



**ROYAL
BOTANICAL
GARDENS**
www.rbg.ca



**Presentation to City of Hamilton
General Issues Committee – Oct 19/16**



What is Royal Botanical Gardens?

- Canada's largest botanical garden on the basis of the size of lands: 1,100 hectares or 11 square km
- RBG manages 30 km of Lake Ontario shoreline
- A national historic site and part of a UNESCO World Biosphere Reserve
- 27 kilometres of nature trails that are home to over 50 species at risk as well as the largest concentration of plant species in Canada – Biodiversity Hotspot

Royal Botanical Gardens: 2015

Nature Sanctuaries

Escarpment Properties

Hendrie/Grindstone

Cootes Paradise

Burlington

Dundas

Formal Gardens

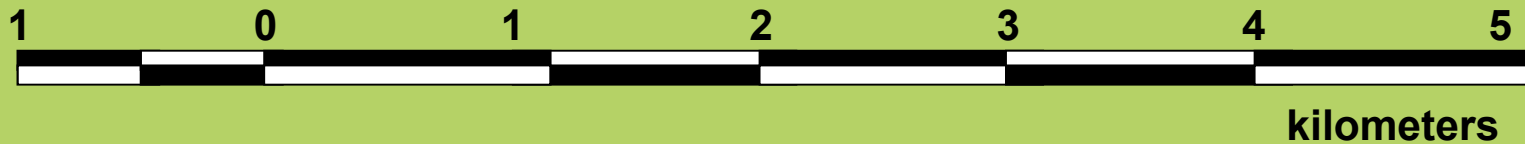
Hendrie Park

Laking Garden

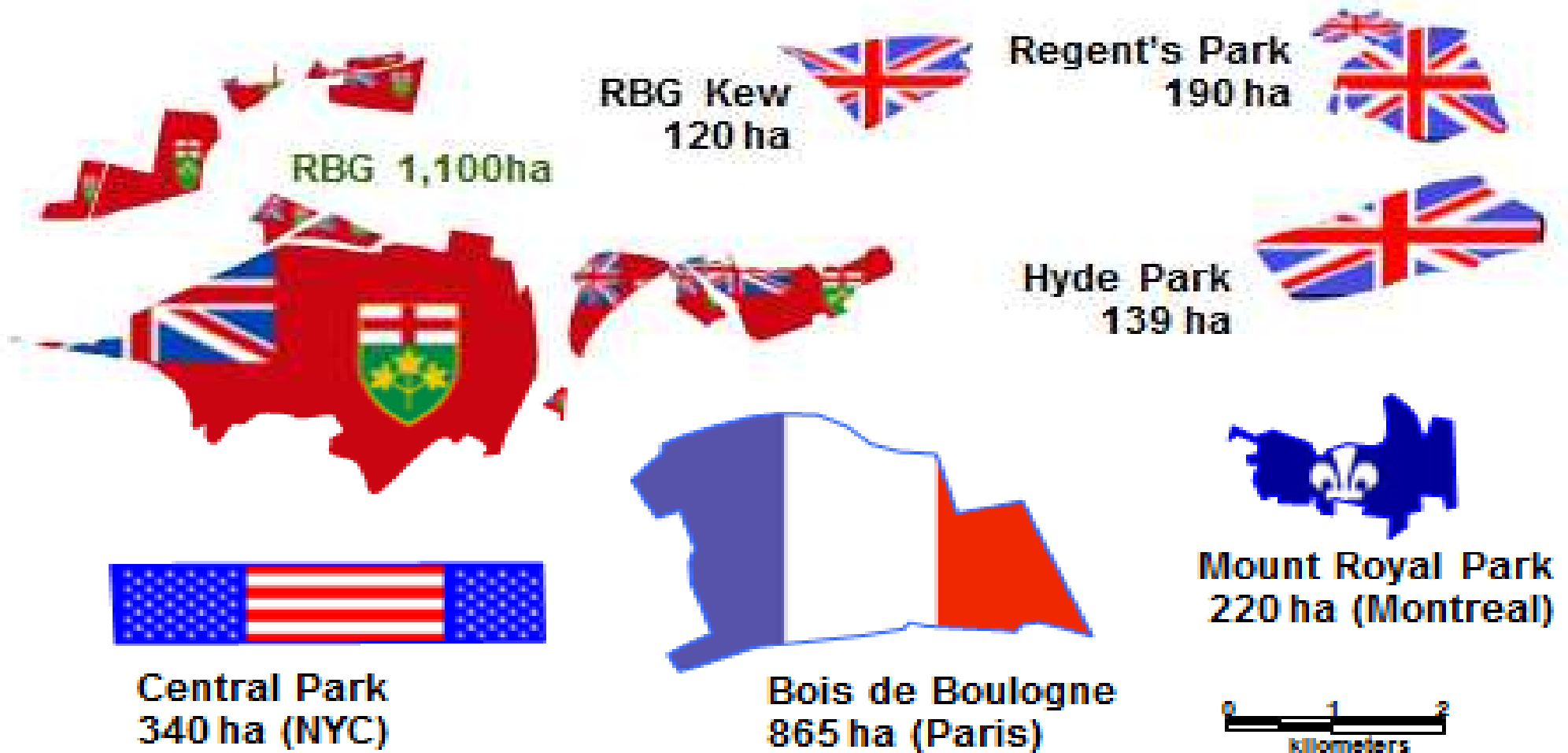
Rock Garden

The Arboretum

Hamilton



Large Urban Parks





Protecting Nature Right in Our City

- RBG works with other agencies in the immediate area that also own green space to better protect ecological corridors, preserve and restore nature, and plan for sustainable recreation
- Now called the Cootes to Escarpment EcoPark System, this area will maintain the only corridor of natural lands from Hamilton Harbour to the Niagara Escarpment

Cootes to Escarpment EcoPark System Vision Map



Produced by Natural Resources Canada in cooperation with the City of Hamilton

- Legend:**
- EcoPark Land Boundaries
 - Steepness Lands
 - Hydro Corridors
 - Water Bodies
 - Roads
 - Rail Lines
 - Hiking Trails



Location of the Cootes to Escarpment EcoPark System within the Greater Hamilton Area

Vision

Our vision for the Cootes to Escarpment EcoPark System is that it will be known internationally as a protected, permanent and connected natural lands sanctuary from the Harbour to the Escarpment that promotes ecosystem and human health within Ontario's Greenbelt.



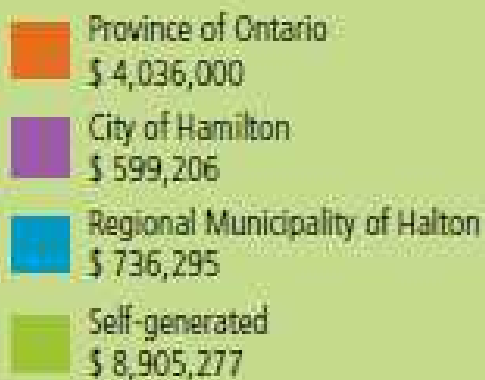
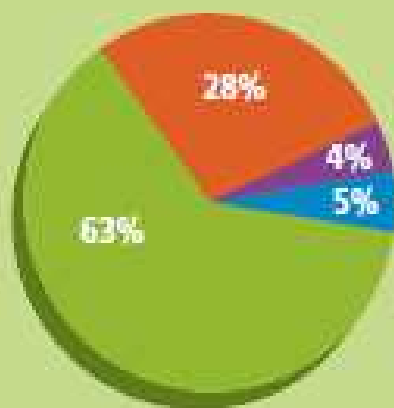
cootestoescarpment.ca



Our People

- Royal Botanical Gardens employs a strong and dedicated workforce that affects positive change in the Hamilton Community
- EMPLOYEES
 - Spring and summer: 82 full-time, 175 part-time
 - Shoulder season: 82 full-time, 48 part-time
- VOLUNTEERS
 - The Auxiliary of Royal Botanical Gardens' 325 members dedicated 39,000 hours of volunteer service in 2015.

REVENUE



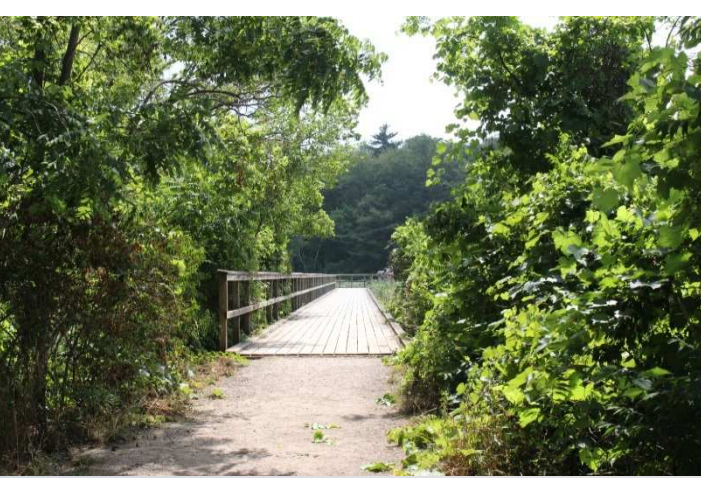
- RBG generates roughly 63 per cent of its annual revenue through admissions, memberships, donations, fundraising and government grants
- 37 per cent of RBG revenue comes from the support of the Provincial and municipal governments

2015:

- | | |
|-----------------------------------|--------------|
| • Province of Ontario | \$ 4,036,000 |
| • City of Hamilton | \$ 599,206 |
| • Regional Municipality of Halton | \$ 736,295 |
| • Self-generated | \$ 8,905,277 |
| • 2015 revenues totaled | \$14,276,778 |



Operations - Revenue



Membership

- Total membership for 2015 was 8,603 memberships representing an estimated 16,316 members.
- Renewal retention remained strong with an 81% retention rate and annual revenues exceeded \$740,000.



2015 Annual Visitation

- Paid visitation 263,145
- Estimate of trail users 250,000
- Total visitation 513,145
- Using the Ministry of Tourism, Culture & Sport's Tourism Regional Economic Impact Model (TREIM) RBG visitors generate \$35,661,500 in spending in the Hamilton Region.
- TREIM is the industry standard for assessing investments in Tourism projects in Ontario



2015 Visitor Origin

- Paid visitation 263,145
- Estimate of trail users 250,000
- Total visitation 513,145
- 90% of visitation comes from people who live less than 40km from RBG
- Of the estimated 460,000 local visitors/users of RBG Natural Lands, 60% or 276,000 are from Hamilton.

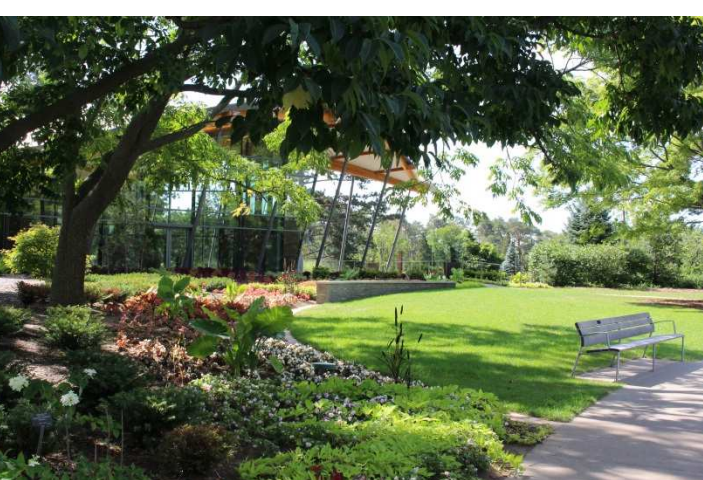


Visitor Economic Impact

In 2015 RBG Visitation alone generated:

- \$35,661,500 in visitor spending in Hamilton
- \$15.1 million in Labour income in Hamilton
- 404 jobs in Hamilton area
- \$11.8 in total taxes to all levels of government
- \$23.1 million in total GDP impact in Hamilton

Source: MTCS TREIM Model



Impact of Rock Garden Rejuvenation

The \$20 million Capital Investment in the Rock Garden renovation, generated a further economic impact of:

- \$14.6 million in Labour Income
- 206 Jobs
- \$7.7 million in tax revenues for all Governments
- \$19.4 million in GDP

Source: MTCS TREIM Model



Teaching the Importance of Biodiversity

- Education touches all parts of Royal Botanical Gardens.
- We work hard to bring people of all ages in contact with nature and have that connection last for the rest of their lives.
- 15,000 school children attend educational programs each year.
- 2,100 kids per year attend RBG Camps
- 2,000 attend youth programs at RBG



A Community Steward

- Through the Green Angels Fund, RBG aims to ensure that all children, regardless of their financial situation, have the opportunity to fall in love with nature
- Green Angels subsidized in 2015
 - 81 kids for educational programs
 - 42 school groups
 - 34 camp programs
 - 1,189 children and youth

Environmental Benefits

As a member of the American Public Gardens Association RBG works with other industry professionals to advance the following sustainability impacts:

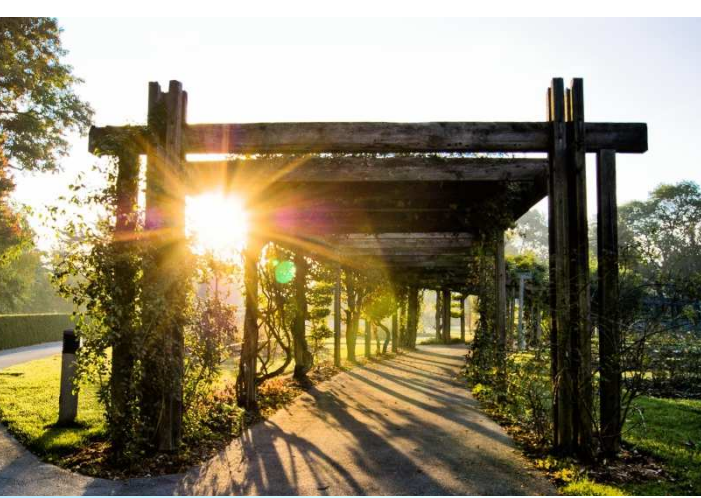
Air quality improvements from green space.

Water quality improvements via marshland conservation.

Storm water management for flood control.

Plant bio-diversity





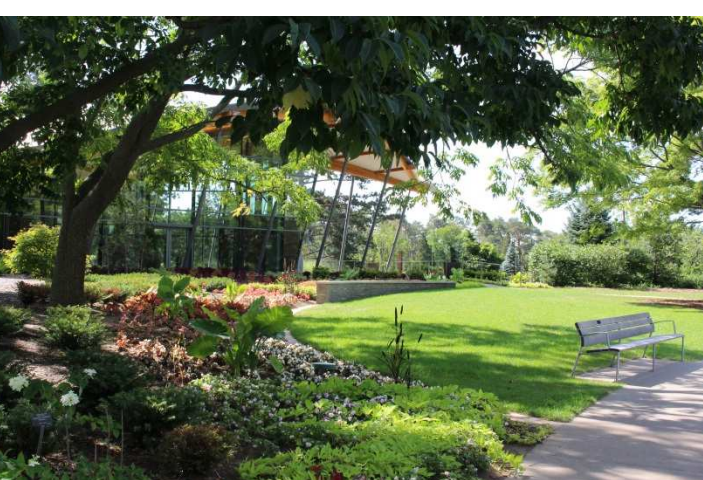
Quality of Life Benefits

- Green spaces improve property value
 - There is a significant link between the value and access to nature.
- Health and Wellness
 - Recreation opportunities and green space improve overall community health and wellness.
- Employment Attraction
 - People want to work in cities with good access to outdoor recreation.



Investment Attraction

- **Hamilton Waterfront Development**
 - RBG is linked to the promotional story of Hamilton Waterfront development
- **Green spaces renew business districts.**
 - Greening of business districts increases community pride and positive perception of an area, drawing customers to the businesses - Westdale
- **Employment and tourism boost**
 - Jobs and tourism dollars are generated from visitors from parks, gardens and natural lands.



Conclusion

- RBG Grows the economy of Hamilton by:
 - Creating Jobs
 - Generating tax revenues needed to fund community infrastructure expansion.
 - Improving the Quality of Life of local residents.
 - Supporting key Hamilton economic development objectives and strategies.

RBG operations align perfectly with the City's vision "to be the best place to raise a child and age successfully"



Thank you for your time



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