

IN THE

Garden

Quarterly - Fall 2020



Tulsa Garden Center
at Woodward Park

Let our *Gardens*
make your next event even more
Enchanting



The Mansion
at Woodward Park

A PROGRAM OF
TULSA GARDEN CENTER

Contact Leona R. Ball, Events Director, at lball@tulsagardencenter.org

Judgement Day

Laura Chalus, CEO, Tulsa Garden Center at Woodward Park

“Only when our clever brain and our human heart work together in harmony can we achieve our true potential.” These enlightened words from world-renowned primatologist and anthropologist, Jane Goodall, are brilliantly successful in summarizing the everyday work of a not-for-profit organization.

Led by a business-minded board of directors, and guided by a forward-thinking 5-year strategic plan, our “boots on the ground” team of staff works each day to help make our customers’ lives healthier and more meaningful. But how do we know when we’re on the right track to successfully fulfilling our mission of serving as Tulsa’s horticultural hub?

How do you know when programs and initiatives need to be updated or tweaked? When is it prudent to consider completely new programming? And when is it the right time to begrudgingly throw an idea out with the rubbish and start fresh? Annual report metrics are just one of the many tools we use to illustrate our successes or failures, and to communicate how those results collectively inform future decisions and programs.

Balancing both facets of Jane’s succinct thoughts above, the Tulsa Garden Center team has put together a set of statistics which we hope each of our stakeholder groups will find informative and relevant.



As we take time each year to look back at the preceding 12 month’s score card, we ask ourselves - did we make par as we had hoped, was it a double bogey kind of day, or did we blow it out of the water with an eagle or albatross?

We have donned our pom-pommed caps and hand-me-down knickers, steadied our mismatched clubs, and are teed up for the next swing. Hit or miss? You be the judge...

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Fall Newsletter – September, October, November 2020

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ANNUAL REPORT

Outcomes calculated between January 1st - December 31st, 2019

Operations

Active Revenue \$823,342
Passive Revenue \$612,334*
Total Revenue \$1,435,676

Total Expenses \$1,013,016
84.7% of budgeted revenue was met,
without TGC Foundation funds

2018 Active Revenue \$660,583
25% increase from previous year!

11.5 Team Members

THE BIG PICTURE

1,046 trees • 88 memorial benches • 170,458 squirrels

Total amount invested in Woodward Park
\$338,911 or 33% of annual budget
(includes garden enhancements and
historic building restorations)

Education

Classes 309
Participants 2,996

Largest Class of the Year - *All About Veggies* with Barry Fugatt

Most Flavorful Class - *Gateway to Wine Tasting* with Andy Zanovich

Most Inspiring Class - *New Age Victory Gardens* with Paul Stratton

Plant Societies & Affiliates

Total Membership 3,000
Meetings / Events Held 260

Ice Machine Donations \$2,771

Overall satisfaction from not having to buy ice at QT 100%!

* Passive Income brought over from merging of TGC Foundation



Tulsa Garden Center at Woodward Park

Volunteers

Linnaeus Teaching Garden
Volunteers 300
Woodward Park Volunteers 300

Volunteer Hours Donated
18,000
Cost value of volunteer time donated
\$457,740
Emotional value of volunteer time
donated - Priceless!

Overall volunteer experience
satisfaction 95.7%
(Statistics for LTG Volunteers
only, based on a 54%
response rate)

Engagement

1,177 Individual Members
Comprised of 855 households
(533 individuals, 322 families)

Household members who physically engaged
with our programming, classes and volunteer
opportunities 80.7%!

Social Media Followers 19,621
Unique Website Visitors 51,732
53% mobile users
47% desktop / tablet



New Programs

Outdoor Classroom
as Woodward Park
Native Plant Certification
All American Selections
Perennial Trials

Events

Total Events 1,422
Private Events 201
(Weddings, Corporate Events, Etc.)


159 Couples said "I Do" !

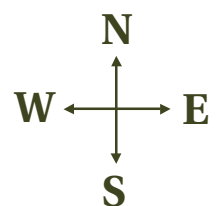


Find Your Spot *at Woodward Park*



1. Tulsa Garden Center
2. Tulsa Rose Garden
3. Daffodill Hill
4. Woodland Gardens
5. "Appeal to the Great Spirit"
6. Woodward Wetlands
7. Arched Bridge
8. Lower Rock Gardens
9. Shakespeare Monument
10. Overlook
11. Upper Rock Gardens
12. Anne Hathaway Herb Garden
13. Playground
14. Park Shelter & Restrooms
15. Charles Faudree Memorial Pavilion
16. Tulsa Area Iris Society Beds
17. Rockford Lawn
18. Linnaeus Teaching Garden
19. Carriage House & Outdoor Classroom
20. Sunken Garden
21. Conservatory
22. Arboretum
23. Tulsa Historical Society & Museum

 Milkweed + Pollinator Plants Planted!



Linnaeus Teaching Garden Reopening

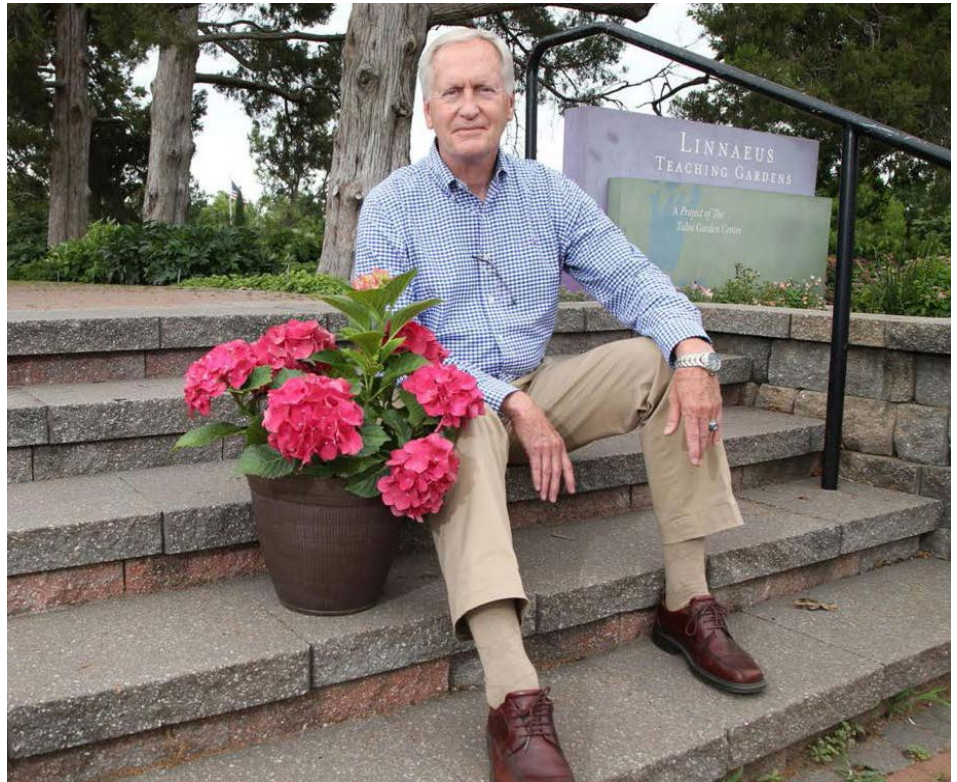
Barry Fugatt, Director of Horticulture, Tulsa Garden Center and Linnaeus Teaching Garden

All too often, we fail to appreciate how truly valuable a person, place or thing is until it's suddenly taken from us. And sadly, the insidious COVID-19 virus has temporarily separated us from many good things: our families, our friends, our houses of worship and in some instances, our work. The demonic virus has, however, brought into sharper focus the very things and people most worthy of our love. The Linnaeus Teaching Garden and Volunteer Program is a case in point for me.

Due to the pandemic, the beautiful Teaching Garden was closed to the public this past spring. The garden, designed to be a joyful place of learning and laughter, lay silent for the first time in its 14-year history. Sadly, there was no mass spring planting of gorgeous annuals and perennials to provoke oohs and aahs from visitors. And without Linnaeus Volunteers and visitors, the garden became, for me, a melancholy place devoid of its most important elements: people, community, fellowship.

I'm happy to say, however, that the Linnaeus Garden is holding up well. Curator groups, scaled down in number, and TGC staff are working hard pruning, weeding and caring for the beloved outdoor classroom. I had a fun moment recently while visiting with a curator volunteer. "I was shocked," she said, after returning from months away from the garden, "to find the garden still looking pretty good." In mock horror, I responded, "Only pretty good!?"

"Well," she said, "I knew there were no colorful annuals planted this spring and that maintenance has been at a minimum."



"I understand," I assured her.

Joe Howell, the garden's architect, stopped by recently and was also surprised by how well the garden is holding up. Joe is an old friend of thirty plus years. His visit gave me an opportunity to bless him for the outstanding design he came up with years ago. "You would be hard pressed," I assured him, "to find a public garden with stronger architectural lines." Joe's overall design was created by using very bold hardscape elements: walks, boulders, stone decking, wood structures, water features, and more. Because of its "good bones," the garden maintains excellent visual form even when plant materials need a little TLC.

One day soon – I'm not at liberty to say exactly when – this garden treasure will reopen to the public. When that day comes you may be certain that this horticulturist will never again take it for granted. Oh, how I love and appreciate the Linnaeus Teaching Garden and Volunteer Program. COVID-19 will never separate me from that emotion.

Barry Fugatt is Director of Horticulture at the Tulsa Garden Center and Linnaeus Teaching. He may be reached at 918-576-5152 or email: bfugatt@tulsagardencentre.org



Tulsa Garden Center
at Woodward Park

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Non-Profit
Organization
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Permit No. 192
Tulsa, OK

Our mission is to provide a variety of horticulture and environmental education opportunities for the community and to serve as horticultural headquarters for the Tulsa area.

LINNAEUS

TEACHING GARDEN



Phased reopening coming in September!

Stay tuned for more information: check our website, sign up for our monthly e-blast, and follow us on social media @tulsagardencenter.