



**ANNUAL
REPORT
2023**





INTRODUCTION

YEAR IN REVIEW

In spring 2023, Linwood Gardens celebrated another attendance record at the Tree Peony Festival of Flowers, which is our principal fundraiser. Several Open Garden Days and a special members-only event provided additional opportunities for guests to enjoy the changing seasons. In June, it was an honor to host the American Peony Society (APS) for a visit and luncheon as part of the annual APS Convention.

Linwood Gardens is sincerely grateful for the support of its generous donors in 2023 and its part-time staff and volunteer crew for work on the summer house and gardens. Thank you!

ORGANIZATION

BOARD OF DIRECTORS

Linwood Gardens is a private estate with an associated non-profit, Linwood Ltd., which is operated by a five-member volunteer board of directors. The organization is a registered 501(C)(3) and manages all aspects of public events at the property.

- Tim Slisz, President
- Lee Gratwick, Vice President
- Clara Mulligan, Secretary/Treasurer
- Holly Watson, Member
- Richard Heye, Member

MISSION

Linwood Gardens' mission is to preserve the gardens and the tree peony collection for future generations to enjoy; to provide educational opportunities to the public in the areas of horticulture, creative arts, and environmental preservation; and to foster a sense of place inspired by landscape and history.



TREE PEONY FESTIVAL OF FLOWERS 2023

May 20-21 | May 23 | May 27-28 | June 3-4

**2,400
VISITORS**

NEW ATTENDANCE RECORD

Using an online reservation system, we aim to open the gardens to as many visitors as possible during the tree peony bloom season while maintaining a tranquil atmosphere. Using what we learned in 2023, we plan to improve the visitor experience in 2024.

AMERICAN PEONY SOCIETY CONVENTION

As part of the annual American Peony Society (APS) Convention, APS members enjoyed a short program and a leisurely visit to Linwood Gardens on June 1. It was a thrill for members and Linwood Gardens staff to network with other peony enthusiasts at this important event.



PUBLIC EVENTS 2023

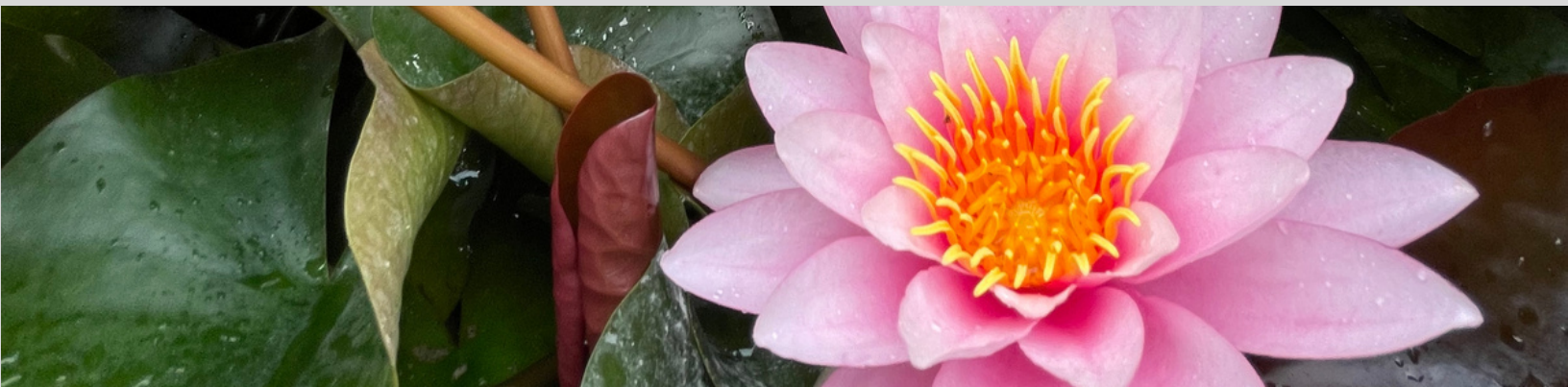
Open Garden Days Select Dates | July-October

40%
NEW
GUESTS

SOMETHING FOR EVERYONE

During the season, the landscape at Linwood Gardens changes from bright greens to golds. Open Garden Days offer visitors a chance to enjoy different views, create art, or explore.

An estimated 4 out of 10 Open Garden Day guests visited for the first time.



Summer Solstice Soiree June 21

NEIGHBORING ESTATES

To celebrate the longest day of the year, guests toured Linwood Gardens and enjoyed refreshments before traveling next door to The Hillcrest Estate for an elegant outdoor summer feast catered by the Yard of Ale.



Shake on the Lake

July 15

STRONGER PARTNERSHIPS

For the third time, Linwood Gardens partnered with local theater group Shake on the Lake to bring live, creative theater to our rural community.

"The Complete Works of William Shakespeare (abridged)" was offered for free, thanks to a grant from the Mary S. Mulligan Charitable Trust.



PHOTO BY KATHERINE FORSTER KUO DESIGN

For the second year in a row, changeable weather meant the performance was held at the rain venue, lovely Brookholm Wedding Barn and Event Venue in nearby Wyoming.

All organizers were grateful to pinpoint strengths and opportunities and build relationships with neighbors. Linwood Gardens looks forward to more collaboration in the future.

FINANCIAL REPORT

January-December 2023

Income

SALES AND OTHER \$8,815.00

DONATIONS \$51,485.00

Total \$60,300.00

Expenses

PROPERTY MAINTANENCE \$19,424.00

EVENTS AND OPERATIONS \$40,876.00

Total \$60,300.00

FINANCIAL STATEMENT

Linwood Gardens is grateful for each one of its many supporters. Generous tax-deductible contributions are invested in the property and community in many ways, including through repairing and improving the summer house and public grounds, preserving the tree peony collection, and supporting the creative arts.

28
NEW MEMBERS

101
TOTAL MEMBERS

Our Friends of Linwood have donated \$25 or more and are recognized with several annual members-only benefits. Their generous contributions directly fund projects that support Linwood Gardens' mission.

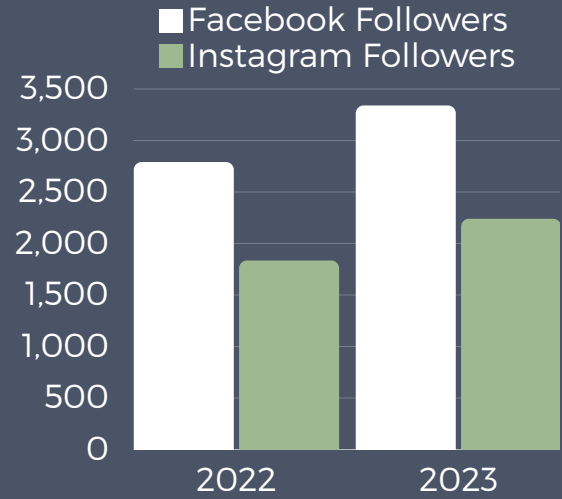
OUTREACH

FACEBOOK AND INSTAGRAM

3,340
FACEBOOK
FOLLOWERS

2,240
INSTAGRAM
FOLLOWERS

950+
NEW
FOLLOWERS



VOLUNTEERS



800+
VOLUNTEER
HOURS



IT TAKES A COMMUNITY

From March to November, some of the most rewarding days of the week are volunteer days. Our crew tackles painting, pruning, weeding, mulching, and much more to maintain and improve the garden areas. During the Tree Peony Festival and other public events, volunteer greeters, parking attendants, and tour guides help make Linwood Gardens welcoming and educational for everyone. We thank them for their hard work and dedication.



LOOKING AHEAD TO 2024

1

Streamline Tree Peony Festival logistics and continue improving the visitor experience

2

Build on existing partnerships and forge new ones to offer quality arts and cultural events at Linwood Gardens

3

Install additional plant and tree labels to identify tree peony varieties and specimen trees



LINWOOD GARDENS



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www.linwoodgardens.org



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