



# WATERFRONT BOTANICAL GARDENS



MARGARET BELL  
*Interim CEO*

JEFF FORTWENGLER  
*Chief Finance Officer*

KENNETH "MORT" BROWN  
*Horticulture Intern*



CONSERVATORY

BEARGRASS CREEK

PALSADES GARDEN

THE ARBORETUM

HILLSIDE THEATER

CHILDREN'S GARDEN

THE WOODLANDS

WELCOME GARDEN

WATER GARDEN

THE MEADOW

JAPANESE GARDEN

BEARGRASS LAWN

OVERLOOK

THE OVAL

FORMAL GARDEN

VISITOR CENTER

SENSORY GARDEN

THE TRELIS

MARY LEE DUTHIE GARDEN

GRAESER FAMILY EDUCATION CENTER

HELEN HARRIGAN GARDEN

ENTRY GARDEN

ELLEN T. LESLIE BOTANICAL CLASSROOMS

EVERGREEN TAPESTRY

WATERFRONT BOTANICAL GARDENS

BANKFORD AVENUE



WATERFRONT AVENUE

BEARGRASS CREEK

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# WHY A JAPANESE GARDEN?

- ✓ **Investment** in the relationship
- ✓ **Cultural landmark** and host site
- ✓ **Sales tax**



**Japanese Garden**  
WATERFRONT BOTANICAL GARDENS

# INVESTMENTS IN THE WATERFRONT BOTANICAL GARDENS

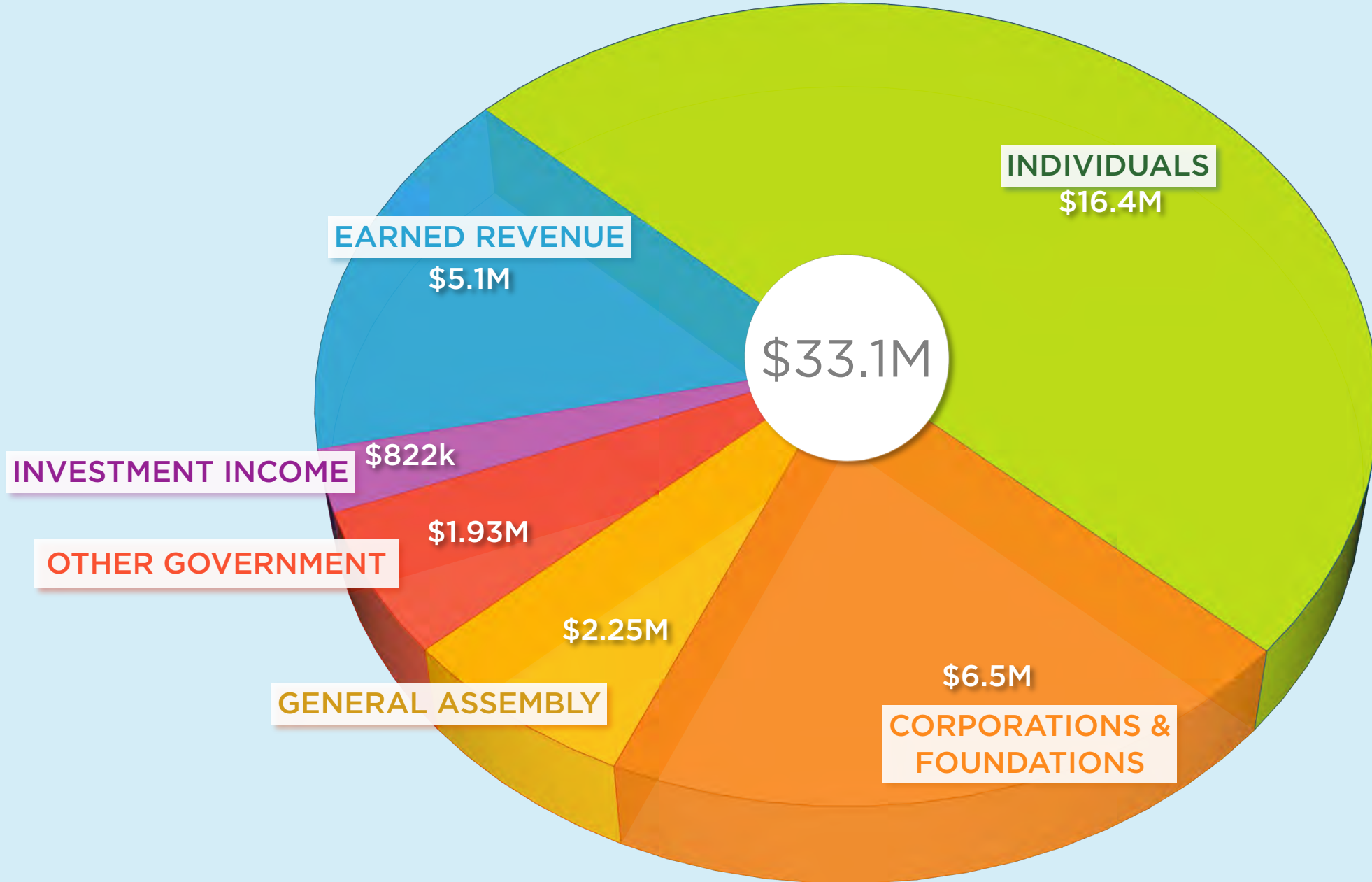
\$ IN MILLIONS

YEAR	TAXPAYER INVESTMENT	PURPOSE	DIRECT BENEFIT <sup>(1)</sup>	
2022	\$1.5	CONSTRUCTION ACCESS ROAD + NEW DRAINAGE SYSTEM TO EASE FLOODING <i>Completed within 9 months.</i>	Revenue Subject to Sales Tax	
			Public Parking Revenue	\$4.3
2024	\$2.75	FIRST SEGMENT OF JAPANESE GARDEN <ul style="list-style-type: none"> <li>• Earthworks</li> <li>• Landfill cutoff wall</li> <li>• Water</li> <li>• Storm sewer</li> <li>• Sanitary sewer</li> <li>• Electrical service</li> <li>• Concrete foundations for Bonsai House and Bonsai Garden structures</li> </ul>	Revenue Subject to Sales Tax	
			Facility Rentals	3.4
			Visitor Parking	2.1
			Merchandising	0.4
			Food & Beverage	1.1
			Bonsai Sales	0.7
				<u>7.7</u>
			Revenue Not Subject to Sales Tax	
			Visitor Ticket Sales	8.5
			Total Revenues	<u>\$16.2</u>

<sup>(1)</sup>Very conservative projection – based on 2022 visitor attendance.

# REVENUE BY CATEGORY

1/1/2015 - 8/31/2023





KENNETH "MORT" BROWN



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THANK YOU



# REFERENCE SLIDES

- [WBG Master Plan + Completed Area](#)
- [WBG Master Plan + Japanese Garden](#)
- [Japanese Garden Master Plan](#)
- [Revenue by Category](#)
- [Investments in the Waterfront Botanical Gardens](#)
- [Aerial Image: Land Before Development](#)
- [Aerial Image: Gardens Today](#)
- [Aerial Image: Future Gardens](#)
- [Aerial Image: Overflow/Public Parking Lot](#)



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