A Message From the Director

I believe I am still being called the new director although by the time this is produced I will have been here nearly a year! I started January 20th and what a year it has been. I am pleased to report that it has been all good news. In this annual report you will read about a year of great events, successful programming, an increase in rentals, new exhibits, great intern experiences, new staff, an increase in memberships, a new master plan, a partnership with the South End Zone Green Space Project and more.

Reiman Gardens is the number two destination in Ames according to Trip Advisor. Since Iowa State University is number one we are part of ISU, we are pretty proud of what we are offering to both community and visitors. Our goal is to become a destination that is highly respected in central Iowa as well as beyond the state’s borders. Much of the groundwork we laid this year will serve us well in that vision.

Public gardens are unique treasures to communities fortunate enough to have them but they cannot provide what they offer without the generosity of others. From volunteers who donate time and expertise, businesses that provide sponsorships and grants, visitors who pay admission, donors who give generously, the university and members who provide some of the most dependable support the Gardens thrives because of the many people and organizations who understand its importance to a well-rounded community. For that we are most thankful and want to share this year’s accomplishments!

25,300 bulbs made quite a showing in spring 2015. In 2016 it will be even more gorgeous with 47,000 bulbs!
Ed Lyon
Director

Ed brings experience as Director of Allen Centennial Gardens, U.W.-Madison, Madison, WI and Executive Director, Rotary Botanical Gardens, Janesville, WI as well as roles at Olbrich Botanical Gardens, Madison and the Chicago Botanic Garden. He has an M.S. in Horticulture from U.W.-Madison and has written a book called “Growing the Midwest Garden”.

He is joined by his partner Dylan (Darrell) Hart; they purchased a home on Hodge Avenue where he has already transplanted his extensive Wisconsin home garden.

Rita Gilbertson
Funds Development Manager

Rita has already started on fundraising, grant management and overseeing membership. She arrives at Reiman Gardens with 21 years of fundraising experience in Iowa at three non-profit organizations: Des Moines University, the Broadlawns Medical Center Foundation and most recently, Waldorf College in Forest City.

She and her husband plan to relocate to the Ames area once their house in Forest City is sold.

Joy Stroud
Administrative Specialist

Joy’s job duties include budgeting, financial management, and human resources. She comes to the Gardens from the University of the Incarnate Word in San Antonio and past roles at the University of Mary Hardin-Baylor in San Antonio. She has worked in higher education for 20 years and loves Iowa State University. She moved here to be closer to her son and his family.

Jacqueline Venner Senske
Education Specialist

Jacqueline's job includes helping with tours and other educational based programming. She brings great experience from the Daniel Stowe Botanical Garden in Belmont, North Carolina, where she served as director of education.

She moved with her husband, Nick, who accepted a position in the College of Design; they just welcomed their second child in November.
ultimately be the best that every garden area can be when implemented over the next 20 years. Some things will change over time. Some projects may get scaled back from the dream, some may get better, some may never be realized. Future donors and end-users are not going to look to the Gardens to present anything less than grand ideas. They will want to be part of something highly visible, exciting and hopefully novel. The goal is to make the Gardens a primary central Iowa destination as well as give it national recognition. It is part of a larger plan to represent Iowa State University at the highest level, add to the campus entrance beautification and continue to be a destination. It comes with the support of President Steven, First Lady Janet Leath, Senior Vice-President of Business & Finance Warren Madden and a number of other supporters. Look for announcements of its completion soon.

South End Zone Green Space Project

Construction of the South End Zone stadium expansion was finished in time for football season, but in 2016 a new Green Space will complete the project. The intent is to transform some of the parking lot between the Gardens and stadium into “green space”. The area that will be changed most dramatically is Lot S3 with plans to eliminate asphalt for paved terraces with trees, paths, a fountain and other amenities. Reiman Gardens has been an active participant in the planning and design of the new space. One of the benefits for the Gardens will be rerouting the effluent that makes up the unattractive ditch that runs along the northern border; filling it and recovering 2.5 acres to develop into something more attractive as park drive and entrance “face”. This project has the opportunity to improve the appearance of the entrance to the Iowa State campus and enhance the image of the university as a leader of regional, national, and international importance.

By this time next year this area will look entirely different!

Strategic Plan

Reiman Gardens developed its first strategic plan (based on three-year projections) in 2014. Staff is committed to following that plan and updating it on an annual basis to make sure they are staying on track with goals and objectives. This fall, staff held a retreat analyzing current progress, making necessary adjustments and setting additional goals to carry the plan out into 2019.

In the Community

Reiman Gardens’ Education Manager Sara Merritt became president of the Ames Community Arts Council.
Ed Lyon served as a judge for Brunnier in Bloom.
Staff participated in the United Way Day of Caring, the United Way fund drive and Stash the Trash.
Rental income was steady this year. Our next goal is to see how we can increase interest in off-season rentals; almost every available “in-season” weekend day was booked in 2015 and this is already true of 2016!

### REYNOLDS

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<tr>
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<tbody>
<tr>
<td>Rentals: 260 (85 were ISU departments)</td>
<td>Rentals: 289 (96 were ISU departments)</td>
</tr>
<tr>
<td>Weddings: 39</td>
<td>Weddings: 28</td>
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<tr>
<td>Total (Net) Rental Income: $61,487</td>
<td>Total (Net) Rental Income: $60,688</td>
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<tr>
<td>Total Rental Guests: Not counted</td>
<td>Total Rental Guests: 14,584</td>
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Membership income has increased this year. During the FY15, membership dues totaled $171,477; of that $162,763.21 was expendable. The strategic goal for FY16 is to raise total revenue to $185,000.00. Between July and September 2015, $52,070.00 has already been raised, with an expendable $49,469.36 total. Currently, that is $16,276.22 ahead of the comparable time period last year! The hope is that this trend continues through this and future years. A transition of membership base information is currently ongoing as the Gardens is transferring data into a new system. The Iowa State University Foundation has made it possible for Reiman Gardens to utilize its established constituent database so that the Gardens can become more efficient in updating information and more accurately track memberships. Due to this transfer process, ascertaining an exact number of membership households is difficult at this time; however, there are currently around 1,980 households with memberships.

In 2015 an individual level membership called “Steward” was reinstated as part of our membership offerings. The Gardens is excited to offer this level as a value package for individuals. The Gardens continues to expand opportunities to share all that Reiman memberships offer.

To schedule a private event at the Gardens, contact Renee Rule at 515-294-8994.
To become a member of the Gardens or for more information on membership opportunities, contact Megan Miller at 515-294-3755.

### HOW WAS REIMAN GARDENS FUNDED IN 2015?

Reiman Gardens’ funding comes from three sources (which makes accounting some of the most complex on campus). The largest portion comes from the University and is very specific; it includes insurance, utilities, maintenance and repairs, supplies and roughly half of the salaries and benefits for full-time staff. The other half of salaries and benefits including hourly employees and student interns as well as events, exhibits, plant materials, programming, activities, additional supplies and maintenance, etc. are funded through raised revenue (memberships, admissions, rentals, gift shop sales, classes, events, etc.) and ISU Foundation accounts (endowment, donations, grants and sponsorships). Raised revenue and ISU support may change at any given time and may be variable from year to year. The most stable form of revenue for any non-profit organization is Foundation-based accounts and the goal is to increase that for the long-term sustainability of the Gardens. Nearly half of the budget is dependent on the generosity of others, whether from visitation, participation and sales or donations, memberships and sponsorships. Truly, without this generosity, Reiman Gardens would not be the asset to the Iowa and ISU communities that it is today.
The Horticulture staff and volunteers planted over 15,000 annuals in the outside gardens representing over 450 unique cultivars or species. Reiman Gardens was asked to represent botanical gardens’ interests during the National Clean Plant Network’s Rose Group inaugural meeting. The Applied Imagination garden railroad in the Hughes Conservatory has been a success and will certainly become a family holiday tradition. A number of projects have been completed: the Campanile was painted, the University Boulevard drainage way was corrected, phase one of brick pathway repair is done and new outdoor plaza furniture was purchased. The first annual plant sale was a huge success and helped build relationships with Story County Master Gardener Assoc., Horticulture Club, Graduate Student Horticulture Society students and EEOB Graduate students. The spring orchid show in the Conservatory (10 years since our last orchid display) had more than 200 orchids on display. To make the Children’s Garden stream more exciting and engaging for young visitors, the struggling Kentucky bluegrass was replaced with six different kinds of native sedges planted amongst kid-sized stepping stone paths.

The Campanile received a much-needed facelift in October 2015 with sand blasting, priming and painting, restoring it to its original vibrant color — generously funded in part by a Story County Community Foundation grant. Below are some of the new outdoor tables and chairs.

The first plant sale was an amazing success. The plant sale committee is already planning for 2016!

<table>
<thead>
<tr>
<th>Name</th>
<th>Internship Area</th>
<th>Major</th>
</tr>
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<tbody>
<tr>
<td>Marcelo Almeida de Oliveira</td>
<td>Glasshouse Display and Greenhouse Production</td>
<td>Ag Studies</td>
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<tr>
<td>Lauren Carter</td>
<td>Graphic Design &amp; Communications</td>
<td>Graphic Design</td>
</tr>
<tr>
<td>Kasey Derda</td>
<td>Retail Management</td>
<td>Apparel, Merchandising and Design</td>
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<tr>
<td>Mandalyn Westphal</td>
<td>Education</td>
<td>Elementary Education</td>
</tr>
<tr>
<td>Jessica Mason</td>
<td>Garden and Landscape Maintenance</td>
<td>Horticulture, Biology</td>
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<tr>
<td>Samantha Mattingly</td>
<td>Education</td>
<td>Elementary Education</td>
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<tr>
<td>Sarah May</td>
<td>Entomology</td>
<td>Animal Science</td>
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<tr>
<td>Dillon Timm</td>
<td>Turfgrass and Irrigation Maintenance</td>
<td>Agricultural Business</td>
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<tr>
<td>Tasha Waterman</td>
<td>Events</td>
<td>Event Management</td>
</tr>
<tr>
<td>Heather Wilson</td>
<td>Plant Collections and Records</td>
<td>Biology</td>
</tr>
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Reiman Gardens provided the public with more than 30 events that ranged from family focused activities such as Spirits in the Gardens and Breakfast with Santa to four After Hours events for adults to special interest events such as Day of Insects, Orchid Fest, and the Rose Show.

2015 events started off with Silver Screen Saturdays. For all five Saturdays in January, two showings of popular children’s movies were offered: “Frozen”, “A Bug’s Life”, “Up”, “The LEGO Movie”, and “Despicable Me”. The guest count comparison increased from 313 in 2014 to 590 in 2015. The Gardens plans to offer Silver Screen on Saturdays in 2016 to continue a winter tradition for children and families.

Other children and family focused events have occurred or are planned including Spring Egg Hunt which was planned and implement-ed with the Ames Jaycees. A total of 1,441 guests, 797 adults and 685 kids joined the Easter Bunny to hunt for eggs and spring related crafts.

Spirits in the Gardens was a fall festival for families. Children were admitted free and enjoyed crafts, owls and raptors from the ISU Wildlife Clinic, trick or treating, storytelling and games. This year 428 children enjoyed the festivities. Total admission for the event was 1,508.

Breakfast with Santa provided a hearty buffet breakfast with a visit from Santa. Children also enjoy holiday related crafts.

Butterfly Blizzard: Two Saturday mornings in December, the entomology staff prepared butterflies that families release in the Christina Reiman Butterfly Wing.

The Gardens hosted numerous shows for special interest plant enthusiast; 6th Annual Orchid Fest, 8th Annual Rose Fest, 2nd Annual Lily Show and 9th Annual Bonsai Show. The displays of orchids, award winning roses and lilies and bonsai are awe inspiring.

Every year, guests come to the Gardens to watch the Independence Day Fireworks display. Visitors are welcome to bring a picnic, listen to live music and enjoy the beauty of a garden sunset.

In July, the Gardens hosted the 11th Annual Garden Art Fair. More than 1,123 visitors browsed 60 eclectic booths and bought garden inspired art pieces including jewelry, watercolor, pottery, woodworking, glass, photography, sculpture, and fabric arts.

Reiman Gardens’ 6th Annual Quilt Show displayed more than 100 garden inspired quilts. Over the three day event, guests marveled over intricate and beautiful quilts on display, voted for their favorite and browsed the goods of fabric art vendors.

After Hours is an event hosted four times each year. It is an opportunity to enjoy the Gardens with good food and live music in the early evening. This event is growing as more visitors realize how beautiful the Gardens are this time of night.

Reiman Gardens public events appeal to a wide variety of audiences from youth to the young at heart.
All aboard the Reiman Express train to Iowa State University! It was three years in planning and took 18 months to create and build. Applied Imagination, located in Kentucky, creates custom built garden railways out of natural materials. Trains and natural materials, what could be more appropriate to central Iowa and a public garden? These railways require such a substantial financial investment that Reiman Gardens becomes part of an elite group of only 15 other public gardens in Canada and the U.S. to own one. The Gardens joined the ranks of notable greats such as the New York Botanical Garden, Chicago Botanic Garden and the U.S. Botanic Garden. The Reiman Express was funded entirely from the Nature Connects LEGO® bricks exhibit revenue. One of the challenges of temperate climate botanic gardens is drawing audiences in the winter season. This railway will become the holiday show in future years. The goal is to make it an activity that families put on their list of annual holiday must-do outings.

Buildings and structures are specially crafted to accurately represent an area’s heritage and historic buildings. Each building can take a year to design and build and is considered art. Gardens add to their collections annually, much like traditional Christmas villages. Reiman Gardens started with recognizable Iowa State buildings including Morrill and Beardshear Halls, the Hub and the Campanile (which plays the same music as campus!). The designers were also fascinated by the history of the mile-long Dinkey train line between campus and the city, so they recreated that as well as Elwood, the beloved concrete gnome.

Trains are multi-generational in interest and the new exhibit has already increased attendance. It is not unusual to see three generations of a family gathered, all enjoying it with equal fascination. Look for the Reiman Express as an annual holiday expedition!
In June, Reiman Gardens hosted its first Pollinator Festival as part of National Pollinator Week. Pollinator Festival had a variety of educational displays from a variety of collaborating groups including: the Iowa State University Pollinator Working Group, the ISU Entomology Graduate Student Organization and the ISU Graduates in Evolutionary Biology and Ecology.

At the Gardens’ spring plant sale the Gardens gave away 200 mini butterfly gardens which included two host plants and a nectar plant. These plants were given out to draw attention to native pollinators and the Blank Park Zoo’s Plant. Grow. Fly. program, a conservation initiative that encourages Iowans to plant more pollinator friendly plants.

In the spring issue of the News of the Lepidopterists’ Society, an article featured the Unified Butterfly Survey app (UBR). UBR is a mobile application designed to survey butterflies populations in the wild and was created by Reiman Gardens’ Entomology staff and groups of students in the College of Engineering’s Electrical and Computer Engineering Department’s Senior Design program. Individuals worldwide now utilize the UBR on the Android platform. In summer 2016, a data visualization platform and iOS version will be available. UBR is currently utilized in the field by researchers, professionals and amateurs to track their butterfly observations.

Not all public schools have the option to take a field trip to the Gardens to see butterflies first hand but they now can visit the Wing through virtual tours broadcast from the Gardens and talk with the Entomology staff. This program is still in early stages but responses from teachers and students have been very positive.

By the end of 2015 the Butterfly Wing will have purchased 16,550 butterfly pupae from around the world. It continues to receive new species never received before such as the Pearly Leafwing (Consul electra) and, due to a newly acquired USDA permits, some butterfly species that haven’t been available in the Wing for many years. Will be making an appearance.

Reiman Gardens hosted its 7th annual Day of Insects in March with 15 speakers covering a variety of insect-related topics. This event draws a crowd of professionals, academics, advocates and enthusiasts from all over the Midwest; this year it drew over 120 participants.

The Iowa Butterfly Survey Network is a citizen science program for annually tracking butterfly populations and statewide programs managed by Reiman Gardens’ Entomology staff. The program grew significantly this year and should increase more next year with partnerships with conservation organizations in other parts of the state. The group has begun training naturalists at other organizations so they can offer workshops for participants and set them up with a survey location in their area. This year’s trainer program participants represented 22 different organizations across the state. A large part of the training’s success was attributable to a partnership with Polk County Conservation.

Two of the research projects conducted by the Entomology staff this year included: development and preliminary testing of a new vertical butterfly feeder and conducting a pupae emergence study utilizing data from 17 butterfly houses from around the world. The Entomology staff assisted ISU this year by planting one of their Iowa

milkweed demonstration plots on site and assisted with monitoring and data collection.
Funds Development

Word is spreading that Reiman Gardens will again host the popular Nature Connects: Art with LEGO® Bricks exhibit from April 22 – Oct. 30, 2016 and sponsors are jumping on board to be part of the anticipated excitement! Eye-popping displays made with 500,000 LEGO® brick pieces by artist Sean Kenney will simulate how all living things are interconnected. The exhibit features 13 larger than life displays. The show has garnered support from several area businesses and Iowa State campus; with most of the individual colleges committed to sponsoring a single LEGO® brick display or the educational component of the exhibit. This is a great example of how Reiman Gardens, Iowa State University and the Ames community are working together to help bring quality entertainment and education to central Iowa.

Nature Connects LEGO® bricks returns as a brand new exhibit in 2016!

The Nature Connects LEGO® bricks exhibit brings in audiences as we learned in 2012 with well over 100,000 visitors, but 2015 reconfirmed that quality exhibits mean high attendance which in turns generates critical revenue for running the Gardens. Just take a look at the below figures; the significant increase this year was due to the interest generated by both the InTREEguing TREE-houses and the Applied Imagination garden railway. Next year numbers are anticipated to exceed 100,000 with the return of Nature Connects. The goal is to keep this trend of increasing audiences so the challenge is on to find exciting exhibits every year.

**by end of October, 2015

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<thead>
<tr>
<th>Year</th>
<th>Income</th>
<th>Attendance</th>
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<tr>
<td>2013</td>
<td>$151,558</td>
<td>37,404</td>
</tr>
<tr>
<td>2014</td>
<td>$169,034</td>
<td>46,550</td>
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<tr>
<td>2015</td>
<td>$209,779</td>
<td>60,738 **</td>
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Please keep Reiman Gardens in mind when making your charitable contributions. To make a tax-deductible gift to Reiman Gardens please visit www.reimangardens.com, send a check to: Reiman Gardens, 1407 University Blvd., Ames, IA 50011, or contact Rita Gilbertson at 515-294-6356.

Thank you so much for your support!

Guest Services

Complimentary tribute / sympathy cards are now available at the Gardens for your convenience. Simply send the tribute card to the family of the loved one and your check / form to Reiman Gardens in the provided return envelope. Tribute cards are available on the brochure rack in the Reiman Gardens front desk area and/or by contacting Megan Miller, membership and development coordinator, at 515-294-3755 or mjmiller@iastate.edu. All memorial gifts, unless otherwise designated, will support the Gardens’ beautification fund (plants, flowers, and butterflies). Memorial donations of all sizes are appreciated and will be noted in next year’s annual report (excluding the amount of the memorial).
For FY15, the Gardens offered a total of 147 distinct youth and adult education programs, representing a 47% increase over FY14, with 2,094 attendees, marking a rise in participation of 25% from the previous year. Tour attendance increased by 6%, providing guided tours to 2,385 youth and adults.

In 2015, popular photography instructor Mark Stoltenberg taught 15 photo classes to 133 students, receiving such great feedback that the Gardens nominated him for the Ames Community Arts Council’s Art Educator Award, which he was presented in April. The Gardens also added several new instructors – including Amanda Feeley of Esscentual Alchemy, one of the Midwest’s only natural perfumers. The most highly attended programs included year-round storytelling and Plant Pals for a youth audience, in addition to the photo classes, greatest program participation among adults at specialized programs were those taught by Reiman Gardens’ staff in the areas of horticulture, art, and design. Other popular classes and workshops included Floral Design, Natural Mask-Making, Willow Trellis creation, drawing classes, and gardening-related programs.
Reiman Gardens turned 20 this year! In addition to the usual outstanding exhibits, programs and activities, the Gardens hosted a party to celebrate this significant milestone. Everyone was so pleased to have a gorgeous evening that helped encourage great attendance. The program’s speakers and dignitaries included Roy and Bobbi Reiman, President Steven and First Lady Janet Leath, Nick Howell and Dwight Hughes, with many other people with past involvement in attendance. Here are some photos of this splendid evening for you to enjoy if you missed it.

Here are some images of the well attended 20th Anniversary party. It was an enjoyable and pleasant look back on the past 20 years and excitement about looking to the next 20!

The Gardens has hired at least one intern each summer since 1996. For the first time, it employed ten interns who gained experience and knowledge in the summer of 2015. This group of Iowa State students represented diverse majors ranging from elementary education and horticulture to events management, agricultural business, and apparel merchandising and design. The group came from towns across Iowa but also represented places as far away as Colorado and Brazil! These students got to participate in various projects, field trips and educational sessions with staff and other professionals to experience and understand what it means to work at a public garden. Additionally, this group representing various backgrounds and working in many different areas of the Gardens teamed together on a project that shared their experiences with the public. Their blog is on the Reiman Gardens website - http://www.reimangardens.com/intern-blog/ - check it out and see the great things these students accomplished!
Reiman Gardens’ Event and Education staff provided behind-the-scenes tours to Event and Hospitality Management students in the fall to relate real-life experience for managing public and private events and programs.

Reiman Gardens provided the site for an evening reception for the spring gathering of the ISU Foundation Governor’s Board and behind-the-scenes tours for the fall meeting.

Reiman Gardens was selected to join Portal to the Public, a national network of informal science education institutions whose goal is to bring the work of local scientists to a general public audience through professional development, the creation of hands-on activities and free public programs. They provided a science communication fellowship to a group of ISU graduate students researching various topics and expanded the program in the fall to include more than a dozen others, from university students and researchers to local science industry professionals.

Reiman Gardens worked with faculty in the department of integrated studio arts to provide a venue and additional interpretation for 4-H design camps offered in the fall connecting art and nature with biomimicry curriculum.

Reiman Gardens featured eight InTREEguing TREEhouses as part of its 2015 outdoor exhibition, showcasing the talents of local artists, architects, and designers to provide accessible, unique, interactive structures for nature play and exploration.

Reiman Gardens opened up its Garden Room Gallery to local artists for seasonal exhibitions of nature-inspired artwork.
Reiman Gardens’ volunteers are essential to the Gardens’ everyday operations, success, and future. The relationships the staff have built with many volunteers and the bonds that they have formed are great examples of teamwork which is so important in forming a community of volunteerism. From horticulture to Kids’ Story Time, the Butterfly Wing to guiding tours, or even helping with events, there are always loyal volunteers assisting in making this an elite garden. This past fiscal year, 945 (305 unduplicated) volunteers generously contributed over 8,000 hours within the various garden departments. The highest number of hours volunteered was recorded in the Butterfly Wing. These figures don’t even begin to capture the true value of time and talent the volunteers give. Their support is truly priceless!

To learn more about volunteer opportunities at the Gardens, contact Kiley McLaughlin at 515-294-8225.
It was a very good year!
Reiman Gardens
1407 University Blvd.
Ames, IA 50011

Email: reimangardens@iastate.edu
Phone: 515.294.2710
www.reimangardens.com

TO:

Reiman Gardens’ Mission
Educate, enchant, and inspire an appreciation of plants, butterflies, and the beauty of the natural world.

Ogden School second grade class