



**Miami Beach Botanical Garden**  
2016-2017 Report to the Community



### Mission

The mission of the Miami Beach Botanical Garden is to promote environmental enjoyment, stewardship and sustainability through education, the arts, and interaction with the natural world.

Our garden is a unique, subtropical oasis of beauty and tranquility within an urban setting—a community resource that refreshes, inspires and engages our visitors.



### History

The Miami Beach Botanical Garden has its roots in the earliest days of our community's development. Pioneer John Collins farmed this land in the early 1900s, taming the tangled mangrove swamp to create fields of mangoes, avocados, coconuts and vegetables. The canal he carved to transport his produce to the port of Miami defines the northern edge of the Garden today.

In the 1920s, legendary Miami Beach developer Carl Fisher created the Lincoln Road shopping destination, polo fields and golf courses to support his new luxury resort hotels, which included the Flamingo and the Nautilus. During this period, the Garden's land was part of a golf course.

Tourism continued to grow through the decades and the Miami Beach Convention Center opened in 1957. As part of its redevelopment of the surrounding area, the City of Miami Beach created the Miami Beach Garden Center across from the convention center in 1962. Operated then as a city park, the Garden Center and its conservatory served as a home to the numerous local garden clubs that flourished at the time.

The Garden Center fell on hard times as the city suffered the impacts of economic recessions, world wars and destructive hurricanes. Hurricane Andrew dealt a devastating blow to the Garden Center in 1992. In 1996, a group of residents approached the city to create a new nonprofit organization, the Miami Beach Garden Conservancy, to restore and operate the facility as a botanical garden.

The Miami Beach Botanical Garden is now a successful public/private partnership, owned by the City of Miami Beach and operated by the Conservancy. The Garden has again become a dynamic venue for environmental education, tourism and arts and cultural programming.

## Message from the President

In October 2016, the Miami Beach Botanical Garden celebrated the fifth anniversary of its "million-dollar makeover" by landscape architect Raymond Jungles. It seems fitting to use this important milestone in our 54-year history to update our members, friends and stakeholders with this Report to the Community.

We fulfill our primary role as a botanical garden by striving every day to increase our plant holdings, especially of new or unusual species, and to emphasize our Florida native plantings. We have added more than 100 new species in recent years and installed more than 500 permanent metal plant labels so that visitors and students can learn both the common names and Latin names of our subtropical flora. We have long-range plans to catalog all of our botanical holdings in a searchable database.

The Garden has reached out to strengthen institutional relationships with its neighbors. We fill a seat on the Collins Park Neighborhood Association Board of Directors and actively participate in their discussions. For the second year, we are partnering with the Friends of the New World Symphony to host their membership at Garden cultural events and this year, for the first time, the Wolfsonian-FIU's Family Day activities will be held at the Garden. The Wolfsonian's new director, Dr. Timothy Rodgers, has joined our Advisory Committee, as has the prominent artist and founder of the Haitian-American Cultural Arts Foundation, Edouard Duval-Carrié.

We rank # 18 of 116 "Things to Do in Miami Beach" on TripAdvisor and are very proud that the top travel web site helps to attract large numbers of national and international visitors to the Garden. We are one of the very few attractions in this city that are totally free and open to the public.



Marty Mueller  
President, Miami Beach Garden Conservancy



## Message from the Executive Director

Garden operations were significantly impacted by two 2016 events: the Zika virus scare and continuing renovations to the Miami Beach Convention Center.

The Garden drew international media attention in August 2016, when Zika virus-carrying mosquitoes were discovered in our extensive plantings of bromeliad specimens. The Garden closed for two days for bromeliad removal and spraying. At the height of the Zika frenzy in September, the Garden organized a well-attended panel of academic experts, health professionals, botanical stakeholders, and media to discuss the nature of the virus and the relationship between Zika-carrying mosquitoes and certain plant specimens, especially bromeliads.

Convention Center Drive and the adjacent parking lot were closed to traffic immediately following Art Basel in December, beginning an intensive new phase of the Center's redevelopment plan. Visitor parking and pedestrian access to the Garden will be substantially curtailed for many months as the massive construction project continues.

Despite these challenges, the Garden continues to thrive. Residents and visitors still seek out our space for relaxation and contemplation despite the ongoing chaos around us. We eagerly anticipate the completion of the construction project, when the Garden assumes its place as a highlight of the new, green and pedestrian-friendly Convention Center campus.



Sandy Shapiro  
Executive Director



## Programs & Events

The Garden is home to dozens of arts, cultural and community events throughout the year. Many activities are co-presented by the Garden with grant funding from the City of Miami Beach and Miami-Dade County.

### Garden-Sponsored Special Events

- Edukos Pop-Up
- Boo-tanical Halloween Family Day
- Garden Member Holiday Party
- Annual Taste of the Garden Benefit
- Miami Beach Garden Tour & Flower Show
- Japanese Spring Festival
- Mother Earth Day & Film Screening
- Wolfsonian Family Day
- Supercon Film Screening
- Oktoberfest

### Garden-Sponsored Ongoing Activities

- Toastmasters
- Evening Yoga
- Family Yoga
- Garden Club Meetings
- Green Book Club
- Free Meditation Sessions
- Summer Art Camp
- Art in the Park with Marie

### Educational Activities

- Saturday Horticultural Lecture Series
- Thursday Evening Workshop Series
- Compost Corral Workshops
- Happy Family Days
- Sunday DIY Workshops

### Cultural Presentations & Events

- Art Basel
- Ground Up and Rising Theatre
- South Beach Chamber Ensemble
- SEED Wine & Food Festival
- Feast Miami
- Miami Short Film Festival
- New World Symphony "After Hours in the Garden"
- Cinema Green in the Garden
- Tigertail Spoken Word
- Fantasy Theatre Factory
- Dance Now Gala
- Miami Performance Festival
- Fotomission Photomathon

### Community Service

- Election Day Polling Place

## Event Spotlight

### American Public Gardens Association 2016 annual conference

In June 2016 the Garden was honored to serve as a Host Garden for the American Public Garden Association's Annual Conference in Miami. Garden volunteers delighted in guiding APGA members through three spaces designed by renowned landscape architect Raymond Jungles – the Miami Beach Botanical Garden, the rooftop garden of the New World Symphony and the award-winning 1111 Lincoln Road "urban glade."



## Horticulture

The Garden offers a hospitable climate for both rainforest tropicals and Caribbean denizens. Our collection consists of an eclectic and ever-growing collection of exotic plants from around the world, accurately represented and expertly cared for, in a sustainable and instructive way.

We strive for balance between an aesthetic garden – maintained and cared for by the most up-to-date methods and measures – and a comprehensive conservation and preservation standard of plant accessions. Our growing accession consists of many collections of particular plant groups such as various aroids, begonias, conifers, ginger, palms, orchids, tropical ferns, cycads and Tillandsia – all of which are grown outside, and in harmony with our native flora and fauna.

Using an integrated pest management approach, the majority of our plant “pests” are kept in check by biological factors that exist in a healthy garden. We use no pesticides, herbicides or fungicides.

Thanks to an Environmental and Sustainability Grant from the City of Miami Beach, we are developing a Pine Rockland demonstration garden. This area, focused on indigenous flora that attract pollinators and butterfly species, will educate local gardeners creating similar havens in their own gardens.

The Garden continues to maintain close and healthy relationships with all of our local botanical gardens as well as scientific and horticultural institutions. The staff participates in local and international horticultural organizations and achieves further recognition through public outreach, often in the form of lectures, workshops, and horticultural articles. Education through presentations, tours, and camps are an integral part of our public impact.

As our horticultural initiatives move forward, we will continue to amass and nurture our tropical collection. We will also become more proactive in both ex-situ and in-situ conservation, in the form of data collection/surveying, reinstatement of endangered species and ex-situ collection of endangered species for preservation.

## Marketing, Membership & Development

Facebook and the Garden's website remain our key audience-development tools. Facebook “Likes” continue to grow, spurred by targeted Facebook advertising. A website revamp, including a new Executive Director's blog, is currently in progress.

Print advertising in tourist publications raises awareness of the Garden among visitors, while local publications are used to promote special events such as Taste of the Garden and the annual Garden Tour, which appeal to locals. Selected media include Miami Beach magazine, Edible South Florida, Where Magazine, Around Town, Miami New Times and Biscayne Times.

The display windows of a retail storefront located at 727 Lincoln Road are now devoted to an artistic interpretation of the Enchanted Hideaway, promoting the Garden to hundreds of thousands of visitors to Miami Beach's iconic pedestrian shopping district.



## Operations

A series of cost-effective renovations and upgrades have improved our offering to rental customers. Exterior lighting has been installed in key areas of the Garden for improved safety and a more pleasing ambiance for evening special events. New outdoor seating pieces scattered across the Great Lawn have proven very popular with visitors.

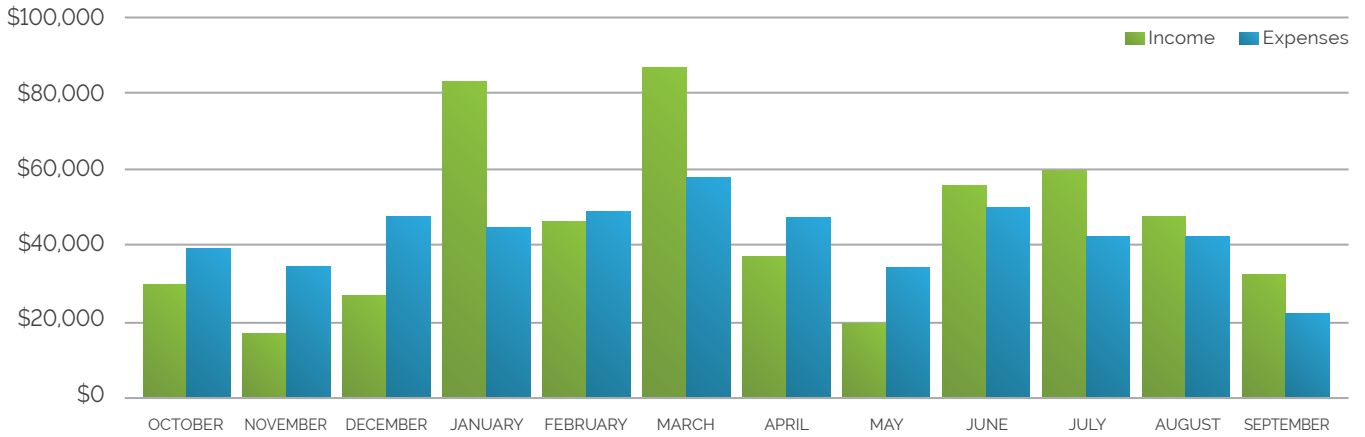
Our primary meeting space, the Banyan Room, has been freshened with new paint as well as lighting and sound upgrades. Renovations are underway in the adjacent kitchen, improving our ability to service catered special events as well as to offer snacks and light fare for sale in the future.

Signage for the self-guided audio tour has been upgraded and our project to label all plant species with permanent signage continues.

The Welcome Center “gift cart” has been expanded into a fully merchandised Botanical Boutique stocked with a wide array of gardening books, greeting cards, gifts and souvenirs.

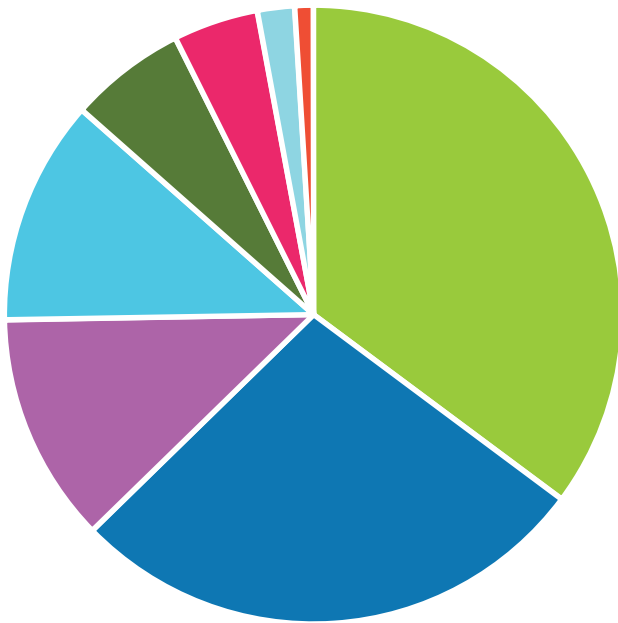
# Income & Expenses

## October 2015 - September 2016



### Income

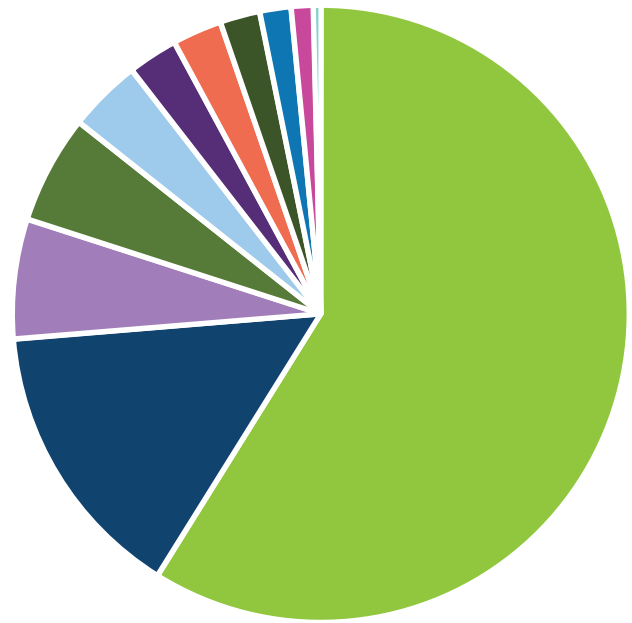
October 2015 - September 2016



<span style="color: green;">■</span> Rental Income	36.23%
<span style="color: blue;">■</span> City of Miami Beach Lease	28.33%
<span style="color: purple;">■</span> Government Support	12.38%
<span style="color: cyan;">■</span> Garden Events	12.13%
<span style="color: olive;">■</span> Private Support	6.29%
<span style="color: red;">■</span> Earned Income	4.60%
<span style="color: lightblue;">■</span> Sales Tax Discount	.05%
<span style="color: orange;">■</span> Interest Income	.01%
<b>TOTAL</b>	<b>\$536,566.70</b>

### Expenses

October 2015 - September 2016



<span style="color: green;">■</span> Payroll	58.88%
<span style="color: darkblue;">■</span> General & Administrative	14.81%
<span style="color: purple;">■</span> Horticulture	6.27%
<span style="color: olive;">■</span> Direct - Events	5.70%
<span style="color: lightblue;">■</span> Direct - Earned Income	3.84%
<span style="color: darkpurple;">■</span> Program	2.62%
<span style="color: orange;">■</span> Rental	2.59%
<span style="color: darkolivegreen;">■</span> Facility	2.10%
<span style="color: blue;">■</span> Depreciation & Amortization	1.65%
<span style="color: red;">■</span> Memberships & Fundraising	1.18%
<span style="color: cyan;">■</span> Other	.35%
<b>TOTAL</b>	<b>\$508,166.23</b>

# Thank you!

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### Immediate Past President

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Tamara Benson

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Sanna O'Sullivan

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Andrew Street

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We strive to recognize all who contribute to the Garden. We apologize for any errors or omissions.



2000 Convention Center Drive  
Miami Beach, Florida 33139  
305.673.7256 • mbgarden.org

Open 9-5, Tuesday through Sunday  
Free admission



With the support of the Miami-Dade County  
Department of Cultural Affairs and the Cultural  
Affairs Council, the Miami-Dade County Mayor  
and Board of County Commissioners.

MIAMI BEACH

City of Miami Beach, Cultural Affairs Program,  
Cultural Arts Council

