

# MITCHELL PARK HORTICULTURAL CONSERVATORY

**Future Path and Feasibility Study  
Domes Task Force Meeting  
November 14, 2017**

Presented By:  
HGA, Inc. and ConsultEcon, Inc.



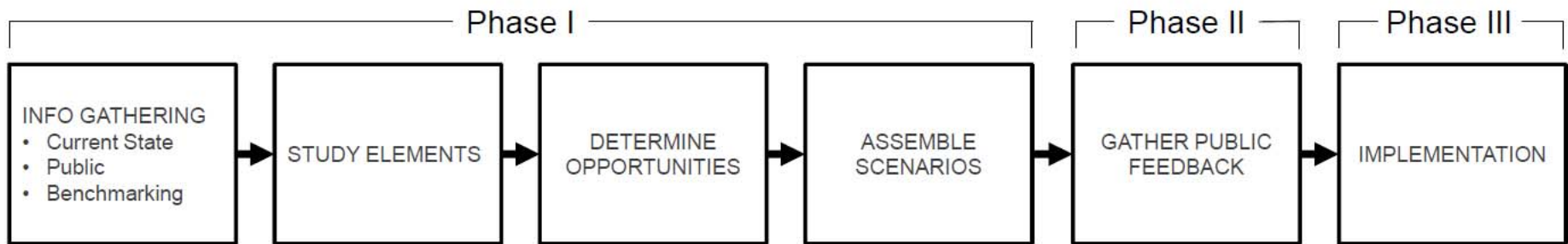
**ConsultEcon, Inc.**



# MITCHELL PARK HORTICULTURAL CONSERVATORY



# MITCHELL PARK HORTICULTURAL CONSERVATORY



2017						2018						
July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Info												
Study												
Opportunities												
Scenarios												

## **Topics for this Task Force Meeting #2**

- ◆ **Recap of October 10, 2017 Task Force Meeting**
- ◆ **Overview of Current Domes Operations**
- ◆ **Overview of Current Friends Operations**
- ◆ **Benchmark Financial Operations Review**
- ◆ **Trends in Botanical Gardens**
- ◆ **Summary and Next Steps**

## Recap of October 10, 2017 Task Force Meeting

Data was presented that reviewed markets for the Domes and adjustments to market area definitions were made based on feedback from the Task Force.

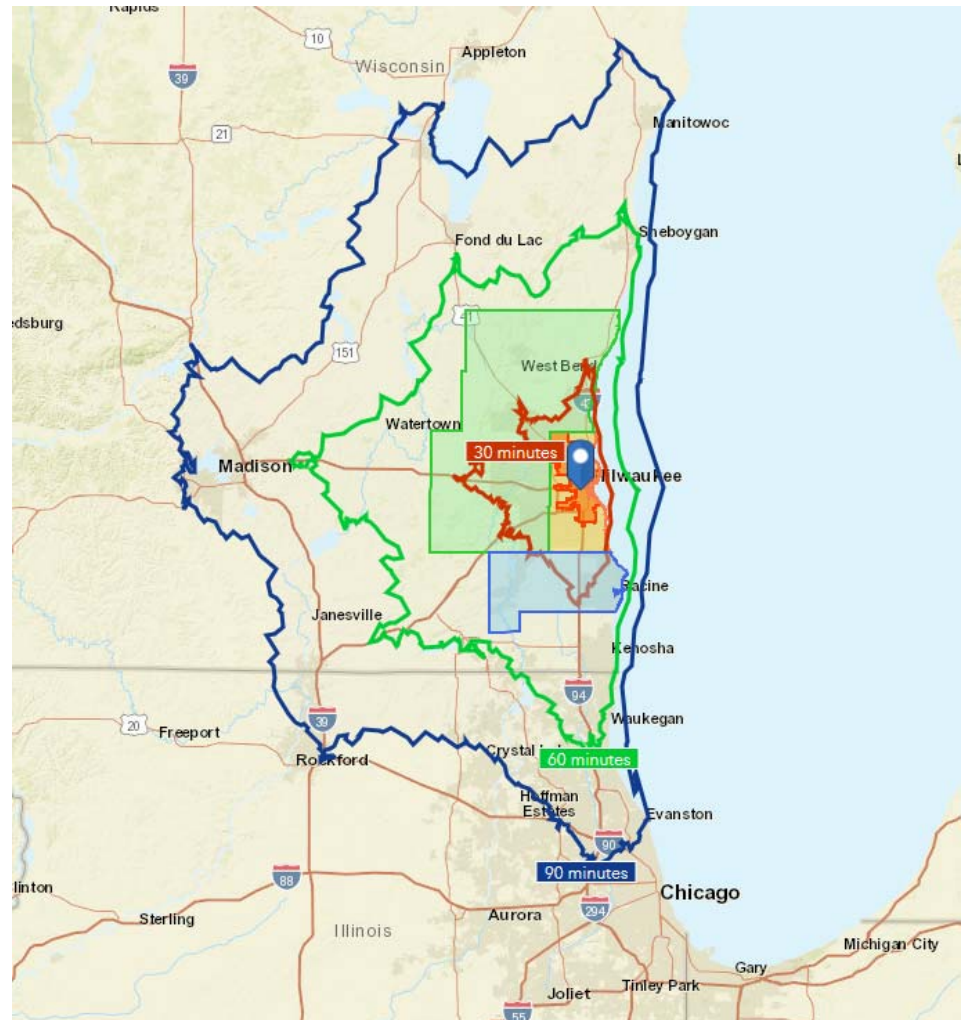
- ◆ Data on benchmark facilities was presented. This indicated that:
  - Current Domes market capture rates (Attendance / Population) indicate substantial opportunity for attendance growth.
  - Staffing at Domes well below industry standards – increased operating performance will require additional staff.
  - Domes have low admission and membership pricing.

# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Recap of October 10, 2017 Task Force Meeting

### ◆ Regional Drive-times Overlay to support Resident Market Definition and Market Analysis

- ◆ 30 Minute Drive
- ◆ 60 Minute Drive
- ◆ 90 Minute Drive



Source: ESRI and ConsultEcon, Inc.

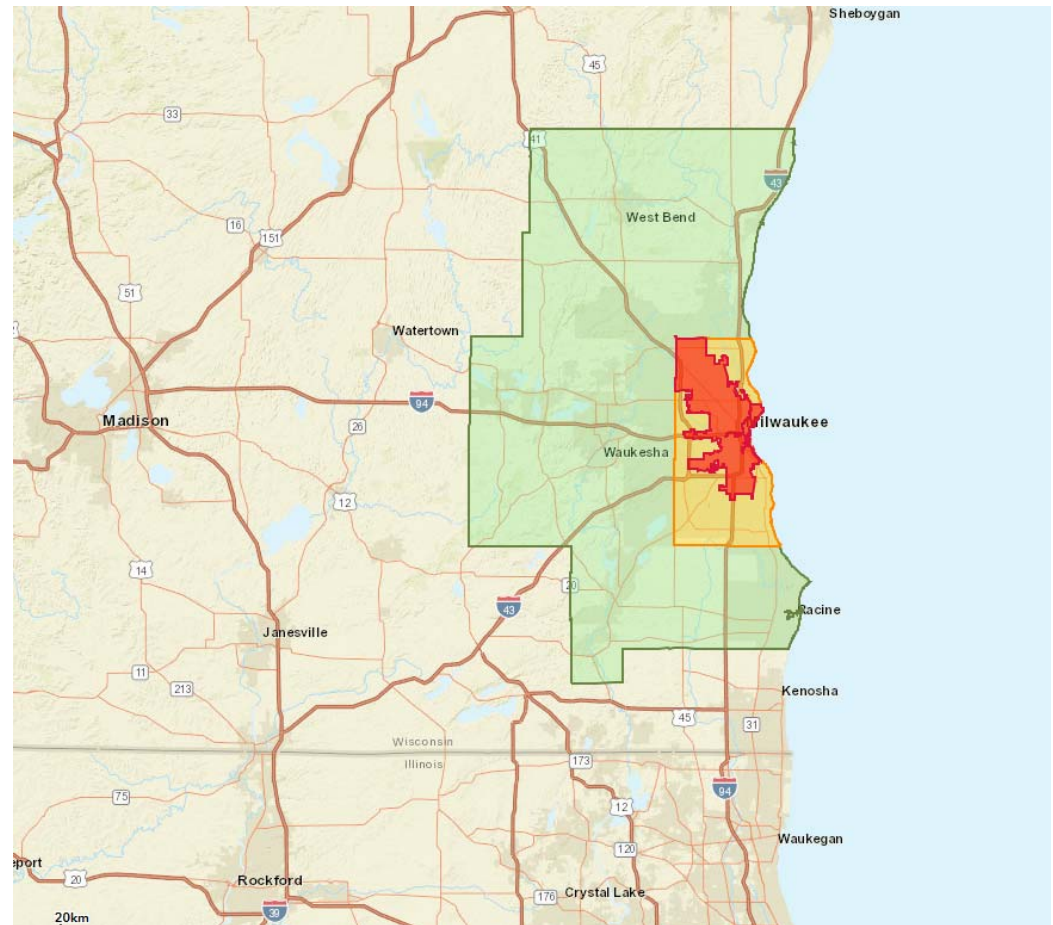


# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Recap of October 10, 2017 Task Force Meeting

### ◆ Resident Market Area Definition

- ◆ City of Milwaukee
- ◆ Remainder Milwaukee County
- ◆ Remainder Milwaukee Metro Area & Racine  
(Ozaukee, Washington Waukesha & Racine Counties)



Source: ESRI and ConsultEcon, Inc.

## Recap of October 10, 2017 Task Force Meeting

### ◆ Resident Market – Population

- Milwaukee Metro Area itself had 1,574,900 residents in 2017; **Racine** added as an additional local market in Tertiary Market Area for **total resident population of 1,772,300 in 2017.**
- Slow population growth markets

Population Trend in the Resident Market Area, 2010, 2017, 2022

	2010	2017	2021	Percent Change, 2017 to 2021
Primary Market Area	594,700	591,900	593,400	0.3%
Secondary Market Area	353,000	356,100	358,300	0.6%
Tertiary Market Area	803,600	824,300	841,200	2.0%
<b>Total Milwaukee Metro Area</b>	<b>1,751,300</b>	<b>1,772,300</b>	<b>1,792,900</b>	<b>1.1%</b>
<i>State of Wisconsin</i>	<i>5,687,000</i>	<i>5,824,500</i>	<i>5,934,500</i>	<i>1.9%</i>
<i>United States</i>	<i>308,745,500</i>	<i>327,514,300</i>	<i>341,323,600</i>	<i>4.2%</i>

Note: Population numbers are rounded to nearest hundred.

Source: U.S. Census Bureau, Census 2010 Data; Esri forecasts for 2017 and 2022; and ConsultEcon, Inc.



## Recap of October 10, 2017 Task Force Meeting

### ◆ Resident Market – Age Groups

- City of Milwaukee has a much higher percent of children and young adults
- Secondary and Tertiary Market Area have a higher percentage of 55+ residents
- Experiences that serve both younger and older Audiences are desirable

Median Age and Percent of Population by Age Group in the Resident Market Area, 2017

	Median Age	0 to 17	18 to 24	25 to 34	35 to 54	55 +
Primary Market Area	31.4	26.2%	13.0%	16.2%	23.4%	21.2%
Secondary Market Area	41.0	19.9%	7.9%	13.2%	26.0%	33.0%
Tertiary Market Area	42.5	21.9%	8.0%	11.1%	26.8%	32.2%
<b>Total Milwaukee Metro Area</b>	<b>39.3</b>	<b>22.9%</b>	<b>9.7%</b>	<b>13.2%</b>	<b>25.5%</b>	<b>28.7%</b>
<i>State of Wisconsin</i>	<i>39.6</i>	<i>21.9%</i>	<i>9.7%</i>	<i>12.8%</i>	<i>25.5%</i>	<i>30.1%</i>
<i>United States</i>	<i>38.2</i>	<i>22.5%</i>	<i>9.5%</i>	<i>13.8%</i>	<i>25.5%</i>	<i>28.5%</i>

Source: ESRI and ConsultEcon, Inc.

# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Recap of October 10, 2017 Task Force Meeting

### ◆ Resident Market

– Child Age Cohorts

Estimated Number of School Age Children in Resident Market Area, 2017 and 2022

	Ages 0-4	Ages 5-9	Ages 10-14	Ages 15-17	Total Ages 0-17
<b><u>2017</u></b>					
Primary Market Area	45,336	42,755	40,050	24,030	152,171
Secondary Market Area	18,886	20,059	20,367	11,492	70,804
Tertiary Market Area	43,551	49,949	55,434	31,672	180,606
<b>Total Milwaukee Metro Area</b>	<b>107,800</b>	<b>112,800</b>	<b>115,900</b>	<b>67,200</b>	<b>403,600</b>
<b>State of Wisconsin</b>	<b>336,300</b>	<b>352,800</b>	<b>363,200</b>	<b>225,800</b>	<b>1,278,100</b>
<b>United States</b>	<b>19,941,400</b>	<b>20,492,300</b>	<b>20,771,100</b>	<b>12,602,300</b>	<b>73,807,100</b>
<b><u>2022</u></b>					
Primary Market Area	45,604	41,237	39,417	26,092	152,350
Secondary Market Area	18,868	19,137	20,443	11,478	69,926
Tertiary Market Area	43,743	47,376	53,703	31,621	176,443
<b>Total Milwaukee Metro Area</b>	<b>108,200</b>	<b>107,800</b>	<b>113,600</b>	<b>69,200</b>	<b>398,700</b>
<b>State of Wisconsin</b>	<b>337,900</b>	<b>343,400</b>	<b>366,000</b>	<b>229,500</b>	<b>1,276,800</b>
<b>United States</b>	<b>20,663,600</b>	<b>20,576,200</b>	<b>21,418,600</b>	<b>12,947,000</b>	<b>75,605,400</b>
<b><u>% Change 2017-2022</u></b>					
Primary Market Area	0.6%	-3.6%	-1.6%	8.6%	0.1%
Secondary Market Area	-0.1%	-4.6%	0.4%	-0.1%	-1.2%
Tertiary Market Area	0.4%	-5.2%	-3.1%	-0.2%	-2.3%
<b>Total Milwaukee Metro Area</b>	<b>0.4%</b>	<b>-4.4%</b>	<b>-2.0%</b>	<b>3.0%</b>	<b>-1.2%</b>
<b>State of Wisconsin</b>	<b>0.5%</b>	<b>-2.7%</b>	<b>0.8%</b>	<b>1.6%</b>	<b>-0.1%</b>
<b>United States</b>	<b>3.6%</b>	<b>0.4%</b>	<b>3.1%</b>	<b>2.7%</b>	<b>2.4%</b>

Note: Total population numbers are rounded to nearest hundred.

Source: ESRI and ConsultEcon, Inc.

## Recap of October 10, 2017 Task Force Meeting

### ◆ Resident Market – Household Income

Percent of Resident Market Area Households by Income Group, 2017

	Median Household Income	Less than \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+
Primary Market Area	\$37,946	33.2%	27.7%	17.4%	9.9%	11.8%
Secondary Market Area	\$60,911	16.6%	22.2%	20.0%	14.5%	26.7%
Tertiary Market Area	\$73,557	12.6%	19.4%	18.7%	15.7%	33.5%
<b>Total Milwaukee Metro Area</b>	<b>\$63,760</b>	20.2%	22.7%	18.6%	13.6%	25.0%
<i>State of Wisconsin</i>	<i>\$56,369</i>	<i>19.5%</i>	<i>23.6%</i>	<i>20.0%</i>	<i>14.5%</i>	<i>22.3%</i>
<i>United States</i>	<i>\$56,124</i>	<i>21.5%</i>	<i>22.7%</i>	<i>17.8%</i>	<i>12.4%</i>	<i>25.6%</i>

Source: ESRI and ConsultEcon, Inc.

## Recap of October 10, 2017 Task Force Meeting

### ◆ Tourism Markets

- Milwaukee County with 22.5 million visitors is largest tourism market in Wisconsin
- Active CVB promoting conventions, groups, and leisure travelers
- Direct total tourist spending includes attractions, hotels, restaurants, retailers and businesses
- Direct Impacts of Milwaukee County Tourism in 2016:
  - ◆ Tourist Expenditures \$3.45 billion (up 3.9%)
  - ◆ Full time jobs 32,000 (up 1.8%)
  - ◆ Tax receipts \$231 million (up 3%)
- Total Economic Impact includes direct and multiplier effects
  - ◆ Total Expenditures \$5.25 billion
  - ◆ Total Employment 51,000 jobs
- Growth in number of hotel rooms continues



## Recap of October 10, 2017 Task Force Meeting

### ◆ Tourism – Expenditure

	Domestic Overnight Trips	Day Trips
Lodging	\$124.00	NA
Restaurant Food & Beverage	\$91.00	\$53.00
Retail	\$44.00	\$34.00
Transportation at Destination	\$37.00	\$18.00
Recreation Sightseeing/Entertainment	\$43.00	\$32.00
<b>Total Per Party Average Expenditure</b>	<b>\$324.00</b>	<b>\$140.00</b>

Source: Milwaukee 2016 Visitor Research Report by Longwoods International; ConsultEcon, Inc.

# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Recap of October 10, 2017 Task Force Meeting

### ◆ Tourism – Primary Purpose of Leisure Trips

Characteristics of Domestic Overnight and Day Trip Travelers to Milwaukee  
Main Purpose Leisure Trips

	Domestic Overnight Trips		Day Trips		Total Trips	
	Number	Percent to Total	Number	Percent to Total	Number	Percent to Total
<b>Total Person-Trips to Milwaukee</b>	<b>7,360,000</b>	<b>32%</b>	<b>15,640,000</b>	<b>68%</b>	<b>23,000,000</b>	<b>100%</b>
<b>Leisure Trip</b>						
Visiting friends/relatives	3,900,800	53%	5,786,800	37%	9,687,600	42%
Special event	883,200	12%	2,189,600	14%	3,072,800	13%
Shopping	NA	NA	1,564,000	10%	1,564,000	7%
City trip	368,000	5%	1,564,000	10%	1,932,000	8%
Touring	368,000	5%	1,251,200	8%	1,619,200	7%
Casino	294,400	4%	782,000	5%	1,076,400	5%
Outdoors	220,800	3%	469,200	3%	690,000	3%
Theme park	73,600	1%	NA	NA	73,600	0%
Skiing/snowboarding	NA	NA	156,400	1%	156,400	1%
<b>Total Overnight Leisure</b>	<b>6,108,800</b>	<b>83%</b>				
<b>Business Trip</b>						
Conference / Convention	368,000	5%				
Other business trip	662,400	9%				
Business Leisure	220,800	3%				
<b>Total Overnight Business</b>	<b>1,251,200</b>	<b>17%</b>				

Source: *Milwaukee 2016 Visitor Research Report* by Longwoods International; ConsultEcon, Inc.



## Recap of October 10, 2017 Task Force Meeting

### ◆ Tourism – Primary Purpose of Leisure Trips

- Large tourism markets available in both overnight and day trip segments.
- Milwaukee is a regional destination for educational and cultural attractions.
- Both overnight and Day Trip Travelers provide substantial economic impacts and are tax generators.
- Domes visitorship has a high (40+%) of out of town visitors.
- Visiting Friends and Relatives is the most frequent trip purpose for both overnight and Day Trip travelers. This places a premium on Domes succeeding with Milwaukee Residents.
- Typically, tourists seek "high profile" experiences. As Domes are improved tourism attendance potential will increase.

# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Recap of October 10, 2017 Task Force Meeting

### ◆ Benchmark Financials

#### Revenue by Type and Operating Expenses Select Benchmark Institutions

Revenues by Source	Earned Revenue	Government	Membership	Contributions / Grants <sup>1/</sup>	Investment / Endowment	Fundraising Events	Total Revenue	Operating Expenses <sup>2/</sup>
Mitchell Park Conservatory County & Friends	1,112,400	1,137,000	55,000	145,400	-	11,700	2,461,500	2,153,000
Phipps Conservatory	3,915,000	2,291,000	1,173,000	3,356,000	291,000	100,000	11,126,000	8,280,000
Olbrich Botanical Garden/Bolz Conservatory (Society&City)	648,000	1,219,000	342,000	1,155,000	15,000	37,000	3,416,000	2,793,000
Atlanta Botanical Gardens	6,762,000	172,000	3,155,000	25,110,000	501,000	6,000	35,706,000	16,045,000 <sup>3/</sup>
Cleveland Botanical Gardens	1,962,000	757,000	422,000	2,164,000	570,000	-	5,875,000	6,038,000
Myriad Botanical Gardens Foundation & City	2,487,000	2,010,000	175,000	495,000	7,000	229,000	5,403,000	5,142,000
Denver Botanic Gardens	7,548,000	5,146,000	2,963,000	2,292,000	28,000	122,000	18,099,000	18,155,000
<b>Average</b>	<b>3,490,629</b>	<b>1,818,857</b>	<b>1,183,571</b>	<b>4,959,629</b>	<b>201,714</b>	<b>72,243</b>	<b>11,726,643</b>	<b>8,372,286</b>
<b>Percent to Total Revenues by Type</b>								
Mitchell Park Conservatory County & Friends	45.2%	46.2%	2.2%	5.9%	0.0%	0.5%	100.0%	
Phipps Conservatory	35.2%	20.6%	10.5%	30.2%	2.6%	0.9%	100.0%	
Olbrich Botanical Garden/Bolz Conservatory (Society & City)	19.0%	35.7%	10.0%	33.8%	0.4%	1.1%	100.0%	
Atlanta Botanical Gardens	18.9%	0.5%	8.8%	70.3%	1.4%	0.0%	100.0%	
Cleveland Botanical Gardens	33.4%	12.9%	7.2%	36.8%	9.7%	0.0%	100.0%	
Myriad Botanical Gardens Foundation & City	46.0%	37.2%	3.2%	9.2%	0.1%	4.2%	100.0%	
Denver Botanic Gardens	41.7%	28.4%	16.4%	12.7%	0.2%	0.7%	100.0%	
<b>Average</b>	<b>34.2%</b>	<b>25.9%</b>	<b>8.3%</b>	<b>28.4%</b>	<b>2.1%</b>	<b>1.1%</b>	<b>100.0%</b>	

1/ Contributions & Grants does not include Non-cash contributions

2/ Not including depreciation or grants

3/ Atlanta Budget includes fundraising for capital investments

Source: Institutions referenced and ConsultEcon, Inc.

## Recap of October 10, 2017 Task Force Meeting

### ◆ Benchmark Financials

- Benchmark facilities generally have not for profit governance and/or much higher involvement of private sector than Domes
- Domes have a higher ratio of government funding over earnings and private contributions than benchmark facilities. An opportunity to increase earned and fundraising revenues at Domes with improved facilities and increased operating budgets.

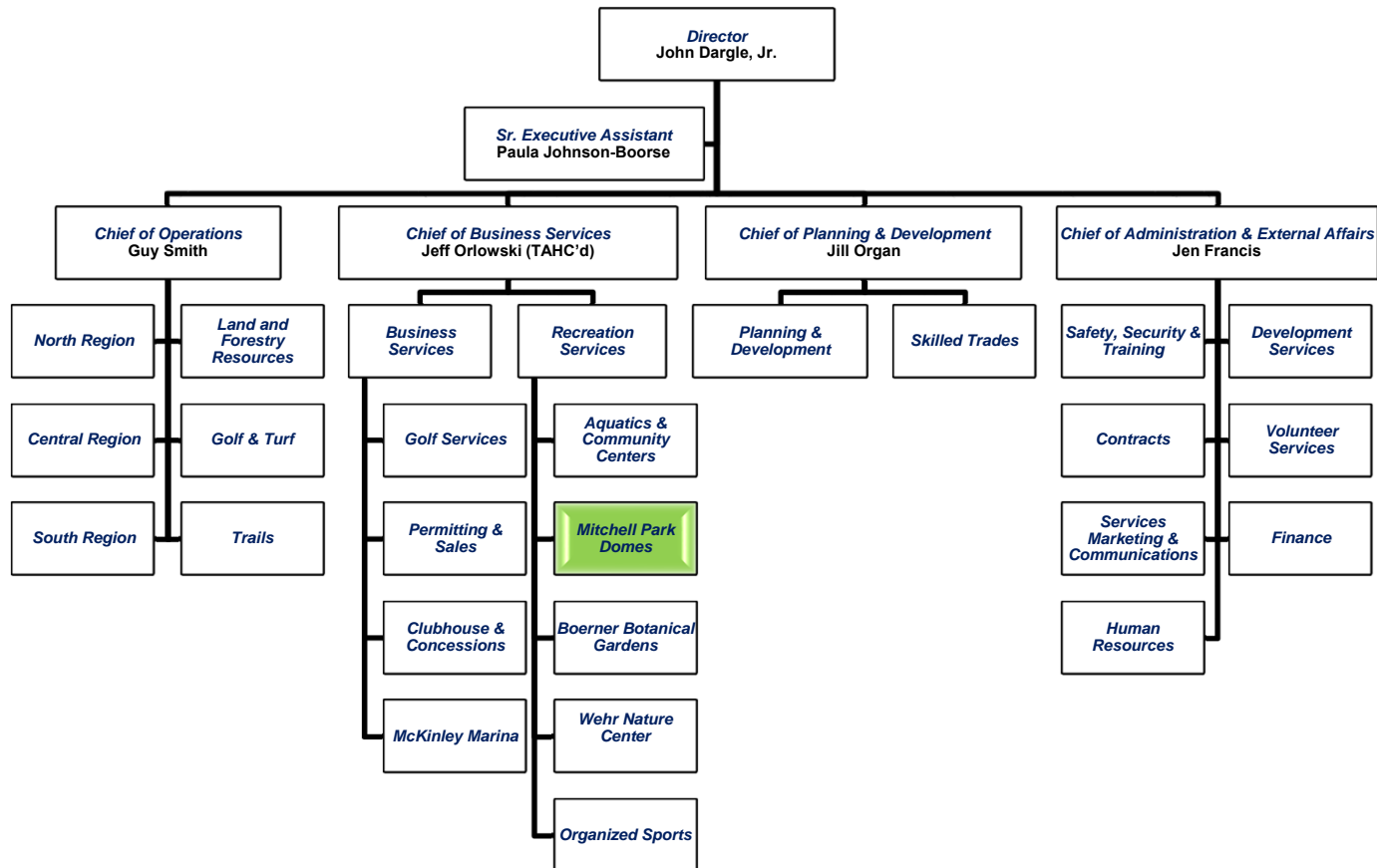
## **Overview of Current Domes Operations**

- ◆ **Governance**
- ◆ **County Staffing**
- ◆ **County Revenues / Expenses**
- ◆ **Friends Operations**

# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Overview of Current Domes Operations

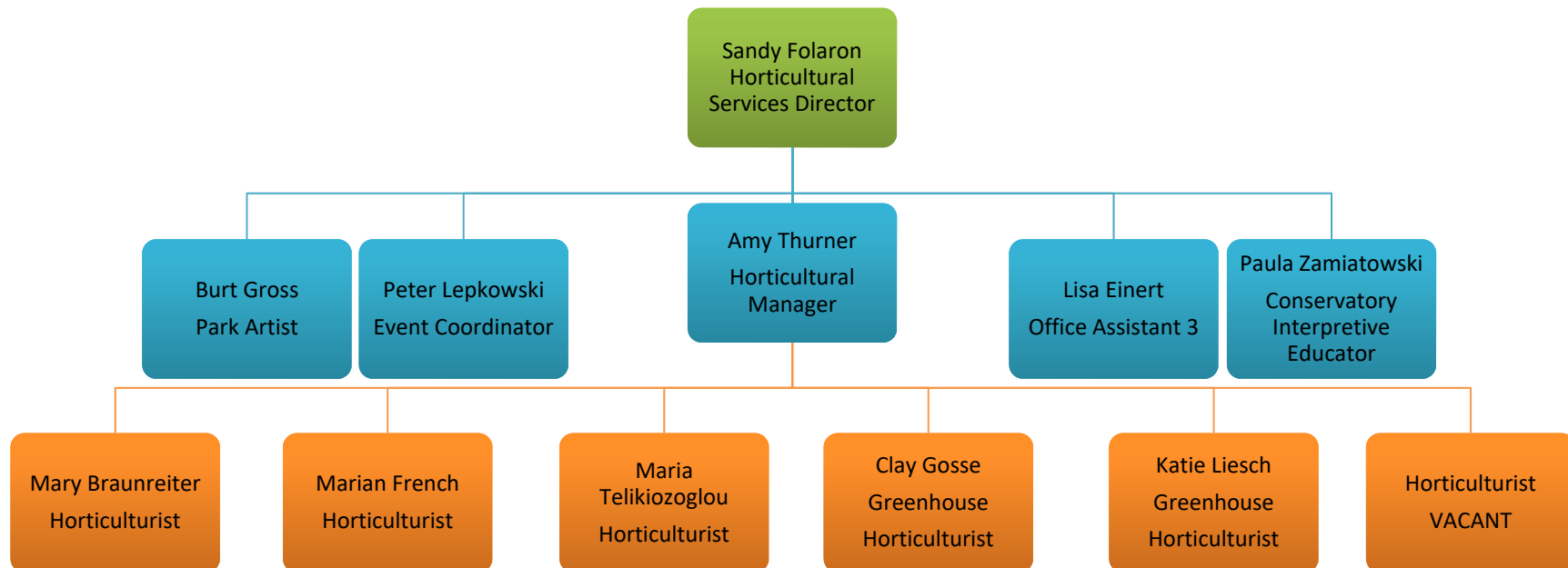
### ◆ Governance



# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Overview of Current Domes Operations

- ◆ Current Domes County Personnel
- ◆ Includes Full Time and Part-Time Personnel
- ◆ Friends of the Domes personnel and volunteers support County Personnel





# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Overview of Current Domes Operations

### ◆ 2015 County Domes Operations

2015			
Revenues		Expenses	
Admissions	\$ 797,500	Personnel	\$ 586,900
Restaurant	25,100	Fringe & Benefits	258,400
Space Rental	90,700	Services	24,000
Commissions	26,400	Energy & Utilities	271,600
Gifts & Donations	57,000	Building Operations	125,700
Misc.	19,400	Horticultural	33,300
		Administrative	7,000
		Other Capital Outlay	77,600
		Park Service Division	472,600
<b>Total</b>	<b>\$ 1,016,100</b>	<b>Total</b>	<b>\$ 1,857,100</b>
<b>County Revenue</b>	<b>\$ 841,000</b>		

Rounded to nearest \$100

Source: Milwaukee County and ConsultEcon, Inc.

## Overview of Current Domes Operations

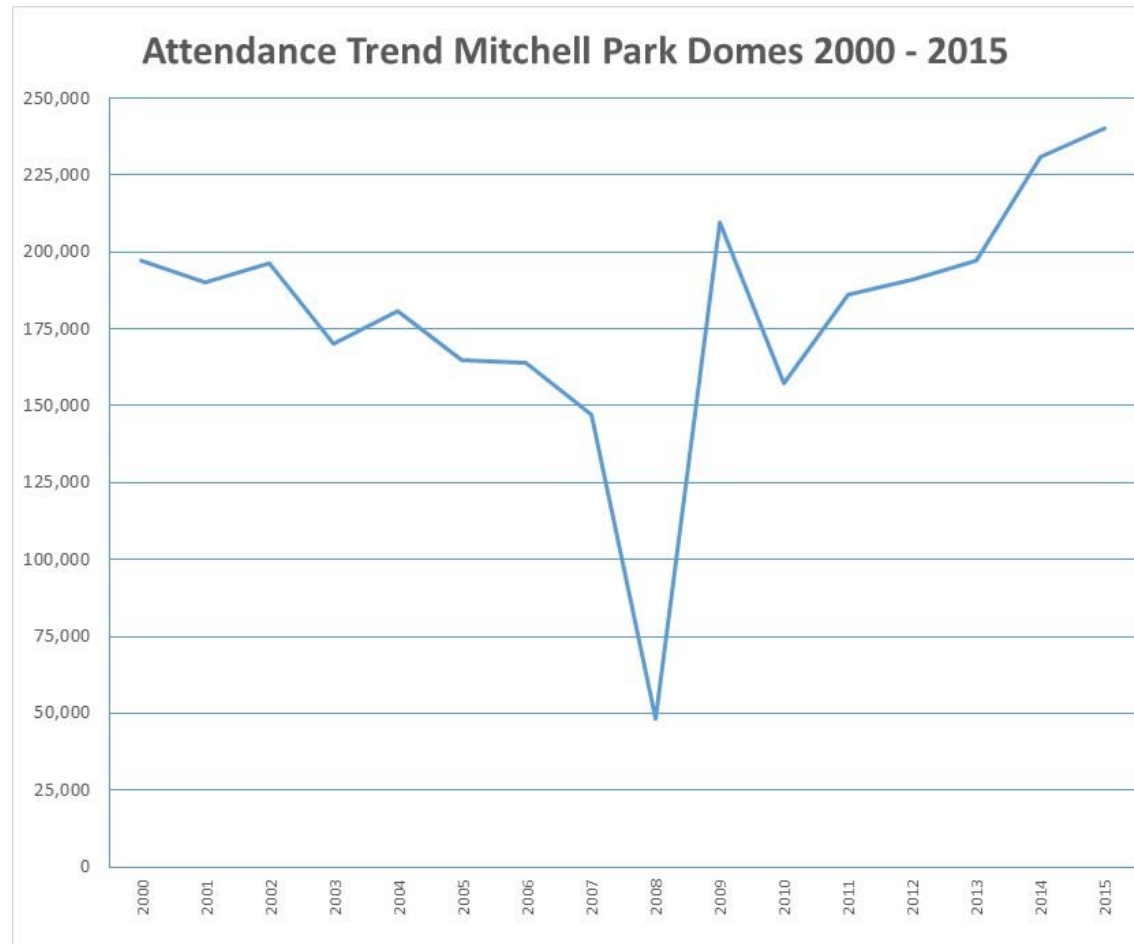
### ◆ Origin of Visitor Attendance by Market Area

◆ Milwaukee County	40%
◆ Remainder of Metro Area	17%
◆ Racine County	3%
◆ Remainder of State	16%
◆ Out of State	23%

# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Overview of Current Domes Operations

### ◆ 15 Year Attendance Patterns



Note: 2016 attendance not included due to closure of Domes for repairs during a major portion of the year; 2017 attendance is still partial year data

Source: Mitchell Park Horticultural Conservatory and ConsultEcon, Inc.

## Overview of Current Domes Operations

### ◆ Farmers Market



Year	2013-2014	2014-2015	2015-2016	2016-2017
<b>Number of Saturday Farmers Markets</b>	25	24	23	22
<b>Attendance</b>	58,852	53,824	34,874	30,305
<b>Net Revenue</b>	\$12,500	\$12,000	\$11,500	\$12,000
<b>Attendance Per Farmer Market</b>	2,354	2,243	1,516	1,378
<b>Revenue Per Farmer Market</b>	\$500	\$500	\$500	\$545
<b>Revenue per Attendee</b>	\$0.21	\$0.22	\$0.33	\$0.40

Source: Mitchell Park Horticultural Conservatory and ConsultEcon, Inc.

## Overview of Current Domes Operations

### ◆ Education Classes

Year	2013	2014	2015	2016
<b>Attendance</b>	7,826	6,209	6,537	1,062
<b>Net Revenue</b>	\$37,620	\$30,482	\$32,991	\$5,546
<b>Revenue Per Capita</b>	\$4.81	\$4.91	\$5.05	\$5.22

Source: Mitchell Park Horticultural Conservatory and ConsultEcon, Inc.



## Overview of Current Domes Operations

### ◆ Music Programs



Year	2012-2013	2013-2014	2015	2016
Number of concerts	20	21	10	9
Attendance	13,413	11,133	4,962	2,321
Net Revenue	\$55,695	\$45,309	\$20,199	\$7,973
Attendance Per Concert	671	530	496	258
Revenue Per Capita	\$2,785	\$2,158	\$2,020	\$886
	\$4.15	\$4.07	\$4.07	\$3.44

Source: Mitchell Park Horticultural Conservatory and ConsultEcon, Inc.



## Overview of Current Friends Operations

### ◆ Current Friends Operations

- Mission: Carry on educational, cultural, recreational or scientific programs or activities for the benefit and support of the Domes located in Mitchell Park, Milwaukee County.
- Functions include Fundraising, Retail shop, event support, recruit, train and schedule volunteers in all aspects of operations.
- Personnel – Includes Part-time and Volunteer staff
  - » Executive Director
  - » Gift Shop Financial Manager Coordinator
  - » Gift Shop Manager/ Buyer
  - » Resource Development
  - » Volunteer Coordinator

## Overview of Current Friends Operations

### ◆ Current Friends Operations

- Operating expenditures focus on providing retail services, support for domes operations and providing funds for facility enhancements
- Revenues are derived from fundraising, memberships and retail sales
- Friends have a small office at the Domes

2015			
Revenues		Expenses	
Memberships	\$ 55,000	Personnel	\$ 106,000
Gifts & Donations, Investments	88,400	Payroll Taxes	8,900
Net Income From Fundraising	11,700	Administrative	57,900
Gross Retail Sales	153,400	Cost of Goods Sold	75,400
		Retail Shop	5,700
		Domes Facility	
		Enhancements	42,100
<b>Total</b>	<b>\$ 308,500</b>	<b>Total</b>	<b>\$ 296,000</b>

Source: Friends of the Domes and ConsultEcon, Inc.

Rounded to nearest \$100

## Overview of Current Domes Operations

### ◆ STRENGTHS

- Park Setting
- Domes height and size
- New Greenhouses on site
- On-Site Parking
- Trails connections
- Unique offerings of Tropical and Desert environments
- Landmark project
- Unique architectural statement
- Dedicated staff and volunteers
- Well loved locally
- Successful farmers market
- An array of opportunities to enhance programs
- Visibility
- Regional access

## Overview of Current Domes Operations

### ◆ WEAKNESSES

- Limited staffing
- Lack of financial resources
- Lack of program funding
- Poor layout of buildings for new revenues producing activities
- No outside gardens

## Overview of Current Domes Operations

### ◆ OPPORTUNITIES

- Historic structure in historic park
- Integrate outdoor gardens
- Cultural anchor for Southside neighborhoods
- Partnership and programming opportunities with other educational and attraction partners

## Overview of Current Domes Operations

### ◆ THREATS

- Domes physical obsolescence
- On-site Infrastructure issues
- Operational challenges
- Location
- Flexibility of use / reuse of Domes
- Limited parking for events
- High maintenance costs
- High operating costs
- Perception of neighborhood safety issues



### Trends in Botanical Gardens

The botanical garden, zoo, visitor attraction, and park industry has been changing in response to the technological revolution, changing demographics and economic conditions. The confluence of these macro environmental factors has forced projects of all types to reexamine how best to meet the changing needs of the communities in which they are located, how best to compete for the limited leisure time and money of visitors, and how to fund on-going operations, improvements and capital projects in a changing funding environment

## Trends in Botanical Gardens

These trends include:

- ◆ **Content Blending**
- ◆ **Community Centered Programming**
- ◆ **Competition**
- ◆ **Funding**
- ◆ **Market Driven Content And Exhibits**
- ◆ **Planning For An Aging Population**
- ◆ **Perceived Value And Pricing**
- ◆ **Use Of Technology**

## Trends in Botanical Gardens

### ◆ Criteria for Success

- **An Excellent Location And Site – that is easily accessible and visible.**
- **Strong Community Support**
- **Serving The Needs And Interests Of Both Resident And Visitor Markets**
- **Critical Mass Of Attraction Elements = Sufficient Content And High Quality Visitor Experiences To Attract A Length Of Stay of 1 to 3 hours**
- **Dynamic/Changing Programs And Exhibits = Creates Repeat Visit Opportunities**

## Trends in Botanical Gardens

### ◆ Criteria for Success (continued)

- Content That Appeals To A Broad Audience Mix
- Experiences That Offer Opportunities To Have Fun AND Learn + Spend (Earned Revenue Opportunities)
- Has A Strong Cause-Related Component to Its Mission (A Focus/Emphasis/Strength That Resonates With Visitors and Donors)
- An Established and Growing Endowment Fund
- A program of reinvestment

## Trends in Botanical Gardens

### ◆ Governance

### ◆ Programs

### ◆ Facilities

#### – Governance

- Increasing use of Public-Private partnerships
- Governmental entities partnering with non-profits

## Trends in Botanical Gardens / Programs

- Integrating STEM/STEAM topics with horticultural interpretation
- Art Exhibits / Nature / Local Art Programs
- Health & Wellness Programs
- Changing Horticultural Displays
- Native Ecological Displays / Reclaiming Native Species
- Ecosystem Approach (Taxonomy / Typology)
- Conservation and rare / endangered species studies
- Expanding Audiences beyond Traditional Core Audiences

## Trends in Botanical Gardens / Programs

- ◆ Integrating STEM/STEAM topics with horticultural interpretation





## Trends in Botanical Gardens / Programs

### ◆ Art Exhibits / Nature / Local Art Programs





## Trends in Botanical Gardens / Programs

### ◆ Health & Wellness Programs



## Trends in Botanical Gardens / Programs

- Landscaping classes (what to plant what time of year / what climate)
- Education – partnerships with (high schools?) – local colleges/universities – “degree programs”
- Dark Dome – night programs
- Photo Shoots
- Music / Concerts
- Pop-up Events
- Public Outreach to Neighborhood

## Trends in Botanical Gardens / Facilities

- Children's (Discovery) Gardens and Displays
- Butterfly Gardens / Houses
- Treetop Walks / Canopy Walkway in Dome
- Plant Science Center
- Insectarium
- Restaurant / Food Services
- Grow Plants for Sale
- Expanding the array and type of Events and Event Space
- Offering Community Spaces for Local Use
- Seedbanks / Conservation
- Greenhouses / Farmers Market



## Trends in Botanical Gardens / Facilities

### ◆ Children's (Discovery) Gardens and Displays





# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Trends in Botanical Gardens / Facilities

### ◆ Butterfly Gardens / Houses





## Trends in Botanical Gardens / Facilities

### ◆ Tree Top / Canopy Walks





## Trends in Botanical Gardens / Facilities

### ◆ Treetop Walks / Canopy Walkway in Dome



Cairns ZOOM and Wildlife Dome



# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Trends in Botanical Gardens / Facilities

### ◆ Plant Science Center





## Trends in Botanical Gardens / Facilities

### ◆ Insectarium





# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Trends in Botanical Gardens / Facilities

### ◆ Restaurant / Food Services





# MITCHELL PARK HORTICULTURAL CONSERVATORY

## Trends in Botanical Gardens / Facilities

### ◆ Plants For Sale



## Trends in Botanical Gardens / Facilities

- Outdoor Gardens / Water Features
- Aquarium Component
- Connect Domes underground or above ground seamlessly
- Improve energy efficiency to save costs
- Themed Outdoor Gardens
- Ice Age Garden (Wisconsin focus)
- Visitor Orientation Space
- Temporary Exhibit Space

## Summary

- ◆ **There are large markets available to support increased visitation and revenue generation at the Domes.**
- ◆ **The current physical plant is limited in its ability to maximize programs and revenue opportunities.**
- ◆ **There are a range of program and facility improvements that can be made to increase operational sustainability of the Domes.**

## Next Steps

- ◆ **Consolidate Market and Benchmark Data**
- ◆ **Determine Opportunities**
- ◆ **Assemble Scenarios**