

IN BLOOM

A PUBLICATION FROM WATERFRONT BOTANICAL GARDENS

FALL 2018

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

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Kasey Maier, Executive Director
Elizabeth Chandler, Development Manager
Tyree Hughes, Manager of Finance and Operations
Allison Whitehouse, Program and Development Coordinator

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Brian Voelker
Bill Wade

COVER FLORA

Front: Silver Maple Leaf
Acer saccharinum
Photo by Nong Vang

Back: Tulipa 'Apeldoorn's Elite'
Darwin Hybrid Tulip
Photo by Sharosh Rajasekher

A LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

The donations Mary Lee Duthie's family made in her memory to Waterfront Botanical Gardens will leave an impression on generations of gardeners. The same is also true of donations made by Emil Graeser, who has loved bonsai plants since he was a child. Their commitment to this project has made a significant difference. We would not be where we are today without their passionate support.

Because of these families, and their belief in an even better Louisville, our project is well underway. It's been an amazing year since our September 2017 groundbreaking ceremony. Now, we are planning opening ceremonies for late 2019, which will be here before you know it.

The generosity of our donors is overwhelming. But even more moving is a donation in memory of someone, perhaps in memory of your own family. Your legacy can be an important factor in Louisville's future. What can you do now to help to make this a better city?

**Double Your
Impact with
the Duthie
Pledge**

Until year-end, we have a match challenge in effect from the Duthie family for an additional \$500,000. If you make a donation or sign a pledge form between now and December 31st, your donation will be matched 100% by the Duthie family up to \$500,000. Consider purchasing a brick, joining the Education 100, sponsoring a bench, tree, garden, or building to show our community how important the botanical gardens are to you. Your generosity will be appreciated today and for years to come.

Kasey
Kasey Maier



Construction Update

BY CLINTON DECKARD, CONSTRUCTION MANAGER



Construction sitework continues to progress. The steep hillsides, drainage swales, and soil cap are being stabilized with grass. Many areas have been prepped and seeded in anticipation of landscaping to start this fall. The entrance drive leading to the back of the project is complete and is currently being used as a construction entrance to the future **Graeser Family Education Center** and **Mary Lee Duthie Gardens**.

- Final design of the building is complete.
- Foundations of the building have started.
- A series of 65' long steel tube piles have been driven through the trash beneath the site to the sands and gravels about 30' below Frankfort Avenue.
- Structural slab, framing, and geothermal wells will be constructed and added soon.
- Whittenberg Construction is overseeing the building project.

At this time, we are still on schedule to open in **October 2019**.



The Duthie Matching Grant

\$500,000 MATCHING GRANT

To date, **George Duthie** has donated \$1.2 million to Waterfront Botanical Gardens in memory of his late wife, **Mary Lee Duthie**, an avid gardener. In August, Mr. Duthie announced an additional \$500,000 match grant to help the progression of Phase 1 of the project. The match grant is open for the remainder of 2018, and will close on December 31st. The 1:1 match includes new donations and (signed) pledges to Waterfront Botanical Gardens. It does not include government funds.

To celebrate the family's commitment to the project, the plaza and gardens surrounding the Graeser Family Education Center will be named the Mary Lee Duthie Gardens. This will include water features, seating, a tree allée, and a Beargrass Creek overlook.

The Duthie family has stated that their hope is that their father's commitment will incentivize new donors to get "off the fence" and support our project. This grant and the funding match will help Waterfront Botanical Gardens in our efforts to raise the additional \$7.5 million needed to complete the entirety of Phase 1, which includes the Graeser Family Education Center, the Mary Lee Duthie Gardens, the Beargrass Creek Overlook, Tree Allée, greenhouse, workshop, and classroom.

We are honored to name these first gardens for Mary Lee Duthie. This is an amazing legacy for her, and the entire Duthie family.



Mary Lee Duthie Gardens



Avish Gardens

A GENEROUS OFFER

This summer, we announced a new partnership to use the gardens at the former Owsley Brown Frazier estate, **The Avish**, located just seven miles from the future Waterfront Botanical Gardens.

The new owners of the The Avish, Steve and Merry-Kay Poe, and WBG have developed a use agreement for Avish Gardens to begin immediately.

The 22-acre estate, built in 1910, boasts six to eight acres of gardens and greenhouses, including 20 kitchen garden beds, multiple flower beds, two greenhouses, and winter garden beds. These gardens flourished up until the time of Frazier's

death in 2012. The WBG staff and volunteers are working hard to clean and maintain the gardens to benefit future educational programs, events, and garden displays on our site.

Work began this summer, with Avish Gardens scheduled to open for educational programs Spring 2019. The facilities will benefit small groups of students and small adult events. Future programs being discussed include gardening, flower arranging, cooking, plein air painting, tree identification and tree walks, composting, seed starting, and more.

This new arrangement is made possible by the generosity of Steve and Merry-Kay Poe to further the mission of WBG.

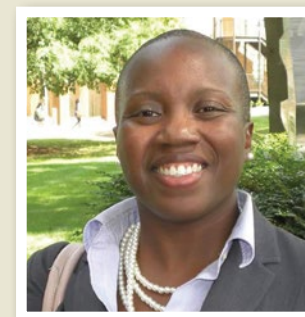
Thank you Steve and Merry-Kay Poe!



WELCOME NEW BOARD MEMBERS



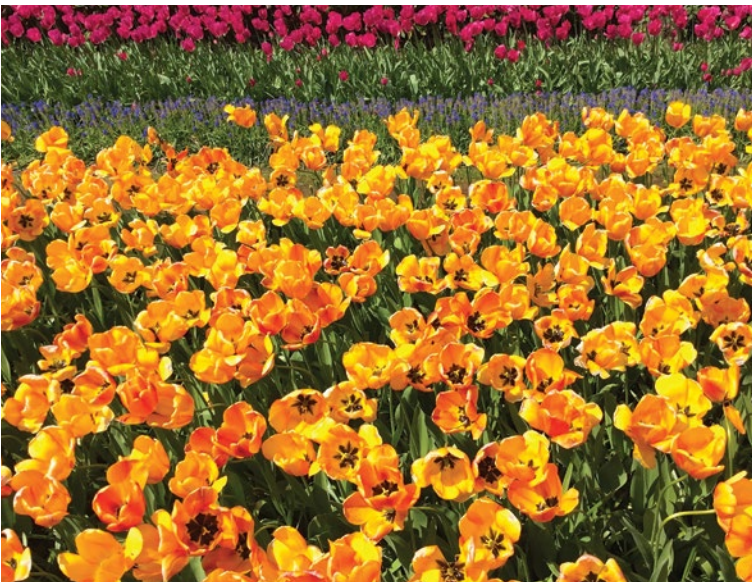
Merry-Kay Poe
President, Unbridled Films
Co-Owner, The Avish and
Avish Gardens
Louisville, KY



Kenisha Thompson
Gray Matter Strategy Consulting
Adjunct Professor, Simmons College
Louisville, KY



Gary Banet
Attorney
McNeely, Stephenson,
Thopy & Harrold
New Albany, IN



What is the most photographed garden on the planet?

If you answered Keukenhof you're correct. More photographs are taken at Keukenhof than any other location on earth and it's easy to see why.

Keukenhof is in Lisse, a town in South Holland, with a population of 23,000 people. The tulip bloom runs from late March through early May, and provides a significant annual economic stimulus to Lisse. The garden's primary focus — the blooming bulbs — draws an average of 1.5 million visitors to Holland annually. Only 20 percent of visitors are Dutch; 40 percent come from neighboring European countries and a growing numbers of Americans (10 percent) and Chinese (eight percent) visit the gardens annually.

Translated from Dutch, Keukenhof means “kitchen garden” and is also known as the “Garden of Europe.” It sits right in the middle of the Dutch dune and bulb region.

On a recent personal visit to Keukenhof, my partner and I were captivated by both its beauty and the speed by which this garden went from a powerful idea to an economic juggernaut.



To learn more: www.keukenhof.nl

 **Visit Keukenhof**

Tulip Mania

BY CHRIS PADGETT

at Keukenhof

79 ACRES / 7 MILLION BULBS / 1.5 MILLION VISITORS



In 1949, the mayor of Lisse convened representatives of Dutch tulip bulb companies and suggested the idea of the garden showcase for bulb flowers. The first garden show opened in 1950 with 236,000 visitors.

Tourists have been coming to Lisse to view the tulips ever since. In 2018, visitors from every country on earth – including approximately 150,000 Americans – experienced Keukenhof.

Annually, the gardeners at Keukenhof plant 7 million bulb flowers, the vast majority of which are tulips of every possible color combination and unique variety. The bulbs are dug up by order of the bulb companies and destroyed each year. This annual renewal paves the way for new bulbs to be planted and to bloom the following spring. Over 100 bulb companies use Keukenhof as their living bulb catalogue. Each bed has a small, discrete sign, that lists the name of the bulb and the grower, making it easy for a visitor to identify the name and origin.

While Keukenhof is a cathedral to the flowering bulb, visitors can also experience a Japanese garden, English landscape garden, a spring meadow, a natural garden, a historic garden, a garden maze, and seven inspiration gardens that are different each year.

For 2018, inspiration gardens included: Cupid's Garden, Holiday Romance Garden, Oriental Romance Garden, Rebel Garden (filled with the iconic German garden gnomes),

Delft Blue Garden (imagine a garden decorated with Dutch pottery), Hipster Garden, Tea Garden, and the Health Garden.

Visitors can expect plenty of amenities too: cafes, restaurant pavilions, and plenty of restrooms are available throughout the gardens and the place is relatively flat, making it easy for visitors with mobility challenges. Pavilions are named after members of the Dutch royal family and include numerous indoor flower shows – including cut flowers, unique house plants, and the largest indoor orchid show in Europe.

A visit to Keukenhof is educational too. Visitors learn that while the tulip has long been associated with Holland, the bulb originated in the Tian Shan mountain region of the Himalaya and came to Holland via Turkey in the 16th century, where sultans organized tulip parties each spring.

Did you know?

Striped tulips got their color from a virus transferred by aphids; this was discovered in 1931.

Keukenhof is the largest sculpture park in the Netherlands.



The first tulips appeared in Antwerp around 1560 and “Tulip Mania” reached its peak in Holland between 1634 and 1637 when one bulb could fetch more than a thousand guilders, more than the cost of a canal house in Amsterdam.

Tulip bulbs are big business to the Dutch economy. The Netherlands grows 4.2 million bulbs on over 58,000 acres annually and over half are exported. The country is the largest world exporter of flowers. Keukenhof is a model example of the economic power a well thought out garden can create for a community.



Make the most of your trip

There are numerous other botanical gardens worth a visit in the Netherlands. The *Hortus Botanicus* is one of the oldest in the world and is located in Amsterdam. For a list of all gardens throughout the Netherlands, visit www.botanischetuinen.nl/en

Go early and stay late.

Serious gardeners will need a full day to experience Keukehnof. The gardens are open from 8:00 a.m. to 7:30 p.m. local time.

For 2019, the theme is

“Flower Power” and will be the 69th opening to the public.

Visitors can purchase a **combination ticket**

at Schipol airport that includes roundtrip transport from Schipol to Keukenhof.

Visitors can bring luggage.

Some tourists choose to fly directly into the Schiphol airport and travel with their luggage to the gardens. Special **onsite lockers** are available to accommodate regulation sized luggage.

VISITOR TIPS

Recent Events



Gardens of the Bluegrass Garden Tour with Jon Carloftis



reGeneration Fair



Josh Shuck is awarded the **Cultivator Volunteer of the Year Award**



Prelude

Welcome Tyree Hughes

OUR NEWEST ADDITION | thughes@waterfrontgardens.org

Tyree Hughes is our new Manager of Finance and Operations. Most recently, Tyree was a Senior Assurance Associate at MCM CPAs and Advisors. In his new role, Tyree will be focused on all finance and operations for WBG, including but not limited to accounting, budgeting, financial forecasting, human resources, grants, pledges, cash flow related to operations and capital projects, and payroll.

Tyree is a native of Brentwood, NY and a graduate of West Virginia University. He has over 11 years experience in public accounting specializing in non-profit, manufacturing and real estate entities. He currently lives



in Jeffersonville, IN and is a volunteer with the YMCA Y-Now mentoring program for children with an incarcerated parent.

Tyree says, “Working for Waterfront Botanical Gardens will give me the opportunity to satisfy two of my passions: my accounting career and giving back to the community.”

“The Gardens are an asset for the region, providing opportunities for kids to engage with nature. In my volunteer work, I see that young people are out of touch with nature. The Botanical Gardens will get them excited about nature, plant life, and the benefits of the outdoors to our health.”

2018 DOT WADE

Volunteer of the Year Award

TAVIA CATHCART-BROWN

This year’s Dot Wade Volunteer of the Year Award was given to Tavia Cathcart-Brown. Tavia is a seasoned professional with almost two decades of experience in education, horticulture, conservation and community leadership. Since early 2008, Tavia has been the Executive Director of the 170-acre Creasey Mahan Nature Preserve in Goshen, Kentucky.

Tavia’s educational outreach includes a show that she proposed to Kentucky Educational Television (KET). She is the host, writer, garden consultant for the 90-minute feature-length show, “Kentucky’s Secret Gardens.”

Tavia has served on the Horticulture Committee for Waterfront Botanical Gardens since its inception in 2014. She has been the lead designer on the Education Gardens, which include the Pollinator Garden and Native Plant Garden, as well as designing other Phase 1 gardens. Tavia works closely with Bob Hill, Perkins+Will and Clinton

Deckard to plan the future gardens as well as their implementation schedule. Over the last few months she has helped WBG with volunteer days at Avish Gardens, and has written several articles for the WBG newsletter.

Tavia has given hundreds of volunteer hours to WBG’s current efforts and future gardens. Her spirit as a leader and a volunteer have kept us on track to become a world-class botanical garden.



About the VOTY Award

Dot Wade was a volunteer board member for Botanica Inc. for many years until her passing in 2015. Her spirit lives on through the amazing volunteers that keep this project moving forward.





Name Your Piece of the Gardens

With support from individuals in our community, the Waterfront Botanical Gardens vision is coming to life. Thanks to these generous donors, everyone will be attending programs, lectures, workshops, and more when the new Graeser Family Education Center opens next fall.

The opening of the Graeser Family Education Center will be a huge milestone for the Waterfront Botanical Gardens and is a highly-anticipated return on our community's investment. To date, we have raised **\$8.5 million** toward our Phase 1 goal of \$16 million. **To complete Phase 1, we need to raise an additional \$7.5 million.**

As you consider making an investment in the Waterfront Botanical Gardens, please keep our naming opportunities in mind. Naming a piece of the Gardens is a symbol that will inspire generations of Waterfront Botanical Gardens' future visitors. Our naming opportunities are also a beautiful way to memorialize a loved one.



PHASE 1 WILL INCLUDE:

- Graeser Family Education Center
- Mary Lee Duthie Gardens
- Pollinator Gardens
- Kentucky Native Gardens
- Edible Gardens
- Display Gardens
- Plaza
- Plaza Fountain
- Tree Allée
- Water Wall
- Beargrass Creek Overlook
- A Greenhouse, Workshop, and Classroom

WE NEED YOUR HELP!

Please contact **Elizabeth Chandler**:
 echandler@waterfrontgardens.org
 502-767-0531.

Time is running out to join the EDUCATION 100

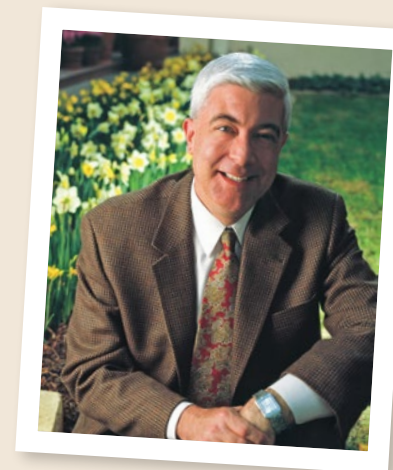
When the Graeser Family Education Center opens in the Fall of 2019, it will be supported by 100 columns. The columns are one of our many naming opportunities – **Education 100** – and will be one of the first places donors will be visually recognized. Only a few columns remain. The Education 100 opportunity will close December 31st. It is a \$10,000 commitment, which can be paid in a single payment or in \$2,500 installments over four years.

Even better, when you commit to the Education 100, your donation will be matched dollar for dollar as part of our Duthie Matching Challenge Grant!



We have several other beautiful naming opportunities in Phase 1, ranging from \$1,500 to \$1 million. Named gifts can be anonymous, in the donor's name, or can be in honor of, or memory of, others.

1. **Beargrass Creek Overlook**
2. **Greenhouse, Workshop, and Classroom**
3. **Education Plaza**
4. **Plaza Fountain**
5. **Water Wall**
6. **Covered Patio/Terrace**
7. **Pathway to Beargrass Creek**
8. **Tree Allée**
9. **Pollinator Gardens**
10. **Kentucky Native Gardens**
11. **Single Edible Garden Bed** (Large or Small)
12. **Benches around Plaza**
13. **Trees in the Tree Allée**
14. **Benches along pathway to Creek**
15. **Trees**



WATERFRONT BOTANICAL GARDENS 2018 Annual Meeting

Featuring **SPENCER CREWS**
Executive Director Emeritus - Advisor
 LAURITZEN GARDENS : Omaha, Nebraska

From the Ground Up

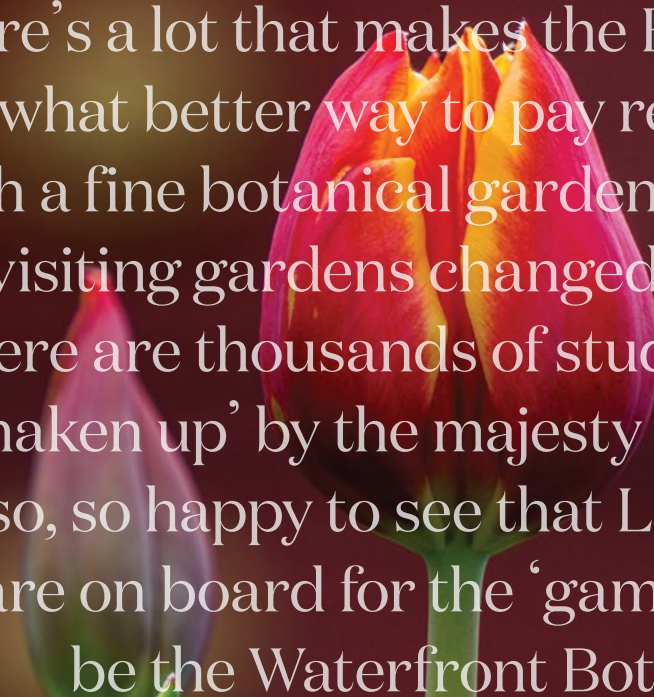
As a trained landscape architect and horticulturist, Spencer Crews used a hands-on approach to fundraising, master planning, garden design and construction of Omaha's new 100-acre botanical center resulting in more than \$70 million of capital investment in 15 short years. Although he was the first and only full-time employee when he began, Spencer grew Lauritzen Gardens to a staff of 70 with annual visitation exceeding 270,000.

Join us to hear about Spencer's successes and frustrations in building a botanical garden. The evening's program includes an update on the Waterfront Botanical Gardens project.

Thursday, November 1 - 6 p.m.

The Olmsted
 3701 Frankfort Ave
 Includes dinner and refreshments
 Waterfront Botanical Gardens members - FREE
 Guests - \$25

Tickets
waterfrontgardens.org



“ Bourbon, basketball, horses, hospitality...
There’s a lot that makes the Bluegrass State unique
and what better way to pay respect to our land than
with a fine botanical garden? When I was growing
up, visiting gardens changed my life, and right here
there are thousands of students who need to be
‘shaken up’ by the majesty of plants and nature.
I’m so, so happy to see that Louisville and Kentucky
are on board for the ‘game changer’ that will
be the Waterfront Botanical Gardens. ”

Jon Carloftis | Owner, Fine Gardens