

SHINZEN FRIENDSHIP GARDEN



Shinzen Garden will be an exemplary North American Japanese Garden and an inspiring cultural destination.

Envisioned by City Leaders

- ❖ **Shinzen Garden emerged in an era of Sister City Programs after WWII**
 - Embrace peace and brotherhood
 - Recognize the contributions of the Japanese American community
- ❖ **Ground breaking event in 1975/Dedication in 1981**
 - Funding provided by individuals, community, and City
 - Designed by Shiro Nakagawa, Paul Saito, Koto Matsubaro and City of Fresno
- ❖ **Shinzen Friendship Garden, Inc. formed in 1981**
- ❖ **Shinzen Friendship Garden, Inc. & City of Fresno entered MOU in 2011**
 - Formalized Partnership/Expanded Shinzen's role
 - Shinzen Board of Directors serve as operational managers of the Shinzen Friendship Garden



Expansion and Major Improvements

- ❖ **Shinzen Grew from 3 to 5 acres with the addition of the Ume Grove**
 - Funding provided by Taira Family
- ❖ **1989 Added Authentic Ceremonial Tea House**
 - Through the dedication and commitment of the BOD President
 - Partially gifted by Sister City - Kochi, Japan
- ❖ **2014 Selected as Recipient of the World Class Clark Bonsai Collection**
- ❖ **2015 Clark Bonsai Display Grand Opening**
 - In partnership with the Golden State Bonsai Federation



Memorandum of Understanding - Summary

City of Fresno:

- Owner of Land
- Responsible for Maintaining Health & Safety Repairs
- Responsible for Maintenance of Irrigation System
- Maintains Koi Pond Exclusively
- Hires and Supervises Shinzen Entrance Gate Employees
- Provides Maintenance Support Subject to Available City Funding
(current levels equivalent to 25% of Full-time Maintenance Worker/Laborer ~500 hrs)

The cost associated with the City's involvement with operations is funded directly from Shinzen Garden Gate Fee revenues and General Fund

City expenses are covered first, any balance* is split 50/50

****to be used exclusively to maintain and improve the Garden***



Memorandum of Understanding – Summary Continued

Shinzen Garden

- Secure Dedicated and Trained Board of Directors and Staff to Provide Leadership with Meeting Vision, Fiscal Responsibilities and Advancement of the Garden
- Provides Supplemental and Special Maintenance
- Solicits Volunteers to Assist with the Overall Operations of the Garden
- Conducts Fund Raising Events and Solicits Donations and Financial Support
- Responsible for the Promotion of the Garden
- Solely Responsible for Special Events/Private Group Rental of Garden

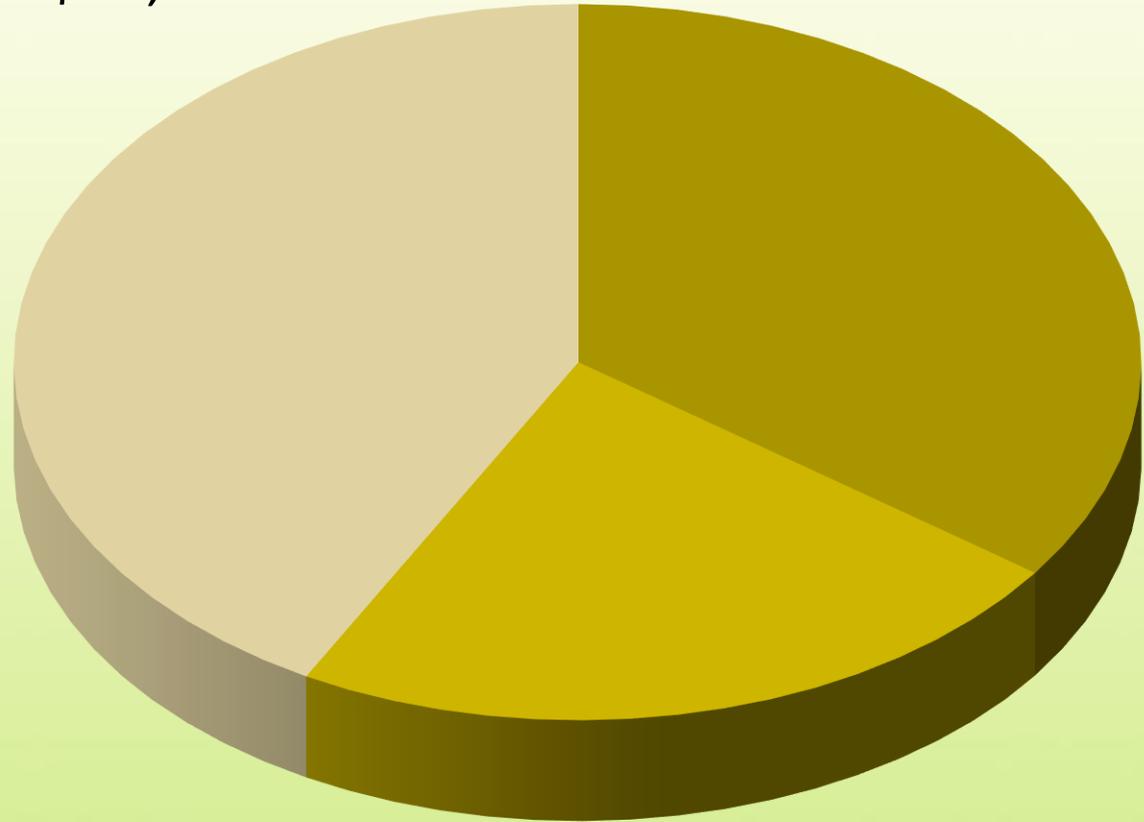
Costs associated with Shinzen's involvement with operations, promotion, capital projects, general improvement and maintenance is funded directly from revenues received through fund raising events, donations, and special events (i.e., Photo Sessions, Tours, Weddings, and cultural festivals)



City of Fresno Revenues - Funding Source: Shinzen Gate Fees

4 year* average \$35,000

- Adults = 35%
- Senior/Child = 23%
- Family = 42%



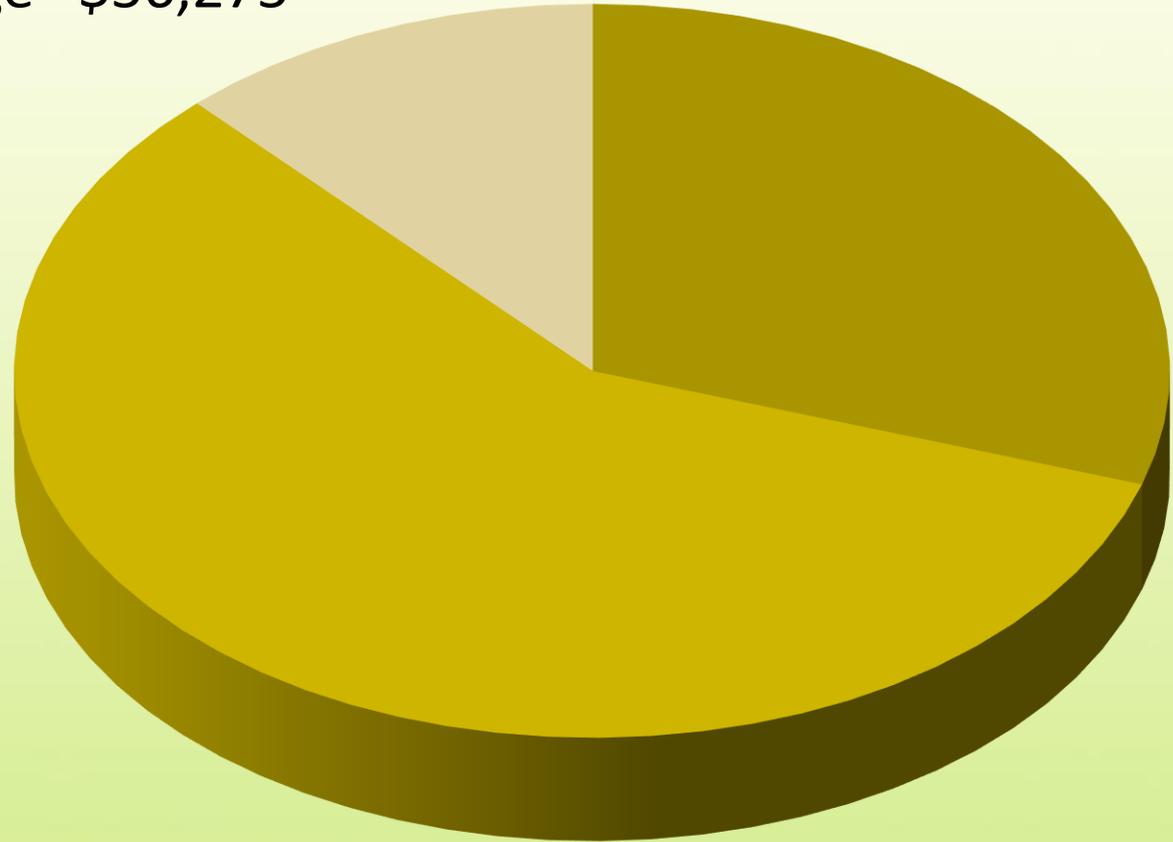
*2013 thru 2016

Note: 2017 trending to bring in \$47,000

City of Fresno – Support to Garden (Expense)

4 year* average \$56,275

- FTE = 30%
- Temp Staff = 58%
- O & M = 12%

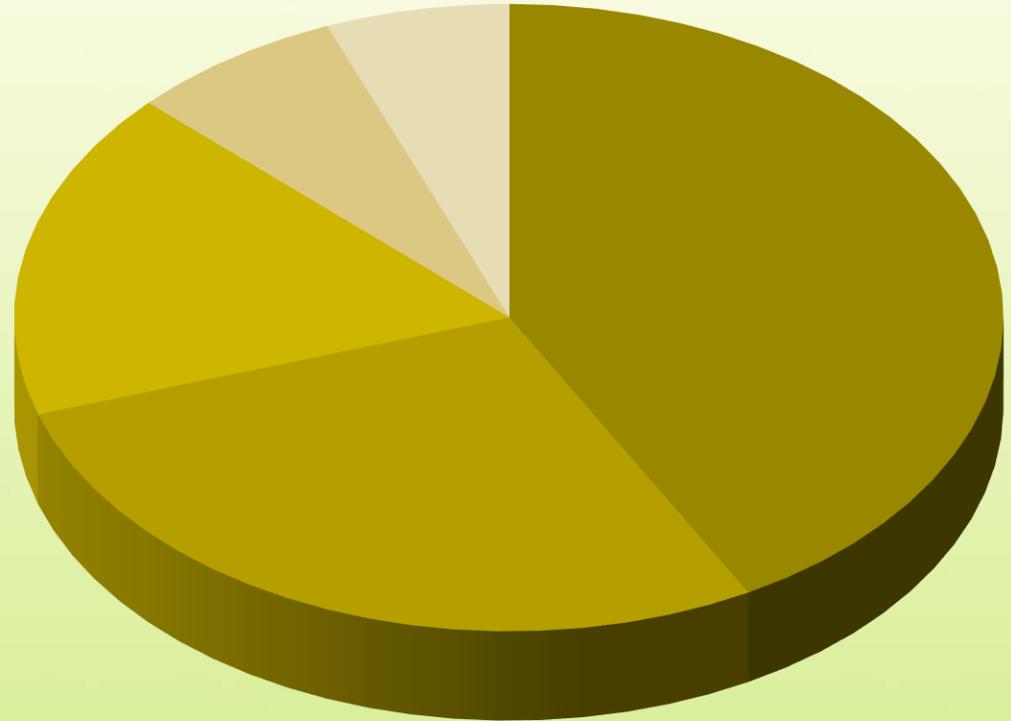


*2013 thru 2016

Shinzen Friendship Garden, Inc. - Major Funding Sources

4 year average* \$100,000

- Private Events 42%
- Donations & Grants 28%
- Garden Events/Programs 17%
- Memberships 7%
- Other 6%



*2013-2016

Shinzen Friendship Garden, Inc. – Improvements/Investment

2016	Tea House Roof Replacement	\$ 36,000
2015	Clark Bonsai Collection Display Garden	\$118,350
2014	Founders and Donor Board	\$ 17,500
2012	Parking Lot Slurry Seal	<u>\$ 11,000*</u>
		<u>\$182,850</u>

**paid from entrance gate fees*



The Value of Shinzen Friendship Garden, Inc.

Local

Provide “Service Sites”:

- Fresno State
 - Emerging Leaders Program
 - Barrett Honors College Community Partnerships
- Central Unified Interact Students
- Church of Latter Day Saints

Community Resource:

- Affordable/Desirable Event Location
Weddings, Quinceañeras, Memorials,
Professional Photography/Photo Shoots, etc.
- Educational Center School Tours

National and International Notoriety

It's not just a city asset, it's a destination

- World Class Clark Bonsai Collection
3rd Major Public Collection - California
- # 4 on Trip Advisor for the Area
- AAA Travel Book
- Partnership with Sister City Program
- National Association of Japanese American Gardens
- Valley Cultural Coalition
- Valley Museum Alliance

***Economic Impact
National/International
Tourism***

Needs

- Increase # of Days/Hours Open to the Public
- Professional Gardener Dedicated to Shinzen Garden
 - Other public Japanese gardens employ 1 gardener for every 2 acres.
- Updated/Improved Irrigation
- Lighting for Event Areas/Major Pathways
- Park Security and Improved Fencing



Request for Council Consideration

Increase Gate Fees to Fund the Additional Staffing Needs with Extending Days/Hours
(*Example: the additional 800 hours per year = approximately \$20,000*)

Local Market Comparison

Organization	Hours	Children Entry Fee	Adult Entry Fee	Senior Entry Fee	Family	Student and Veteran
Arte Americas*	Th.-Sat. 11am-5pm Sun. 1pm-5pm	Free	Free	Free	N/A	N/A
Discovery Center*	Mon. – Sun. 9am-5pm	\$8 (3-17y.o.)	\$6	Special	N/A	N/A
Foretiere Underground Gardens	Wed. – Fri. 11am-4pm Sat. & Sun. 10am-4pm	\$8 (5-17y.o.)	\$17	\$15	N/A	N/A
Fresno Art Museum*	Th. – Sun. 11am-5pm	\$5 (6-17y.o.)	\$10	Same as Adult	N/A	N/A
San Joaquin River Parkway Trust*	Mon. – Fri. 8am-5pm Sat.- Sun. 8am-3pm	\$1.80-\$6 (8-11y.o.)** \$5***	\$5***	\$5***	N/A	N/A
Shinzen Garden						
Current (Oct-March)	Sat.-Sun. 10am-4pm (weekend only)	\$1 (4-14y.o.)	\$5 (15y.o.+)	\$1 (62y.o.+)	\$7 (2-5 people)	\$1
Current (April-Sept)	Mon.-Fri. 4pm-7pm Sat.-Sun. 10am-7pm					
Proposed						
(Oct-March)	Wed.-Sun. 10am-4pm	\$3 (4-14y.o.)	\$5 (15y.o.+)	\$3 (62y.o.+)	\$10 (2-5 people)	\$3
(April-Sept)	Wed.-Sun. 10am-7pm					

*Organization is a 501c 3 ** School Fees *** Mon. Fri. Tour Fee



Strategic Planning for the Future

Shinzen seeks to fulfill its vision by:

- Collaborating with the City in improving Garden maintenance, irrigation, security, and sustainability
- Hire Full-time Professional Gardener
- Developing a formal 10-Year Strategic Plan
- Advancing cultural celebrations and partnerships
- Engaging with community and supporters to ensure the financial sustainability of Shinzen for future generations
- Telling the Shinzen story thru community connections, marketing/public relations
- Increasing hours of operation
- Securing dedicated and trained Board of Directors and staff to provide leadership in meeting vision, fiscal responsibilities and advancement

Strategic Planning for the Future – CAPITAL IMPROVEMENTS

- **Garden Enhancements (1-3 years)**
 - Electrical Service Expansion
 - Lighting Project(s)
 - Irrigation Improvement/Replacement
- **Major Project (3-5 years)**
 - Multi-Use Facility

Questions?