

# Comprehensive Inclusion in an Exclusive Space

A Case Study in Data-Driven Decision-Making at  
Naples Botanical Garden

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APGA DEVELOPMENT SYMPOSIUM

JANUARY 2024

# Introductions

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**Shannon Abitbol**  
Consultant, JCA

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# Introductions

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**Brian Russo**

Director of Membership & Annual Giving,  
Naples Botanical Garden

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# Agenda

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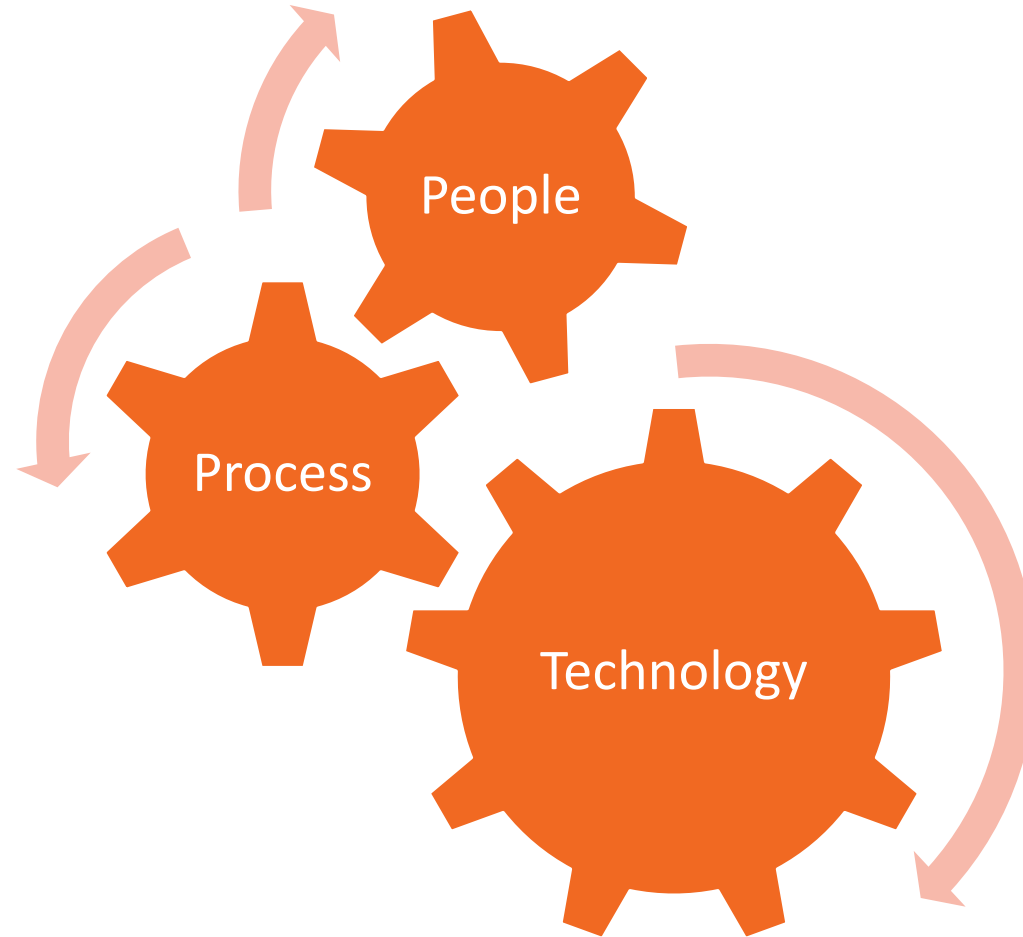
Data-Driven Decision-Making: Overview

Case Study: Naples Botanical Garden

Best Practices

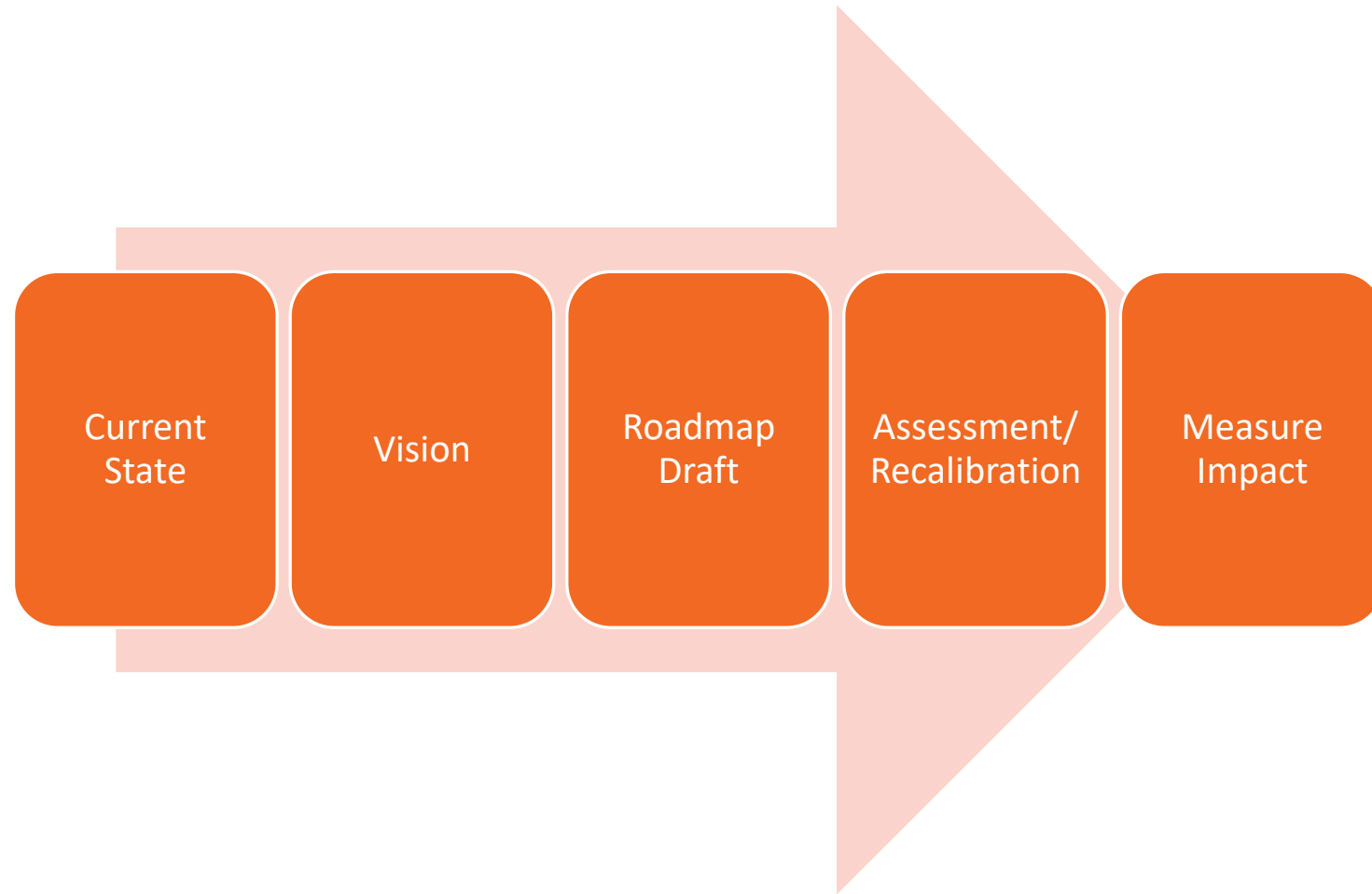
# Managing Information

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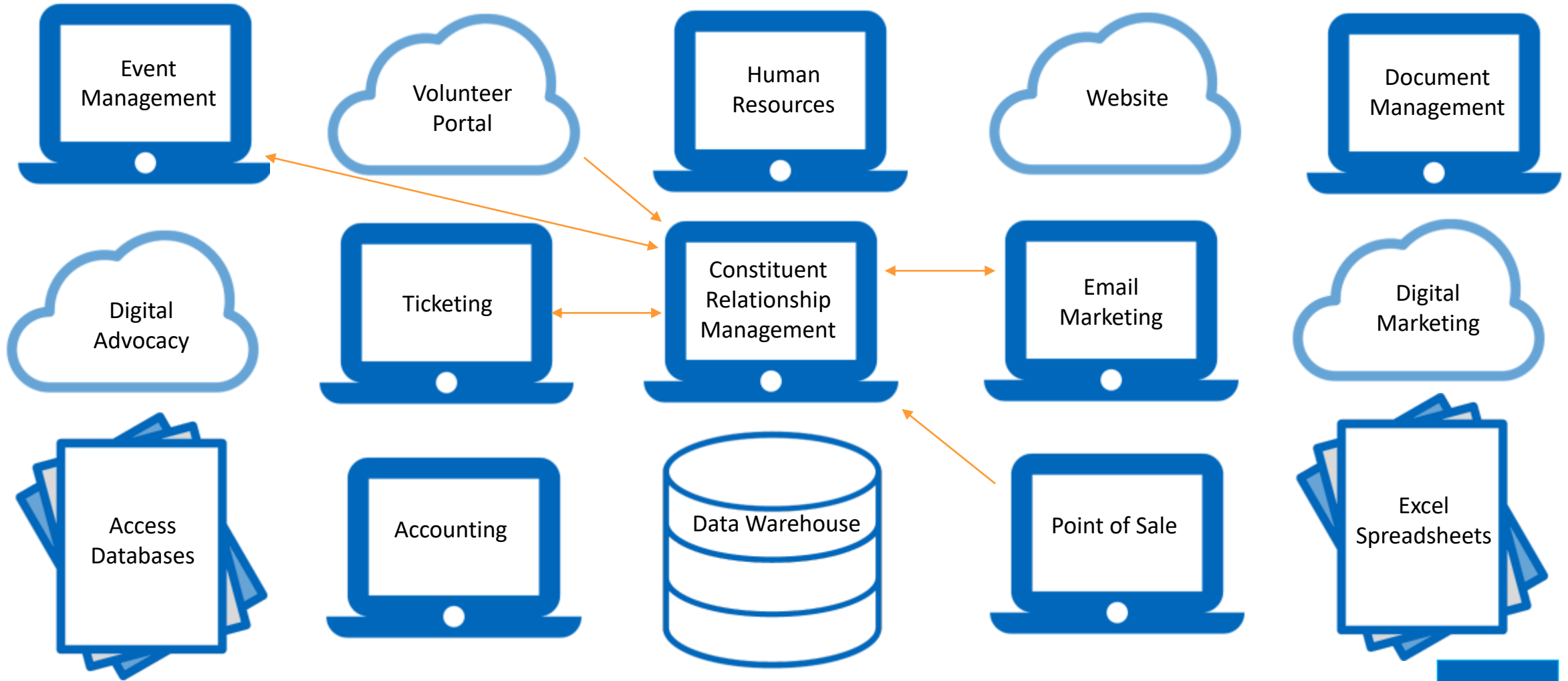


# People, Process + Technology: Roadmap

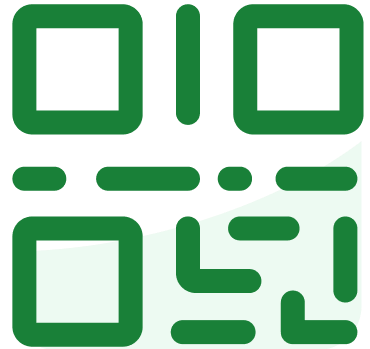
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# Systems Overview



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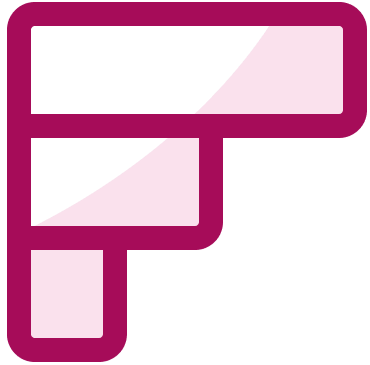


**Join at [slido.com](https://slido.com)  
#3822756**

ⓘ Start presenting to display the joining instructions on this slide.



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**Do you have access to the information you need to make informed decisions at your organization?**

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# Naples Botanical Garden

- Founded in 1993
- Opened in 2009
- 170 Acres
- Downtown Naples



# Naples, Florida

- Collier County: 397,994 residents/153,711 households
- Naples: 19,618 residents/9,594 households
- 89% white (overall U.S. is 75%)
- 6% below the poverty line (overall U.S. is 11.5%)
- Collier County median income \$75,543 Naples median income \$125,306 (overall U.S. is \$67,521)
- Collier County Public Schools demographics:
  - 52.6% Hispanic/Latino (overall U.S. is 28%)
  - 32% White (overall U.S. is 45%)
  - 11.3% Black (overall U.S. is 15%)
  - 43.5% receiving free or reduced lunch (overall U.S. is 47%)



# A Garden For All

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- Free membership, currently has 559 members (out of 15,000 member households)
- Same benefits as Family & Friends members
- Community Relations team promotes
- Auto-renew
- Promotional codes and partnerships attract under-represented audiences



# Building A Garden For All

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- Starting point: people, process and technology
- Recognizing barriers and removing them
- Creating change
- Know the “why”
  - Inclusion
  - "Where people and plants thrive together"



# People

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- Visitation trends
- Community relations
- Resources



# Process

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- Garden signs
- Garden communications
- Engagement
- Renewal



# Technology

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- Storing preferences
- Attendance reporting
- Grant reporting
- Membership cards
- Membership renewal





# Lessons Learned

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- Continued engagement with these new audiences and referral organizations is key
- Long-term project, not a one-and-done task
- External factors can hinder progress
- Promotional codes can be shared with anyone – know your system limitations

# The Future at Naples Botanical Garden

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- New communication strategy including use of native language
- Part of a Garden-wide assessment for signage improvements and Master Plan
- Improved tracking of visitation and reporting for potential future grants and funding opportunities

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**What is your biggest need?**

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**What is your biggest roadblock?**

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# Best Practices

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- Case Study:
  - Know your why
  - Discuss your roadmap
  - Develop a comprehensive plan and consider rolling out in stages
  - Identify and partner with community organizations to connect with these new audiences
  - Consider what level of access is best for your organization

# How We Help



Needs Assessment



System Selection



Integration + Automation



Data Analysis



Implementation Support + Project Management

# Contact Information

## **Shannon Abitbol**

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## **Brian Russo**

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