

2023 JC Raulston Arboretum Annual Report

HORTICULTURE

- As of January 3, 2024, there are **8,993** unique taxa in the living collection (unique name + collection number).
- **1,594** new accessions for the year 2023.
- In 2023, we distributed **16,103** plants and seeds via sales, auctions, giveaways and individual distributions.
- Plant Introductions:

Cercis canadensis subsp. *texensis* 'NC2014-10' (Gilded Hearts)

Cercis 'NC2017-6' (Garden Gems Amethyst)

Cercis 'NC2017-8' (Garden Gems Amethyst Falls)

Cercis canadensis 'NC2014-5' (Garden Gems Emerald)

Prunus persica 'NC Peach-6' (Ruby Ruffle)

Ardisia japonica 'El Luchador'

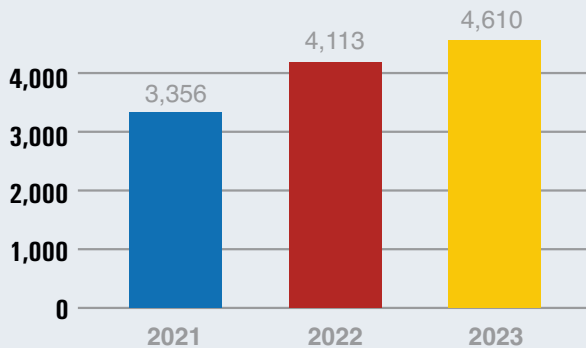
MEMBERSHIP

- Furthest away members:

To the west: **4,742** mi - Hawaii

To the east: **4,078** mi - Belgium

Total Number of Members



VOLUNTEERS

- **311** volunteers who recorded hours in 2023.
- **12,728** volunteer hours donated (15% increase over 2022). That is equivalent to six full-time positions!
- **\$402,714** the total value of volunteer hours based on \$31.64 per hour, the value of a volunteer hour in North Carolina.
- Time spent with each volunteer = priceless!

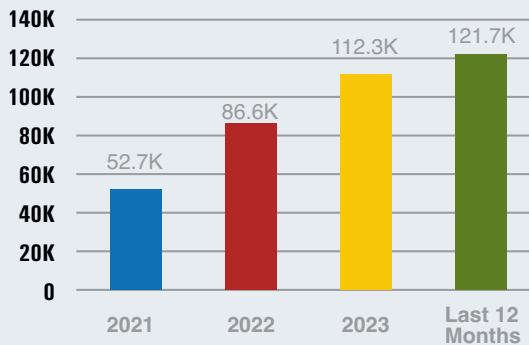
EDUCATION

- **205** Adult Programs offered and **123** Children's Programs offered for a total of **328** education programs.
- **10** recipes shared among participants in Bryce Lane's Monday evening classes — Yummy!
- **5** countries and **34** U.S. states represented in our live Midweek Programs audience.
- **6,371** participants have joined our live Midweek Program on Wednesday afternoons.
- **912** marigolds were dissected by third graders on a field trip.
- **17** U.S. states and the United Kingdom were represented at the 2023 Southeastern Plant Symposium.
- Wolfgang, the corpse flower, stunk up the JCRA in June of 2023.
 - **31,400** total views of the live feed of Wolfgang's opening.
 - **+8,300** total hours watched (we spent **346** days watching Wolfgang!!!).
 - The last date a visitor asked, "Where's Wolfgang?" Yesterday!
- YouTube
 - Our audience spent **33,500** hours watching our educational videos, and we gained **1,200** new subscribers in 2023.

VISITATION

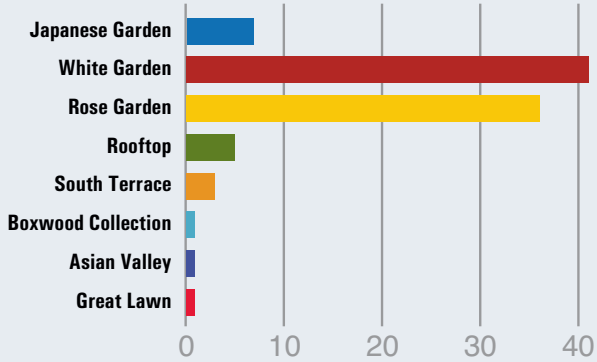
- Number of plastic bottles saved with our new bottle fillers:
 - Staff building — **2,936**
 - Ruby C. McSwain Education Center — **4,684**
 - Bobby G. Wilder Visitor Center — **2,759**
 - Total = **10,379**

Visitation Report



RENTALS

- Race for the most popular wedding venue was won by the White Garden in 2023 with **41** "I DO's" total. Rose Garden was a close second with **36** weddings. In total, there were **95** weddings in 2023.



EVENTS

• Moonlight in the Garden 2023

12,732 advance tickets sold.

9,664 cups of cider served = almost 6 bathtubs!

215 pounds of marshmallows roasted.

36 states that our ticket purchasers called home.

Furthest distance traveled:

To the west: **2,831** mi — Millbrae, California

To the east: **3,804** mi — Sturminster Marshall, U.K.

7 beautiful nights for the event.

The net income covered business operations, visitor services and NC State overhead and fees.

• Raulston Blooms 2023

1,522 folks came to celebrate spring.

600 Howling Cow Ice Cream cups enjoyed.

Below: Wolfgang, the corpse flower.

REVENUE FY23 - \$1,910,649

Endowment Earnings

4%

NC State

8%

Rentals

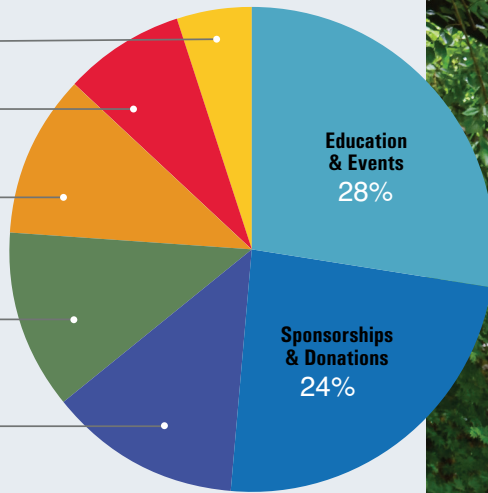
11%

Sales & Auctions

12%

Membership

13%



EXPENSES FY23 - \$1,777,887

Communications

1%

Staff Development

1%

Development

2%

Volunteer Services

3%

Research

3%

Business Operations

4%

Capital Expenditures & Facility

4%

Member Services

4%

NC State Overhead & Fees

5%

Visitor Services

6%

