



Miami Beach Botanical Garden
2017-2018 Report to the Community



OUR MISSION

The mission of the Miami Beach Botanical Garden is to promote environmental enjoyment, stewardship and sustainability through education, the arts, and interaction with the natural world.

Our garden is a unique, subtropical oasis of beauty and tranquility within an urban setting—a community resource that refreshes, inspires and engages our visitors.

Message from the President

We are proud to update the Miami Beach Botanical Garden's members, friends and stakeholders with this 2017-2018 Annual Report. We fulfill our primary role as a botanical garden by striving every day to increase plant holdings, especially of new and rare species, and to emphasize Florida native plantings. In 2018 we completed the Pine Rockland Demonstration Garden, now a major element of the Native Garden, which recreates the habitat that existed in South Florida prior to extensive development.

Hundreds of new species have been added in recent years and more than 500 permanent metal plant labels have been installed so that visitors and students can learn both the common names and Latin names of our subtropical flora and do further research on their own. The labeling project is 90 percent complete and remaining plants, excluding ground covers, will be labeled in 2019. Plans are underway to catalog all botanical holdings in a searchable database.

Of particular significance in 2018 is the renewal of the Garden's management agreement with the City of Miami Beach. This contract enables the Miami Beach Garden Conservancy to operate the Garden on behalf of the City for up to nine years (a five-year extension with a four-year option).

The Garden continues to receive tremendous coverage in major US publications including The New York Times, The Washington Post and Conde Nast Traveler. We currently rank No. 27 of 124 "Things to Do in Miami Beach" on TripAdvisor and are proud that this top travel website helps to attract large numbers of national and international visitors to the Garden. Our self-guided audio tour has been expanded to include both Spanish and Portuguese language options.

We are the only major Miami Beach attraction that is totally free and open to the public. We welcome 35,000 national and international visitors a year through our gates and another 35,000 annually for special events, including Art Basel Miami Beach. With the much-anticipated opening of the new Miami Beach Convention Center now a reality, our visitor numbers will continue to grow.

We hope to see you soon at one of our events – or just to enjoy the gorgeous flora and varied fauna.

Marty Mueller
President, Miami Beach Garden Conservancy



Message from the Executive Director

The past year has been an exciting time at the Garden. We faced a natural disaster (Hurricane Irma) as well as man-made challenges head-on, which only strengthened our commitment to deliver a world-class garden for all who visit. The lush vegetation and tree canopy returned quickly following the September 10, 2017 hurricane, restoring our habitat while attracting birds, butterflies and visitors from all over the world.

We anticipate new and greater opportunities now that the Convention Center expansion project has been completed. For the past two years the Garden was engulfed by construction, and now it emerges as the crown jewel of the newly established Convention Center District.

The Rockefeller Foundation has named Greater Miami and the Beaches one of 100 Resilient Cities, a project dedicated to helping cities around the world become more resilient to the physical, social and economic challenges that are a growing part of the 21st century. This recognition is due in part to Miami Beach's efforts to aggressively combat the risks of rising sea levels, coastal erosion and hurricanes.

The city's resiliency plan includes raising the seawall along the Collins Canal, which runs along the northern border of the Garden. As part of this project, we have obtained from the city an additional half-acre strip of land adjacent to the canal. This will enable us to expand the Garden to the water's edge, providing new entrances to the Garden as well as restoring the continuous pedestrian walkway connecting Miami Beach's major cultural centers.

The expansion represents the third and final phase of the Garden's top-to-bottom renovation begun by designer Raymond Jungles in 2010. We are thrilled to work with our friends at City Hall on this project, which is slated for completion by early 2019.

The coming year offers growth opportunities that our staff is ready to embrace. Come visit!

Sandy Shapiro

Sandy Shapiro
Executive Director

OUR WISH LIST

- Pond fountain
- Two sculpture benches
- Nursery/potting shed structure
- Satin Leaf Tree (Chrysophyllum oliviform)
- Cabbage palm/
Dwarf jata palm (Copernicia cowellii)
- 100-gallon compost tumbler
- Mobile lectern with speaker and mic



EVENT SPOTLIGHT
Japanese Spring Festival
Kimono Fashion Show

Japanese fashion designer Hiromi Asai presented her elegant kimono creations at a wedding-themed runway fashion show during the annual Japanese Spring Festival. The goal of strengthening the U.S.-Japan alliance and bringing Japanese experiences to the people of Florida was achieved when a capacity audience filled the Banyan Ballroom to view the show. Many thanks to the Consulate-General of Japan in Miami for their sponsorship.

Programs & Events

The Garden is home to arts, cultural and community events throughout the year. The Garden co-presents many of these activities with grant funding from the City of Miami Beach and Miami-Dade County.

Garden-Sponsored Special Events

- Boo-tanical Ghosts in the Garden
- Halloween family day
- "Jingle and Mingle" Member Holiday Soiree
- Botanical Bazaar
- Annual Taste of the Garden benefit
- Miami Beach Garden Tour
- Miami Beach Garden Club Flower Show
- Japanese Spring Festival
- Mother Earth Day/film screening by Coral Morphologic
- FUNDarte exhibit and workshop
- Wolfsonian Family Day
- Oktoberfest
- O'Miami presentation of "pO,etry in Pajamas"
- Jungle Boogie

Garden-Sponsored Ongoing Activities

- Toastmasters
- Evening Meditation and Yoga
- Family Yoga
- Green Book Club
- Summer Art Camp
- Art in the Park with Marie
- Miami Beach Garden Club meetings

Educational Activities

- Second Saturday Horticulture Series & Workshops
- Compost Corral Workshops with Fertile Earth
- Happy Family Days

Cultural Presentations & Events

- Art Basel
- Ground Up and Rising Theatre
- South Beach Chamber Ensemble
- SEED Wine & Food Festival
- Miami Short Film Festival
- Cinema Green in the Garden
- Miami Performance Festival
- Nature in Art/Art into Nature presented by PAXy

Artist exhibits:

- Reflections on the Horizon
by Frida Baranek
- Botanical Sculptures - Wildflowers
by Trailer McQuilkin
- Abandoned Vehicles in the Everglades
by Matt Stock

Community Service

- Election Day polling place
- Community public meetings





Horticulture

The Garden's plant collection spans the world. Our subtropical climate supports a wide array of exotic plants as well as flora native to South Florida. The collection includes flowering trees, palms, gingers, cycads, orchids, tillandsias, conifers and more. We continually nurture and add to our collection for the enjoyment and curiosity of locals and visitors alike. We strive for a balanced and resilient garden.

We host many species of pollinators in our garden thanks to an integrated pest management system that allows no harsh pesticides

or herbicides, relying instead on organic factors. We maintain a healthy bee population and have up to 10 butterfly and moth species. Our new Pine Rockland demonstration garden, developed with a grant from the City of Miami Beach, highlights endemic and endangered plants of South Florida, attracting many pollinators and birds. It raises community awareness and encourages conservation of the imperiled habitat and the wildlife that depends on it.

The Garden serves as a hub for those who want to connect with nature. Our public outreach in and out of the Garden keeps us

connected to our community. We have partnered with local schools to bring pollinator gardens to their grounds and host field trips for all grades. Our Compost Hub invites residents to drop off their food scraps, which we process into fertile soil, minimizing our use of commercial fertilizer. We strive to be a model of sustainability.

We maintain beneficial relationships with other botanical gardens and memberships with worldwide horticulture organizations and we participate in an array of conferences. As our garden footprint increases in the near future, our plant specimens will, as well.



Marketing, Membership & Development

Social media and our website remain our most powerful and cost-effective audience development tools. Facebook "Likes" continue to grow, spurred by targeted marketing. Consistent pre- and post-event communication, including sharing photos and video within 48 hours after an event, has been an effective way to engage guests and grow the Garden's network.

"Botanical Buzz," our monthly e-newsletter, features Garden news and events, Botanical Boutique and Garden Center items for purchase, gardening tips, volunteer opportunities and invitations to join and donate to the Garden.

Print advertising in tourist publications raises awareness of the Garden among visitors, while local publications are used to promote special events such as Taste of the Garden, the annual Garden Tour & Flower Show and the Japanese Spring Festival.

New incentives and benefits have helped us continue to increase membership. Following Hurricane Irma, generous donors provided necessary funding to speed the Garden's recovery from the devastation.

The storefront window at 727 Lincoln Road, generously provided by Terranova Corporation, promotes the Garden with an artistic display, "A Glimpse in the Garden," seen by hundreds of thousands of visitors to Miami Beach's iconic pedestrian shopping district.



Operations

New hurricane impact windows were installed prior to Hurricane Irma, helping us avoid water intrusion. The new glass also improves energy efficiency and reduces noise.

Renovations and upgrades have improved our rental offering. The evening ambiance has been elevated with expanded pathway and landscape lighting including lighting of

bog and water features. Outdoor electrical receptacles were increased and the free Wi-Fi network received an upgrade.

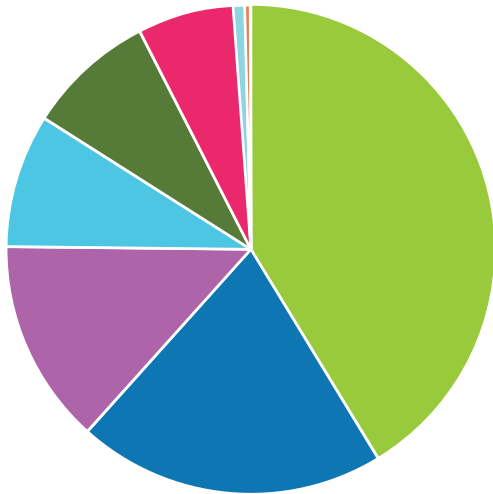
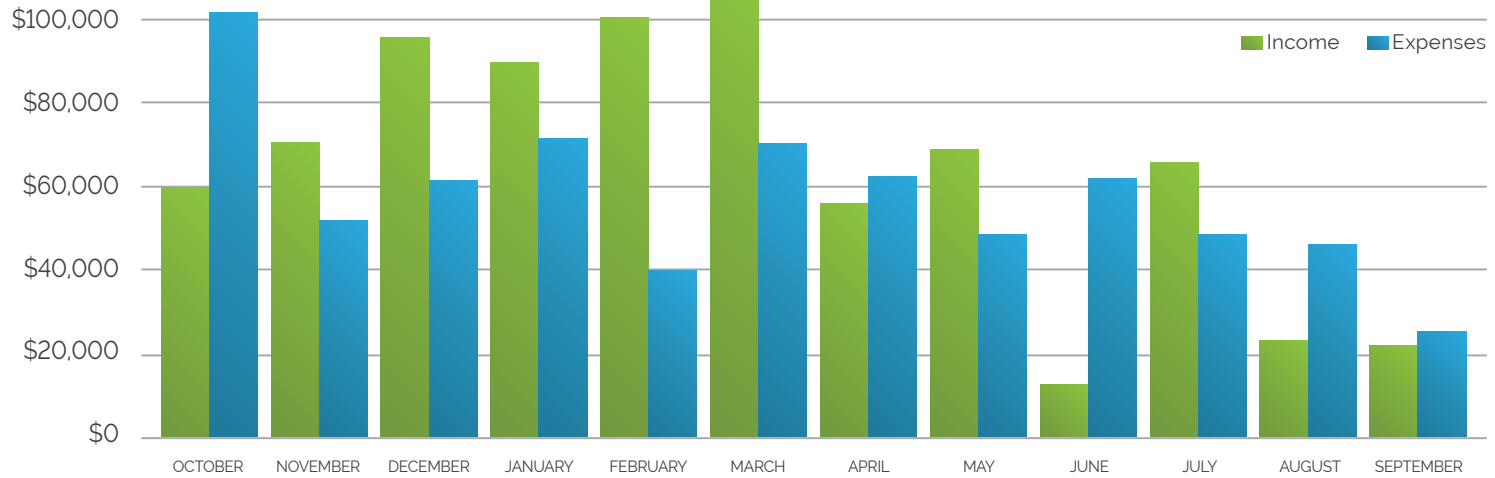
Our primary meeting space, the Banyan Ballroom, is refreshed regularly. The Butterfly Conference Room's carpet was replaced with tile for a fresh look and audio-visual capabilities were enhanced. New kitchen sinks and shelving comply with the Department of Health and Restaurants' requirements for our new café

and liquor license. New interior and exterior signage has been installed in the Garden's signature colors.

The Botanical Boutique, stocked with fun gifts for all ages, has grown in both footprint and inventory. The Garden Center is being redesigned to increase workshops and plant sales now that Convention Center Drive has been reopened.

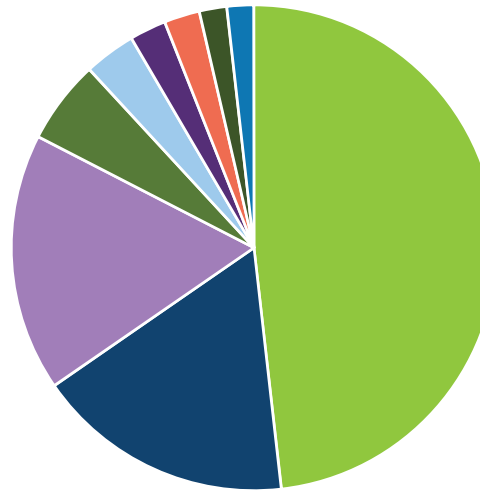
Income & Expenses

October 2017 - September 2018



Income
October 2017 - September 2018

Rental	41.30%
City of Miami Beach Lease	20.36%
Private Support	13.53%
Earned	8.82%
Government Support	8.50%
Events	7.44%
Sales Tax Discount	.05%
Interest	.01%
TOTAL	\$746,677.00



Expenses
October 2017 - September 2018

Payroll	47.77%
Horticulture	17.94%
General & Administrative	17.02%
Direct - Earned Income	5.52%
Rental	3.41%
Direct - Events	2.41%
Membership & Fundraising	2.35%
Program	1.81%
Facility	1.78%
TOTAL	\$667,622.78

Thank you!

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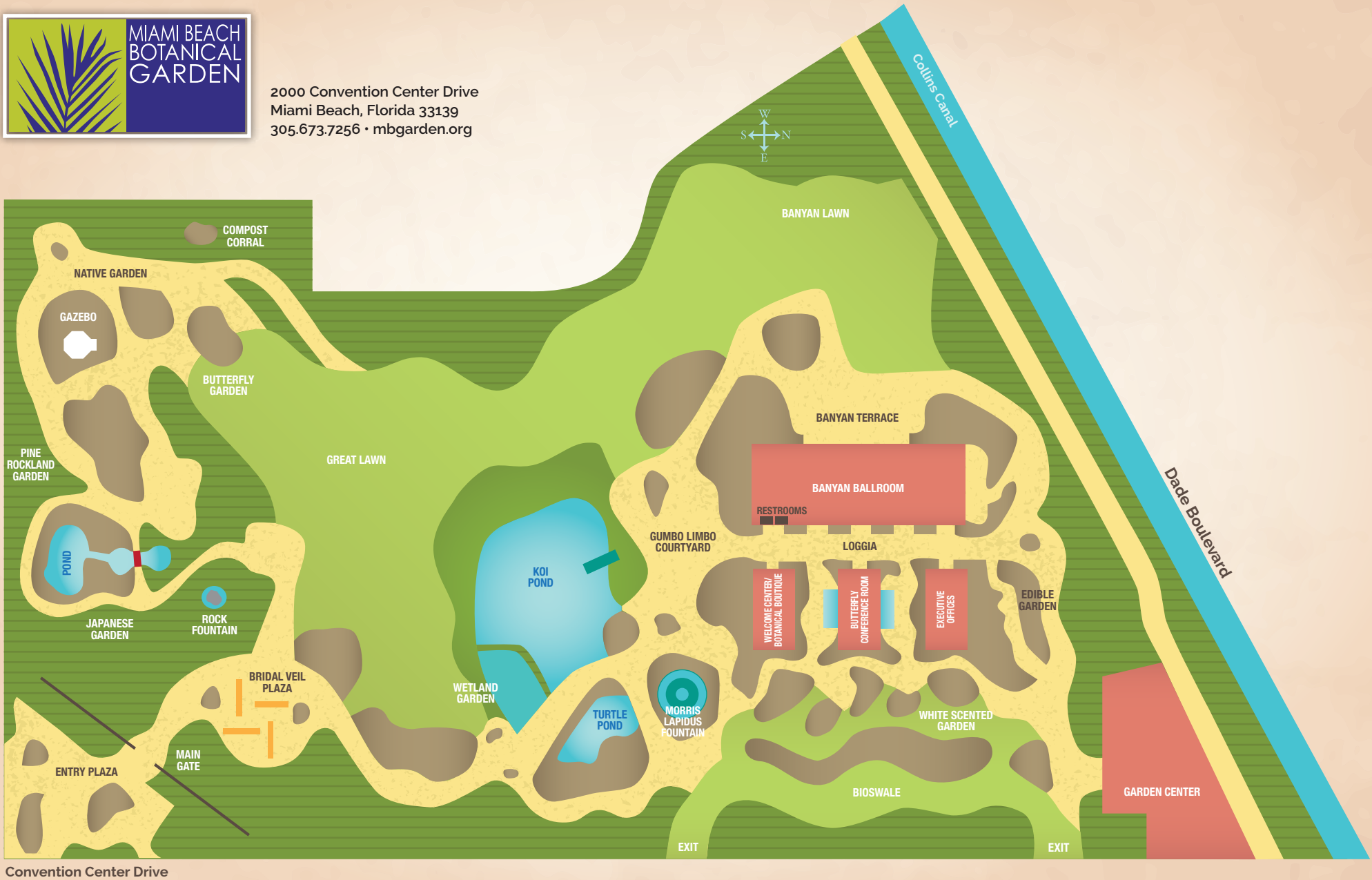
Marjorie York

We strive to recognize all who contribute to the Garden. We apologize for any errors or omissions.



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19th Street



Convention Center Drive



MIAMI BEACH
 City of Miami Beach
 Cultural Affairs Program
 Cultural Arts Council



With the support of the Miami-Dade
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 and the Cultural Affairs Council, the
 Miami-Dade County Mayor and
 Board of County Commissioners.

