

University of Alberta Devonian Botanic Garden

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What is it about Gardens?

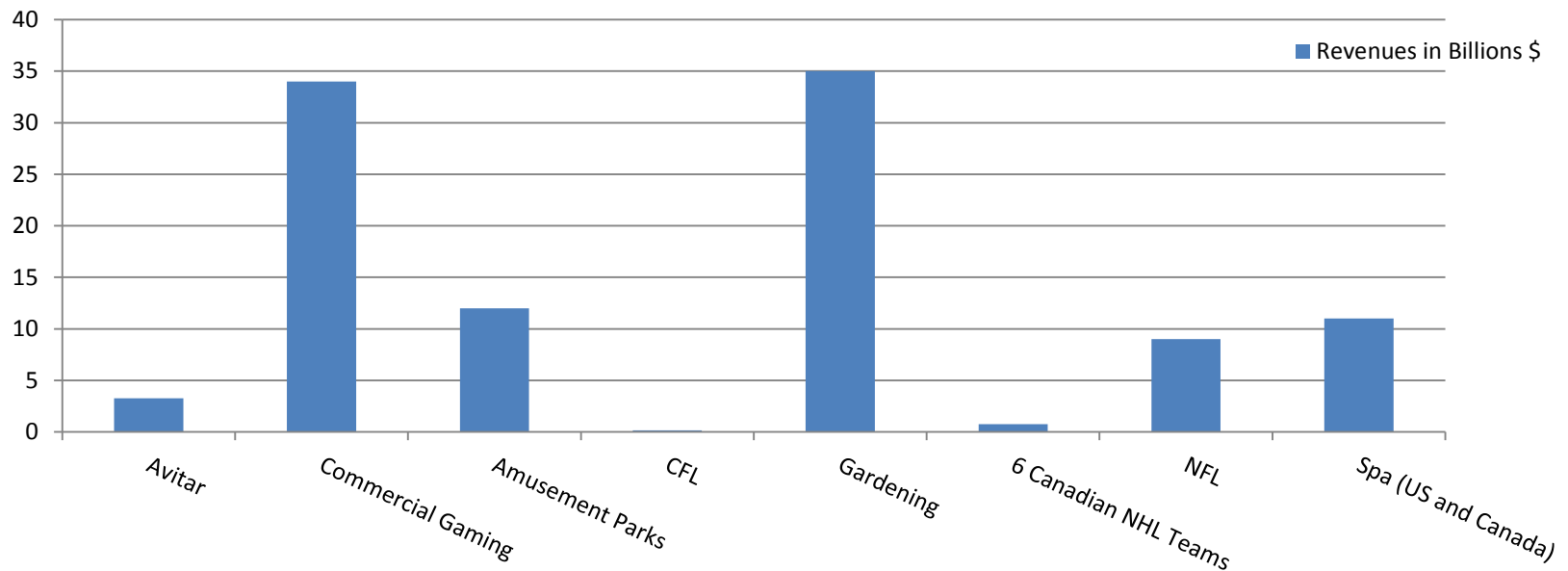
- 8,000,000 people in Canada are gardeners
- Each year 4,000,000 visit a Botanic Garden or a Show Garden in Canada.
- More men than women garden
- And gardeners spend money on their hobby – lots of it.



What is it about Gardens?

- Studies have shown a continually increasing interest in gardening as a hobby.
- In North America, more is spent on gardening than:

Gardening revenues vs. Other leisure activities.



Devonian Botanic Garden – in brief

- Attract 60,000 visitors/year
- Located in Parkland County
11 km south of Yellowhead Trail
on Highway 60
- 110 acres - natural forest
- 80 acres of formal gardens
- 11,000 named plants, show
houses, pavilions
- Education, research,
community outreach



DBG – Our Guiding Principles

- To inspire the human spirit through the beauty and tranquility of a Northern Garden
- To support environmental research and collections
- To maintain vibrant education programs
- To engage and connect communities



Education at the Garden

- For all ages
- Ecological Learning for children
- Lifelong learning for adults
- Renowned Master Gardener program
- Out-of-doors experiential education for elementary through post secondary students.



Education at the Garden – Green School

- An award winning program
- Over 600 elementary students spend an entire week at the Garden as part of their curriculum
- Nature deprivation
- Environmental stewardship
- Ecology, biodiversity, reflection, experience



Education at the Garden – Kids in the Garden

- Hands-on environmental education
- Trained interpreters = education and fun
- Wetland Wonders, Going Buggy, Kids & Critters, Plants & People, Trees & Forests, Wildlife Alberta, Conserving Biodiversity, Aquatic/Terrestrial Studies, Garden Tour
- Programs for Grades 1 to 12



Education at the Garden – Master Gardener

- Intensive 8-month gardening program
- Attracts professionals within gardening-horticulture industry as well as serious amateur gardeners
- One of Canada's most-recognized Master Gardener programs



Education at the Garden

- Students of all ages join us for classes all year
- Perennials, pruning, annuals, landscape design – many focused garden related classes
- Photography, painting, sculpture – many arts and creative courses
- Yoga, qigong, health and healing
- Family programs, summer camps and more



Education at the Garden - Challenges



- Programs such as Green School and Kids in the Garden are oversubscribed
- Adult programs such as the Master Gardener program are oversubscribed
- Current facilities limit any further expansion of our popular educational programs

Research at the Garden

- The word “botanic” in our name indicates a strong research program –
 - We are more than just a show garden
 - Important research projects involve researchers from Environmental Sciences, Forestry, Recreation & Leisure, Arts, Horticulture and more

There is much important work going on behind the scenes.



Recent Research Activity at the DBG

- **Bryophyte Diversity and Herbarium** (Dr. Rene' Belland, U of A)
- **Micro-fungal Research and Collection** (Ms. Lynne Siegler, U of A)
- **Oil Sands Wetland Reclamation plants** (Dr. Lee Foote, U of A)
- **Islamic Music and Performance Arts** (Dr. Regula Quereshi, U of A)
- **Culture and History of Islamic Gardens** (Dr. Hussein Keshani, UBC)
- **Bat and Amphibian sound monitoring trials** (Dr. Brian Eaton, Alberta Innovates)
- **Seed Collection and Transfers** (Dr. Michael Rawson Clarke, Private Consulting)
- **Small Plot Forest Fire Behavior** (Dr. Soung Ryu, U of A)
- **Social Dimensions of Garden Visits** (Dr. Liz Halpenny, U of A)
- **Outdoor Education** (Ms. Emma Gilbertson & Antonella Bell, Royal Rhodes, U of A)



Research at the Garden - Challenges

- Current research facilities are inadequate and are sadly outdated
- Lab space, sample storage, and office space are all insufficient to support the expansion of key research programs

Community Outreach at the Garden

- The DBG offers unique facilities and venues for a wide range of events that attract visitors from across Alberta's Capital Region and beyond.



Community Outreach at the Garden

- The DBG attracts over 60,000 visitors each year
- Who visits us? Families, couples, tourists, students, gardeners and horticulturalists, artists, performers, teachers, seniors – the list is long



Community Outreach at the Garden

- Unique festivals attract visitors to Parkland throughout the year



Community Outreach at the Garden



Community Outreach – Challenges

- Special events are often sold out
- Event facilities are booked far in advance and we cannot meet demand
- Event attendance cannot increase due to restricted facilities – insufficient rain-out shelter, insufficient and difficult-to-access facilities

The Future at the Garden

- Most visitors to the Botanic Gardens travel 80 km or less to visit
- Edmonton Census Metropolitan Area (includes Parkland, Strathcona, Sturgeon and Leduc Counties, St Albert, Spruce Grove, Ft Saskatchewan, Stony Plain, Devon, Morinville, Beaumont – 2011 Census)

1,159,869 people

We want them all to visit us!

The Future at the Garden

- Current and planned attractions will attract not just residents of the Capital Region, but will attract visitors from across the province, country and world!
- Ideal location close to airport and only 20 minutes from Edmonton



The Future at the Garden

- We offer a truly unique visitor experience
- We will market the DBG to a wide audience of tourists and visitors to the area
- As we grow, we will provide attractions in Parkland County not found anywhere else in AB or Western Canada
- By 2017 we expect to bring **200,000 visitors** to the DBG each year.

What's new at the Garden?

- Islamic Garden
 - A gift of His Highness the Aga Khan
 - This 9-acre garden will add greatly to current attractions
 - Will be one of the world's most northerly Islamic Gardens



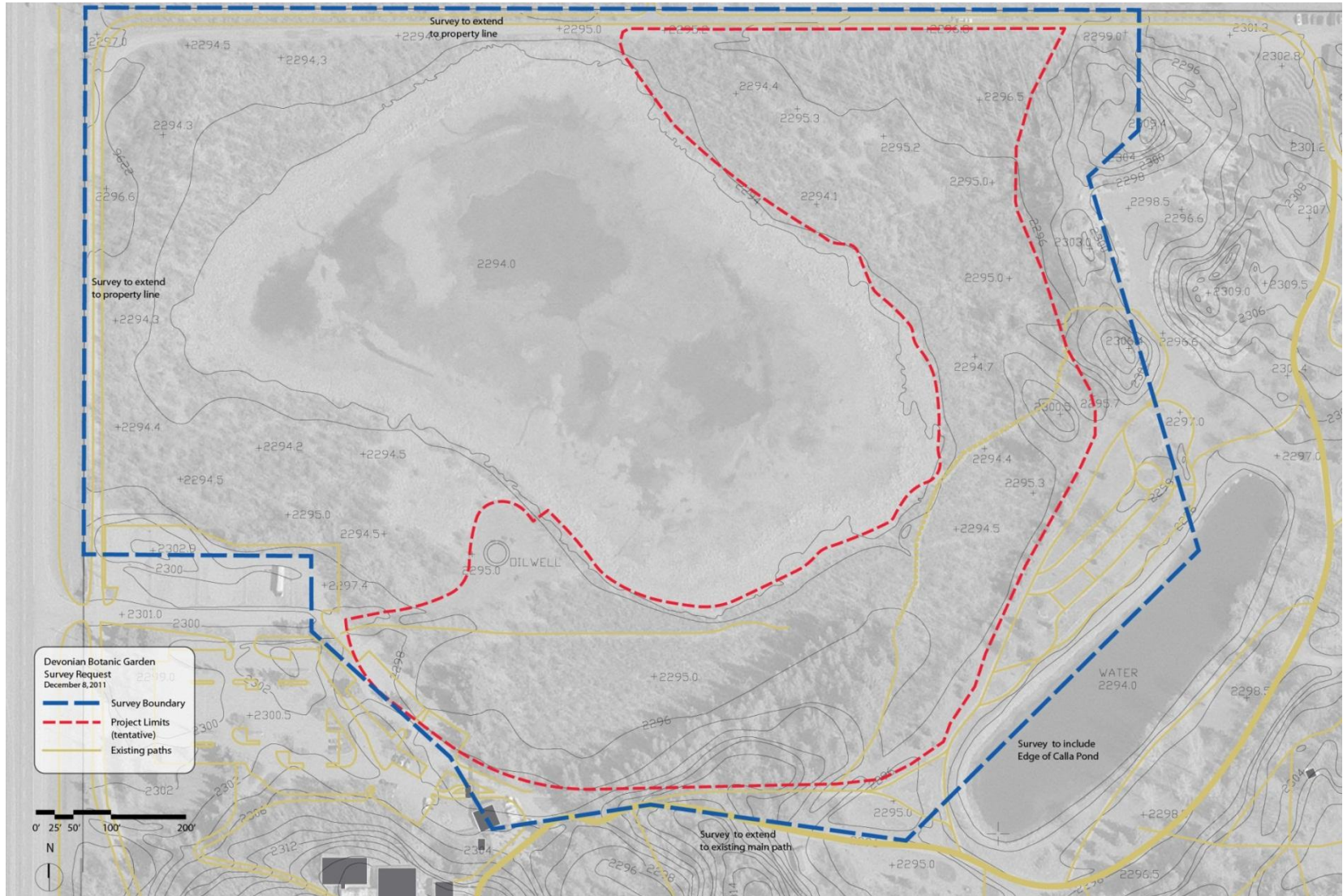
What is an Islamic Garden?

- Hugely variable in design and location with an overriding goal –

Create a paradise on earth



Islamic Garden at the DBG



Islamic Garden at the DBG

- Currently in design stage
- An international design competition was held. Architects Nelson Byrd Woltz were selected
- When completed this garden will attract international attention to the DBG and to Parkland County



Ecological Learning Centre at the DBG

- The University of Alberta recognizes the need for new facilities at the DBG and are in the process of designing a remarkable building



Ecological Learning Centre at the DBG

- 38,000 Square Feet
- Built to minimum Silver LEED Standard



- Offices, restaurant, conference facilities, classrooms, research labs
- The ELC will create great interest in the DBG and will attract many visitors to Parkland County



Ecological Learning Centre at the DBG

- We plan to double the size of our education programs from 7,000 to 15,000 students/year



Ecological Learning Centre at the DBG

- We plan to increase the size of our research programs to 4 full time researchers



Ecological Learning Centre at the DBG

- Will allow expansion of community programs – events, festivals, weddings, conferences, special events



The DBG is a great attraction in Parkland County:

- **attracts visitors**
- **provides employment**
- **attracts volunteers**
- **supports other local businesses**
- **adds to quality of life in Parkland County**

In the next 5 years it will only get better

Imagine

**As the DBG grows to attract 200,000 visitors
each year**

**imagine the impact
on Parkland County**

