



INTERNATIONAL
PEACE
GARDEN

ANNUAL REPORT

2022

STAFFING

**Full Time
Year Round
Staff**

6

**Part Time
Year Round
Staff**

6

**Seasonal
Staff**

49

MEMBER REACH

Annual Membership	1430
Lifetime Membership	12
Corporate Membership	0
Associate Membership	0

GARDEN BENCHMARKS

Results of an industry benchmarking analysis indicate IPG ranks: (2021 data)

- 94th (avg) in overall Garden scope and size
- 85th in species quality
- Bottom percentiles in programming, funding and budget related areas

PUBLIC REACH

- Volunteer Hours: 500 hours
 - 125 hours - Horticulture
 - 150 hours - Events
 - 225 hours - Board
- Community Meetings: 6
- 11,950 Social Followers
- 669,028 Social Engagements
- 298,077 Social Media Paid Boosts Impressions
- IPG Newsletter reaching 31,748
- Email list: 4,662
- 68,000+ Website Visits

of Camping Nights

1,462



NOTES FROM THE CEO



What a joy to be able to write this year with less of a cloud hanging over us! With the border reopened there is great excitement percolating throughout the Garden as seasonal staff are returning.

We are eager to share with our membership the enhancements and progress made in 2022. It was a banner year, despite a third straight summer that was limited due to the pandemic. Many visitors returned, including our longstanding partner the International Music Camp! IMC was forced to postpone its regular summer slate in 2020 and 2021 and the return of music and youthful exuberance was music to our ears!

It was our 90th Anniversary and it was incredible to see all of the supporters join us for a celebration weekend that included many festivities. Treaty 2 Territory and the Standing Rock Sioux raised their First Nations and Tribal Flags. North Dakota Governor Doug Burgum, Manitoba Deputy Premier Cliff Cullen and other dignitaries and Garden leaders joined for a delicious 90th Anniversary Supper. The weekend was full of entertainment on our new upper terrace stage.

The 90th Anniversary and our continued supper series were just parts of the draw that assisted our non-profit in pandemic recovery. Gate sales and memberships revenue increased by nearly 40 percent thanks to American visitors, and a whopping 1,100 percent thanks to Canadian visitors!

Capital projects continued with significant work completed on the new Children's Nature Play Area and the expansion of the Conservatory, which houses the world-class Don Vitko Collection of cacti and succulents. The Play Area was enjoyed by many families traversing the Hawk/Eagle, Wolf, Beaver and Turtle Zones. A Fox Zone will be added later this year.

The Conservatory's shell was largely complete by year-end and visitors and plants are eagerly awaiting to enjoy the new home later this year. We are extremely grateful for everyone's patience and generosity on these projects. Our capital campaign has raised more than \$850,000 toward our \$2.5M US/\$3.1M CAD goal, including in-kind support. The 2022 fundraising efforts were historic in scope and have us well-positioned to continue the campaign and ensure the play area and Conservatory expansion reach their full potential.

We also are grateful to our state and provincial partners for continuing to support the Garden. In 2022, Manitoba increased our annual operating grant from \$382,000 to \$541,000.

In Peace,

Tim Chapman
CEO



BOARD OF DIRECTORS

Dorothy Dobbie - Pres. (Winnipeg, MB)
Lisa Kudelka - Vice Pres. (Center, ND)
Donna Bye (Minot, ND)
Cathy Jelsing (Rugby, ND)
Ed Albrecht (Boissevain, MB)
Bernard (Bernie) Chrisp (Brandon, MB)
Gigi Artz (Bottineau, ND)
Jon Nelson (Rugby, ND)
Michelle Churchill (Nyack, NY)

Richard (Rick) Felstead (Brandon, MB)
Hubert Mesman (Winnipeg, MB)
Doyle Pivniuk (Winnipeg, MB)
Leslie (Les) Thomas (Rolette, ND)
Dean Zaderaka (Minot, ND)
Larry Rainnie (Boissevain, MB)
Alfred Lea (Riverton, MB)
Charlie Thomsen (Winnipeg, MB)

CAPITAL IMPROVEMENT HIGHLIGHTS

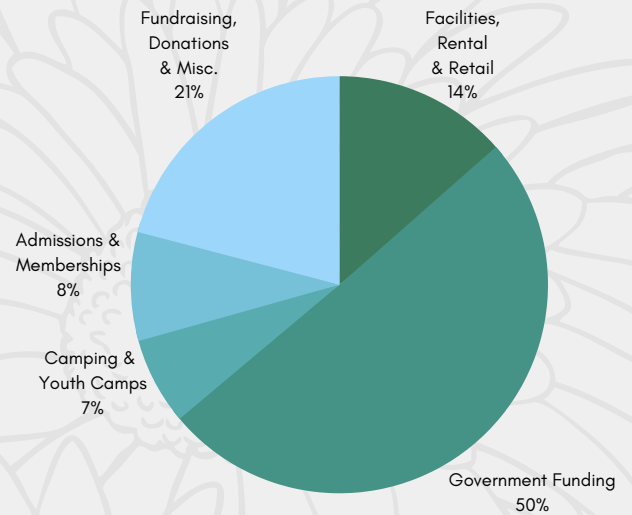
During the ND Legislative session of 2019 and the MB Legislative session of 2020 both state and province worked together to provide matching funds of \$12 million USD (\$15 million CDN) for capital improvement projects in the Garden. Despite COVID lockdowns and delays in funding approvals many projects got underway and were completed between 2020 and 2022.

Highlights include:

- Conservatory Expansion (ongoing): \$6,500,000 USD**
- Children's Nature Play Area (ongoing): \$1,000,000 USD**
- Staff & Visitation Lodging: \$1,800,000 USD**
- Expanded WiFi: \$109,000 USD**
- Campground Electrical Upgrades: \$110,278 USD**
- Irrigation System Replacement: \$200,518 USD**
- Equipment, Storage & Greenhouse Updates: \$335,594 USD**
- Lighting in the Burdick Center: \$130,730 USD**

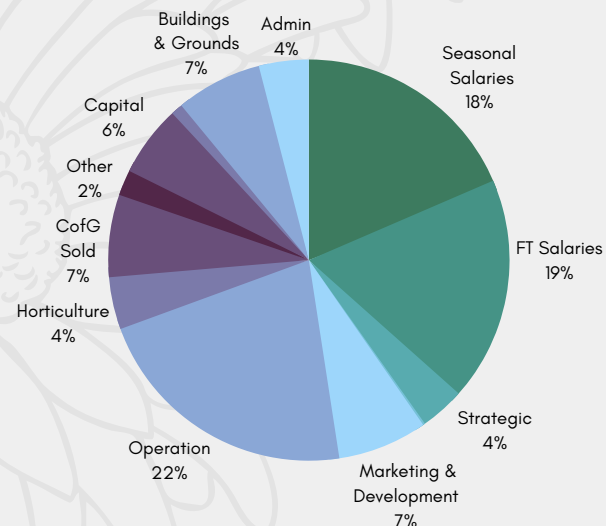
2021 OPERATING REVENUE

	USA	CDN
Government Funding	\$ 538,165	\$ 647,226
Admissions & Memberships	\$ 129,765	\$ 54,988
Facilities Rental & Retail	\$ 213,858	\$ 80,243
Camping & Youth Camps	\$ 129,275	\$ 10,354
Fundraising, Donations & Misc.	\$ 350,183	\$ 98,906
Total Operating Revenue	\$1,361,246	\$ 891,717



2021 OPERATING EXPENSES

	USA	CDN
Full-time Salaries/Payroll	\$ 258,757	\$ 153,666
Seasonal Salaries/Payroll	\$ 154,659	\$ 280,961
Administration	\$ 60,627	\$ 16,014
Travel & Lodging	\$ 2,028	\$ 1,832
Marketing & Development	\$ 91,022	\$ 73,165
Strategic Planning		\$ 108,800
Operations	\$ 375,527	\$ 97,029
Horticulture	\$ 21,719	\$ 84,850
Building & Grounds	\$ 93,746	\$ 53,921
Other Expenses	\$ 2,070	\$ 52,893
Capital Expenses	\$ 67,001	\$ 65,301
Interest	\$ 18,009	\$ 1,487
Total Cost of Goods Sold	\$ 106,528	\$ 45,182
Total Operating Expenses	\$1,251,693	\$1,025,100



OPERATING GRANTS

After two difficult years with travel restrictions, closed borders and general health and safety concerns, COVID related grants and loans were an important funding component to keep the Peace Garden operational as we recovered. Canadian visitation was still partially restricted in 2022.

GRANT/LOAN	CDN/USA	WHAT WAS COVERED:	AMOUNT
------------	---------	-------------------	--------

SBA Loan	USA	Targeted EIDL	\$ 159,960
State of North Dakota	USA	US Strategic Planning	\$ 100,000

Total \$ 259,960

Canada Summer Jobs	CDN	Seasonal Payroll (10 Employees)	\$ 48,367
Manitoba Green Team	CDN	Seasonal Payroll (11 Employees at 50%)	\$ 13,042

Total \$ 61,409

***Manitoba Trails Association
Grant - received \$10,000 in
January 2023**

The Canada Summer Jobs Program and Manitoba Green Team grant programs are important tools for our seasonal staffing. Offsets in seasonal payroll allow us to focus on additional facility upgrades and programming opportunities.

