



# Zilker Botanical Garden & Zilker Botanical Garden Conservancy

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# Zilker Botanical Garden Background

- ❖ 26 Acres of parkland in Zilker
- ❖ Founded in 1963
- ❖ 125,000+ visitors each year
  - 25% out of town visitors
- ❖ Hosts hundreds of
  - Weddings
  - School Field Trips
  - Plant Sales
  - Events
- ❖ 20 Individual gardens
- ❖ Historic structures



# Roots In Partnership

- ❖ Austin Area Garden Council (AAGC - Formed 1955)
  - Brought idea to the Parks and Recreation Department to create a Botanical Garden
  - Helped fund the building at Zilker Botanical Garden (Built 1964)
  - Volunteers thousands of hours in the Garden each year for 50+ Years
  - Manages the Gift Shop, the Zilker Botanical Garden website & social media
  - Leads Educational Tours; School Group Tours; and Hosts Plant Shows and Sales
  - To date, the AAGC has 31 Garden Clubs with 1,500 members
  - Provides financial support and Docents toward horticulture, education, and publicity
  - Current Ordinance to waive \$175,000 in room rental fees



# Zilker Botanical Garden City Management

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- ❖ \$1 Million budget (General Fund)
- ❖ \$275,000 revenue obligation to General Fund FY17
- ❖ Currently completing Phase One of Master Plan
- ❖ 10.25 staff includes:
  - 1 Manager, 7 Grounds Staff, 1 Event Staff, .75 Program Staff, and .5 Building Staff





# Zilker Botanical Garden Conservancy

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## MISSION

*To inspire people of all ages to treasure, promote, and protect the botanical wonders of our world.*

## VISION

*To create a world-class botanical garden in the heart of Austin.*

*We will guide, enhance and fund our urban oasis.*

*Our key objectives are to provide education, conservation and research.*





# Agreements & Accomplishments

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- ❖ Two (2) payments of \$47,500 from City to Conservancy (2016 & 2017)
- ❖ Conservancy is enhancing programing, cultivating donors, marketing & publicity
- ❖ Conservancy is raising \$100,000 for the following Direct Garden Benefits:
  - Funding Future Master Plan
  - Taniguchi Path Repairs
  - Educational Programing





# Conservancy Membership and Fee Waiver Details

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## ❖ Membership Example

- 1,000 Memberships generates  
~\$108,000 to the Conservancy
  - \$22,225 Fee Waiver From City

## ❖ Room rental waiver

- Combined AAGC and ZBGC waiver  
proposed at \$254,287

## ❖ Benefits to Garden

- Seek additional funding (grants, donors)
- Fund Master Plan
- Increase Educational Tours for Title 1 Schools
- Fund Capital Campaign



# Future of Partnership

- ❖ Conservancy Membership Program
- ❖ Proposed Ordinance to waive fees
  - Summer 2018 to City Council
- ❖ Conservancy and City discussing Long-term Contract
  - Revenue sharing
  - Operation of gate
  - Rental & grounds





## QUESTIONS?

Come and visit the Zilker Botanical Garden:

May 26 - August 10, 2018 - Woodland Faerie Trail

June 9, 2018 - Easy Composting with Worms!

July 14, 2018 - The 6 D's of Container Gardening Success

Take Master Plan Survey: <http://www.austintexas.gov/ZBGmasterplan>