

MASS HORT TODAY 2017



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THE GARDENS AT ELM BANK
MASSACHUSETTS HORTICULTURAL SOCIETY



INTRODUCTION

Founded in 1829, Massachusetts Horticultural Society (Mass Hort) is America's oldest horticultural institution. Its legacy was instrumental in the growth of horticulture in America. With our roots in agriculture, we helped increase the quality and quantity of fruits and vegetables in Boston's markets in 1829. In the mid-1800s we helped form the school gardens and window box movements to engage young people in the pursuit of horticulture, and during the Great Depression and World Wars I and II, we helped urban dwellers plant Victory Gardens to provide food and nourishment for the people of Boston.

In the 21st Century, Mass Hort helps people connect with the natural world through plants, gardens, and design.

The Gardens at Elm Bank include historic landscapes and contemporary gardens that demonstrate how plants and design are an integral part of everyday life for people of all ages, abilities, and backgrounds. Gardens connect people to plants and to the environment through sustainable design, interpretation, cultural practices, and pure enjoyment.

Mass Hort offers educational programming to engage both adults and children so they may learn about plants and gardening, and contemporary issues such as health, sustainability, and stewardship of our natural world.

Come, learn, and grow at the Massachusetts Horticultural Society as we celebrate our 188th year. I hope you will join us in the gardens, exhibit hall, or classroom to enjoy and explore the wonderful world of horticulture!

OUR MISSION

Massachusetts Horticultural Society is dedicated to encouraging the science and practice of horticulture and developing the public's enjoyment, appreciation, and understanding of plants and the environment.

THE GARDENS AND GROUNDS

Mass Hort stewards over 36 acres of gardens, fields, and woods. We have twelve gardens, three greenhouses, and seven buildings. The Gardens at Elm Bank also hosts display gardens for the Noanet Garden Club's Historic Daffodil and Native Plants Garden, Massachusetts Rhododendron Society, the Teaching Garden of New England Unit of the Herb Society, and the Daylily Society. Several gardens are highlighted below.

NEW ENGLAND TRIAL GARDEN

In a key collaboration, Mass Hort, Massachusetts Flower Growers Association, and numerous plant breeders grow new varieties of annuals and perennials in the New England Trial Garden at Elm Bank. This beautiful garden is one of fifty in the United States that tests new and unreleased varieties competing for All-America Selections awards. It displays previous winners, and grows hundreds of cultivars submitted for evaluation by commercial plant breeders.



WEEZIE'S GARDEN FOR CHILDREN

Weezie's Garden for Children was designed by Julia Moir Messervy and is one of the top children's gardens in New England. It is designed around the fronds of a fern, with different areas for each of the senses. It is a garden for learning, play, and discovery. Children's programs are held throughout the season. A two-year renovation of the garden was completed in 2016 and includes water features, an outdoor classroom, a belvedere, and vegetable and pollinator gardens.



THE ITALIANATE GARDEN

Elm Bank's Italianate Garden is a rare treat for garden aficionados. It was designed by Percival Gallagher, head designer for Olmsted Brothers between 1914 and 1928, and listed on the National Register of Historic Places. It is one of just two Italianate gardens open to the public in Massachusetts. It faithfully follows the grand principals of such gardens—a flat ground plane, paths on geometric axes, a simple water feature, and a walled enclosure, in this case a magnificent hedge of copper beech. This garden was restored by Pressley Associations in 1999 and in 2012 the fountain was restored. Many of our event venue's wedding ceremonies take place in the Italianate Garden.



BRESSINGHAM GARDEN

The Bressingham Garden is a 1.1 acre, four-season display perennial garden created for inspiring functional and beautiful four-seasons residential landscapes. It was designed by Adrian Bloom, plantsman and English garden designer of the Bressingham Gardens in Norfolk, England and Foggy Bottom, in Diss. It was installed in 2007 with the help of over 200 volunteers. It provides our visitors and volunteers a beautiful garden to enjoy and learn about garden design, plants, and landscapes.



SEED TO TABLE GARDEN

This 6,000-square-foot garden was designed by a team of Master Gardeners and Mass Hort staff to offer both educational instruction and a source of inspiration for home gardeners and cooks. The beds showcase the possibilities for first-time gardeners, with a wide variety of ethnic cuisines from around the world, companion plantings, and organic and sustainable practices. Over 4,000 pounds of produce from this garden are donated to local food pantries each year.



THE MANOR HOUSE

The Cheney-Baltzell House was built in 1907-1908 and designed by Carrere and Hastings, architects of the New York Public Library and many government buildings in Washington, D.C. The property, a country gentlemen's estate, contributes to our listing on the National Register of Historic Places and is an iconic centerpiece in The Gardens at Elm Bank.

While the Manor House has not been in use for years, it is a remarkable time capsule of the Gilded Age. The feasibility of its restoration is a key element in Mass Hort's formulation of a new Master Plan.



THE HUNNEWELL BUILDING

The Hunnewell Building was the carriage house for the former Cheney-Baltzell estate. It was renovated into the events space by Mass Hort when it became the leaseholder of the Elm Bank estate. Its great hall boasts nearly 3,000 square feet of event space and is capped with a magnificent vaulted and trussed ceiling. This building hosts most of the indoor events and fundraisers held at The Gardens at Elm Bank, including weddings, corporate events, and Mass Hort fund raisers such as the Festival of Trees and Honorary Medals Dinner. A three-seasons tent off the back of the building extends the space. Mass Hort's successful event venue contributes to the revenue to care for the gardens and property.



EDUCATION AND PROGRAMS

Core to Mass Hort's mission is horticulture education. In 2016, Mass Hort reached 1,064 adults through 55 educational programs. The Plantmobile (a mobile science van bringing school gardening events and science classes throughout Massachusetts) visited 51 locations and engaged over 4,500 participants. The annual School Garden Conference brings educators, volunteers, and administrators to Mass Hort every February. Mass Hort is also used as a facilitator and central gathering place for the most prominent horticultural organizations and garden societies in the state and New England. Additionally, in 2016, a new partnership was formed with the University of Massachusetts' School of Agriculture in Stockbridge, MA, in which classes for course credit are held at Mass Hort.



LIBRARY

Mass Hort's library has 26,000 books on site and an additional 5,000 rare books, manuscripts, and prints in archival storage. In 2016 the library hosted a visiting exhibition of The Highgrove Florilegium of TRH Prince of Wales and the Duchess of Cornwall, hosting over 300 people. In 2015 the collection of rare prints was digitally archived by the Boston Public Library's Digital Commonwealth, which allows access to our rare prints to the public. Previously, Mass Hort had digitized our early transactions (meeting minutes from 1829 onward) with the Digital Commonwealth.



GOVERNANCE

An educational nonprofit with 4,500 members, the Society is led by Katherine K. Macdonald, Executive Director/President, and includes a team of 12 employees and a large contingent of volunteers. The Board of Trustees has 17 members, of which R. Wayne Mezitt, MCH, is Chairman of the Board. There is also a Board of Overseers, whose 20 members believe in Mass Hort and who contribute significant time, expertise, and resources to promoting the vision of the Society.

Mass Hort is also financially supported by donors, members, corporations, foundations, and a wedding and mission supporting events business.

MASTER PLAN INITIATIVE

Massachusetts Horticultural Society (Mass Hort) recently completed the implementation of its first 20-year Master Plan at the historic Elm Bank estate, with more than 16 acres of gardens now under cultivation. As Massachusetts Horticultural Society is now settled into its new home at Elm Bank in Wellesley/Dover, we stand poised to develop a truly spectacular horticultural attraction in the heart of the Western Suburbs—only 13 miles from Boston Common. We believe that the time is right, for, in only twelve years, we will be the nation's first horticultural organization to celebrate its 200th birthday.

The Board and Executive staff are united in our aspiration to position Mass Hort as a world-class botanical garden to demonstrate the science and practice of horticulture for the 21st century. Our vision is to establish a signature botanical garden as a destination that displays the highest level of horticultural excellence. Additionally, we desire to offer powerful public education programs about contemporary issues of health, sustainability, and stewardship of our natural world. We also want to engage the broadest possible audience to share these experiences.

The Mass Hort Master Plan is intended to be a directive for the future—but also resilient, flexible, and sustainable—a living document that will be continually tested and refined.



FINANCES

Mass Hort is in solid financial condition and is poised to enter a period of renewed growth. Mass Hort and The Gardens at Elm Bank are solely supported by generous donations from members, friends, corporations, and foundations. In addition, the Events business provides a key source of funding for the daily operations, while at the same time drawing thousands of new visitors and friends to The Gardens at Elm Bank.

FY 17 OPERATING BUDGET: Mass Hort's operating budget is just under \$1,600,000.

FY16 AUDITED FINANCIAL STATEMENTS

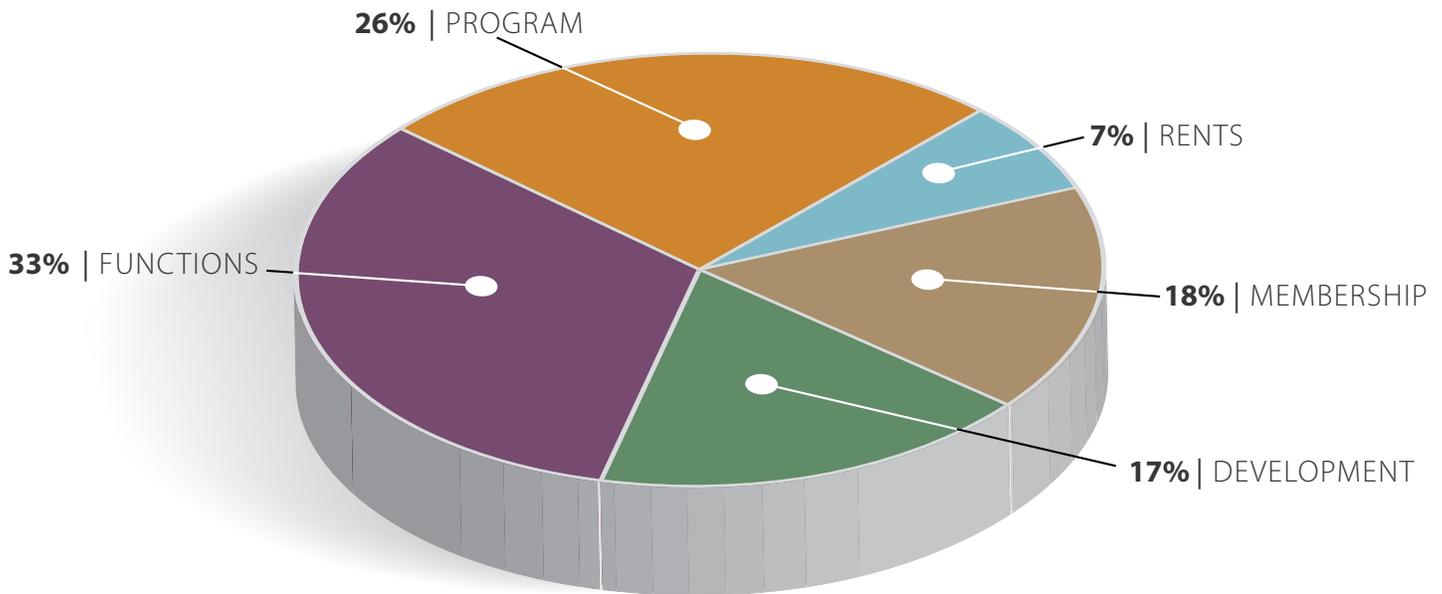
Fiscal Year: October 1, 2015–September 30, 2016

FY16 Balance Sheet: Total Liabilities and Net Assets: \$5,292,091

FY16 Statement of Activities, Net Income, Before Depreciation: \$106,217

Annual Report: FY16 impact statistics (available)

FY17 REVENUE SOURCES



FOR FURTHER INFORMATION, PLEASE CONTACT:

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