

Olbrich Botanical Gardens Quarterly Report

2019 Olbrich Botanical Gardens Attendance	2019	2018
YTD Attendance as of June 30	133,257	147,698

Attendance remains behind for 2019, but it is consistent at about 15,000 short of 2018's record attendance Year to date. Staff continue to monitor and adjust. Severe winter weather and the lack of weddings (due to construction) are factors.

Construction Update

The project is behind schedule - largely due to weather – heavy rains and severe snow and cold. City of Madison Project Manager, Randy Wiesner, and the general contractor, Joe Daniels, will be negotiating a contract extension in the coming weeks.

Learning Center: Much progress is visible in the new Learning Center. The 2nd story steel is in place and the 1st story ceiling and walls are in place. It's possible to imagine all the education programming that will take place when completed.

Production Greenhouse: The aluminum structure is in place and glass is in progress on the ceiling. The gable ends and roof glass will be put in, then the mechanicals, electrical, fans, vent motors, shade cloth and shade cloth motors will all be installed before the remaining glass is installed.

Bolz Conservatory

Olbrich's 20th Annual Blooming Butterflies is underway – had a slow start the week of July 15 due to the extreme heat. Attendance is picking up during the second week of the event, which ends on August 11.

Outdoor Gardens

The *Cornus mas* hedge that formed a tunnel next to the Sunken Garden was removed earlier in the season and replacement plants are in process as this is being written. A pyramidal cultivar of *Cornus mas* was selected by Director of Horticulture, Jeff Epping, as replacements.

Volunteers

Volunteer recruitment and scheduling is in overdrive this month. Filling open Blooming Butterfly shifts and scheduling GLEAM volunteer shifts requires Marty Petillo's direct attention. Marty has been working with 2nd shift teams from Exact Sciences who are encouraged to volunteer as teams to fill some of those GLEAM evenings.

Education

Youth and Family Programs staff, Kim North and Sarah Ellis presented "Identifying Gaps in Accessibility: Strategies to Cultivate Equity in Programming" at the American Horticultural Society 2019 National Children & Youth Gardening Symposium which was held in Madison in July. Olbrich's Education staff collaborate with Reach Dane, Greater Madison Writing Project, Madison Public Library, and the International Crane Foundation during these summer months for on-site programs.

Public Relations & Marketing

Olbrich Botanical Gardens is a co-winner to receive the Shining Star Award at Destination Madison Awards (DMA). (Food Fight Restaurant Group was the co-winner.). The DMA's recognize individuals and businesses that play a role in the greater Madison hospitality and tourism industry. The Shining Star award recognizes businesses and organizations for exceptional achievements.

Programs and Exhibitions

Summer Breeze took place on Saturday, June 22 and Friday, June 28 from 4 – 10 pm. The purpose of this new program is to provide an opportunity for all community members to relax, enjoy, and support the Gardens. Summer Breeze, in its initial offering, attracted 832 patrons, thus

exceeding the goal of 700 patrons. Overall Summer Breeze was a success, attracting a wide demographic of visitors including families, millennials, and older adults. Feedback was generally positive including the following: *'My husband and I attended your Summer Breeze event. We wanted to let you know how VERY MUCH we loved this event. Olbrich is a gem in and of itself. We are so grateful to have such a beautiful place here in Madison. ...the Summer Breeze event made this gem glow even brighter. We loved that it was so very kid-friendly and so affordable. We grow weary of fundraising events that are pitched only to the most wealthy in Madison. ...Summer Breeze allowed us to support an organization we love within our means. The kindness vases were icing on the cake and allowed us to practice a random act on behalf of one of our neighbors. Even the music was lovely! Kudos to you all for hitting all the right notes on this event!'*