

FEE RECOMMENDATION

FOR: Botanical Conservatory Corporate Membership Fees

COST CENTERS: Botanical Conservatory/ 422-P270

FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:

Parks and Recreation operate the Foellinger-Freimann Botanical Conservatory. This fee would establish an earned revenue source supporting the Botanical Conservatory General Trust.

Many organizations have established corporate giving programs to connect with opportunities for corporate support. Establishing such a program at the Botanical Conservatory will stabilize General Trust receipts, allow for more active business development, and increase annual attendance. Benefits offered to participating organizations will be offered at a 31% discount from the market rate as a means to entice corporate support; it is worth noting that these benefits pose no direct cost or loss of revenue to the Botanical Conservatory. The Department is recommending that the corporate membership fees become effective January 1, 2023.

Fee Recommendation:

Booster	Champion	Sustainer	Steward	Ambassador
\$500	\$1,000	\$2,500	\$5,000	\$10,000

PROJECTED RESULTS OUTCOME:

Fees collected from Corporate Membership would be allocated to the Botanical Conservatory Trust Fund 422 to support exhibit operations, marketing, and special projects within the facility with an estimated annual contribution anywhere between \$10,000 - \$50,000.

Attached:

- Fee Recommendation: Benefits & Value
- Fee Comparison

Fee Recommendation: Benefits & Value

Corporate Member Benefits	Booster	Champion	Sustainer	Steward	Ambassador
	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Free Admission Passes valid for Public Hours & Special Events	40	80	200	400	800
Valued at	\$280.00	\$560.00	\$1,400.00	\$2,800.00	\$5,600.00
Membership Certificates valid for: { Individual and one guest; { Dual (2 adults); { Family (2 adults and all their children under age 17); OR { Grandparent (2 adults and all their grandchildren under age 17)	5	10	25	50	100
Valued at	\$375.00	\$750.00	\$1,875.00	\$3,750.00	\$7,500.00
Sponsorship Acknowledgement for Showcase Garden Exhibit				✓	✓
Quarterly member email newsletter	✓	✓	✓	✓	✓
Listing in the annual report of the Parks & Recreation Department	✓	✓	✓	✓	✓
Recognition on Botanical Conservatory corporate member listing	✓	✓	✓	✓	✓
Group Volunteer Opportunities	✓	✓	✓	✓	✓
Total Value	\$655.00	\$1,310.00	\$3,275.00	\$6,550.00	\$13,100.00
Value - Cost Difference	\$155.00	\$310.00	\$775.00	\$1,550.00	\$3,100.00
Value / Cost Difference	31%	31%	31%	31%	31%

Fee Comparison

Corporate Member Comparisons	Booster	Champion	Sustainer	Steward	Ambassador
	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Local Attractions	Level One	Level Two	Level Three	Level Four	Level Five
Auburn Cord Dusenberg Museum	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Fort Wayne Museum of Art	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Fort Wayne Philharmonic	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Little River Wetlands Project	\$500	\$1,000	\$5,000	\$10,000	N/A
Science Central	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Regional Attractions	Level One	Level Two	Level Three	Level Four	Level Five
Cheekwood Estate & Gardens (Nashville, TN)	\$1,500	\$2,500	\$5,000	\$10,000	\$15,000
Chicago Botanic Garden (Glencoe, IL)	\$5,000	\$10,000	\$25,000	\$50,000	N/A
Frederick Meijer Gardens (Grand Rapids, MI)	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Newfields (Indianapolis, IN)	\$1,500	\$2,500	\$5,000	\$10,000	N/A

FEE RECOMMENDATION

FOR: Botanical Conservatory Field Trips

COST CENTERS: Botanical Conservatory/ 439-P270

FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:

Parks and Recreation operate the Foellinger-Freimann Botanical Conservatory. This fee increase would enhance an earned revenue source supporting the Botanical Conservatory Non-Reverting Operating Fund.

Field trips are not new to the fabric of the Botanical Conservatory and have been offered at scale for over 30 years, welcoming over 2,000 visitors each year. Curriculum redesign this year has necessitated fee increases for the field trip programs with the intent to keep the fees reasonable for schools and the curriculum relevant to the Indiana State Standards. The Department is recommending that the field trip fees become effective January 1, 2023.

Please note: Field Trips reserved before January 1, 2023, will be given the 2022 rate.

Fee Recommendation:

	Child	Adult	Staff
Staff-Led Labs	\$ 5.00	\$ 7.00	Free
Self-Taught Activities	\$ 4.00	\$ 6.00	Free
Butterfly Experience	\$ 4.00	\$ 6.00	Free
Basic Visit	\$ 3.00	\$ 5.00	Free

PROJECTED RESULTS OUTCOME:

Fees collected from field trips would continue to be allocated to the Botanical Conservatory General Operating Fund 439 to support educational program development, general operations, marketing, and special projects within the facility with an estimated annual contribution of \$2,500.

Attached:

- Fee Recommendation: Explanation of Offerings
- Fee Comparison

Fee Recommendation: Explanation of Offerings

Staff-Led Labs, \$5 Child/\$7 Adult/Free Staff:

Super Seeds

Super Seeds is appropriate for pre-k to 1st grade. During this 30-minute lab, the class engages in a simplified exploration of seed anatomy. Students also observe and describe different types of seeds by sorting them in simple ways. Then, students make predictions and observations about seeds through the germination process. Maximum 24 students.

Compost Lab

Compost Lab is appropriate for 2nd and 3rd-grade audiences. During this 1-hour lab, the class engages in an exploration of nutrient-dense soil and the composting process. It begins by discussing the various components of healthy soils. Students then follow a “recipe” to create their compost when mixing organic matter and decomposers with a potting medium in a small pot. The lab concludes by adding grass seed to the mix for students to make at-home observations of compost’s effects on plants. Maximum 36 students.

Flower Power

Flower Power is appropriate for 3rd grade through high school. During this 1-hour lab, students engage in a basic examination of floral anatomy. They begin by brainstorming and defining the general components of a flower. Then, the class helps dress up a human flower— a process that illustrates flower construction on an extremely large scale. Finally, each student is guided through the dissection of a flower. Maximum 36 students.

Biome Exploration

Biome Exploration is appropriate for 4th to 12th-grade audiences. In this 1.5 to 2-hour lab, students engage in an ecological study of desert and tropical biomes. Through the measurement of environmental and biological variables, students practice sound scientific measurement techniques. They also define ecology and adaptation while utilizing supportive data to draw out actual ecological relationships. Maximum of 36 students.

Self-Taught Activities, \$4 Child/\$6 Adult/Free Staff

Plant Private Eye

Plant Private Eye is appropriate for pre-k to 1st grade. Young students are introduced to the intriguing diversity of plant parts and processes as they help the imaginary “Sprout” on her quest to become a Plant Private Eye. The class presented four developmentally-centered missions of plant parts to find in each of the three indoor gardens. Each of these “missions” challenges the typical concept of a plant, like finding a leaf that is not green or finding a root in the air. This expands the student’s understanding of plants and plant parts.

Plant Puzzlers

This self-taught program for 2nd and 3rd grade takes 1-2 hours when engaging students in the experiential exploration of plant products. Small groups of students receive clue cards with photos of familiar products that are derived from plant species located in each

of the three indoor gardens. A series of observational clues motivate students to find the parent plant from which the product was derived. Plant Puzzlers develop valuable science skills including measurement and observation.

Operation Observation

This self-taught program for 4th and 5th grade explores plant identification. In small groups, students use a dichotomous key to attempt the identification of certain marked plants within three indoor gardens. The key defines technical terms for ease of use. Students learn the interrelation of living things while exploring unique characteristics that can be used to identify the species.

Butterfly Experience, \$4 Child/\$6 Adult/Free Staff

During the annual *Color in Motion* live butterfly exhibit, students of all ages are invited to view non-native butterflies in different life stages. They might even catch the emergence of a butterfly through the oversized window of the hatching lab! In small groups, students step into the display tent where colorful butterflies freely flutter between bright flowers.

Basic Visit, \$3 Child/\$5 Adult/Free Staff

Unguided visits are appropriate for all ages! Let students' curiosities lead the way through all of the gardens or supply your educational opportunities to extend their learning. Unguided group visits are suggested for school groups with an age range of 3+ years.

Fee Comparison

Location	Cost per Child	Notes
Botanical Conservatory Proposed	\$3 / \$4 / \$5	Basic / Self-Taught / Staff-Led Lab
Botanical Conservatory Current	\$2 / \$3	Basic and Self-Taught/Staff-Led Lab
History Center	\$0 / \$3	Educational Fund covers cost for 5 local counties
Little River Wetlands	\$0	Covered by grant
Museum of Art	\$0 / \$6	Free for local counties, covered by grant
Embassy Theatre	\$3	Does not include a show
Lindenwood Nature	\$3	charged per hour, \$30 minimum
Salomon Farm Park	\$3	charged per hour
Firefighter Museum	\$4	Includes guide
LC Nature Park	\$5	Includes program
Mounds State Park	\$5	Includes program
Fort Wayne Youtheatre	\$7	Includes show
Conner Prairie	\$7	Additional add-ons are \$1-5 per child
McMillen Health	\$7	Grants available
Science Central	\$7 / \$11 / \$12	Basic Visit/ Demo Visit/ Lab Visit
Dull's Tree Farm	\$8	One pie-sized pumpkin to take home; \$100 minimum
Fort Wayne Children's Zoo	\$8	Free mini-class with maximum 20 students, does not include rides or experiences
YMCA Camp Potawatami	\$21	2-3 programs provided