



INTERNATIONAL  
**PEACE**  
GARDEN

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# ANNUAL REPORT

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2023

# STAFFING

**Full Time  
Year Round  
Staff**

9

**Part Time  
Year Round  
Staff**

4

**Seasonal  
Staff**

40

## MEMBER REACH

Annual Membership	1504
Lifetime Membership	5
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

- 141 Volunteers
- Volunteer Hours: 963.50 hours
  - 265.50 hours - Horticulture
  - 100.50 - IPG Volunteering
  - 222.50 hours - Events
  - 375 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**

1,516



# 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,

A handwritten signature in black ink, appearing to read 'Tim Chapman'.

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) Crisp (Brandon, MB)

Gigi Artz (Bottineau, ND)

Jon Nelson (Rugby, ND)

Michelle Churchill (Nyack, NY)

Richard (Rick) Felstead (Brandon, MB)

Hubert Mesman (Winnipeg, MB)

Doyle Piwniuk (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

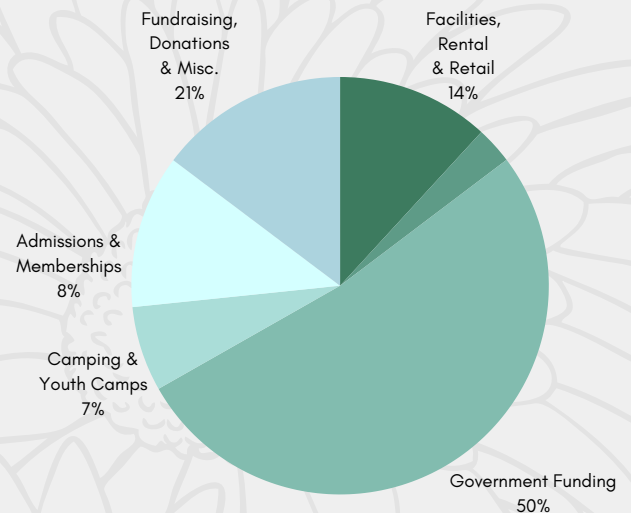
During the ND Legislative session of 2019 and the MB Legislative session of 2020 both state and province worked together to provide matching funds of \$12 million USD (\$15 million CDN) for capital improvement projects in the Garden. Despite COVID lockdowns and delays in funding approvals many projects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

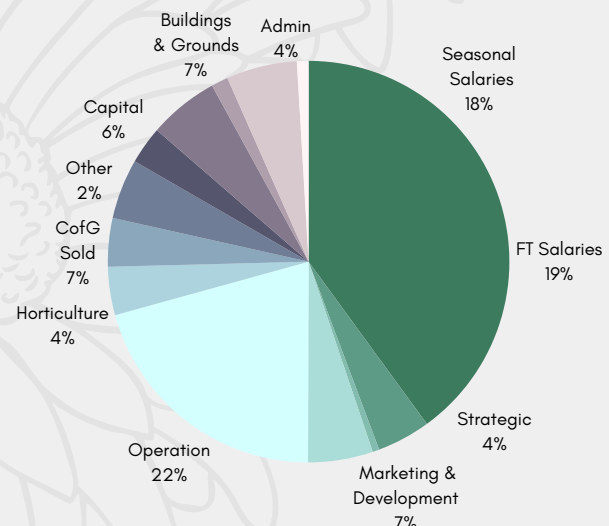
## 2023 OPERATING REVENUE

	USA	CDN
Government Funding	\$ 1,019,085	\$ 1,396,084
Admissions & Memberships	\$ 232,982	\$ 319,175
Facilities Rental & Retail	\$ 231,484	\$ 317,123
Events	\$ 56,067	\$ 76,809
Camping & Groups	\$ 128,827	\$ 176,492
Fundraising, Donations & Misc.	\$ 288,207	\$ 394,837
<b>Total Operating Revenue</b>	<b>\$ 1,956,653</b>	<b>\$ 2,680,520</b>



## 2023 OPERATING EXPENSES

	USA	CDN
Payroll	\$ 794,978	\$ 1,089,068
Administration	\$ 86,052	\$ 117,890
Travel & Lodging	\$ 10,768	\$ 14,751
Marketing & Development	\$ 104,201	\$ 142,752
Strategic Planning	\$ 18,688	\$ 25,600
Operations	\$ 412,489	\$ 565,102
Events / Education / Volunteer	\$ 77,560	\$ 106,252
Horticulture	\$ 77,961	\$ 106,798
Building & Grounds	\$ 96,461	\$ 132,149
Other Expenses	\$ 60,478	\$ 82,850
Capital Expenses	\$ 112,903	\$ 154,676
Interest	\$ 27,009	\$ 37,002
Total Cost of Goods Sold	\$ 113,683	\$ 155,745
<b>Total Operating Expenses</b>	<b>\$1,993,231</b>	<b>\$ 2,730,633</b>



# 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
<b>Canada Summer Jobs</b>	CDN	Seasonal Payroll (7 Employees)	\$ 8,807
<b>Manitoba Green Team</b>	CDN	Seasonal Payroll (10Employees)	\$ 32,902
<b>Manitoba Trails Association Grant</b>	CDN		\$ 10,000
<b>Tree Canada</b>	CDN		\$ 8,710
		<b>Total</b>	<b>\$ 60,419</b>
<b>Employee Retention Credit (anticipated in 2024)</b>	USD		\$ 77,385

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.

