nancy Rutchik Red Maple Rill

The Rosemary Haggar Rose Garden

Nancy Clements Seay Magnolia Glade

Completed Projects

The Henry and Chandler Lindsley Shadow Garden

Lay Family Garden – a reinterpretation of the Lay Ornamental Garden.
Opened in 2015.

The construction of an 1100 space parking garage and below surface walkway under Garland Road.

Construction and renovation of parking lots on the Arboretum grounds using Bond Funds from the City of Dallas.

Val Late Garden opened in Summer 2015.

The Board of Directors: A Cross Section of Community Leaders

Our board officers and chairmen are composed of individuals with a sincere commitment to the Arboretum and to the City of Dallas.

They have expertise in specific fields, such as finance and accounting, corporate and business management, banking and investments, real estate, and community service and involvement.

They bring this expertise to our eight standing committees (Gardens and Grounds, Architecture and Construction, Finance, Education, Marketing, etc.) and eleven subcommittees.

In fact, Phil Huey, Chairman of the Gardens and Grounds Committee, was an employee of the city of Dallas Park and Recreation Department for many years.

The Visitor Experience

We consistently survey the visitors coming to the garden with a compilation of results by Texas Instruments. You will see extremely strong results in their satisfaction with the experience in their interest in returning again.

For over seven years, Trip Advisor has listed us among the top five places to visit in Dallas as rated by others. The Arboretum has been number one for almost every week of this period.

Existing and Upcoming Programming

Following our mission:

1. Changeouts four times a year in our beds so that we can always be counted upon as a community asset and year round festivals to bring people to garden to see it.
2. Use of plants that have emerged from our trial program as performing well in Texas heat.
3. Field Day offered yearly to plant breeders and retailers to show plants “trialed” this year and on planttrials.org for general public.
4. Adult education offers 145 classes.
5. Children’s education sees over 121,000 children a year from underserved schools. We do teacher workshops and home school programs to supplement science teaching.

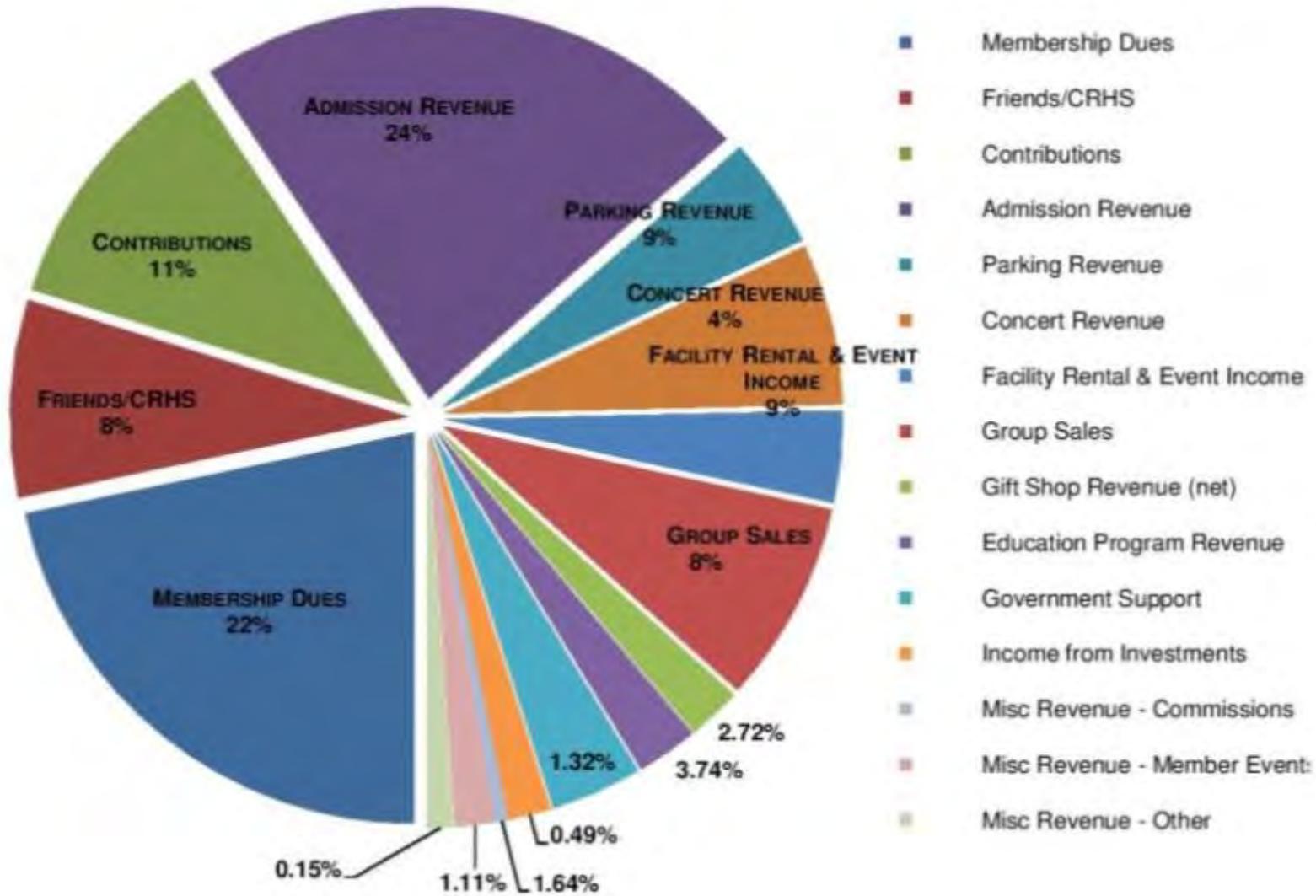
Revenue for 2015

	Year-To-Date	
	Actual 12/31/2015	Budget 12/31/2015
Revenues & Support		
Support from the Public		
Membership Dues	4,319,043	4,571,545
Friends/CRHS	1,559,730	1,686,952
Contributions	2,156,011	2,242,570
Support from the Public	8,034,784	8,501,067
Earned Revenue		
Admission Revenue - Day	3,151,379	4,104,669
Admission Revenue - Night	648,487	879,700
Parking Revenue	1,366,261	1,752,358
Concert Revenue	801,496	782,280
Facility Rental & Event Income	1,851,345	1,758,098
Group Sales	499,485	447,546
Gift Shop Revenue (net)	514,747	557,503
Education Program Revenue	807,068	766,700
Government Support	301,025	270,000
Income from Investments	94,711	100,000
Misc Revenue - Commissions	433,458	345,300
Misc Revenue - Member Events	227,551	228,000
Misc Revenue - Other	186,968	23,000
Earned Revenue	10,883,981	12,015,154
Total Revenues & Support	18,918,765	20,516,221

Revenue for 2016

	2016 Budget	% of Budget
Revenues & Support		
Support from the Public		
Membership Dues	4,943,233	22.68%
Friends/CRHS	1,848,201	8.51%
Contributions	2,503,088	11.43%
Support from the Public	9,294,522	42.62%
Earned Revenue		
Admission Revenue - Daytime	4,147,710	19.03%
Admission Revenue - Evening	1,033,481	4.74%
Parking Revenue	1,515,864	6.95%
Concert Revenue	859,600	3.94%
Facility Rental & Event Income	1,901,090	8.72%
Group Sales & Teas Revenue (net)	496,292	2.28%
Gift Shop Revenue (net)	570,525	2.62%
Education Program Revenue	844,952	3.88%
Government Support	394,098	1.81%
Income from Investments	108,000	0.50%
Misc Revenue - Commissions	366,433	1.68%
Misc Revenue - Member Events	241,000	1.11%
Misc Revenue - Other	29,900	0.14%
Earned Revenue	12,508,945	57.38%
Total Revenues & Support	21,803,467	100.00%

2016 Budget % of Revenue by Source



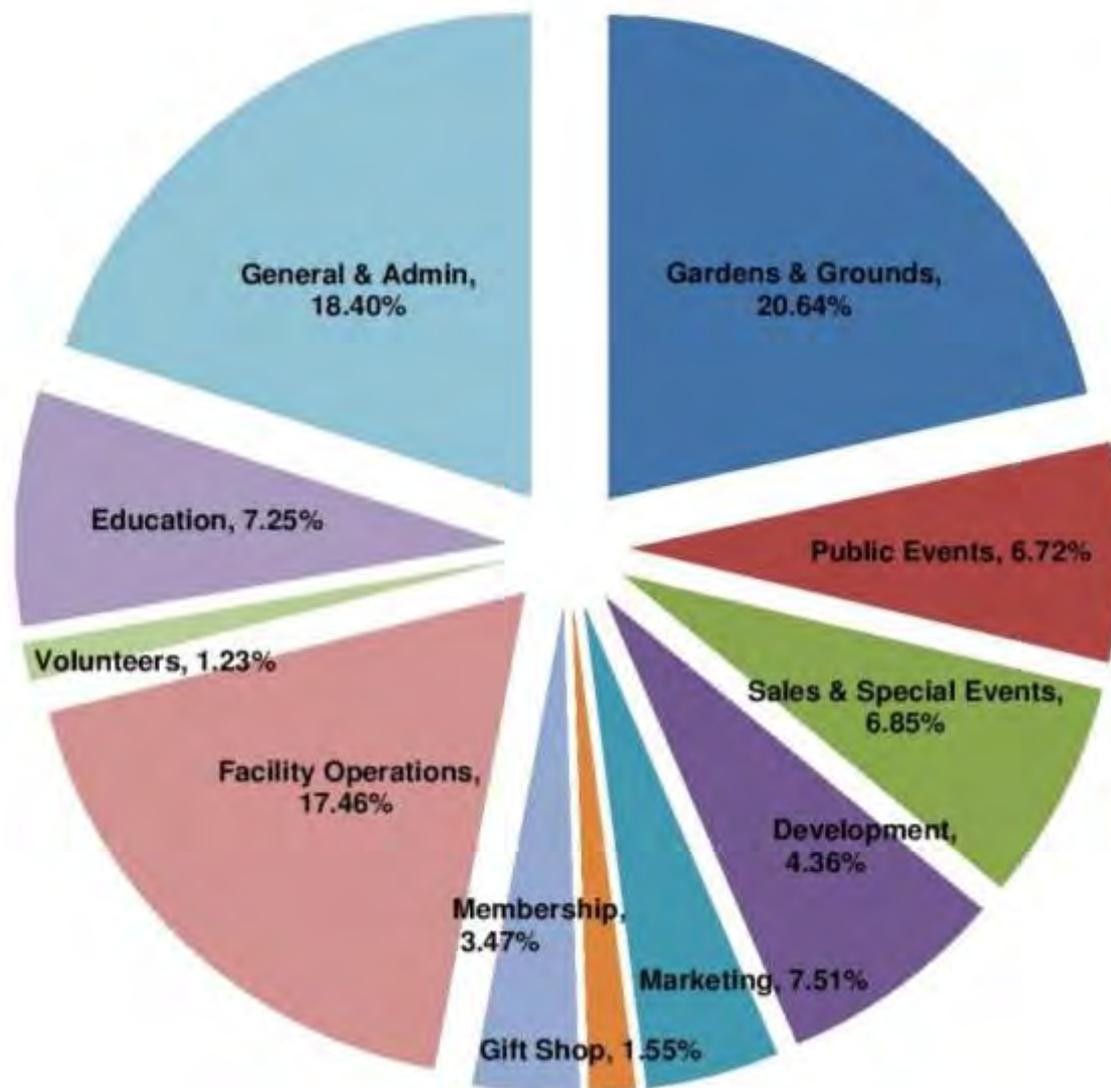
Expenses for 2015

Expenses	Year-To-Date	
	Actual 12/31/2015	Budget 12/31/2015
Gardens & Grounds	3,607,228	3,686,220
Public Events	1,046,608	1,230,159
Sales & Special Events	1,391,416	1,287,284
Marketing	1,079,891	1,369,642
Development	989,592	738,289
Gift Shop	263,077	284,259
Membership	483,996	529,569
Facility Operations	2,603,339	3,186,032
Volunteers	208,856	212,605
Education	1,274,871	1,336,187
IT	509,832	540,269
General & Administrative	2,856,431	2,774,189
Capital Improvements	421,000	1,000,000
Total Expenses	16,736,137	18,174,704
Change in Net Assets from Operations	2,182,628	2,341,517
Debt Covenant requirement: Minimum Change in Net Assets of \$2MM	(2,000,000)	(2,250,000)
Operating Surplus	182,628	91,517

Expenses for 2016

Expenses	2016 Budget	% of Budget
Gardens & Grounds	3,854,217	21.49%
Public Events	1,298,718	7.29%
Sales & Special Events	1,305,502	7.33%
Marketing	1,343,260	7.51%
Development	775,724	4.36%
Gift Shop	270,509	1.51%
Membership	621,419	3.47%
Facility Operations	3,316,140	18.06%
Volunteers	218,285	1.23%
Education	1,398,225	7.83%
General & Administrative	3,545,343	19.92%
Total Expenses	17,947,342	100.00%
Interest Expense/Debt Service	1,207,074	6.73%
Change in Net Assets from Operations	2,649,051	
Debt Covenant requirement: Minimum Change in Net Assets of \$2MM	(2,500,000)	
Operating Surplus	149,051	

Dallas Arboretum 2016 Approved Budget % of Expenses by Department



- Gardens & Grounds
- Public Events
- Sales & Special Events
- Marketing
- Development
- Gift Shop
- Membership
- Facility Operations
- Volunteers
- Education
- General & Administrative