

GARFIELD PARK CONSERVATORY ALLIANCE

2020 Year In Review

Reporting on Programs, Events,
Communications & Fundraising



2020 Year In Review Narrative

In March 2020, the Garfield Park Conservatory, like cultural institutions everywhere, was forced to close to the public due to the coronavirus pandemic. Following public health directives, and for the safety of visitors and staff, the Conservatory's indoor gardens remain closed at this time, and all on-site public programming has been suspended through at least Dec. 31, 2020.

Over the summer, the Alliance and the Park District worked together to maximize the Conservatory's 12 acres of outdoor space for public use, helping Chicagoans to safely reconnect with nature after months of isolation. On July 1, we reopened the outdoor gardens first to the local community within a 1-mile radius of the Conservatory, followed by members, and then the general public. The reopening included new safety procedures, a limited schedule, and a new timed, ticketed (still free) registration system to limit capacity and ensure proper social distancing. We also forged ahead with a special outdoor exhibit, *The Flowers of Monet*, to complement The Art Institute of Chicago's exhibit *Monet and Chicago*. The exhibit, which ran September through October and included a \$5 admission fee for adults, provided a much needed bump in attendance and revenue. More than 27,000 visitors came to the outdoor gardens July – October.

The extended closure of the indoor gardens is having a significant financial impact on the Alliance. An assessment of the Alliance's FY21 first quarter (July-September) shows attendance down 61% from the prior year. While there is no admission fee to enter the Conservatory, we do accept visitor donations at the door, which account for 12% of annual income. Gift shop sales were down 83% and event rentals, the proceeds from which are shared by the Park District and make up 10% of our operating income, have been canceled since the pandemic began. Thanks in large part to the *Monet* exhibit, door contributions were down only 5% during the first quarter. However, with the outdoor gardens now closed for the season, we expect the economic impact of the ongoing public health crisis to last well into 2021, particularly if we are unable to reopen the indoor collections.

These extraordinary circumstances have presented the Alliance with a number of challenges, but they have also provided opportunities to rethink traditional approaches to programming and to experiment with new ideas for engaging audiences. At the onset of the pandemic, we adapted our programs and outreach activities to focus on new digital and remote ways to engage the Conservatory's constituents – from school-age children to plant and gardening enthusiasts to

members and donors. This included new online educational content for families and parents, virtual tours, classes and lectures, and significantly increasing our social media presence in an effort to continue to serve and connect with constituents in the absence of face-to-face interactions at the Conservatory.

While some of our adult programs (primarily drop-in gardening demos and classes) are on hold, others, like yoga and the monthly lecture series, have not only continued, but flourished in a virtual format. We have seen increased participation in these programs (yoga is up 122%; lectures are up 342%), and we have broadened their reach beyond Chicago to engage virtual participants from around the country, as well as internationally. Revenue from these program fees, though a small percentage of our operating budget, has increased 23% since going virtual.

In the area of nature education for schoolchildren and families, we converted field trip experiences into digital materials and made them available to educators and caretakers who have assumed the role of teacher at home; we published nature workshop booklets highlighting educational nature-based activities to do at home without special tools or experience; and this fall, we began offering school field trips remotely, inviting teachers and students to join a staff-guided tour of the Conservatory from their classroom or home. Traffic to our online resource center is up 630% from last year, a good indicator that teachers and parents/caregivers are looking to the Conservatory for resources and support for their remote learning efforts.

The community of East Garfield Park has been particularly hard hit by Covid-19, so we have ramped up support of the Garfield Park Community Council and other fellow West Side organizations, using our social media platforms to promote community clean-ups and food drives and to connect our audience to social service agencies responding to the needs of local residents. During the past season, we also grew and donated more than 900 pounds of fresh produce to local food banks working to address food insecurity in our community.

One of our top priorities during the Conservatory's closure has been to maintain our connection to and support of the local youth enrolled in the Urban Roots Teen Docent Program. Urban Roots engages Al Raby High School students in leadership development, job skills training and social-emotional learning. Alliance staff converted the summer internship experience to a distance learning program in which the teens learned to develop their own podcasts and tutorials focused on "green" content for the Conservatory. Eager to stay connected to the Conservatory, and their Urban Roots mentors and peers, 17 out of 21 potential participants joined us for the summer program, despite its unusual format.

We have used the pause in on-site program delivery to make progress on key strategic planning initiatives adopted by the Alliance Board of Directors in January. A primary goal of the strategic plan is to establish the Conservatory as "the most inclusive campus for nature education in the nation." Our team began significant work toward this goal in August, embarking on a year-long training in diversity, equity and inclusion

through the Of/By/For All Change Network to ensure that our organization is inclusive, relevant and sustainable. This work, supported with a new grant from the Walder Foundation, also includes an evaluation and re-envisioning of our current community engagement methods to be more responsive and impactful, as well as the implementation of new strategies to grow participation and strengthen collaborations with like-focused organizations to build a vibrant network for engaging West Side residents in nature and its many benefits.

We have also re-energized the effort to renovate the indoor Elizabeth Morse Genius Children's Garden. With support from the Elizabeth Morse Genius Charitable Trust, we recently retained outside counsel to assist us in orchestrating a capital campaign to fulfill the fundraising goals for this project with the goal of welcoming children into a new and improved nature play space in November 2021.

Additionally, the Alliance applied for and was awarded a \$595,600 grant from the Illinois Department of Natural Resources to renovate the visitor lobby. The funds, issued through the Public Museum Capital Grants Program, enables us to further contribute to the Conservatory's capital needs. The grant will fund much needed upgrades to the lobby and reconfigure it to accommodate the Conservatory's growing attendance, which had surpassed 260,000 annual visitors in 2019 and is certain to exceed that record attendance after the re-opening of the EMG Children's Garden.

Despite the many challenges of 2020, the Garfield Park Conservatory Alliance continues to work in support of our mission to change lives through the power of nature. We believe the lessons learned during the past year will position us to better serve Conservatory visitors, members, donors, partners, and the Garfield Park community well past the pandemic.

2020 Report: Programs and Interpretation

Programs Staff Updates:

- New School and Groups Program Coordinator – 3/1/20
- Departure of Exhibits Manager – 3/13/20 (remains vacant)
- Departure of Nature Education Coordinator – 8/15/20 (remains vacant)

Highlights from the year:

- Family programs:
 - Programming from January through mid-March saw increased attendance compared to 2019.
 - New observation stations around the themes of fossilized ferns.
 - Sensory bins included: coffee beans, chai spice and flower themes.
 - Last family program occurred on March 11, 2020 before transitioning to online monthly resources.
 - Hits to our resource page have increased by over 600%. Resources include activities to do at home with kids, coloring pages, DIY recipes for playdough and fake snow, as well as digital tours.
 - Winter break family tours of the Conservatory, similar to a field trip, happen for young kids and kids of all ages. These were featured on My Chi My Future, along with all of our online STEM resources.
- Teen programs:
 - Urban Roots
 - Bi-weekly sessions continued January through mid-March before ending for the school year due to remote learning and our status as a vendor.
 - No recruitment for year 1 students; year 2 and 3 students worked remotely over a 10-week summer program on developing podcasts and educational materials.
 - September – December, recruitment for year 1 teens proved difficult. No new recruits started the school year program.
 - Year 2 and 3 students meet bi-weekly, working on podcasts and educational videos.
 - Raby and Project Art

Plans were in place for two art shows.

All Raby art students planned to visit the Art Institute as a component of our collaboration – the Conservatory featured a companion garden *The Flowers of Monet* to align with the blockbuster exhibition *Monet & Chicago*. After a behind the scenes tour and time with Art Institute staff and curators, students were to create paintings to be displayed in *The Flowers of Monet* garden.

The second art show was a collaboration with Daley Library's Project Art program where students would showcase their artwork in the Community Room with a

caretaker evening to see the art and learn about the Conservatory. Both projects were put on hold due to COVID-19.

- Schools & Groups:
 - School groups continued to visit January – March, which are slower months for us.
 - With no spring or summer field trips, staff were able to complete the resource development for IMLS grant year 3, and create a completely new themed experience.
 - Resources were converted into staff-led field trips for fall/winter. Weekly field trip times are offered on Mondays and Tuesdays, first to SEED partner schools and now more broadly. Students from pre-school to college have participated in a field trip since starting in November.
- Exhibits & Interpretation:
 - Interpretation of the Spring Flower Show: Golden Hour included graphics and signage in the display and for promotion. A digital tour was created to tie in content to a color safari.
 - The Flowers of Monet exhibit ran September through October; on-site interpretation created in conjunction with CPD staff.
 - Winter Flower Show: Gratitude promotional graphics created. Digital tour created and virtual tours created for live GPCA staff led tours.
 - New signage created for summer outdoor re-openings and indoor (eventual) reopening. Includes new campus map by Bluestone Terrace.
- Adult programs:
 - Programming almost seamlessly transitioned to the virtual space – only one yoga class was missed before moving online.
 - Yoga participation has skyrocketed with the virtual platform and is now offered every Saturday.
 - New senior art 8-week series included watercolors and nature journaling, a 6-week botanical drawing class for all ages and a 3-week drawing desert plants.
 - New greening/growing classes offered in-person prior to covid and now all virtual. Hands-on component still feasible through Zoom platform.
 - Music Under Glass series had two concerts in-person and then transitioned to virtual concerts this summer. Reduced concerts from 8 to 4 for the year due to the circumstances.
 - September and December lectures showcased current exhibits (Monet and Poinsettias).
- Volunteers:
 - Volunteers were active January – mid-March, then resumed activity in July to a limited extent.
 - Beekeeping, plant propagation, composting, tour guides and special event volunteers were heavily impacted by COVID-19 and had limited or no shifts after mid-March.
 - General horticulture shifts resumed outdoor shifts in July and indoor shifts this fall in a limited capacity with new safety measures in place.

Community Engagement:

- 250 families received GPCA activity kits at Garfield Park Harvest on the Plaza event 10/31/20
- 150 families received GPCA activity kits at GPCC's Ringing in the Holidays event 12/19/20
- Helped solicit \$1,500 donation to GPCC's garden network for raised beds.
- 904 pounds of produce donated to community garden market
- 372 seedlings donated to community members through our seedling propagation program

Engagement Totals (2020 vs. 2019):

- Drop-in Demos (composting, beekeeping, gardening) live or virtual: 1,063/3,874
- Lectures: 1,294/357
- Family programs: 13,365/36,276
- Public tours: 1,367/380
- Events – Sweet Saturday & MUG: 2,808/4,958
- Art, Beekeeping, Gardening Classes: 178/414
- Yoga: 2,976/730

Total: 23,051/46,709

December Plant Highlights: Celebrations

**Please note: due to the ever-changing and growing nature of the Conservatory, plants may move locations and flowers and fruit may not always be visible.

Papyrus



Where do we find it in the Conservatory and why do we find it here?

The papyrus is in Sugar from the Sun near the taro plant. Papyrus enjoys warm, wet conditions, which is what most plants in Sugar from the Sun prefer. Also, Sugar from the Sun showcases plants that we use in our everyday lives—papyrus is one of these plants!

How does it grow or reproduce and what is special about it?

Papyrus is very flexible in its methods of reproduction, since it can reproduce through both rhizomes and seeds. The feather-duster-like tops of the papyrus are where the flowers grow and also make great nesting sites for birds. Thus, the plant is able to encourage its pollination through its structure.

How do humans use it or interact with it?

We have been using papyrus since Ancient Egyptian times! Ancient Egyptians used papyrus for baskets, sandals, blankets, incense, bowls, utensils, fuel, and of course, paper. Many people still use papyrus for these various purposes today. We can also use it ornamentally since it is such an interesting plant to look at!

How do we use it for celebration?

The first paper ever created was made out of papyrus, which is how the popular stationary store, "Papyrus," got its name. As you write and receive holiday cards this season, you can think of this plant!

December Plant Highlights: Celebrations

**Please note: due to the ever-changing and growing nature of the Conservatory, plants may move locations and flowers and fruit may not always be visible.

Aloe vera



Where do we find it in the Conservatory and why do we find it here?

We can find *Aloe vera* in the Desert House. Aloe plants are a type of succulent, whose leaves have adapted to be able to store an immense amount of water. This enables aloe to survive in the absence of rainy weather, in places like the desert.

How does it grow or reproduce and what is special about it?

Aloe vera can reproduce asexually through offsets (small, complete daughter plants produced on the mother plant) or sexually through flowers. The aloe has flexibility in reproduction to increase its chances of reproduction. When it flowers, it shoots the flower up on a stalk so that it is more accessible to pollinators. Something special about how *Aloe vera* grows is that it forms mycorrhiza, an underground fungus that helps the plant access nutrients in the soil.

How do humans use or interact with it?

The gel in the leaves of *Aloe vera* plants often contains chemical compounds that have medicinal properties—many of the lotions and creams we produce contain aloe! These chemical compounds are also said to heal sunburns and minor burns. People also drink *Aloe vera* juice to aid in digestion, though there is no scientific evidence to support this benefit.

How do we use it for celebration?

Aloe vera is used in many nice lotions and moisturizers. We use *Aloe vera* in our lotions because it is said to have soothing, anti-irritant, and other medicinal properties. The part of the plant that we actually use for this is the sticky gel, which is found when the aloe leaf is broken in half. If you give a gift like this to somebody this holiday season, you can tell them that the gel from the inside of the leaf of the aloe plant helps give the lotion its soothing, moisturizing properties!

December Plant Highlights: Celebrations

**Please note: due to the ever-changing and growing nature of the Conservatory, plants may move locations and flowers and fruit may not always be visible.

Cinnamon



Where do we find it in the Conservatory and why do we find it here?

The cinnamon tree is located in Sugar from the Sun across from the banana plants. Cinnamon is an item that we use in our food, much like other plants you will find in Sugar from the Sun!

How does it grow or reproduce and what is special about it?

Cinnamon is cultivated in a very interesting way! It is grown for two years and then the young tree stems are cut down. This allows for lots of new growth from the roots the following year. We cultivate the cinnamon tree like this so that we can harvest its bark in a sustainable way. The cinnamon tree will reproduce with seeds, just like most other trees.

How do humans use it or interact with it?

Cinnamon is a common spice that is used all over the world for cooking, baking, candles, potpourri, and more. The part that we think of as "cinnamon" is actually the inner bark of the tree! When the inner bark of the tree is removed, it rolls up when it dries out, creating what we recognize as a cinnamon stick!

How do we use it for celebration?

When you think of the holidays, what types of smells come to mind? Cinnamon is a scent commonly associated with the holiday season! We use it to spice our apple cider, desserts, and the air through candles, cinnamon brooms, and potpourri!

NATURE GAMES & ACTIVITIES FOR AT-HOME PLAY

We've assembled some of our favorite ideas to help inspire your playtime with young ones (ages 5 and under) at home! We hope this helps you enjoy your time together in nature and at home.

Mystery Box Matching

Take an old cardboard box or shoebox, about 10"x12"x8". Cut a round hole in the narrowest end of the box. Take turns: one person places an object inside the box and the other person guesses what it is using only their sense of touch! Younger learners enjoy the mystery box as well, in our experience they're especially interested in putting things in the box and pulling them out.



Spring flowers like this peony make great items for this because of their texture. Photo by Brenda Timmermans

I-Spy Out Your Window

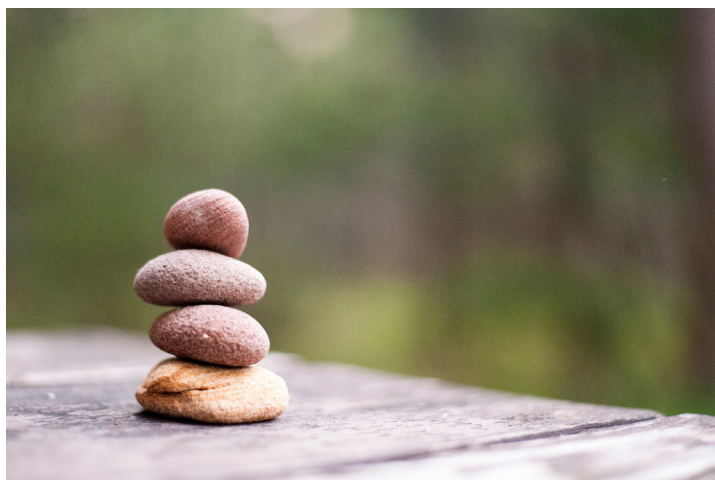
This works great if you have a pair of binoculars but works even if you don't. Look for signs of spring, animals, or anything else. You might be surprised what you see out your window! Another game that you can play by looking out your window is "What's Lovely Today?" Every day (even on bad weather days), challenge each person to find something that they find lovely out the window. The rest of the group guesses what that person found lovely by asking yes and no questions.



What can you see from your window? Photo by Juan Pablo Serrano Arenas

Rock Stacking Championship

On your next adventure outside, look for good rocks and pebbles. Bring home your collection and start a rock stacking championship! This is a great way to teach children to treat items carefully and with respect as well. Decide what the goal of your game is. Is it who can stack their rocks the tallest or use the most rocks?



Stacking rocks is a great activity to develop hand-eye coordination for younger learners. Photo by Nicolazzi Xiong

Scavenger Hunt

Lots of scavenger hunts are lists of objects or pictures. Why not try flipping the script and making a physical object scavenger hunt? Recycled egg cartons are perfect for this! You can paste pictures of sights, textures, sounds, or even colors normally found on a nature walk inside the different cups of the egg carton. Take the carton with you and as you find things that match your list, add them to the right spot in the egg carton. For older learners, make this more challenging by adding harder-to-find items to the list.



A color-based nature safari in an egg carton. Photo by Kris Antonius

Nature bowling

Find natural objects that can stand on their own, like pine cones. Find a ball or anything that is easy to roll to knock down the nature pins. This is a great game to develop hand-eye coordination and gross motor skills for younger learners.



Pine cones make great bowling pins for this game. Photo by Chris Gonzalez

Nature Tic-Tac-Toe

This game requires two people. Create a “#” on the ground. You can use chalk if you have it, or try using twigs! Use natural objects but each player must have a different collection from the other. Player 1 might use rocks and player 2 uses pine cones.



This set up uses sticks tied together to make “x”s for tic tac toe. Photo from education.com



This work is supported in part by a grant from PNC Foundation for education with young children.

SHARE YOUR EXPERIENCE!

Post about your adventures and tag us at @gpconservatory or use the hashtag “#GPCatHome”!

What's in a Name? Teacher Resources

In this activity your students will have the opportunity to learn about plant names through a scavenger hunt in our greenhouses. The scavenger hunt focuses on plants with animal names in their common names, but will have students looking for scientific names and drawing plants as well. We are trying to teach students about scientific nomenclature and taxonomy in a creative and exploratory way.

Goals & Standards:

1. To engage with the plant collection at the Garfield Park Conservatory in a fun way
2. To learn the difference between common names and scientific names
3. To better understand binomial nomenclature and why scientists use it

Next Generation Science Standards: 2-LS4-1

Common Core Standards: CCSS.ELA-LITERACY.RH.6-8.7

Vocabulary:

Binomial nomenclature – the two part naming system used to assign scientific names to all living things; contains a genus and a species

Taxonomy – the scientific classification system used to sort organisms and name them

Phylogeny – a branch of biology that studies the genetic relationships and evolution of organisms

Genus/genera – an important taxonomic category that is after family but before species

Species – the primary taxonomic category, which is unique to an organism; members of the same species can exchange genes and reproduce successfully

Common name – a non-scientific way of naming an animal or plant, these are used in everyday language

Talking points during your trip:

- Why do living things have scientific names as well as common names? Sometimes different species share the same common name. Other times one organism will have multiple common names. For example, the fish-like organism in our Children's Garden is known as an axolotl, the Mexican salamander, or the Mexican walking fish! Using a genus and a species allows scientists to be very specific.
- Scientific names are always italicized or underlined, and the genus is capitalized but



not the species. This makes it easy to figure out that something is a scientific name.

- Sometimes a genus is named after a person rather than a Greek or Latin word for something descriptive about the plant. When a scientist discovers a new species, they get to decide what its species name will be.
- Sometimes plants get a new scientific name when researchers do genetic research and determine a new relationship between plants that were previously in different genera.
- Taxonomic classification is like a road map of where a species sits among all the other organisms in the world. You can talk about kingdoms, phylum, class, order, family, genus, species and how these all relate to each other.
- It's not just plants that have scientific names—you can mention some of the animals living in our greenhouses. The koi in our ponds are a type of Amur carp (*Cyprinus rubrofuscus*). Our axolotls are *Ambystoma mexicanum*.

Back in the classroom:

- Have students pick one plant from the Conservatory and follow its scientific nomenclature all the way to its kingdom.
- Students could come up with their own plant with an animal in its common name. They can draw their imagined plant and explain why it has that common name. Then have them make up a genus and species.
- If students discovered a new kind of plant, what would they name the species? Explain that they aren't allowed to name it after themselves. What would they pick then?

If you want to further talk about taxonomy, here's an example of our axolotl's taxonomic classification:

Kingdom: Animalia

Phylum: Chordata

Class: Amphibia

Order: Urodela

Family: Ambystomatidae

Genus: *Ambystoma*

Species: *A. mexicanum*



What's in a name?

A name-based scavenger hunt for Garfield Park Conservatory

Background: Did you know that scientists name living things in a special way? All living things, like plants, have a scientific name *and* a common name. The scientific name is always in the language of latin or greek, and has two parts: a *genus* and a *species*. The common name is what we use everyday to talk about living things around us. Some common names even have animals in them!

For example: look at the sign for our bunny ears cactus below. The scientific name is *Opuntia microdasys*. As you can see, the common name is usually very different from the scientific name! On our tags you can also find the plant's native region & family. Plants in the same genus are related like siblings, and plants in the same family are more like cousins.

Directions: On the page below we have some of the animal names you can find in common names of plants inside each of our houses. See how many you can find!

- For each room or set of rooms, pick one plant you find with an animal name.
- Write down its scientific name and common name.
- Draw that plant in the space provided.
- Finally, briefly explain why you think it has this name!



common name
scientific name
plant family
native region

Fern House

- | | | |
|---------------|-------------|--------|
| • bird | • fish | • stag |
| • caterpillar | • crocodile | • hare |
| • rabbit | • squirrel | |
| • bear | • peacock | |

Common name:

Scientific name:

Why do you think it has this common name?

Palm House

- | | | |
|------------|----------|------------|
| • bird | • oyster | • parrot |
| • lobster | • shrimp | • parakeet |
| • spider | • horse | • bear |
| • elephant | • zebra | • peacock |

Common name:

Scientific name:

Why do you think it has this common name?

Children's Garden, Sugar from the Sun, & Aroid House

- ant
- dragon
- guppy
- bird
- elephant
- pig
- bird

Common name:

Scientific name:

Why do you think it has this common name?

Desert House

- octopus
- elephant
- fowl
- panda
- snake
- bunny
- ox
- bear
- goat
- horse
- zebra
- sea urchin
- cub
- hedgehog
- cat

Common name:

Scientific name:

Why do you think it has this common name?

1. What plant's name were you most surprised by? What surprised you?

2. Why do you think so many plants have animals in their names?

3. What did you notice about the scientific names for the plants you found?

4. Why do you think some rooms have have lots of plants with animals in their name but some rooms only have a few?

Digital Tours

Access your very own, on-demand tour guide! Use your smartphone or tablet to navigate at your own pace, and soak up as much information as you desire with images, video and audio features. New tours are added regularly, with options for the individual visitor and the whole family.

To access on your phone or tablet: download the VAMONDE app from [iTunes](#) or [GooglePlay](#).

To access the tours via web, visit [VAMONDE.com](#).

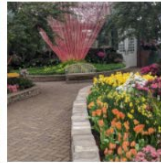
Digital Tours



Latitude Winter Show
Come on a virtual gratitude-infused nature experience with the Garfield Park Conservatory



Garfield Park Conservatory: Art & Architecture
Welcome to the Art & Architecture Tour of Garfield Park Conservatory. This



The Golden Hour Color Safari
Join us for this digital color safari that celebrates all the diversity of the plants in our



Sweet Treats Tour
Join us on this tour to learn more about many of the sweet treats that grow at the Garfield



Demo Garden Tour
Take a tour of our demo garden, which donates produce to our local farmer's market



Herbs: Garden, Kitchen, and Medicine
Join us for a tour featuring the history of herbs as both culinary ingredients and

2020 Report: Communications & Social Media

In August of 2020, we developed a digital reporting dashboard that gave high level performance views of our website, social media channels, email marketing, YouTube and Google Search.

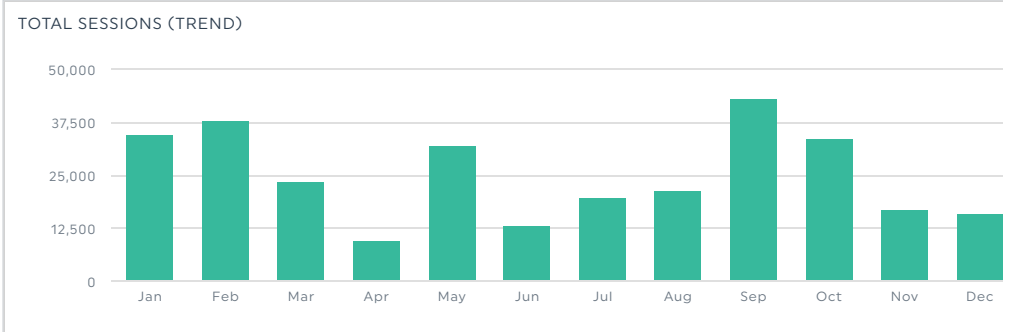
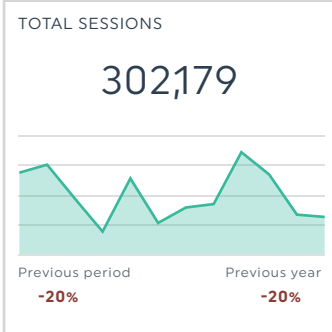
Through monthly reports, we are able to see MoM and YoY data on website traffic, social media growth, top performing posts per social channel and more. We added LinkedIn as a posting platform.

As of December 14, 2020, we have 84,752 followers across Facebook, Instagram, Twitter, LinkedIn and YouTube.

Please see the following report for 2020 totals. Note, some social media platform APIs don't provide historical data, only data from when the dashboard was created, so we don't have all historical data for comparison for Instagram, LinkedIn and Twitter.

GARFIELD PARK CONSERVATORY REPORTING DASHBOARD - YEARLY VIEW

WEBSITE VISITS AND PERFORMANCE



TOP SOURCES BY SESSIONS

Medium	Sessions
organic	159,396
(none)	92,026
referral	49,026
email	1,247
cpc	482
ios_app	1
social	1

TOP CITIES BY SESSIONS

City	Sessions
Chicago	169,970
Oak Park	6,955
(not set)	4,411
Evanston	3,230
Indianapolis	2,990
Berwyn	2,530
Naperville	2,056
New York	1,880
Milwaukee	1,652

SOURCE / MEDIUM BY SESSIONS

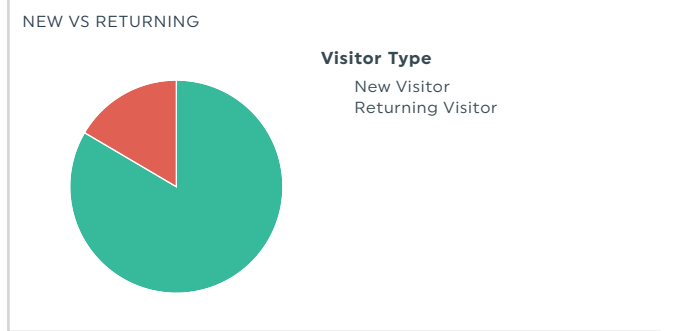
Source / Medium	Sessions
google / organic	151,842
(direct) / (none)	92,026
m.facebook.com / referral	12,266
linktr.ee / referral	4,536
bing / organic	4,024
choosechicago.com / referral	3,695
timeout.com / referral	3,143
l.facebook.com / referral	2,382
yahoo / organic	2,093
chicagoparkdistrict.com / referral	1,713

TOP REFERRERS BY SESSIONS

Source	Sessions
m.facebook.com	12,266
linktr.ee	4,536
choosechicago.com	3,695
timeout.com	3,143
l.facebook.com	2,382
chicagoparkdistrict.com	1,713
facebook.com	1,580
thrillist.com	1,252
l.instagram.com	1,229
t.co	660

TOP LANDING PAGES BY SESSIONS

Landing Page Path	Sessions
/	153,133
/visit/	23,701
/event/chicago-park-district-flower-garden-sale/	13,249
/event/the-flowers-of-monet-exhibit/	10,751
/covid-19-updates/	6,124
/about-us/room-rental-information/rental-rates/	5,246
/events-programs/	4,318
/resource-center/digital-tours/	4,141
/about-us/room-rental-information/	3,744
/gardens-collections/	3,627

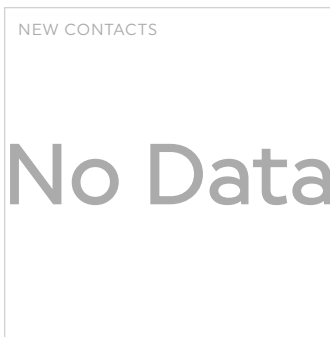
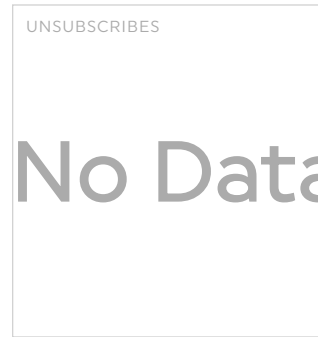
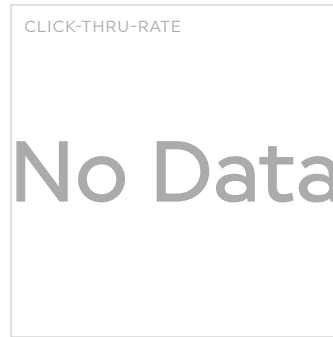
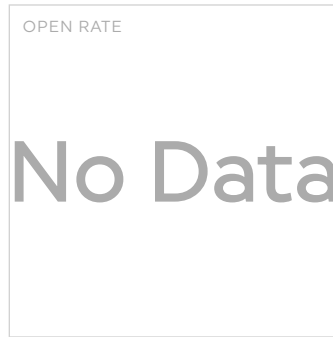
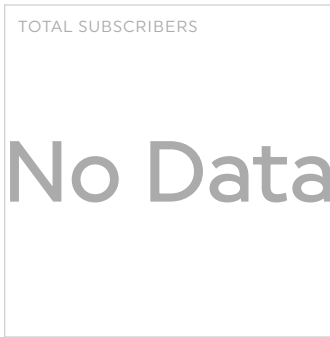


TOP KEYWORDS FROM ORGANIC (SESSIONS)

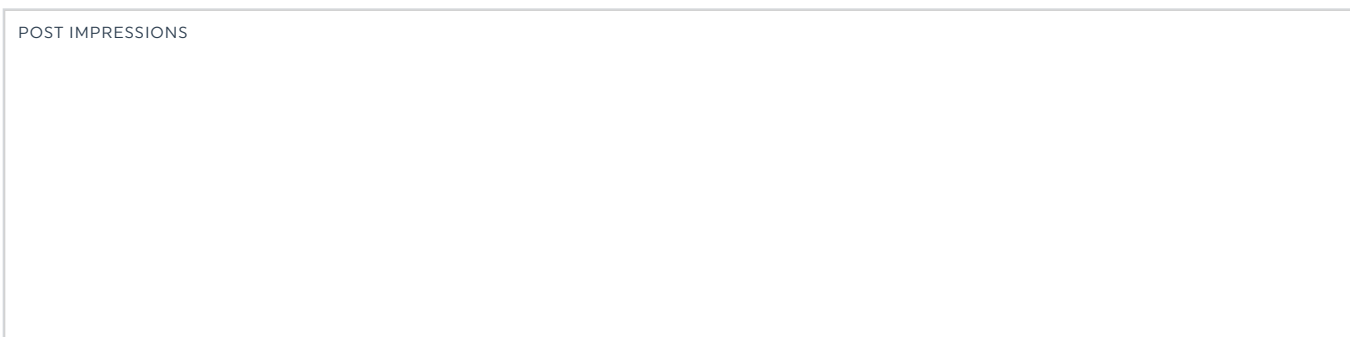
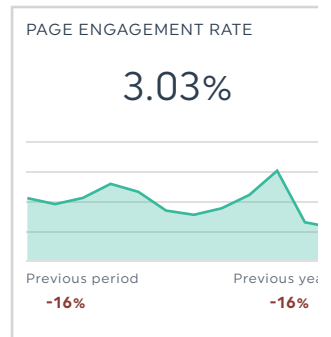
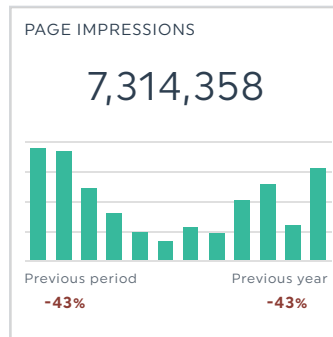
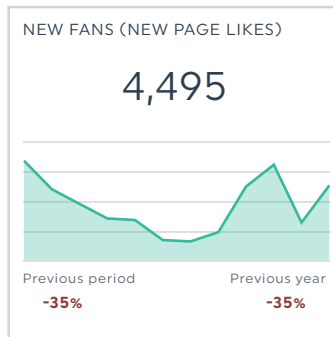
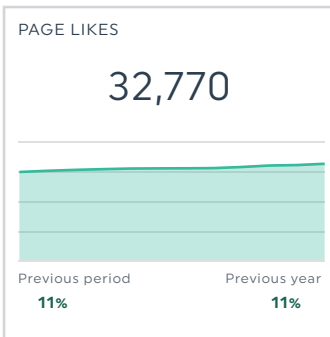
Keyword	Sessions
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Keyword	Sessions
(not provided)	155,783
garfield park conservatory	1,032
(not set)	879
amazon	135
garfield park conservatory chicago	119
garfield conservatory	115
https://garfieldconservatory.org/	47
garfield conservatory chicago	44

CONSTANT CONTACT - NO YEAR END DATA YET



FACEBOOK PAGE



Post With Image

Post Impressions ▼
Previous period



#SayHerNameBreonnaTaylor 📸 by @pottedelephant from #blackbotanistsweek 2020 (id: 83005961189_101E

377,465 **+377,465**



Surprise, delight, joy or awe? What have you experienced in the Fern Room? For over 100 years the spirits of th

131,657 **+131,657**



We're so excited to invite you to "The Flowers of Monet" experience at the Garfield Park Conservatory, openin

101,671 **+101,671**

FACEBOOK ADS

<p>PAGE LIKES</p> <p>0</p> <p>Previous period: 0% Previous year: 0%</p>	<p>CTR (ALL)</p> <p>0.00%</p> <p>Previous period: 0% Previous year: 0%</p>	<p>IMPRESSIONS</p> <p>0</p> <p>Previous period: 0% Previous year: 0%</p>	<p>AMOUNT SPENT</p> <p>\$0.00</p> <p>Previous period: 0% Previous year: 0%</p>
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ENGAGEMENT BY CAMPAIGN

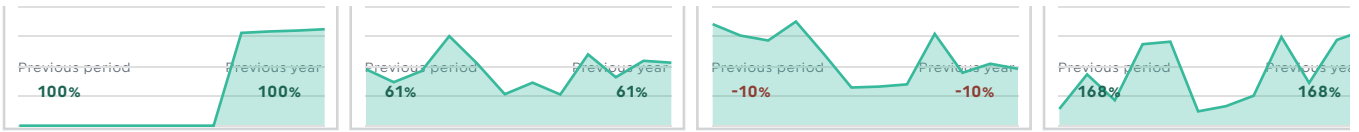
There is no data for this period

ENGAGEMENT BY AD (WITH IMAGE)

There is no data for this period

INSTAGRAM PAGE

<p>FOLLOWERS</p> <p>48,758</p>	<p>IMPRESSIONS</p> <p>5,557,537</p>	<p>PROFILE VIEWS</p> <p>70,340</p>	<p>WEBSITE CLICKS</p> <p>10,703</p>
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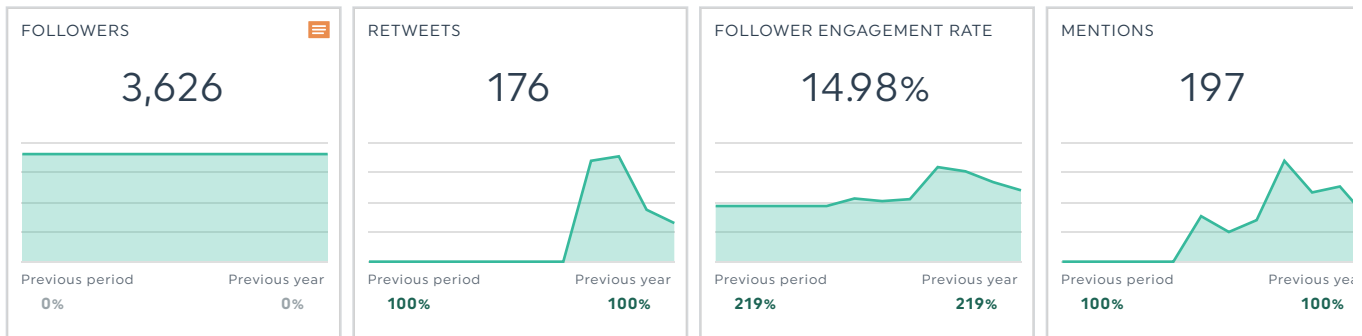
TOP INSTAGRAM POSTS BY ENGAGEMENT

Post With Image	Engagement	Impressions	Reach	Engagement Rate
<p>#sayhernamebreonnataylor 📷 by @pottedelephant from #blackbotanistsweek 2020... #saytheirnames #sayhername</p>	11,978 +11,978	113,087 +113,087	104,846 +104,846	10.09% +10.09%
<p>Virtual Event: Tag a friend who would love to learn how to craft two floral themed cocktails, all for a good cause! (Link in bio) 🍹🍷 Including a</p>	3,062 +3,062	46,368 +46,368	43,146 +43,146	6.14% +6.14%
<p>Get you a plant who can do it all 🌱 #dollypartonchallenge</p>	3,018 +3,018	38,428 +38,428	36,815 +36,815	7.70% +7.70%
<p>Surprise, delight, joy or awe? What have you experienced in the Fern Room? For over 100 years the spirits of the Fern Room have inspired us. Now, "A Genius of</p>	2,937 +2,937	20,350 +20,350	15,512 +15,512	13.98% +13.98%

TOP INSTAGRAM POSTS BY IMPRESSIONS

Post With Image	Impressions
<p>#sayhernamebreonnataylor 📷 by @pottedelephant from #blackbotanistsweek 2020... #saytheirnames #sayhername #blacklivesmatter #breonnataylor #blacklivesmatter📷📷</p>	113,087 +113,087
<p>Virtual Event: Tag a friend who would love to learn how to craft two floral themed cocktails, all for a good cause! (Link in bio) 🍹🍷 Including a demonstration on how this 'Don't Burst My Bubble' cocktail is made, using honey from Garfield Park Conservatory hives! 🍯🍷 Join us for the virtual event, FLEUROTICA: Sip + Rewind, this Tuesday, November 17 at 6pm. Your \$25 ticket includes a cocktail class from Mixologist @slava_barborisov of</p>	46,368 +46,368
<p>Get you a plant who can do it all 🌱 #dollypartonchallenge</p>	38,428 +38,428
<p>Tomorrow is Sweetest Day. But don't mess with our plants, though. Via @botanical_blackman/@officialplantmemes</p>	26,723 +26,723

TWITTER



TOP RETWEETED POSTS

Placeholder for the content of the TOP RETWEETED POSTS section.

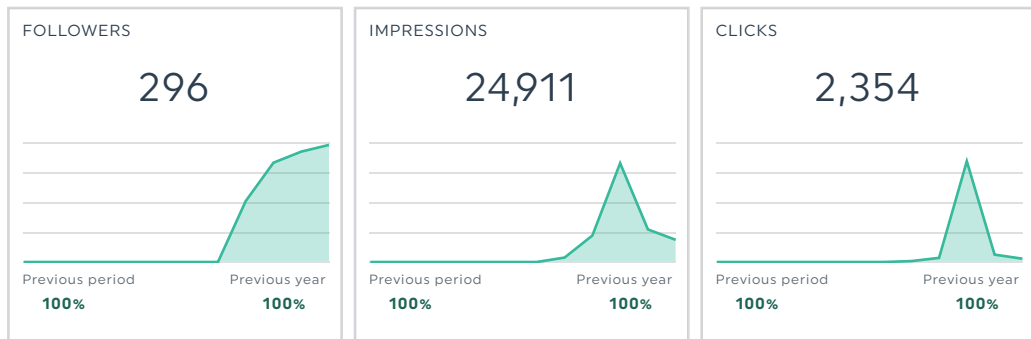
Post

TOP MENTIONS BY FOLLOWERS COUNT

Post

Via @Dra_JSJR: Week 2 of 3 🌱 & I think she's getting more into it. This time we used the same pencil together & that... <https://t.co/...> **3,626**
 @gpconservatory I miss it so much, I'll keep sending donations your way when I can to help support. (By @adriedwards) **4**

LINKEDIN

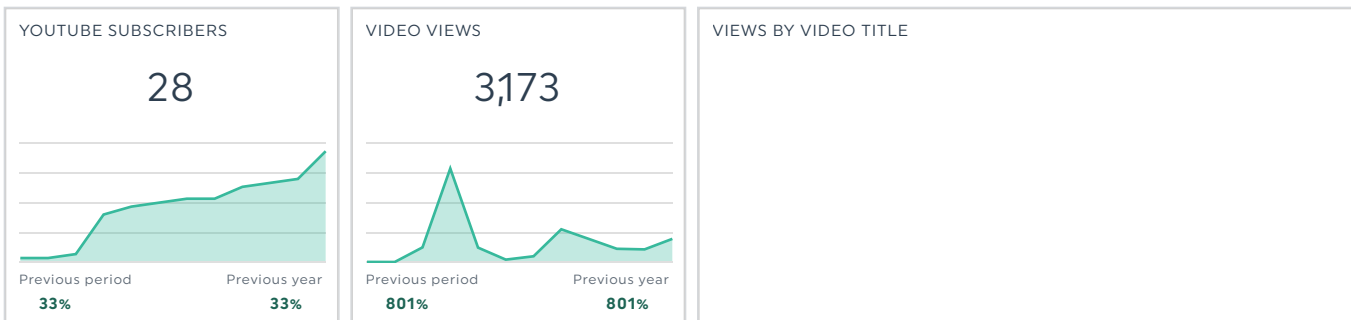


TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

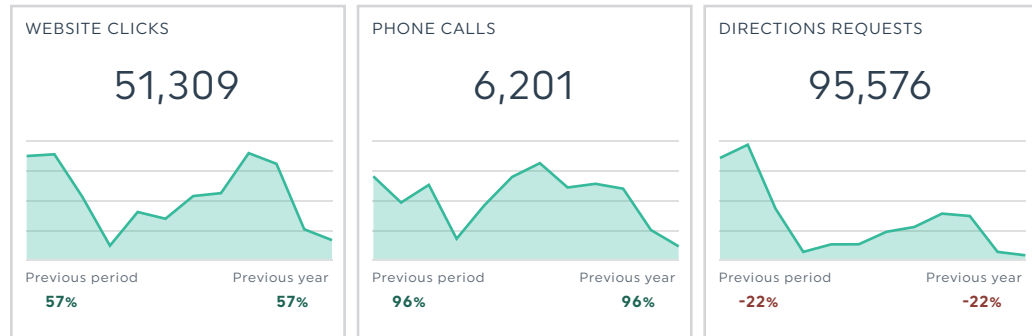
Post with image

	Engagement Rate	Change	Likes	Change	Clicks	Change
Via Sinai Health System: Therapists at Schwab are thankful for places like Garfield Park Conservatory for offering outdoor and socially distanced enjoyable experiences where they can feel safe bringing patients to for an afternoon. Patients were able to learn about plants and flowers, practice pushing their chairs in the community, and	41.4%	+41.4%	7	+7	29	+29
Check out our front entrance glow up on Central Park Avenue, then reserve a timed ticket to visit our outdoor gardens for some fall joy and restoration. FREE; suggested donation for those who can: \$10 adults/\$5 kids. https://lnkd.in/gMBhgi8 1) Bidens 'Bee Alive' 2) Verbena bonariensis, Canna 'Cannova Bronze Leaf', Salvia 'Wendy's	37.8%	+37.8%	0	=	14	+14
From the Garfield Park Community Council: Work in Progress—a new mural is coming to Kedzie! Progress was made this past weekend on Kedzie Avenue Fence Mural with a theme of flowers, butterflies, and positive quotes. The mural is on the corner of Kedzie Avenue and Washington Blvd. Community members are painting the	36.0%	+36.0%	7	+7	26	+26
"Since you cannot get on a plane and go to France, this is the next best thing. It was a flawless September day, not crowded and the high point in my life since Covid. Thank you for the uplifting exhibit and beautiful gardens. For \$5.00 you can book a time frame to enjoy this lovely inspiration from Claude Monet." -Mary F. K., recent	22.2%	+22.2%	6	+6	14	+14

YOUTUBE CHANNEL



GOOGLE MY BUSINESS



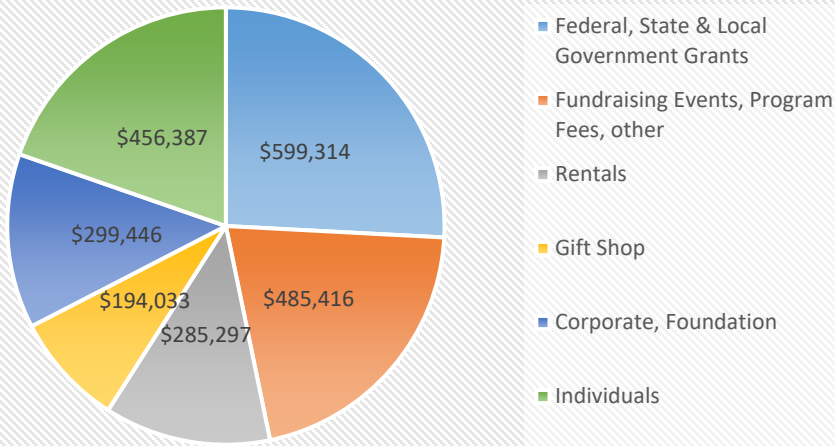
TOP REVIEWS

Review

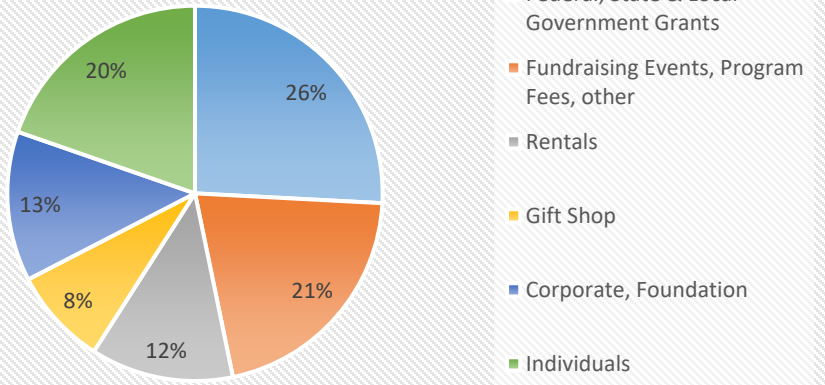
Rating ▼

Riniyah Rogers - No comment	5.0
Martha Silverman - "Amazing for you fellow color lovers of nature."	5.0
JP Andino - "The second largest indoor botanical garden in USA."	5.0
Simon Leclerc - "Loved it, magnificent and calm!"	5.0
Eric Davis - No comment	5.0
Pauline Hall - "Beautiful"	5.0
Kathrin Zima - "Very beautiful and warm! I go all the time and it never gets old"	5.0
Mark Doe - No comment	5.0
Joe Pindelski - No comment	5.0
Nina M - No comment	5.0
Inocencio Cortes - No comment	5.0
Manassawee Srimoragot - No comment	5.0
ATTOUMANI An-yna - No comment	5.0
平山学 - No comment	5.0
Domenico Meschino DPS MED - "My Meditation Temple"	5.0
Michael Everhart - "A very tranquil experience."	5.0
Molly Schultze - No comment	5.0
Nancy D - No comment	5.0
Gilbert Tolentino - "One of the rare fall days when weather was just right!"	5.0
A D AD - No comment	5.0
Shawn Peppers - No comment	5.0
Catherine Hussain - "The outside garden is very peaceful to walk through."	5.0
Aisha Nsangou - "Only the outdoor garden is open, but it's still a beautiful experience! Watch out for the bees, we had a territorial wasp foll..."	5.0
Shay - "Even though the greenhouse was closed it was still a lovely place to visit on an Autumn day."	5.0
Carey Shea - "Beautiful Monet flower exhibit"	5.0
Josh Simpson - No comment	5.0
Shannon Jones - "Beautiful and 🌸🌿🍂🌱🌻🌼"	5.0
Dr. Ratna Chaudhary - "In partnership with the Art Institute of Chicago, the Garfield Park Conservatory & Gardens presents The Flowers of ..."	5.0
Khalid Alnajim - "The place worth to be visited many times to expel negative energy."	5.0
Dave A. - "Pleasant out door gardens. Didnt see inside yet."	5.0
DMario Isajurk - "The inside is closed due to COVID, but the outside parts are still lovely to look at."	5.0
Lindsey Tortorello - "I love the conservatory! It's so beautiful & I'm so grateful to have it in my backyard!"	5.0
Karen Boyd - "Gardens are beautiful. A nice respite from today's stay at home experience."	5.0
King Papito - No comment	5.0
Carla Monique - No comment	5.0
Sho Nuf - "Go check out some lovely plants here, and enjoy a walk through the garden."	5.0
Nick Christo - "Really wish I went a bit earlier in the year. (Went a few weeks into Fall so not as many plants were still out.) Although the plan..."	5.0
leslessol - No comment	5.0
Tushar Shah - "Beautiful place. Ample parking. Reserve before you go due to covid."	5.0

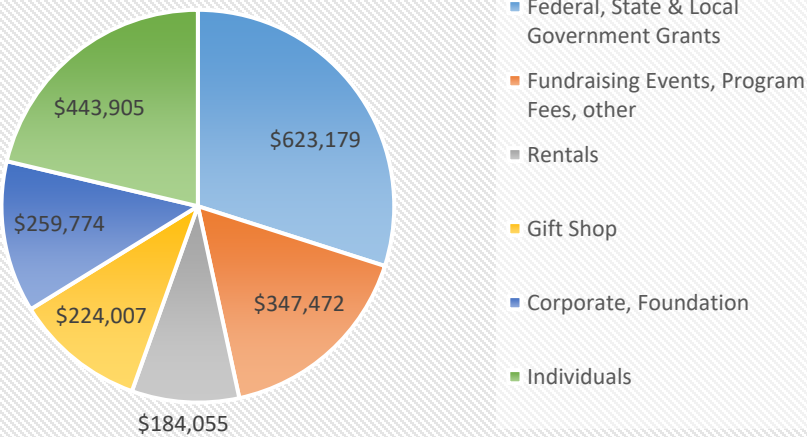
FY19 Revenue By Source (totals)



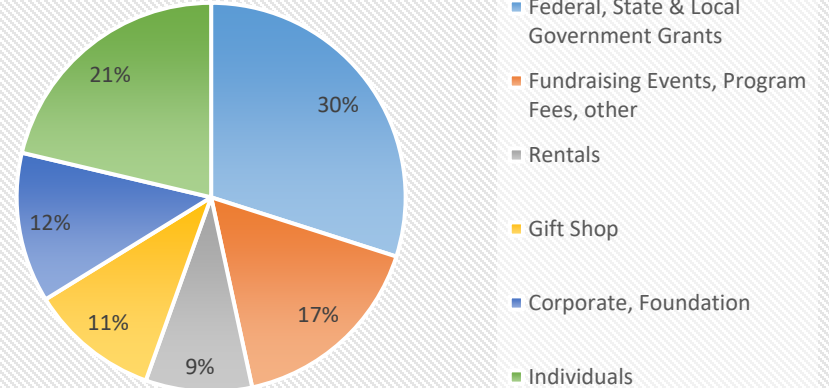
FY19 Revenue By Source (percentage)



FY20 Revenue By Source (totals)



FY20 Revenue By Source (percentage)



Federal, State, Gov't grants	+ 4% (PPP Loan)
Fundraising Events, Program Fees	- 4%
Individuals	+ 1%
Corporate & Foundation	- 1%

Gift Shop	+ 3%
Rentals	- 3%

2019 vs. 2020 Attendance, Entrance Revenue and Gift Store Revenue

	<i>Jan-19</i>	<i>Feb-19</i>	<i>Mar-19</i>	<i>Apr-19</i>	<i>May-19</i>	<i>Jun-19</i>	<i>Jul-19</i>	<i>Aug-19</i>	<i>Sep-19</i>	<i>Oct-19</i>	<i>Nov-19</i>	<i>Dec-19</i>	<i>Total</i>
Front Door Attendance	16,643	16,747	24,568	20,627	21,429	16,976	16,630	16,213	12,896	14,752	16,616	20,419	214,516
Front Door Donations	\$ 18,007.77	\$ 23,402.89	\$ 48,068.27	\$ 39,602.38	\$ 41,473.01	\$ 28,783.50	\$ 27,294.92	\$ 27,817.06	\$ 24,294.50	\$ 21,600.91	\$ 29,412.68	\$ 41,008.73	\$ 370,766.62
Gift Shop Revenue	\$ 14,439.86	\$ 19,672.27	\$ 25,516.21	\$ 28,728.42	\$ 25,291.01	\$ 17,331.58	\$ 22,466.67	\$ 20,169.20	\$ 22,658.83	\$ 22,616.60	\$ 24,289.20	\$ 33,445.29	\$ 276,625.14
Total Revenue	\$ 32,447.63	\$ 43,075.16	\$ 73,584.48	\$ 68,330.80	\$ 66,764.02	\$ 46,115.08	\$ 49,761.59	\$ 47,986.26	\$ 46,953.33	\$ 44,217.51	\$ 53,701.88	\$ 74,454.02	\$ 647,391.76

	<i>Jan-20</i>	<i>Feb-20</i>	<i>Mar-20</i>	<i>Apr-20</i>	<i>May-20</i>	<i>Jun-20</i>	<i>Jul-20</i>	<i>Aug-20</i>	<i>Sep-20</i>	<i>Oct-20</i>	<i>Nov-20</i>	<i>Dec-20</i>	<i>Total</i>
Front Door Attendance	22,316	20,926	9,616	-	-	-	2,866	4,378	10,439	9,436	-	-	79,977
Front Door Donations	\$ 41,140.59	\$ 26,134.62	\$ 22,418.05	\$ -	\$ -	\$ -	\$ 10,629.30	\$ 12,071.91	\$ 53,619.93	\$ 40,847.08	\$ 9.20	\$ -	\$ 206,870.68
Gift Shop Revenue	\$ 24,654.14	\$ 28,404.49	\$ 13,562.05	\$ -	\$ -	\$ -	\$ 569.49	\$ 2,068.88	\$ 8,193.18	\$ 7,625.41	\$ 783.57	\$ 4,203.48	\$ 90,064.69
Total Revenue	\$ 65,794.73	\$ 54,539.11	\$ 35,980.10	\$ -	\$ -	\$ -	\$ 11,198.79	\$ 14,140.79	\$ 61,813.11	\$ 48,472.49	\$ 792.77	\$ 4,203.48	\$ 296,935.37

Change in Attendance	34%	25%	-61%	-100%	-100%	-100%	-83%	-73%	-19%	-36%	-100%	-100%	-63%
Change in Donations	128%	12%	-53%	-100%	-100%	-100%	-61%	-57%	121%	89%	-100%	-100%	-44%
Change in Gift Shop	71%	44%	-47%	-100%	-100%	-100%	-97%	-90%	-64%	-66%	-97%	-87%	-67%

2020 Grants Awarded

Foundation, corporate and government grants in 2020 included new support from the Walder Foundation, which awarded the Alliance \$68,000 for a year-long project that includes extensive DEI training for staff as well as an evaluation and re-envisioning of our current community engagement methods to be more responsive and impactful. With this grant we are working to grow participation and strengthen collaborations with like-focused organizations to build a vibrant network for engaging West Side residents in nature and its many benefits. It also supports a primary goal of the Alliance's strategic plan: to establish the Conservatory as "the most inclusive campus for nature education in the nation."

Additionally, the Alliance was awarded a \$595,600 grant from the IDNR's Public Museum Capital Grants Program to renovate the visitor lobby. The funds will provide much needed upgrades to the lobby and reconfigure it to accommodate the Conservatory's growing attendance.

2020 Grants Awarded		
Advocate Bethany Community Health Fund	\$35,000.00	General Operations
Alphawood Foundation	\$30,000.00	General Operations
Aroha Philanthropies	\$25,000.00	Senior Programs
Bank of America Foundation	\$20,000.00	Urban Roots
Circle of Service Foundation	\$25,000.00	2nd installment of a 2-year grant, General Operations
Dr. Scholl Foundation	\$5,000.00	General Operations
IDNR Public Museum Capital Grants Program	\$595,600.00	Lobby Renovation
Illinois Arts Council	\$9,400.00	Arts Programs
Impact Grants Chicago	\$50,000.00	2nd installment of a 2-year grant, Urban Roots
Jocarno Fund	\$8,000.00	General Operations
John R. Halligan Charitable Fund	\$20,000.00	General Operations
MacArthur Fund at Prince Charitable Trusts	\$35,000.00	Arts Programs
Peoples Gas	\$10,000.00	General Operations
PNC Foundation	\$10,000.00	SEED – School Partnership Program
PNC Foundation	\$15,000.00	Youth Programs
Seabury Foundation, The	\$7,500.00	SEED – School Partnership Program
Walder Foundation	\$68,000.00	IDEA – Inclusion, Diversity, Equity, Accessibility training

Annual Donor Listing
July 1, 2019 – December 31, 2020

Individuals

Founders Circle \$5,000 - \$25,000

Anonymous	Karen Malkin
Ashley Hemphill Netzký	Samuel and Ann Mencoﬀ
Melody Hobson	Wendy Paulson
Perrine Knight and Mandy Gittler	Tanya Polsky
Paul A. Levy and Mia Park	Rebekah Shalit and Ilan J. Shalit

Jensen Society \$1,000 - \$4,999

Troy Baresel	S. James Perlow and Sandra Jo Allen
Alan M. Bell	Peter and Alicia Pond
Sara and Luke Blanshard	John and Kathy Raffetto
Rita and John Canning	Todd and Elaine Rapp
Michelle L. Collins	Aaron and Diana Robinson
Melvin L. Cox	Claude Robinson
Anne and Don Edwards	Julia and Gene Robinson
Rahm Emanuel and Amy Rule	Julie and Kenny Sacks
Elinor Escamilla	Tony and Moira Saliba
Dan Fulwiler	Judy and Tom Scorza
Theresa Hardiman	Margo Morris and Stanley Tamkin
Marguerite Delany Hark	Alex Tievsky
James Hevia	Thomas J. Wedell
Lindy Hirschsohn Coetzee	Dia S. and Edward S. Weil Jr.
Rachel Kohler and Mark Hoplamazian	Mary Ann and Ben Weprin
Brandon Linton	Kimberly and Miles White
Wanda and Kevin McDonald	Amanda Williams
Diana Palomar	Tiffanie Yau

Fern Circle \$500 - \$999

Gerald W. Adelman	Eliza and Timothy Earle
Ericka Anderson	Justine Fedak
Richard Assmus and Leah Welty	Robin Fern
Virginia Beatty	Marya Frankel
Tapan Bhatt	Fern Circle (continued)
Kristopher Brown	Gerald Freedman
Nathaniel P. Clapp	Sally Garon
Charles F. Custer	Fern Circle (continued)
Debra Dommen	Brent Gibson
Chris-Tia Donaldson	John and Clarice Harris

Stephanie Holifield
Matt James
Dan Lampier
Rhett Lindsay
Gina and Terrence Mullen
Thomas Murphy

Nancy Needles
Mary K. Nelson
Anonymous
Diane Sakai-Furuta
Lynne and Ralph Schatz
Asra Syed
Jen and Bob Van Valkenburg
Deanna Ver Steeg

Patrick and Ann Murtaugh

Conservatory Club \$240 - \$499

Anonymous
Margaret P. Ackermann
Glenn Anderson
Ann Marie Arden
Allison Bacon
Melissa Barone
Elizabeth and Michael Basile
Myron Becker
Ms. Suzanne Bessette-Smith
Lyle Birkey
Julie Blunier
Linda Brummer-Welsh
Barbara A. Carney and Paul F.
Engleman
Eileen Carruthers
Soo Choi
John and Kristine Cirn
Marva and Richmond Clayton
Kendra Cole
Chanel W. Coney
Jayne Daniel
Yolanda Daniel
Patrick and Pamela Deady
Pankaj Dhawan
Sarah Dobbins
Kimberly Ann Duda
Andrea Edwards
Emily Emmerman
Patricia Evans
Peter Ganong
Kevin J Geijer and Jessica Geijer
Dr. Mark Gendleman and Lynn
Gendleman

Peter Ginn
Yesenia Gonzalez
Andrew Hager
Vanessa Hall
Debra Hammond
Kaleen Healey
Hirsch-Schwartz Foundation
Jeffrey Hubbell
Mark D. Hudson
Kathryn and Larry Hymson
Grace Janda
Jon Karelitz
Richard Kendrick
Andrea Kirch
Kelli and Thomas Kline
Susan P Kosyla
M. Christine Leatherman
Shari Massey
Sachn Master
Jeanne Mayes
Jacqueline L. McKay
Kathryn McNeil
Melissa Mickey and Bruce Brisley
Conservatory Club (continued)
Stephen Miller
Lillian Mitchell
Martin Modahl
Katherine Morsbach
Yvonne Murphy
Robert E. Nied Jr.
Andrew Nieland
Franklin Nussbaum
Virginia Olsen

Sheyla Padilla
Barbara and Robert Perkaus
Gina Piemonte
Maria Pinto
Charmaine Reid
Marilyn Richards-Jackson
Mark Richman
Kristen Robertson
Noel Rodriguez
Alice Rooks
Kathryn Ross
Michael Roytman
Kimberly Ruhana

Kristyna Ryan
Nora Schneider
Steven Schwab
Natashee Scott

Claudia Sedath
Carla B. Sloan and Edward Sloan
Melissa Sloat
Mary Spyropoulos
Douglas Strubel
Erika Summers
Margaret and Donald Swanton
Dr. Ranya Sweis Faasse and Mark Faasse
Darryl Tom
John Tulloch
Ellen Turner
Ellen and Jerry L. Upton
Peter Vale
Susan Vance
David J. Varnerin
Roz Varon
Suzanne Whiting
Katherine Williams
Marvin Zonis and Lucy Salenger

Corporations and Foundations

\$200,000 or more
Chicago Park District

\$25,000 - \$199,000
Alphawood Foundation
GCM Grosvenor
Guggenheim Capital, LLC
Institute of Museum and Library Services (IMLS)
Impact Grants Chicago
MacArthur Fund for Arts and Culture at Prince Charitable Trusts
PNC Foundation

\$15,000 - \$24,999
After School Matters
Bank of America Foundation
John R. Halligan Charitable Fund
Illinois Arts Council
Peoples Gas

\$10,000 - \$14,999

Anonymous
Anonymous Fund of Central Indiana Community Foundation
ComEd
DRW
Expedia Group (Orbitz, Cheap Tickets & Travelocity)
IMC Chicago Charitable Foundation

\$5,000 - \$9,999

Anonymous
BMO Harris Bank
Department of Cultural Affairs and Special Events (DCASE)
Frank G. and Gertrude Dunlap Fund
East Bank Storage
Marshall and Jamee Field Family Fund
Jocarno Fund
The Seabury Foundation

\$1,000 - \$4,999

Margaret S. and Philip D, Block, Jr. Family Fund
Charities Aid Foundation of America
The Chicago Community Trust
CIBC Bank
Clayco Inc.
Columbia College Chicago
Empty Bottle Presents LLC
Fuzzy Math, LLC
Mesirow Financial
The Harvey L. Miller Family Foundation
Office of the City Treasurer
Polsinelli
The Sondheimer Family Charitable Foundation
Takeda Pharmaceuticals North America
Ulta
William Blair and Company

\$240 - \$999

Anonymous
A5 Inc.
AT&T Foundation
Benevity Community Impact Fund
Angela Brock-Kyle & Bernard Kyle Charitable Fund
Cengage Learning
Essentra
Gray Hunter Stenn LLP

Invenergy
The Kalousdian-Lawrence Family Fund
Kirn-Levinson Family Fund
Microsoft
Numerator
Salesforce

Volunteer Groups

AT&T
Blue Cross Blue Shield of Illinois
Cengage Learning
Chicago Cares
Chicago Houseplant Club
DocuSign
Environmental Law & Policy Center
Essentra
Guggenheim Partners
Invenergy
Isobar
Microsoft
Northside Ladies Group
Numerator
Peace Corps
PNC
Salesforce
Southside Occupational Academy
Treasury Wine Estates
Tula Yoga

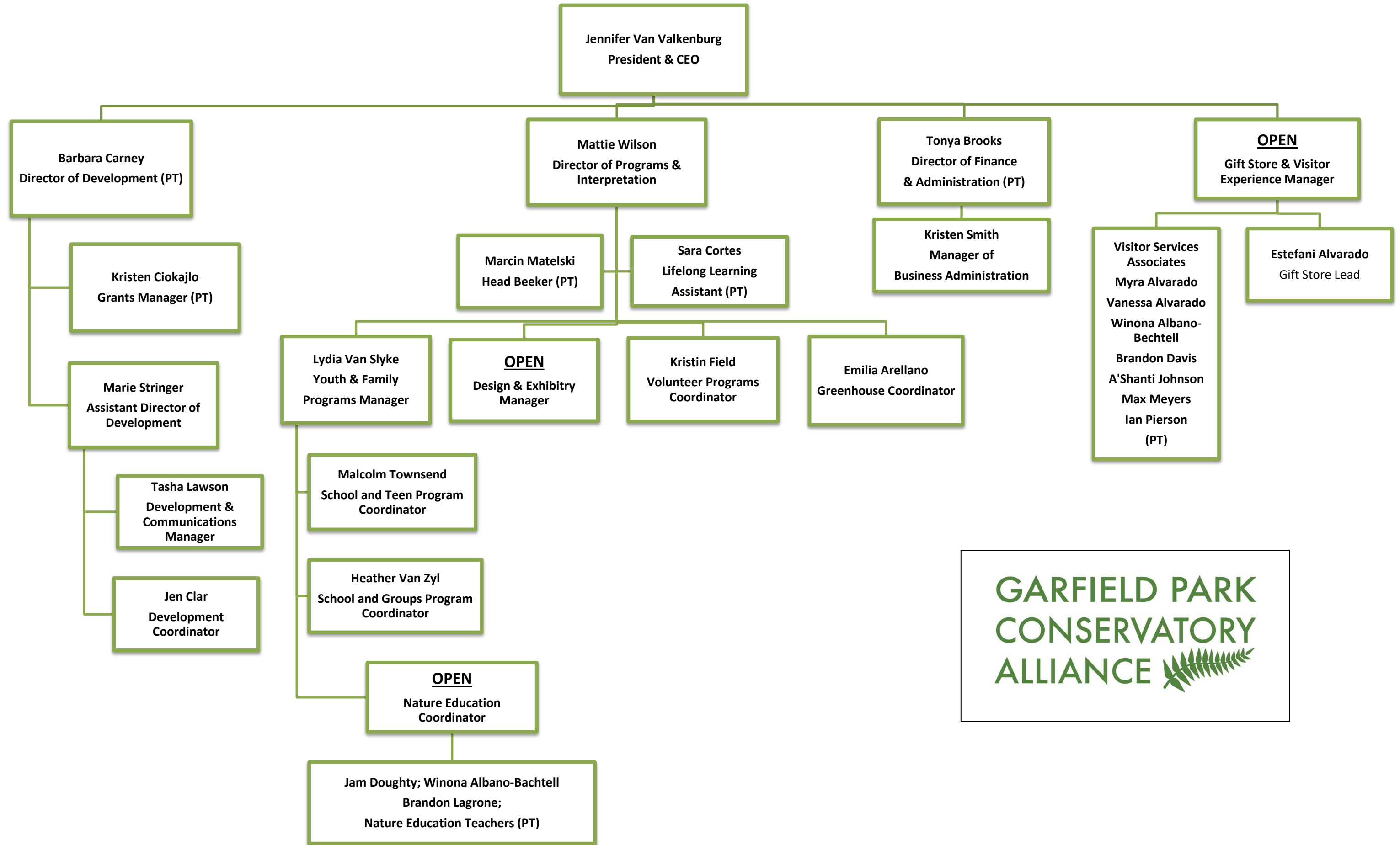
In-Kind Contributors

16" On Center
Arami
BellaRu Catering
Boxed Water
Cadre Noir LLC
CH Distillery
Cream Wine Company
Flat & Point
Food For Thought Catering Group
Great Lakes Bottling Co.
HaiSous / Ca Phe Da

Jewell Events Catering
Lagunitas
Pacific Standard Time
Paul Mitchell School
Pub Royale
Topochico
Virtue Cider

Community Partners

After School Matters
Al Raby High School
Breakthrough Urban Ministries
Brian Kinyon Photography
Chicago Architecture Foundation
Chicago Area Origami Society
Chicago Arts and Music Project
Chicago Bonsai Club
Chicago Cares
Chicago Herpetological Society
Chicago Public Schools CTE Department
Chicago West Community Music Center
Empty Bottle Presents
Garfield Park Community Council
Garfield Park Garden Network
GlennArt Farm
The Hatchery
Illinois Craft Brewers Guild
Imperfect Produce
Incredible Bats
Inspiration Kitchens
Joffrey Community Engagement Exelon Strobe Dancers
Juicebox Concert Series
Lincoln Park Zoo
Midwest Bonsai Society
My Chi My Future
Night out in the Parks
Old Town School of Folk Music
Open House Chicago
Openlands
Poems While You Wait
Revolution Workshop
S.A.C.R.E.D
Suder Montessori Magnet School
U of I Extension Master Gardeners



Name	Title	Affiliation
Paul Levy, Chair	CEO	Prairie Management & Development
Paul A. Labonne, Vice Chair	VP, Community Reinvestment Officer	PNC Bank
Henry Krasnow, Treasurer	Attorney	Sugar Felsenthal Grais & Hammer LLP
Peter Schlossman, Secretary	Architect	Bailey Edward Architects
David Bacon	SVP, Middle Market Commercial Banking	Bank of America
Cornell Barnett	Retired	ComEd
Alan Bell	Attorney	Charity & Associates P.C.
Mary Clare Bonaccorsi	Attorney	Polsinelli
Melvin Cox	Director	Bridge Consulting
Elinor Escamilla	Wealth Advisor	William Blair & Co
Vanessa Hall	Manager of Media Relations	Peoples Gas & North Shore Gas
John Harris	Principal	A5 Group Inc.
Reggie Moore	SVP Sales, Marketing & Innovation	Land O'Frost Foods
Mary Nelson	Executive Director	Council for the Parliament of the World's Religions
Diana Palomar	VP, Community Engagement	ABC 7 Chicago (WLS-TV)
Aaron Robinson	Marketing Science Partner	Facebook
Erika Summers	VP, Corporate Events	Ariel Investments
Amanda Williams	Artist	Amanda Williams Gallery

2020 Changes to the Board of Directors

Resigned:

- Troy Baresel, Retired CFO, Lincoln Park Zoo
- Luke Paskevich, Architect, Paskevich & Associates
- Glenna Mo, Real Estate Developer, Eastern Pioneer Realty, Inc.

Elected:

- David Bacon, Bank of America
- Elinor Escamilla, William Blair & CO

No changes were made in officer positions