

DENVER BOTANIC  
**GARDENS**

**A *transformational*  
experience**



A portrait of Brian Vogt, CEO, smiling. He has short, graying hair and a goatee. He is wearing a dark blue suit jacket over a white shirt and a blue patterned tie. The background is a soft-focus green landscape with trees.

# **OUR PARTNERSHIP VISION**

**Click “vision” to hear a brief message from:**

**Brian Vogt, CEO**





# Our aligned values and shared opportunity

**Sustainability**

**Diversity**

**Relevance**

**Transformation**

An invitation to step into a purposeful, transformational  
collaboration with Denver Botanic Gardens...







York Street – 24-acre urban oasis near downtown Denver



Chatfield Farms – 700-acre working farm at C-470 and Wadsworth



Plains Conservation Center in Aurora –  
1,100-acre nature preserve and  
educational center



Mount Goliath –Interpreted  
alpine trail on Mount Evans

# DENVER BOTANIC GARDENS

## INTERSECTION OF NATURE, ART, SCIENCE & EDUCATION

- Year-round events and daily visitation across multiple locations
- Education programs and volunteer opportunities for all ages
- New indoor art galleries, state-of-the-art auditorium and classrooms

## EXPANDING FOOTPRINT

- 12-year, \$116 million master development plan completed at York Street in March 2020
- **NEXT:** master development plan for Chatfield Farms

## LOCAL AND GLOBAL IMPACT

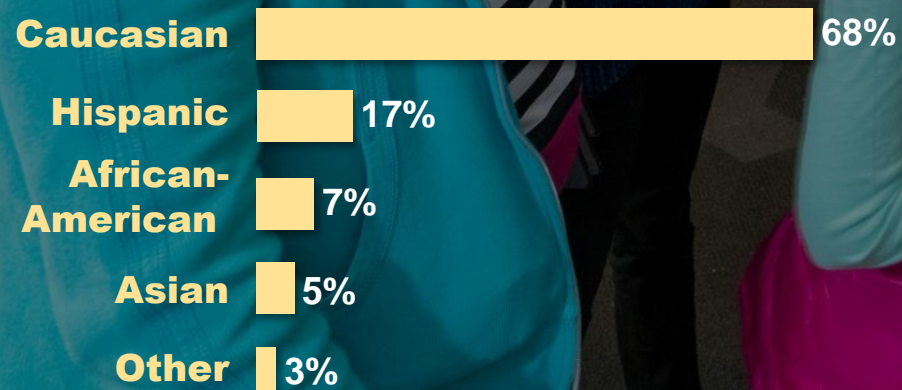
- Therapeutic Horticulture (for all ages)
- Community-Based Food Programs
- IDEA Initiatives (Inclusion, Diversity, Equity, Accessibility)
- Environmental Sustainability
- Global Research & Conservation





# A garden for all people

## Visitor ethnicity



**1.3 M+**  
annually\*

ONE OF THE  
MOST VISITED  
PUBLIC GARDENS  
in North America



**46 K+**

MEMBER  
HOUSEHOLDS



**\$106,282**  
average

HOUSEHOLD  
INCOME  
(MEMBERS)



**51%**

COLLEGE  
OR POST-GRADUATE  
DEGREES  
(MEMBERS)

\*# of Visitors outside CO, but inside the US: 221,018

# of Visitors from outside the US: 29,434







# Reach the Gardens' audiences through multiple platforms

- **On-site bilingual signage**, including LCD screens
- **National** press releases and advertising
- **Local, national & international** media exposure



MONTHLY  
E-NEWSLETTER  
**110 K**  
members &  
non-members



**210 K+**  
social media  
followers



**7.7 M**  
annual website  
pageviews







Summer Concert Series



Indoor / Outdoor Exhibitions



Lavender Festival



Día de los Muertos



Glow at the Gardens™



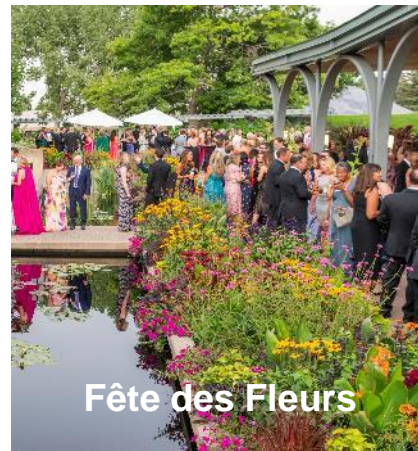
Pumpkin Festival



Spring Plant Sale



Corn Maze



Fête des Fleurs



Trail of Lights



Fall Plant & Bulb Sale



Blossoms of Light™

# Connect with the Gardens' visitors through spectacular events

- **12 premier special events annually** – in central (York Street) and south Denver (Chatfield Farms)
- **300,000 attendees** (collectively)
- **25 Million+** Impressions





# Leverage the intersection of Art, Science and Education

**29,000**  
K-12 students

Engage with the  
Gardens' STEAM  
programs  
(Science, Technology,  
Engineering, Arts, Math)

**21,030**  
lifelong learners

Participate in adult  
class and workshops

**11,050**  
family members

Get involved in family  
and youth programs

**421**  
schools served

Impact our future  
leaders through  
education





# Access a place of health and healing, rest and restoration for all

- **180** Yoga Classes (many are bilingual)
- **38** Therapeutic Horticulture Programs (many now virtual)
- **46** Organizations and **4,200+** People Served through The Clinton Family Fund Go2Gardens Free Shuttle Program
- **16,500** Pounds of healthy food grown and distributed to places of need throughout Denver

*“The Gardens are a place of beauty, peace, rest and rejuvenation. They always remind me of the circle of life and that we all have a place.”*

– Gardens visitor





# Benefits of a partnership with the Gardens

The Gardens is committed to collaborating to cultivate strong, symbiotic relationships. Our partnership would provide unique and compelling opportunities to increase our collective impact.

## Year-round benefits:

- **Branding / marketing / event exposure**
- **Hospitality benefits and volunteer opportunities**
- **Measurable impact in pursuit of company's ESG goals**





# Join our robust community of partners

- Chambers of commerce
- Universities: UCD, CU Boulder, CSU, MSU Denver, Regis University
- Mission-aligned nonprofits
- Municipalities
- Cultural institutions
- 100+ corporate members
- 20+ corporate sponsors

## Major Corporate Partners



Wealth  
Management







*“UMB Bank has enjoyed a thriving partnership with Denver Botanic Gardens for more than a decade. The summer concerts and holiday party for our clients and associates are now some of our most treasured UMB traditions. We are proud to invest in the impactful and inspiring work the Gardens does while connecting with a highly engaged audience.”*

– Paul Williamson, President, Colorado Region, UMB Bank





# A hub for sustainability, research and conservation in conjunction with local, national and global partners

- **International development organizations:** United Nations Food & Agriculture Organization
- **U.S. federal agencies:** U.S. Department of Agriculture, U.S. Bureau of Land Management, U.S. Fish & Wildlife Service, U.S. Forest Service
- **Botanic Gardens Conservation International / Ecological Restoration Alliance for Botanic Gardens**
- **World Coffee Research**
- **Center for Plant Conservation**
- **Global Genome Biodiversity Network**
- **In Argentina** – Instituto Nacional de Tecnología Agropecuaria (INTA) (they are equivalent to our USDA)
- **In Central Asia** – Institutes of Botany in Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan and Mongolia
- **Global Crop Diversity Trust**







# Be inspired in your environmental sustainability efforts as you partner with a global leader on food, water and energy

- **Food access:** Partnering with the World Food Prize, USDA, Denver Housing Authority and Denver Human Services, we provide fresh, healthy food to people in food deserts.
- **Water resources:** We co-run the interdisciplinary One World One Water Center with Metropolitan State University of Denver.
- **Water-efficient agriculture:** Working with UN FAO, CO Department of Agriculture and farmers we help establish best practices in soil management to achieve maximum water efficiency in farming.
- **Operational efficiency:** LEED GOLD certified Freyer – Newman Center, Denver's first and largest green roof on a public building (Mordecai Children's Garden), a robust composting program, solar panels on multiple buildings and largely powered by alternative energy.

**Learn more about [our impact](#).**





# 2020 Blossoms of Light









