



# MOORE FARMS

botanical garden



**2014 MFBG Education and Events Visitation Report**

**Submitted by: Rebecca Turk**

**Friday, January 9, 2015**



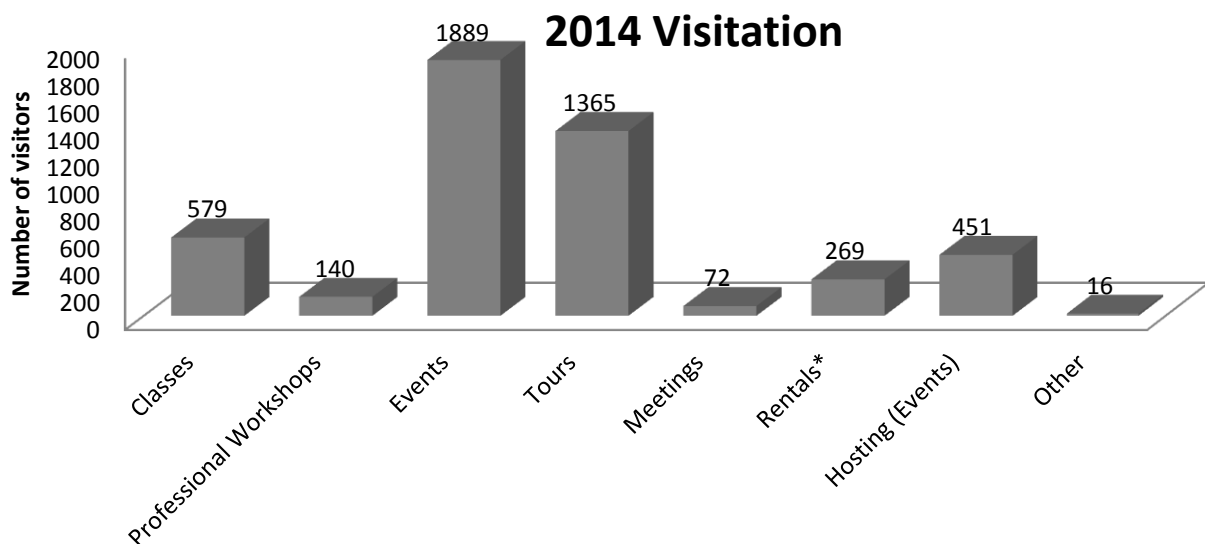
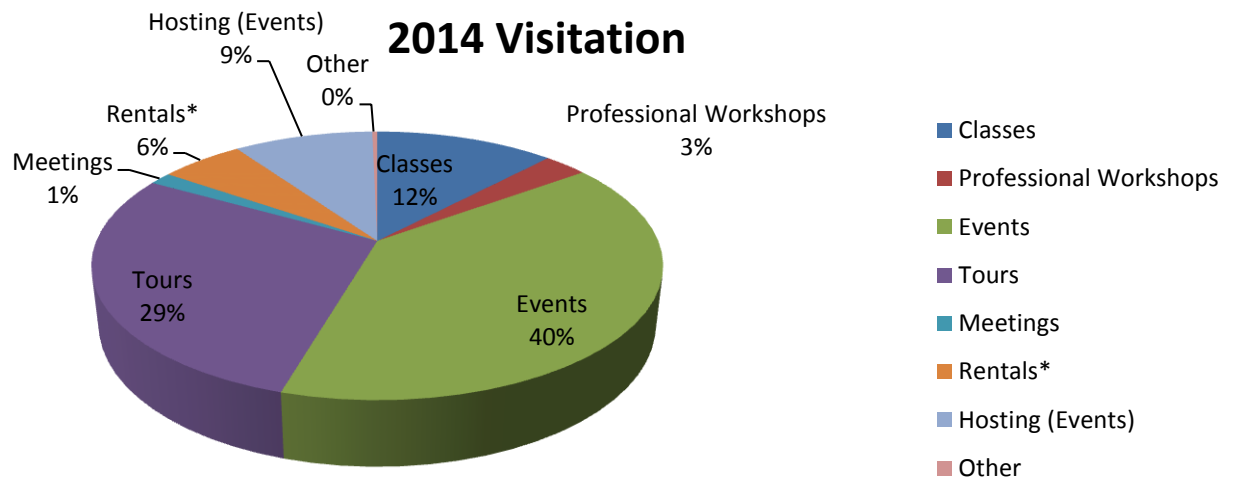
## 2014 MFBG Visitation Report

### Programs

In 2014, Moore Farms Botanical Garden accumulated a total of 4,781 visitors between classes, workshops, tours, events, internships, rentals and research. Of the 365 days, MFBG was open for 183 days. Of the 365 days in 2013, MFBG was open for 115 days with 2,937 visitors during that time. Below are charts and tables to express this data.

### 2014 vs. 2013 MFBG Visitation

|   | 2013        | 2014        |
|---|-------------|-------------|
| <b>Classes</b>                            | 254         | 579         |
| <b>Workshops</b>                          | 96          | 140         |
| <b>Events</b>                             | 866         | 1889        |
| <b>Tours (attendance)</b>                 | 1173        | 1365        |
| <b>Tours (days)</b>                       | 73          | 95          |
| <b>Meetings</b>                           | 8           | 72          |
| <b>Rentals*(attendance)</b>               | 517         | 269         |
| <b>Other</b>                              | 23          | 16          |
| <b>Days of visitation</b>                 | 115         | 183         |
| <b>Number of weekends with visitation</b> | 15          | 23          |
| <b>Total Visitation</b>                   | <b>2937</b> | <b>4781</b> |







MOORE FARMS  
botanical garden

## Education

Classes



Workshops



Tours



Internship



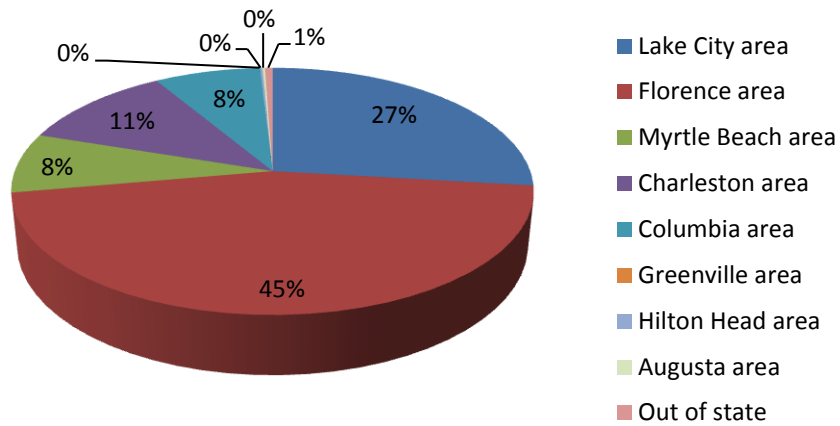


## 2014 Classes

- **Number of classes:** 32 classes (versus 15 classes in 2013)
  - Living Art (Katie Dickson)
  - Orchid Care (Ed Scott, Clearvue Orchid Nursery)
  - Terrariums (Rebecca Turk)
  - Growing Healthy (Rebecca Turk)
  - Trellis's, Lattices and other Garden Supports (Evan Clements)
  - Household Horticulture (Katie Dickson)
  - Calling All Plantaholics (2 classes; Erik Healy and Rebecca Turk)
  - Grafting Demystified (Stan McKenzie, McKenzie Farms and Nursery)
  - Painting Landscapes with Perennials (David Poston)
  - Must Have Summer Annuals (Rebecca Turk)
  - From Garden to Vase (Greg Alexander, LilyPad Botanicals and Events)
  - Natives (Ethan Kauffman)
  - Basics of Design (Donna Goodman, MFBG volunteer photographer)
  - Let's Can It! (Sallie Porth, Sallies Greatest)
  - Summer Floral Centerpieces (Greg Alexander, LilyPad Botanicals and Events)
  - Going to Press (Ashley Fooy, MFBG Education and Events Intern)
  - Pinecone Topiaries (Ashley Fooy, MFBG Education and Events Intern)
  - Hypertufa (Rebecca Turk)
  - Landscaping in Small Spaces (Bryce Lane, Interim Director of the JC Raulston Arboretum)
  - Garden Fresh (Tony Melton, Clemson Extension)
  - Bog Gardening (Ethan Kauffman)
  - Rustic Wreaths of Fall (2 classes; Katie Dickson)
  - Bulbs! Bulbs! Bulbs! (Erik Healy)
  - Poston's Perennial Picks (David Poston)
  - Spooky Species (Katie Dickson)
  - Home Propagation (2 classes; Leanne Keneally)
  - Whimsical Winter Arrangements (Amanda McNulty, Clemson Extension/Making it Grow!)
  - Winter Garlands (2 classes; Rebecca Turk)
- **Number of class response:** 579 attendees (versus 254 attendees in 2013)
- **Class attendee location breakdown:**
  - Lake City area: Scranton, Kingstree, Sumter, Manning, Johnsonville, Alcolu, New Zion and Lane.
  - Florence area: Effingham, Darlington, Hartsville, Marion, Bishopville, Timmonsville, Pamplico and Lamar.
  - Myrtle Beach area: Conway, Murrels Inlet, Pawleys Island, Garden City, Georgetown, Carolina Forest, Daniels Island, Aiken and Little River.
  - Charleston area: Summerville, Mount Pleasant, Johns Island, Goose Creek, Moncks Corner, Round O, Sullivan's Island, St. Stephens, Walterboro and Leesville.
  - Columbia area: Lexington, Horrel Hill, Forest Acres, Cayce, St. Andrews, Orangeburg, Edisto, St. Matthews, Camden, Blythwood, Irmo, Elgin, Rembert and Chapin.
  - Greenville area: Anderson, Powdersville and Spartanburg.
  - Hilton Head area: Estill and Okatie
  - Augusta area: North Augusta
  - Out of state: North Carolina

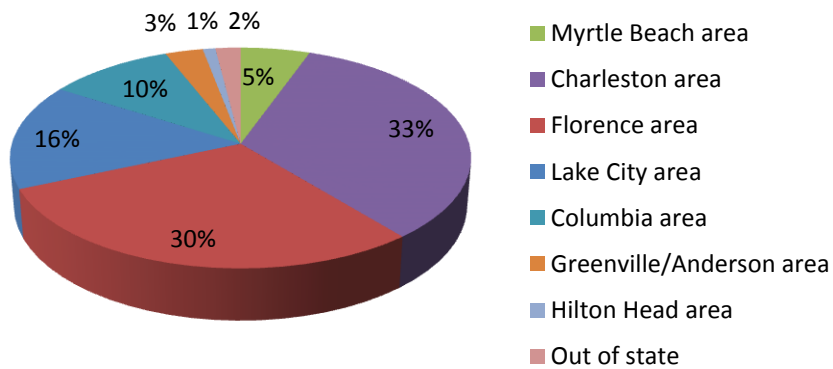


### 2014 Class Attendee Locations\*



\*All data used for pie charts is based on averages and general area locations.

### 2013 Class Attendee Locations\*





## Workshops

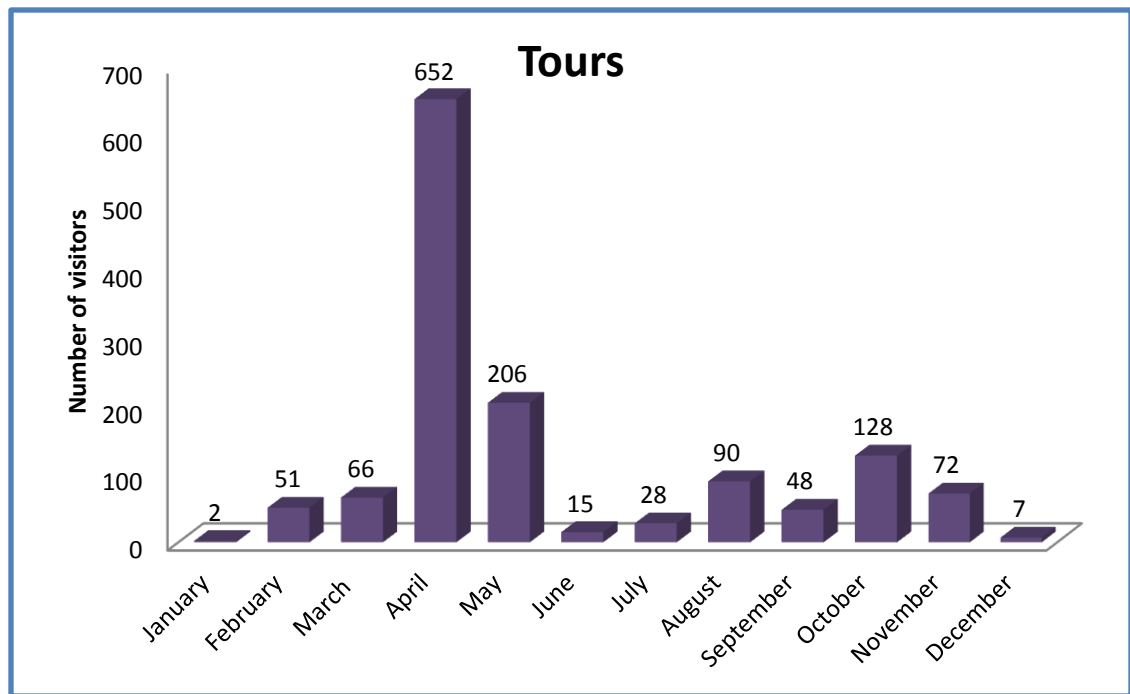
- 4 professional workshop occurred in 2014
- Total workshop attendees: 104 attendees
  - SC Garden Alliance: Thursday, July 31, 2014 to Friday, August 1, 2014
    - Number of attendees: 13 garden directors and representatives
    - Gardens represented: Moore Farms Botanical Garden, Brookgreen Gardens, Riverbanks Zoo and Gardens, South Carolina Botanical Garden, Magnolia Plantation and Gardens, Cypress Gardens, Pear Fryar's Topiary Garden, Spartanburg Community College Arboretum, Hatcher Gardens and Kalmia Gardens.
  - Taking the Classroom Outside: Elementary Science Teachers workshop for Florence County District #3: Friday, August 8, 2014
    - Free workshop partnering with the Florence County District #3
    - Number of attendees: 49 FD#3 Elementary Science Teachers
    - Training provided to teachers: Growing up WILD training from Nancy Thompson, Coordinator for WILD in SC.
    - Professional Presentations:
      - Dr. Beasley, Environmental Science Teacher and School Environment Director at Heathwood Hall in Columbia, focused his talk on outdoor learning spaces by changing wasted spaces into treasured places.
      - Rebecca Turk, MFBG Education and Events Coordinator: "Taking the Classroom Outside".
  - Stormwater Management Workshop: Friday, November 7, 2014
    - Attendees: 18 attendees including city managers, horticulturists, engineers and landscape architects.
    - Speakers:
      - Dr. Bill Hunt, Professor/Extension Specialist, Bio and Ag Engineering NCSU: "Bioretention Performance - Designing Rain Gardens to Work Great"
      - Dr. Helen Kraus, Horticulture Undergraduate Coordinator and Professor at NCSU: "Selection Criteria for Rain Garden Plants"
      - Greg Hoffman, P.E., Program Manager, Center for Watershed Protection: "Sustainable Stormwater on the Coast! An Introduction to Coastal South Carolina's LID Planning and Design Guide"
    - Tour: Focused on our stormwater principles such as the 6000ft<sup>2</sup> green roof, living wall, cistern catchment system, natural wetlands and bog gardens.
  - Curatorial workshop: Thursday, November 13, 2014 to Friday, November 14, 2014
    - Attendees: 24 attendees
    - Speakers:
      - Andrew Bunting, Curator at the Scott Arboretum of Swarthmore College: "The Basics of Plant Collections Management"
      - Dr. Andrew Bell, Curator of Woody Plants at Chicago Botanic Garden: "Building and Protecting Living Collections in an Ever-Growing Display Garden"
      - Mark Weathington, Director of the JC Raulston Arboretum: "Taming the Wild Beast: Curating Collections in the Field"





## Tours

- Number of attendees: 1,437 attendees
- Number of tours provided: 95 (Includes Art of Gardening Tours, but not tours provided in classes or meetings)
- 2015: 17 tours are currently lined up



## Internship program

- 4 interns for 2014
  - Horticulture (3 months): Ashley Brinegar (Texas A&M University) and Rachel Durkan (Virginia Tech)
  - Education and Events (6 months): Ashley Fooy (University of Michigan)
  - GIS (6 months): Eva Adler (University of Colorado-Boulder)
- Professional development trips:
  - Intern trip to New York City, NY
    - Highline and Central Park
    - Queens Botanical Garden- Susan Lacerte, Executive Director
    - Brooklyn Botanic Garden- Mark Fisher, Director of Conservatories and Horticultural Programs
    - Wave Hill- Louis Baurer, Director of Horticulture
    - New York Botanical Garden- Brian Sullivan, Vice President for Landscapes, Outdoor Collections and Gardens
    - Other areas visited: NYC boat tour, Broadway, Chinatown and Coney Island
  - Other gardens and nurseries visited: JC Raulston Arboretum, Plant Delights Nursery, The Figlar's residence, South Carolina Botanical Garden, Hatcher Gardens, Spartanburg Community College Arboretum, Pearl Fryar's, Riverbanks Zoo and Garden, Lynches River, Niche Nursery, Hawksridge Nursery and McKenzie Farms and Nursery.



MOORE FARMS  
botanical garden

## Events



COLORFALL



*Music in the Garden*  
*Florence Symphony Orchestra*

Grow MOORE

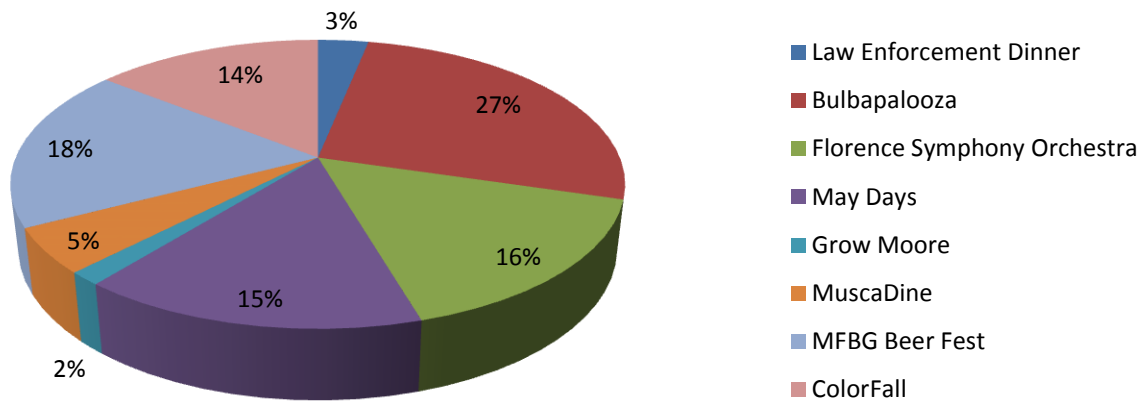




## MFBG Events

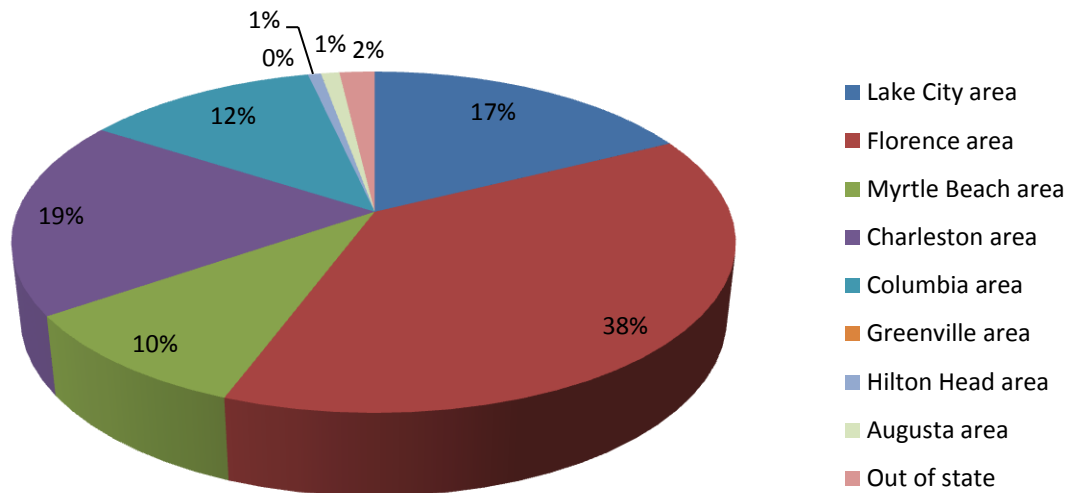
- Law Enforcement Dinner: Thursday, February 6<sup>th</sup>: 60 attendees
- Garden Opens
  - Bulbapalooza
    - Friday, March 21<sup>st</sup>: 215 attendees
    - Saturday, March 22<sup>nd</sup>: 285 attendees (includes Master Gardener Symposium group)
  - May Days
    - Friday, May 16<sup>th</sup>: 186 attendees
    - Saturday, May 17<sup>th</sup>: 105 attendees
  - ColorFall
    - Friday, October 17<sup>th</sup>: 164 attendees
    - Saturday, October 18<sup>th</sup>: 107 attendees
- Florence Symphony: Friday, May 9<sup>th</sup>: ~300 attendees (Florence Symphony does not have an exact number)
- Grow Moore: Tuesday, June 17<sup>th</sup>: 28 attendees
  - Nurseries, gardens and cities represented: Countryside Gardens, Architectural trees, City of Charleston, City Nursery Farm, Inc., Woodlanders, Inc., Dutton's Nursery Farm, Humble Farm, LLC, Cypress Gardens, University of SC, Brookgreen Gardens, City of Columbia, Budget Control, Griff's Greenhouse & Nursery, Kalmia Gardens, Riverbanks Zoo and Gardens, Tropical Nursery in North Myrtle Beach, Millcreek Greenhouses
- MuscaDine: Friday, August 22<sup>nd</sup>: 95 attendees
  - 5 whole tables sold (\$500 each): Nan Ya Plastics, The Citizens Bank, Henry Swink, 21<sup>st</sup> Century Services, Inc., Hicks Guerry Group
  - Single tickets sold (\$75 each): 61 attendees
- MFBG Beer Fest: Saturday, September 22<sup>nd</sup>:
  - 323 attendees; 347 including vendors, band and brewery representatives (not including working staff or volunteers)

### 2014 MFBG Event Visitation



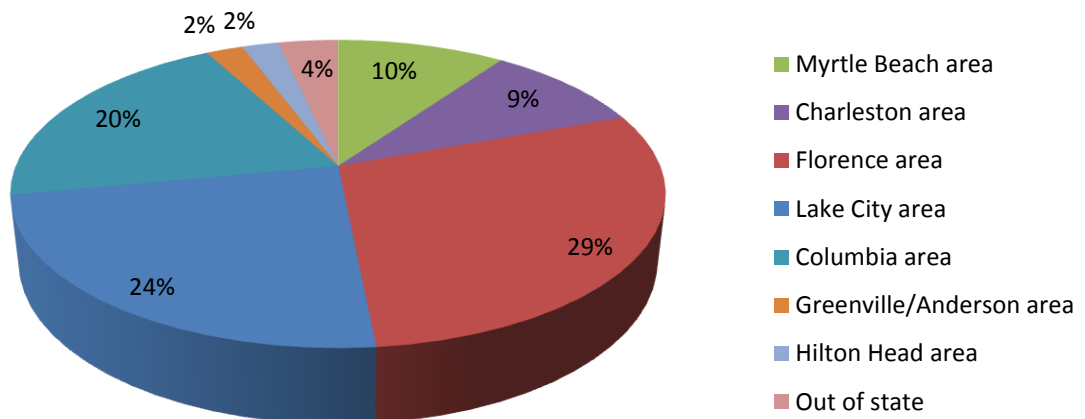


### 2014 MFBG Events Attendance by Location\*



\*All data used for pie charts is based on averages and general area locations.

### 2013 MFBG Event Attendance by Location\*



\*All data used for pie charts is based on averages and general area locations.



## Rentals

| Rentals (Whether free or charged) |  |            |                   |                |
|-----------------------------------|--|------------|-------------------|----------------|
| Date                              | Group                                      | # in group | Contact person    | Fee            |
| 1/10/2014                         | Chef Carlos filming C3 boot camp clip      | 15         | Chef Carlos Brown | Free of charge |
| 2/17/2014                         | Youth Arbitration Training                 | 18         | Brian Kennedy     | Free of charge |
| 2/18/2014                         | Youth Arbitration Training                 | 12         | Brian Kennedy     | Free of charge |
| 2/19/2014                         | Youth Arbitration Training                 | 12         | Brian Kennedy     | Free of charge |
| 2/20/2014                         | Youth Arbitration Training                 | 12         | Brian Kennedy     | Free of charge |
| 2/21/2014                         | Youth Arbitration Training                 | 12         | Brian Kennedy     | Free of charge |
| 3/14/2014                         | Pee Dee Landowners Association Meeting     | 20         | Corey Craig       | \$100.00       |
| 3/30/2014                         | Mosaics Fashion Shoot                      | 18         | Leah Norwood      | Free of charge |
| 4/10/2014                         | James Hilliard Photography group in garden | 11         | James Hilliard    | \$50.00        |
| 4/11/2014                         | James Hilliard Photography group in garden | 11         | James Hilliard    | \$50.00        |
| 4/12/2014                         | James Hilliard Photography group in garden | 11         | James Hilliard    | \$50.00        |
| 4/13/2014                         | James Hilliard Photography group in garden | 11         | James Hilliard    | \$50.00        |
| 6/5/2014                          | Darla's business meeting                   | 54         | Darla Moore       | Free of charge |
| 8/7/2014                          | SCACPA Board Retreat                       | 22         | Revira Brennan    | \$135.00       |
| 11/2/2014                         | Mosaics fashion shoot                      | 10         | Leah Norwood      | Free of charge |
| 11/15/2014                        | Carla's leadership training                | 20         | Carla Angus       | Free of charge |
|                                   |  | 269        |                   | \$435.00       |

## Hosting

- Daffodil Festival
  - Sunday, April 27<sup>th</sup>: ~350 attendees (they did not provide an exact number)
- Pleine Aire workshop with ArtFields
  - Wednesday, April 30<sup>th</sup>: 7 attendees
- Lake City Concert Series
  - Thursday, October 30<sup>th</sup>: 94 attendees



**MOORE FARMS**  
botanical garden

## Outreach



**Summer Reading Program at Lake City Library: Earth Science**



**Trunk or Treat: Lake City Elementary Charter School**



**Pee Dee Spring Plant and Flower Festival**





**MOORE FARMS**  
botanical garden

## Presentations

| Date       | Off-site presentations                               | Location         | Presenter          |
|------------|--|------------------|--------------------|
| 2/5/2014   | SCHI presentation on Green Roofs                     | Myrtle Beach, SC | Matt               |
| 2/14/2014  | Kiwanis Garden Club                                  | Hartsville, SC   | Ethan              |
| 2/25/2014  | Sumter Library for Master Gardeners Presentation     | Sumter, SC       | Rebecca            |
| 4/1/2014   | Welcome Club at Incarnate Lutheran Church            | Florence, SC     | Ethan              |
| 4/8/2014   | Junior Sorosis Club                                  | Lake City, SC    | Rebecca            |
| 4/9/2014   | Olanta Library Presentation Series                   | Olanta, SC       | Rebecca            |
| 4/16/2014  | Sumter County Master Gardeners- Swan Lake Gardens    | Sumter, SC       | Rebecca            |
| 4/26/2014  | Making it Grow! show: Live at the Bean Market        | Lake City, SC    | Rebecca            |
| 5/8/2014   | SC Judges Club                                       | Columbia, SC     | Ethan              |
| 5/29/2014  | Palmetto Health                                      | Columbia, SC     | Ethan              |
| 7/10/2014  | Earth Science Presentation for Summer Library Series | Lake City, SC    | Rebecca            |
| 7/29/2014  | Making it Grow! Show-Terrariums                      | Sumter, SC       | Rebecca            |
| 8/11/2014  | Garden Club of Manning                               | Manning, SC      | Ashley Fooy        |
| 8/14/2014  | Stephen F Austin State University Green Roofs        | Nacogdoches, TX  | Ethan              |
| 9/17/2014  | Methodist Church                                     | Columbia, SC     | Ethan              |
| 9/17/2014  | Manning Garden Club                                  | Manning, SC      | Ashley Fooy        |
| 9/23/2014  | Myrtle Beach Garden Club                             | Myrtle Beach, SC | Rebecca            |
| 9/25/2014  | SCNLA Fall Field Day                                 | Columbia, SC     | Madison and Leanne |
| 10/8/2014  | Crape Myrtle Garden Club                             | Columbia, SC     | Katie              |
| 10/11/2014 | Pearl Fryar Garden Extravaganza                      | Bishopville, SC  | Katie              |
| 10/15/2014 | Manning Council of Garden Clubs                      | Manning, SC      | Rebecca            |
| 10/21/2014 | Bay Blossom Garden Club                              | Florence, SC     | Rebecca            |
| 11/5/2014  | Florence Rotary Club                                 | Florence, SC     | Rebecca            |
| 11/8/2014  | SC Ag Day presentation                               | Lake City, SC    | Rebecca            |
| 11/11/2014 | Manning Garden Club                                  | Manning, SC      | Ethan              |
| 12/5/2014  | Arbor Day Ceremony presentation                      | Lake City, SC    | Rebecca            |



## Tradeshows, festivals and markets

| <b>Date</b>                   | <b>Festivals, tradeshows and markets</b>              | <b>Location</b>  | <b>Attendees</b>          |
|-------------------------------|---|------------------|---------------------------|
| <b>2/4/2014 to 2/7/2014</b>   | SCHI Tradeshow  | Myrtle Beach, SC | Horticulture staff        |
| <b>4/10/2014 to 4/12/2014</b> | Plantasia   | Charleston, SC   | Rebecca                   |
| <b>4/24/2014 to 4/27/2014</b> | Pee Dee Spring Plant and Flower Festival              | Florence, SC     | Rebecca, Katie and Leanne |
| <b>4/25/2014 to 4/26/2014</b> | Artisans' and Farmers' Market                         | Lake City, SC    | Rebecca, Alex and Matt    |
| <b>5/5/2014 to 5/3/2014</b>   | Artisans' and Farmers' Market                         | Lake City, SC    | Rebecca, Alex and Matt    |
| <b>6/19/2014</b>              | Lake City Farmers Market                              | Lake City, SC    | Interns                   |
| <b>6/26/2014</b>              | Lake City Farmers Market                              | Lake City, SC    | Interns                   |
| <b>7/10/2014</b>              | Lake City Farmers Market                              | Lake City, SC    | Interns                   |
| <b>9/11/2014</b>              | Lake City Farmers Market                              | Lake City, SC    | Interns                   |
| <b>9/25/2014</b>              | SCNLA Fall Field Day                                  | Columbia, SC     | Madison and Leanne        |
| <b>10/3/2014 to 10/5/2014</b> | Pee Dee Fall Plant and Flower Festival                | Florence, SC     | Ashley and Eva            |
| <b>10/11/2014</b>             | Pearl Fryar's Extravaganza for the American Red Cross | Bishopville, SC  | Katie                     |
| <b>10/31/2014</b>             | Lake City Elementary Trunk or Treat                   | Lake City, SC    | Ashley and Eva            |
| <b>12/4/2014 to 12/5/2014</b> | Arbor Day Celebration and Tree Planting               | Lake City, SC    | Katie and Rebecca         |



## Professional Development

| <b>Date</b>             | <b>Professional Development</b>  | <b>Location</b>         | <b>Attendees</b>   |
|-------------------------|--|-------------------------|--|
| <b>2/4-2/7/2014</b>     | SCNLA SCHI Trade Show  | Myrtle Beach, SC        | Horticulture staff   |
| <b>2/17-2/18/2014</b>   | ISA Conference   | Myrtle Beach, SC        | Erik Healy   |
| <b>3/6 - 3/9/2014</b>   | Philadelphia Flower Show   | Philadelphia, PA        | Katie Dickson  |
| <b>3/21-3/24/2014</b>   | Magnolia Society Conference  | Athens, GA              | Ethan Kauffman, Erik Healy and Matt Lobdell                                |
| <b>4/15-4/17/2014</b>   | GIS training by Brian Morgan   | Lake City, SC           | Evan Clements and Matt Lobdell   |
| <b>6/4/2014</b>         | Pollinators Conference   | Columbia, SC            | Katie Dickson  |
| <b>6/11-6/12/2014</b>   | Green Infrastructure Conference  | Columbia, SC            | Katie Dickson  |
| <b>6/11-6/15/2014</b>   | Intern trip to New York City   | New York City, NY       | Rebecca Turk, David Poston, Kodey Bramlett and interns                     |
| <b>6/22-6/27/2014</b>   | EZ-Go Master Service Technician training                                 | Augusta, GA             | Calvin Porter  |
| <b>6/23-6/29/2014</b>   | APGA (American Public Garden Association) Conference                     | Denver, CO              | Ethan Kauffman   |
| <b>7/15/2014</b>        | SCGGA Annual Meeting   | Florence, SC            | Madison Turnblad and Leanne Kenealy  |
| <b>7/17-7/20/2014</b>   | Woody Plant Conference   | Philadelphia, PA        | Erik Healy   |
| <b>7/21-7/23/2014</b>   | SNA Conference (Southern Nursery Association)                            | Atlanta, GA             | Katie Dickson, Leanne Kenealy, David Poston, Alex Cooley and Kirk Laminack |
| <b>8/4-8/17/2014</b>    | Stephen F. Austin State University presentation/collection trip          | Nacogdoches, TX         | Ethan Kauffman   |
| <b>8/18-8/19/2014</b>   | Magnolia collection trip   | Raleigh, NC             | Erik Healy and Leanne Kenealy  |
| <b>8/27/-8/29/2014</b>  | Figlars: Magnolia collection trip  | Seneca, SC              | Erik Healy   |
| <b>9/25/2014</b>        | SCNLA/SCLTA Field Day  | Columbia, SC            | Madison Turnblad and Leanne Kenealy  |
| <b>10/5-10/31/2014</b>  | Asia collection trip   | Taiwan, Japan and China | Ethan Kauffman   |
| <b>10/7-10/12/2014</b>  | NAAEE Conference (North American Association of Environmental Education) | Ottawa, Canada          | Rebecca Turk   |
| <b>10/15-10/19/2014</b> | Perennial Plant Conference   | Philadelphia, PA        | David Poston and Alex Cooley   |
| <b>10/28/2014</b>       | LID workshop   | Conway, SC              | Kirk Laminack  |
| <b>10/30-10/31/2014</b> | Coastal Fire Ecology Conference  | Georgetown, SC          | Erik Healy   |
| <b>11/19-11/23/2014</b> | NAI Conference (National Association of Interpreters)                    | Denver, CO              | Rebecca Turk   |
| <b>12/4/2014</b>        | Winter Ag Day at Pee Dee Rec   | Florence, SC            | Madison Turnblad and Alex Cooley   |



## Website

| Email Statistics       |       |      |       |
|------------------------|-------|------|-------|
|                        | 2013  | 2014 | Total |
| <b>Benchmark</b>       |       |      |       |
| Total active emails    | 2,256 | 893  | 3,149 |
|                        |       |      |       |
| Word press subscribers | 747   | 535  | 1,282 |

| Website Statistics (Produced by Google Analytics)                           |         |         |         |
|---|---------|---------|---------|
|   | 2014    | 2013    | Change  |
| <b>Pages</b>  |         |         |         |
| Pageviews   | 86,698  | 80,754  | 7.36%   |
| Unique pageviews  | 66,637  | 62,466  | 6.68%   |
| Average time on page  | 0:01:10 | 0:01:06 | 5.94%   |
| Entrances   | 24,785  | 20,229  | 22.52%  |
| Bounce rate   | 46.35%  | 42.51%  | 9.04%   |
| %Exit   | 28.59%  | 25.05%  | 14.12%  |
|   |         |         |         |
| <b>Audience Overview</b>  |         |         |         |
| Sessions  | 24,785  | 20,230  | 22.52%  |
| Users   | 16,362  | 12,407  | 31.88%  |
| Pageviews   | 86,698  | 80,754  | 7.36%   |
| Pages per session   | 3.50    | 3.99    | -12.37% |
| Average session duration  | 0:02:55 | 0:03:19 | -11.55% |
| Bounce rate   | 46.35%  | 42.51%  | 9.04%   |
| % New sessions  | 64.04%  | 61.16%  | 4.71%   |
| New visitor   | 64.10%  | 61.20%  |         |
| Returning visitor   | 35.90%  | 38.80%  |         |
|   |         |         |         |
| <b>2014: Top channels: Organic searches, direct searches and referrals.</b> |         |         |         |

## Understanding the above analytics: Information provided by the Google Analytics Help Engine

### Clicks vs. Sessions

There is an important distinction between *clicks* (such as in your *AdWords* reports) and *sessions* (such as in your *Audience* reports). The *Clicks* column in your reports indicates how many times your advertisements were clicked by users, while *Sessions* indicates the number of unique sessions initiated by your users.





## **Sessions vs. Users**

Analytics measures both *sessions* and *users* in your account. *Sessions* represent the number of individual sessions initiated by all the users to your site. If a user is inactive on your site for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session.

The initial session by a user during any given date range is considered to be an additional *session* and an additional *user*. Any future sessions from the same user during the selected time period are counted as additional *sessions*, but not as additional *users*.

## **Sessions vs. Entrances**

*Sessions* are incremented with the first hit of a session, whereas *entrances* are incremented with the first *pageview* hit of a session.

## **Pageviews vs. Unique Pageviews**

A *pageview* is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

A *unique pageview*, as seen in the *Content Overview* report, aggregates pageviews that are generated by the same user during the same session. A *unique pageview* represents the number of sessions during which that page was viewed one or more times.

## **Direct traffic**

Direct traffic represents those visitors that arrive directly and immediately on your site by: (1) typing your URL into the browser's address bar; (2) clicking on a bookmark; or (3) clicking on a link in an email, SMS, or chat message. Direct traffic is a strong indicator of your brand strength and your success in email or text message marketing. Direct traffic can also be an indicator of offline marketing success.

## **Referring traffic**

Referring site traffic, which is sometimes called referrer traffic or referral traffic, counts those visitors that click a link on another site and land on your site. Referral traffic can be indicative of social media marketing success.

## **Search engine traffic**

Search engine traffic is that traffic that comes from visitors clicking on links on a search results page for any search engine — whether Google, Bing, Yahoo!, etc. This traffic source is divided into *organic* or *non-paid* search engine traffic — meaning that the visitor clicked on a so-called natural search result — and *CPC* or *paid* search engine traffic, which is the traffic you purchase (via pay-per-click ads) from search engines. Search engine traffic usually indicates that you have good or at least reasonably good content. It also can mean that you have chosen a good software platform. Be sure to learn which keywords are driving this traffic. Multi-channel merchants, as an example, may find that their brand name is a key search term. When this is the case, offline marketing is usually the real traffic driver.



## Social Media

| Social Media Statistics |      |      |       |
|-------------------------|------|------|-------|
|                         | 2013 | 2014 | Total |
| <b>Facebook</b>         |      |      |       |
| Likes                   | 679  | 408  | 1087  |
| Fans women              |      | 72%  |       |
| Fans men                |      | 27%  |       |
| Reach women             |      | 64%  |       |
| Reach men               |      | 35%  |       |
| <b>Twitter</b>          |      |      |       |
| Tweets                  | 51   | 60   | 111   |
| Following               |      | 2    | 153   |
| Followers               |      | 1    | 74    |
| <b>Pinterest</b>        |      |      |       |
| Boards                  |      | 5    | 5     |
| Pins                    |      | 64   | 64    |
| Likes                   |      | 0    | 0     |
| Followers               |      | 58   | 58    |
| Following               |      | 73   | 73    |
| <b>Flickr</b>           |      |      |       |
| Photos                  | 62   | 103  | 165   |

**2015 goal:** To utilize all aspects of social media more efficiently, especially Twitter, Flickr and Instagram.

## Advertising

- For 2014 we advertised in the following: SHE Magazine, Sassee Magazine, Skirt! Magazine, Florence newspaper, Carolina Gardener Magazine, LC Post, LC Shopper, radio, Making It Grow!, LC website, Free Times (paper and online), Post and Courier, AgCited brochures, The Low Country Parent, Facebook, Billboards, local social media pages, The Florence Minute on WFXB, Twitter, Pinterest, email blasts and website.



MOORE FARMS  
botanical garden

## Volunteers



- 85 people have stated interested in volunteering at MFBG
- 35 volunteers were utilized in 2014
  - Bulbapalooza- Carrington Wingard, Velma Floyd, Christopher Turk and Tina Burkizer
  - May Days- Stephanie Hall, Chris Jackson, Catherine Gamble, Happy Gregg, Cindy Gregg, Larry Spivey, Tina Burkizer, Jane Schwantes, Gwen Sonier, Christopher Turk and Miriam Humphries.
  - MFBG Beer Fest- Mark and Maria Balmer, Tom and Tina Burkizer, Sally Haynes, Jacelyn Donevant, Nick Vause, Larry Spivey, Gwen Sonier, Carrington Wingard, Rose Williams
  - ColorFall- Ginny Honea, Stephanie Hall, Marie Land, Larry Spivey, Sally Haynes, Miriam Humphries, Christopher Turk, Mark Balmer and Maria Balmer.
- 2015 projection: To establish a formal volunteer program and to begin garden, greenhouse and youth volunteers. This will be a responsibility of the Youth and Outreach Coordinator.