

Monarchs & Marigolds, Trail Mixology

## 2024 | The Garden At-A-Glance

Stimated Economic Impact in the Community [USD]   \$12,339,000.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,960.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,966.00   \$10,420,960.00   \$10,420,966.00   \$10,420,960.00   \$10,4	Impact	2024	2023	
Memberships         2,582         2,736           Volunteer Support         2024         2023           Jolunteers         1,043         750         ↑ 39%           Jolunteer Hours         4,865         3,300         ↑ 47%           Digital I Social Media         2024         2023         1,700         ↑ 48%           mistagrams houstonbotanic         51,929         35,200         ↑ 48%           reactbook houstonbotanicgarden         21,373         17,000         ↑ 26%           Vebsite: hbg.org         564,465         492,908         ↑ 15%           *40% of active users in 2024 viewed Radiant Nature landing page         379,255         440%         492,908         ↑ 15%           *40wertising Impressions - Branding         13,211,604         440	Visitors	143,427	108,009	↑ 33%
Volunteer Support         2024 (Aunteers)         2024 (A	Estimated Economic Impact in the Community [USD]	\$ 12,339,000.00	\$ 10,420,966.00	↑ 18%
Address	Memberships	2,582	2,736	
Digital   Social Media   2024   2023   2023   2024   2024   20	Volunteer Support	2024	2023	
Digital   Social Media   Sucus   Su	Volunteers	1,043	750	↑ 39%
Assertion   Stage	Volunteer Hours	4,865	3,300	↑ 47%
21,373   17,000   15%	Digital   Social Media	2024	2023	
Vebsite: hbg.org	nstagram: houstonbotanic	51,929	35,200	<b>1</b> 48%
**40% of active users in 2024 viewed Radiant Nature landing page Google Business Profile views on Google Search or Maps Advertising Impressions - Branding Advertising Impressions - Radiant Nature  **5689,103  **Programs and Public Dimension **2024 2023   **2030   **2040   2024 2023   **2050   2024 202	Facebook: houstonbotanicgarden	21,373	17,000	↑ 26%
Advertising Impressions - Branding   13,211,604     Advertising Impressions - Radiant Nature   5,689,103     Programs and Public Dimension   2024   2023     Cohool Children program participants   1,410   1,141     Adult Program Attendees   3,322     Coestival Day Attendees   3,909     Horticulture   Plant Records   2024   2023     Casa (unique plant types)   -1200   -1100     Culinary Seasonal Taxa   68   68     Seasonal Taxa, excludes culinary crop rotations   106   78     Stellar, conservation potential due to extinction risk   83   55     Vaniber of plants planted in 2024   223     Valumber of plants planted in 2024   223     Valumber of plants planted in 2024   223     Valumber of plants planted in 2024   2023     Valutional & Community Partners   66     Corporate Partners   68   68     Signature Events & Exhibitions   2024   2023     Schibitions & Radiant Nature   4   4     Scents & Festivals:   7   7	Website: hbg.org	564,465	492,908	<b>15%</b>
Advertising Impressions - Branding 13,211,604 Advertising Impressions - Radiant Nature 5,689,103  Programs and Public Dimension 2024 2023 Adult Program Attendees 3,322 Adult Program Attendees 3,909  Horticulture   Plant Records 2024 2023 Ada (unique plant types) -1200 -1100  Culinary Seasonal Taxa 68 68 Seasonal Taxa, excludes culinary crop rotations 106 78 Stellar, conservation potential due to extinction risk 83 55  Vanibure of plants planted in 2024 223  Number of plants planted in 2024 223  National & Community Partners 66  Corporate Partners 66  Ticket Sales Method 2024 2023  Rotational & Community Partners 66  Ticket Sales Method 2024 2023  National & Community Partners 66  Ticket Sales Method 2024 2023  Sox office 14% 20%  Via website 86% 80%  Signature Events & Exhibitions 2024 2023  Exhibitions & Radiant Nature 4 4  Events & Festivals: 7  To a conservation of the plant of	*40% of active users in 2024 viewed Radiant Nature landing page			_
Programs and Public Dimension   2024   2023   2038   2040   20	Google Business Profile views on Google Search or Maps	379,255		_
Programs and Public Dimension         2024         2023           School Children program participants         1,410         1,141         1 24%           Adult Program Attendees         3,322         1 2023           Festival Day Attendees         3,909         2024         2023           Festival Day Attendees         2024         2023         2024           Formal Culture I Plant Records         2024         2023         2024           Formal Culture Seasonal Taxa         68         68         68         68         68         68         68         68         55         51%         286 Native I Sat Medicinal I Sat Medicin	Advertising Impressions - Branding	13,211,604		_
School Children program participants       1,410       1,141       ↑ 24%         Adult Program Attendees       3,322       1,410       1,141       ↑ 24%         Adult Program Attendees       3,999       2024       2023       2024       2023       2024       2023       2024       2023       2024       2023       2024       2023       100       100       100       2024       2023       100       100       2024       2023       100	Advertising Impressions - Radiant Nature	5,689,103		
Adult Program Attendees    3,322     Festival Day Attendees   3,909     Horticulture   Plant Records   2024   2023     Faxa (unique plant types)   ~ 1200   ~ 1100     Culinary Seasonal Taxa   68   68     Seasonal Taxa, excludes culinary crop rotations   106   78     Stellar, conservation potential due to extinction risk   83   55   ↑ 51%     286 Native	Programs and Public Dimension	2024	2023	
Horticulture   Plant Records   2024   2023     Faxa (unique plant types)   ~ 1200   ~ 1100     Culinary Seasonal Taxa   68   68     Seasonal Taxa, excludes culinary crop rotations   106   78     Stellar, conservation potential due to extinction risk   83   55     286 Native	School Children program participants	1,410	1,141	↑ 24%
Horticulture   Plant Records   2024   2023   Faxa (unique plant types)   ~ 1200   ~ 1100   Culinary Seasonal Taxa   68   68   68   Seasonal Taxa, excludes culinary crop rotations   106   78   78   78   78   78   78   78   7	Adult Program Attendees	3,322		-
Caxa (unique plant types)       ~ 1200       ~ 1100         Culinary Seasonal Taxa       68       68         Seasonal Taxa, excludes culinary crop rotations       106       78         Stellar, conservation potential due to extinction risk       83       55         286 Native   341 Medicinal   287 Culinary   Important to 362   223       223         Number of plants planted in 2024       > 23,000         Wildflower Plantings Seed Count (~ 1.5 acres)       11,121,026       405,000         Active Accessions, same: plant, origin, plant material, time       1,776         Accreditations   ArbNet Level II Arboretum       1       -         Key Partnerships       2024       2023         National & Community Partners       66       -         Corporate Partners       6       -         Ticket Sales Method       2024       2023         Via website       86%       80%         Signature Events & Exhibitions       2024       2023         Exhibitions & Radiant Nature       4       4         Events & Festivals:       7       7	Festival Day Attendees	3,909		_
Culinary Seasonal Taxa       68       68         Seasonal Taxa, excludes culinary crop rotations       106       78         Stellar, conservation potential due to extinction risk       83       55         ★ 286 Native   ★ 341 Medicinal   ★ 287 Culinary   Important to ★ 362   ★ 223         Number of plants planted in 2024       > 23,000         Wildflower Plantings Seed Count (~ 1.5 acres)       11,121,026       405,000         Active Accessions, same: plant, origin, plant material, time       1,776         Accreditations   ArbNet Level II Arboretum       1       -         Key Partnerships       2024       2023         Validional & Community Partners       66       -         Corporate Partners       6       -         Ticket Sales Method       2024       2023         Via website       86%       80%         Signature Events & Exhibitions       2024       2023         Exhibitions & Radiant Nature       4       4         Events & Festivals:       7       7	Horticulture   Plant Records	2024	2023	
Seasonal Taxa, excludes culinary crop rotations  Stellar, conservation potential due to extinction risk  Stellar, conservation potential due to extinction risk  \$3	Гаха (unique plant types)	~ 1200	~ 1100	
Stellar, conservation potential due to extinction risk 83 55 51%  286 Native   341 Medicinal   2287 Culinary   Important to 362   223  Number of plants planted in 2024 > 23,000  Wildflower Plantings Seed Count (~ 1.5 acres) 11,121,026 405,000  Active Accessions, same: plant, origin, plant material, time 1,776  Accreditations   ArbNet Level II Arboretum 1 -  Key Partnerships 2024 2023  National & Community Partners 66  Corporate Partners 66  Ticket Sales Method 2024 2023  Sox office 14% 20%  Via website 86% 80%  Signature Events & Exhibitions 2024 2023  Exhibitions & Radiant Nature 4 4  Events & Festivals: 7 7	Culinary Seasonal Taxa	68	68	
286 Native   341 Medicinal   287 Culinary   Important to 362   223  Number of plants planted in 2024 > 23,000  Wildflower Plantings Seed Count (~ 1.5 acres) 11,121,026 405,000  Active Accessions, same: plant, origin, plant material, time 1,776  Accreditations   ArbNet Level II Arboretum 1 -  Key Partnerships 2024 2023  National & Community Partners 66  Corporate Partners 66  Ticket Sales Method 2024 2023  Sox office 14% 20%  Via website 86% 80%  Signature Events & Exhibitions 2024 2023  Exhibitions & Radiant Nature 4 4  Events & Festivals: 7	Seasonal Taxa, excludes culinary crop rotations	106	78	
Number of plants planted in 2024   > 23,000       Vildflower Plantings Seed Count (~ 1.5 acres)   11,121,026   405,000       Active Accessions, same: plant, origin, plant material, time   1,776       Accreditations   ArbNet Level II Arboretum   1	-			↑ 51% -
Wildflower Plantings Seed Count (~ 1.5 acres) Active Accessions, same: plant, origin, plant material, time Accreditations   ArbNet Level II Arboretum  1 -  Key Partnerships 2024 National & Community Partners 6 Corporate Partners 6 Ticket Sales Method 2024 Via website  Via website  Signature Events & Exhibitions 2024 Exhibitions & Radiant Nature 4 Accreditations   ArbNet Level II Arboretum 1  Key Partnerships 2024 2023 Active Accessions, same: plant, origin, plant material, time 1,776  4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 6 6 6 6 7 7 7	🛨 286 Native   🍯 341 Medicinal   🍴 287 Culinary   Impe	ortant to 🕷 362	223	
Active Accessions, same: plant, origin, plant material, time  Accreditations   ArbNet Level II Arboretum  1 - Key Partnerships  National & Community Partners  66  Corporate Partners  6  Ticket Sales Method  2024  2023  Na website  7  2024  2023  2024  2025  2026  2027  2028  2028  2029	Number of plants planted in 2024	> 23,000		
Accreditations   ArbNet Level II Arboretum 1 -    Key Partnerships 2024 2023 National & Community Partners 66 Corporate Partners 6  Ticket Sales Method 2024 2023 Box office 14% 20% Via website 86% 80%  Signature Events & Exhibitions 2024 2023 Exhibitions & Radiant Nature 4 4 4 Events & Festivals: 7 7	Wildflower Plantings Seed Count (~ 1.5 acres)	11,121,026	405,000	↑ 26469
Key Partnerships20242023National & Community Partners66Corporate Partners6Ticket Sales Method20242023Box office14%20%Via website86%80%Signature Events & Exhibitions20242023Exhibitions & Radiant Nature44Events & Festivals:77	Active Accessions, same: plant, origin, plant material, time	1,776		-
National & Community Partners 6 Corporate Partners 6  Ticket Sales Method 2024 2023 Box office 14% 20% Via website 86% 80%  Signature Events & Exhibitions 2024 2023 Exhibitions & Radiant Nature 4 4 Events & Festivals: 7 7	Accreditations   ArbNet Level II Arboretum	1	-	
Ticket Sales Method  Sox office  Ticket Sales Method  Sox office  Ticket Sales Method  Sox office  Ticket Sales Method  Ticket Sales Method  Sox office  Ticket Sales Method  Tic	Key Partnerships	2024	2023	
Ticket Sales Method  Sox office  14% 20% Via website  86% 80%  Signature Events & Exhibitions 2024 Exhibitions & Radiant Nature 4 4 4 Events & Festivals: 7 7	National & Community Partners	66		_
Sox office 14% 20% Via website 86% 80% Signature Events & Exhibitions 2024 2023 Exhibitions & Radiant Nature 4 4 4 Events & Festivals: 7 7	Corporate Partners	6		
Via website86%80%Signature Events & Exhibitions20242023Exhibitions & Radiant Nature44Events & Festivals:77	Ticket Sales Method	2024	2023	
Signature Events & Exhibitions  Exhibitions & Radiant Nature  Events & Festivals:  2024  4  4  7	Box office	14%	20%	
Exhibitions & Radiant Nature 4 4 Events & Festivals: 7 7	Via website	86%	80%	
Events & Festivals: 7 7	Signature Events & Exhibitions	2024	2023	
	Exhibitions & Radiant Nature	4	4	
	Events & Festivals:	7	7	
	Mother's Day Walk, Nurtured by Nature, Go Bananas!,			