

**Lease and Management Agreement
Budget Hearing – June 21, 2013**

Talking Points for Support for the Garden and the Botanical Garden Society

1. Provide your name and describe your relationship to the Botanical Garden.
2. I am here today to speak in support of the Lease and Management Agreement and the nonresident admission fee.
3. The Botanical Garden is a beloved and important institution in Golden Gate Park and in the City of San Francisco. It is recognized internationally for its significant and diverse plant collections.
4. All revenue generated by the nonresident fee is for the benefit of the Botanical Garden. The fee supports Garden operations and will help the Botanical Garden Society sustain its programs, including the youth education program that serves 10,000 San Francisco children each year.
5. The Society was established almost 60 years ago to support the continued development of the Garden and to provide educational and outreach programs. Since then, the Society has provided crucial support and assistance to the City and the Garden.

[You will not have time to list these, but here are examples of the support we have provided:

- a. providing education and visitors programs, curatorial and plant collection management services, community programming, volunteer programs, and fundraising to support all aspects of the Botanical Garden;
 - b. paying costs to support the hiring of an 11th City gardener;
 - c. constructing the Helen Crocker Russell Library of Horticulture;
 - d. funding the development of a Master Plan for the Botanical Garden;
 - e. planning and funding improvements to implement the Master Plan; and
 - f. our single largest initiative to date, planning and funding the Garden's first permanent nursery facility – the Nursery: Center for Sustainable Gardening, which (if we can raise the remaining funds needed) we hope to start building within the next year.]
6. The Botanical Garden Society exists for only one purpose – to support San Francisco Botanical Garden. The Lease and Management Agreement provides the framework for how the Society and the Recreation and Park Department will continue to work together to support the Garden and provide an enriching experience to the people of San Francisco, the Bay Area and the world.
 7. I urge you to approve the Lease and Management Agreement and renew the nonresident admission fee. Thank you.

General Guidelines

1. Focus on the relationship – the partnership – and how the Lease and Management Agreement allows the Botanical Garden Society to continue to work with the Recreation and Park Department to make the Garden even greater than it is today
2. Note that the non-resident admissions fee is providing an important new source of revenue for the Botanical Garden and is essential to our ability to deliver programs.
3. Stress commitment to the people of San Francisco
4. Emphasize what we do to support the Garden
5. Don't emphasize the 30-year aspect
6. Do not take the bait re claims of privatization or other attacks
7. If you have a heartwarming personal story or connection to the Garden, please share it. It strengthens your message.

Hearing Logistics

Please arrive promptly at 10:00 am. We are meeting at City Hall in the North Light Court. Once all of our supporters have gathered we will head up to the hearing to get in line to speak. Speakers at the hearing are allotted two minutes each to testify. Please note that this budget hearing is inclusive of all city departments and there will be speakers in line to testify about dozens of issues, not only the Botanical Garden. We expect a large crowd of people so please be patient. We appreciate your help and support.