Mission

Founded in 1829, Massachusetts Horticultural Society is dedicated to encouraging the science and practice of horticulture and to developing the public's enjoyment, appreciation, and understanding of plants and the environment. Mass Hort is the oldest formally organized horticultural society in America.

Attendance and Membership

The Gardens at Elm Bank welcomed over 25,000 visitors for events, functions, and garden visitors during the 2017 season.

Seasonal garden visitors revenue was $22,184 or 4,000 paid visitors. Admission charge was $10 per adult, children under 12 free, and free to members—one of our membership benefits.

Memberships sold through the Visitors Center totaled $6,680, up 14 percent over FY16.

Membership ended FY17 with 4,000 members and revenues of $278,680.

Gardens & Greenhouses

Mass Hort maintained 36 acres of grounds with 16 acres of gardens, and 4 greenhouses including our new Hartley Botanic Victorian Lodge. We grew over 35,000 plants for the property.

The Hartley held Oriental Lily and Succulent shows.

Development

In FY17 our development efforts led by Development Director, Elaine Lawrence, raised $636,934 in FY17, thanks to our donors, foundations, and sponsors. The Annual Fund, included in that number, was 8 percent ($138,781) over FY16 and included 522 donors with an average gift of $266. Our June Garden Party raised $56,800 gross and invited our guests to a “sneak peek” into the Manor House—to raise excitement for our Master Plan Campaign “Imagining the Future.”
Bicentenary Master Plan—Imagining the Future

**Need:** Mass Hort completed its 1998 Master Plan before it moved to our new Elm Bank home in Dover, and implemented over 85 percent of it over the last 20 years. In FY17 the Board of Trustees began a Master Plan initiative to look at the site and our educational programming, and to develop a plan that will guide us to our **200th anniversary in 2029.** Our **vision** is to establish a signature destination garden and educational offerings that display the highest level of horticultural excellence. The plan will address the Olmsted Asian Garden, gardens in general, the Manor House, and visitor amenities such as a café, parking, visitors center, and traffic and pedestrian circulation.

**Process:** With the help of a consultant, the Master Plan team wrote an RFP to detail the needs of Mass Hort and our unique site. The RFP was distributed to **20** Landscape Architectural Firms. **13** attended a briefing in May, 2017. **Six proposals** were submitted. A selection committee including staff, trustees, developer, horticulturist, arborist, and master gardener met to review proposals, and select **3** finalists for presentations. The group unanimously chose **Kyle Zick Landscape Architecture, Inc.** and his team of consultants. The project began in November 2017 and the research, brainstorming and feedback meetings, ideas and plan review, will continue through June 2018.

**Get involved** This is a great opportunity to get involved with Mass Hort’s future. Mass Hort is raising **$250,000** for the project. By September 30, 2017 (FY17 end) we raised over **$121,585.** **Donate** and **learn more:** [http://www.masshort.org/masterplan](http://www.masshort.org/masterplan)

**Library**

**Mission:** The Library of Massachusetts Horticultural Society shall serve as the repository of printed, historic, academic, literary, educational, illustrated and other resources complementary to the Society’s Mission and make these available to members and public for study and research.

In partnership with the Digital Commonwealth over **1,500** glass photography plates of our **Edwin Hale Lincoln** collection were scanned and made available to the public online at [https://www.digitalcommonwealth.org/collections/commonwealth:z890s405m](https://www.digitalcommonwealth.org/collections/commonwealth:z890s405m)

Our new Library Manager, Maureen O’Brien has reinvigorated the Library with a new **Library Committee,** Chaired by Heidi Kost Gross, and published FY17
Capital Improvements  The Hartley Botanic Victorian Lodge was donated by Hartley Botanic and long time supporter, Scott Birney. This $144,000 project, was constructed and ready for a Mother's Day opening. A supporter donated the plaza, benches and planters. The Hunnewell Building received over $60,000 in improvements thanks to a Hunnewell family initiative and Mass Hort setting aside function revenues to reinvest in the building. In technology improvements: digital lines were brought to the site through a project with Comcast to improve web access.

Education

In FY17, Katie Folts, Director of Educational Outreach published two catalogs of courses and events that was distributed to members and the public. During the garden season, Mass Hort offered weekend and holiday programs for children in Weezies Garden for Children, as well as hands-on adult programs in the Seed to Table Garden. The Plantmobile visited 37 schools and outreach events, reaching 4426 youth. A School Garden Conference brought 125 educators, volunteers, and administrators to Mass Hort in February. Adult education series reached 1005 people with a variety of lectures and workshops, with revenue of $56,005 or 27 percent growth over FY16.

Volunteers

Volunteers continue to be a wonderful resource. Master Gardeners staff Mass Hort’s Help Line and volunteer in the gardens. Our corporate partnerships brought Mathworks and Babson volunteers to the trial garden. And volunteers contribute in the visitors center, at the flower show, and at our events. Over $200,000 of volunteer value. Partnership with Community Service and Mayor Youth Group provided over 5,000 hours this year.

Agriculture  Hannah Traggs, Senior Horticulturist, and her crew of Master Gardener and Mass Hort volunteers harvested 4,000 pounds of produce from the Seed to Table Garden, which was donated to a local food pantry. The garden also provide produce for tastings at various Mass Hort events.
Events - Community Outreach

FY17 Events revenue totaled $301,772, up 11 percent from $272,761 in FY16. Festival of Trees raised $117,178 in FY17 revenue and sponsorships, and increased attendance to 8,000. Thanks to the hardworking committee, many dedicated volunteers and staff, and a spot on WCVB TV 5’s Chronicle!


Arbor Day organized by Dan Brooks, Director of Operations, welcomed over 100 arborists from 25 companies who worked on trees throughout the property. A huge “thank you” for this wonderful volunteer effort!

We hosted “Gifts from the Garden” by New England Sculptors Association in The Gardens at Elm Bank from July to October. This marked terrific new partnership with Marilyn Ewing and NESA: with 31 sculptures.

Flower Show

The 2017 Flower Show attracted 60,000 people and Mass Hort managed the amateur competitions for horticulture, floral design, and photography. Paragon engages Mass Hort for $90,000 to manage the competitions. Bartlett Tree Experts generously supported Mass Hort at the Flower Show with a $20,000 sponsorship.

Goddesses in the Garden highlighted the introduction of the U.S. Postal Services’ new stamp “Protect Pollinators.” Honeybees from our Best Bees hives at Elm Bank delighted the audience by collecting pollen on cue from the plants on display.

Fun Free Fridays brought over 1,500 visitors to the gardens.
Function Business

Director of Events, Kayleigh Dowden, finished FY17 with $594,734 in revenue, up 37 percent over FY16 and attendance: 20,000 including 60 weddings. The department has been reorganized, staffed, and professionalized with training programs.

Partnerships


Sources & Uses of Funds FY17

FY17 Fiscal Year Audited Results

<table>
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<th>Income</th>
<th>Expenses</th>
<th>Change in Net Assets</th>
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FUNCTIONS

1. Event
2. Membership
3. Development
4. Rentals
5. Ed
6. Garden Admission
7. Misc

FUNCTIONS EXPENSES

1. Salaries & Benefits
2. Facilities & Operations
3. Administration
4. Supplies & Expenses
5. Event Expense
6. Marketing
7. Communications
8. Consulting
9. Travel
10. Education Expense