green today
greener tomorrow

Missouri Botanical Garden
2010 annual report
“to discover and share knowledge about plants and their environment in order to preserve and enrich life.”

-mission of the Missouri Botanical Garden
At the Missouri Botanical Garden, we reflect back on 2010—the International Year of Biodiversity—with a mixture of optimism and concern. The optimists among us saw a productive collaboration between the Garden and the Royal Botanic Gardens, Kew to accomplish one of the 16 targets set by the Global Strategy for Plant Conservation to be completed by the end of 2010: The Plant List, an online reference and checklist of the scientific names for all known plant species. We reached that target in December, with two days to spare!

Nevertheless, there is still much cause for concern. The United Nations’ target “to reduce the rate of loss of biodiversity worldwide” was due to have been met in 2010. Sadly the world community failed to reach this target, putting at risk so many plant and animal resources vital for the planet and its future. However, this past October, I joined delegates from 193 countries in Nagoya, Japan for the 10th Conference of the Parties to the Convention on Biological Diversity to help formulate strategies to address this global crisis. Not to be deterred, the United Nations has set its sights on the next ten years as the Decade of Biodiversity. By 2020 the goal is not just to slow the loss of biodiversity, but to halt it completely. This goal is a major concern for the Garden, both in St. Louis and worldwide.

The Missouri Botanical Garden recognizes the need to celebrate biodiversity, but with the knowledge that this is a time for action, not complacency. Conservation is not just for conservationists; we need everyone engaged in the effort to appreciate and conserve biodiversity. Looking toward the future of plant conservation, we hope everyone will join us in our efforts to be Green Today, Greener Tomorrow.

Peter Wyse Jackson,
President of the Missouri Botanical Garden
As the chairman of the Board of Trustees, I have been honored to witness many defining moments at the Garden in 2010, the most notable of which is the transition in leadership from Dr. Peter Raven to Dr. Peter Wyse Jackson. During Dr. Raven’s tenure, the Garden was transformed from a beautiful local attraction into one of the top three botanical institutions in the world. Under the leadership of Dr. Wyse Jackson, the Garden is poised to reach even greater levels of global contribution and community enrichment, starting with the publication of The Plant List, as described in this report.

The world is more connected than ever before, and this fact compels us to push for greater influence in the conversation of biodiversity through our research efforts, while retaining our position as a world-class destination in the heart of a vibrant community. By our example, we inspire others to become engaged in issues of conservation and sustainability—locally and globally.

The Garden has faced the same challenging economic circumstances that other institutions have faced during the last few years. In spite of that, it remains a tremendous source of pride for the St. Louis community and a leader in the global scientific community. Thanks are due to my predecessor, Nicholas Reding, who helped steer the Garden through the recent recession. We hope to continue his example of stewardship for years to come with the help of the many members and friends whose generosity provides such critical support. I am also grateful to Vice Chairs Steve Maritz and Cheryl Morley and to the Board of Trustees for their leadership. Their time, dedication, and commitment to the mission have helped shape an institution that touches the lives of nearly one million people a year locally and leads the world in confronting important issues of plant conservation. Finally, my appreciation goes out to the staff of the Missouri Botanical Garden as well as the Garden community both here in St. Louis and around the world.

Arnold W. Donald, Chairman of the Board of Trustees

2010 board of trustees
The United Nations declared 2010 to be the International Year of Biodiversity, a celebration of life on our planet and a call to action to conserve and protect the biodiversity on Earth. At the Missouri Botanical Garden, our curators and research partners work around the clock in far-flung locations under sometimes perilous conditions to do just that.

But how?

It starts with putting things in order, which is essential to informing how we move ahead to protect and conserve. After all, if we don’t know what’s out there, it’s hard to conserve it. The signature accomplishment in 2010 was the completion of the Plant List, a joint effort between the Missouri Botanical Garden and the Royal Botanic Gardens, Kew. This landmark international resource is a working list of all land plant species, and it is fundamental to understanding and documenting plant diversity and effective conservation of plants. The completion of The Plant List accomplishes Target 1 of the Global Strategy for Plant Conservation (GSPC), which called for a widely accessible working list of known plant species as a step toward a complete world flora.

The work of the Science and Conservation staff at the Missouri Botanical Garden is manifold, but all is directed at the ultimate goal: conservation of plant life. For example, some of our researchers are engaged in monographic studies of plant families as well as floristic studies of whole geographic areas. This work takes place in North, Central, and South America; Madagascar and parts of Africa; the Himalayas; and Southeast Asia, among other places. Many of the research sites are in or near biodiversity “hot spots”—geographic areas wherein the plants and animals are prized for their diversity but often threatened by human activity.

Alongside and in concert with the monographic and floristic studies are other types of research focused on changes to these regions. Studies that examine climate change as well as other effects of human activity on plant life both rely on those studies and contribute to their ongoing efforts.

By studying the plant families, geographic flora, climate factors, and the effects of humans on plant life, yet another group of Garden researchers are actively engaged in the preservation of plant life through plant collection and propagation on location and back at the Garden’s main campus, the reintroduction of species to their native habitat when they have become scarce or extinct, and capacity building with local communities, to help them understand their effects on the local plant life and ways they can preserve plant diversity without adverse consequences to their livelihood.

Together these different approaches to the study of plant life and biodiversity, and the conservation activities that result, form a strong position from which the Missouri Botanical Garden expects to remain a world leader in the global fight to carry on in the spirit of the UN International Year of Biodiversity.
(Top to bottom) Researchers often contend with very steep and diverse topographies, as was the case at Tanhuara, Bolivia, where work was being done on both sides of the torrential Pelechuco River. It took guides half a day to construct the bridge shown here.

This expedition to Yok Don National Park, Vietnam, yielded about 1,000 specimens representing nearly 300 plant species; a second expedition to Lo Go–Xa Mat National Park yielded about 1,200 specimens representing about 350 plant species. These expeditions were conducted as part of a field-based training for park rangers, who have acquired knowledge and developed skills to assist our research efforts.

Field assistants are crossing a very swollen river on the way back from Mont Kinguié in Gabon, a country rich in biodiversity, much of which has yet to be identified.
The St. Louis Cardinals’ “4 A Greener Game” initiative is a sustainable business champion!

Teachers visit hydro and nuclear power production sites to study energy issues firsthand.

Garden staff sorted and weighed Monsanto Center trash and documented that over 70 percent of this building’s solid waste is being recycled or composted!

Part of the Deer Creek Watershed.
community engagement

Through outreach and community-building, the Garden strives to share our environmental mission with the public and inspire a love of nature. Within the local community, efforts to support sustainability are led by the Sustainability Division’s EarthWays Center. In 2010 these efforts focused primarily in four areas:

- **Sustainable business** outreach, led through the work of EarthWays Center as the Green Resource Advisor to the St. Louis RCGA’s Green Business Challenge. In 2010 this program led 58 area businesses in expanding sustainable components of their business practices, and the RGCA has committed to working with EarthWays staff to continue this successful program in 2011.

- **Home energy efficiency** outreach was coordinated primarily through our work as regional aggregators to the Energize Missouri Homes program and in continuing coordination of the regional Home Performance with ENERGY STAR program. Providing homeowner assistance to receiving whole-house building audits and making subsequent efficient home improvements is an effective way to improve resource use in the local building stock.

- **Sustainability education** support is done through local schools as well as through coordination with the St. Louis Regional Higher Education Sustainability Consortium. This work proves effective at reaching future decision makers and helping higher education institutions lead the way by showcasing sustainable campuses.

- **Greening buildings** of all types is critical to reducing resource use and incorporating sustainable design and materials in our region. The Garden supports the work of the U.S. Green Building Council—Missouri Gateway Chapter by providing staff support for these worthwhile efforts.

In 2010 the Deer Creek Watershed Alliance, a project of the Garden, produced a watershed plan with significant input from citizens, community leaders, and technical experts. This plan will guide future decisions to improve water quality and reduce flooding in the Deer Creek Watershed with a focus on plant-based solutions. Only three other urban watershed plans have been accepted by the Missouri Department of Natural Resources.

Events and exhibits continue to inspire visitors while supporting the Garden’s mission. DinoQuest: A Tropical Trek through Time showed visitors the links between prehistoric dinosaurs and the origins of many of the tropical plants housed in the Climatron. Although rain made an appearance at Chinese Culture Days, warm sunny days welcomed the Japanese Festival and Best of Missouri Market®, making 2010 another successful year for these events. The Whitaker Music Festival remains one of the most popular outdoor music series in St. Louis; a total of 53,574 people braved record summer heat to attend.

Our members help us achieve greatness, and the Garden continues to enjoy one of the highest membership renewal rates of any cultural attraction in the country: 79 percent. This year the Garden introduced a new and popular Garden Plus membership level. The Young Friends organization stayed busy reaching out to those in their 20s and 30s with many popular events.
The Missouri Botanical Garden has earned an international reputation for advancing sustainability worldwide. Here at home, we run our facilities and operations in ways that **minimize environmental impact** while **reducing costs**. We lead by example.

The Monsanto Center of the Missouri Botanical Garden officially earned **silver certification** under the **LEED EB** (Existing Buildings)—Operations and Maintenance rating system. Fewer than 500 buildings have received LEED EB certification; the Garden’s Monsanto Center is the **first in Missouri**. Developed by the U.S. Green Building Council, LEED EB requires the implementation of sustainable operations for all aspects of a building including site maintenance, water and energy efficiency, environmentally preferred purchasing, waste stream management, green cleaning, and ongoing indoor environmental quality. Many of these policies are now implemented Gardenwide.

This was a big year for sustainability at the Garden. We established a Gardenwide **Green Team** to engage staff in adopting sustainable office operations and living strategies. Our first success: implementing **single stream recycling** throughout the Garden. We now recycle more types of waste products, and we earn a rebate from our waste hauler. Sassafras, the **first green restaurant** in Missouri to be certified by the Green Restaurant Association, now sends all food waste to a commercial composting facility which turns it into soil amendments. Horticultural plastic waste is recycled through the Garden’s award-winning **Plastic Pot Recycling** program.

In our built environment, over 90% of the demolition waste was **repurposed or recycled** when Spink Pavilion was renovated. While reconstructing the east parking lot, old asphalt and concrete were removed, recycled, and partially replaced with **porous paving material** that allows rain to filter through to a collection reservoir rather than running off into streets and sewers. Areas repaved with traditional asphalt drain into a large **rain garden** planted with Missouri natives. The Commerce Bank Education Center is one of the Garden’s most energy-efficient buildings. Now it also produces renewable energy. In 2010, **110 solar panels** were installed to produce about 5% of the building’s total electrical needs (25 kWh). This investment in sustainability, made possible by Express Scripts, helped earn the Garden an **Award of Achievement** from the RCGA’s St. Louis Green Business Challenge.

Other important steps were taken in 2010. Office printing was reduced by installing Printelligence, a computer program that displays a cost estimate for each print job, encouraging employees to **use less paper**. For the first time, the Garden’s wall calendar was printed on 100% post-consumer recycled paper. Refillable water bottles are sold throughout the Garden, and a **water bottle filling station** was installed in Spink Pavilion. And in a whimsical effort to reuse, the banners from our signature events get a second life as **tote bags**, which are sold in the Garden Gate Shop.

We all know the adage “the journey of a thousand miles begins with a single step.” That’s the Missouri Botanical Garden’s approach toward educating the public about the steps they can take to live more sustainably, and it’s one we practice ourselves. Every day we set the example conveyed by our motto: **Green Today, Greener Tomorrow**.
Mike Lopata of Microgrid Energy discusses some of the maintenance aspects of the solar modules with Guy Dopmeyer, Mike Cotton, Ralph Stamm, and Dennis Strubberg of the Garden’s General Services staff.

The plastic pot recycling program recycled 138,000 pounds of plastic this year.

Pervious concrete allows rainwater to filter through instead of running off and overwhelming the sewer system.
Plants of Merit sale.
The Garden is well known for its beautiful and extensive orchid collection.
Gorgeous spring bulbs in bloom in the Central Axis.
Vegetable gardens show off their bounty at the Kemper Center for Home Gardening.

(Top to bottom)
Science and conservation efforts at the Missouri Botanical Garden seem exotic and larger-than-life in their global reach and impact. But no less important, if a little bit less exotic, are the efforts of the Horticulture division at the Garden.

In addition to promoting the study and preservation of biodiversity around the globe, providing sites of beauty and reflection is an essential part of the Garden’s mission and is a primary means by which we make connections between people, plants, and the environment. Presenting landscapes that are beautiful and restorative is essential to inspire in the public a love of nature. From this inspiration, the desire to grow plants, to cultivate a garden, or even just to protect the view, can lead to a more sustainable lifestyle.

The Horticulture staff gets well-deserved credit for designing, planting, and maintaining dozens of stunning gardens throughout the main campus as well as at Shaw Nature Reserve, the Butterfly House, and other off-site locations. But that’s not the end of the story. Rare and endangered plant species from around the world—and our own backyard—are cultivated and cared for by members of the Horticulture staff. The Garden is home to 252 rare and endangered plants alone. In addition, horticulturists care for 14 plants which are classified as extinct or extinct in the wild.

When one thinks of the Garden, one naturally thinks of gardening! And in 2010, as the idea of sustainable gardening was reaching an ever-widening audience, staff and volunteers at the William T. Kemper Center for Home Gardening could feel a bit smug: they’ve been doing that for years! Vegetable gardeners interested in extending their growing season in 2010 came to the Center for Home Gardening to learn how to construct cold frames and high tunnels. They also saw rain barrels used to conserve water and found out which insects are beneficial to the home gardener’s efforts to control damage by disease and destructive insect pests.

One of the programs most closely associated with the Center for Home Gardening, Plants of Merit introduced 18 new plants into its roster. Plants of Merit are proven winners for the growing conditions in the lower Midwest, requiring less water and care than other varieties. In the Anne L. Lehmann Rose Garden, different species of roses were tested in 2010 to earn the designation as either an Earth-Kind® rose or a Kordes rose. The goal of these trials is to identify which commercially available roses can be grown with minimal care yet still be beautiful.

For almost as long as there have been plants there have been insects. Most urban dwellers consider them universally pesky, but many coexist with plants in a symbiotic relationship, both providing for some critical need that the other has. This year in the greenhouses, many of the plants, including the poinsettias grown for the annual Gardenland Express flower and train show, used integrated pest management techniques to control nonbeneficial pests with the introduction of beneficial insects.

Moving into 2011, plans within the Horticulture division include intensifying its role as a global player in the efforts to collect, cultivate, and care for rare and endangered plant species while continuing to present the beautiful displays our visitors love—and envy—in all four seasons.
Whether discovering a new species or protecting at-risk plants, creating awe-inspiring horticultural displays or providing expertise and training for whole communities, the worthy work of the Missouri Botanical Garden is made possible by its committed, passionate team of experts in St. Louis and around the world. But when, where, and how did those passions first ignite?

It starts with an idea formed in the imagination. That idea may be sparked during childhood while on a nature walk or climbing a favorite tree. Maybe it happens during a first trip to a world-class botanical garden or in a classroom led by an inspiring teacher.

Igniting and supporting such passions in people of all ages, backgrounds, and abilities is the work of the Garden’s Education department. For the youngest among us, the Garden offers experiences that tap a child’s natural sense of wonder, curiosity, and playful spirit. All three Garden locations offer children and families ways to explore the outdoors through everyday visits, classes, nature hikes, sleepovers, and special events. In 2010, 10,000 children, parents, and caregivers experienced a Garden program designed specifically for families.

School-aged children and teenagers also find inspiration at the Missouri Botanical Garden and, through our experiential, learner-centered programs, are empowered to make a difference. High school students who participate in ECO-ACT learn about plant diversity and the importance of conserving it and then share what they’re learning with elementary school children. ECO-ACT has sparked the imaginations of many young people. School-based programs such as Science Alliance and Green Schools work with students, teachers, and families to increase science literacy and develop practical skills for sustainable living. Litzsinger Road Ecology Center and Shaw Nature Reserve offer field programs for students and teachers in conservation and ecology education, including hands-on opportunities to restore area watersheds and creeks and other natural habitats. In 2010 nearly 90,000 students and 4,000 teachers were supported through Garden education programs, professional development, and instructional resources.

Of course learning never ends. For the continually curious among us, the Garden offers classes, tours, and workshops designed specifically for adults. In addition to a diversity of programs in gardening and horticulture, the Garden also invites adults to tap their inner artist, their inner chef, their inner naturalist, and their inner conservationist as they learn about and explore the world of plants. In 2010 nearly 5,200 adults experienced one of these in-depth classes, enabling them to strengthen their knowledge, hone their skills, and learn to live, work, and play in more sustainable ways.

The Education programs at the Garden ask: How are we inspiring and equipping others, both young and old, to be better stewards of the earth? The answer is found in the excited face of a child learning to identify a tree, the high school student who is more motivated to conserve habitats and the plants within them, the adult committed to practicing more sustainable methods of gardening and living, and all of them eager to share their experiences with everyone!
High-school volunteers from the SAGE Program educate young visitors about the plants we eat.

A student from nearby Mullanphy School enjoys a visit to the Sensory Garden.

Canning classes are just one of many interesting offerings in the adult education program.
Guided nature hikes are a popular activity at the Shaw Nature Reserve.

Bus painting is one of the many events at the annual EarthWays Center Green Homes Festival.

A sulphur butterfly on an aster at the Butterfly House.
At the Shaw Nature Reserve, we inspire responsible stewardship of our environment through education, restoration, and protection of natural habitats and public enjoyment of the natural world. The partnership with the Missouri Department of Conservation (MDC) continued to thrive in 2010 with its sponsorship of programs such as the Native Plant School, Grow Native! activities, Prairie Day, and the Missouri Master Naturalists.

In 2010 the new Myron Glassberg Family Pavilions were added, and support complex structures built in 1927 were torn down to make way for new support facilities named in honor of former Garden director Edgar Anderson (1897–1969). The demolition process highlights our commitment to conserve resources with over 90% of all materials being either reused or recycled. This included over 12,000 board feet of lumber, 18.7 tons of metal, 48,000 bricks, and 700 tons of aggregate generated by crushing the old concrete floors and footings. By design the new support facilities address sustainability issues, including a wood boiler fueled by firewood from the Reserve, an innovative cooling system that uses about half the energy of a conventional cooling system, passive solar features, and energy-efficient lighting. The Reserve is pursuing LEED Gold certification for the Anderson Center.

There was big news for the EarthWays Center in 2010. Formerly an off-site division of the Missouri Botanical Garden, the Center moved in December to Garden grounds. Despite the physical move, existing EarthWays Center programs and projects will continue and, together with new efforts, will expand the Garden’s voice in the community as innovative leaders in promoting sustainability in the St. Louis region. One of the most notable ways the EarthWays Center leads in local sustainability is through its role as the Green Resource Advisor to the St. Louis RCGA’s Green Business Challenge. The EarthWays Center’s move to the main campus strengthens the Garden’s commitment to demonstrating how one’s choices and behaviors affect the environment and plant conservation.

The mission of the Butterfly House is to foster a greater understanding of plant and animal relationships in the environment in order to promote the conservation and restoration of natural habitats. This mission was accomplished in 2010 through 142 classes and school field trips, numerous outreach programs, and in the many encounters between our visitors and our butterflies. Some of the best times for these encounters happened during the annual March Morpho Mania™, where visitors were also invited to learn about the Butterfly House’s conservation efforts at El Bosque Nuevo in Costa Rica, the homeland of the morphos. In the fall, the Butterfly House was a hit during October Owls and Orchids. This was the second year for this now-annual event, which included tours of the conservatory at twilight, when the owl butterflies are most active.
financial information
Year ended December 31, 2010

2010 public support and revenue

Public Support

<table>
<thead>
<tr>
<th>Services provided for</th>
<th>$10,300,000</th>
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<tbody>
<tr>
<td>Botanical Garden Subdistrict*</td>
<td></td>
</tr>
<tr>
<td>Contributions and memberships</td>
<td>6,455,137</td>
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<tr>
<td>Bequests</td>
<td>311,271</td>
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<tr>
<td>Total public support</td>
<td>17,066,408</td>
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Revenue

<table>
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<tr>
<th>Admissions</th>
<th>2,275,752</th>
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<tbody>
<tr>
<td>Grants and contracts</td>
<td>8,653,169</td>
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<tr>
<td>Retail shops</td>
<td>2,489,029</td>
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<tr>
<td>Education</td>
<td>357,186</td>
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<tr>
<td>Property rentals</td>
<td>380,172</td>
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<tr>
<td>Investment income, net</td>
<td>3,777,902</td>
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<tr>
<td>Other</td>
<td>861,592</td>
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<tr>
<td>Total revenue</td>
<td>18,794,802</td>
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<tr>
<td>Total support and revenue</td>
<td>$35,861,210</td>
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2010 expenditures

Program Services

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<thead>
<tr>
<th>Horticulture</th>
<th>$2,898,585</th>
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<tbody>
<tr>
<td>Science and Conservation</td>
<td>9,190,842</td>
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<tr>
<td>Retail shops</td>
<td>2,370,975</td>
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<td>Education</td>
<td>3,290,712</td>
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<tr>
<td>Butterfly House</td>
<td>1,128,898</td>
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<td>Shaw Nature Reserve</td>
<td>992,827</td>
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<td>Visitor Services</td>
<td>381,941</td>
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<td>Public Events</td>
<td>751,205</td>
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<td>Bioinformatics</td>
<td>950,070</td>
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<td>Contract services</td>
<td>1,905,789</td>
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<td>Total program services</td>
<td>$23,861,844</td>
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2010 public support and revenue

Services provided for Botanical Garden Subdistrict—29%
Contributions and Memberships—18%
Bequests—1%
Admissions—6%
Grants and Contracts—24%
Retail Shops—7%
Education—1%
Property Rentals—1%
Investment Income, Net—11%
Other—2%

Services provided for Botanical Garden Subdistrict—29%
Supporting Services

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<thead>
<tr>
<th>Service</th>
<th>Expenditure</th>
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<tbody>
<tr>
<td>Management and general</td>
<td>$6,607,087</td>
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<tr>
<td>Maintenance and improvements</td>
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<td>Utilities</td>
<td>982,771</td>
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<td>Security</td>
<td>675,855</td>
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<td>Membership department</td>
<td>900,110</td>
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<td>Institutional Advancement</td>
<td>1,155,683</td>
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<td>Total supporting services</td>
<td>13,259,389</td>
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Equipment and Transfers

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<tr>
<th>Category</th>
<th>Expenditure</th>
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<tbody>
<tr>
<td>Property and equipment transfers</td>
<td>254,747</td>
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<tr>
<td>Transfer of funds</td>
<td>(1,109,562)</td>
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<td>Total equipment and transfers</td>
<td>(854,815)</td>
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<td>Total expenditures</td>
<td>36,266,418</td>
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Change in Net Assets before minimum pension liability adjustment

<table>
<thead>
<tr>
<th>Category</th>
<th>Change</th>
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<tbody>
<tr>
<td>Change in Net Assets before minimum pension liability adjustment</td>
<td>(405,208)</td>
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<tr>
<td>Minimum pension liability adjustment</td>
<td>(259,817)</td>
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<tr>
<td>Net Operating Assets—1/1/10</td>
<td>3,595,276</td>
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<td>Net Operating Assets—12/31/10</td>
<td>$2,930,251</td>
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Net Assets (Deficit)

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<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Operating Fund Unrestricted</td>
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<td>Operating Fund Restricted</td>
<td>(163,887)</td>
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<td>Endowment and Similar Funds</td>
<td>75,931,255</td>
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<tr>
<td>Land, Building, and Equipment Fund</td>
<td>85,376,255</td>
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<tr>
<td>Capital Fund</td>
<td>5,299,373</td>
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<tr>
<td>Gift Annuity Fund</td>
<td>12,465</td>
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<tr>
<td>Total</td>
<td>$169,549,569</td>
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*Botanical Garden Subdistrict

Since 1972, residents of St. Louis City and County have generously supported the Metropolitan Zoological Park and Museum District (ZMD). The ZMD is a property tax-supported district, which distributes funds through five cultural subdistricts, including the Botanical Garden Subdistrict, which has provided support to the Missouri Botanical Garden since 1983. The Garden is grateful for this continued support. (Commissioners for the ZMD and the Botanical Garden Subdistrict are listed on page 38.)
The Garden is grateful to our 471 staff members who contributed daily to our success in 2010.
our volunteers

The Garden is grateful to our 1,816 volunteers (the equivalent of 77 full-time staff) who donated over 149,539.50 person-hours in 2010.

Volunteer Service Recognition

Gail Abbott
Karla Abel
Pam Ackerman
Eva-Maria Adams
Lee Adams
Marilyn Dale Adams
Mary Adams
Sharon Adams
Katherine Adcock
Barbara Addelson
Tia Adkins
Jo Aernie
Carol Agatstein
Astha Aggarwal
Marilyn Ainsworth
Cornelius Alwood
David Alton
Gloria Altepeter
Barbara Allender
Chyrelle Arens
Roxanne Armbuster
Cathy Arnold
Heather Arora
Joan Arpsam
Pauline Ashton
Ted Atwood
Kelley Austin
Shirley Axelrod
Stephen Aylward
Elaine Baden
Albert Baeyen
Charlotte Baeyen
Edward Bahr
Bonnie Bailey
Jacqueline Bainter
Kimberly Baker
Nanette Baker
Sharon Baldassare
Alli Ball
Robert Ballrud
David Balzer
Ed Banashek
Kay Banks
Elaine Bante
Gail Barclay
Mary Bard
Shirley Bardenheiser
Brenda Barnes
Mary Barnett
Robert T. Barnicle
Gabriel Barnon
Abbey Barrow
Suzann Barry
Olivia Barts
Traci Barden
Anthony Bassett
Woodsy Bassman
Barbara Baue
Alice Bauer
Margaret R. Bauer
Shirley Bauer
Matt Baxendale
Louise Bazzetta
Steve Bean
Sonia Beard
Audrey Beatty
Jane Beatty
Milissa M. Beatty
Jean Beck
Helena Bedalii
Almaretta Bedford
Jane Bedwell
Emil Beiser
Rachel Beilschmidt
Kathy Beene
Johori Bell
Kelley Bell
Nancy Bell
Carol Benoist
Josh Benson
Lawrence H. Berglund
Sally Berglund
Sarah Berglund
Brooke Bergman
Marie Bergmann
Nancy Bergmann
Jessica Berkenemeier
Sean Bernfield
Mike Berni
Carol Berry
June Berry
Christine Berzinas
Patricia Beuckman
Cecelia Boyer
Vivek Bhakta
Gerry Bickel
Alex Bierman
Adrienne Bieserfeld
Curtis Bieserfeld
Paul Bieserfeld
Theresa Biggs
Shirley Bild
Matt Bird
Claire Birge
Robert Bischoff
Anne Bishop
Pat Bishop
Jennifer Blando
Gerald Blanke
Kate Blaukurt
Kate Blaaquart
Abigail Blatt
Ivona Blazevic
Paulette Bliss
Carol Blood
Richard Blowers
Nichole Blume
Carol Boeckmann
Henry Boeckmann
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Nora Stern
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Jane Tschudy

Garden Docents
Carol Agatstein
Fredric Rissover

* Executive Committee

Garden Subdistrict

The ZMD levies an annual tax on property on behalf of five subdistricts, including the Botanical Garden Subdistrict. The subdistrict contracts with the Garden to provide botanical services.

Theresa Loveless
John C. McPheeters, Secretary
Marcia B. Mellitz
Martin Schweig

Non-Voting Advisory Members
Willie J. Meadows
Janice M. Nelson
James H. Yemm
Francis Yueh

zoo–museum district

The Metropolitan Zoological Park and Museum District (ZMD) is a tax-supported cultural district governed by an eight-member board of directors, each appointed for a four-year term by the Mayor of the City of St. Louis and by the St. Louis County Executive.

Thomas J. Campbell, Assistant Secretary
Tithia Cook
Donna G. Knight

Adrienne B. Morgan, Treasurer
Robert A. Powell, Chair
Ben Uchitelle, Secretary
David S. Weber, Vice Chair
Gloria Wessels

Staff:
J. Patrick Dougherty, executive director
Trish Nelke
Sharon L. Wimberly

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the garden by the numbers

Year ended December 31, 2010

Visitors
Attendance at all locations: 989,735

Highest daily attendance:
17,693 on Sunday, September 5, Japanese Festival

Highest non-event attendance:
7,443 on Sunday, May 9, Mother’s Day

Lowest attendance: 53 on Friday, January 8

Members
Members: 37,431
Upper-level members: 539
Total number of member visits: 272,199
Members who renew each year: 79%

Personnel
Number of staff: 470
Number of volunteers: 1,816
Number of volunteer hours worked: 149,540
Number of equivalent full-time staff: 77

Communications
News items about the Garden in the media: 4,697 in 50 states and 53 countries
Unique online visitors: 3,969,465
E-newsletter distribution: 50,073
Social media fans (Facebook, Twitter, Flickr): 35,794

Education
Students participating in Garden programs: 89,375

Education Program Participation
Teachers supported through Garden education programs, workshops, and instructional material: 4,122
Adults participating in Garden education programs: 5,172
Seniors, Special-needs, and others supported through Horticulture Therapy programs: 4,061
Youth and Family participating in education programs: 8,233
Visitors experiencing drop-in education opportunities: 114,790
Visitors accompanying students participating in education programs: 6,077

Education Venue Attendance
Visitors to the EarthWays Center: 1,013
Visitors to the Doris I. Schnuck Children’s Garden: 98,694
Visitors to the Brookings Interpretative Center: 120,996
Visitors to the Tower Grove House: 53,521
Visitors to the Dana Brown Overnight Center at Shaw Nature Reserve: 5,652
Visitors to the Nature Explorer Classroom at Shaw Nature Reserve: 910
Visitors to other venues: 3,946

Home Gardening
Visitors to the Center for Home Gardening: 123,971 visitors
Plastic pot recycling: 138,000 lbs.
Master Gardeners: 311 active volunteers put in 34,903 hours of community service
Plant Doctor Service: 8,011 clients asked 12,855 questions
Calls to Horticulture Answer Service: 12,707 calls; 18,061 questions; and 1,204 mail-outs
GardeningHelp web visitors: 2.4 million
Online e-mail gardening questions answered: 1,812

Horticulture Displays
Total accessions: 28,173
New accessions in 2010: 1,482
Total taxa/unique types of plants: 15,855
Total trees on grounds: 5,088 (1,101 taxa)
New trees in 2010: 160
Unique types of oaks: 50
Unique types of witch hazels: 91
Unique types of rhododendron/azaleas: 261
Unique types of Missouri native trees on grounds: 101
Unique types of roses: 276 (2,393 bushes)
Unique types of daffodils: 691
Unique types of daylilies: 1,922
Unique types of irises: 1,330
Unique types of lilies: 165
Seasonal bedding plants: 119,075
Hanging baskets produced: 236
Plants raised for the Holiday Show: 3,263 plants (706 poinsettias and 2,557 miscellaneous)
Pounds of grass seed: 2,500
Acres of turf at the Garden: 20

Science & Conservation
Ph.D. researchers at the Garden: 47
Researchers did fieldwork in 35 countries on 6 continents
Graduate students at the Garden: 20 students from 9 different countries
Degrees awarded: 3 Ph.D. and 3 Master’s
Specimens in Herbarium: 6,231,759
(5,706,547 flowering plants and 525,212 bryophytes)
Tropicos™ online herbarium records: 3,916,848
(names 1,248,416)
Books in the Library: over 200,000 (new in 2010: 1881)
Journal subscriptions in the Library: over 800 print journals
Reference queries answered: 1,328
Interlibrary loans: 1,074 supplied to 26 countries
Rare books: approximately 6,550 printed before 1830
Rare books digitized and placed online: over 1000 for a total of 4,310 volumes
Access to over 2000 electronic journals
Books published by MBG Press: 12 (and 2 quarterly journals)
the management team

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family of attractions

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