

Year in Review

May 1, 2022–April 30, 2023

Green Bay Botanical Garden connects people with plants by providing year-round educational and recreational experiences for everyone in an environment that engages, inspires, and refreshes.



Guests

137,195

Guests from the upper Midwest and beyond found inspiration in nature and discovered how we can support our local Wisconsin habitats.

60,972

Guests attended special events

46,596

Guests engaged with the *Habitat* exhibit

Habitat was developed by Smithsonian Gardens and is made available by the Smithsonian Institution Traveling Exhibition Service.

Here's what guests thought after experiencing *Habitat*, and how they could do more for the homes of local animals and plants:

“The Smithsonian exhibits were very informative. I didn't know fungus played such an integral role in the environment!”

“Liked seeing the info about making our yards more wildlife friendly—something I'm passionate about!”

Membership

Members remain steadfast in their support of the Garden as we reached a milestone in member households:



5,032

Total member households



2,075

New or rejoining members

Volunteers

Volunteers have been and continue to be a crucial part of growing the Garden year after year:



406

Total volunteers



6,849

Total hours



71

New Volunteers

Rooted in Community

Our roots grow deep in northeast Wisconsin:



5,017

Guests received free daily admission in partnership with BMO



11,800

(3,250 grown by our Horticulture Team)

plants native to Wisconsin established in NWTC's new pollinator habitat and **more than 300 hours donated to help NWTC plant them over six days**



2,369

Guests celebrated the traditions and culture of the Oneida Nation during Fall Family Festival



1,248

Vegetable plants donated to New Leaf Garden Blitz and Brown County Community Garden projects



1,023

Pounds of produce donated to Paul's Pantry in partnership with Aspiro



774

Daily admission passes and **90 family memberships** donated to local nonprofits



457

Local kids and community guests received free admission to the *Habitat* exhibit



276

Community nonprofit guests enjoyed WPS Garden of Lights for free thanks to Associated Bank

Additional Partnerships:

Offered bilingual Story Time in **partnership with Casa ALBA Melanie.**

Partnered with Oneida Nation on purple loosestrife beetle rearing to reduce purple loosestrife on Oneida Nation Reservation.

Distributed **50 passes** to clients of Casa ALBA Melanie – in **partnership with Pegasus** (Sanimax Concert performer).

Participated in Aspiro's No Limits Ability Awareness Campaign throughout July to show people that having a disability isn't a limitation on gardening or being an active part of the community.



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Education

Our Education Team collaborates with community schools and invites guests of all ages to connect nature, play, and learning in the Garden:



3,094

Students, teachers, and adult chaperones engaged in guided nature-based learning



1,470

Family members participated in educational programs



1,095

Adult learners inspired

Plant Collections

Our collections feature a variety of new plant options and offer sustainable practices that motivate guests to enhance their own gardens, living spaces, and sustainable efforts.



322,084

Spring bulbs in the ground



81,100

Perennial plants



17,730

Annual plants



7,196

Permanent plant labels



4,121

Species/cultivars

With help from interns, the Garden participated in three plant and seed trials in the U.S. and Canada.

These trials ensure the best plants are chosen for nurseries and garden centers, eventually ending up in your landscape! **Learn more and check out the winners at [GBBG.org/Trials](https://www.gbbg.org/Trials).**

American Rose Trials for Sustainability
(1 of 23 sites)

**All-America Selections:
Ornamental Non-Seed Trial**
(1 of 25 sites)

Ornamental Seed Trial
(1 of 45 sites)

Sustaining the Earth

The Garden advocates for a habitable world for future generations:



Collected data for all energy and water use and waste disposal at the Garden using **Energy Star's** Portfolio Manager



Planted **10,106 native perennials** throughout Garden, primarily in the Bell Children's Garden



Planted **4,750 native emergent wetland plants** in the Bell Children's Garden



Transitioned **35% of members to digital membership cards**



Partnered with a majority of members so they renew online, helping the Garden **save paper and reduce our carbon footprint**



Making Connections

The Garden continues to connect with people through its social media, digital marketing, and media relations efforts:



Website

312,309 Visitors

1.1 Million Pageviews

Unveiled new website
ahead of 2022

WPS Garden of Lights Season



Email

32,224 Subscribers

1,856 Subscribers added

People to connect with, encouraging them to become members, providing seasonal updates on Garden happenings, offering tips and tricks from our Horticulture Team, sharing spectacular scenes of nature, and more.



Media Relations

684 Mentions by the media including Good Day Chicago, Wisconsin State Journal, Brasil Travel News, Milwaukee Magazine, Birds and Blooms, and Brava Magazine
10 Million Reached



Social Media

48,479 Followers across Facebook, Instagram, and Twitter.

780,200 Engagements
(likes, shares, and comments)

6.1 Million Impressions

Most liked Instagram picture of 2022

Financial Support

Net assets are now **\$30.3 million** which includes the recently added Bell Children's Garden and **\$208,000 in renovations and additions with more than \$180,000** coming from private donations and the balance from the Garden's endowment earnings.



Total Support, Earned Income, Investments, & Capital Contributions

