

HOYT ARBORETUM FRIENDS
ANNUAL REPORT



2017

Your support at work

2017 Accomplishments



OUR TREE & PLANT COLLECTIONS

- Continued the three-year renovation of our Red Pine collection with new plantings of ponderosa pine
- Added 220 accessions, replanting lost trees as well as developing new planting areas
- Added a new dwarf conifer collection across from the Visitor Center
- Planted a Port Orford cedar as part of a U.S. Forest Service program to test resistance to *P. lateralis*, an invasive pest
- Planted a Pacific yew with sister city Ulsan, South Korea, the inaugural planting in a new Korean forest area along the Bristlecone Pine Trail



EDUCATION, TOURS & CLASSES

- Doubled the number of children participating in school field trips from the year prior
- Developed new partnerships with community groups to introduce children to the Arboretum
- Introduced Family Forest Days with 80 participants at the first event
- Added public tours on Sundays and increased the number of tours offered by 50%



HOYT ARBORETUM VOLUNTEERS

- Managed over 1,000 volunteers with 9,355 hours of service
- Hosted more than 100 arborist volunteers for our 30th annual Arborists in the Arboretum
- Added 674 vouchers to the Hoyt Arboretum Herbarium (HAH) with volunteer archivists



FUNDRAISING & STEWARDSHIP

- Hosted a record-setting annual Forage in the Forest event thanks to our generous supporters
- Summer staff kept the visitor center open 7 days a week with expanded hours in 2017 resulting in increased revenue and improved visitor experiences
- Completed strategic plan for 2017-2021

Dear Hoyt Arboretum Friends,

As our regular visitors know, Hoyt Arboretum is truly a world of trees for all seasons. 2017 was my first year at Hoyt Arboretum, where I am fortunate to spend most of my weekdays. Now it seems so long ago, but my first week at Hoyt was the week of the BIG SNOW of 2017. When staff was finally able to get up the hill (on foot from the MAX), we were greeted with spectacular beauty and quiet. As the day went on, neighbors stopped by to visit on skis and snowshoes while kids sledged down all possible slopes. The snow was followed by ice, and by the time it all melted, we had months of tree and trail clean-up ahead of us. That was followed by the incredible blooms of spring and then the deep greens of summer. The yellows and reds of fall were accompanied by mild weather, and we had record numbers of visitors. It was a memorable year.

Along with cleaning up storm damage, a top priority for 2017 was revitalizing our youth education program. We doubled the staff time devoted to youth education (and it still wasn't enough), reached out to schools across the Portland region, and managed to double the number of youth who visited Hoyt Arboretum to learn about trees and plants. We updated our curriculum to better align with science standards and sought feedback from teachers to ensure we were helping them meet their classroom goals. We learned a lot. We needed to invest in the recruitment and training of volunteer field trip leaders, and we needed to devote even more staff time to these programs as the year went on. But most of all, we learned that teachers and students love coming to Hoyt Arboretum on field trips and that this is a program worth investing in and that will continue to grow.

It is a real privilege to work at Hoyt Arboretum, and each season up here is special in a different way. Probably the best part is the people who are drawn to Hoyt Arboretum—from the regular visitors and volunteers who are with us year-round, to the visitors who come from around the world to explore or visit a specific tree. They are as diverse as our global collection of trees, and it never gets old to sit at the front desk in the Visitor Center and chat with the people who come through the front door.

Our city and region are fortunate indeed to have this resource available 365 days a year and free to the public. It wouldn't be possible without your support. Thanks for all you do.



Anna Goldrich
Executive Director



Education IN 2017

We believe that Hoyt Arboretum is THE BEST place in Portland for children to learn about trees and plants. This is why our 2017 Strategic Plan devotes an entire section to the expansion of our education programs. It is also our goal to draw students from all around the city to visit Hoyt. In 2017, we expanded our outreach to area schools—by year end, we had doubled the number of students who visited Hoyt Arboretum on a school field trip from the previous year, many who were visiting for the first time.

ARBORETUM VOCABULARY

Accessioning: Process of making a plant part of the permanent collection by entering it into the Arboretum's plant inventory (available at hoystarboretum.org). One accession can include several plants of the same species added at the same time.

De-accessioning: Process of permanently removing accession data from the plant inventory. The physical removal and disposal of a plant occurs after de-accessioning.



Bottom left: Snow during the winter of 2016-17. Top left: Staff and representatives from USFS and APGA planting root rot-resistant Port Orford cedar. Top right: Curator Martin Nicholson in Ulsan, South Korea. Bottom right: Arborists busy at work in the Arboretum.

From the Curator

We will look back on 2017 mainly with a memory of the winter of 2016-17. Snow, wind, and cold defined the winter, and it started to seem like spring would never arrive. The high for the year was 105°F and the low was 11°F with rainfall coming in about average (although we had some very wet months). It was a year in which we de-accessioned 200 plants, most of which were lost to snow, cold, and wind. We also planted extensively—with a total 220 accessions added—replanting lost trees but also developing new planting areas.

We continued work in the Red Pine collection and expanded our ivy control area. Several new areas were planted: Lot A near the Children's Museum was upgraded with curbs and new planting beds, a dwarf conifer area was planted near the Steven's Pavilion to

compliment a new stone masonry wall completed in April. A special planting of a root rot-resistant Port Orford cedar along the Redwood Trail served as a symbol of ongoing collaboration between the Arboretum, the American Public Gardens Association (APGA), and the U.S. Forest Service—the planting was attended by staff from all three organizations. A few other interesting species added were *Acer heptaphlebium*, *Schefflera fengii*, *Adinandra glischroloma* and one of the best looking birch trees, *Betula insignis* ssp. *fansipansensis*, from Vietnam.

We hosted an APGA training on plant pest identification and monitoring for 30 public garden employees from along the West Coast. We learned about monitoring techniques and pests of concern, and how public gardens are important sentinels for pest monitoring.

I was invited to visit our sister city of Ulsan, South Korea, representing Portland Parks & Recreation at their city's Rose Festival and, in return, hosted staff from the City of Ulsan at the Arboretum to plant a tree commemorating our 30th anniversary as sister cities. This planting marked the creation of a Korean forest area as part of the geographic collection along the Bristlecone Pine Trail.

The Arboretum is supported by so many amazing staff and volunteers as we continue to work to improve the landscaped areas, control invasive species, and add to the diversity of the plantings at the Arboretum. Thank you for your support.

Martin Nicholson
Curator

2017 FINANCIALS

The year of 2017 was another one of growth for Hoyt Arboretum Friends. Individual contributions led the way with 51% of total revenues, while gift shop sales increased 20% from the prior year. Personnel costs increased 7% as our team expanded to grow education and volunteer offerings. Landscape and other contract services remain a significant expense, which relate directly to program activities. Unrestricted net assets increased over 28% from the prior year, allowing HAF to strengthen its reserves and develop new projects.

Megan Whalen
Treasurer

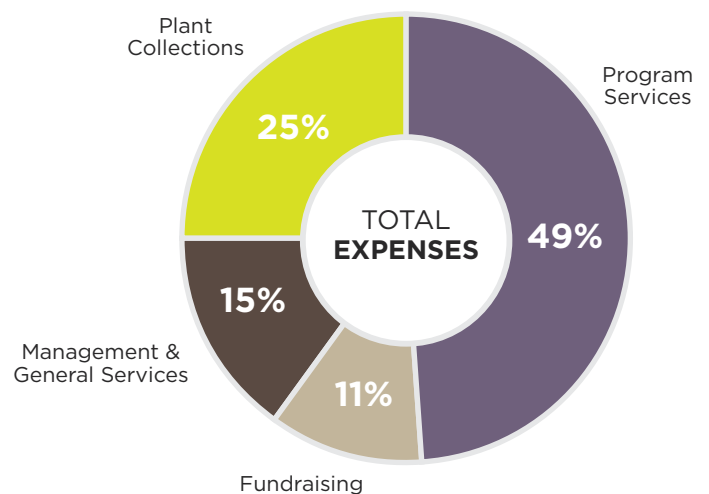
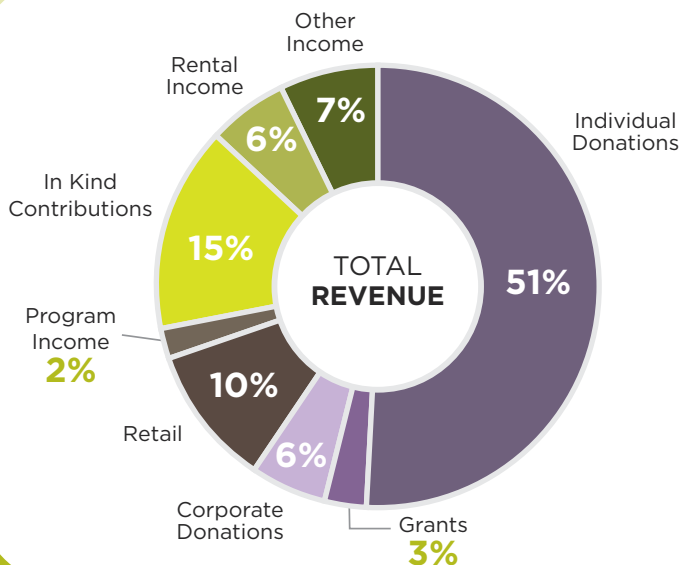
STATEMENT OF ACTIVITIES

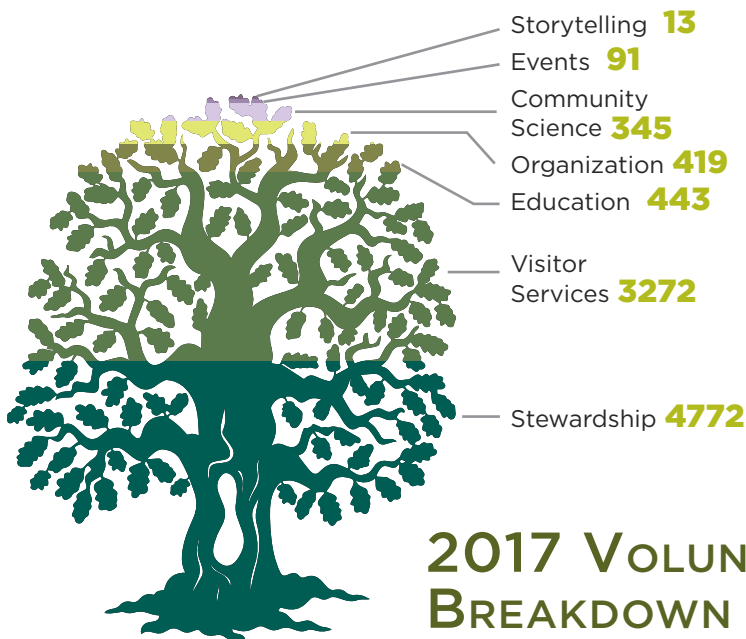
REVENUE	
Individual Contributions*	291,375
Membership Contributions	18,365
Corporate Contributions	33,977
In Kind Contributions	92,887
Foundation Grants	5,500
Government Grants	13,000
Rental Income	36,065
Fees for Service	9,941
Event Income	9,570
Gift Shop Sales	62,683
Interest Income	3,305
Gain/ Loss on Investments	30,704
Total Revenue	607,372
EXPENSES	
Personnel	184,240
Accounting Services	10,893
Collections & Landscape Services	6,900
Computer & Website Services	3,332
Marketing and Public Relations	1,377
Landscape and other Contract Services	52,611
Gift Shop Merchandise	31,904
Mileage and Travel	1,546
Staff Training	160
Meals and Entertainment	2,654
Office Supplies	3,766
Gardening Supplies and Tools	1,775
Insurance	3,109
Telecommunications	1,578
Printing and Publications	17,848
Postage and Delivery	4,706
Dues and Subscriptions	1,754
Recognition and Awards	3,726
Miscellaneous Expenses	547
Misc. Fees and Taxes	377
Bank Charges	5,149
Endowment Expenses	1,895
In Kind Expenses	92,887
Total Expenses	434,733
Change in Net Assets	172,639

STATEMENT OF FINANCIAL POSITION

ASSETS	
Cash in Checking	120,878
Cash in Money Markets	251,038
Cash in CD	301,062
Endowment	232,212
Accounts Receivable	32,068
Prepaid Expenses	2,830
Merchandise Inventory	7,520
Total Assets	947,609
LIABILITIES	
Accounts Payable	918
Payroll Liabilities & Accrued Vacation	3,505
Total Liabilities	4,423
NET ASSETS	
<i>Unrestricted:</i>	
<i>Available for Operations:</i>	
Operations	530,798
Special Opportunities	5,000
Total Available for Operations	535,798
Reserves	129,433
Endowment	232,212
Total Unrestricted Net Assets	885,008
<i>Temporarily Restricted Net Assets:</i>	
Signage, Maps and Collections	45,743
Total Temporarily Restricted Net Assets	45,743
<i>Permanently Restricted Net Assets</i>	
Donor Designated Permanent Endowment	12,435
Total Permanently Restricted Net Assets	12,435
Total Net Assets	943,186
Total Liabilities and Net Assets	947,609

* HAF received a bequest which was received in both 2016 and 2017.





Learn more about donating your time or resources at our website: www.hoytarboretum.org

2017 VOLUNTEER BREAKDOWN **9355 HOURS**

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www.hoytarboretum.org