

# Overview of The Dallas Arboretum and Botanical Garden 2022



# 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

# 2022 Festivals

Dallas Blooms, Birds in Paradise, brought back a fresh take on a favorite spring theme, featuring four larger than life topiaries throughout the garden, and daily programming highlighting the bird theme.

Summer at the Arboretum featured new plantings on the two largest topiaries, as well as a photo exhibition in the DeGolyer House by local photographer Don Tortellini, which featured the artist's Faces of Dallas and The Village Oak Cliff series. In addition, four local mural artists created installations with the Birds in Paradise theme in our Lakeside Exhibit Area.

Autumn at the Arboretum featured over 100,000 pumpkins and 6 pumpkin houses, our most ever, with a theme of A Fall Fairy Tale, which included scenes of Jack and the Bean Stalk, The Little Pigs and more.

Holiday at the Arboretum featured the 12 Days of Christmas gazebos, our Dazzling Musical Tree and the Christmas Village. Additionally, our annual display in the DeGolyer House featured a community-sourced exhibit of world holidays celebrated during the final months of the year, including Diwali, Hanukkah, Christmas and Kwanzaa.

# This year our mission will be enhanced by:

1. Dallas Blooms, The Great Contributors, running from February 25 to April 16, 2023. An exhibit of Gary Lee Price's Great Contributors will continue through summer and feature the bronze likenesses of historic figures including Ruby Bridges, Harriet Tubman and Mother Theresa.
2. Food and Wine Festival on March 23
3. Artscape Festival to be held on April 29-30, 2023 with over 95 artists held in Jonsson Color Garden
4. Black Heritage Celebration on May 6-7 will feature over 45 black owned businesses, chef demos and the much anticipated Fashion Show
5. Pride in Bloom returns June 10-11 for a second year, featuring LGBTQ+ owned businesses, artisans and vendors
6. Concerts in the garden from late spring through June, and again in September and October
7. Hispanic Heritage Celebration on September 10-11 with a Quinceanera Fashion Show to kick off the weekend, live music and vendor market
8. Autumn at the Arboretum: The Great Pumpkin will bring back the Peanuts gang for a second visit to the Arboretum
9. Holiday at the Arboretum, The 12 Days of Christmas and Christmas Village

*These are just some of the many activities we have in store to draw people to the garden.*



















# Summer at the Arboretum



Our pair of 13-foot tall peacock topiaries was joined by:

- Four 8ftx8ft murals created by local artists Alli Koch, MOM, Will Heron and Favio Moreno, painted live in the garden and on display throughout the summer.
- A curated photo exhibition in the DeGolyer House, opening on Father's Day and Juneteenth weekend, featuring the works of local photographer Don Tortellini
- Live music, seasonal food demos, family fun including petting zoos, bubble picnics, movie screenings and more

# Pride in Bloom – June 11, 2022



Our inaugural Pride in Bloom celebration took place Saturday, June 11. Scott Ayres played live piano at Jeanne's Pavilion from 12pm-2pm and John Holstead from 21 Parc created a floral selfie wall for guests.

Our vendor market included LGBTQ+ artisans and chefs. Attendance met goal despite unseasonably hot weather.

The 2023 event will include two full days of vendors, music, chef demos and a garden-wide picnic, led by a full committee of board, staff and community members.



# Hispanic Heritage Weekend

## September 10-11, 2022



The 5<sup>th</sup> annual Hispanic Heritage Celebration was held from September 10-11, 2022 throughout the entire garden. Our vendor market of over 45 local artisans took place on Saturday, September 10th and Sunday, September 11th from 10am-3pm. Guests enjoyed an array of vendors throughout ATP and the Entry Plaza as well as cooking demos, entertainment at Jeanne's Pavilion and a concert to end each day.

Chaired by Mario Quintanilla, the centerpiece of the celebration, our Quinceñera Fashion Show, was held in Rosine Hall to kick off events on Saturday morning. Chef demos included Amor y Queso, La Duni, Miriam Cocina Latina and Gil's Elegant Catering. Live music included Havana NRG! and Selena tribute artists Bidi Bidi Banda.























# Volunteers

On average, we have between 200-250 volunteers per week working at the Arboretum. Those volunteer numbers increase during festivals (Dallas Blooms, Autumn at the Arboretum, and Holiday at the Arboretum), when we have as many as 400-600 volunteers per week including many student and corporate groups.

In total, we have over 3,100 volunteers and their time is valued at \$29.95 an hour.

355 of our volunteers are considered active, having accumulated 30+ hours of service this year.

Volunteers worked 84,845 hours in 2022, valued at \$2,541,108.00

The overall total, students, civic and corporate group hours, account for 17,165 hours, worth \$514,092.00 for the total of volunteer hours donated in 2022.

# Research as Another Part of Our Mission

We have 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.

Our 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 gardens stand out from the rest.

In the industry we are recognized most for our heat tolerant trials (Slogan: “If we can’t kill it, no one can!”).

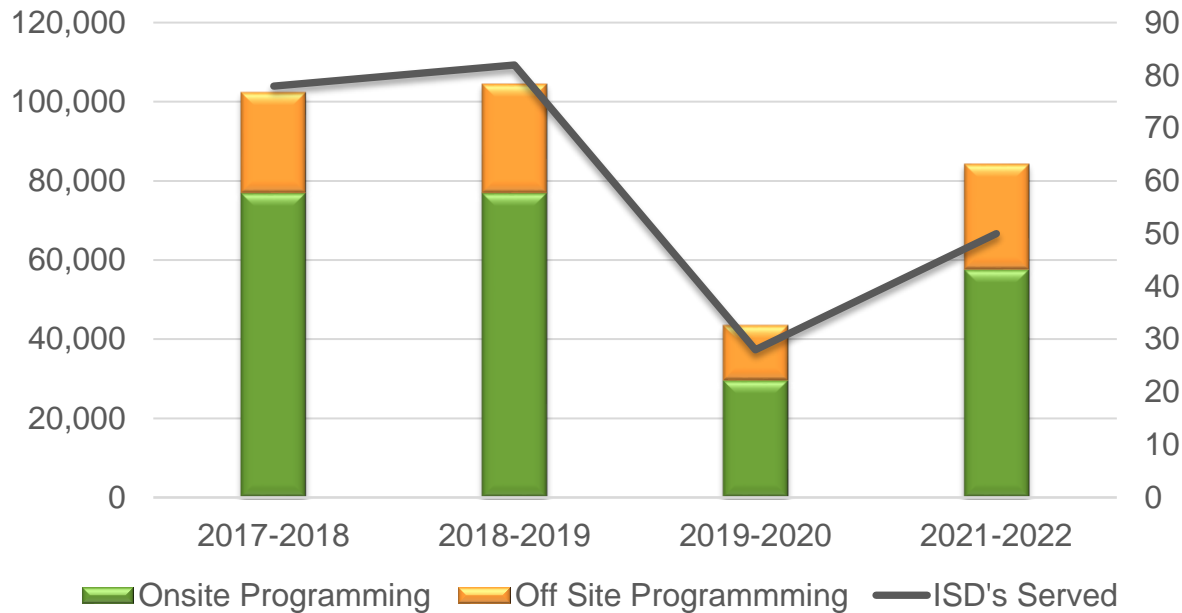
Field Day – Annual industry only event held in June where horticulture professionals from across the state and US come to the Arboretum to see the trials and learn about our winners for the year.





# Children's Education

## Total Served in Education Programs

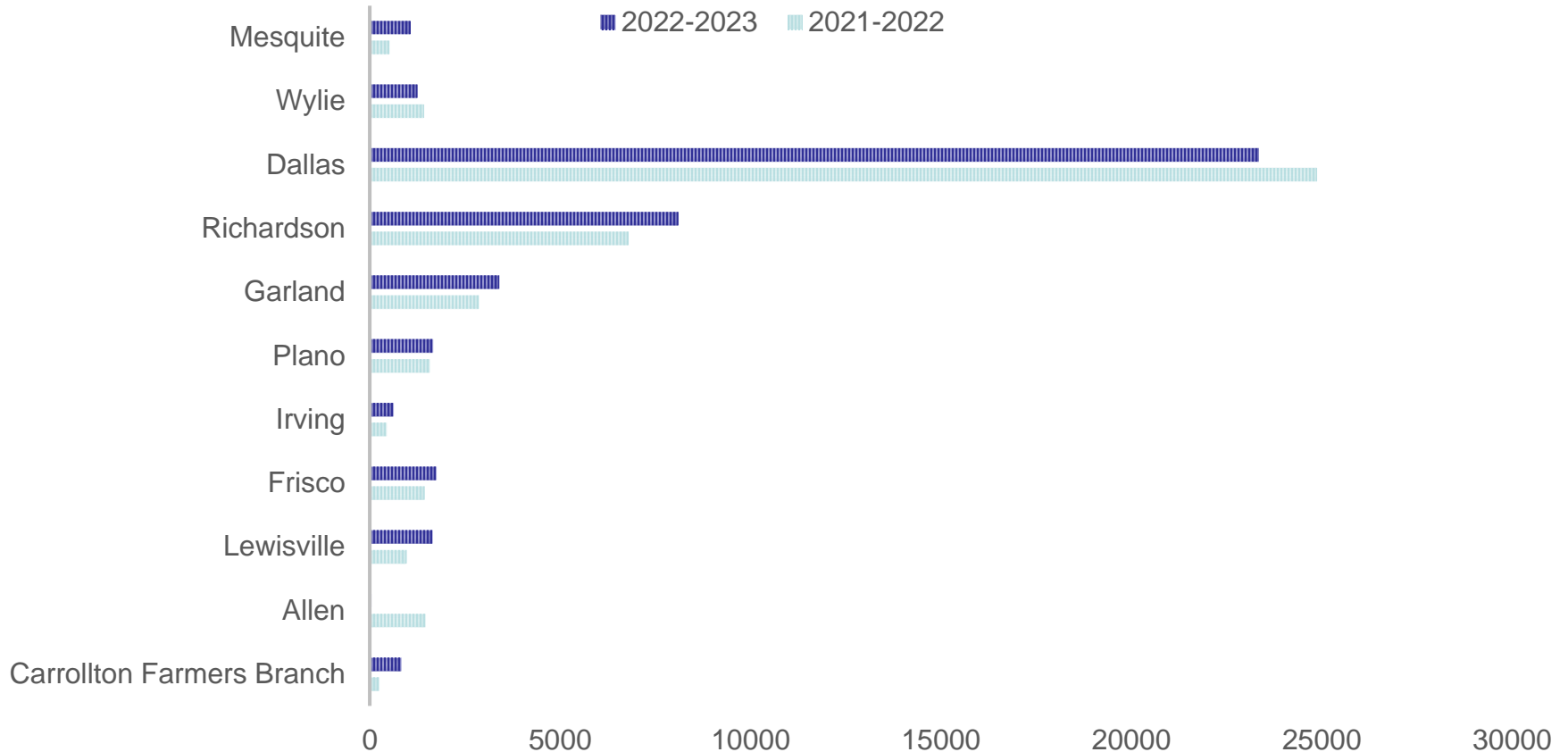


- In 2022, over 84,000 children served in educational programs taught by degreed teachers
- 169 schools received bus stipends
- 33% of students served received financial aid
- Over 39,000 participated in educator-led programs in the Rory Meyers Children's Adventure Garden



# Children's Education

## TOP DISTRICTS ATTENDING 2021-2023



# The Rory Meyers Children's Adventure Garden

Only one of its type in the world

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

Many awards and national recognition since opening

National Wildlife Federation Certified Wildlife Habitat

Monarch Watch Certified Monarch Waystation

Texas Parks & Wildlife Department Texas Aquatic Science Field

Site

42MM impressions worldwide in first two weeks

SMU Evaluation Results show a significant difference made in children's retention



# Arboretum Staff

We have 199 employees total, 118 full time, 13 part time and 68 seasonal staff.

Our horticulture managers and teachers are degreed in their field, unlike many other gardens.

Current staff demographics:

126	Female	73	Male
80	White	31	White
10	African American	11	African American
35	Hispanic	23	Hispanic
1	American Native	1	American Native
0	Asian	2	Asian
4	Two or More Races	1	Other or More Races

# Our Future...By the Numbers

## Financial Snapshot

	2021	2022 Draft	2023 Projection
<b>Revenue</b>			
Support from the Public	\$11,735,603	\$12,133,612	\$12,074,209
Earned Revenue	\$14,242,163	\$16,064,453	\$16,121,909
City of Dallas Stipend	\$374,376	\$374,393	\$424,392
<b>Total Operating Revenue</b>	<b>\$26,352,142</b>	<b>\$28,572,458</b>	<b>\$28,620,510</b>
City Stipend as a % of Revenue	1.4%	1.3%	1.5%
Total Operating Expenses	\$20,404,275	\$24,297,922	\$25,337,760
Increase in Operating Expenses			
Debt Service / Interest Expense	\$897,859	\$813,978	\$690,085
<b>Net Operating Surplus</b>	<b>\$5,050,008</b>	<b>\$3,460,558</b>	<b>\$2,592,665</b>
Paycheck Protection Program Grant	\$1,641,582	\$0	\$0
<b>Net Operating Surplus with PPP Grant</b>	<b>\$6,691,590</b>	<b>\$3,460,558</b>	<b>\$2,592,665</b>

Net Operating Surplus represents the majority of our debt covenant compliance which must meet the annual required debt service cash output

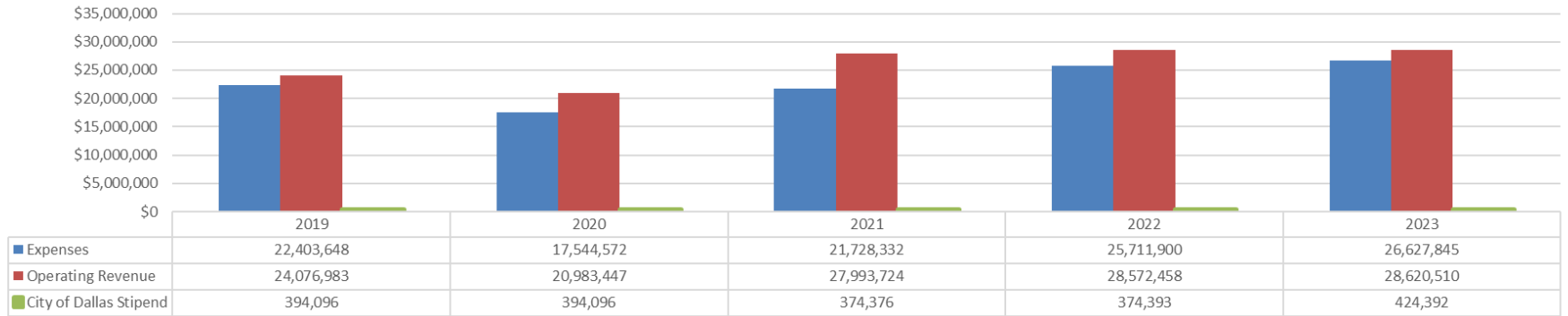
## Garden Attendance

2021 Attendance	1,025,586	
2022 Attendance	1,003,528	-2.2%
2023 Projection	1,130,611	12.4%

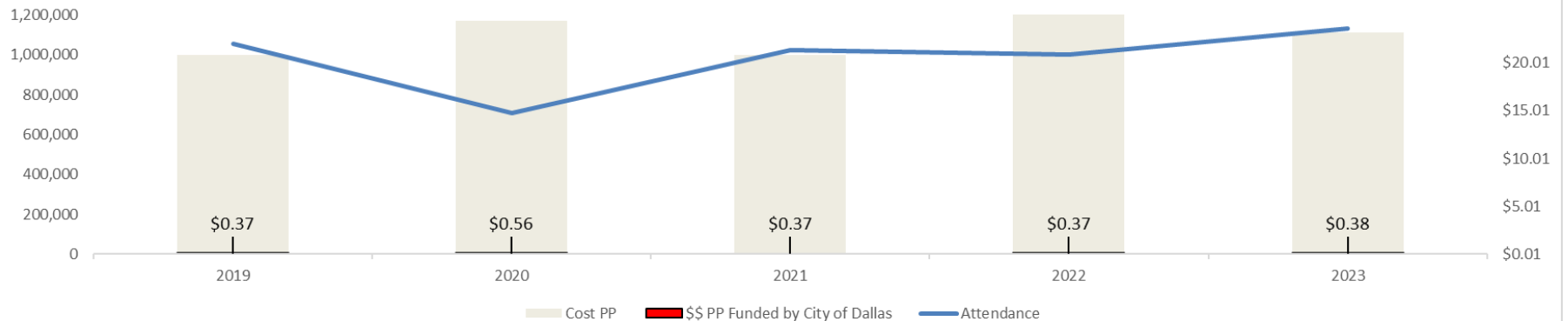


# Our Future...By the Numbers

City of Dallas stipend as part of annual budget

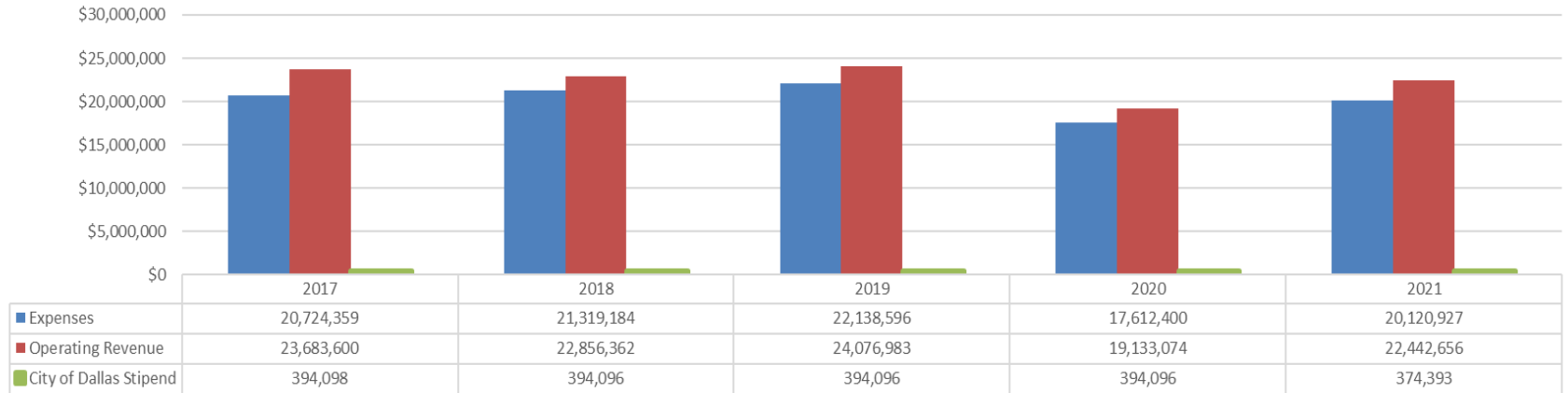


City of Dallas stipend offsets expenses by less than \$0.50 per person that visits the Arboretum

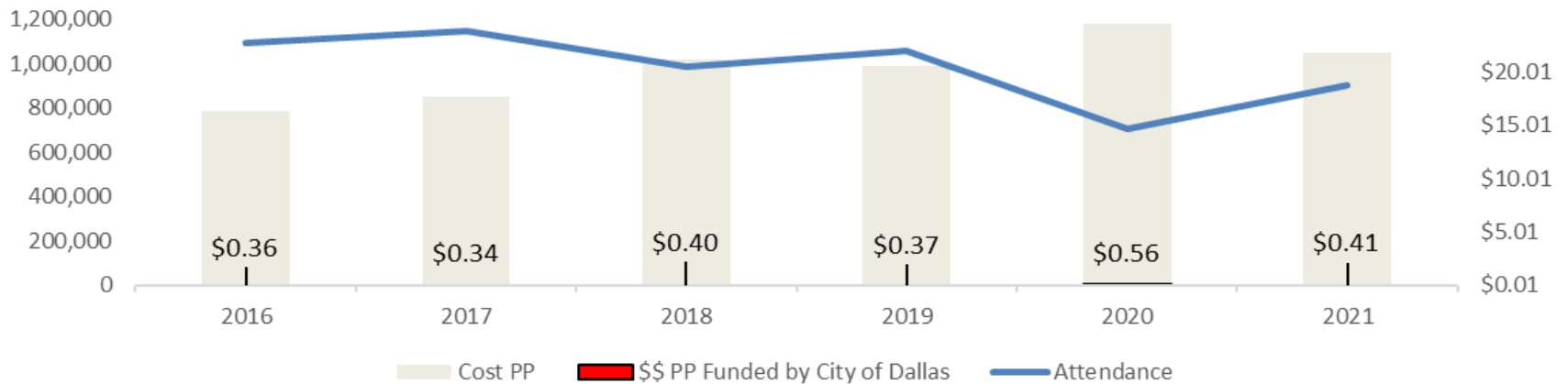


# Our Future...By the Numbers

City of Dallas stipend as part of annual budget



City of Dallas stipend offsets expenses by less than \$0.50 per person that visits the Arboretum





# National and International Acclaim

In a city that says all the time it wants its institutions not just its architectural structures to become world class - quietly, the Dallas Arboretum has achieved that status on the shores of White Rock Lake.

MSN has named the Arboretum in the past on its website as one of the ten things you must see in America in the Spring. It has also been named as one of the fourteen gardens you must see in the world during the same time frame. (Other accolades are attached.)

In 2023 the Arboretum will host to the National Convention of the American Public Garden Association.

In 2013, the Arboretum hosted the directors of large gardens of the APGA national conference and will return for a second visit to the gardens in summer of 2023. The conference will be hosted by Ft. Worth with tours, events and a dinner on site at the Dallas Arboretum.

Its education program has won the highest Award given to a botanic garden in a year from the American Public Garden Association, its Program Excellence Award

The Arboretum is the recognized public garden leader in the world in the testing of warm weather annuals through its plant trial program. Our staff has been invited to Israel and locations around the world to discuss these findings.

Every year the Arboretum brings in distinctive exhibits including touring exhibits such as the great Chihuly exhibit in 2012, ZimSculpt and the Gary Lee Price Sculptures to name a few, and the permanent seasonal displays like the 12 Days of Christmas and the Pauline and Austin Neuhoff Christmas Village.



# Reviews and Accolades

- **Greet Spring With A Visit to a Public Garden-** The New York Times
- **One of the Most Breathtaking Gardens in the World-** *Architectural Digest*
- **Most Beautiful Springtime Destination in the US,** *Travel & Leisure*
- **One of the South's Best Botanical Gardens** – *Southern Living*
- **The World's Most Beautiful Gardens** - MSN
- **Best Pumpkin Festivals to Visit this Fall** – Martha Stewart Living
- **Best Wedding Venues in Dallas of 2022,** Brides.com
- **Top 21 Things to do in Texas** – U.S. News & World Report
- **One of 8 of the Most Instagram-Worth Botanical Gardens in the U.S** – Better Homes and Gardens

# Reviews and Accolades

- **Trip Advisor Certificate of Excellence** - June 2017
- **#1 of 19 Trips to Put on Your Fall Bucket List** - Orbitz.com, September 2016
- **Top 10 U.S. Pumpkin Patches** - The Travel Channel, September 2016
- **15 Breathtaking Botanical Gardens to Visit This Season** - *Architectural Digest*, July 2016
- **Place to Visit in the 14 Most Memorable Cities from The Bachelor** - Expedia.com, July 2016
- **Number One Most Romantic Thing to Do in Dallas** - USA Today 10 Best
- **Best Botanical Gardens and The Best Floral Festivals** - USA Today's 10 Best, 2016
- **Top Botanical Gardens in the US Worth Traveling For** - TripAdvisor, 2016



# Reviews and Accolades

- **Best Pumpkin Festivals to Visit this Fall-** Martha Stewart Living
- **Top 10 U.S. Pumpkin Patches** - The Travel Channel
- **Nominated for the Best Botanical Garden Lights –** 10Best USA Today
- **Best Botanical Gardens and The Best Floral Festivals -**  
USA Today's 10 Best
- **The Country's Most Gorgeous Botanical Gardens to Plan Your Next Road Trip Around –** *House Beautiful*

# Completed Capital Projects 2021-2022

Lay Family Terrace was complete last fall and was funded by Mimi Rodgers

DeGolyer Restroom Project- Funded by City Bond Money complete February 2023

Tres Amigas Garden complete summer of 2022

Linda's Pocket Garden complete fall of 2022 funded by the Blasnik's

Jeanne's Pavilion complete winter of 2021 Funded by the Jean Johnson foundation

The Alex Camp House Kitchen remodel complete fall of 2022 and funded by Fidelity bank



# Future Capital Projects

## Donor Funded Projects:

The Gallery Garden –Promontory and Gardens  
Overlooking the Lake.

A Circular Outer Tram Path with Storm Water Retention

The DeGolyer Commons Court Yard Renovation

Paseo Redesign and Tram Path Extension and  
Enhancement

# 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!





























# The Jonsson Color Garden





# The Palmer Fern Dell



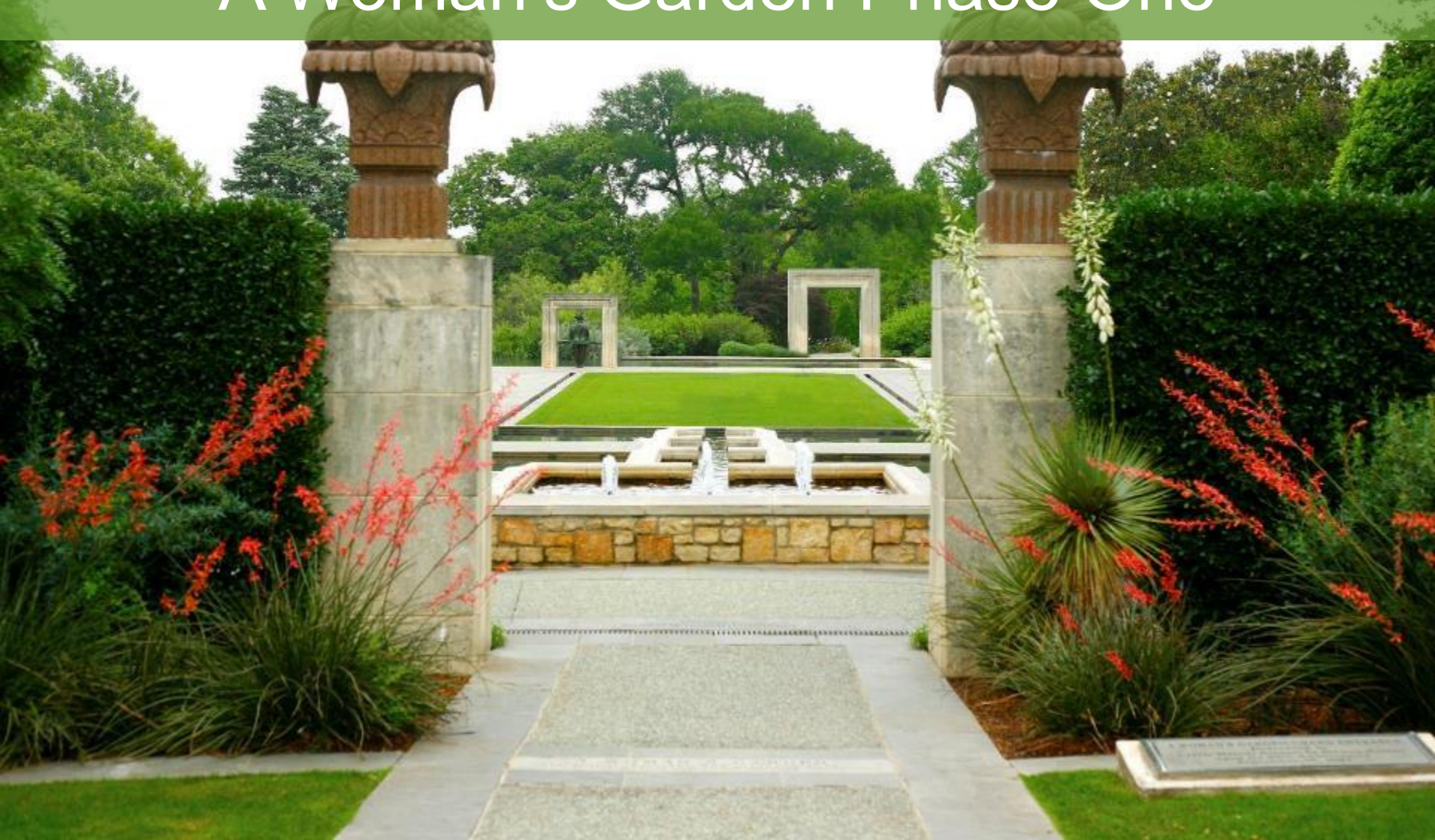


# The Paseo de Flores





# A Woman's Garden Phase One





# A Woman's Garden Phase Two





# The McCasland Sunken Garden





# The Boswell Family Garden





# Nancy's Garden





# The Rose Mary Haggar Rose Garden





# The Nancy Clements Seay Magnolia Glade





# The Martha Brooks Camellia Garden





# The Nancy Rutchik Red Maple Rill





# The Martin Rutchik Concert Stage and Lawn





# The Lay Family Garden





# The Henry Lindsley Shadow Garden





# Artscape, Fine Art Show and Sale

