

**Board of Park Commissioners  
Olbrich Botanical Gardens Quarterly Report  
April 2021**

**2021 Monthly Attendance**

<b>Total Attendance</b>	<b>2021</b>	<b>2020</b>	<b>Prev 5 year average</b>
Jan 1 – 31	6,193	10,008	10,766
Feb 1 - 28	11,346	24,954	18,538

**2021 Bolz Conservatory Admissions**

<b>Category</b>	<b>January 2021</b>	<b>February 2021</b>
Free - Age 5 and under	209	424
Free - Member	736	1,691
Free - Scholarship (Donor Funded)	2	8
Free -- Wed & Sat Mornings	664	1,434
General Admission	1,550	3,536
<b>Total Admissions</b>	<b>3,161</b>	<b>7,093</b>

**2021 Revenue Sharing Update**

	<b>January 2021</b>	<b>February 2021</b>
Total Revenue	\$9,312	\$21,246
Total Expenses	\$2,137	\$2,465
Net Revenue	\$7,175	\$18,799
Revenue Formula	50% of net revenue	17% of Total *
Paid to City of Madison	\$3,588	\$3,615

\*OBS funded Orchids and additional enhancements for February (\$8,400)

**Education**

Olbrich Botanical Gardens' Education staff have worked throughout the pandemic to produce meaningful virtual programs.

- 29 adult classes and workshops have been held to date. Most have been virtual, with a handful of in-person classes.
- 775 registrations have been received for the January through May classes and programs.
- 3 virtual book clubs have been held
- 1,204 visits, mostly virtual and a few in person so far this year for education programming
- *'Nature's Best Hope'* the lecture by Professor Doug Tallamy, was attended by 264 individuals on March 25. It was 3<sup>rd</sup> in the 5 part lecture series, 'A Gardener's Call'.
- Positive Feedback from Virtual Program Attendees (no negative feedback exists)
  - *"I've listened to/watched quite a few virtual events in this covid year. This event was the best one for technology handling and organizing the Q&A portion. Great job!!!"*

- *“Thanks so much for everything you're doing to continue education programs. You've all adapted very well, and I really appreciate Olbrich's solutions. You're one of my highlights during the pandemic isolation.”*

### **Volunteers**

Customer-facing volunteers are slowly returning to shifts at the Greeter Desk in the lobby and the Growing Gifts store, which will really help staff get other work done. Volunteers will return to the Outdoor Gardens later in April. Conservatory Docents will return to the Bolz Conservatory on Wednesday mornings as a trial. Volunteer Services Manager, Marty Petillo, reports that many volunteers are eager to return to their jobs, that some are still hesitant, and, even fewer may never return. Staff members have been saddened by the deaths of some long-time volunteers during this year of pandemic.

Marty has begun interviews and orientations for new volunteers – some have been on a 'wait-list' during the pandemic year.

### **Gardens**

Parks Forestry assisted with the assessment, pruning, and removal of trees too large for Olbrich staff to manage. The large honey locust outside the Atrium is a sad loss – but Horticulture Director, Jeff Epping, is looking forward to selecting replacements (maybe oaks), and replanting. The honey locust was growing in a 'tree well' where it was planted probably in the late 1970's or early 1980's which contributed to its decline. We will do a better job with locations for replacement specimens.

Bolz Conservatory staff were thrilled with more than 7000 visitors in February who viewed the Orchid Escape displays. Even with the capacity limits required during the pandemic, many in our community were able to escape to the tropics during February.

Production greenhouses are full of spring and summer annuals – as well as a number of perennials propagated from seed. As of now, staff are preparing to begin hardening the spring annuals that to plant outdoors in late April.

### **Rentals**

OBG rental spaces are available for 2022 bookings. 2021 wedding slots are also filling up. Clients are informed of current PHMDC restrictions. They are advised that they will be expected to comply with any restrictions on the day of their event.