



MARION COUNTY BOARD OF COMMISSIONERS

Board Session Agenda Review Form

Meeting date: November 30, 2016

Department: Community Services Agenda Planning Date: 11/23/16 Time required: 20 mins

Audio/Visual aids

Contact: Sarah Cavazos Phone: 3234

Department Head Signature: [Signature]

TITLE Economic Development - Oregon Garden Foundation 1st Quarter Report, Conifer Garden Update & Draft Budget Proposal

Issue, Description & Background As a recipient of an Economic Development Board Designated Allocation, Oregon Garden Foundation provides quarterly report to update the Commissioners on the status of their resource development activities to support sustainability of the Oregon Garden. The garden is a major tourist attraction in Marion County. Board Designated Allocations are funded by Oregon Video Lottery revenues allocated to Marion County for economic development purposes. The Board of Commissioners has established Board Designated Allocations to provide funding for strategic, regional investments to entities that promote, expand, or prevent the decline of manufacturing, agriculture, tourism, and small business in Marion County. In FY16/17 the Oregon Garden Foundation received \$100,000 to help stabilize the Foundation, support its role of fundraising, and build long-term sustainability for the Oregon Garden. Per the agreement, the Oregon Garden Foundation (OGF) presents a draft of the budget prepared by the OGF Board of Directors in November for input by the Board of Commissioners. A final budget proposal will be presented in January for consideration

Financial Impacts: None

Impacts to Department & External Agencies None

Options for Consideration: 1) Accept the draft budget as presented; or 2) Do not accept the draft budget as presented.

Recommendation: Accept the draft budget as presented

List of attachments: OGF First Quarter Report, Draft Budget, and OGF's 2017 Fiscal Objectives

Presenter: Tamra Goettsch, Community Services Director; and Mark Hunter, Development Director, Oregon Garden Foundation

Copies of completed paperwork sent to the following: (Include names and e-mail addresses.)



MARION COUNTY BOARD OF COMMISSIONERS

## **Board Session Agenda Review Form**

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## EXHIBIT D – QUARTERLY REPORT



### Economic Development Allocations Quarterly Report

<b>Organization:</b>	<b>OREGON GARDEN FOUNDATION</b>		
<b>Quarter Ending:</b>	<b>September 2016</b>		
<b>Allocation:</b>	<b>\$100,000.00</b>	<b>Received YTD:</b>	<b>\$25,000</b>

Instructions: Provide an update on the following objectives, including brief overview of activities to date, successes, challenges or anticipated challenges, and/or any changes made to the objective.

#### 1. Objective – Launch & implement elements of the development plan.

- Launched campaign development for Conifer Campaign. Public launch May 9, 2017. Key committed partners for campaign thus far are the Oregon Association of Nurseries and American Conifer Society.
- Attained the goal of \$20,000 for the first year of the HEFund. 25% which will be invested in Garden Horticulture program.
- Although gross proceeds were down, we experienced an increase in net revenue from OFEST fundraiser by 26% over previous year. This was a result of improved expense management.
- Secured the commitment of 2 members for a planned gift through their individual estate plan.
- Created liaison position in partnership with Oregon Association of Nurseries. Current designated Liaison is Ali Pennell.
- Marketing: In partnership with Moonstone Conference Management team, created an opportunity to provide the welcome and/or Garden Foundation talk at conferences and meetings held on sight. Presented at Retired Educator Association; and Oregon Supported Employment Center for Excellence.
- Set up speaking bureau, identifying and engaging local and regional service clubs, govt. agencies, business, chamber of commerce's, and the general public. Spoke at 2 Rotary Clubs, 1 Kiwanis Club, and Silverton Chamber of Commerce.
- Pending grant decisions with OFEST Foundation, Stanley Smith Horticulture Trust, and Spirit Mountain Trust & Collins Foundation. Total requested \$55,000.
- Recruited Ken Hector to chair our first Education Golf Tournament, scheduled for October 2, 2016. First year goal is \$15,000 net designated to education & scholarship program.

#### 2. Objective – Complete sp2020 – Seeding the Future (Strategic Plan).

- Adapted & approved at our September board meeting sp2020 Seeding the Future.
- Scheduled presentation for Silverton City Council for their review and approval for November 7, 2017.
- Scheduled presentation for Marion County on November 30 for their review and approval.

## EXHIBIT D – QUARTERLY REPORT

### 3. Objective – Develop new collateral marketing materials, and overhaul of website messaging on The Oregon Garden website.

- In partnership with the Marketing Department at The Oregon Garden Resort, we continue to improve collateral material for the Foundation’s fund development Program.
- Created new direct mail piece, will be increasing our direct mail from once a year to three times a year.

### 5. FY 16-17 2<sup>nd</sup> Quarter Objective

- Recruit campaign chair for Conifer Garden Campaign.
- Finalize Conifer Garden Conceptual Design, cost and campaign goals.
- Recruit remaining committee for annual golf tournament.
- Complete annual Holiday appeal, raise \$15,000 (an expected increase over previous year of 30%).
- Publish strategic plan upon approval from key partners.
- Finalize Foundation budget, gain Foundation board approval, and necessary partner approvals.

### 6. Performance Measurements.

Metric	Q1 FY16	Q1 FY17	+/-	Total FY17
Event Fundraising	\$6,800*	\$9,200*	+\$2,400*	<b>\$6,600</b>
Annual Giving	\$125	\$980	+\$855	<b>\$980</b>
Pathway to Giving (HEFund)	450	\$4,500	+\$4,050	<b>\$4,500</b>
Legacy Giving Program	0	\$5,000	+\$5,000	<b>\$5,000</b>
Grants Pending	0	3	+3	<b>NA</b>
Grants Awarded	0	0	0	<b>1000</b>
Planned Gift Conversations	0	3	+3	<b>NA</b>
Planned Gif Commitment	0	0	0	<b>NA</b>

\* 3<sup>rd</sup> of July event & OFEST.

## EXHIBIT D – QUARTERLY REPORT

# CONIFER GARDEN EXPANSION CAMPAIGN

Date 2016-2018

Campaign Goals

- Through thoughtful and organized fundraising, promote the Mission of the Oregon Garden: *To welcome and inspire all visitors with an appreciation for the extraordinary ecology of the Pacific Northwest, and to provide a meaningful educational experience for gardeners of all skill levels and ages.*
- By partnering with the American Conifer Society, Moonstone Properties, and the Oregon Association of Nurseries expand the existing Conifer Garden, creating a world class display of conifers native to the Pacific Northwest.
- Reach out to the surrounding communities, providing an opportunity for advanced communications and marketing in support of the Oregon Garden Foundation and sp2020 Seeding the Future.
- Enhance relations with new and existing donors of the Oregon Garden Foundation by partnering with supportive Foundations, Corporate & Business's and individual donors.
- Through cash giving and in-kind giving raise \$650,000\* for the expansion of the Conifer Garden. Additionally, secure commitments for a Conifer Garden Endowment fund to help with long term sustainability and staff support. Goal for Endowment would be \$500,000.

\*Estimated – Actual amount to be determined through design phase by December.

# EXHIBIT D - QUARTERLY REPORT



AXIS GARDEN

## THE OREGON GARDEN CONIFER GARDEN EXPANSION

SEPTEMBER 12, 2016



## 2017 Fiscal Objectives & Budget Proposal

### Key Objectives

1. Align budget planning with intent of funding from Marion County board allocations fund. The intent of this funding was to 1) create a Capital Improvement Fund & 2) enhance the ability of the Foundation to fund raise.
2. To address the movement towards stronger fiscal operation stability. Within two years the Marion County board allocations fund comes to its conclusion. We must ensure that we are addressing stronger streams of revenue for the foundations operations budget.
3. To provide an updated and more accurate budget report for board members and key leadership, by implementing nonprofit best practices for fiscal management.
4. Provide clear fundraising objectives for Development Staff.
5. Align budget planning with aspects of sp2020 Seeding the Future.
  - Community Outreach Goal 3; Objective 5:
    - Launch and implement a re-organized Resource Development Committee in support of board fund development initiatives.
  - Community Outreach Goal 4; Objective 4:
    - Complete an in-depth review, property/facility assessment and audit. Resulting in the re-directing of resources in support of sp2020 initiatives.
  - Community Outreach Goal 4; Objective 5
    - Complete an in-depth review of current operational policies & management/contract agreements, recommending changes as necessary.
  - Education Enrichment Goal 1; Objective 4:
    - Enhance the current partnership with the Oregon Forest Resource Institute through optimum funding and program expansion.
  - Garden & Facilities Goal 2
    - Advance progress to complete new projects outlined in the 2016 Master Project List.
  - Garden & Facilities Goal 3; Objective 2:

- Implement specific endowment giving programs and opportunities that will promote the long term sustainability of the Garden.

**Oregon Garden Foundation  
2017 Budget Proposal**

Revenue		Operating	Project Fund Development	General Restricted	Endowment	TOTAL
1	2016 Carryover	\$ 5,000	\$ 18,661	\$ 172,401	\$ 86,408	\$ 282,470
2	Annual Giving	\$ 15,000	\$ -	\$ 3,300	\$ -	\$ 18,300
3	Major Gifts	\$ 15,000	\$ -	\$ 7,200	\$ -	\$ 22,200
4	Sponsorships	\$ -	\$ 20,000	\$ 11,550	\$ -	\$ 31,550
5	Legacy Bench/Commerative Brick	\$ 500	\$ -	\$ 20,000	\$ -	\$ 20,500
6	Direct Mail	\$ 33,000	\$ -	\$ -	\$ -	\$ 33,000
7	Events	\$ 16,300	\$ -	\$ 55,800	\$ -	\$ 72,100
8	Released Restricted Funds	\$ -	\$ -	\$ -	\$ -	\$ -
9	Marion County Allocations	\$ 90,000	\$ -	\$ 10,000	\$ -	\$ 100,000
10	Grants	\$ 3,500	\$ -	\$ 35,000	\$ -	\$ 38,500
11	Interest Income	\$ 4,034	\$ -	\$ 100	\$ 2,329	\$ 6,463
12	Bequests	\$ 5,000	\$ -	\$ -	\$ 15,000	\$ 20,000
13	Transit Occupancy Tax (TOT)	\$ 100,000	\$ -	\$ -	\$ -	\$ 100,000
14	<u>Garden Membership Dues</u>	<u>\$ 110,000</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 110,000</u>
15	<b>Total Gross Revenue</b>	<b>\$ 397,334</b>	<b>\$ 38,661</b>	<b>\$ 315,351</b>	<b>\$ 103,737</b>	<b>\$ 855,083</b>
<b>Expenditures</b>						
16	Debt Repayment (TOT)	\$ (100,000)	\$ -	\$ -	\$ -	\$ (100,000)
17	Capital Improvement Projects	\$ -	\$ (8,000)	\$ (91,287)	\$ -	\$ (99,287)
18	Special Projects/Sponsorship	\$ -	\$ -	\$ (11,550)	\$ -	\$ (11,550)
19	MGM Membership Fees	\$ (110,000)	\$ -	\$ -	\$ -	\$ (110,000)
20	Dividend	\$ -	\$ -	\$ -	\$ (4,034)	\$ (4,034)
21	<u>Fundraising</u>	<u>\$ (25,247)</u>	<u>\$ (13,150)</u>	<u>\$ (29,329)</u>	<u>\$ -</u>	<u>\$ (67,726)</u>
22	<b>Total Expenditures</b>	<b>\$ (235,247)</b>	<b>\$ (21,150)</b>	<b>\$ (132,166)</b>	<b>\$ (4,034)</b>	<b>\$ (392,597)</b>
23	<b>Total Net Revenue (TGR-TE=TNR)</b>	<b>\$ 162,087</b>	<b>\$ 17,511</b>	<b>\$ 183,185</b>	<b>\$ 99,703</b>	<b>\$ 462,486</b>

**Oregon Garden Foundation  
2017 Budget Proposal**

Expenses		Operating	Project Fund Development	General Restricted	Endowment	TOTAL
23	Accounting Services	\$ 13,000	\$ -	\$ -	\$ -	\$ 13,000
24	Professional Fees	\$ -	\$ 5,000	\$ -	\$ 250	\$ 5,250
25	State Corporate Fees	\$ 600	\$ -	\$ -	\$ -	\$ 600
26	Facility Rentals	\$ -	\$ -	\$ -	\$ -	\$ -
27	Meeting Food	\$ 1,200	\$ -	\$ -	\$ -	\$ 1,200
28	Association Memberships	\$ 1,000	\$ -	\$ -	\$ -	\$ 1,000
29	Mileage/Food Reimbursement	\$ 2,000	\$ -	\$ -	\$ -	\$ 2,000
30	Cell phone reimbursement	\$ 1,200	\$ -	\$ -	\$ -	\$ 1,200
31	D/O Insurance	\$ 2,500	\$ -	\$ -	\$ -	\$ 2,500
32	Marketing & Graphic Design	\$ 2,500	\$ -	\$ 500	\$ -	\$ 3,000
33	Printing	\$ 2,000	\$ -	\$ 500	\$ -	\$ 2,500
34	Office Supplies	\$ 650	\$ -	\$ -	\$ -	\$ 650
35	Payroll	\$ 117,303	\$ 10,000	\$ 33,073	\$ -	\$ 160,376
36	Recognitions Programs	\$ 1,500	\$ -	\$ -	\$ -	\$ 1,500
37	Technology	\$ 4,000	\$ -	\$ -	\$ -	\$ 4,000
38	Professional Development	\$ 1,500	\$ -	\$ -	\$ -	\$ 1,500
39	USPS	\$ 500	\$ -	\$ 100	\$ -	\$ 600
40	Vehicle Fees	\$ 500	\$ -	\$ -	\$ -	\$ 500
41	Banking Fees	\$ -	\$ -	\$ 1,200	\$ -	\$ 1,200
<b>41</b>	<b>Total Expenses</b>	<b>\$ 151,953</b>	<b>\$ 15,000</b>	<b>\$ 35,373</b>	<b>\$ 250</b>	<b>\$ 202,576</b>
<b>42</b>	<b>Contingency/Balance</b>	<b>\$ 10,134</b>	<b>\$ 2,511</b>	<b>\$ 147,812</b>	<b>\$ 99,453</b>	<b>\$ 259,910</b>

## Restricted Fund Balance 2017 Budget Summary

Fund	Balance	Budgeted Revenue	Expenses	Budgeted Release	Balance	Fund Purpose
ACS Grant - Plant Sign	3,000	-	-	(2,500)	500	Plant Signing in Conifer Garden
Conifer Expansion Fund	23,162	-	-	(22,662)	500	Conifer Expansion Campaign
Marylou A. Edgerton Trust	1,200	-	-	-	1,200	Unrestricted balance
Heritage Garden	10,000	-	-	-	10,000	For Heritage Garden Design
Tram Pathway	50,000	-	-	(50,000)	-	Support in the building of the tramway
Operational Reserve	20,000	8,300	-	(10,000)	18,300	Reserve for operational emergencies
Rediscovery Forest	27,173	-	-	-	27,173	Reserve for Rediscovery Forest Projects
NREP Fund	18,050	54,681	(19,654)	(33,073)	20,004	Fund for educator Saleries
Hort Scholarship Fund	-	14,619	(9,675)	-	4,944	Schollarship fund for future student program
HEFund	10,000	25,000	-	(5,000)	30,000	Horticulutural Maintenance
Secret Garden Fund	6,691	1,500	-	(1,000)	7,191	Supportive Fund for Secret Garden
Zig Zag Hill	125	-	-	(125)	-	Supportive Fund for Zig Zag Hill
Capital Improvement Projects	3,000	25,000	-	-	28,000	Supportive Fund for garden capital projects
4th of July Fund	-	11,550	-	(11,550)	-	Supportive Fund for annual fireworks
<b>Total</b>	<b>172,401</b>	<b>140,650</b>	<b>(29,329)</b>	<b>(135,910)</b>	<b>147,812</b>	

### Expenses