

2022 ANNUAL REPORT



CONSERVING THE REGION'S RAREST PLANTS

Home to a wide range of rare plant species, Otay Mountain in San Diego County is a unique place of focus for the Garden's conservation efforts. As part of a collaboration with the Bureau of Land Management (BLM), in 2022 our Science & Conservation team began intensively surveying, mapping, collecting, and propagating 10 of the most rare and endangered species found on the land, including *Lepechinia ganderi* (Gander's pitcher sage) featured above. Combining conservation efforts with educational programming, this project will continue into 2023, providing a vital conservation resource for preserving San Diego's biodiversity in an important open space area.



SAN DIEGO
BOTANIC
GARDEN

LETTER FROM THE BOARD CHAIR & CEO

We are extremely proud to present the San Diego Botanic Garden 2022 Annual Report which so clearly demonstrates how our Garden is improving people's lives while protecting the natural world! This past year, the Garden has continued its amazing growth trajectory. We have welcomed over 260,000 visitors to the Garden, educated over 20,000 students and adults, and grown our plant collections to include over 11,000 plants representing over 5,000 species. Our Science and Conservation programs are safeguarding plants throughout the region while advancing human well-being through the study and use of food and medicinal plants. Our Exhibitions and Events programs present world class horticultural displays such as *World of*

Orchids and incredible family experiences like our smash hit *Lightscape* holiday show. Our Education programs enrich the lives of children and adults by inspiring curiosity and exploration of the natural world. And, as always, the Garden remains an amazing place to visit and learn about plants all year long.

We are deeply grateful to the large army of people who make the Garden grow: members, donors, volunteers, staff, and our many community partners. You are our greatest assets as we garden to improve our world.

Thank you!



Marcia Hall Brockett,
Chair, Board of Trustees

Ari Novy,
President & CEO



SDBG by the numbers



260,000
Guest Attendance



7,702 ↑19%
Average member households by monthly totals

10,000 Military Discounts

1,641 Museums for All
Starting March, 2022

Online Reach (increase over 2021 stats):



82.6K+ Email subscribers ↑35%



586K+ Website visitors ↑76%



35K+ Facebook page likes ↑17%

2.1M+ Facebook page reach

49.4K+ Instagram followers ↑14%

1M+ Instagram reach



51 ↑31%
Garden Employees



266 ↑28%
Volunteers



18,627
Volunteer Hours

EXHIBITIONS & EVENTS



Plants and Romance
February 11 - 12 | 678 attendees



**Summer Nights Concert Series/
Wine Presentation**
June 30, July 28, August 11 & 25,
September 8 | 1,147 attendees



**Connect with People and Plants:
A Celebration of Local Biodiversity**
October 15 | 49 registered for reception



Lightscape
November 18, 2022 - January 8, 2023

In November 2022, the Garden welcomed the San Diego debut of *Lightscape* with overwhelming success. Attracting guests from across the U.S. and as far as the U.K., the dazzling after-dark winter showcase brought **more than 100,000 guests** to the Garden, far surpassing attendance goals and driving sold-out shows throughout the 37-night run.



Seeing the Invisible
January 1 - August 31 | 23,614 attendees



World of Orchids
May 7 - June 12 | 24,600 attendees



World of Houseplants
July 16 - September 5 | 25,085 attendees



Teacher Resource Fair
October 4 | 184 attendees

LIGHTSCAPE by the numbers



111,007
Attendees



188,202
Website Page Views



4M+ Estimated
Social Media Reach



266
Press Articles
Coverage in *USA Today*,
ABC 10 News, *CBS 8*, *FOX 5*, *KPBS*,
KUSI, *NBC 7*, *Telemundo*, *San Diego*
Union-Tribune, *San Diego Magazine*,
Modern Luxury San Diego, *Thrillist*,
and more.

SCIENCE AND CONSERVATION

by the numbers



Number of distributed and out-planted rare native plants:

128 to Botanical gardens, universities, and other partners

800 to Restoration sites



133 Wild plant accessions
1,165 maternal lines



85 Rare plant occurrences surveyed in the wild



120 Days in the field



19

Projects within and beyond the Garden



9

Peer-reviewed scientific articles published



66

Partners/Organizations



5

Federal grants



4

International grants

COLLECTIONS by the numbers

11,473 Current living accessions *2.2% increase over 2021*



37 Wild collected plant accessions added to collection



476 Individual plants added to the Garden's collections



3,775 Propagated plants for sale at our Plant & Gift Shop



8,268 Total plants mapped



5,358

Total unique taxa

73 new taxa and cultivars not planted nor previously recorded at SDBG



SCIENCE, CONSERVATION, & COLLECTIONS

Science and conservation continue to be key pillars of focus at the Garden and further afield as we work to address our biggest local and global challenges, from biodiversity loss to climate change, food insecurity to environmental degradation. With a focus on protecting California native plants, medicinal plants, and food and agricultural plants, in 2022 the Science and Conservation team took part in a number of major projects with regional and global impacts. Project highlights include:

These projects are innovative in the ways they merge efforts that are conventionally done in isolation – conservation combined with education, habitat protection with horticulture, and wild plant botany with food security. They are similarly exciting in the ways they bring together local, state, and national agencies and governments, community and nonprofit organizations, academic institutions, and industry partners to work for people and for the planet.

- The creation of a national medicinal plants collection and research consortium to catalyze natural drug discovery in San Diego and beyond.
- Baseline data collection and metrics to inform global strategies for the conservation and use of plant genetic resources for food and agriculture.
- Surveying, conserving and propagating of rare and special plants only found in the US-Mexico borderlands around Otay Mountain Wilderness.



MEDICINAL PLANTS

In 2022, efforts for the medicinal plants program at the Garden began advancing thanks to support from The Prebys Conrad Foundation and Garden donors. This included building a dedicated team of experts from Education, Horticulture, and Science and Conservation departments, mapping out medicinal plants in the gardenscape for new educational programming, and constructing a 2,100 square foot greenhouse dedicated to the medicinal plant collection. The team formed a research consortium with 15 institutional partners in San Diego and worked closely with Salk Institute for Biological Studies to conduct preliminary genomic and metabolomic analysis of select native medicinal plants.

EDUCATION

With a vision of offering unique educational opportunities that inspire curiosity, exploration, and a connection to nature, the SDBG Education Department significantly expanded not only the number of classes and programs offered, but also the number of youth and adult participants throughout the year. Onsite offerings like SAPLinGS (Science, Art, and Play in Garden Spaces) drew more than 15,000 children in just the second year of the program, while offsite projects like the Ocean Knoll Canyon Oak Restoration invited 300 elementary school students to learn about habitat restoration with our staff. Important partnerships with local nonprofits and schools through programs like Budburst, a community science project and app, along with Access Afternoons, allowed us to welcome hundreds of visitors from underserved communities and ensure our Garden is an inclusive place of beauty that is accessible to all.



EDUCATIONAL OUTREACH by the numbers

Budburst and Access Afternoons: 10 Community Partners | 47 Community Events | 947 Total Participants | 2 Grants

School or Youth Groups (Students served and participated):

42 Schools and youth groups onsite ↑42% Title 1 schools	845 Pollinators and Climate Change Challenge Program participants ↑29%
2,331 Students total onsite and offsite	15,076 SAPLinGS participants ↑264%
1,357 Students visited the Garden	149 Days of SAPLinGS ↑112%
512 Participants in self-guided tours ↑989%	

Adult Classes and Programs:

1,404 Total participants	89 ↑117% Non-yoga classes	226 Participants in public Butterfly Walks 10 Days 20 Hours 881 Total Species observations 16 different species	276 Participants in public Bird Walks 12 Days 40 Hours 89 Bird species recorded ↑5%
8,500+ Succulent pieces clipped by volunteers for topiary classes most popular class/workshop	79 Yoga classes		



ACCESS AFTERNOONS

In March 2022, SDBG launched Access Afternoons, a community outreach program offering free, regularly-scheduled Garden visits to underserved communities, including economically disadvantaged families, students and seniors. In partnership with Alzheimer's San Diego, Boys and Girls Club of San Dieguito, Community Resource Center, Senior Center of Encinitas, and USO (San Diego & Camp Pendleton), SDBG welcomed 545 participants from this program for interactive tours and hands-on workshops customized to meet the needs and interests of each group. The program is made possible by funding awarded through the Institute of Museum and Library Services (IMLS).



The San Diego Botanic Garden gratefully acknowledges the following Larabee Society Members who contributed \$1,200 - \$10,000. Thank you to our 7,000+ Members of all levels who ensure our beautiful Garden thrives daily.

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Patrick Anderson and Ron Koren
Mark and Karla Deetjen
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Bart Ziegler

FINANCE (Reported for FY July 1, 2021 – June 30, 2022)

Total Revenue: \$5.6M ↑51%
Contributions: \$2M ↑17.6%
Earned Income: \$2.8M ↑40%
Employee Retention Credit: \$0.8M

Total Expenses: \$4.8M
Programs: \$3.5M
Management/General: \$1M
Fundraising: \$0.3M

Net Income: \$908,000

Thanks to our major donors and corporate partners who help us build a future for the Garden that benefits our community, region, and planet.

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\$100,000+

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