

# IN BLOOM

A PUBLICATION FROM BOTANICA & WATERFRONT BOTANICAL GARDENS

SPRING 2017



WATERFRONT  
BOTANICAL  
GARDENS



## OUR VISION

To create a botanical garden and conservatory of extraordinary beauty that engages, enlightens and inspires people about plants and nature.

[waterfrontgardens.org](http://waterfrontgardens.org)

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Steve Sullivan  
Bill Wade  
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## COVER FLORA

Front: Violet *Violaceae*

Back: Tinkia Tulip *Tulipa clusiana*

Front and back photos by Valerie J. Smith

## A LETTER FROM OUR NEWLY-APPOINTED EXECUTIVE DIRECTOR

Dear Friends,

I am excited to step into the role of Executive Director for the Waterfront Botanical Gardens. Thank you to the Board of Directors, all of our supporters and volunteers, members and friends in the community for helping us get this project this far. Waterfront Botanical Gardens is led by passion, community collaboration, and a team of staff and Board members dedicated to seeing the work through.

Since I started with Waterfront Botanical Gardens four years ago, I have focused on events, fundraising, collaborations, educational outreach opportunities, and building the amazing community that surrounds our project. I'm stunned time and again at the support from the community, and we're still growing!

Gone are the days of working in silos. We are a collective, and that is what it takes to build a great project in a great city. We collaborate with over 50 organizations and community leaders each year. Strengthening this community together is a responsibility we all share. I am thankful for my fellow collaborators, and I invite you to join us. There's no better legacy for your work than a stronger and more vibrant city.



Thank you for your ongoing support and encouragement!

I hope to see you at our next event.

Kasey Maier  
Executive Director



## WE'RE JUMPING FOR JOY! WE'VE COME A LONG WAY... GROUNDBREAKING THIS YEAR

We have so much to celebrate! Especially our official Groundbreaking event on September 15. We invite you to get involved as a volunteer, a member, a donor, an advisor, or an event attendee. This is a project for all of us!

### This year's highlights:

- 12 Yoga at the Gardens
- 9 home receptions/fundraising lunches/garden tours
- 8 canoe tours on Beargrass Creek
- 6 site cleanups and plantings
- 5 member programs
- 4 Cultivator events
- 3 elementary school outreach programs
- 1 Prelude Fundraiser
- 1 reGeneration Fair
- 1 Annual Member Meeting: Bonsai
- 1 Groundbreaking event

### How can you get involved?

- If you're not yet a member of the Waterfront Botanical Gardens, join today!
- Attend one of our upcoming events. See the list on Page 11.
- Become a volunteer. This is OUR botanical gardens. Join us in making this a reality. We need you now more than ever.
- Learn more at [waterfrontgardens.org](http://waterfrontgardens.org)



Photo by Valerie J. Smith

# GRAESER FAMILY EDUCATION CENTER

BY BOB HILL

If gardening is a family affair, then Emil and Nancy Graeser are Louisville's leading proponents. Their family – five children and nine grandchildren – is already a part of the Waterfront Botanical Gardens, with sizable donations and bricks bought in their honor. Their 11 great-grandchildren will surely benefit when the new Education Pavilion is named in the Graeser family's honor, with groundbreaking scheduled for September 15.

Emil and Nancy have donated \$650,000 to the garden, and pledged another \$1,000,000 as a matching grant. All five of their children have donated money to help create an educational facility that their grandchildren – ranging from 8 months to the eighth grade – can enjoy.

Emil's love for gardens started as a child when he became interested in bonsai plants. He is excited about the Waterfront Botanical Gardens' Japanese garden and bonsai display, to be completed in a future phase.



Emil and Nancy Graeser and their family

"Mostly," he said, "we are willing to give to help generate more funds for the rest of the garden. All of our children have contributed in some way so that there will be a botanical garden in Louisville for our great-grandchildren."

## Sponsorship Opportunities

Please consider sponsoring something in or around the Education Pavilion to be remembered by future generations.

If you are interested, please contact Kasey Maier at [kmaier505@gmail.com](mailto:kmaier505@gmail.com) or 502-648-1558.

### Main Room – \$500,000

This will be the main room of the building, estimated at 2,500 square feet, with the ability to hold multiple school groups or 250 guests at an event.

### Education Plaza – \$500,000

The plaza around the Education Pavilion and Gardens will allow for easy access to the individual gardens, fountains and buildings. The plaza will be designed for accessibility for all guests regardless of age, size, ability or limitations.

### Conference Room – \$250,000

This smaller room of 1,500 square feet will be used for smaller meetings by staff, local businesses and garden groups.

### Covered Patio/Terrace – \$250,000

The Education Pavilion will be designed with an outer, covered deck that will have a view of the Education Gardens and the Woodland Garden.

### Ramp to Pavilion – \$100,000

The ramp is an important part of the learning environment, providing easy access to all visitors as they travel among the interior learning space to the outdoor classrooms and garden space.

### Vestibule/Entrance – \$100,000

The entrance to the Education Pavilion will be a welcoming space to bring guests into the flexible, creative learning environment of the building.

### Pathway to Beargrass Creek – \$100,000

The pathway to Beargrass Creek links visitors from the Education Pavilion with easy access through the Woodland.

### Education 100 – \$10,000

The Education 100 is a group of 100 donors who have committed \$10,000 each to support the completion of the Education Pavilion. Those 100 donors will be permanently recognized in the building through an artistic installation.

## FUNDRAISING FOR PHASE 1

As we move toward the groundbreaking of the Education Pavilion, we continue our fundraising efforts. Help us raise \$1.9 million to complete the design, preparation and construction of the **Graeser Family Education Center**. This beautiful education facility will open in the first half of 2019 and welcome school students as well as the community for all types of events.

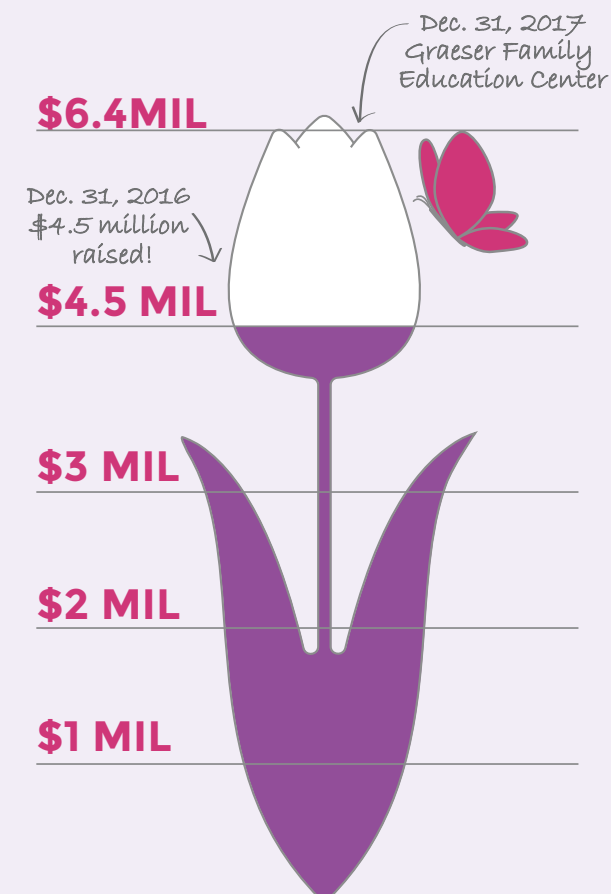
We've gotten off to a great start this year with a second grant from the Gheens Foundation for \$100,000, and an additional donation from the Graeser family for \$200,000.

In addition, we will be raising money through the following channels:

- grants
- corporate sponsorships of elements of the building and gardens
- requests for government funding
- program revenue and memberships
- Education 100
- The Prelude Fundraiser

Support can be in the form of a sponsorship, a pledge (including estate planning), attending an event, or purchasing a membership.

**Please join us today!**



## KROGER COMMUNITY REWARDS

Sowing the seeds of the Waterfront Botanical Gardens' success takes on a number of forms, but now there's an even easier way to give to the project! Simply register your Kroger Plus card with the Kroger Community Rewards program and support the gardens each time you shop!

**Here's how:**

1. Go to [krogercommunityrewards.com](http://krogercommunityrewards.com)
2. Click 'Sign In/Register'
3. Once signed in on the KCR page, click 'Enroll Now'
4. Enter the WBG's NPO number: **24032**
5. Select 'Waterfront Botanical Gardens' from the list and click 'Confirm'

Once confirmed, review your account to be sure that Waterfront Botanical Gardens is selected for Community rewards.



Thank you for supporting Waterfront Botanical Gardens while shopping at Kroger!



## PLANNED GIVING

**Plan for future generations to enjoy the Waterfront Botanical Gardens**

Did you know that if you leave your retirement plan assets to your heirs, they will be taxed on that inheritance? Consult your financial advisor or custodian to name the Waterfront Botanical Gardens, a 501(c)3 organization, as the primary beneficiary of your retirement plan assets. This will eliminate federal income and estate taxes.

If you're planning to name us as a beneficiary, please let us know. We can help you obtain proper recognition for your gift.

For more information, contact **Kasey Maier** at 502-648-1558

TO MAKE A DONATION, USE THE ENCLOSED ENVELOPE, CALL (502) 276-5404 OR VISIT: [WATERFRONTGARDENS.ORG](http://WATERFRONTGARDENS.ORG)

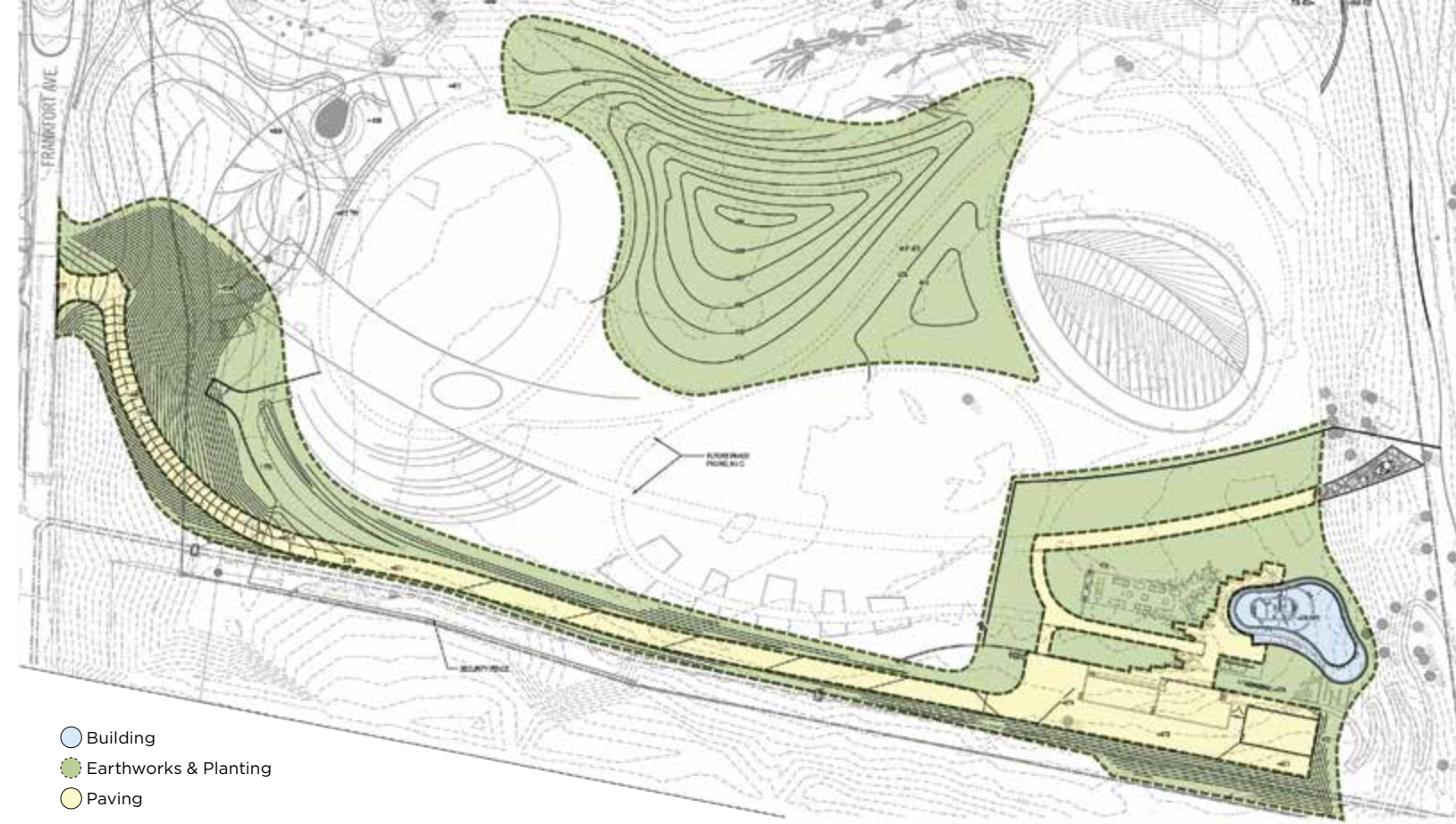
# GROUNDBREAKING

## YOU'RE INVITED!

Our groundbreaking event will be **Friday, Sept. 15, at 10 a.m.** on the site. This will be a community-wide event. Please make plans to join us for a once-in-a-lifetime experience at the groundbreaking of our long-awaited Waterfront Botanical Gardens.



The WBG Biopond will be placed outside the Graeser Family Education Center.



### Phases of the site

Since we unveiled our Master Plan in November 2014, we knew this day would come. We are excited to announce that site work will begin in the next few months. In fact, you may have already noticed some clearing on the site.

// **Clearing has begun.** Honeysuckle and invasive clearing will continue, making the way for new plantings.

// **“Earthworks”** refers to the movement of dirt, which will include the entrance area on Frankfort Avenue, the access road to the Education Pavilion and the area around the building. Earthworks will begin in summer.

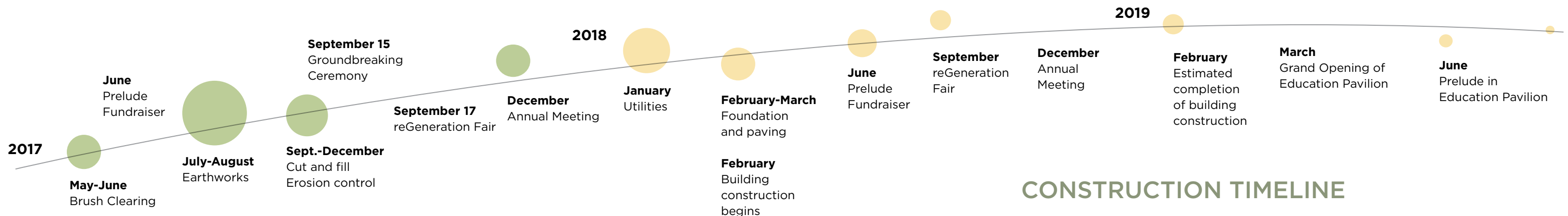
// In the middle of all that movement on the site, our Horticulture Committee will be working to develop the large **Pollinator Meadow.**

// All of the site prep is to make way for **utilities installation**, which will begin in January 2018.

// After the installation of the utilities will be the **paving of the road**, allowing access to begin construction of the building.

// **Building construction** is scheduled to begin in spring 2018.

If we are able to stay on schedule with construction and fundraising, we will be able to celebrate in the building in early 2019.

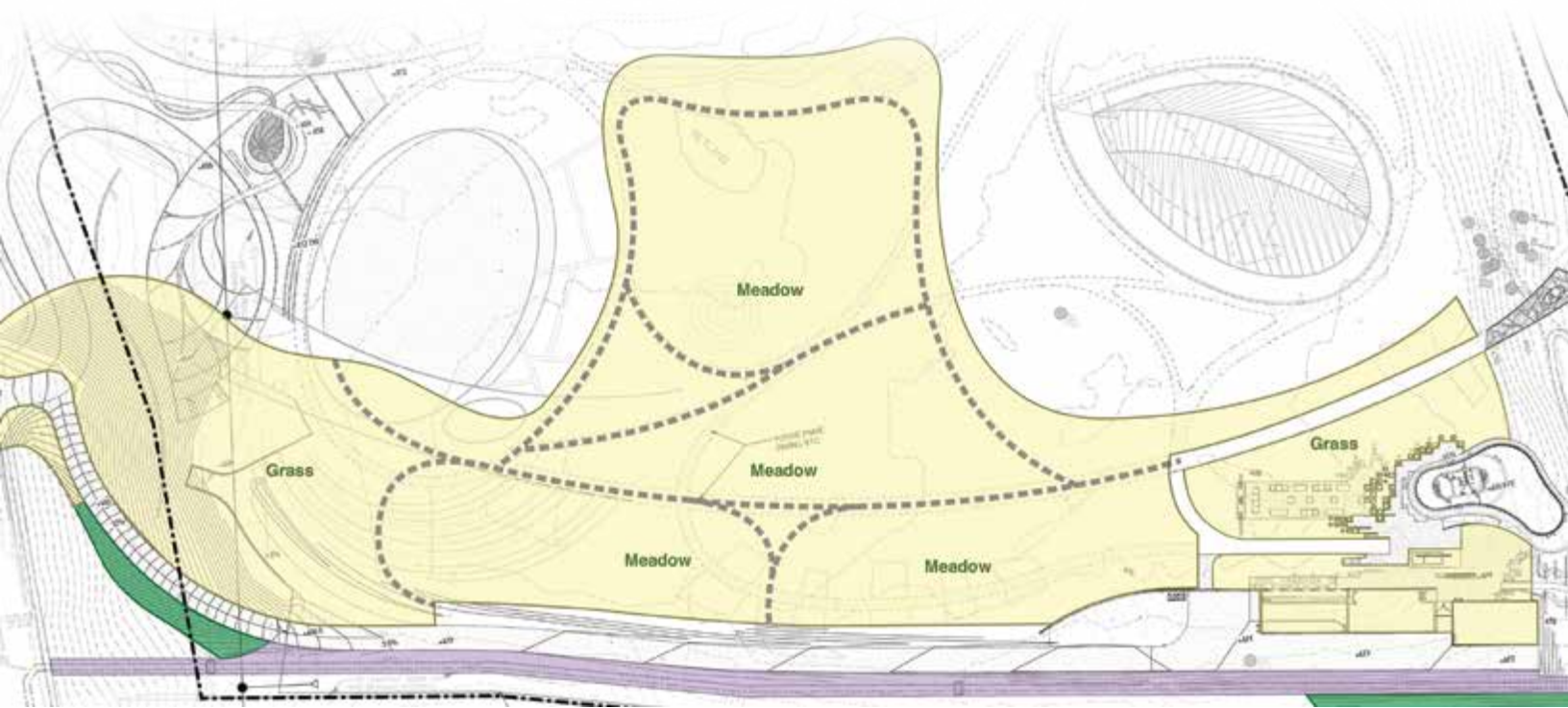


## CONSTRUCTION TIMELINE

# THE FIELDS ARE ALIVE WITH THE SOUND OF POLLINATORS

## INTRODUCING THE FIRST GARDENS OF THE WATERFRONT BOTANICAL GARDENS

TAVIA CATHCART BROWN



Scenic fields of wildflowers have taken center stage in Hollywood films, from the crimson poppy fields in *The Wizard of Oz* to the yellow flower-crowned hills on which Julie Andrews danced and sang the title song in *The Sound of Music*. Fields of colorful flowers and waving grasses not only are picturesque, but they provide many benefits.

Waterfront Botanical Gardens is pleased to announce plans to feature a 7-acre wildflower meadow and approximately 2 acres of grasslands that will cover a portion of the site from the Frankfort Avenue entrance and along the southern portion toward the site of the future Educational Pavilion. The planning and planting of the wildflower meadow will begin next spring.

The majority of the plants for the 9-acre project will have been “born and raised” in Kentucky, and are considered natives. Native plants lived here long before humans ever discovered the rolling hills and delicious waters of Kentucky. Planting native plants is beneficial because they require less water and maintenance, because they have adapted to our soils and the rapidly changing climate.

Some of the wildflowers that may steal the show are Black-Eyed Susan, Pale Purple Coneflower, Blazing Star, Butterfly-weed, Swamp Milkweed, Cardinal Flower, Anise Hyssop, Partridge Pea, New England Aster, Tickseed, Purple Prairie Clover, Foxglove Beardtongue, Slender Mountain Mint, Wild Senna and Goldenrods. The grasslands will credit Little Bluestem, Dropseed Prairie Grass and other beauties.

As many gardeners know, there is an adage about perennial plants: “*The first year, they sleep; the second year, they creep; and the third year, they leap.*” That will apply to many of the

species planted in the project area. Some may flower in the first year, but much of the work will happen offstage or underground – in this case, as they grow their roots bigger and stronger. Trust me, it takes patience to reap the rewards of having sown a meadow and grassland. Then, by the third year, your wildflowers and grasses will burst into full splendor.

Once the 9-acre garden area begins to flourish, visitors will take pleasure in the appearances and songs of ruby-throated hummingbirds, Eastern bluebirds, Eastern meadowlarks, and American goldfinches, among others. The wildflowers and grasses will provide nectar, food and shelter for birds and native pollinators that are experiencing a decline, such as butterflies, bees and other pollinating insects. Some of the plants, such as milkweed, are host plants for Monarch butterflies.

**I am pleased to see and support the development of this urban agritourism in the Louisville area.**

Kentucky Agriculture Commissioner Ryan Quarles has expressed great interest in the Pollinator Meadow, which will be the first garden of the Waterfront Botanical Gardens. “I am pleased to see and support the development of this urban agritourism in the Louisville area,” Commissioner Quarles said. He also stressed the importance of pollinators to the balance of our ecosystem.

Note that this beautification and wildlife enhancement project is in the early planning stages. To become involved or view our progress, please “like” Waterfront Botanical Gardens on Facebook or visit our website at [waterfrontgardens.org](http://waterfrontgardens.org).

*Tavia Cathcart Brown is an author, photographer and presenter. She is on the Horticultural Committee of Waterfront Botanical Gardens, and is Executive Director of the Creasey Mahan Nature Preserve in Goshen, Kentucky.*



Photo by Kathy Dennis



Photo by Tavia Cathcart Brown



Photo by Valerie J. Smith



Brown-Forman presents  
**THE PRELUDE**

PLEASE JOIN US FOR  
Libations and hors d'oeuvres inspired by our future gardens  
Pollinator • Edible • Kentucky Native  
Water Filtration Garden and Biopond  
Performances by artists of the Louisville Ballet  
and the Dick Sisto Quartet

SUNDAY, JUNE 4  
5 TO 8 PM  
\$175 PER PERSON • VALET PARKING  
FRANKFORT AVENUE AT RIVER ROAD  
Field-friendly footwear encouraged

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- Commonwealth Bank & Trust

For tickets and more information  
visit [waterfrontgardens.org/events](http://waterfrontgardens.org/events)

# MEET ALLISON!



**Allison Whitehouse** joined the WBG team in January 2017 as Program and Development Coordinator, assisting Director Kasey Maier. Allison's responsibilities include volunteer and event management, fundraising, marketing, outreach, and community partnerships.

Allison comes from an eclectic background of art and design, communications, and foreign language; she is the offspring of two biology educators. The past two years, she could be found teaching French at the University of Louisville, Bellarmine University and in Paris with the Kentucky Institute for International Studies. She has hovered on the periphery of the WBG project since early 2015, and became a Cultivator in 2016.

**I believe in the mission of the gardens as a place of learning on how to become better stewards of this planet that we all share.**

of them, and is excited to be dedicating her time and talents to a project that will make her hometown a better place. "The Lorax' was one of my favorite books growing up, so I believe in the mission of the gardens as a place of learning how to become better stewards of this planet that we all share."

Allison is a Louisville native, graduate of the University of Louisville and explorer at heart. Don't let the skirts and dresses fool you, though; she can roll up her sleeves with the best

# UPCOMING EVENTS

**Yoga at the Gardens**, brought to you by The Cultivators  
**Saturdays: 5/13, 6/3, 7/1, 8/5, 9/2, 10/7 : 10 a.m.-noon**  
Waterfront Botanical Gardens site, Frankfort Avenue and River Road  
**FREE**

Yoga for all skill levels. Bring your own mat.

**Beargrass Canoe Tours With David Wicks**  
**Tuesday: 9/12 : 5-8 p.m.**  
**Thursdays: 5/18, 6/8 : 5-8 p.m.**  
**Fridays: 8/25 : noon-3 p.m.**  
**Saturdays: 6/10, 8/12, 10/7 : noon-3 p.m.**  
Louisville Community Boathouse  
**\$10 | Members \$15 | Non Members**

Join fellow paddlers and tour guide David Wicks for a three-hour educational canoe trip on Beargrass Creek and its tributary into the Ohio River. Space is limited.

**Kilgore Garden Tour**  
**Saturday and Sunday: 5/20-5/21 : 10 a.m.-5 p.m.**  
**\$30 | Adults \$5 | Children**

This tour will feature five gardens and two homes on Zorn Avenue, Charbdin Place, Longview Lane, Brittany Woods Circle and Green Willow Way. Proceeds will support the Kilgore Samaritan Counseling Center. Waterfront Botanical Gardens is an in-kind sponsor of this event.

**Container Gardening at the Plant Kingdom**  
**Tuesday: 5/23 : 5:30-7 p.m.**  
4101 Westport Road  
**\$15 | Members \$20 | Non Members**

Shelly Nold, co-owner of the Plant Kingdom, and Valerie Hall, container garden designer, will demonstrate three container plantings and provide a "recipe" card for each, so you can re-create the designs for your home. The demos will include floral, cacti/succulents and vegetable/edible inspirations. Refreshments and a door prize are included. Space is limited.

**Prelude**  
**Sunday: 6/4 : 5-8 p.m.**  
Waterfront Botanical Gardens site, Frankfort Avenue and River Road; valet golf cart access will be available.  
**\$175**

Join us for our annual fundraiser, featuring performances by the Dick Sisto Quartet and dancers from Louisville Ballet. Libations and hors d'oeuvres inspired by our future gardens will be provided by Atria Hospitality. Garden attire and field-friendly footwear are suggested.



**Gardens of the Bluegrass Bus Tour**, featuring Jon Carlofftis  
**Wednesday: 6/14 : 7:15 a.m.-6:30 p.m.**  
**\$160 | Members \$185 | Non Members** (includes a one-year Waterfront Botanical Gardens membership)

Led by Bob Hill and Tavia Cathcart Brown, this one-of-a-kind bus tour of beautiful homes and gardens in and around Lexington will also feature guest-host Jon Carlofftis and partner Dale Fisher. Lunch at Southern Living's "Best of the South" restaurant, Dudley's on Short, with hors d'oeuvres and a wine tasting at the Apiary. Space is limited.

**Environmental Documentary Series**, brought to you by The Cultivators and the Speed Cinema  
**Sunday: 7/9, 7/16 : 12:30 p.m.**  
Speed Art Museum  
**FREE**

Drop in for special screenings of nature documentaries Chasing Ice (7/9), directed by Jeff Orlowski, and The Yes Men Are Revolting (7/16), directed by Andy Bichlbaum, Mike Bonanno and Laura Nix. Tickets are free, and will be distributed through the Speed Cinema lobby kiosk starting at noon on the day of each screening. First come, first served.

**SAVE THE DATE**  
**9/15, 10 a.m.**, Waterfront Botanical Gardens groundbreaking event.  
**9/17, 2-5 p.m.**, reGeneration Fair on the site of the future gardens, including a plein-air paint-out sponsored by Louisville Visual Art from 8 a.m. to 3 p.m.  
**10/3, 6-8 p.m.**, "Bonsai," with speaker Rodney Clemons at Sawyer Hayes Community Center.



SIGN UP FOR ALL EVENTS: [WATERFRONTGARDENS.ORG](http://WATERFRONTGARDENS.ORG)

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**“ Help us plant the garden. Help us sow the seeds that will inspire our community to understand the value of plants. ”**

**- DAVID WICKS, River City Paddle Sports and a Beargrass Creek advocate**

