

FEE RECOMMENDATION

FOR: Botanical Conservatory Mother's Day Plant Sale

COST CENTERS: Botanical Conservatory/ 439-P270

FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:

Mother's Day Plant Sale revenue is a vital component of the Botanical Conservatory's operational support. This fee recommendation establishes a consistent pricing structure that supports income generation while aligning with retail industry standards for plant material and other relevant goods.

For Mother's Day Plant Sale merchandise, a pricing multiplier of no less than 2.0 times the acquisition & labor cost is applied, with prices rounded up to the nearest \$0.95. This ensures a sustainable margin that supports ongoing program operations.

The Botanical Conservatory Manager, Superintendent of Parks, and/or Deputy Director of Parks also maintain the ability to adjust pricing based on plant condition (e.g., a 4-pack of plants that is only partially filled may be sold at a discount).

For surplus or used items deemed unsuitable for sale, donation of the surplus plant material may be made to a 501(c)(3) non-profit or other governmental organization.

PROJECTED RESULTS OUTCOME:

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