

# Beech Creek

## BOTANICAL GARDEN & NATURE PRESERVE



### Executive Director Informational Packet

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# Executive Director Information

## Position Summary

The Executive Director reports to the Board of Trustees and is responsible for overseeing all strategic and operational aspects of the organization. The Executive Director works to increase the organization's visibility, extend its educational programs, strengthen its financial resources, and develop the strategic plan for future growth through continual, sustainable improvement.

## Key Responsibilities

- Lead and execute strategic planning and organizational development.
- Oversee financial management, including budgeting and fiscal oversight.
- Drive fundraising efforts, grant writing, and cultivation of donor relationships.
- Manage staff hiring, development, evaluation, and retention.
- Enhance visitor experience and educational programming.
- Foster partnerships and maintain positive community relations.
- Ensure the maintenance and enhancement of garden facilities and natural preserves.
- Evaluates programs and the development of new initiatives.

## Board Relations

- Keeps the Board of Trustees informed of activities, programs, events, fundraising, and development.
- Works with the President to prepare for Board meetings.
- Attends and participates in Board meetings.
- Works closely with the Board of Trustees in the development and maintenance of the strategic direction of Beech Creek Gardens.
- Initiates and directs the development of policies for Board approval.





## Qualifications

### Must Have:

- Five or more years of proven leadership experience, preferably in a nonprofit setting
- A passion for educating and inspiring people about the environment
- Excellent communication and interpersonal skills
- Experience marketing a mission and serving as spokesperson in the community
- Expertise in the creation, implementation and achievement of programs, exhibits, and special events
- Strong business and financial acumen
- Flexibility to work weekends and variable schedule as needed

### Preferred:

- A bachelor's degree in related field
- Experience with digital media and technology for marketing, fundraising, education, and operations
- Background in horticulture, botany, or related fields
- Skills in coordinating and presenting at public events
- Familiarity with managing information systems and contracts specific to a non-profit organization

***Beech Creek Botanical Garden & Nature Preserve provides equal employment opportunity to all individuals, regardless of their race, color, creed, religion, gender, age, sexual orientation, national origin, disability, veteran status, or any other characteristic protected by state, federal, or local law.***



## Our Mission

We believe that quality of life and the health of the environment are interdependent and that an understanding of nature improves the lives of individuals. We provide educational opportunities and interactive experiences that inspire people to be good stewards of their communities and the world.



**EDUCATION ● PRESERVATION ● RECREATION ● INSPIRATION**

## Our Vision

To educate, inspire and connect people with nature, to offer creative opportunities for people to spend more time engaging in and learning about nature, to improve one's physical and mental health and overall quality of life and to inspire preservation of our world. We strive to develop an institution which is a locally treasured and globally renowned source of beauty and education.



## About Beech Creek Gardens

Beech Creek Botanical Gardens began in 1999, simply as a grassroots effort by a small group of individuals with a passion for education, motivated by a powerful desire to teach people and to connect people with nature. Since then, we have steadily expanded, while adhering to our mission of offering educational opportunities to all and protecting the environment.

In 2003, we made the first large purchase of land, 164 acres, and drafted our first strategic plan. 2006 was the year we first opened to the public, with a hiking trail and an accessible parking lot. In 2008, we opened a butterfly house. Additionally, 2010 was an important year, with the advent of the Amazing Garden Plant Science Center and the spectacular visits of over 2,000 students per year for school field trips. By 2012, our Visitor Center opened its doors and moved all offices on sight. 2013 marked our expansion with an 11.5 acre purchase adjacent to our property. In 2016, we also had a large achievement; as we completed our REALL development phase, including restrooms, storage, more parking, and a caterpillar nursery. In 2017, for the first time we began charging a general admission.

Our march forward in 2018 consisted of the opening of the 2-acre Natureplace playground, and in 2019 we made our most recent land purchase of 6.4 acres. Moving forward, we continue to expand our grounds and acquisitions to make Beech Creek Gardens a family-oriented, educational outdoor environment with the goal of improving lives.



## Trails

**Fern Ridge Trail.** This beautiful trail overlooks the stream for a while and moves visitors through a variety of plant species allowing hikers to experience different natural habitats.

**Chad's Way.** This accessible trail is designed for visitors with limited ability, it travels through a small pine forest, around a 2/3 of an acre pond and along the stream connecting to our Creekside Trail.

**Oakview Trail.** Oakview is lovely and provides benches along the way. This trail is not too difficult and can be completed at one's leisure.

**Spicebush Trail.** The Spicebush Trail is more of a closed-in trail that takes visitors through wooded areas. Walking this trail you will encounter numerous spicebush shrubs.

**Creekside Trail.** Per its name implies, this trail runs along the stream for its entirety. It also serves as a connector between Chad's Way, the Visitor Center and our Water Science building.

## Gardens

**Hummingbird Garden.** Verdant gardens with an abundance of different plant species to attract the Ruby Throated Hummingbird.

**Secret Garden.** An ideal opportunity, providing beautiful scenery for wedding ceremonies.

**Potager Garden.** A cornucopia of delicious vegetables.

**Butterfly Garden.** A rich variety of flowers and plants that attract butterflies.

## Nature Preserve

**Plant and Animal Wildlife.** Beautiful gardens inhabited by rare animals, such as silver foxes, who live and thrive in their natural habitat.

**Creeks and Stream Tributaries.** Streams and tributaries that visitors experience along revitalizing trails.

**Vernal Pools.** Wetland areas that provide a unique and exceptional view of natural wildlife.



## Educational Opportunities

Every year we teach environmental education to over 2,000 school children on outdoor field trips to Beech Creek Gardens. Our program is highly engaging with hands-on activities and inquiry-based learning. In addition, we also provide workshops for adults and children on a variety of subjects and projects throughout the year.

## Recreational & Off-Season Opportunities

Fun at Beech Creek Gardens is year-round. We offer a variety of exhibits entwined in our annual theme and programming, as well as our popular events. Our Winter Workshop Series have become a favorite among many and people of all ages love our Nature's A-Glow Holiday display. There's never nothing to do!

More details about programming and events can be found at [www.beechcreekgardens.org](http://www.beechcreekgardens.org)

## Beech Creek as an Opportunity

Working with Beech Creek Botanical Garden and Nature Preserve is a unique and amazing opportunity to grow yourself and to help Beech Creek Gardens grow. This position is filled with exciting experiences and a positive work environment. As Executive Director, you will work with approximately three full-time and 22 part-time employees, all who love what they do for Beech Creek Gardens and for the community.

**Furthermore, Beech Creek Gardens works closely with another independent nonprofit organization, Raptor Hallow Sanctuary (RHS).** RHS is an animal sanctuary which we have allowed to reside and operate within our property. Although RHS focuses primarily on birds of prey, they also have provided a sanctuary for a few other native wildlife animals. This animal sanctuary is open to all visitors to Beech Creek Gardens. As Executive Director of Beech Creek, you will have a unique opportunity to promote the positive relations of both organizations.



# Brief Timeline

1999

Founders began discussions with like-minded community members and the first Board of Trustees was developed.

2003

Purchased 164 acres.  
Drafted the first strategic plan.

2005

First education grant received.

2006

Opened to the public with one hiking trail and a small parking lot.

2008

Opened seasonal butterfly house.

2010

Opened the Amazing Garden Plant Science Center  
Began teaching 2,000 students a year coming on school field trips.

2012

Opened Visitor Center and moved offices on-site.  
Founders officially hired as Directors.

2013

Purchased an adjacent 11.5 acres.

2016

Completed REALL Development phase which included public restrooms, storage, additional parking, and a Caterpillar Nursery.

2017

Implemented a general admission.  
Opened new gardens.

2018

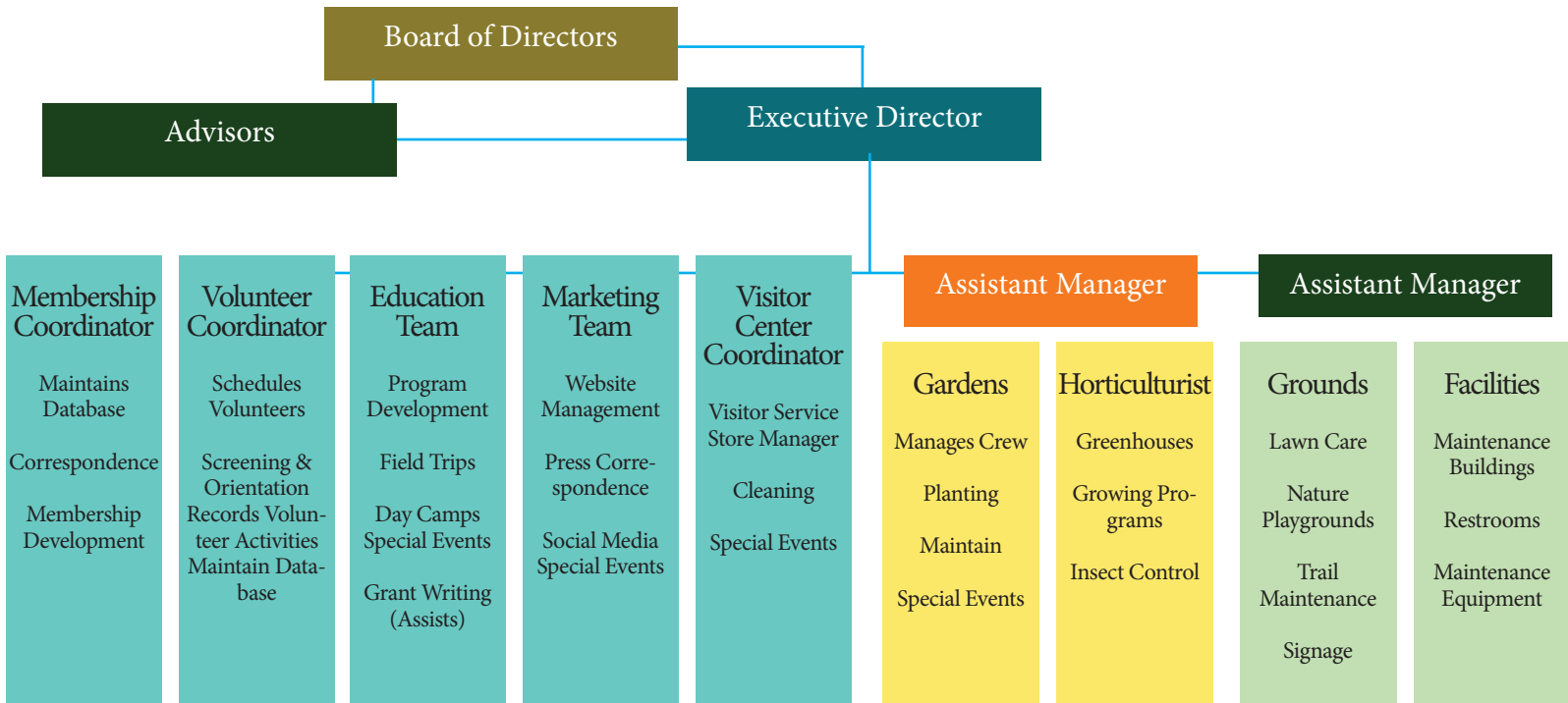
Opened 2-acre Natureplace playground

2019

Purchased an adjacent 6.4 acres.



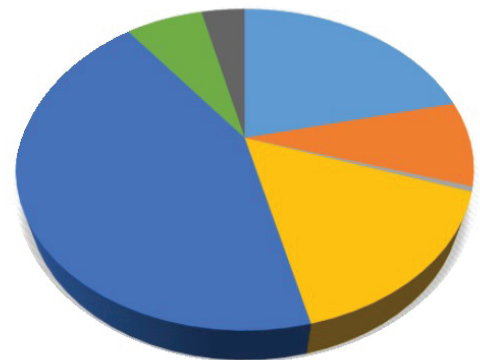
# Organization



## 2023 Budget Overview

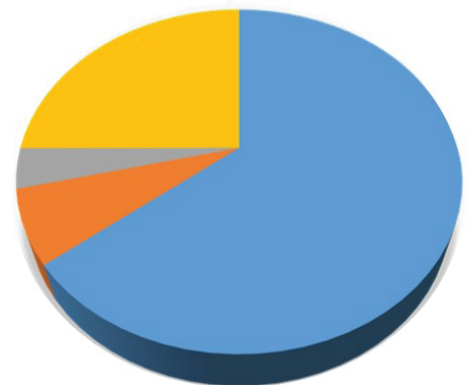
### Revenue

Memorial Contributions	\$ 2,795.00	.5%
Facility Rental	\$ 20,324.00	3.7%
Gift Shop & Plant Sales	\$ 36,137.00	6.8%
Donations	\$ 46,773.00	8.7%
Program Support	\$ 87,077.00	15.95%
Memberships	\$ 116,723.00	21.3%
Admissions	\$ 238,956.00	43.5%
<b>Total</b>	<b>\$548,785.00</b>	<b>100%</b>



### Expenses

Fundraising	\$ 20,523.00	3.8%
Administration	\$ 37,354.00	6.8%
Property Costs	\$135,997.00	25.4%
Program Services	\$349,457.00	64%
<b>Total</b>	<b>\$543,331.00</b>	<b>100%</b>





# Membership Overview & Fundraising

**General Admission: \$17**

**Members and Kids (Ages 0-2): FREE**

In addition to grants, Beech Creek Gardens relies on membership and fundraising to help fund the improvement of the property, educational and outreach programs, and community-based events.

## **Current levels of membership include:**

- Family \$150
- Grandparent \$125
- Individual \$50
- Friend \$250

Annual fundraising events are also held through-out the year and include a variety of small and larger-scale events. A few of the events include:

**Online and Mail Giving Campaign (Spring)**

**Summer Gala (Summer)**

**Oktoberfest Run (Fall)**

**Nature's A Glow (Winter)**

**Cool Adventures (Winter)**

**Hands-on Workshops (Year-round)**

**More details regarding specific events can be found at [www.beechcreekgardens.org](http://www.beechcreekgardens.org)**



**Top: Nature's A-Glow in December**

**Bottom: Annual Summer Gala 2024 Theme - "An Enchanted Evening"**

