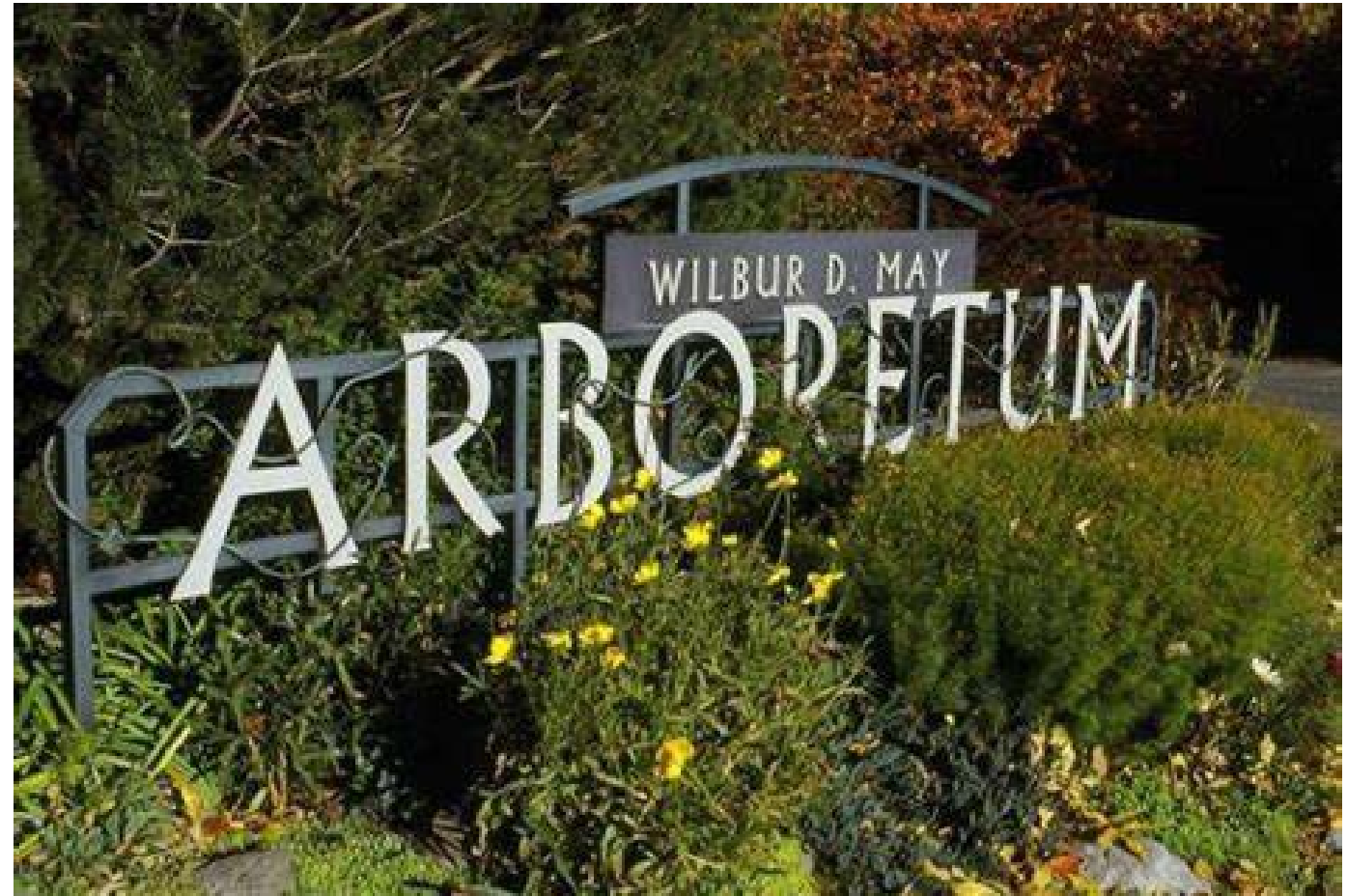




May Arboretum Donation Program Update

May Arboretum Donation Program





Program

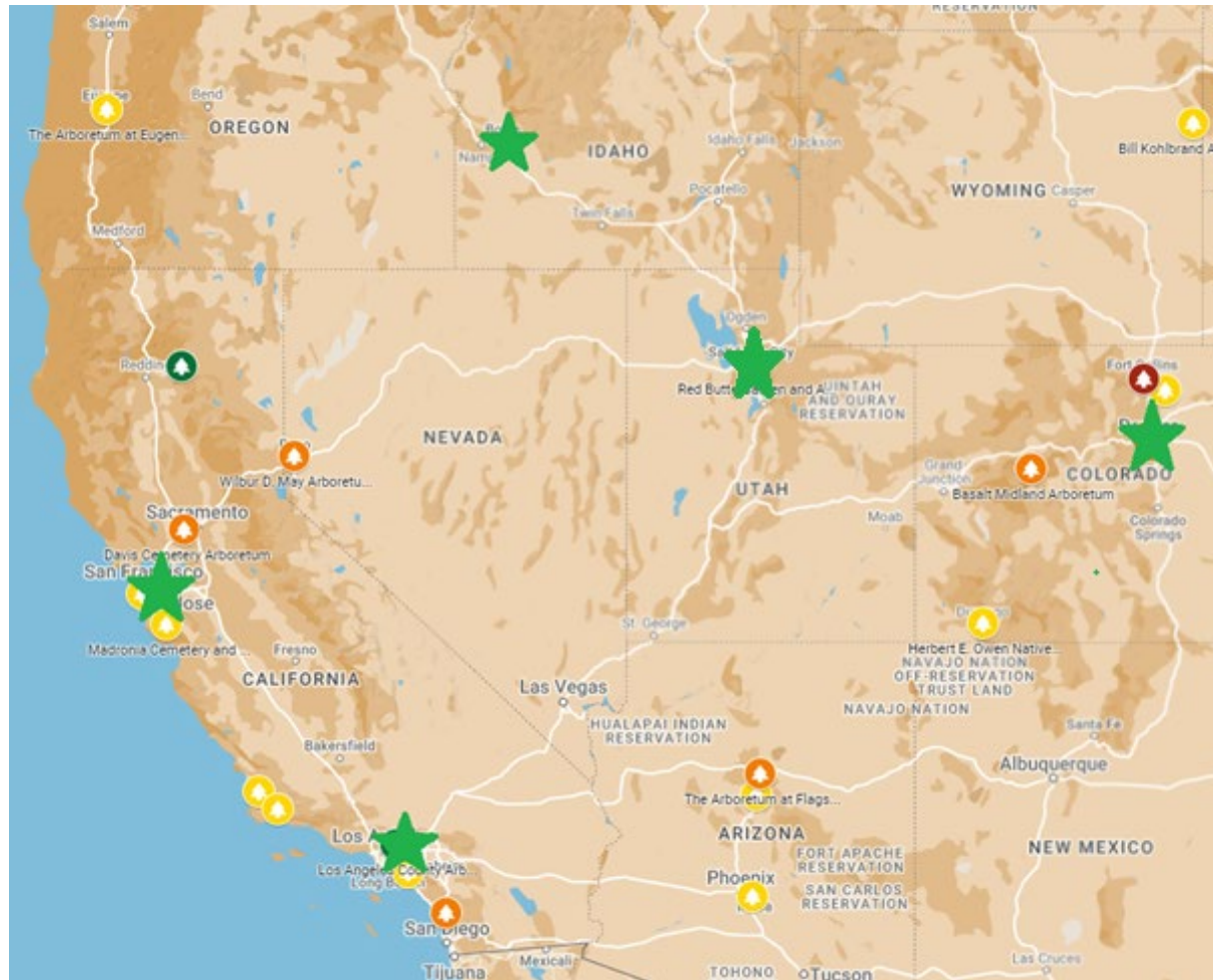
- Previous donation contained no end limit and no instructions on upkeep and maintenance.
- Main purpose of the program is to bring in supplemental money for the upkeep and expansion of the gardens.
- Allows multiple ways for individuals in the community to donate and be a part of the future development of the Arboretum.
- Donated tree or bench includes a map of the location in Arboretum, plaque and certificate.

May Arboretum Donation Program





Closest Arboretum & Botanical Gardens with similar donation programs



Green stars indicate locations



Similar Arboretum in the West that offer dedications

Berkley, CA

- Bench \$25,000-\$35,000 = 20 years
- Tree \$10,000 = 10 years

Fullerton, CA

- Bench \$10,000 = 10 years
- Tree \$500-\$8,000 = 1 year

(Fullerton is in the process of evaluating/raising prices)

Boise, ID

- Bench \$6,000 = 10 years
- Tree not offered

(Boise is in the process of significantly raising prices)

Salt Lake City (Red Butte Gardens)

- Bench \$15,000 = 10 years
- Tree \$2,500 = 10 years

(Red Butte is in the process of raising prices)

Denver, CO

- Bench: \$10,000-\$20,000 = 10 years
- Tree: \$5,000-\$20,000 = 10 years

(Denver is in the process of evaluating/raising prices)

Bench: Trend is about \$1,500 per year

Tree: Trend is about \$1,000 per year



Previous & Current Pricing

- 1985-2005
 - Bench \$1,000
 - Tree \$50

- 2005-2022
 - Bench: \$2,500
 - Tree: \$500



Overhead Costs

- Estimated/average cost of 3" caliper tree = \$500
- Cost of Bench \$1,330
- May Arboretum staff time (\$50/hr)
 - Install Bench 12 hours (approx. \$600)
 - Install Tree 8 hours (approx. \$400)
- Total Install
 - Bench \$1,930
 - Tree \$900



Overhead Costs (continued)

- Yearly Maintenance
 - Bench: Replace broken panels, signs, armrests from wear and tear or vandalism. Encroaching vegetative growth, washing.
 - Estimated annual maintenance cost: \$350
 - Tree: Yearly pruning, fertilizing, watering, staking (if needed), pest management, risk assessment.
 - Estimated annual maintenance cost: \$300
- Total Term Cost (initial & yearly expenses)
 - Donor Bench (10 years) = \$5,430
 - Donor Tree (20 years) = \$6,900

May Arboretum Donation Program



Currently, the benches are in close proximity to each other
Songbird Garden
Kristen's Garden



May Arboretum Donation Program



May Arboretum's Bench Style





Proposed Pricing

- Donor Tree (20 years)
 - \$15,000
- Donor Bench (10 years)
 - With Backs \$ 15,500
 - With Back & Armrests \$ 16,500



Garden Maintenance Benefits

- Benches
 - With the increase in pricing staff will be able to better maintain a limited number of benches
 - High quality material (Trex)
 - Uphold a beautiful landscape design concept
- Trees
 - Greater tree diversity
 - Increase awareness and upkeep of overall health
 - Larger canopy coverage



Previous Donors

- Donor Benches
 - Donors whose benches were installed in 2013 & earlier will be contacted from our donor records to discuss the new donation program and opportunity to participate in the new terms
 - Previous donors will have first priority to donate based on the new program
- Trees
 - Adopt a Tree / Donor Tree
 - Donors who purchased an adopted a tree from 2003 and earlier will be contacted from our donor records to discuss the new donation program and will have the opportunity to participate in the new terms
 - Previous Adopt A Tree will have first priority to donate based on the new program
 - Memorial Tree
 - Existing donations will be grandfathered into the new program
 - Memorial Tree will remain with no additional cost until the tree fails
 - 1 free replacement if tree fails



Outcomes

- The demand for donations are high due to the lack of opportunities of such program in the Washoe County community as well as the neighboring communities
- Too many benches distract from the beauty of the garden and limit the available space to plant
- Enable Washoe County to raise sufficient funds for the May Arboretum and Botanical Garden upkeep and improvements
- Rising Inflation
- Competitive rates



Possible Motion:

- Should the Commission agree with the recommendation, a possible motion would be: "Move to approve the Arboretum Donation Policy to be effective April 1, 2023."

Thank you

