OPERATING REVIEW

May 1, 2019

President: Anna Randazzo
Vice Presidents: Phil Bressler, Kellie Mingori, Rick Morris
Secretary: Jill Forrest
Treasurer: David Erlbacher
Elected members: Wendy Blackburn, Emma Bland, Greg Elliott, Scott Havens, Jim Holland, Janet Long, Dennis Patton, Christine Rico, Tanya Wilson
Friends Chairs: Patti Aspenleiter (FOF), Nicole Emanuel (FOA), Sonya Wright (FOTA)
City Representatives: Faris Farassati, Tony Cosby, Greg Ruether
Executive Director: Vicki Lilly
Development Director: Dan Vater

Current Memberships

FOF – 3714
FOA – 61
FOTA – 1289
As of 4.30.19

Grants to City in 2018

$646,841

City Staff Positions $271,697
Ben Craig Admin/Maintenance Buildings 235,714
The Retreat at the Arboretum 82,247
Train Garden Operating Expenses 35,466
Iris Garden Maintenance 8,281
Fall Festival 6,000
Art at the Center 4,850
Farmstead Field Trips 2,586

Improvement/Program Expenses Paid Directly in 2018

$163,078

Arboretum program expenses $103,445
Farmstead program expenses 43,490
Red Tail Hawk sculpture at the Arboretum 16,143

TOTAL: $809,919
Restricted Funds (to be paid to City of Overland Park)

$4,697,222

- Arboretum Capital Campaign $4,187,218
- Farmstead Projects 436,273
- Arboretum Projects 57,563
- Arts Projects 16,168

+ $150,000 Endowment – annual grant of 5% of value to the Arboretum

2018-19 Highlights . . .
at the Arboretum

“Nature that Nurtures”

2018-19 Highlights . . .
at the Arboretum

Hudson Education Grant
$30,000

Train Garden – Layout 3

“The Retreat”
2018-19 Highlights . . .

at the Farmstead

Ruby & friends

2018 Highlights . . .

in the Arts

City Hall Art Collection

2018 Highlights . . .

Capital Campaign

$9,578,120

$858,120 raised since last report

Campaign Fundraising

$3,000,000 - Lead Gift
$1,000,000 - Sunderland Foundation
$1,000,000 - FOTA fundraising projects
$500,000 - Seed money gift
$1,061,000 - Gifts of $50K or more
$501,341 - Gifts $5,000 - $30,000
$140,779 - Other gifts + interest
$2,375,000 - City contribution
$9,578,120 Total to-date

Campaign Fundraising

$6,561,000

(92% of total private money raised)

from 13 donors

(9.5% of the donors)

$566,086

(8% of funds raised)

from 125 donors

(90.5% of the donors)
2019 ARFOP Goals

1. The Growing to Inspire capital campaign is complete.
2. Final architectural plans for the Arboretum Visitor Center are completed and the construction team has been selected.
3. The net from Stems, Mayor’s Golf Tournament, and unrestricted giving is $318,500.
4. Attendance/awareness of ARFOP-supported destinations, programs and events increase. [metrics per Friends’ goals]
5. Organization-wide practices adopted to ensure effective use of City staff, fundraising volunteers, and resources.

What’s Ahead . . .

Mackenzie’s Island design

What’s Ahead . . .

“Terra Luna”
September 19, 20, 21 at the Arboretum
What’s Ahead . . .

The Nutcracker Tea Party

Fiorella’s Event Center
December 7 & 8, 2019

What’s Ahead . . .

Friends Membership Sales
- Revised benefits
- Transition year - CivicRec
- FOF suspended online sales
- FOF suspended sale of gift memberships

What’s Ahead . . .

Visitor Center Groundbreaking?
- Importance of the purchase of the Cundiff property
- Final design process
- Beginning the project is an aid to fundraising
- 2 major naming opportunities – Amphitheater and Environmental Education Center

Key Financial Metrics

Revenue and Support
- Slight decrease in campaign contributions.
- Decrease in Special Event revenue most notably due to Luminary Walk weather.

Balance Sheet
As of 12.31.18 - unaudited
Unrestricted $1,562,831
- Arboretum 37%
- Farmstead 33%
- ARFOP-General 16%
- Arts 14%
**Balance Sheet**

As of 12.31.18 – unaudited

- Restricted Funds: $4,847,051
  - "Draft Horse Barn" 5%
  - Endowments 7%
  - Capital Campaign 86%
  - Other 2%

**2018 Revenue**

- $2,798,203
  - Special Events 49%
  - Contributions 22%
  - Programs/Other 18%
  - Membership Dues 8%
  - Foundation Grants 9%

**2018 Expenses**

- $1,600,197
  - Grants-CAPEX $479,534
  - Professional Fees 249,200
  - Supplies 184,193
  - Payroll 175,328
  - Meals & Travel 93,019
  - Equipment Rental 53,917
  - Printing 40,288
  - Cost of Goods Sold 35,114
  - Postage 24,889
  - Credit Card Fees 24,531
  - Insurance 21,048
  - Advertising 11,893
  - Sales Tax 5,729
  - Dues 575
  - Telephone 798

**2019 Budget**

- $2,616,519
  - Programs 6%
  - Membership Dues 8%
  - Foundation Grants 19%
  - Interest 5%
  - Contributions 22%
  - Special Events 40%

**Donor Engagement**

- Total Donors 46,472
- Average Gift $44.8
- New Contacts 1,339
- 39,500 Contacts