

Sonnenberg news from sunny hill

February 2023 | Issue 21



2022 Annual Report

Sonnenberg Gardens had a strong 2022 Gardens Season. Our gate attendance had an overall increase to this year's visitation. Our season opened April 29th and closed October 31st in which we operated a five-day park schedule while also opening on off days to welcome bus guests. We are looking forward to greeting approximately 35,000 people at Sonnenberg this garden season. Sonnenberg had an inspired year in community sponsorships that contributed to our continued success in public events. Our private event season was about 18% over budget for the 2022 season. Individual contributions and in-kind contributions have been steady throughout the 2022 season. Business contributions had an incredible increase of \$154k for Historic Preservation and project work. If you would like more information regarding any of our planned giving programs or memorial contributions, please see our website, www.sonnenberg.org/share-your-love/ or contact me at director@sonnenberg.org or call me at 585-394-4922 ext 8.

We had some decent growth in 2022 with the EPF matching grant award of \$490k of which we completed our match of \$98k in 2022. We received two notable grants relating to conservation and operations. A \$26k ZBGA grant was awarded for the arboretum collection as well as a \$14k Stewardship grant from Parks & Trails NY for digitizing our historic collections and archives.

We are always grateful for the smaller grants from Farash Foundation, Auburn Public Theatre, Rochester Area Community Foundation, Wegmans, and Thompson Health Foundation who provide critical funds for programs to assist with our mission.

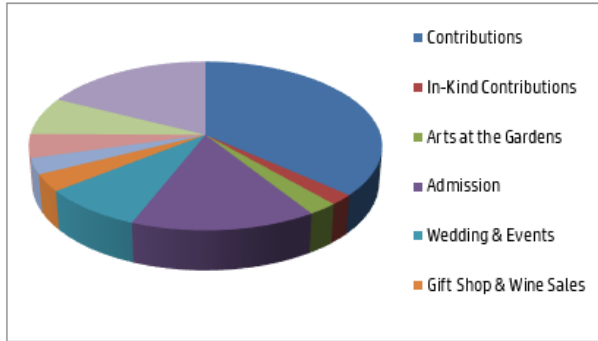
The Board of Trustees and Staff are encouraged by the positive results of so many of these efforts this season. We all look forward to further restoration of Sonnenberg's physical property in 2023 with the waterway restoration project continuing within the Rock Garden and Japanese Garden waterways. This project's 2nd phase is now completed and we will be lining and rebuilding a portion of the Rock Gardens water features. We are on the right track in our slow and steady return to being a community and regional destination as a public garden and historical home of the Thompson's.

We look forward to opening again in 2023 as our nonprofit celebrates our 50th anniversary continuing to herald the story of Frederick and Mary Clark Thompson's legacy in Canandaigua.

Thank you to all the volunteers, members, and the community at large that assist us with our continued success.

Support & Revenue

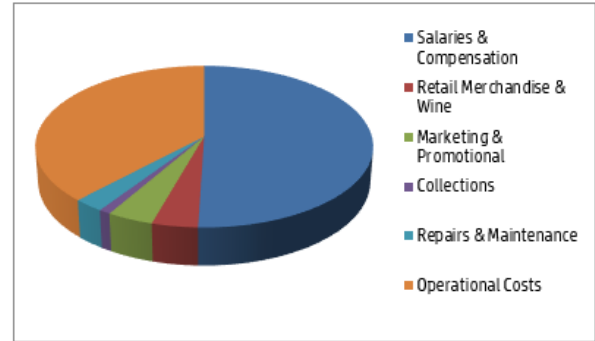
Contributions	609,660
In-Kind Contributions	33,344
Arts at the Gardens	40,312
Admission	250,946
Wedding & Events	138,424
Gift Shop & Wine Sales	54,947
Membership Dues	50,414
Programs & Sponsorships	75,969
Other Income	121,240
Restricted Funds Released	293,125
Total Public Support & Income	1,668,381



2021 Audited Financials

Expenses

Salaries & Compensation	339,119
Retail Merchandise & Wine	26,360
Marketing & Promotional	26,606
Collections	6,731
Repairs & Maintenance	17,423
Operational Costs	255,154
Total Expenses *	671,393



* In addition to the expenses above, Sonnenberg Gardens released \$666k to NYS Parks for capital projects which was included in the total capital spending of \$679k.

With LOVE in the Air...

We are running a special in February and March for \$10 off any level membership. For love that can spread all year long...press the button below to purchase a membership. Thank you for all the support from our community and members!



**ENJOY
\$10 OFF**

Enter Coupon Code: **MEMBERLOVE**
at the top of checkout page for discount

Membership Sale

Orchid Show 2023

The Orchid Show this year has been canceled given the damage to the greenhouse during the holiday storm in December. This year we will have an April educational class called "For The Love of Orchids". More information to come about the event in April.

Sonnenberg Named Winner in 2023 WeddingWire Couples' Choice Awards



15th Annual Couples' Choice Awards Honors the Top Wedding Vendors Nationwide and Abroad, an accolade representing the top wedding professionals across the board in quality, service, responsiveness, and professionalism reviewed by couples on WeddingWire, a leading wedding vendor marketplace.

To determine these distinguished wedding professionals, WeddingWire analyzed reviews within its Vendor Directory across more than 20 service categories—from venues and caterers to florists and photographers—to find the most- and highest-rated vendors of the year. The winners exhibit superior professionalism, responsiveness, service, and quality.

This is Sonnenberg's 8th Couples' Choice Award. We would like to thank our amazing wedding team of volunteer tram drivers, docents, and check-in concierge who give our guests the VIP treatment for our private events.

Sonnenberg In The News

USA TODAY

Sonnenberg Gardens & Mansion State Historic Park has been nominated in US Today's 2023 10 Best Readers' Choice travel awards! Their expert panel selected Sonnenberg Gardens & Mansion State Historic Park as a contender for Best Botanical Garden, which just launched. The contest gives voters four weeks to vote for the candidate of their choice.

[USA Today – Vote Here](#)



[A person can vote once a day for the run of the contest.](#)

Voting ends Monday, March 6th and the winners will be announced on 10Best on Friday, March 17th at 12:00pm EDT

You've never seen New York like this: Sonnenberg Gardens & Mansion (Video)
We were lucky enough to connect with Scott Trimble, a video journalist at [syracuse.com](#) | [NYup.com](#) | [Post-Standard](#) and he came in with another drone operator and took some amazing footage last season.

[Drone Video](#)

Your gift today will support our beautiful gardens, historic mansion, and daily operations which are \$2,500 a day all year long. Our mission is to remain one of our nation's most extensively preserved estates and a premier tourism destination in Upstate New York.

For membership and donations please click below:

[Click here to Donate](#)

[Click here for Membership](#)



CLOSED for the Season
See you in May 2023!



[Visit our website](#)

