

# Update on Fort Worth Botanic Garden Task Force

Presented May 14, 2018

<http://www.fwbg.org/strategic-plan>

# Strategic Plan: Task Force

**Purpose:** To formulate **prudent** financial management **policy recommendations** that will **strategically ensure** the **sustainability** of the Fort Worth **Botanic Garden** and effectively **maximize the full potential** of the Garden as a **world class** museum while maintaining **accessibility** to all citizens.

Chair Person: Sal Espino

Members: Community members

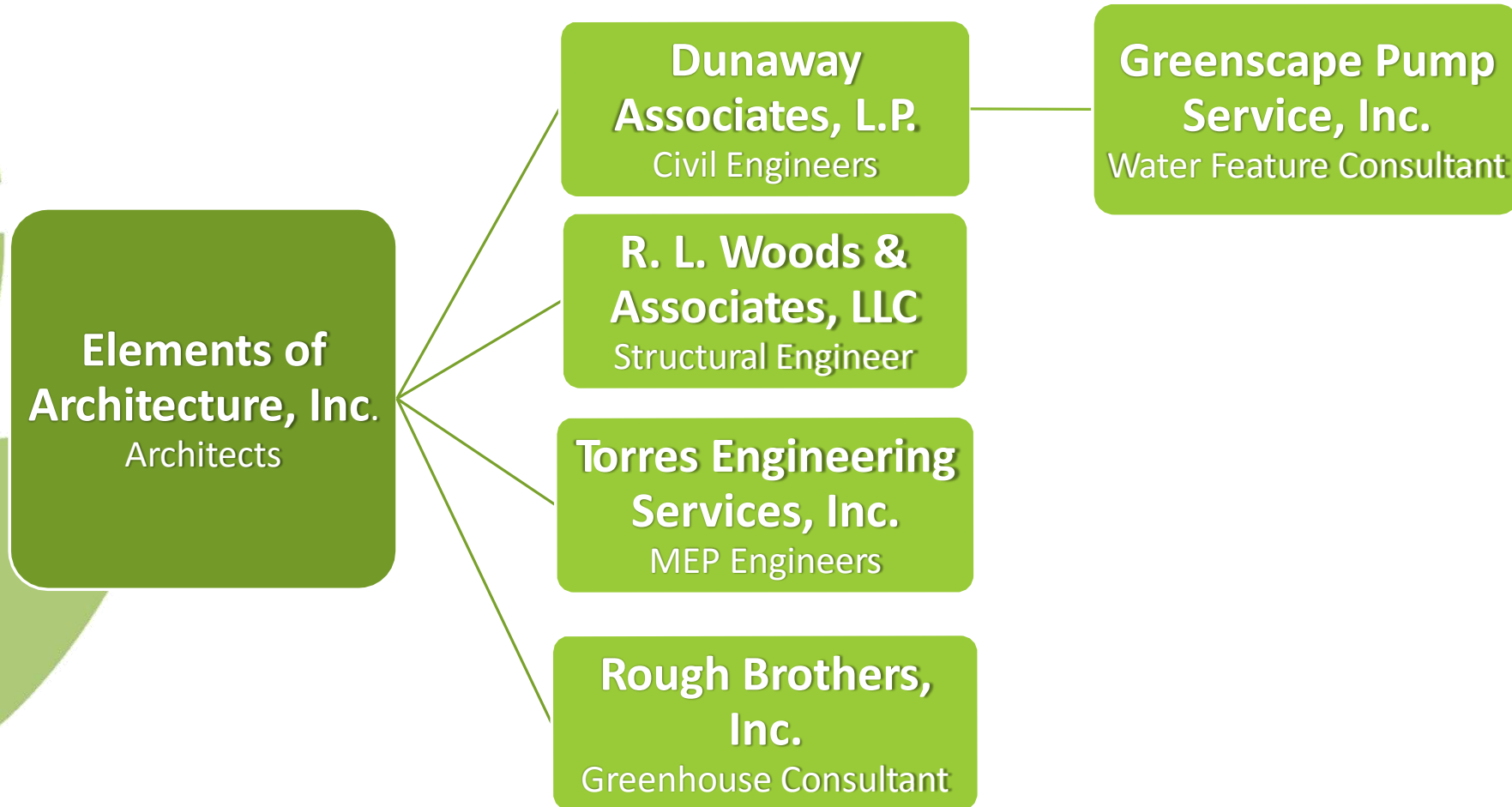
# Task Force Committee Members

- Salvador Espino, Chair
- John Avila
- Greg Bird
- Walter Dansby
- Ralph Emerson
- Jim Estill
- Pete Geren
- Laura Harrison
- Sheila Hill
- Adelaide Leavens
- Marty Leonard
- Elaine Petrus
- Scott Wilcox
- Julie Wilson
- Mitch Whitten
- Harvey Yamagata

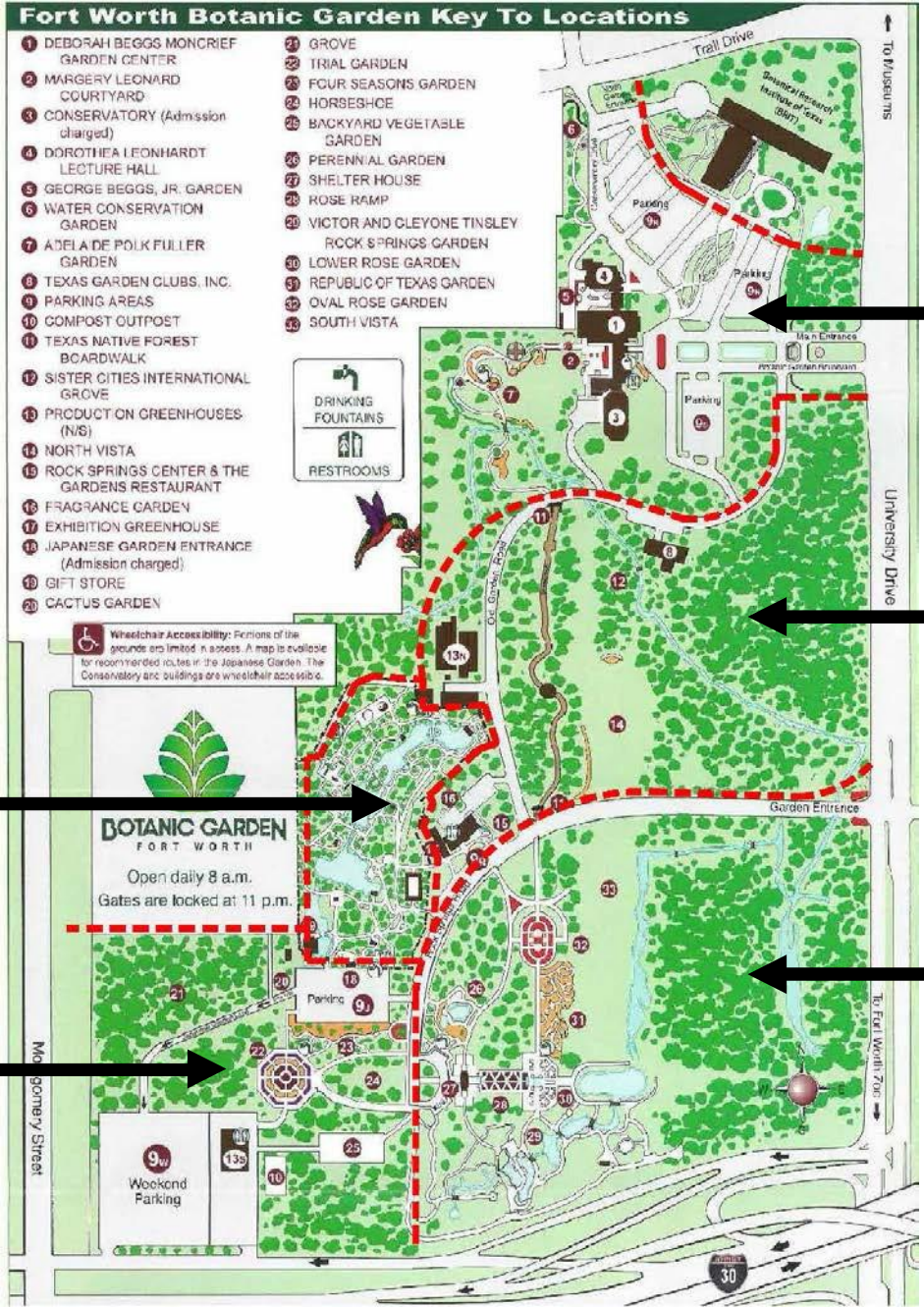
# Strategic Plan: Task Force

- Overview of Strategic Plan
- Facilities Assessment and Intercept Study
- Review benchmark data: similar/local institutions
- Recommend financial management policies and sources of revenues

# Our Team







ZONE 3 - \$1.7 million

ZONE 1 - \$5.1 million

ZONE 2 - \$6.8 million

ZONE 5 - \$2.0 million

ZONE 4 - \$266,000

**TOTAL**  
**\$15.8 million**









*2017 Fort Worth Botanic Garden*

*Special Analysis of 1,600 Visitors*



*2017 Fort Worth Botanic Garden*

*Special Analysis of 1,600 Visitors*



*Prepared by: Highland Market Research, LLC*



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## Intercept Survey Statistics

120,705	Japanese Garden admission tickets sold
31,267	Conservatory admission tickets sold
182,468	Other people visited the Botanic Garden
334,440	Total projected visitors from 1/1/17 – 12/31/17
\$10,223,831	Total projected economic impact

# Demographics

Response	All Visitors	FW Visitors
<b>Gender</b>	%	%
Female	72.5	73.6
Male	27.6	26.4
<b>Marital Status</b>	%	%
Married	66.8	65.4
Single	26.8	27.6
Divorced or Separated	3.8	4
Widowed	2.3	3
Declined	0.4	0



# Demographics

Response	All Visitors	FW Visitors
<b>Age</b>	%	%
Under 25	10.3	12.5
26-49	63.5	61
50-64	21	20.3
65 or older	5	6.2
Declined	0.3	0
<b>Household Income</b>		
\$0-\$25,000	4.3	6.4
\$26,000-\$50,000	17.3	19.7
\$51,000-\$100,000	45.3	45.1
More than \$100,000	23.8	16.7
Declined	9.4	12.1

# Demographics

Recorded by Interviewer Observation

Response	All Visitors	FW Visitors
	%	%
White/Caucasian	65.4	66.8
Hispanic/Latino	16.9	14.9
Black/African American	9.3	12.1
Asian	6.9	5
Other	1.5	1.2



# Survey Highlights

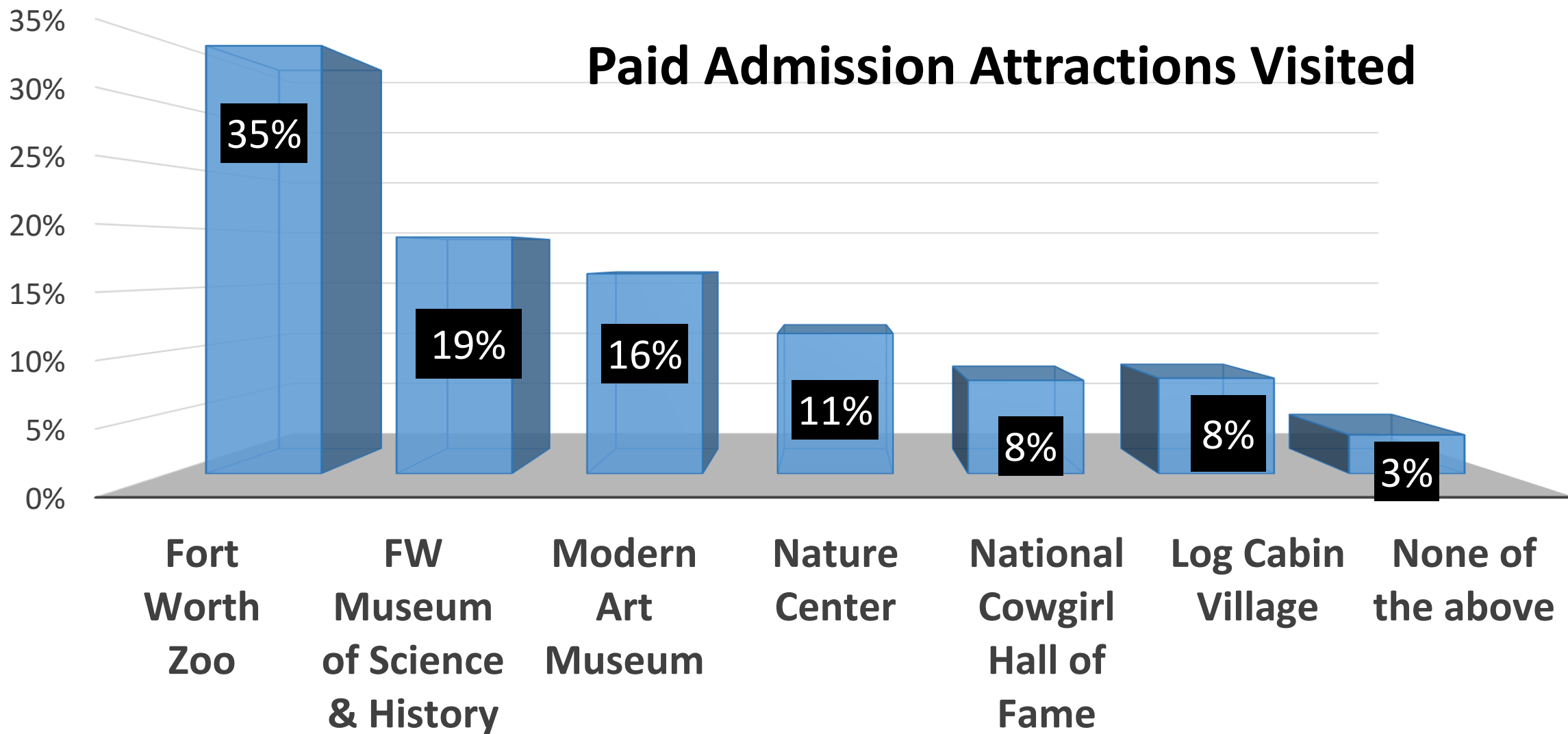
- ❖ Visiting the Fort Worth Botanic Garden is a **social event**, with four out of five people attending with family/friends or attending a meeting or scheduled event.
- ❖ **Two out of three people** were visiting the Botanic Garden for the **first time**.
- ❖ About a **third of the people live in Fort Worth** and another third live in other Fort Worth/Dallas Metro Area. The rest come from other areas of Texas, other states or other countries.
- ❖ **Three out of five people** were visiting only the **general garden areas**, and most of the people do not seem to be well informed about all of the other attractions such as the **Japanese Garden and Conservatory**.
- ❖ There also seems to be **little participation in other Botanic Garden events** such as Concerts in the Garden, Butterflies in the Garden, lunch at the Garden Restaurant or purchasing of Botanic Garden souvenirs.

# Survey Highlights

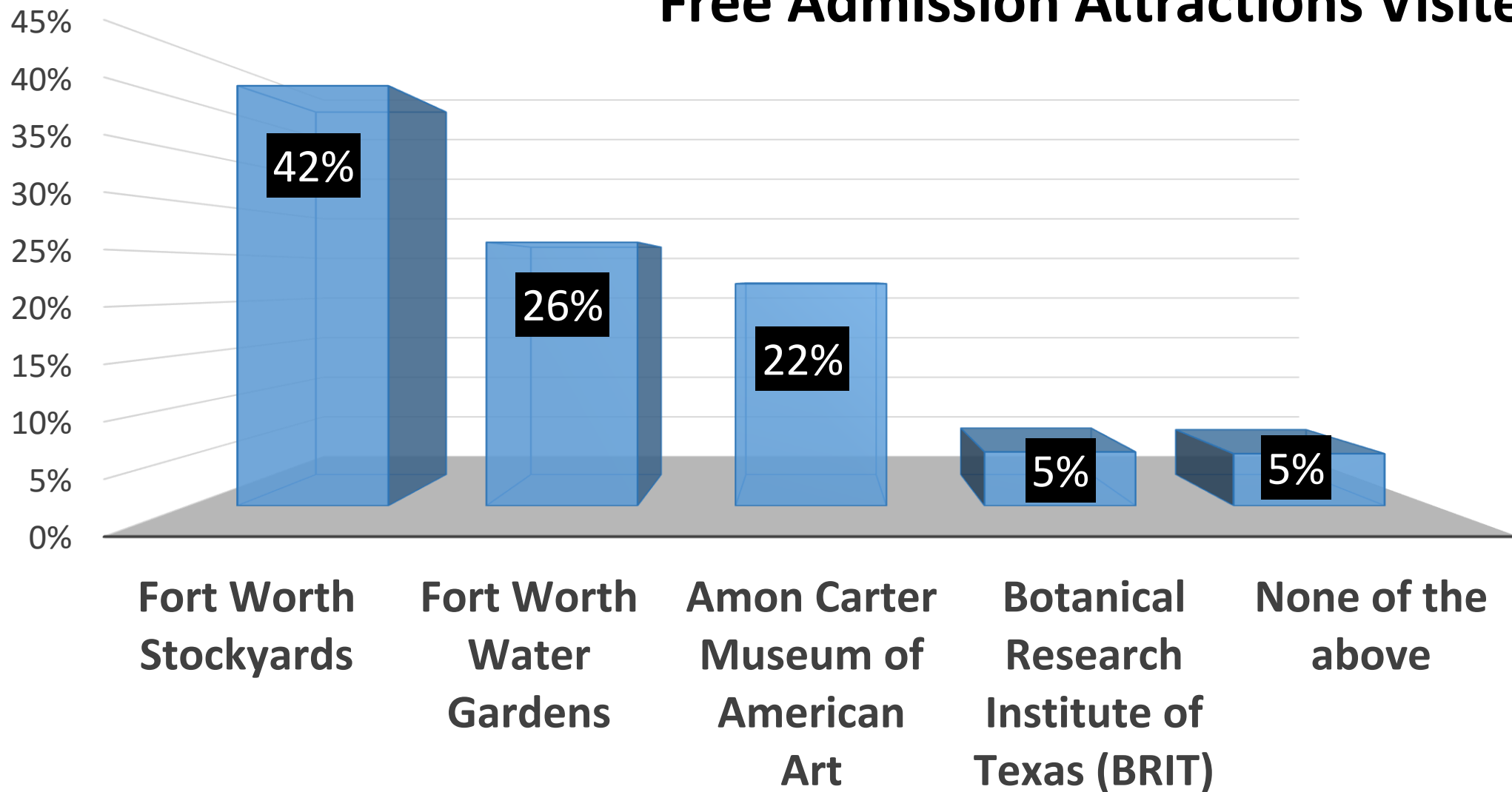
- ❖ Most visitors planned to spend **2.5 hours or less** at the Botanic Garden.
- ❖ **Almost all of the visitors** have attended Fort Worth attractions **that charge admission** as well as attending free attractions.
- ❖ Visitors have **exceptionally favorable attitudes** toward the Fort Worth Botanic Garden. **Three out of five said it exceeded their expectations** and two out of five said it met their expectations. Only two out of the 1,600 visitors said it failed to meet their expectations.
- ❖ Based on comparative analyses of similar attractions in Fort Worth, other Texas cities, and in other states, the **Botanic Garden makes a major economic contribution** to Fort Worth.



## Paid Admission Attractions Visited



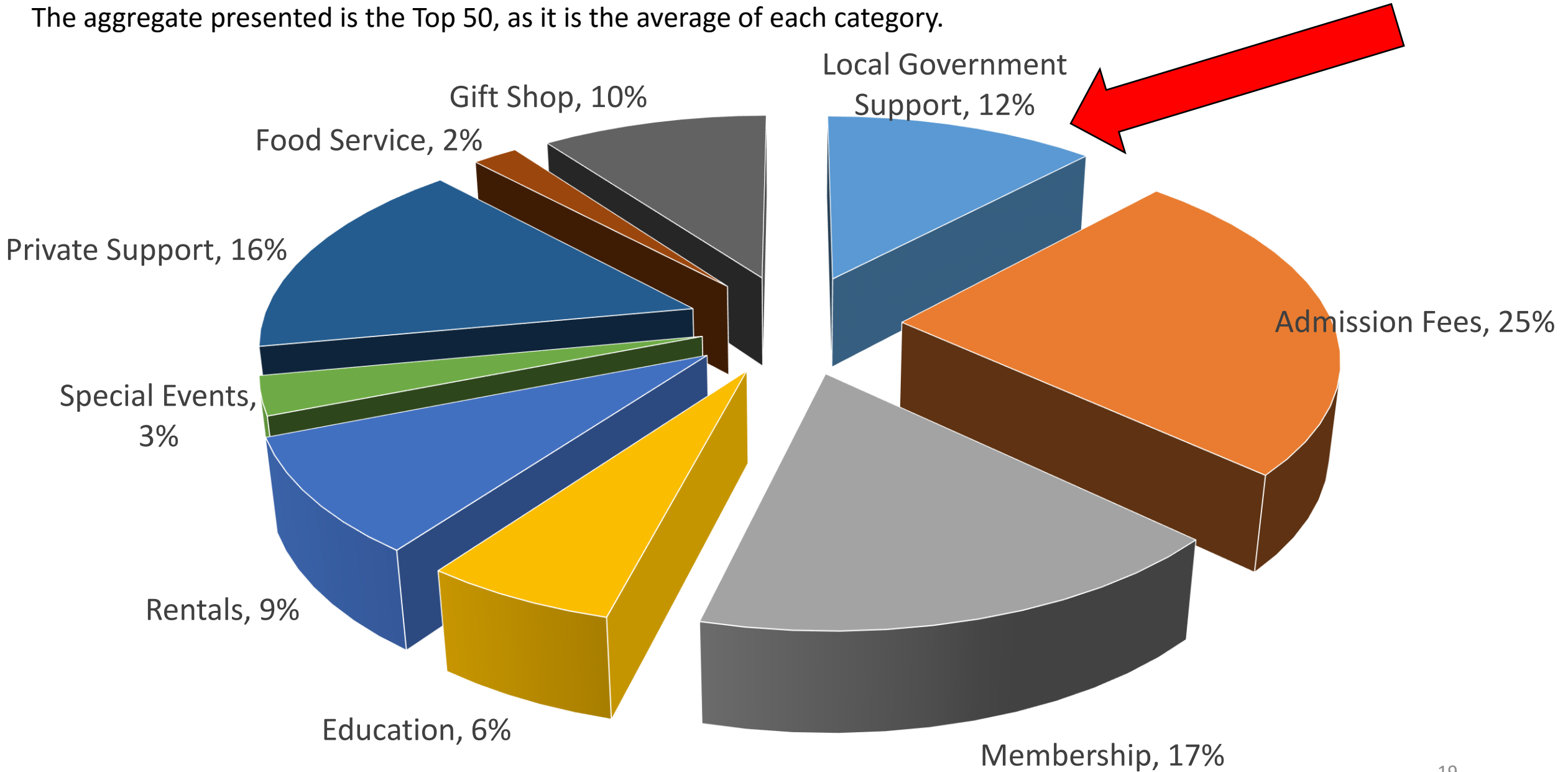
## Free Admission Attractions Visited



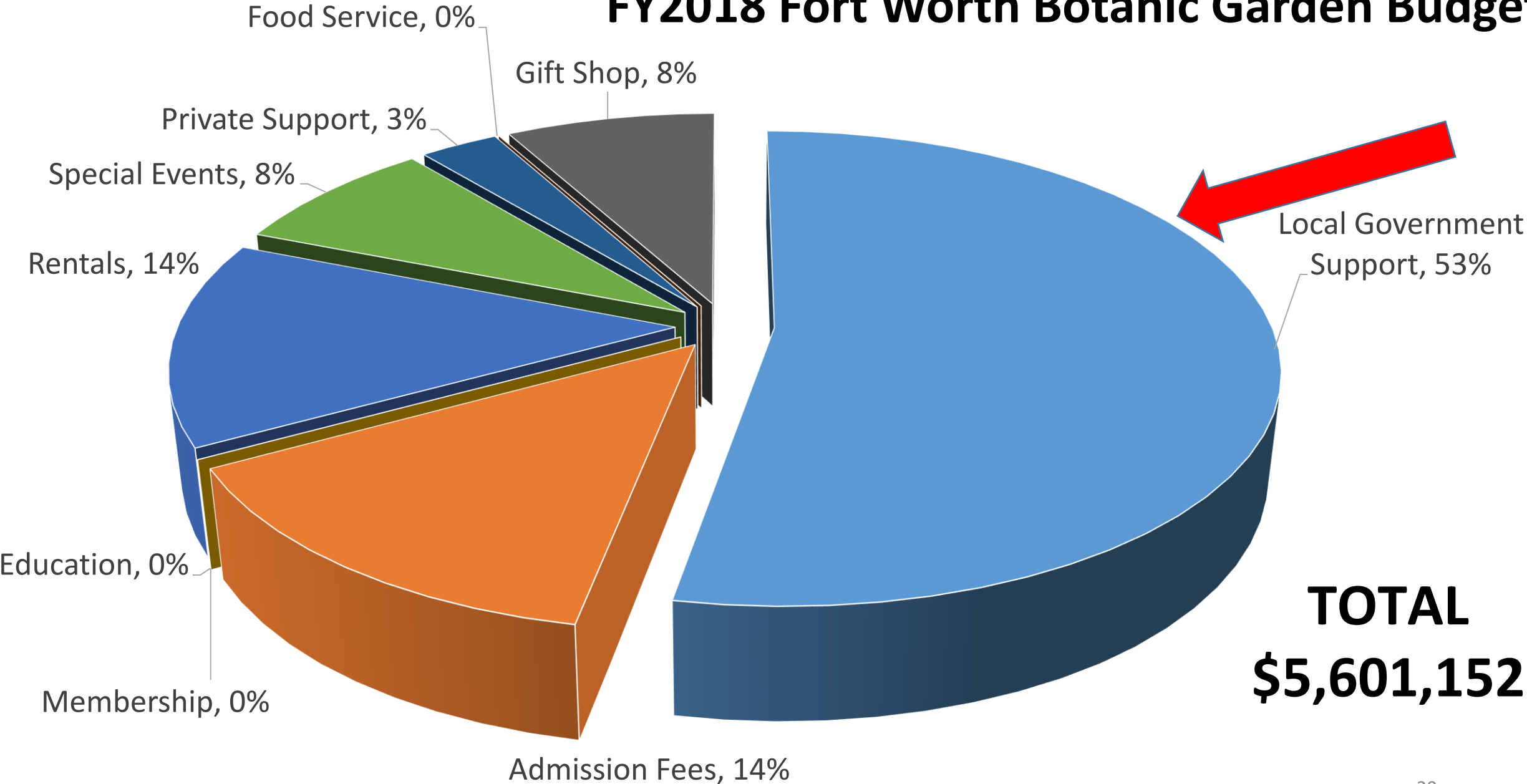


# American Public Garden Association- Aggregate Report

\*\*\*Includes gardens with annual revenues that exceed \$4.2 million a year.  
The aggregate presented is the Top 50, as it is the average of each category.

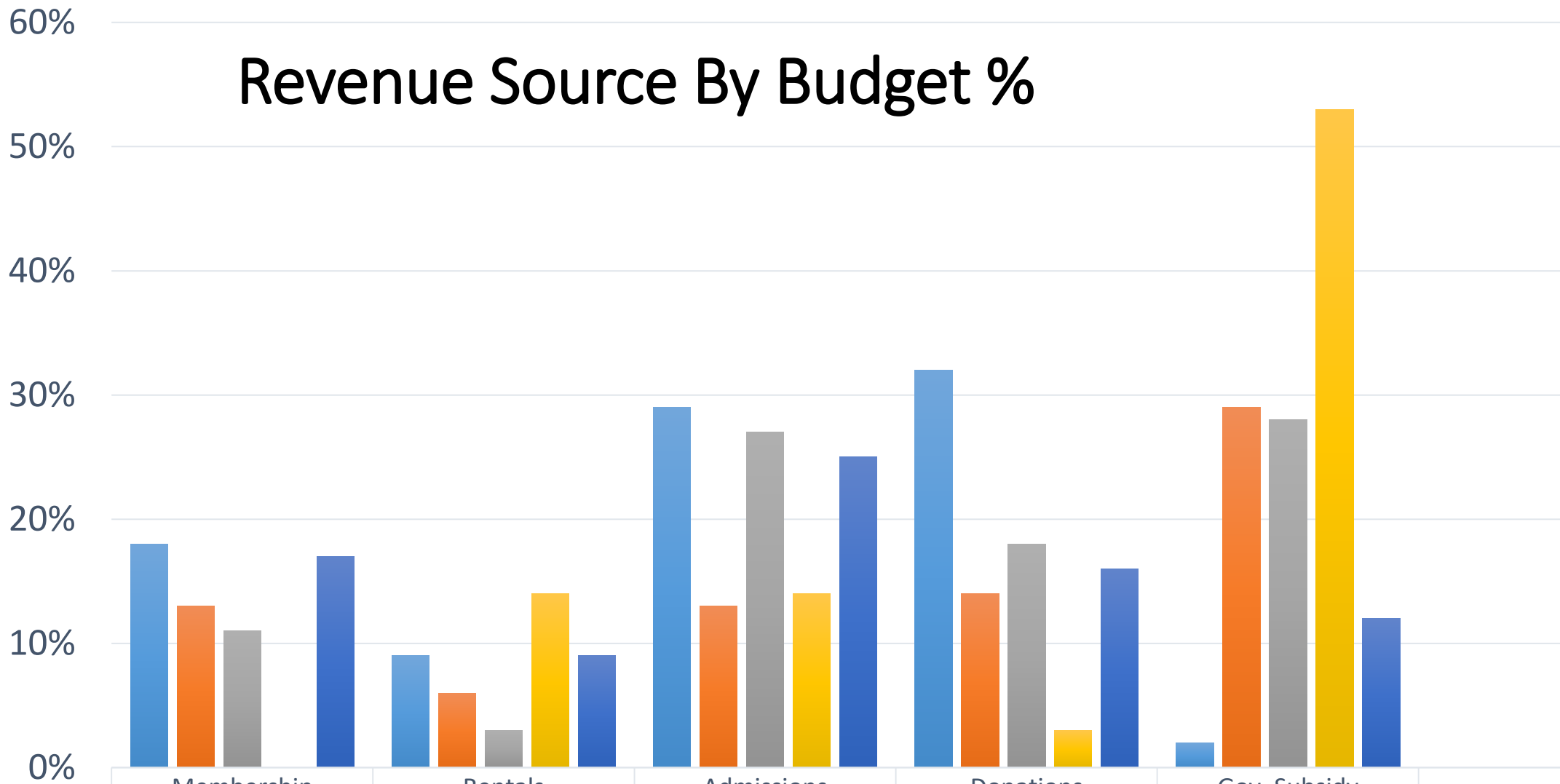


# FY2018 Fort Worth Botanic Garden Budget





# Revenue Source By Budget %



	Membership	Rentals	Admissions	Donations	Gov. Subsidy
■ Dallas Arboretum	18%	9%	29%	32%	2%
■ Chicago Botanic Garden	13%	6%	13%	14%	29%
■ San Antonio Botanic Garden	11%	3%	27%	18%	28%
■ Fort Worth Botanic Garden	0%	14%	14%	3%	53%
■ APGA	17%	9%	25%	16%	12%

# Greater Impact: Farm to Table and Healthy Living

**Culinary Garden and  
Teaching Kitchen:  
San Antonio Botanical Garden**





# Greater Impact: Apprenticeships and Job Training



**Windy City Harvest:  
Chicago Botanical  
Garden**



# Greater Impact: Conserving Natural Diversity

**Appalachian Rare  
Plant Rescue:  
Atlanta Botanical  
Garden**



# Greater Impact: Better Plants for Texas

**Plant Introduction Programs  
Lady Bird Johnson Wildflower Center**





# Greater Impact: New Ways to Make Nature Fun



**Seasonal Festivals  
Dallas Arboretum**



# Greater Impact: Art and Culture in the Garden

**Chihuly in the Garden  
Phipps Conservatory**





# Greater Impact: Involve Kids

Title I School Programs  
Ganna Walska Lotusland

