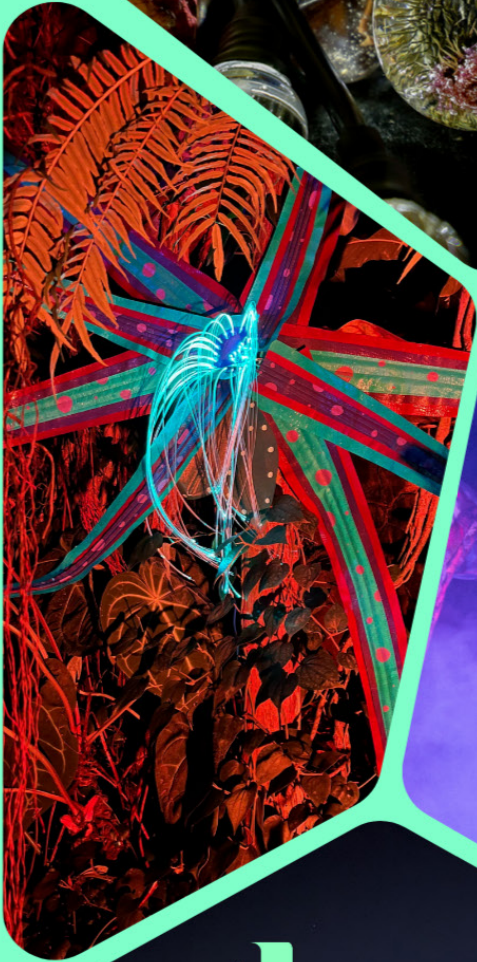




gleam[★]
2025





ATTENDANCE

Record attendance!!
In 2025, 39,000+ guests enjoyed GLEAM at the Gardens - 6% more than in 2024!

Over the past 10 years **200,000+ GUESTS** have come together to explore the Gardens in a whole new light!



New Supporters

Amongst the guests who completed the post-visit survey (10%), 500 people identified as first time visitors to the Gardens. To date, GLEAM has attracted 5,000+ new potential supporters!

32 nighttime GLEAM viewings account for close to 10% of the Gardens' annual guest attendance. **WOW!**

Attendance increased **30% in September** compared to 2024 due to good weather and new pop-up performances!

Friday/Saturday viewings in October make up **40% of the total exhibit attendance.**



POP-UPS

Illuminated performances by **Cycropia** (pictured)!
Family Fun Night - UV chalk, LED jugglers, bubbles
Adult Only Viewings - Hitterz Collective Dance

WELCOME! WELCOME!

As GLEAM continues to grow there's space to welcome an average of 6,300 additional guests each month!

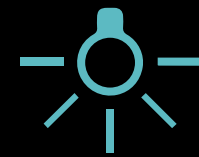
VOLUNTEERS

Every year, an average of 80 volunteers spend approximately 814 hours enhancing the experience by guiding guests and providing exhibit insights.
Volunteers contributed 8,000 hours of service since 2015!

17 volunteers served as GLEAM hosts for the first time this year.

22 volunteers each worked 15+ hours to support the exhibit!

One volunteer dedicated 45 hours to ensuring guests were welcomed and well organized for the check-in process!



THE ARTISTS

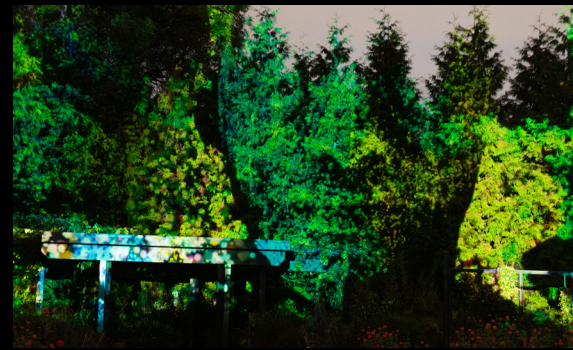
Since 2015, GLEAM has created public art opportunities for over 80 light-based artists from 6 countries and 40 cities.



2025 POPULAR VOTE

#1 - Astral Relics of the Great North Woods by FuzzPop Workshop

"It invoked a sense of cosmic wonder. The scale, colors, sounds, and overall design of the inflatables made me feel awe, nervousness, and respect for the mysteries of nature and the universe."



#2 - Reflections in Nature by Chaske Haverko

"Synthesizing nature and music to create such an impressive visual collage."

"Any artwork that draws that much positive engagement from audience (laughing, dancing, pointing, talking to one another about the experience) is an exceptional piece of art."



#3 - The Beholder by James Tapscott

"Stunning and unique, this work spoke wonders of worlds we may not fully grasp if only we look up to ask questions."

CONNECTIONS

The Autism Society of South Central Wisconsin hosted a **sensory friendly GLEAM viewing**, inviting members of this community to enjoy the exhibit in a quieter setting with reduced capacities.

At least two couples got engaged at GLEAM, including a member of Olbrich's staff!

"This year was extra memorable because my fiance proposed at GLEAM! He found a secluded spot on the accessible ramp near the Tri-Aisle. GLEAM is an event that I look forward to every year and have attended with him before, so it was special to us."



AIR WAVES

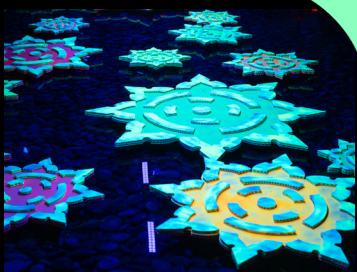
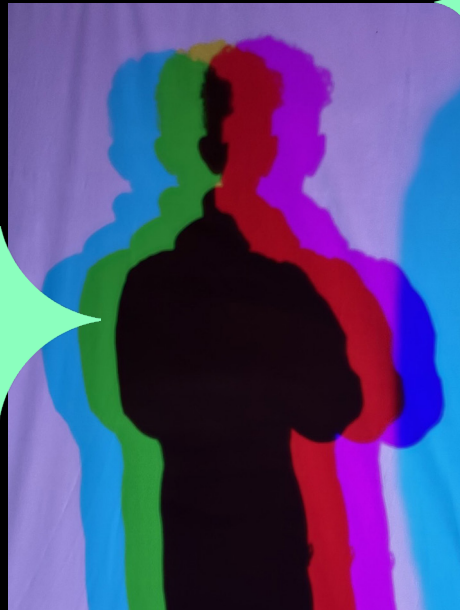
Cultivating Place, an award-winning public radio program and podcast that explores how gardens and gardeners are intersectional spaces and agents for positive change in our world, interviewed two of GLEAM's co-creators to discuss how incorporating light-based artwork enhances the natural beauty of the Gardens, allowing the community to see the landscape in a whole new light!

Light-based artworks first featured at GLEAM have gone on to be exhibited throughout Madison at the Children's Museum, West Gilman St, and Garver Feed Mill!



GLIMMER POPS! ✨

Traditions Lighting and Olbrich's GLEAM Team created a new exhibit title sign and custom wayfinding effects to lead guests through the exhibit and enhance the overall experience!



SUPPORT

BIGGEST FUNDRAISER

GLEAM is the Gardens' most profitable public program! Over the past decade, GLEAM has generated over **\$2 million dollars in financial support** to further **Olbrich's mission** to enrich lives & inspire people to live in harmony with the natural world!



Approximately **\$10,000** in additional donations are generated each year through GLEAM ticket transactions!

A **pop-up gift shop** on Fridays & Saturdays in October **sold 463 items** including light-up gear, glow rocks, and custom designed GLEAM t-shirts **raising close to \$2,000 (net)**.



The Bradbury Family, Sprinkman Real Estate, Jenni & Kyle Foundation, and MG&E Foundation contributed **\$35,000 in GLEAM sponsorships!**

