norfolk botanical garden

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Annual Report | 2020-2021

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July 1, 2020 — June 30, 2021

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NBG is powered by 100% renewable energy.

From the President & CEO

Thank you for helping to contribute to the most successful year in NBG's history. <u>Click HERE</u> to view a quick video of thanks and sneak peek of what's to come!



Environmental Initiatives

Our on-going efforts to continually improve our environmental footprint remains as strong as ever. Follow our lead and participate in a renewable power program. Supporting these types of programs promotes the expansion of clean energy technologies while reducing your carbon footprint and cutting CO₂ emissions.

1,173 lbs. Kitchen compost generated

\$5,388 Saved by solar panels this fiscal year (\$16,085 since 2018)

April 18 & May 9 4,000+ Record-breaking daily attendance on both days

16,233 Total Members

507,901 Total Visitors

Member & Guest Services

This past year, has been a year of milestones for Member and Guest Services. For the first time in the Garden's history we have surpassed \$1 million in Garden admission revenue, over half a million visitors and 4,900 new member families.

While we celebrate these accomplishments, we are busy planning for the future increase in our visitation. We are implementing new technologies and staffing to streamline the entrance process; offering online ticketing for general admission and online timed tickets for special events.





39,690

125,000+ Guests attended

Cars

Weddings and Event Rentals

NBG saw a fifty percent increase in smaller ceremonies and elopements, which made up nearly sixty percent of all NBG weddings in 2020-2021. This increase was achieved while maintaining strict guest count limitations and social distancing mandates for a total of 89 weddings and 75 event rentals for the fiscal year.

Holiday Lights

The Dominion Energy Garden of Lights was a drive-only event in 2020. For the first time in 26 years of holiday light shows, tickets were made available for purchase in advance and online. As our largest fundraiser of the year, we opened for a total of 51 nights.

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Community Connections and Outreach

If there's a bright spot to the pandemic, it's that the benefits of gardening and being in nature gained some much deserved attention. Virtual community outreach programming allowed us to maintain a strong link to our mission: inspiring through education and connection to nature. Our staff were able to reach nearly 900 participants through virtual and in-person outreach presentations. Spring brought forth the opportunity to once again foster community pride and build new relationships in face-to-face interactions. NBG was able to connect off-site with over 350 people during these in-person outreaches.



3,400+ Participants in virtual & in-person adult education programs

900+ In-person participants in youth programming

Educational Programs

Adult Education

From nationwide programming with the American Public Garden Association, to pre-packaged native plant gardens, our adult education team was able to get creative with how they continued to impact the community. We went above and beyond the previous year's numbers thanks to expanding our virtual programs and partnerships with a variety of educational institutions statewide.

Youth Programs

The Youth Education Department faced the challenges of the 2020-2021 fiscal year head-on by providing innovative ways to introduce learners of all ages to the importance of environmental education. Over 1,400 students attended virtual outreaches and school programs. More than 986 "to-go" kits for activities, labs, and crafts were distributed. We continued to offer in-person programs in support of NBG's mission when possible.



2,000+ **Bulbs planted for** seasonal display

5,500+ Bulbs planted for permanent accession

10,000+ Annuals planted for seasonal display

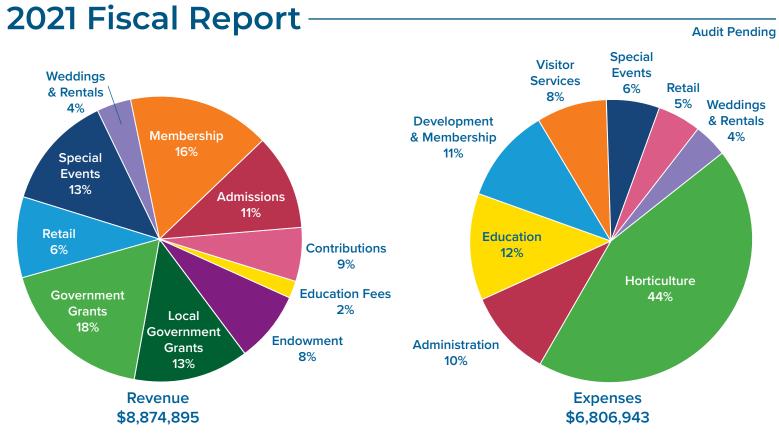
4,089 **Perennials** planted

Horticulture

The Horticulture Department has been hard at work keeping the gardens and landscapes in first-rate condition and expanding various collections and displays wherever possible. The Conifer Garden was upgraded with a new design and new plantings along the canal as well as the addition of a new stone garden. Le Jardin has a new plaza, paved walkway, and plantings, while NATO Hill and NATO Pond were further enhanced with many additional plants. A new fruit tree orchard was added near the Potager Kitchen Garden and WOW's Discovery Grove received additional flowering shrubs. The herbaceous layer in the Hydrangea Garden was enriched with many new plants as was the Rhododendron Glade.

In 2020, NBG's Plant Collections Committee named Acer palmatum (Japanese maple) as an officially designated collection which resulted in new specimens for display, primarily in Mirror Lake. NBG was able to expand our Camellia, Narcissus (daffodils) and Orchid collections thanks to the generosity of our donors.

Thank you for planting a better world and supporting us as a non-profit 501(c)(3) organization. You purchased more than 10,000 plants, plugs and bulbs during our spring and fall online sales.



GARDEN SUPPORTERS July 1, 2020 through June 30, 2021

The Garden of Tomorrow Campaign Donors



Click <u>HERE</u> to view online at TheGardenOfTomorrow.org (updated weekly)

Gifts to NBG Foundation

Isaac M. Baker, Jr. & Sarah Lee Baker Memorial Fund of the Hampton Roads Community Foundation

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\$50,000 - \$250,000

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Mary Termini John Termini

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Carolyn Sadler Deans Elaine Deans

Sophie Victoria Fitzgerald Holly Fowler

> Charles D. Frey Kathryn Frey

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> Ken Trosky Stacey Ochoa

Kathleen Yui O'Gurkis Aaron O'Gurkis

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Garden Foundation

The Norfolk Botanical Garden Foundation is a separate 501(c)(3) whose sole mission is the support of Norfolk Botanical Garden. The Foundation invests the Garden's endowment funds and makes an annual distribution from the funds' earnings to assist the Garden in fulfilling its mission.

The following are current members of the Foundation's board of directors as of June 30, 2021:

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As of June 30, 2021, the Foundation had assets of \$17.7 million and provided over \$650,000 to the Garden for operating and capital expenses in FY21. Adhering to certain donor restrictions, some of that total went to specific areas or for specific purposes in the Garden such as the Camellia Garden, Children's Garden, Hydrangea Garden, Meadow and areas in and around Baker Hall and the Education Building.

The Foundation would like to thank its donors, past and present, who have had the foresight and generosity to contribute to the Foundation, helping to ensure the viability of Norfolk Botanical Garden for generations to come.



Thank You

You have made a remarkable difference in helping the Garden flourish. You help us connect with local communities, provide educational programs for children & adults and inspire environmental stewardship.

> THE MISSION OF NORFOLK BOTANICAL GARDEN: **IMMERSE VISITORS IN A WORLD OF BEAUTY LEAD THROUGH ENVIRONMENTAL ACTION INSPIRE THROUGH EDUCATION AND CONNECTION TO NATURE**

7,928 Volunteer hours with a value of \$226,265







