



NC STATE UNIVERSITY

Moonlight in the Garden at the JC Raulston Arboretum

Starting from Scratch, a Beginner's Guide to Developing New Events



The JC Raulston Arboretum at NC State

NC STATE UNIVERSITY



**Established in 1976 by
Dr. J. C. Raulston
NC State University Professor**

“90% of the nursery market is made up of 40 different plants.”

Mission: To introduce, display, and promote plants that diversify the American landscape

University Research Garden
Raleigh, North Carolina
10.5 Acres
7,450 taxa in living collection
Plant Collections Network:
Redbud Collection
Magnolia Collection





Admission Free
Annual Visitation est.
50,000+
\$1,045,00 Budget

Size & Budget 38 Percentile of
Public Gardens

Staff
6 Full-time
13 Part-time
10 Seasonal
306 Volunteers
2,555 Members
16.4 Full-time
Equivalent





**1 Adult Education
& Event Coordinator
210 Adult Education
Programs
2 Annual Fundraisers**

Another Event?





WHY?

ADDED REVENUE STREAM

INCREASE AWARENESS

NEW AUDIENCE

DRIVE MEMBERSHIP

NEW EXPERIENCE FOR

EXISTING AUDIENCE



WHAT?

FUNDRAISER

FALL EVENT, AFTER DARK

MISSION FOCUSED

PUBLIC EVENT

MULTI-NIGHT, MULTI-WEEKEND

UNIQUE EXPERIENCE

ADULT BEVERAGE



HOW?



What does it look like?

What type of experience?

**How to stay on mission,
keeping the garden as
the main attraction?**

Set Budget
Revenue Goals
Attendance Goals
Decide Dates





Budget: \$15,000

Revenue Goal: Break Even

Attendance Goals:

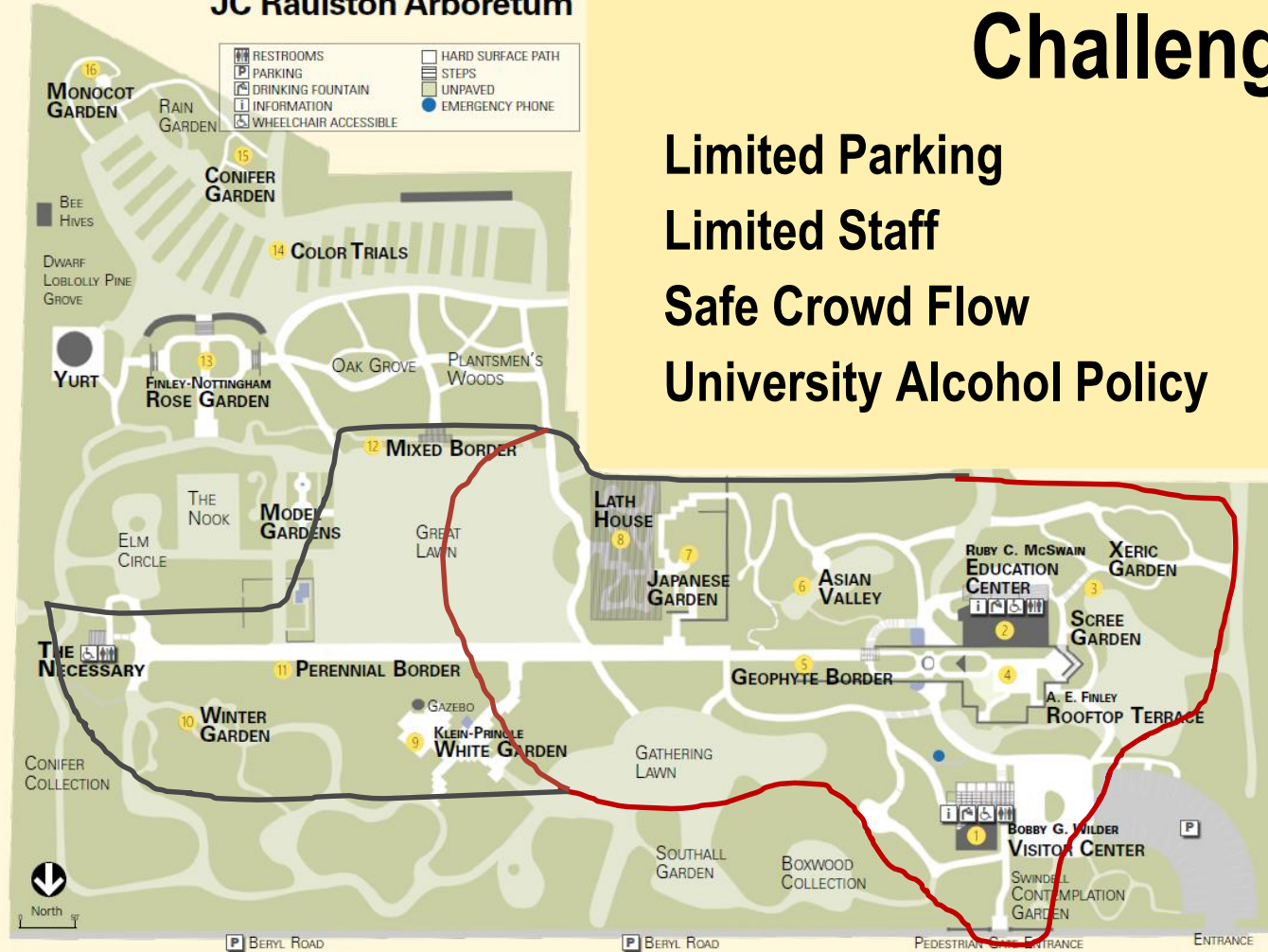
1,000 each Weekend

First 2 weekends in November

An aerial night photograph of a garden event. The scene is filled with numerous trees and bushes, many of which are illuminated with warm white lights. A central path or area is brightly lit with a large, intense blue light. To the left, there is a curved parking lot with several cars parked. In the upper right, a road with more parked cars is visible. The overall atmosphere is festive and well-lit.

**Scope of Event
Impact on Staff
Traffic Pattern
Impact on Garden
Guest Experience**

JC Raulston Arboretum



Challenges

Limited Parking

Limited Staff

Safe Crowd Flow

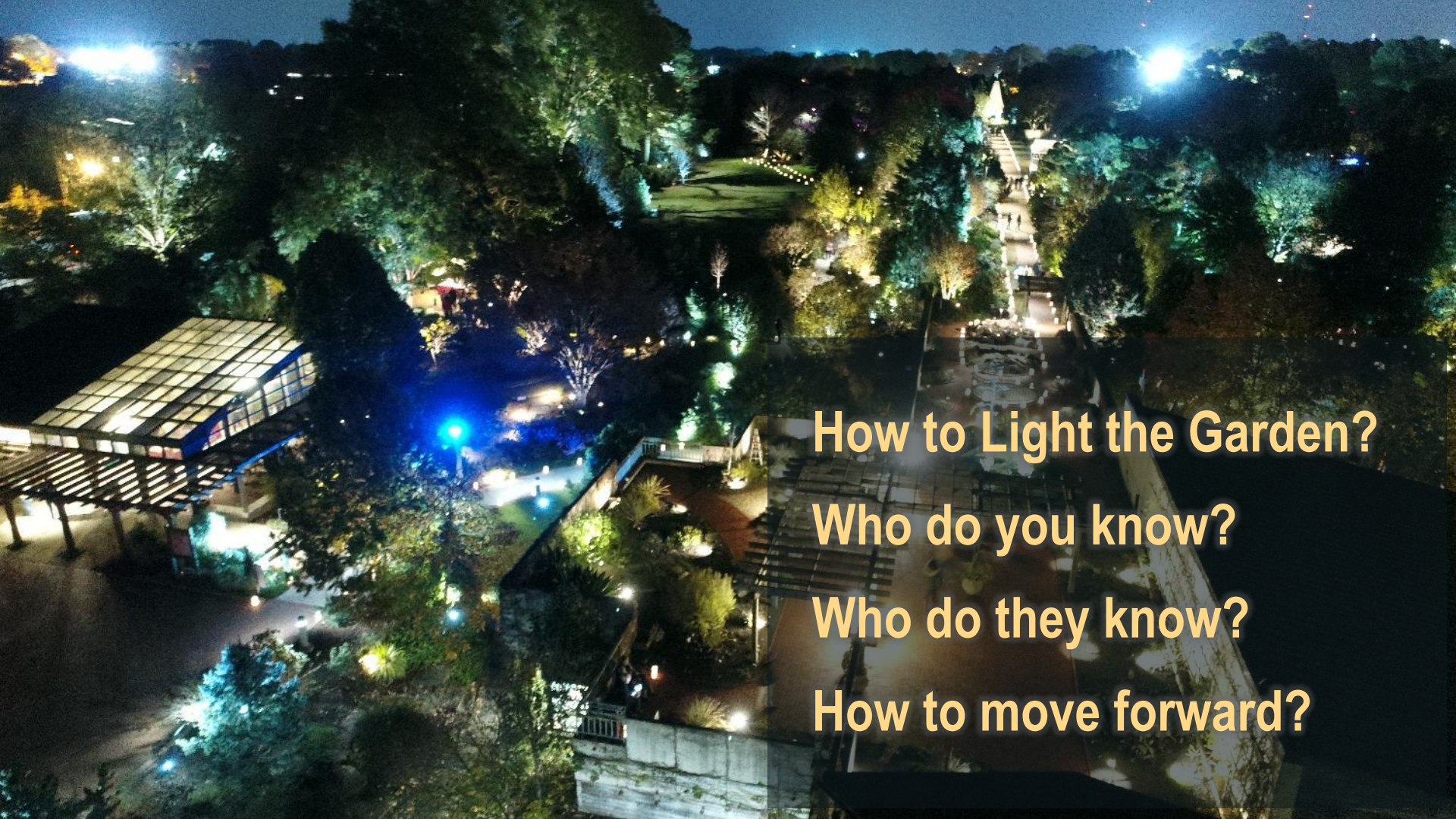
University Alcohol Policy

Advance Ticketing

Ticket Price

NC State Football

Rain Plan



How to Light the Garden?

Who do you know?

Who do they know?

How to move forward?



Donated Lighting Plan
Donated Labor to Install
Help with the Asks from Distributors
Donated/Loaned Needed Materials

**SOUTHERN
LIGHTS**

DISTINCTIVE LANDSCAPE LIGHTING

southernlightsinfo.com

ESTABLISH EXPECTATIONS

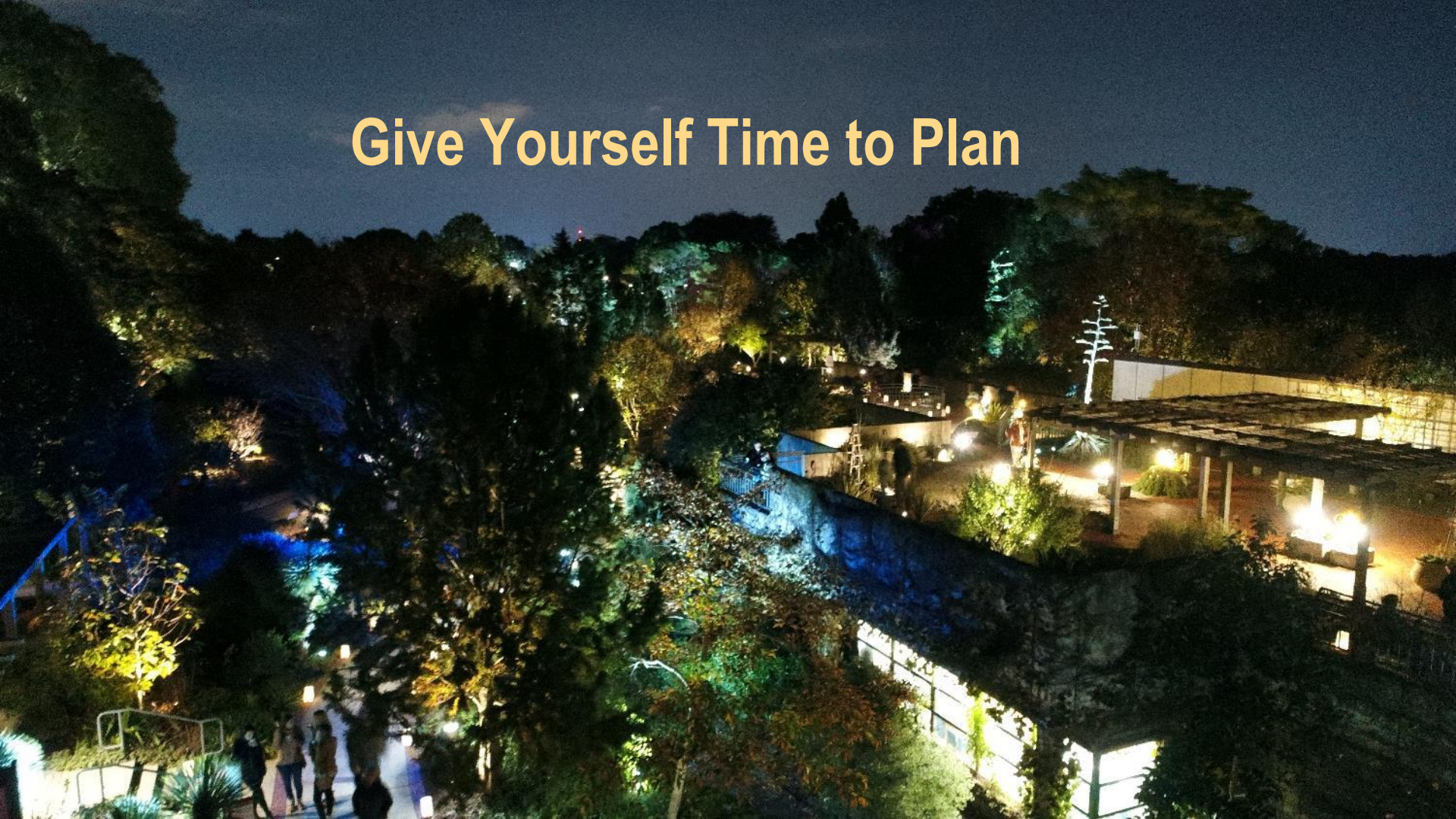
JC Raulston Arboretum at NC State

- 100% of Revenue
- Cover All Event Supply Expenses
- Create Luminaria Plan & Install Nightly
- Secure Food Trucks & Entertainment
- Staff Event
- Ticket Sales
- Volunteers (installation and event)
- Leverage Media Connections for Promotion
- Arrange Industry Night with CEUs
- Include Southern Lights in all Promotion
- Include Permanent Lighting Asks in Annual Appeal

Southern Lights of Raleigh, Inc.

- Design Lighting Plan
- Install/Uninstall Temporary Lighting and Cable
- Identify Potential Lighting Industry Donors
- Leverage Industry Relationships for Donations
- Negotiate Lighting System Loans with Industry
- Install Funded Permanent Lighting

Give Yourself Time to Plan





Create Profit and Loss Statements with varying scenarios

[illegible]



Finalize the Details

Sponsor & Donor solicitations

Logistics

Installation, Event, Delivery

Registration & Ticketing

Staffing & Volunteers

Communication Campaigns

Moonlight in the Garden 2016

5 Nights (Friday, Saturday, Sunday, Friday, Saturday)

1st Friday was Member Preview \$50 Ticket

included heavy hors d'oeuvres, beer and wine

General Admission Nights:

\$10/Members, \$15/Nonmembers, \$5/Children

Nightly Entertainment

One Band

Two Food Trucks

For Donation

Fire Pits with Marshmallows

Hot Apple Cider

Fire Fly Buddy Activity for Children

Free

Samples from Neomonde Mediterranean & Larry's Coffee



A Veteran's Day Tribute









**SIMCHOCK
STONE**

simchockstone.com

**Buy a Simchock Stone
Creation and Support
the Arboretum.**

Bob & Jenny Simchock will donate
20% of their sales to the Arboretum
for these one-of-a-kind stone lanterns
purchased during Moonlight in the
Garden.

10% OFF TO JCRA MEMBERS

Questions answered at the
Southern Lights of Raleigh Tent

Purchase at the apparel table outside the
Ruby C. McSwain Education Center.

Pick up can be arranged after Sunday, November 18.











Moonlight in the Garden 2016



\$42,646 Earned Revenue

\$14,391 Expenses

\$28,255 Net Expenses

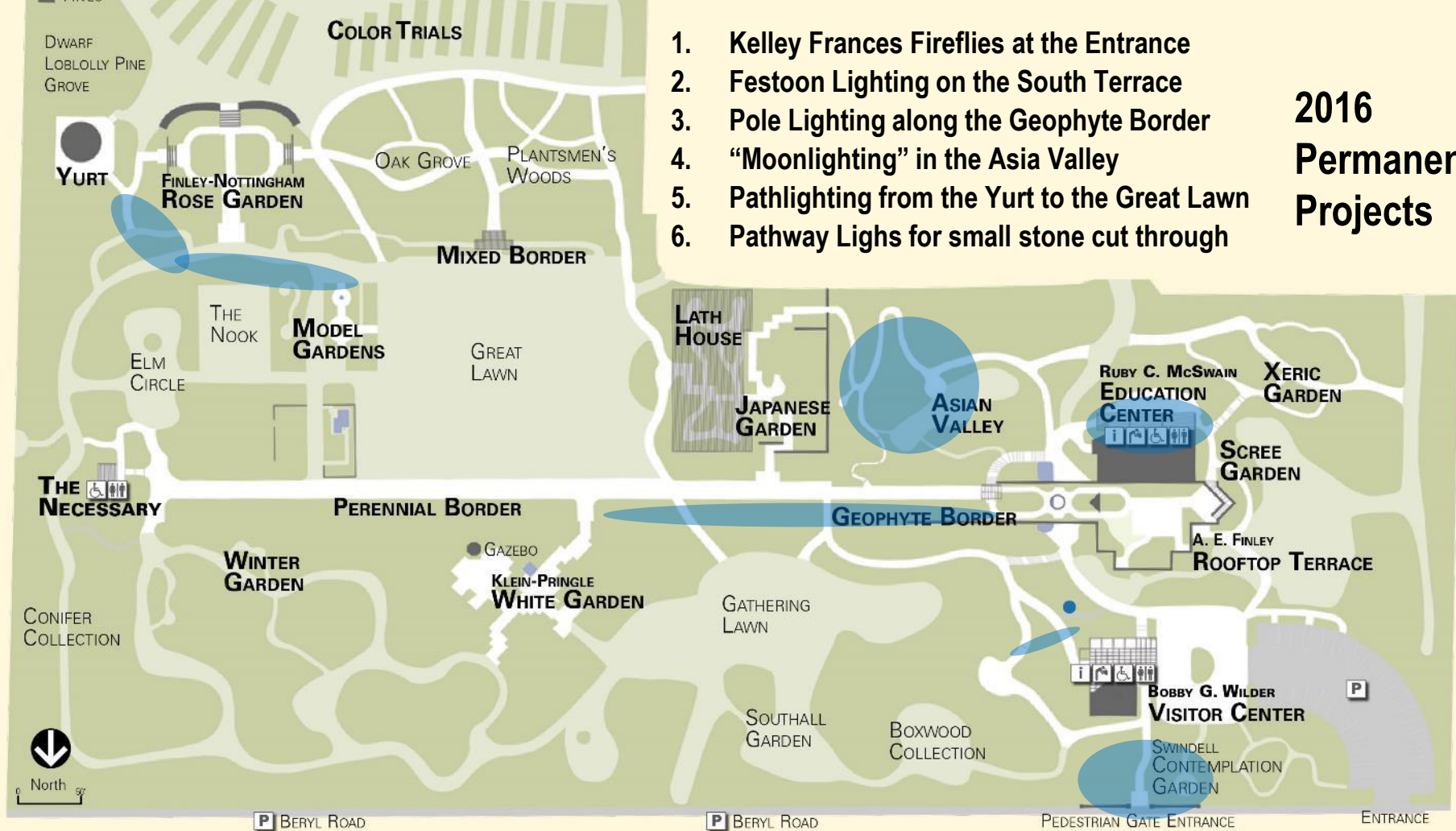
2,655 Total Attendance

619 Volunteer Hours

77 New Volunteers

24 Memberships

6 Lighting Projects Funded



Moving Forward



MOONLIGHT 2017 - WHAT CHANGED?

JC Raulston Arboretum at NC State

82% of Ticket Sales & 100% all Donations

Cover All Event Supply Expenses

Create Luminaria Plan & Install Nightly

Secure Food Trucks & Entertainment

Staff Event

Ticket Sales (Increased Non Member Price to \$20)

Volunteers installed cables & transformers

NCSU Alumni Association for Preview Night

Leverage Media Connections for Promotion

Organize Industry Night with CEUs

Include Southern Lights in all Promotion

Include Permanent Lighting Asks in Annual Appeal

Southern Lights of Raleigh, Inc.

28% of Ticket Sales

Install/Uninstall Temporary Lighting

Identify Potential Lighting Industry Donors

Leverage Industry Relationships for Donations

Negotiate Lighting System Loans with Industry

Install Funded Permanent Lighting



Moonlight in the Garden 2017



\$56,351 Earned Revenue

\$21,112 Expenses

\$35,239 Net Expenses

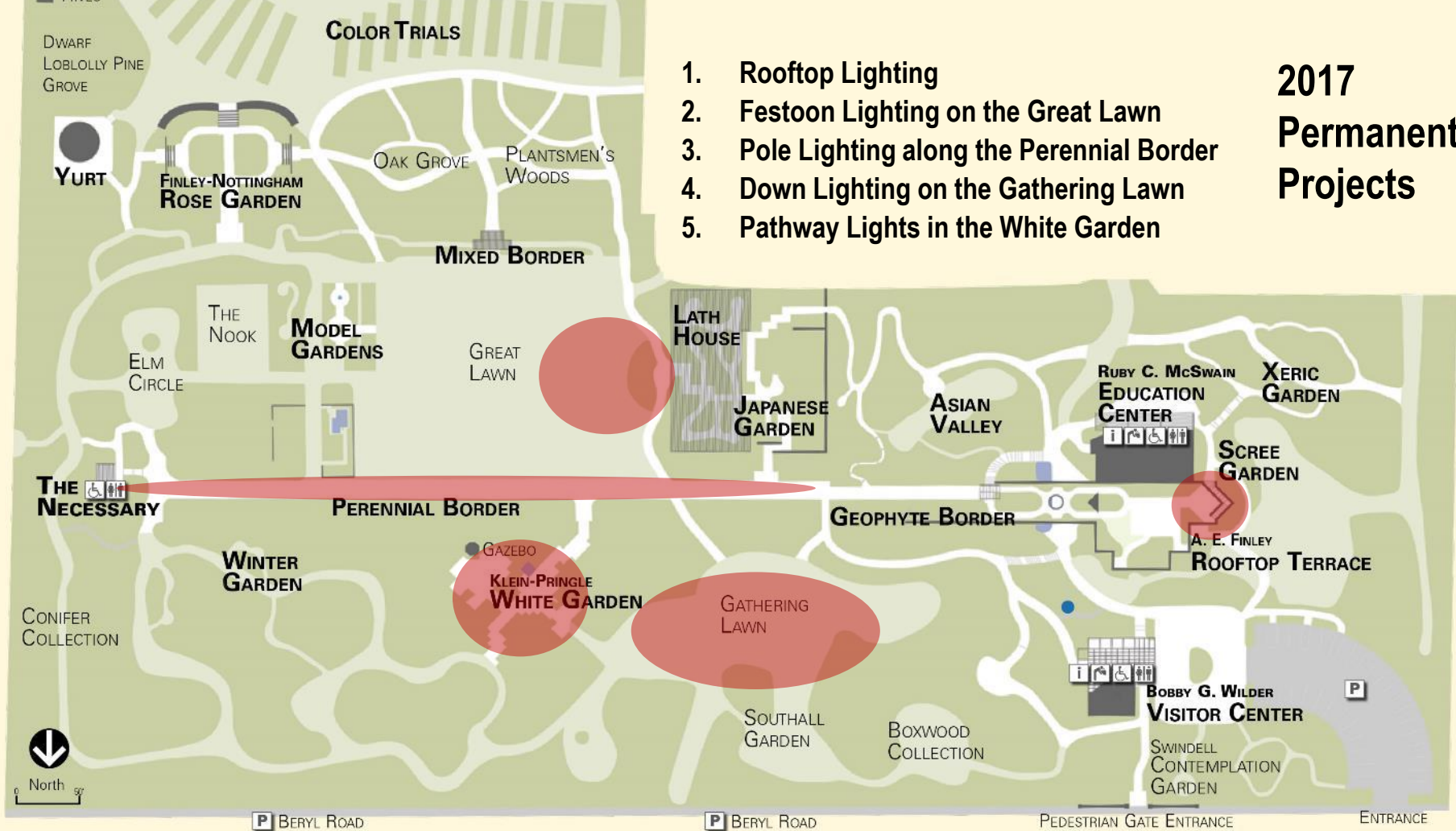
2,822 Total Attendance

671 Volunteer Hours

36 New Volunteers

34 Memberships

5 Lighting Projects Funded



MOONLIGHT 2018?



MOONLIGHT 2018

Challenges

Moving Forward without Southern Lights of Raleigh

Discussions with other Lighting Designers and Artists

Collaborating with 4 other NC State Organizations

Fine-tuning Guest Experience

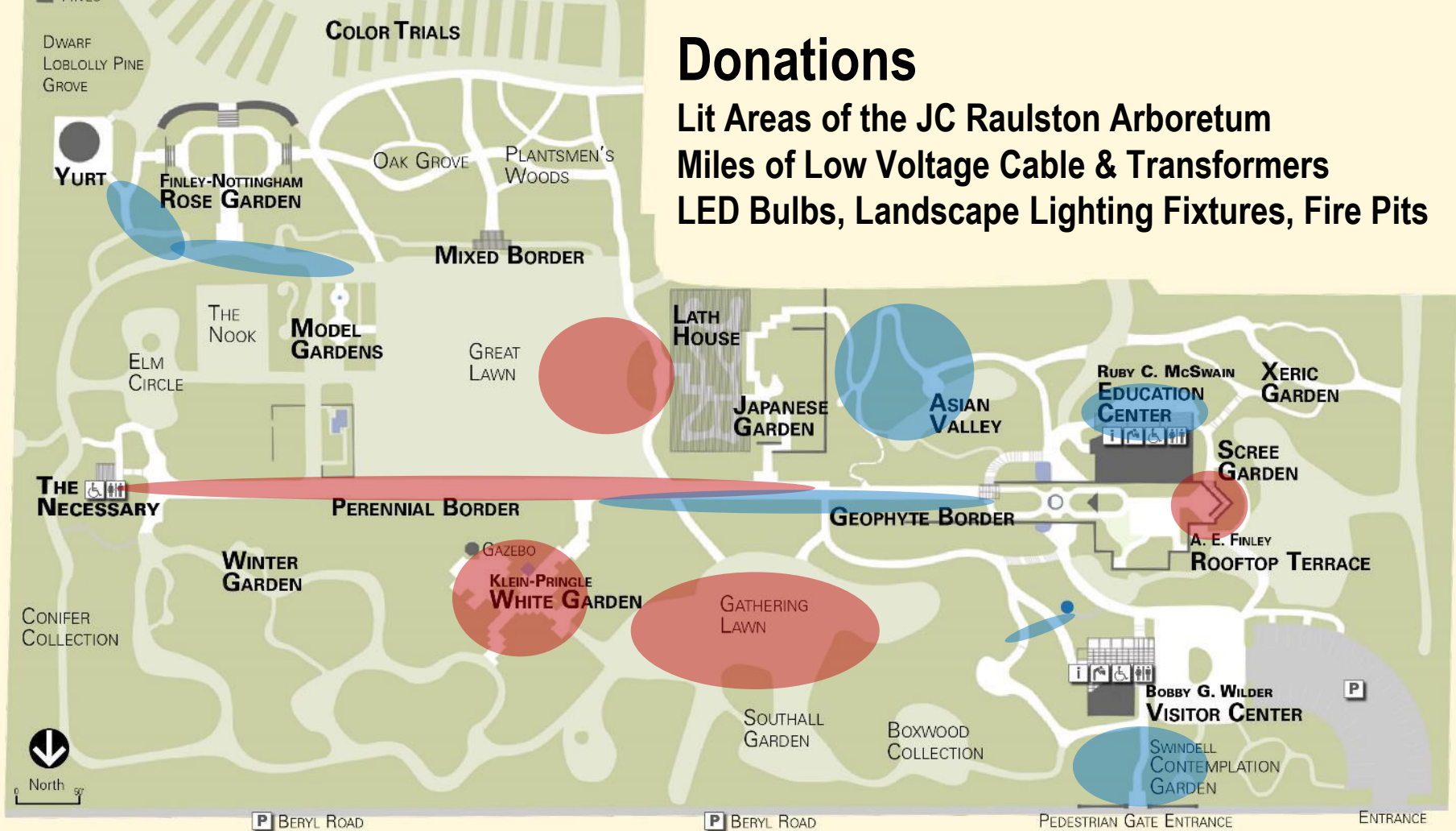


Donations

Lit Areas of the JC Raulston Arboretum

Miles of Low Voltage Cable & Transformers

LED Bulbs, Landscape Lighting Fixtures, Fire Pits





NC STATE UNIVERSITY

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