

MITCHELL PARK HORTICULTURAL CONSERVATORY

Report: APGA's Symposium On Development & Membership

DOMES TASK FORCE

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BACKGROUND

The American Public Gardens
Association is the leading professional organization for the field of public horticulture.

APGA serves public gardens and advances them as leaders, advocates, and innovators.



BACKGROUND

Development & Membership Symposium is a biennial 3-day symposium concentrating on how botanical gardens and conservatories can:

- Grow their revenue through membership growth
- Build a major donor program
- Generate programmatic income
- Create corporate partnerships

Taking place in Dallas & Fort Worth, this year's Symposium included presentations on:

- Membership metrics
- Donor cultivation
- Volunteer engagement
- Fundraising leadership
- Corporate sponsorships

Along with opportunities to engage with presenters and attendees about our challenges and needs

2017 Development & Membership Symposium



February 15-17, 2017

Hosted by the Dallas Arboretum and Botanical Garden; Fort Worth Botanic Garden; and the Botanical Research Institute of Texas (BRIT)

Building Blocks: Growing Future Gifts

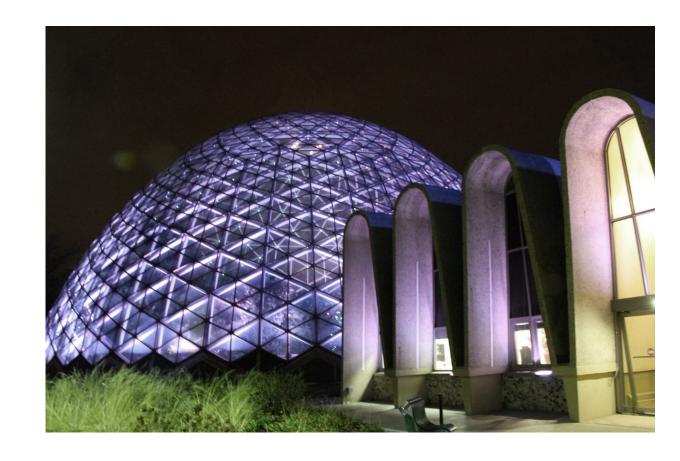


BRIEF TAKEAWAYS

Domes' situation is unlike any other that organizations attending Symposium have gone through:

- Few entities are ran by a department of a municipality
- Infrastructure issues never as severe
- Most gardens are built with growth in mind

Based on the initiatives and programming of similar entities, the Domes have a lot of potential for success in the future



CURRENT LIMITATIONS

Conservatory's mission is at plateau

- Lack of space is limiting:
 - Number of students that can use education facilities
 - Size of groups to rent space
 - Scope of events
 - Ability to host multiple groups without disrupting standard operations
 - Revenue capacity
- Not having physical room for growth has led to the Domes being at a standstill



Expanding capacity for renting facility

- Dallas Arboretum's Rosine Hall:
 - Created with charitable donations
 - 5,000 sq. ft. exclusive space used for special events and meetings
 - Space rental is reliable source of revenue





Expanding revenue-generating commodities

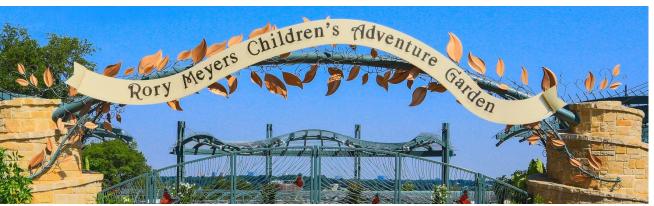
- Expanding gift shop and merchandise sales
- Adding café or restaurant
- Meeting rooms available to public



Expanding space to expand programmatic ability

- More events = more engaged members of the public and more revenue
- Current room size limits group size & whether classes are able to use them
- Currently no space for some basic necessities





Expanding availability for naming rights

- Facility is currently limited in how donors and members can be recognized
- Sections of flower beds with annual renewal
- Each room of the building
- Construction/renovations possible with the naming rights to contributor(s)



Growing Conservatory's membership

- The more that the conservatory has to offer, the more than can benefit members
 - Members-only events or sections (children's garden)
 - Special reservations for members
- Friends of the Domes are devoted to expanding membership





QUESTIONS & REFLECTIONS

- How is the Conservatory a part of the bigger landscape of what is viable in Milwaukee?
- Is there capacity for support to reconstruct the Domes or to build a new building?
- How might changes to the Conservatory impact the Annex?
- What is the long-term viability for the Conservatory to be a part of the Milwaukee Park System? Or what would it take for it to be it's own entity?
- How does it currently impact the neighborhood and region? What impact could a conservatory with broader programming and capability have on the neighborhood and region?
- Is there enough demand for a conservatory?

CONTACT

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