

# Mitchell Park Horticultural Conservatory Statistics



# Agenda

- ▶ MPHC Staff
- ▶ Programming
  - ▶ Special Events
  - ▶ Interpretive Education
  - ▶ Horticulture
  - ▶ Park Artist
- ▶ MPHC Revenue
- ▶ MPHC Attendance
  - ▶ Zip Codes
- ▶ Friends of the Domes



# Conservatory Staff

- Director
- Horticultural Manager
- Part-time Marketing Manager
- Office Assistant
- Park Artist
- Interpretive Educator
- 6 – Horticulturists
- 6 – Part-time Seasonals



# Programming: Special Events

- Ethnic Festivals (Polish, German, Irish, Turkish, Chinese)
- Plant Shows (Orchid Show, Bonsai Show, Ikebana)
- All-Scale Train Exhibit
- Gardens & Gears Steampunk Day
- Very Fairy Princess Day
- Cupcake Fest
- Jewelry at the Domes
- Urban Garage Sale
- Tori Gate Festival
- Holistic Health Fair
- Green Living Festival
- Pollinator Week
- Music Under Glass Winter Concerts
- Milwaukee Winter Farmer's Market



# Programming: Interpretive Education

- Develop / Conduct Tours – Guided
- Classes – hands-on experiences
- Align School / Class Curriculum
- Develop Workshops
- Self-guided Materials
- Community Camps and Outreach
- Develop Weekly Storytime
- Audio Tours and Scavenger Hunts
- Interpretive Signage
- Volunteer Orientation and Training
- Create Exhibits and Programs
- Resource Library Curator
- Park / Complex Historical Archives



# Programming: Horticulture

- Manage \$3.2 million plant collection
- Seasonal exhibits
- Cultural exhibits
- Manage CITES (Convention of the International Treaty for Endangered Species) Plant Collection
- Greenhouse show dome material
- Boerner Botanical Gardens material
- Orchid collection
- Design and install floral shows
- Maintain conservatory inventory
- Research best industry standards
- Maintain national plant register
- Education – horticulture

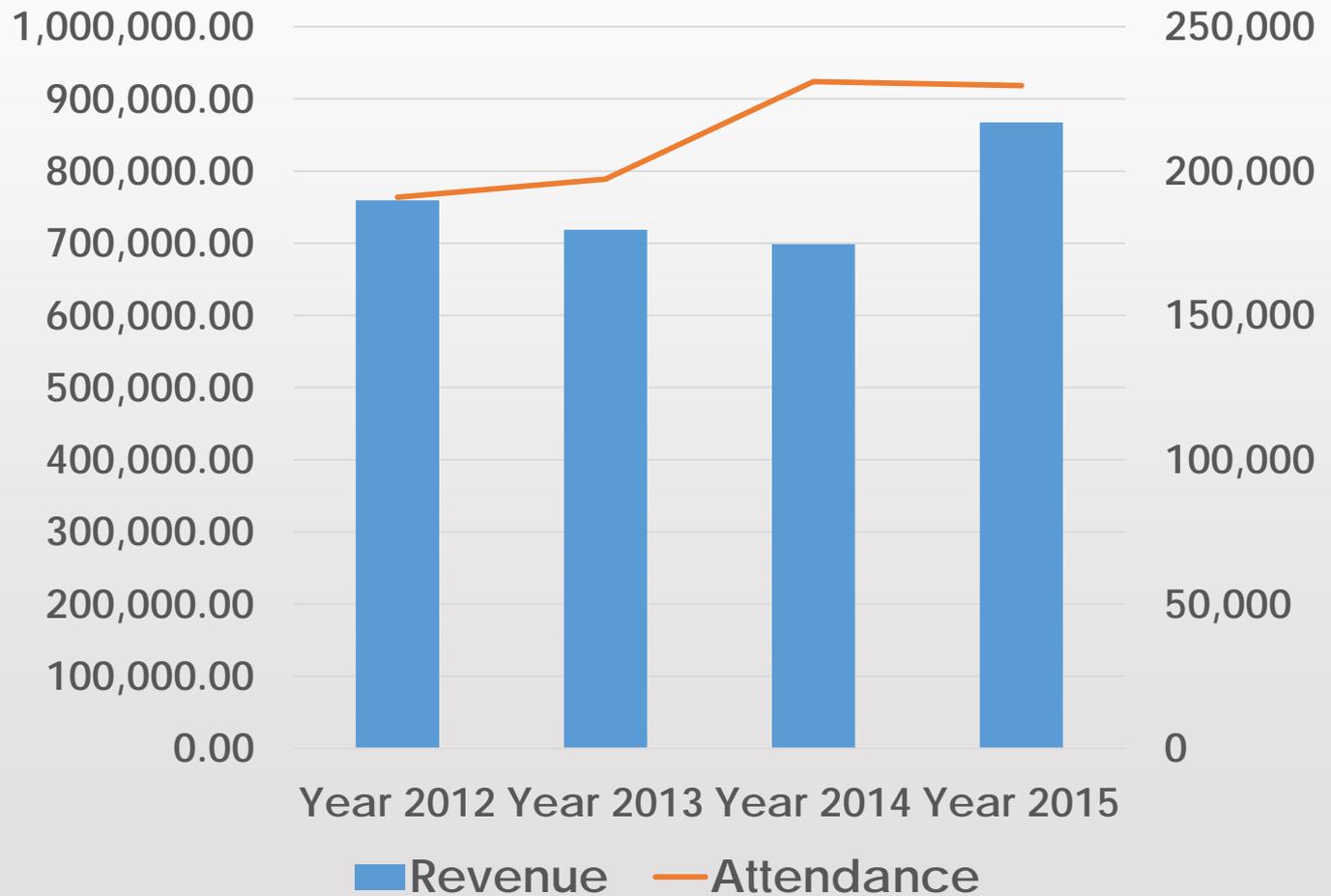


# Programming: Park Artist

- Show prop design and installation
- Develop show themes
- Mural painting
- Graphic artist and fabricator
- Marketing and promotional material
- Public relations - media
- Curator of prop inventory
- Program LED Light shows in floral show dome



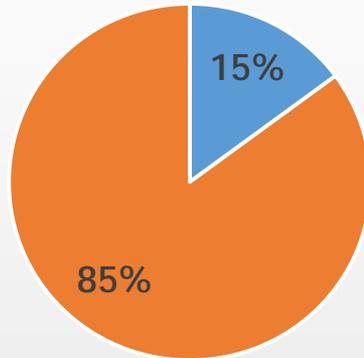
# Overview of Revenue and Attendance



# 2015 Conservatory Revenue

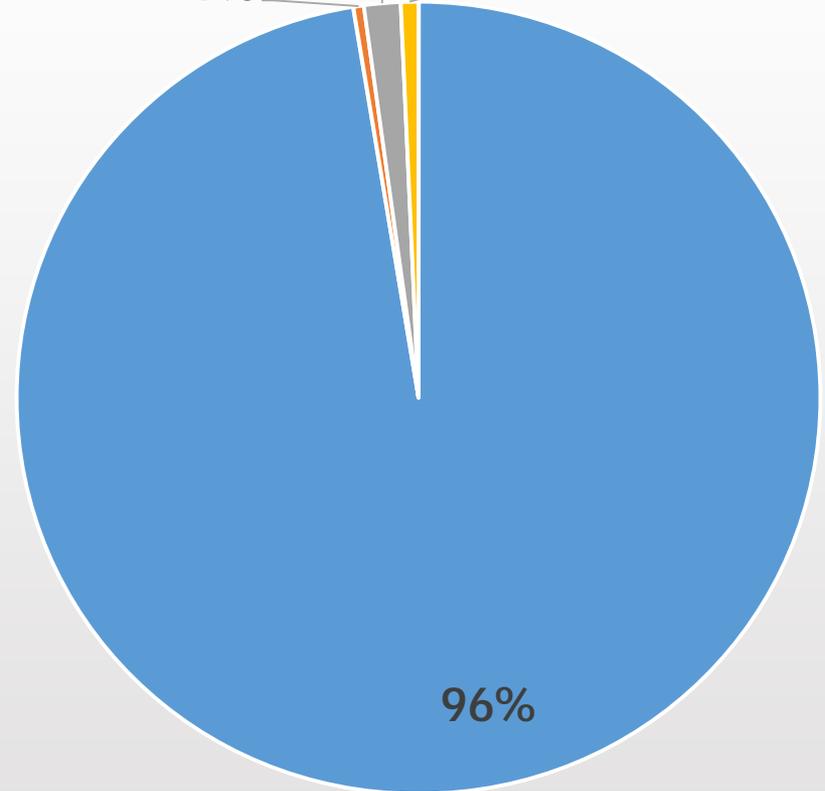
## \$867,532.00

Admissions



- Special Events
- General Admissions

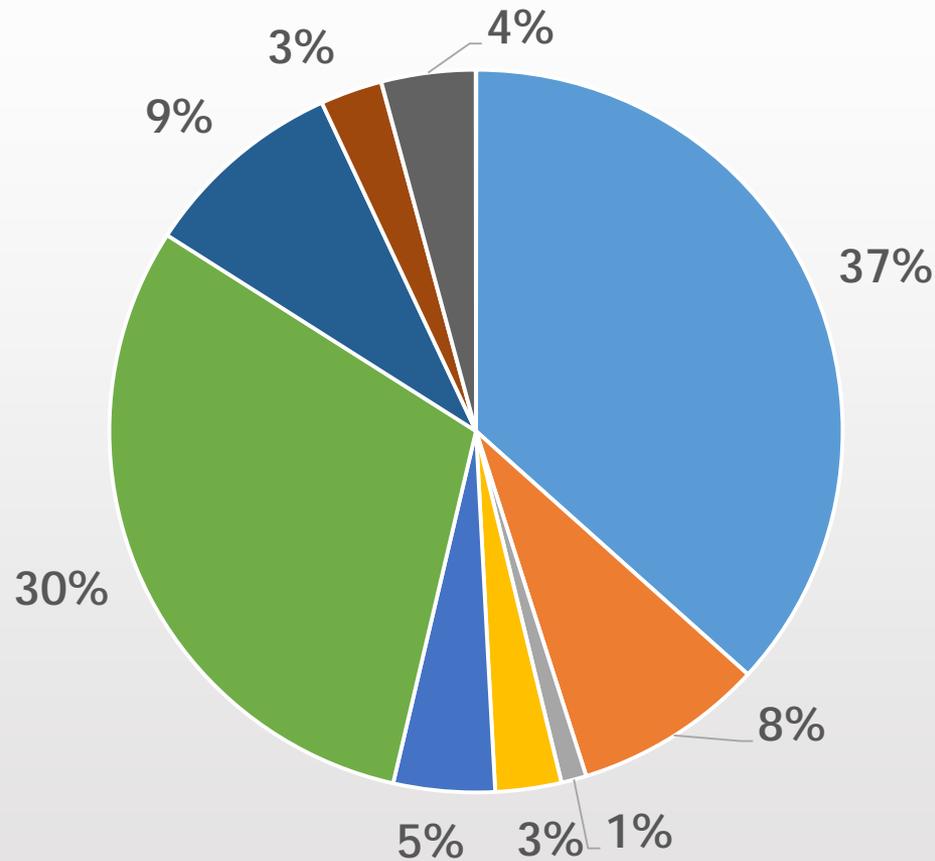
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- Admission
- Rentals
- Permits
- Other

# 2015 Conservatory Attendance

## 229,549 Visitors



■ Adult

■ Education

■ Rentals

■ Child

■ FOD

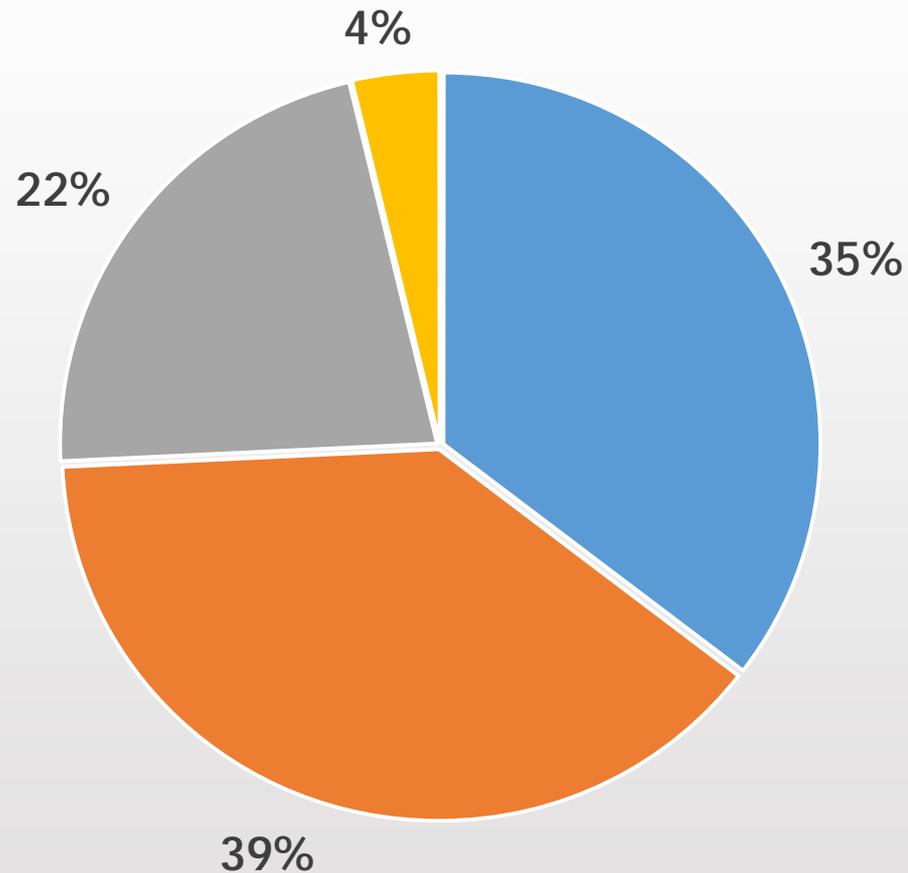
■ Senior

■ Disabled

■ Free - Other

■ Student

# 2015 Conservatory Visitor Zip Codes



■ MKE County  
■ USA (no WI)

■ WI (no MKE)  
■ Outside USA

# Friends of the Domes Organization

- ▶ Founded in 1989
- ▶ 1,600+ members
- ▶ \$900,000 donations (9 year span)
- ▶ Manages gift shop – a portion of proceeds go to the Domes

## Events

- ▶ Art in the Green
- ▶ Ghosts Under Glass
- ▶ Restaurants Under Glass
- ▶ New Year's Family Celebration
- ▶ Mystery Chef's Table
- ▶ Hearts Under Glass (Valentines)

