

Impact Report

July 1, 2025 – June 30, 2026

BY THE NUMBERS:

A celebration of growth at the
Greater Des Moines Botanical Garden

138,115

Guests welcomed from all 50 states and beyond during FY 2026



Best Local Place to Bring Visitors
Best Local Spot to Pop the Question
(Next) Best Local Landmark



Des Best Family Fun
Des Best Date Spot
Des Best Lunch Spot



Best Family Attraction



Best Cultural Attraction

NATIONAL SPOTLIGHT

2026 APGA Marketing Award



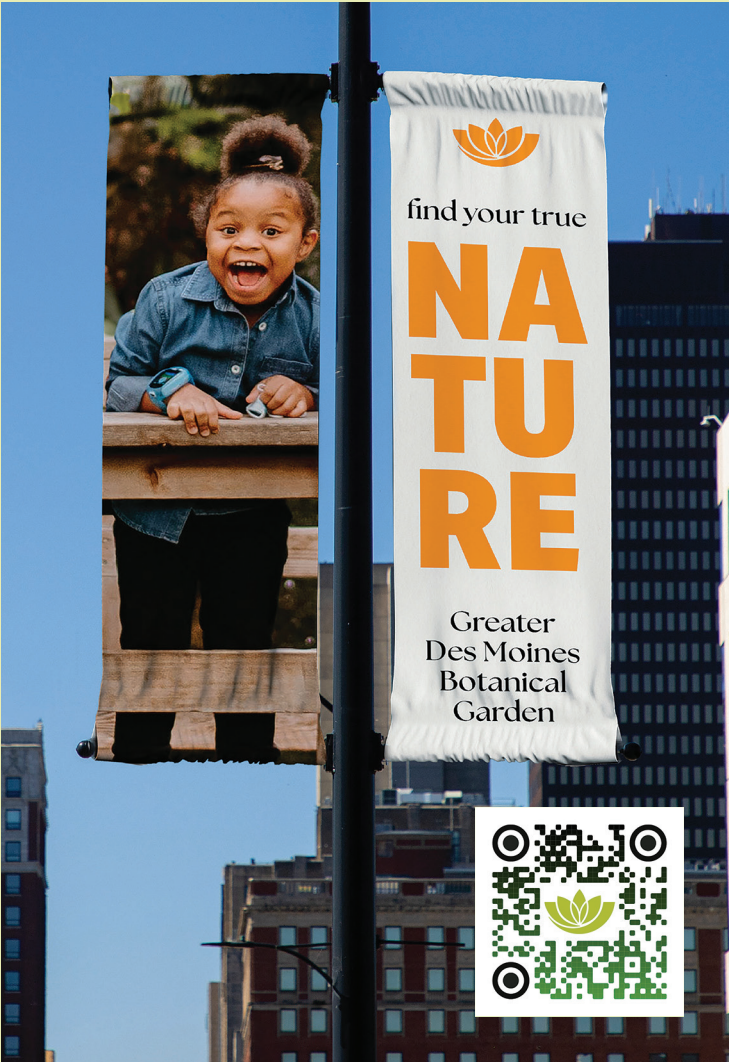
The Greater Des Moines Botanical Garden received the American Public Gardens Association’s highest honor for marketing—the 2026 Dorothy E. Hansell Award—for its *Find Your True Nature™* campaign.

*“Receiving the **Dorothy E. Hansell Marketing Award from the American Public Gardens Association** is an incredible honor and a reflection of the creativity, dedication and vision of our team,” said **Kim Perez, president and CEO of the Greater Des Moines Botanical Garden**. “Find Your True Nature is more than a marketing campaign. It is an invitation for people to see themselves in the Garden and discover the many ways plants, nature and community can enrich their lives. This recognition*

affirms what we’ve always believed—that public gardens are places of belonging, inspiration, and connection. We’re proud that this campaign helped more people experience the Botanical Garden as a year-round destination where everyone can find their true nature.”

Dorothy E. Hansell was an influential American editor who **championed excellence in horticultural and botanical journalism**. She served as the prominent editor for the New York Botanical Garden’s *Garden Journal*, the *American Bonsai Society Journal*, and the *American Public Gardens Association (APGA) Bulletin*.

[Watch the video](#) about the campaign and award.



WELCOME

EVENTS EVER
GROWING

10

Signature Events

39,842

Total Attendees

11%

Members

89%

Nonmembers

5,781

Dome After Dark

5,020

Botanical Blues

2,004

Earth Day

2,706

Spring Garden Market

2,479

Music In The Garden

111

Fall Bulb Sale

3,185

BOOtanical Garden Halloween

304

Champagne & Chocolate

22,019

Dome For The Holidays

214

Learn On Saturdays

60

Iowa Resident Artists Featured



DIRECT CONNECTION

19,460

Youth Admissions

15,630

Free Admissions

3,173

Memberships

44

I Dos

13,081

Private Rental Guests

ONLINE CONNECTION

1.4
MILLION
Annual Impressions

70K - 206K

Website Monthly Visits

27K+

Facebook

1.9K+

Pinterest

12.9K+

Instagram

1K+

LinkedIn





485

FREE PASSES Include Bravo Free Pass, BHG Free Child, and General Free Pass

LOCAL OUTREACH SPOTLIGHT

Building Bridges Across the Nonprofit Community Offering Greater Cultural Access for DMARC Pantry Neighbors

What happens when organizations serving different community needs come together with a shared purpose? This year, Bravo Greater Des Moines launched a pilot program connecting three DMARC food pantries with four regional cultural organizations, including the Greater Des Moines Botanical Garden. Together, we’re exploring how partnerships across the human services and arts and culture sectors can help improve quality of life for more people in our community.

From May through October 2026, families visiting participating DMARC food pantries receive complimentary admission to the Botanical Garden and other cultural destinations. While food security meets an immediate need, access to nature, art, culture, and science can also play an important role in supporting personal well-being, family connection, and lifelong learning.

Like our Pineapple Program, this partnership helps reduce financial barriers while welcoming new audiences who may not otherwise have the opportunity to visit. More importantly, it reflects a shared belief that every member of our community

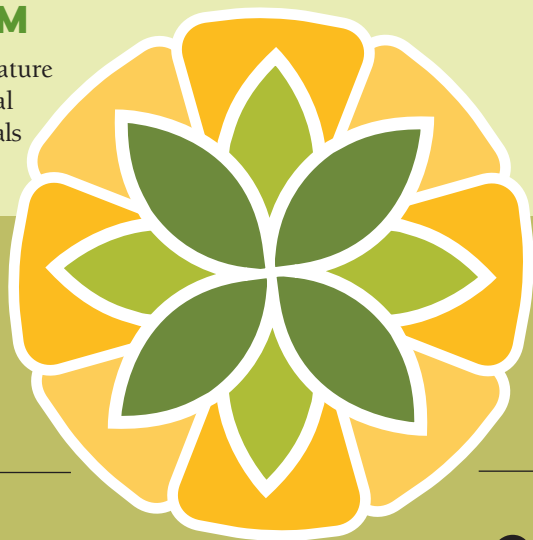
deserves opportunities to learn, explore, and experience the joy that cultural organizations provide.

As this pilot continues, we’re excited to learn how partnerships like these can strengthen connections across our nonprofit community and expand access for those we collectively serve.



PINEAPPLE PROGRAM

Opening doors to nature by reducing financial barriers for individuals and families.



GIVE TO CREATE
GREATER IMPACT
SCAN TO DONATE



113

Pineapple memberships
(For EBT and WIC card holders)

2,487

Free community
day admissions

5,298

Adventure Pass Admissions
(With passes from 44 participating
libraries throughout Iowa)

4,054

Museums for all Admissions
(For SNAP and WIC card holders)

13

Community Memberships
(Local organizations serving
under served individuals)

246

Community Memberships Admissions
(For local organizations serving
those in need)

**"WE WERE SURPRISED WE WERE ABLE
TO BRING OUR FAMILY TO THE BOTANICAL
GARDEN AT NO COST AND SEE ALL
THE PRETTY PLANTS AND FLOWERS.
SOMETIMES IT'S MORE THAN FOOD
THAT NOURISHES YOU."**

-DMARC Pantry Neighbor

OUTREACH TO THE GREATER COMMUNITY

COMMUNITY OUTREACH

283 programs reaching
7,878 participants

18,636

Individuals connected through **667**
education and outreach programs

21% MORE PROGRAMS OFFERED THAN LAST YEAR

ADULT EDUCATION PROGRAMS

144 programs
2,784 participants

SCHOOL-BASED EDUCATION PROGRAMS

96 programs
3,771 participants

YOUTH AND FAMILY PROGRAMS

144 programs with
4,203 participants



Des Best Place for
Family Fun

RECORD BREAKING YEAR FOR PLANT PET KITS:

86% increase equaled
205 kits distributed reaching
6,731 students

PARTNER SPOTLIGHT: CENTRAL IOWA ORCHID SOCIETY

Greater Way for Both Partners to Expand Connection

Partnerships help the Botanical Garden grow in ways we couldn't accomplish alone. This year, the [Central Iowa Orchid Society](#) (CIOS) joined our partnership roster, aligning and advancing the goals of both organizations.

We hosted the two-day Central Iowa Orchid Society Show & Sale in mid-April, welcoming nearly 1,200 guests who cleared out the orchid inventory on sale.

CIOS members held their monthly meetings at the Botanical Garden as well as an advanced orchid program. Orchid Society members also added unique specimens to our collection for our annual Champagne & Chocolate event.

Finally, CIOS experts have helped us to properly identify rare specimens and refine care practices within our own orchid collection.

Partnerships like these expand horticultural knowledge, create unique visitor experiences, and strengthen the Botanical Garden's role as a hub for Iowa's plant-loving community.



GROWING TOGETHER THROUGH VOLUNTEERISM

- Horticulture
5,215 hrs | 248 vols
- Guest Experience
2,480 hrs | 74 vols
- Botanical Artisan Guild
3,198 hrs | 92 vols
- Education/Outreach
3,375 hrs | 178 vols
- Events
1,670 hrs | 220 vols
- Other
984 hrs | 178 vols
- Boards & Committees
734 hrs | 43 vols
- Administrative
494 hrs | 10 vols

