



Tillsonburg Horticultural Society

Presented by: Christine Nagy

Who Are We?

- Established in 1982
- Registered as a Charity
- Our Mandate is: “Beautification Through Education & Experience”
- Consistently recruit 200+ adult members
- Consistently attract 250+ Junior Gardeners
- 9 monthly meetings from September through June
 - Average 120 – 140 members in attendance per meeting
- 2 offset events in July & August
- 1 Christmas Potluck dinner which 150 members only attend
- Annual membership fee is \$15.00
- Membership consists mainly of women, with an average age of 73



Member Involvement

- Board of Directors consists of 21 members putting in 400 volunteer hours
 - Each member is responsible for one or two or even three activities within the Society
- Total Volunteer Hours for the Society: 3916
- Total Volunteer Gardening Hours are: 815
 - Annandale 200
 - Legion 100
 - Sr Centre 85
 - Station Arts Centre 45
 - Library 10
 - Bert Newman 235
 - Broadway planters 120
 - Broadway 20



What Do Members Get For Their Money?

- Professional Speakers focusing on myriad and wide-ranging horticultural subjects
- Entertaining seasonal events
- Coach tours to points of “horticultural” interest across the Province and into the USA
- Discounts at most Ontario-wide nurseries and garden centres
- Friendship & Fellowship of like-minded individuals



Where Do We Get Our Money?

- Annual Membership Fees
- OMAFRA Grants
- Ontario Horticultural Association Grants
- Garden Auction
- “Beyond the Garden Gate” Garden Tour
- Charitable Donations



Garden Auction Fundraiser

- 13th Year of Growing
- Generous Donations from approximately 120 businesses
- Supplemental Donations from members and interested supporters:
 - Trees, shrubs, plants, flowers, garden art & décor
 - Baking, crafts & artwork



Tillsonburg Horticultural Society

13th Annual

Garden Auction

Tuesday, May 21, 2019

Lions Auditorium
Tillsonburg Community Complex
45 Hardy Avenue

Doors Open at 5:00 p.m. *NEW TIME!*

Live Auction at 6:00 p.m. *NEW TIME!*



Toonie & Fiver Cash Table
Bake Table
Draw Table

Live Auction of Annuals, Perennials, Trees,
Shrubs, Planters, Garden Decor & more!

Complimentary Refreshments

Payment with cash or cheque only - ATM at the complex!



“Beyond The Garden Gate” Fundraiser

- Partner with The Station Arts Centre
- 6 Gardens + Tillsonburg Garden Gate Ltd
 - Gardens include artists, artisans, crafters and musicians
- 2017: 84 tickets sold
- 2018: 181 tickets sold
- 2019: Plans are well underway for 6 outstanding gardens



What Do We Do With Our Money?

- Educate:
 - Professional speakers
 - Junior Gardener Program
 - Flower & Photo Competitions
- Experience:
 - Since 2018, our Society determined to focus on public spaces only:
 - Annandale House National Historic Site
 - Bert Newman Park
 - Broadway Street
 - Commercial Beautification Project
 - Royal Canadian Legion
 - Senior Centre Gardens



Town of Tillsonburg Beautification

- Beautification is not frivolous.
- Our efforts enhance the town for the benefit of everyone, not any special interest group.
- Research shows that beauty is one of the top three factors in creating community attachment or loyalty to a particular town or city.
- A pleasant community appearance adds to home values, helps attract business investment, and just improves a town's reputation.
- It is also an important tool in recruiting professionals, including doctors, and their families.
- Some research even indicates an attractive neighbourhood may lead to better behaviour.
- This is upheld by the generous beautification monetary donations from local service clubs:
 - Knights of Columbus
 - Rotary Club of Tillsonburg
 - Tillsonburg Kinsmen Club
 - Tillsonburg Lions Club
 - Tillsonburg Lioness Club



Key Learning

- Broadway Street:
- 2016 installed 8 large planters as a test
 - Only one small case of vandalism and many, many positive comments
- 2017 continued with 8 large planters for summer and autumn interest
 - Absolutely no vandalism and continued positive feedback
- 2018 increased the number to 12 planters for two seasons of interest
 - Again, no vandalism
- Public Gardens:
- Increased attendance with little or no vandalism



What Are We Doing For 2019?

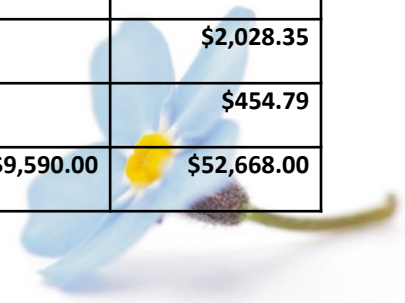
- Continuing with all 2018 public space garden projects
- Launching a four-season Commercial Urn project



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Beautification Expenditures

Garden	2016		2017		2018		Total
	Beautification	# of Hours @ Minimum Wage	Beautification	# of Hours @ Minimum Wage	Beautification	# of Hours @ Minimum Wage	
Annandale NHS	\$973.81	214 @ \$11.40 \$2439.60	\$1952.38	700 @ \$11.40 \$7980.00	\$1056.70	200 @ \$14.00 \$2800.00	\$17,202.49
Bert Newman Park	n/a	n/a	n/a	n/a	\$1288.92	235 @ \$14.00 \$3290.00	\$4,578.92
Broadway Street		85 @ \$11.40 \$969.00		20 @ \$11.40 \$228.00			\$1,197.00
Library Lane	n/a	n/a	Donated.	20 @ \$11.40 \$228.00	Donated.	10 @ \$14.00 \$280.00	\$508.00
Mulch for Gardens					\$2030.00		\$2,030.00
Royal Canadian Legion	\$323.80	20 @ \$11.40 \$228.00	\$180.00	20 @ \$11.40 \$228.00	\$639.49	100 @ \$14.00 \$1400.00	\$2999.29
Senior Centre	\$230.11	68 @ \$11.40 \$775.20	\$371.88	84 @ \$11.40 \$957.60	\$215.49	85 @ \$14.00 \$1190.00	\$3,740.28
Station Arts	\$711.41	50 @ \$11.40 \$570.00	\$396.71	40 @ \$11.40 \$456.00	\$429.32	45 @ \$14.00 \$630.00	\$3,193.44
Town of Tillsonburg (incl Service Club Donations)	\$3291.18		\$5694.26		\$5750.00		\$14,735.44
Trees	\$1350.35				\$678.00		\$2,028.35
Tulips For 150	\$454.79						\$454.79
TOTALS:	\$7,335.45	\$4981.80	\$8595.23	\$10,077.60	\$12,08.92	\$9,590.00	\$52,668.00



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“Cities & towns have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs

Urban Studies Activist

