

FEE RECOMMENDATION

FOR: Botanical Conservatory Mother's Day Plant Sale

COST CENTERS: Botanical Conservatory/ 439-P270

FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:

The Botanical Conservatory Mother's Day Plant sale is the only annual fundraiser for the Botanical Conservatory and a significant source of trust fund revenue. The Mother's Day Plant Sale is scheduled to take place May 11-14 at McMillen Park Community Center.

A standard garden center retail markup of no less than 2x is applied against production costs then rounded to the nearest \$0.95 to align with Conservatory Shop pricing practices. The Botanical Conservatory Manager also requests the ability to adjust pricing based on plant condition or add unique price points using Conservatory Shop pricing philosophy (ex. a 4-pack that is only partially filled may be sold at a discount, or a unique item requires a high price-point). Department staff respectfully requests approval of the 2023 Mother's Day Plant Sale pricing.

Fee Recommendation:

MOTHER'S DAY PLANT SALE PRICING		
CODE	CATEGORY	2022 PRICE
A	Annual/Vegetable/Herb (1pk, 2pk, 4pk or 6pk); Easy Seeds (pkt); Worms (8 oz cup)	\$ 2.95
B	Succulent/Cacti (2" pot)	\$ 3.95
C	Specialty Annual (4" pot); Tender Herb (2pk/4" pot); Specialty Succulent/Cacti (2" pot); Succulent/Cacti (3" pot)	\$ 4.95
D	Perennial (4" pot); Annual (6" pot); Native Perennial (3" pot)	\$ 6.95
E	Houseplants/Tropical (4" pot); Herb/Perennial (6" pot)	\$ 9.95
F	Succulent (4" pot); Houseplant (6" pot); Pre Bonsai (4" pot); Specialty Tropical (6"); Perennial/Shrub (gal. pot)	\$ 14.95
G	Air Plant (large); Specialty Houseplant (6" pot); Succulent (6" pot); Annual/Houseplant (8" pot); Cacti (4" pot)	\$ 18.95
H	Houseplant basket (8"); Bonsai Small; Mixed Pot (10"); Petunia Hanging Basket (10"); Specialty Annual Hanging Basket (10")	\$ 24.95
I	Potting Soil (2.8 Cubic Feet)	\$ 32.95
J	Premium Houseplant (10" pot - 2 gallon); Succulent Hanging Basket (8"); Bonsai Medium; Mixed Pot (14")	\$ 38.95
K	Bonsai Large; Tropical X-Large	\$ 48.95
L	Bonsai X-Large	\$ 64.95

PROJECTED RESULTS OUTCOME:

Mother's Day Plant Sale revenue to Botanical Conservatory Non Reverting Fund 439 supports public programming, education, and volunteer development at the Botanical Conservatory.