

Horticulture Centre of the Pacific 2011 Annual Report

April 15, 2012



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PRESIDENT'S REPORT

It is my pleasure to present the 2011 Report of the Horticulture Centre of the Pacific. The report covers the many **challenges** encountered by the HCP Society which operates the Gardens and Woodlands at HCP and the Pacific Horticulture College. It summarizes the many accomplishments of the HCP Team, the Board, the Staff, our students, and our volunteers during an eventful year highlighted by the loss of our Glass House and the response to the **challenge** of building a better, more efficient structure in its place.

The fire and its aftermath dominated HCP operations throughout the year. It was quickly decided that the fire should be regarded not as a disaster, but as a unique opportunity for the HCP to construct a building which would accommodate everything that the Glass House had done, and more. We would build a multi purpose, all season, structure. Our business plan indicated that such a building would have a great earnings potential, a fact that has become increasingly important in the HCP's financial planning. The real spearhead to get the planning and construction of the replacement building underway was long time Board member, and former HCP President, Mel Couvelier. When we tragically lost Mel to a quick acting cancer in the Spring of 2011, the Board chose to honour Mel's huge contribution over many years by giving his name to our new building. We were pleased to receive permission from the Couvelier family to do so.

Planning and fundraising for the Couvelier Pavilion continued throughout the year. From the outset, we were told by our campaign experts that the HCP needed to be better known. Our Communications focus using our legal name, the Horticulture Centre of the Pacific, has been effectively emphasized in our fundraising campaign and in our dealings with Society members and the general public. We are still working with Saanich to have them replace the word "Glendale Gardens" on their signs with "Horticulture Centre of the Pacific". The change has generally been well received with many Society members welcoming the return to the older original name.

Fundraising for the Couvelier Pavilion has not been easy. With the passing of Mel, the job of Chairperson of the Capital Campaign Committee was done by two gifted individuals, first Joe Landon and then by Clive Tanner. Both men attracted to their committee a group of very talented persons with good connections throughout the community. They worked diligently throughout the year and registered considerable success in their efforts to raise funds. This was done in an economic climate where non profit organizations and charities are having great difficulty raising funds. Today we are close to reaching our goal, but we have had to reach this point by supplementing the generous donations we have received with a generous loan from the Municipality of Saanich. Ultimately any shortfall will have to be covered by a mortgage on the Couvelier Pavilion, a financial encumbrance which the Board strongly wishes to keep as low as possible. We are continuing to meet with potential donors. Our Business Plan for the new building gives us the confidence to borrow, but further financial donations will give the HCP a much more solid financial foundation as we build for the future.

Two individuals deserve special mention. Gordon Denford provided much valuable advice to both our Building and Capital Fundraising Committees, and Board member Brian Russell organized a most successful fundraising effort by local nurseries and related businesses. These two gentlemen excelled with their drive and determination to make our memorial to Mel Couvelier a reality.

It is vitally important that we build only what we can afford. Our architect and construction manager are working to strict spending limits. Ron Cox the Chairperson of our Building Committee has worked tirelessly with his Committee members to ensure that we have a building which will meet our requirements but which will also be affordable. Architect Christine Lintott and Denford Construction under the direction of the Committee continue to work together to this end.

The eclectic talents of HCP's Board of Directors were put to good use over the past year when challenges arose in almost every aspect of HCP operations. Responding to the fire, fundraising and becoming the clients for a building program, were all added to the normal responsibilities of the Board. Continuing the trend endorsed last year, the Board left most operational issues to the Executive Director and focussed increasingly on the Governance of the HCP. The major exception was the building program and the financing thereof. Board members were immensely helpful in this area. The HCP welcomed two new members to the Board who will be introduced at the AGM. I extend my personal thanks to each and every member of the Board for their support and hard work during a taxing year.

HCP Staff under the capable direction of Executive Director Roger Charles were placed under extraordinary pressures in 2011. And they really excelled. Not only did they have to work with the repercussions of the Glass House fire, which impacted on the duties of each and every staff member, they willingly took on added responsibilities. Our education program under the direction of Ann Drummond continued to expand and earn kudos, and our retail program skilfully managed by Jane Tice while not helped by rainfall on key sales days produced strong results especially on the weekends with special themes. Chris Murphy, Head Gardener, led a magnificent team of staff, students, and volunteers. They kept disruption to the garden to a minimum during the clean-up and early construction period indicating that they will be able to handle the inevitable tough times ahead while major construction takes place.

Volunteers continued to be the backbone to HCP activities. Words cannot adequately express my gratitude to this talented, hard working group which has provided such outstanding support to HCP operations. All 23 separate garden groups produced wonderful results which when put together earned the Gardens at HCP spectacular reviews. During the year we welcomed to appointment of our new volunteer coordinator (and HCP Office Manager) Amanda Price. Amanda played an important role in talks between the garden volunteers and HCP staff to solve a repeated problem of insufficient communication between the two groups. As we are entering a potentially difficult period of construction, it is essential that communications lines between them are open and that the volunteers are kept fully aware of developments which will impact on their gardens. The volunteers at Outerbridge also deserve kudos for their significant accomplishments in restoring the gardens to their past glory.

Special events at the HCP are important to our organization not only because of the funds they bring in, but also, and this is more important, because of the increased public profile they generate for the HCP. We were fortunate to have the direction and superb organizational abilities of Brian Groos for our annual Arts and Music in the Gardens. Last year's Arts and Music was an outstanding success and was attended by record crowds. The participants in the festival were unanimous in their praise for Brian. A new event, which I hope will become an annual occurrence, was the Harvest Festival. The HCP was transformed into a venue for goblins and scarecrows with magical cobwebs ready to catch the vampire bats. Great music and a small zoo added to the fun. Congratulations to our Director of Development Kari Frazer for her putting on this new event.

Kari Frazer also deserves a special word of thanks for the input she provided to our fundraising campaign. Her innovative ideas and her posters and other publications made a real difference as did her personal interventions with potential donors. Thank you Keri.

No HCP Annual Report would be complete without acknowledgement of the support extended to us by Saanich Mayor Frank Leonard and members of his Council. In 2011 in addition to approving an annual grant towards our base funding, Saanich approved a \$250,000 loan to assist us with the construction of the

Couvelier Pavilion. Council member Vicki Sanders whose help and advice is very much appreciated regularly attends our Board meetings. Thank you Saanich, and thank you Mayor Leonard and Council member Vicki.

Two further HCP activities need recognition. Nourish our garden bistro managed by Hayley Rosenberg continued to attract people to the gardens with its delicious, innovative menu in 2011. And secondly, on the Communications side our greatly enhanced website must be acknowledged. Kari Frazer and web master Brian Hollingshead have dramatically improved the HCP message.

We all have great reason to be proud of HCP accomplishments in 2011. My sincere thanks to all those involved.

Simon Wade
President

Executive Director's Report

The year 2011 was a year where the fire on February 16th required that our plans and priorities needed to be radically changed. The number one objective in 2011 was to raise funds to replace the infrastructure that was lost in the fire. The core priorities for 2011 were as follows:

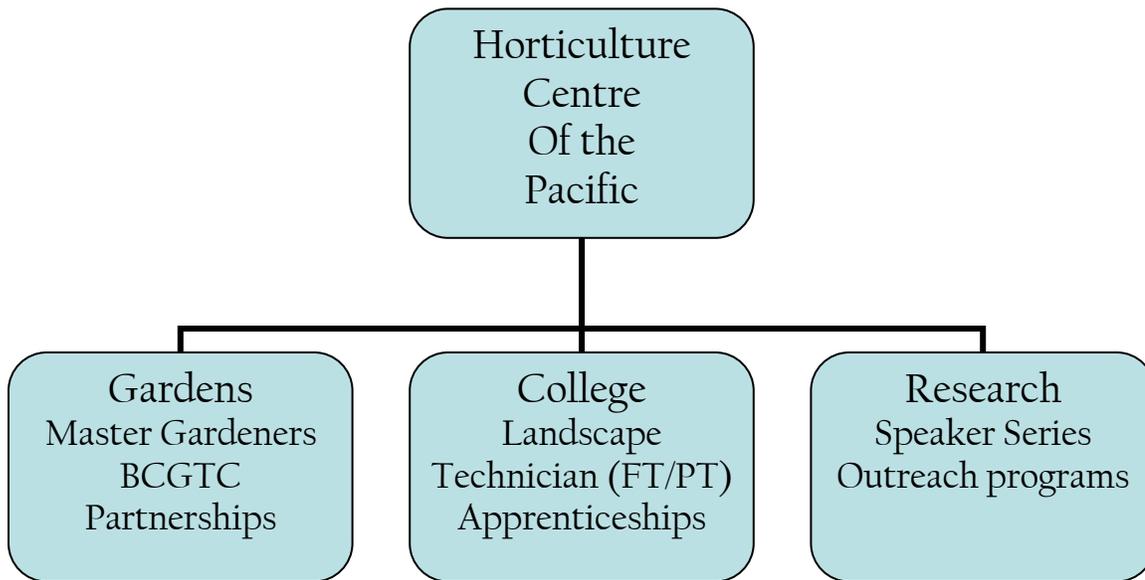
- Raise funds to replace the destroyed infrastructure
- Increased financial viability by growing revenue sources
- Increased income through existing and new education programs
- maximize the community education programs to provide greater financial contribution to the HCP operations
- Developed a new series of accredited programmes to be approved by the ITA

Thanks to the combined energies of the members, board directors, staff and volunteers, 2011 saw continued upgrades to the gardens, facilities, systems and educational programs at the HCP.

Financial Overview

The Treasurer will report the details of the finances. Due to the fire and subsequent costs of fund raising, our year end numbers are not where we would wish them. Nonetheless, our underlying revenues were largely on target and reflected an overall 14% increase.

General Overview



By comparison with many small not for profit organizations, the HCP is quite fortunate. Our revenue base is divided fairly evenly among education programs, general garden revenue from admissions and retail and our fund raising efforts, including the grant we receive from Saanich Council. By contrast, many non profits are heavily dependent on single source financing. It is important that we continue to maintain this balance.

Consequently, we have undertaken a series of initiatives to bolster these streams. We are members of the BC Garden Tourism Coalition. In cooperation with Butchart Gardens, Minter Gardens, Van Dusen Gardens and others we are developing a long term marketing plan to enhance the Gardens to potential customers.

In the college, we continue to expand our programs, including online and Apprenticeship Levels 3 & 4 programs.

To build our educational and marketing profile, we are developing a speaker series that brings in well known experts in gardens and food production. These speakers are being facilitated through the efforts of our partner organizations, including the University of Victoria and Van Dusen Gardens.

All these initiatives are designed to enhance the totality of the HCP rather than focusing on their individual elements.

Pacific Horticultural College

In 2011, the College at HCP became the second largest fully accredited horticulture training institute in the province, second only to Kwantlen University College. With full time, part time, online and apprenticeship level 3 programs, total student enrolment averaged 48-50 students.

To continue our growth, we are now looking at the possibility of running extension programs for the Landscape Technician program in Duncan for potential mid-island applicants.

Operational Overview

This year's accomplishments in the gardens include, but are by no means limited to

- a) New portable for the students
- b) New tool shed for the students
- c.) Clearing up the destroyed materials from the fire

- Gardens:
- a) ongoing rehabilitation of Outerbridge Park;
 - b) upgrading the restaurant ;
 - c) Ongoing improvements to the Urban garden;
 - d) Upgrading the lower vegetable garden

The ever active group of volunteers known as the "Construction Crew" which includes Resident Caretaker, Peter Rassenti achieved amazing results

New Gardens

We entered into an arrangement with the Vancouver Island Sculptor's Guild who have put their sculptures into the former Fuschia Gardens. We receive a percentage for any sculpture that is sold.

We have also entered into a similar arrangement with the Bonsai Society. Members of the Bonsai Society have been working with Bob Clark of the Takata Garden to ensure their trees are properly trained. We are supporting their initiative to substantially expand the Bonsai Garden.

Retail and Administration

Jane Tice and Amanda Price with the ongoing support of Jo Ann Braidwood very ably managed the Front Office, Gift Shop and all the multitude of events and weddings that took place over the last year. Their efforts resulted in all most all our areas of business, including weddings, showing revenue growth over 2010. Given that we did not have the Glass House during the summer months, this was a substantial achievement.

Membership and Fundraising

Under the drive of Kari Fraser, our Director of Development, we continued to raise significant funds. However, our core focus in 2011 has been in the replacement of the glass house. To that end a Campaign Committee was struck and has been seeking to raise \$2 million for the new building. The building is being named in honour of Mel Couvelier who passed away in 2011 and without whose efforts over 30 years, the HCP would not exist.. A Building Committee, led by Ron Cox, has focused on the core issues of the design and construction of the pavilion.

Summary Report on Outerbridge

Outerbridge park – 2011 Annual Report

History – The lands were acquired and gardens developed over many years by Mrs. Jo-Ann Outerbridge. The intent was to preserve the areas as a natural woodland and bird sanctuary. In 2005, the lands and gardens were acquired by the District of Saanich as a community park.

Outerbridge Park is a 3.8 hectare (9.39 acre) park within the Blenkinsop Local Area Plan and is located near the corner of Royal Oak Drive and Blenkinsop Roads. There is one entrance driveway at 1159 Royal Oak Drive and a pedestrian entrance off Blenkinsop Road.

In the spring of 2010, the Horticulture Centre of the Pacific entered into a 5-year agreement with the District of Saanich for the maintenance, operation and management of the park.

Operations – Saanich Parks retained responsibility for capital improvements and constructed the granular walkways and parking area in 2010. The HCP's intention is to restore the garden areas around the main pond while preserving most of the site as a natural woodland and bird sanctuary.

In the absence of routine maintenance, the park had been taken over by invasive species such as broom, blackberry and English ivy. In addition, a wide variety of perennial weeds and trees including poison hemlock, buttercup, thistle, alder and red osier dogwood had infested the park and garden area.

The Volunteers – Work at the park was initiated on May 13, 2010. We continue to meet on Thursday mornings from 9:00 until noon. In 2011, we had approximately 15 volunteers who contributed almost 1700 hours of work. The park has seen dramatic improvement over the last two years thanks to the hard work and ongoing commitment of our volunteers.

Priority over the last two years was given to the removal of invasives throughout the park and garden area. I am pleased to say that, with a few exceptions, these plants are now under control. By the end of 2011, all of the beds in the garden area had been cleared repeatedly of weeds and invasives and the beds are now covered with leaf mulch.

The Barn – Over the last two years, four volunteers have been converting an old horse barn into a meeting place to start work and have coffee. There is a convenient vehicle access to this area off Blenkinsop Road. In 2010, we hired an architect to prepare a renovation plan for the barn. Since then, a wood floor has been installed as well as electrical rough-in for lighting and heating. In addition, the building has been insulated, dry-walled and new windows and doors installed. The outside of the barn has been covered with board and batten siding. The construction crew also removed an old uninhabitable washroom building near the Royal Oak entrance to the park.

The Future – We will continue our work on the barn with interior and exterior painting and installation of an overhang over the front entrance. We are investigating the installation of an irrigation system for the garden area. There is presently no water service. We will also initiate some planting in the garden area and development of a Garry Oak meadow in an open area of the park.

Conclusion – In conclusion, I would like to recognize the tremendous amount of work accomplished by our loyal volunteers. On a sad note, I would like to thank Trevor Jones who is retiring from our construction crew. Trevor has been a great asset in managing the activities associated with the barn renovation.

Roger Charles, our Executive Director, has been a great help in providing his support and administrative assistance.

Submitted by Dave De Shane

HCP gratefully recognizes and thanks our 2011 Donors

Music Event

Capital Regional District Arts Fund

Building Fund (*applied to the Couvelier Building Campaign*)

Estate of the Late Mel Couvelier

Gabel, Gail and John

Hardy, Laurie and Bruce

Lawson, Signy and Doug

College Awards, Bursaries & Equipment

BC Council of Garden Clubs

Chapman, Laura and Drummond, Anne

Cote, Michelle

Drewry, Joanna and Senkler, Rick

Duncan, Gillian

Maycock, Jason and Carrie

McGuire, Teresa and Fielding, Thomas

Sooke Garden Club

Szlanko, Irene and Zoli

Vancouver Island Heather Society, Doreen Wheeldon

Victoria Foundation

Victoria Horticultural Society

Western Garden Club

Conservation Area

Evergreen

Victoria Real Estate Board

Couvelier Pavilion Campaign

Anderson, Anne and Patrick

Andrew, Evelyn and George

Association Of Former MLA's Of BC

Atley, Josanne

Austin, Sylvia

Baldwin, Daphne

Barton, John

Bateman, Keith and Jean

Bigelow, Elizabeth

Birkenhead, G.F. and M.M.

Bond, Jane

Bonnett, Penelope and Daniel, Betty

Bray, Paul

Brealey, Sue

Brethour, Denise and Ian
Brett, Robert and Mary
Broadland, Robert
Burch, Thomas and Karen
Campagnola, Iona
Carfra, Pat and Jim
Chapman, Laura and Drummond, Anne
Charles, Roger
Cherney, Bernice
Couvelier, Rod
Crofton, Patrick and Patricia
Croger, Pamela
Crowe, Marnie
Cubbon, Alison
Currie, Ralph and Carol
David and Dorothy Lam Foundation
Davis, Gail
Dawson, Shirley
Dennison, Christine
Dixon, Yvonne and Keith
Doetsch, Margaret and Karl
Drewry, Joanna and Senkler, Rick
Edwards, Dr. Don and Heather
Estate of Enid Herbert
Faris, Don and Dawn
Fastrac Mail Services Ltd.
Fatt, Dick and Phyllis
Ford, Faye
Fowlow, Norman and Aline
Gamble, Elfie
Gareau, Ginny and Paul
Gatzke, Avald and Beryl
Gilbert, Ian and Dorothy
Glenwright, Ruth
Gordon Head Garden Club
Gordon, Bill and Betty
Gross, Alice
Hardy, Laurie and Bruce
Harman, Sara
Harvey, Joe and Linda
Hayes, Hubert F. and Shirley
Hays, Meryle
Heffelfinger, George
Hemming, Jan and Doug
Hooper, Mary and Bob
Humphrey, Greg and Cheong, Tony
Irons, Lynne

Irving, Robert and Arden
Irwin, Morris and Elfriede
Ives, Elizabeth J.
Izard, Ian and Daphne
Jakimchuk, R.D.
Jawl, Kamel and Mindy
Jenner, Edith Jenny
Joerin, Charles
Johnson, Patricia and John
Jones, Trevor and Isabelle
Kasting, Ursula
Kempster, Bill
Kennedy, Ron and Anne
Kidd, Elizabeth and David
Lane, Helen T.
Lawson, Signy and Doug
Leeming, David and Yvonne
LeFrank, Deborah
Lemire-Elmore, Louise and Bruce
Littlepage, Ruby and Jack
Lobb, D. E.
MacAlister, Doreen
Macdonald, Heather
Macleod, Mel and Judi
Magee, Mary and Bill
Mair, Margaret and Ian
Masters, Carol
Mazerolle, Shurly
McCloy, Lorraine
McCuaig, Margaret and Burns, Susan
McCutcheon, Brian and Joanne
McFarlane, Norman and Maria
McKay, Laurie
McKivett, Paul and Alynn
McLellan, Jack
McNally-Dawes, Pat
McNeil-Smith, Daphne and Cliff
Meek, Cicily and Spriggs, Bill
Moriarity, Fran
Morrison Morgan, Bridey and Morgan, Laurie Moulton, Richard and Sheila
Munro, Nancy and Ross
Nemeth, Joyce
O'Brien, Maureen
Palin, Jane and Jeremy
Payne, Ken and Marjorie
Pelter, John Alvin
Petch, Linda and Howard

Piper, Dale and Roger
Pollock, Ronald and Mary
Porter, Virginia and Byers, Joan
Puetter, Julie & Juergen
Rainsberry, Myrna
Rankin, Diane
Rauch, Lynne
Reid, JoAnn
Renfroe, Janet and David
Richer, Carole
Robertson, Gail
Robinson, Leslie and Rob
Rosedeer Strategies Inc
Rosko, Marie
Rowbottom, Betty
Rowe, Brian and Duguid, Glenna
Rubingh, Ties and Anneke
Russell Family
Russell, Brian
Russell, Charline
Saanich Firefighters Charitable Foundation
Sakon, Carol
Sanders, Vicki
Saunders, Elsie
Scallon, Louise
Schau, Dr. and Mrs. M.
Scott, Florence
Scott-Moncrieff, Patti
Shorting, Allen
Simmons, Geoffrey
Sinclair, Pam
Sinclair, Rone and Bernard
Stephens, Hugh and Catherine
Stricker, Judith
Sutherland, Dawn
Tandberg, Beverly
Tanner, Christine and Clive
Taylor, Richard and Patrice
Ten Thousand Villages
The Gwyn Morgan & Patricia Trottier Foundation
Tucker, John and St. Peter, Christine
Van Cruyningen, Jan and Dina
Van Eerden, Audrey
Van Eerden, Evert
Vancouver Island Heather Society, Doreen Wheeldon
Vantreight, Jean
Victoria A. M. Association

Victoria Airport Authority
Victoria Airport Authority Board Of Directors
Victoria Cactus and Succulent Society
Victoria Chrysanthemum Society
Victoria Foundation
Victoria Garden Sprinkler Co Ltd
Victoria Lily Society
Victoria Master Gardener Association
View Royal Garden Club
Wade, Simon and Mariev
Waelti-Walters, Dr. Jennifer
Walker, Angela and Keith
Walsh, Hope and Arich, Gord
Wanless, Jocelyn
Ward, Byrl
Weesjes, Evelyn
Weyant, Robert and Hanen, Marsha
Wille, Frank and Vera
Wilson, David
Yeoman, Andrew
Yole, Ray and Eileen
Young, Dr. R.N.
Young, Joe and Meralin
Younghusband, Glen
Zurawski, Cheryl

Fire Fund (*applied to Couvelier Pavilion Campaign*)

Brett, Robert
Butler Brothers Supplies Ltd
Cook, Brenda
Cottell, Phil and Donna
Drever, Kathy
Faris, Don and Dawn
Hardy Plant Group, Michael Warren
Harrison, Robert
Kakoske, Darlene
Mair, Margaret and Ian
Morgan, John and Fournier, Louise
Norrie, Keri
Pearce, Mia
Raschke, Sigrid
Repp, Larry
Robertson, Wayne
Rogers, June
Seaborne, Katherine
Shaw, Mary-Jane

Sinclair, Rone and Bernard
South, Joan
Squance, Maria and David
Stafford, Trish
Turner, Camilla
Wilson, Karen

Garden Development (various gardens & operations)

BC Hydro
Gareau, Ginny and Paul
Masters, Carol
McMullan, Tricia
Mooney, Rafe
Morrison Morgan, Bridey and Morgan, Laurie
Native Plant Study Group
Prestwich, Leanne
Robertson, Pat and Wayne
Salton, Mark
The Victoria Rhododendron Society
Victoria Foundation Donors
Victoria Horticultural Society
Anonymous x 25

Infrastructure Fund

Halton, Chris
McMullan, Tricia
Thrifty Foods

Monthly Donors “Perennial” Club

Bailey, Nancy
Brealey, Sue
Bridson, George
Bryan, Frances
Cox, Ron and Suzuki, Beverly
Davis, Elisabeth
Dickin, Carol and Tidmarsh, Gordon
Dillon, Elizabeth and Goodey, Joyce
Ellis, James and Beatrice
Fairhurst, Beverley
Gareau, Ginny and Paul
Gordon, Audra and Dwayne
Halton, Chris
Joerin, Charles
Kingham, Norma
Machin, Geoffrey and Ann
Masters, Carol

Matsuo, Bob and Hilda
McMullan, Tricia
Raschke, Vera
Squance, Maria and David
Wallace, Mrs. Lois
Watkins, Pauline
Wright, Susan

Rotunda Furniture Campaign

Biggs, Laura
Bourne, Dino and Maria
Edgar, Ruth
Frazer, Kari
MacVane, Walter Tyrrell
Mcintyre, Trevor and Denman, Ruth
Mead-Robins, Sandra
Nicoll, Dory and Dale
Read, Mary Jo
Thrifty Foods Smile Card Program
Woods, Kathleen and Derick

Takata Garden Fund

Faris, Don and Dawn
Flaherty, David H.
Palin, Jane and Jeremy
Payne, Ken and Marjorie
Rozenboom, Marjorie and Gerrit
Simmons, James and Shizue
Wanless, Jocelyn

2011 Audited Financial Statments