Dear Members & Friends of the Garden,

It’s with great pleasure that we present to you the Annual Report for Green Bay Botanical Garden, covering the fiscal year ending April 30, 2023. This report serves as a comprehensive overview of our nonprofit’s achievements, growth, and impact over the past year, showcasing the incredible strides we have made together in advancing our mission of fostering a deeper connection between people and plants.

As we reflect on the past year, we are reminded of the collective strength and enduring commitment that defines our organization, our dedicated staff, and the support of our now 5,000+ members, hundreds of volunteers, and dozens of community partners.

Throughout this report, you will discover the milestones we have reached, the initiatives we have undertaken, and the transformative experiences we have provided to our guests and community at large. From innovative horticultural displays to educational programs that inspire lifelong learning, we have strived to cultivate a space of beauty, knowledge, and environmental stewardship.

This fiscal year marked a period of expansion and development for the Garden. Adding an additional two acres, our Carol & Bruce Bell Children’s Garden unveiled new areas for exploration, learning, and connection with nature. We have worked tirelessly to create engaging and immersive experiences, ensuring that kids (and kids-at-heart!) can continue finding joy and enlightenment in the Garden.

None of these achievements would have been possible without the unwavering support of our incredible community. We extend our heartfelt gratitude to our dedicated members, donors, volunteers, and sponsors who have played an integral role in our success. Your passion for nature and your belief in the power of plants and botanical gardens have allowed us to thrive, ensuring that our Garden remains a cherished community resource for generations to come.

As we navigate the ever-evolving landscape of the world around us, we remain steadfast in our commitment to fostering a deep appreciation for the natural world. We look forward to the opportunities that lie ahead as we continue to create a place where people can reconnect with nature, find solace, and forge lifelong memories.

Thank you for your continued support, trust, and partnership. We look forward to the amazing year ahead!

Warm regards,

Susan Garot
President & Chief Executive Officer

Call for Board Nominees

Our Governance Committee is recruiting one new board member. Nominees complete an application form and are reviewed and recommended to the Board by the Governance Committee. The Board then recommends approval by the general membership at the Garden’s Annual Meeting on November 2. According to Article 3, Section 3 of the Garden’s bylaws, the general membership and members of the Board of Directors may present candidates for nomination at any time to the Governance Committee. However, candidate nominations from the general membership close sixty (60) days prior to the Annual Meeting.

If you or someone you know is interested, reach out to Susan Garot, President & CEO, at 920.593.5665 or sgarot@gbbg.org by September 3.
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!”

© Teresa Riehl
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

1,248
Vegetable plants donated to New Leaf Garden Blitz and Brown County Community Garden projects

2,369
Guests celebrated the traditions and culture of the Oneida Nation during Fall Family Festival

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

1,023
Pounds of produce donated to Paul’s Pantry in partnership with Aspiro

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 Pegasis (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.
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.

- 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.
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.

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**
- Total Support, Earned Income, Investments, & Capital Contributions
  - 41% Special Events
  - 19% Contributions
  - 14% Membership
  - 11% General Admission & Gift Shop
  - 15% Other
You’ve helped the Garden build an area beloved by our community for more than 25 years. When the Garden opened its doors in 1996, our core mission was to connect people and plants in hopes to instill that love of nature in every guest that walked through our doors. Because of your commitment, the Garden remains a place where all people can reconnect with the outdoors and engage, inspire, and refresh themselves among more than 98,000 plants from Wisconsin and around the world.

Together, we transformed the Bell Children’s Garden, growing it from a half acre to two and a half acres, and from its May opening, it’s clear to us that guests of all ages are truly inspired after exploring this new area. Whether you are a guest, donor, member, or simply a lover of nature like us, your support is a crucial part in everything we do today and for future generations to experience this nature-filled sanctuary.

As one recent visitor commented: “The entire gardens are just beautiful and well taken care of, I wish I had gotten married there! The children’s area was absolutely magical! My kids’ faces lit up, and it felt like the children’s area was neverending. So many beautiful details - they didn’t go unnoticed! Thank you for such a beautiful, creative area!”

Ways of Giving
We're here because of you! Please consider a gift that helps us and the next generation of nature lovers grow.

Monetary Gifts
Visit GBBG.org/Give to donate online or complete and mail the enclosed envelope.

Be a champion for nature all year long! Monthly giving is easy and affordable, puts less stress on your bank account, and continually helps us make a lasting impact on our community in every season.

Donor-Advised Funds (DAFs)
Consider a gift through your Donor-Advised Fund. Funds that have been held for more than one year are generally eligible for tax benefits.

IRA Charitable Rollover
If you are 70 ½ or older, you can take advantage of a simple way to benefit the Garden and receive tax benefits in return. You can give up to $100,000 from your IRA directly to a qualified charity such as ours without having to pay income taxes on that money.

Gifts of Stock
Gifts of appreciated securities may provide significant tax benefits.

Employer Matching Gifts
To find out if your company matches donations, contact your current or former human resources department.

Legacy Giving
Leave a legacy of amazing beauty and adventure. Join our Perennial Legacy Society Today! Visit GBBG.org/Legacy to learn more.

For more information on how you can support the Garden, contact Cindy Berton, Director of Development, at 920.593.5663 or cberton@gbbg.org.
Field to Fork
Wednesday, September 13 | 5–8 pm
This event is sold out. To be added to a waiting list, contact our Guest Experience Team at 920.490.9457 or info@gbbg.org. Savor an elegant six-course meal prepared by Cedar & Sage Grill House on the Mabel Thome Patio, featuring locally grown produce and farm fresh ingredients.
Visit GBBG.org/FieldtoFork for details.

Thank You to Our Sponsor
Prevea Health

Fall Family Festival
Sunday, October 1
Free Admission for All | 9 am–5 pm
Free Family-Friendly Activities | 9 am–4 pm
Enjoy a free fall day at the Garden full of autumn’s colors while discovering the traditions and culture of the Oneida Nation. Celebrate with fun activities for children of all ages.
Sensory-friendly time from 2–4 pm.
Visit GBBG.org/FallFamily for details.

Thank You to Our Sponsors

Brews, Bistros, & Bonfires featuring Absolute Queen: A Queen Tribute
Friday, September 8 | 7–9 pm
Sip samplings from microbreweries from 5:30–7:30 pm, and enjoy “the most authentic" Queen tribute, Absolute Queen.
Must be 21 or older to attend.
Advance Ticket Reservations Recommended
To make your experience more enjoyable, we recommend buying your tickets in advance. Advance ticket sales end 24 hours before the night of the concert. At-the-door tickets will be $10 more per ticket based on availability.

Tickets
See pricing in calendar.

Unable to get your tickets online?
Call the Garden at 920.490.9457 or visit during regular Garden hours to purchase tickets.

Pre-order a Boxed Dinner
Order from FOODelicious Catering & Consulting at GBBG.org/StumpfConcerts by 12 pm on Wednesday, September 6, and pick up your meal the night of the concert.

Picnic in the Garden
Feel free to bring your own picnic or buy snacks from concessions. No beverage carry-ins allowed.
Visit GBBG.org/Concerts for details.

Thank You to Our Sponsors

Garden Happenings
See calendar for details on dates, times, and prices.
November 24–26,
November 30–December 3
December 7–10, 14–17, 21–23, & 26–30
4:30–9 pm

Bright lights and fun nights are back! Explore a stunning winter landscape featuring 350,000 lights on botanical displays inspired by nature. Dated and timed entry tickets purchased in advance are required.

Visit GBBG.org/Lights for details.

Tickets on Sale
Garden Members
Monday, October 23 | 9 am
General Public
Monday, October 30 | 9 am

Unable to get your tickets online?
Call the Garden at 920.490.9457 or visit during regular Garden hours to purchase tickets.

Gift Happiness
Find your holiday gifts at the WPS Trellis Gift Shop! Pick up a unique ornament, refresh your home with seasonal décor, or treat yourself (or a friend) to a new gardening tool. Stop in while you’re here for the light show or visit us during the week – shop hours are the same as the Garden’s.

Give the Gift of the Garden
Looking for that perfect gift? Your loved ones can enjoy the Garden’s beauty all year long with a membership starting at just $50. Benefits include special discounted tickets and member nights at WPS Garden of Lights, free admission to the Bell Children’s Garden, and more!

For more information, visit GBBG.org/Membership.

Group Tickets
Celebrate the holiday season with employees and clients alike. The Garden offers discounted tickets for groups of 25 or more.

Make Your Holiday Event Glow
Need a room for a holiday get-together with family, friends, or your team? Rent a room during a light show night!

If you're looking for something more intimate for a corporate holiday party, book a private night with exclusive access to the event.

For information on group tickets or a holiday event, visit GBBG.org/Lights or contact our Events Team at 920.593.5677 or rentals@gbbg.org.

Thank You to Our Sponsors

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Nonprofit Ticketing
Associated Bank N.A. Fund,
a fund of the Greater Green Bay Community Foundation

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Sponsors as of 7.25.23
**September**

**Wednesday, September 6**
**Weed & Feed**
(W/R) | 5–7 pm

**Thursdays, September 7, 14, and 21, Sunday, September 24**
**Botanical Papermaking Series**
(W/R) | 1–3 pm
Hilarie Rath, Arnold Grummer Certified Hand Papermaker
Full Series:
$99/Garden Member
$109/General Public
One Day: $30
Session One:
Botanical Card Making
Session Two:
Surface Design
Session Three:
Basic Book Binding
Session Four:
Poetry in the Garden with guest instructor, Bonniejean Kitze

**Thursday, September 7**
**Papermaking: Botanical Beauties**
(W/R) | 5:30–7:30 pm
Hilarie Rath, Arnold Grummer Certified Hand Papermaker
$25/Garden Member
$29/General Public

**Friday, September 8**
**Grand Concert Series**
**Brews, Bistros, & Bonfires featuring Absolute Queen: A Queen Tribute**
7–9 pm
Cowles Terrace Seating:
$45/Garden Member
$50/General Public
Lawn Seating:
$35/Garden Member
$40/General Public
Advance tickets recommended.
**Must be 21 or older.**

**Sunday, September 10**
**Grandparent’s Day**
9 am–6:30 pm
Admission is free for grandparents.

**Wednesday, September 13**
**Field to Fork**
(R) | 5–8 pm
Sold Out

**Tuesday, September 19**
**Fall Garden Primer**
(L/R) | 6–7:30 pm
Rob Zimmer, Rob Zimmer Outdoors
$13/Garden Member
$16/General Public
Available in person and virtually.

**Tuesday, September 26**
**Member-Only Tour: The Art of Dried Flowers**
(W/R) | 5–6:30 pm
Hayden Strecker and Alyssa Giese, Horticulturists
Free/Garden Member

**October**

**Sunday, October 1**
**Fall Family Festival**
Free Family-Friendly Activities
9 am–4 pm
Free Admission for All
9 am–5 pm

**Wednesday, October 4**
**Cooking in the Garden with Chef Ace Champion**
(W/R) | 5–7 pm
Celebrity Chef Ace Champion
$49/Garden Member
$55/General Public

**Mondays, September 18, 25, October 2, 9, 16**
**Hatha Yoga**
(R) | 5:30–6:30 pm
Tree Janzen, Tree’s Yoga
Full series:
$40/Garden Member
$45/General Public
One Day: $10

**Thursday, October 5, 12, 19, & 26**
**Memoir Writing**
(W/R) | 1–3 pm
Betty Pearson, Author/Educator
$42/Garden Member
$50/General Public

**Wednesday, October 11**
**Celestial Sound – Gong Bath Meditation**
(R) | 12–1 pm
Brenda Brayko, Celestial Sound
$13/Garden Member
$16/General Public

**Fridays, October 13, 20, & 27**
**Budding Buddies**
(YF/R) | 9:30–11 am
Garden Education Team
Full Series:
$35/Garden Member
$40/General Public
One Day: $15

**Tuesday, October 17**
**The Indoor Garden**
(L/R) | 6–7:30 pm
Rob Zimmer, Rob Zimmer Outdoors
$13/Garden Member
$16/General Public
Available in person and virtually.

**Monday, October 23**
**Breathwork for Better Health**
(R) | 5:30–6:30 pm
Cujo, Exercise Physiologist
$9/Garden Member
$11/General Public

**Monday, October 30**
**Celestial Sound – Gong Bath Meditation**
(R) | 5:30–6:30 pm
Brenda Brayko, Celestial Sound
$13/Garden Member
$16/General Public

**November**

**Thursday, November 2**
**Annual Report to Our Community**
(R) | Details to follow.
Monday, November 6
Writing with Your Voice
(L/R) | 5:30–7 pm
Cujo,
Poet, Lyricist, & Writer
$13/Garden Member
$16/General Public
Available in person and virtually.

Tuesday, November 14
Songbirds in the Winter
(L/R) | 6–7:30 pm
Rob Zimmer,
Rob Zimmer Outdoors
$13/Garden Member
$16/General Public
Available in person and virtually.

How to Register
Pre-registration required for all classes and programs except where noted. Register online at GBBG.org or by phone at 920.490.9457. Please register early; class sizes are limited or classes may be canceled due to low early enrollment. To hold your space in class, payment is due with registration.

After You Register
We will contact you the week of the program to confirm your enrollment. Please dress according to the weather for all outdoor programs. No rain or snow dates are planned. Classes open one half-hour before starting time.

Cancelations & Refunds
Classes canceled due to low enrollment or hazardous weather conditions are refunded automatically. You will be notified by phone if a program is canceled. In cases of inclement weather, call 920.490.9457 to check the status of the program. If you must cancel your registration for a program, your registration fees will be refunded if notice is received at least five days prior to the program. Green Bay Botanical Garden cannot refund fees requested on or after the start date of a program or for sessions missed due to student illness or other personal situations.

November 24–26
Member-Only Tour: Lights of the Present & Future
(M/R) | 4–5:30 pm
Sarah Pingel,
Horticulturist and
Dave Barkow,
Facilities & Maintenance Coordinator
Free/Garden Member

Closed November 23,
December 24 & 25

Fall Activities
Buy Online & Save
Buying your ticket(s) online saves you $1 per ticket and time. When you arrive, we’ll simply scan your tickets, and you’ll be on your way into the Garden – spending less time waiting in line.

Tickets can be used for daily admission at any time during regular Garden hours (excluding special events and classes) and are valid for one year from the date of purchase.

CAROL & BRUCE BELL CHILDREN’S GARDEN
Connect nature, play, and learning among autumn wonders! Explore a variety of outdoor areas, seek out awe-inspiring structures, and nurture a love for nature whether you’re a kid or kid-at-heart.

Included with Admission
Hours are seasonal and may change during special events.

Drop-In Activities
Available through October 31 (excluding special events)
Free/Garden Member
Garden Admission/General Public unless otherwise noted.

Story Time
Tuesdays, 10–10:30 am
Nature-themed stories and activities.

Discovery Boxes
Anytime
Search for boxes placed throughout the Garden containing games and activities for kids.

Scavenger Hunts
Anytime
Hunt for clues and discover plants and animals in the Garden.

Thank You to Our Sponsors

Grants - Nonprofit Ticketing
Garden Club Des Peres
Sponsors as of 3.20.23
Volunteers

As the summer season ends, we’re already looking for volunteers to help us this fall!

Upcoming Special Events

Every successful event at the Garden depends on the time and talents of willing volunteers. This fall and winter we have opportunities for Les Stumpf Ford Grand Concert Series – Brews, Bistros, & Bonfires featuring Absolute Queen: A Queen Tribute; Fall Family Festival; and WPS Garden of Lights.

Weed & Feed

Work side-by-side with our Horticulture Team as they guide you through gardening tasks for the evening, and enjoy a delicious meal provided by the Garden! Registration required.

Bulbalicious: Spring Bulb Planting

Every fall we need to plant tens of thousands of bulbs! Join our Horticulture Team in early October to help plant bulbs for our spectacular spring showcase. All tools are provided. Only gardening gloves are needed.

For more information on volunteer opportunities, contact Kate Martin, Volunteer Coordinator, at 920.593.5686 or kmartin@gbbg.org

Dollars for Doers Volunteer Grant Program

Your employer may call it by a different name, but essentially this program is a corporate employee and retiree giving program where your employer provides a financial donation to the Garden when you volunteer with us on a regular basis.

To find out if your company has a Dollars for Doers Grant Program, contact your program administrator or human resources department and consider submitting a request on behalf of the Garden.

Members

Member-Only Tours
Step behind the scenes to get an exclusive look at garden areas with our team. Registration required.

Annual Report to Our Community Thursday, November 2
This meeting will feature brief highlights of the past year’s accomplishments including election of new Board members. All are welcome! Registration required. More details and invitation to follow.

Attention Snowbirds
Migrating to warmer climates this winter? Renew your membership before you leave so you can take full advantage of one of our most popular benefits—reciprocal admission to more than 345 gardens nationwide! Renewing early will help to avoid address forwarding delays and your original renewal date will remain the same.

Renew:
Online at GBBG.org/Membership
By phone at 920.490.9457
By mail
In person

Fan Photos 📸

Here are some of our favorite shots from the summer. Remember to post your photos of the Garden on social media and tag us as your location. They may end up in our next newsletter!
Pollinator Palooza

Add Native Wisconsin Plants to Your Outdoor Spaces
By Mark Konlock, Director of Horticulture

It’s thrilling to see that native plants are starting to become more popular in the Green Industry! The Garden has incorporated them in our garden areas for many years, including the new Bell Children’s Garden where about three of every four plants are native to Wisconsin – keep an eye out for labels with our state’s outline on them during your visit!

It just makes sense, as once established these plants need no water, never need fertilizer, are adapted to our climate, and provide the base of the food chain for insects and animals that are then food for other critters.

One way to get started with native plants in a full sun environment is to plant a pollinator garden. If you have the space, you can also plant natives in a shaded woodland, especially trees and shrubs which add major biomass. Our Horticulture Team helped install a half acre pollinator habitat at NWTC last summer – about 12,000 plants! – and I’d like to share some ideas from that project.

First, don’t bite off more than you can chew! Even one plant can help pollinators – just ask the lone Ohio spiderwort (Tradescantia ohiensis) at my apartment complex! There are bumblebees and other smaller bees on it every morning. Plant it and they will come – a literal field of dreams!

Second, try to plant something that blooms throughout the growing season for food throughout the year. Think of it as spring breakfast, summer lunch, and fall dinner!

Third, take time to water and establish your new plants the first year. Because of your tender-loving care in the beginning, they’ll be off to a good start and you can reap the benefits I mentioned above.

As you add native plants, you will not only enjoy them, but also the life they bring to your garden. Oh! Remember, if you see holes in your plants’ leaves, it’s actually a good thing as they are acting as a food source!

Spring Breakfast
Try smooth penstemon (Penstemon digitalis), beartongue - which bumblebees seem to love (Penstemon grandiflorus), and the afore mentioned Ohio spiderwort (Tradescantia ohiensis).

Summer Lunch
Lanceleaf coreopsis (Coreopsis lanceolata) is a smart option. It can be short lived, but it’s easy to start from seed and is a true Packers plant (green and gold)! Purple coneflower (Echinacea purpurea), wild quinine (Parthenium integrifolium), and meadow blazing star (Liatris ligulistylis) are other choices.

Fall Dinner
Finally, consider a fall of showy goldenrod (Solidago speciosa) and sky blue aster (Symphyotrichum oolentangiense a.k.a. Aster azureus). We also like to add the fine texture of short-to-middle height grasses that are food and habitat for a variety of critters. Our main go-tos are little bluestem (Schizachyrium scoparium), sideoats grama (Bouteloua curtipendula), and prairie dropseed (Sporobolus heterolepis).

Once you start to see and appreciate all of the benefits of natives and the animals that love them, you’ll likely want to learn more and diversify your plant palette to bring in even more life to your neighborhood!

For more information, visit GBBG.org/GardenTips, or check out Stone Silo Prairie Gardens, Prairie Nursery, or Prairie Moon Nursery.
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Brews, Bistros, & Bonfires
Fall Family Festival
WPS Garden of Lights