As we close the 2017-2018 year, let's celebrate the 30th anniversary, one last time and reflect on what has been accomplished in this relatively short period of time.

The Board of Directors and Garden staff have had the privilege to hear from those early believers in the Garden, some of our Legacy members, and to really gain a perspective about the road to opening day on May 21, 1988. The Garden Guild, the Galaxy crew, and the scores of volunteers, shared stories, pictures and pride. The anniversary was marked by street dances, 30 painted rocking chairs, and more than 30 reasons to join as a member. What a transition it has been from five gardens tended by societies to the explosion of plant collections, programs, and center of so much community activity.

We have benefited immensely as a participating member in the American Public Garden Association, which connects us to a world of institutions with similar goals and mission. One of our true highlights this year was hosting a symposium for COOs and CFOs across the country. Kathy Gilder, our COO, led our team in this initiative and did so brilliantly. It pushed us to absolutely prepare the garden physically and strategically in order to best showcase our growth. Melissa Riley, our Vice President of Guest Experience, insured that we demonstrated our DEEDS approach to customer service by providing an exceptional experience for these special guests. With much pride, our Garden was shown in the best light possible and our team, board, and volunteers had the opportunity to tell our story as well as learn from others. Together we continue to challenge ourselves and do better each and every day as we work tirelessly to best serve our community.

Board objectives this year were many, and included an outreach to further engage the underserved community in our programs, doing so with many meaningful initiatives. Another key objective was to revisit the phrasing of our mission statement. It was done so thoughtfully and clearly...

**We inspire our community to Sow, Grow, and Discover.**

No Garden ever really quits growing, as with your Huntsville Botanical Garden. Thank you for your support as you have moved us into our fourth decade of service. Your continued generosity has enabled us to be a meaningful part of your lives and the lives of others and we remain so very grateful.

- Paula Steigerwald

### HBG Officers & Directors

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>President and Chief Executive Officer</td>
<td>Paula Steigerwald</td>
</tr>
<tr>
<td>Chief Operating Officer</td>
<td>Kathy Gilder</td>
</tr>
<tr>
<td>Vice-President of Guest Experience</td>
<td>Melissa Riley</td>
</tr>
<tr>
<td>Director of Development</td>
<td>Annette Alexander</td>
</tr>
<tr>
<td>Director of Human Resources</td>
<td>Johnny Giles</td>
</tr>
<tr>
<td>Director of Facility Rental</td>
<td>Cindy Hallman</td>
</tr>
<tr>
<td>Director of Finance</td>
<td>Amy Moore</td>
</tr>
<tr>
<td>Director of Guest Services</td>
<td>Donna Parsons</td>
</tr>
<tr>
<td>Director of Operational Services</td>
<td>Thayer Phillips</td>
</tr>
<tr>
<td>Director of Horticulture</td>
<td>Niki Sothers</td>
</tr>
</tbody>
</table>

Since 1988, the Huntsville Botanical Garden has devoted itself to inspiring and educating the community through year-round botanical displays, strong educational programs, and specialized research. It has actively encouraged citizens to explore their connections to the natural world, as well as served as a model of conservation and sustainable living. As a result, the Garden has grown to become one of the top tourist attractions in the southeast, captivating visitors from all over the world with its stunning gardens and facilities, and an array of events, programs, and exhibits for all ages.

This year the Garden celebrated its 30th birthday. This milestone presented an opportunity to reflect and recommit to our role as the community’s garden. With this in mind, we have adopted a new mission statement that reflects our focus on inspiring our community to sow, grow, and discover.

Our foundation is the greater Huntsville community – our members, volunteers, donors, and sponsors. Our volunteers sow their time; our donors and sponsors, their investments. Local individuals and families sow their support through membership.

Of course, plant collections are grown at the Garden, but knowledge grows here too! We present a variety of education programs throughout the year, from field trips and day camps to adult professional development courses. We provide a special setting for marriages to begin and families to grow. Our facilities also offer space for our industry and community partners to grow and develop through workshops and retreats.

Our beautifully maintained 112 acres inspire visitors to discover the natural world. Popular seasonal events – Beaks & Barks, Huntsville Blooms, the Purdy Butterfly House, the Scarecrow Trail, and Galaxy of Lights – keep our members engaged year-round. And our spectacular rotating exhibits and festivals invite guests from around the world to discover art, music, and different cultures and traditions.

### Finance Operating Results: October 2017 - September 2018*

<table>
<thead>
<tr>
<th></th>
<th>FY 17</th>
<th>FY 18</th>
<th>% of Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Support</td>
<td>222,300</td>
<td>223,000</td>
<td>4.7%</td>
</tr>
<tr>
<td>Advancement</td>
<td>727,937</td>
<td>814,938</td>
<td>17.2%</td>
</tr>
<tr>
<td>Education</td>
<td>144,988</td>
<td>152,874</td>
<td>3.2%</td>
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<tr>
<td>Membership</td>
<td>621,626</td>
<td>691,971</td>
<td>14.6%</td>
</tr>
<tr>
<td>Events &amp; Rentals</td>
<td>959,984</td>
<td>1,437,747</td>
<td>30.4%</td>
</tr>
<tr>
<td>Admissions</td>
<td>925,888</td>
<td>956,191</td>
<td>20.2%</td>
</tr>
<tr>
<td>Gift Shop</td>
<td>366,990</td>
<td>451,892</td>
<td>9.6%</td>
</tr>
<tr>
<td>Total Operating Revenue</td>
<td>4,031,084</td>
<td>4,728,614</td>
<td></td>
</tr>
</tbody>
</table>

* Pre-Audit Operating Budget only (does not reflect restricted funds/capital campaign).
Attendance: 353,841

Quick Facts
- Year Opened: 1988
- Acreage: 112
- Board Size: 25
- Memberships: 8,950
- Full-time Staff: 54

Volunteers

"A smile on my face, a lightness to my steps, busy hands, an awesome staff, meeting and greeting visitors from near and far, these are some of the reasons that I enjoy my volunteer time at the Botanical Garden." - Reneé Kump

2018 Volunteers of the Year:
Bob and Sandy Howde

2018 Volunteer Hours
3,536 individuals; 52,573.25 hours
$1,269,118.26 payroll value ($24.15 per hour)

Spring/Fall Plant Sales:
840 volunteers; 4,808 hours

Galaxy of Lights:
1,752 volunteers; 7,134 hours

Horticulture

The Horticulture Department adopted a Living Collections Management Policy in 2018 that will showcase plants native to north Alabama and similar regions around the world. These diverse collections, ranging from desert to tropical plants, will emphasize the use of the right plants in the right place, educating the public about horticulture in the humid subtropical climate of our region.

In 2018 the Horticulture Department also developed an improved Invasive Species Policy that is integrated into our plant collections management practices and targets locally problematic non-native species.

Facility Rental

"[Dale Slayton] did a fantastic job of coordinating our requirements! She thought of everything, most of which we had not considered. I cannot thank her enough for the thoughtful recommendations that she gave us and for the constant communications to ensure our needs were being met."

157 Business Meetings
22 Club Meetings
99 Weddings/Receptions
114 Parties/Luncheons

30 Picnic/Pavilion Events
3 Memorial Services
38 Photo Shoots

Attendance

The Garden welcomed 353,841 visitors this past fiscal year making us the 3rd largest attraction for the 2nd year in a row.

Attractions that charge admission

Field Trips:
- 8,298 Students
- 2,129 Adult Chaperones
- 836 Teachers
22% of the students (1,790) came from Title 1 schools either for free or eligible for a reduced rate.

Children's Camps and Classes:
- 2,139 children participated this year (up from the 1679 from last year)

Adult Education:
- 2,301 adults participated

Conservation:

The Conservation Committee began meeting in June 2018 to help support the conservation efforts on site at the Garden and out in the community.

Community Impact

The Garden also hosted 3 Give Back Days in 2018. We invite our visitors to make a donation of an item for these non-profit organizations in exchange for admission to the Garden. This year we partnered with Girls, Inc., Manna House, and the Diaper Bank of the Food Bank of North Alabama.

HBG’s education department has been a major stakeholder in the development and execution of a gardening program at Morris P-8 (our next door neighbor), where students in fifth grade are learning how to grow edibles and plants for pollinators. Huntsville City Schools has also invited HBG to partner in their Native American Indian Education program and the first opportunity to meet was this past November. Each October the education department supports our local United Way in their Read for the Record early literacy intervention project which encourages people across the United States to read the same book on the same day to pre-school and kindergarten students. Garden staff visited Morris P-8 to read aloud. Our Horticulture team partners with James Clemens and Huntsville High School Special Needs programs to have volunteer days which help to teach task completion.

This year we also partnered with the Madison County Public Library to provide Garden passes that people from the community can check out to be able to visit the Garden. This was promoted more in the underserved communities. 93 passes were checked out since the program began in June.

For Galaxy of Lights this past season, we were able to provide access to over 1200 families from students from Title 1 schools to Galaxy of Lights. We also were able to partner with the Downtown Rescue Mission to allow their residents to come through Galaxy of Lights on buses provided by the city of Huntsville.

Education

"It has been a pleasure to know that my son is having a positive and stimulating education in a safe and secure setting at the Garden which complements our homeschool schedule."

-Tiffany Flournoy, Homeschool Programs

Advocacy Board

Joe Bergantz, Chairman
Heather Baker
Carla Bossard
Dr. Marvin Carroll
Cynthia Crutchfield
Lee Holland
Hank Isenberg
Paula Lecher
Eric Mills
Bill Phillips
Lindsey Rice
Chris Robinson
Jeff Showalter
Brandy Brannon Smith
Portia Waite
Stephanie Waddell
Beverly Weiner

Foundation Board

Beth Wise, Chairman
Phylis Baron
Bobby Bradley
David Lucas
Roy Nichols
John Purdy
Emily Robertson
Linda Smith
Bill Snoddy
John Stallworth
Jay Stowe
Al Sullivan
Middie Thompson
Pamela Barratt White
John Wynn

Board of Directors

Penny Billings, Chairman
John Allen
David Bier
Gary Bolton
Janet Brown
Lynn Carden
Lynn Collyar
Leta DeMaioribus
Kyle Findlay
Mary Griffith
David Harbarger
Warne Heath
Tricia Heyward
Tharon Honeycutt
Kim Lewis
Terry Lewis
Beth Richardson
Lara Ritch
Reba Rogers
Charlie Sealy
Beth Sippel
Jan Smith
Kathi Tew
Carol Tevepaugh
Frank Williams

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L’ESPLAIR
Major Donor Society of the Huntsville-Madison County Botanical Garden

L’Espailr - A trellis or other framework on which a tree or shrub is trained to grow. L’Espailr is a French word derived from the Italian “spalliera” which means something to rest the shoulder (spalla) against; a support. The purpose of the Society is to honor and recognize the individuals and organizations whose outstanding and cumulative giving provides the framework on which our Garden grows.

Designation is based on giving through fiscal year-end, September 30, 2018.