



DALLAS ARBORETUM
AND BOTANICAL GARDEN

2023 Reflections and Looking Ahead

Sabina Carr
President & CEO

Presented to City of Dallas Parks & Recreation
Board

March 21, 2024



DALLAS ARBORETUM
AND BOTANICAL GARDEN

Mission

Build and maintain a public venue that promotes the art, enjoyment and knowledge of horticulture, while providing opportunities for education and research.

We are committed to excellence, inclusion, good management and fiscal responsibility.



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Year End 2023

- #2 Top Dallas Attraction +
- 1.1 million attendance
- 46,000 Member HH's
- Nearly 90,00 school children served
 - 50% Title One schools
- Healthy surplus and reinvestment
- Successful, high-profile programs
- Community engagement initiatives
- New President & CEO hired



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Community Impact 2023

- 817 schools from 95 different districts
- 95,000 children served
- 53% received financial aid
- 94 TEKS aligned programs
- 1,400 Homeschool participants
- Dallas Zoo edible donations
- Dallas Public Library reads
- Dallas College Cooks
- 25,000 Arboretum free VIP tickets



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Visitor Profile

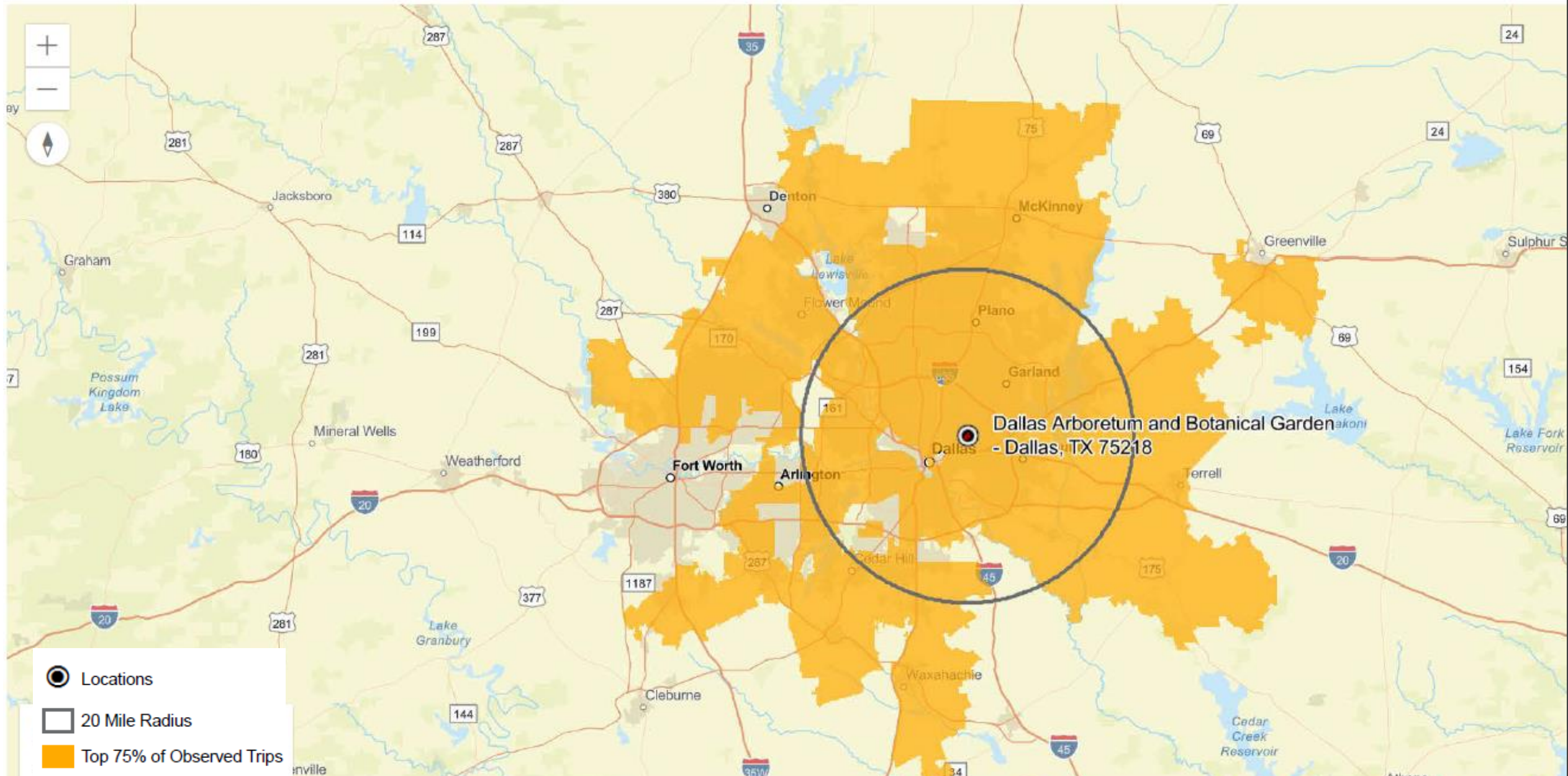
- 52% non-white (57% DFW)
- Average age 45 (45 DFW)
- Average HHI \$109K (DFW \$112K)
 - 92 Index to DFW <\$50K HHI
- 28% College Degree
- Market comp Gen Z and Gen X
- Tourist 15%
- Dwell time 2 hours vs. 1.5 national

Data per TruTrade, Jul 2022- Jun 2023

Dallas Arboretum and Botanical Garden

E Lawther Dr & Garland Rd, Dallas, TX, 75218

July 2023 (Most Recent 12 Months)





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The First 90 Days

- Build culture
- Board relations
- Operational strengths and areas for improvement
- Stipend and Bond
- Opportunities for growth and innovation
- Visitor satisfaction and feedback

Dallas Blooms



Food & Wine Festival



Artscape



Black Heritage Celebration



Pride in Bloom



Hispanic Heritage Celebration



Cool Thursday Concerts

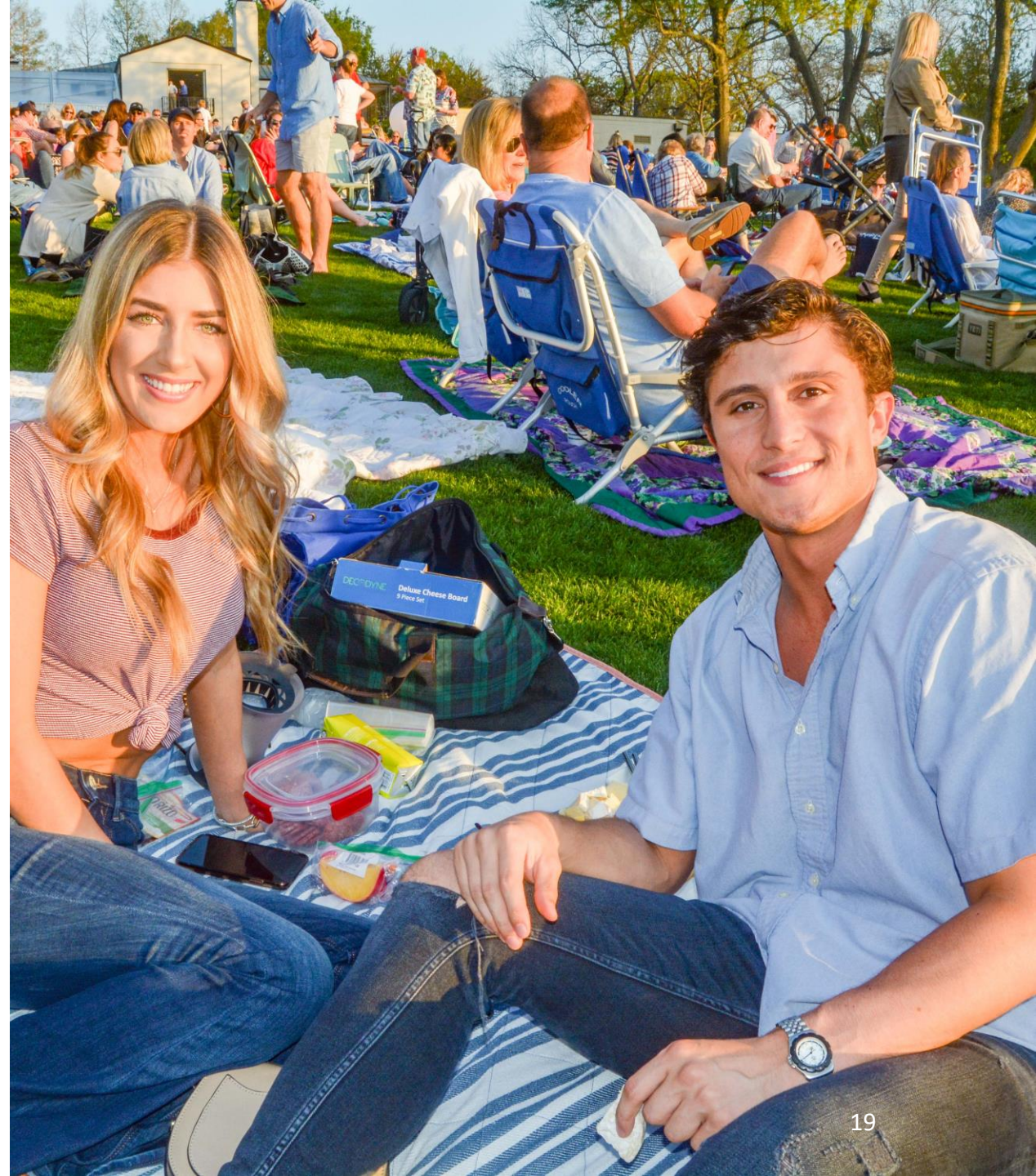


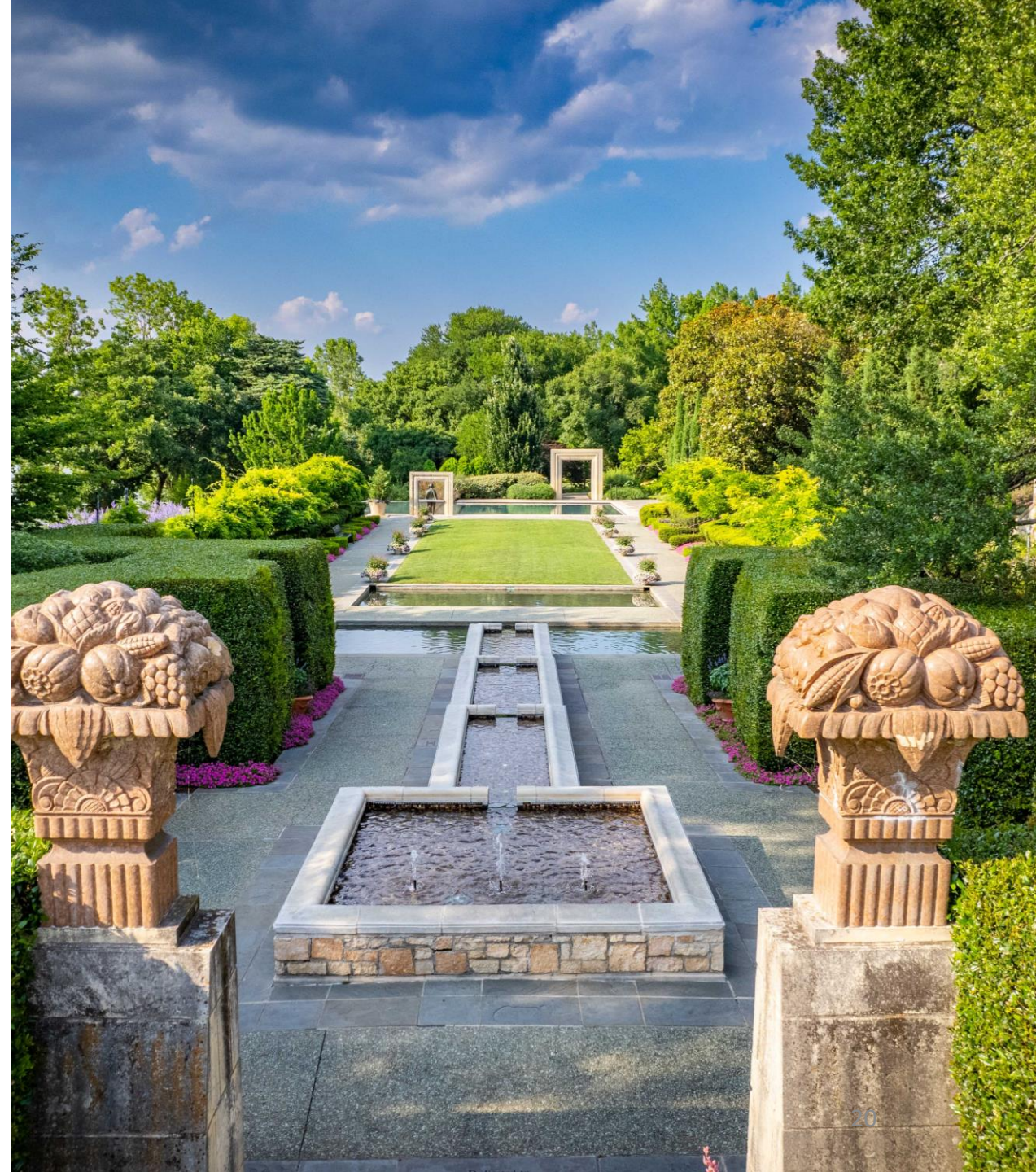
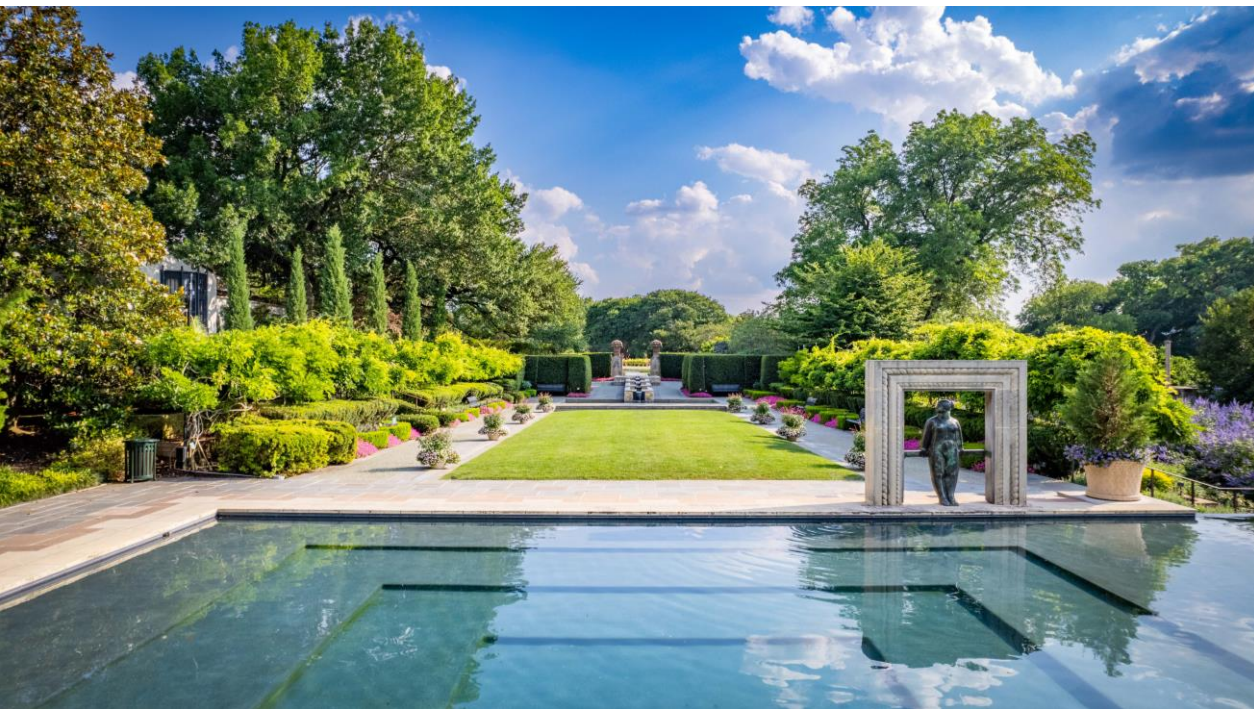














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Future Initiatives

- Strategic planning
- Extended operating hours
- Variable pricing
- Online convenience fee
- Guest experience enhancement
- Education and partnerships expansion