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POSITION GUIDE

**LEWIS
GINTER**
BOTANICAL
GARDEN

PRESIDENT & CEO

POSITION GUIDE

ORGANIZATION:	Lewis Ginter Botanical Garden
POSITION:	President & CEO
REPORTS TO:	Board of Directors
LOCATION:	Richmond, Virginia

MISSION

Lewis Ginter Botanical Garden's mission is connecting people through plants to improve communities.

VISION

Lewis Ginter Botanical Garden, including the Lewis Ginter Nature Reserve, reveals the unity and integration of human and plant life, celebrates the fundamental significance of the natural world, and enriches communities through horticultural and educational excellence and innovative outreach initiatives.

ABOUT THE GARDEN

Lewis Ginter Botanical Garden is an independent, 501c3 organization located in Richmond, Virginia's Lakeside neighborhood. Founded in 1984, the Garden encompasses 82 acres, four lakes, 5,500 unique genera of plants within 15 distinct outdoor gardens, 11 major buildings including a conservatory and greenhouse, plus an 80-acre satellite site, the Lewis Ginter Nature Reserve. Annually LGBG engages over 17,000 students in innovative and exciting education programs. This cadre of identified learners is just a fraction of the more than 400,000 annual visitors to the Garden. In recent years, the Garden has been honored with inclusion in several top ten lists for botanical gardens in North America.

A \$41 million capital campaign completed in 2004 provided the Garden's current major facilities for horticulture, education and community events. Significant structures include The Robins Visitors Center (1999), Massey Greenhouses (1999), Education and Library Complex (2002), classical glass-domed Conservatory (2003), and Children's Garden (2005).

The Conservatory is the "Jewel of the Garden." The 11,000 square-foot complex houses exotic and unusual plants from around the world in its permanent collection and features beautiful seasonal displays. Visitors to Lewis Ginter Botanical Garden cannot miss the stately presence of the Conservatory, the only such structure in Central Virginia. It rises from the highest point in the Garden, a striking dome of glass and light flanked by east and west wings.

The Conservatory includes a central Palm House housing the palm and cycad collection; the semi-tropical East Wing features tropical plants, including the orchid collection; a cacti and succulent collection is on display in the West Wing; and the North Wing hosts changing

themed displays full of seasonal color and interest including model trains and a holiday tree during Dominion Energy's GardenFest of Lights and special exhibitions such as Butterflies LIVE!.

The LGBG Children's Garden was designed to engage youth to experience the outdoors by observing wildlife; digging in the soil; or climbing a one-hundred-year-old mulberry tree. The International Village in the Children's Garden features globally inspired architectures, cultures, and indigenous plants. The Adventure Pathway winds among prairie, butterfly meadow, and evergreen environs, while the universally accessible Leafy Overlook and Klaus Family Tree House reveal the Garden from a birds-eye view. At the Farm Garden, children are able to plant and nurture wholesome fruits and vegetables, with several hundred pounds annually donated to central Virginia's food banks in the area. The Discovery Breezeway encourages exploration of animals, weather, and natural materials in the property's original Carriage House.

The Louise Cochrane Rose Garden spans over 1,300 rose bushes massed in a 9,000 square-foot hillside rose garden. In 2008, it was tripled in size, expanded in variety, and was elevated to national significance. The arbors, stone arches, and pavilions of the Rose Garden are draped in more than 70 varieties of blooming roses that originated from nurseries in France, Italy, Germany and England.

The Kroger Community Kitchen Garden is dedicated to growing fresh produce for FeedMore's Meals on Wheels and the Kids Café programs. It was established with a grant from The Community Foundation for a greater Richmond and is sustained with generous support from Kroger. Since 2009, staff and volunteers at Lewis Ginter Botanical Garden have harvested and donated over 50,000 pounds of vegetables to FeedMore's Community Kitchen and supplemented more than 42,000 meals for Central Virginia's hungry children and homebound seniors. The garden is maintained by a dedicated hard-working group of volunteers including volunteers from HandsOn Greater Richmond and many local organizations and businesses. Activities in the Community Kitchen Garden provide workforce development, educational experiences, exercise, and a sense of community spirit and involvement.

Over the past decade, Lewis Ginter Botanical Garden has provided leadership support of [Beautiful RVA](#), a regional coalition and social movement of public and private agencies, organizations, and individuals all invested in improving the quality of life in greater Richmond through public horticulture, urban greening, and beautiful place-making initiatives. Lewis Ginter Botanical Garden is serving as a "backbone" institution in a shared leadership model that includes other nurturing organizations interested in building local greening capacity through collaboration. A few of the other organizations involved are the Food Project, Maggie Walker Community Land Trust, and Storefront. The two core elements of Beautiful RVA are the [Community Greening Toolkit](#), a collection of online tools and resources for individuals engaged in urban gardening and the [Ginter Urban Gardener](#) program, a 12-week course teaching sustainable horticulture, urban greening and community building, providing citizens with the skills necessary to increase community-supported urban green spaces.

The Virginia Commonwealth University houses its herbarium at LGBG, which the Flora of Virginia project used to produce a modern state Flora published by BRIT Press in 2012.

Benefactors have bequeathed to the Garden an 80-acre farm located outside of the city of Richmond that is home to an astonishing array of vintage azaleas. The Lewis Ginter Nature Reserve, a family-owned farm, has been lovingly tended for decades and will gradually transition into the full ownership of the Garden. The Garden currently provides certain services to the family to help care for the property. The Garden staff is also working with the family to create a plan for the transition and future use of this property.

Lewis Ginter Botanical Garden has an annual budget of approximately \$8.2M, and endowment of \$23M, a staff of 85, over 650 volunteers, and is governed by a dedicated 30-member Board of Directors and is supported by a 20-member Advisory Board.

THE OPPORTUNITY

LGBG is entering its next exciting expansion with priority projects that will further the ability of the Garden to meet an ever-expanding visitor base as well while ensuring the highest quality horticultural standards. Within the current \$40M THRIVE Campaign, there are several priority projects that the new President & CEO will have the opportunity to bring online.

Conservatory Expansion

As LGBG grows in its mission to connect people through plants to improve communities, the Conservatory must expand as well. Long a part of the Master Site Plan, the Conservatory Expansion will double indoor display space, allowing the Garden to build new plant collections, add four distinct climate zones, create comprehensive horticultural exhibits and create a permanent butterfly house. With conditioned gathering space, restrooms, outdoor terraces and better flow for foot traffic, the Garden will be able to comfortably accommodate many more guests, especially school and tour groups, throughout the year. Expansion of the Conservatory fits directly into the Garden's Strategic Plan to increase its commitment to formal and informal education. It will bring more heated indoor learning space, helping to meet increased demand for nature-based learning throughout the seasons. A permanent butterfly house inside the Conservatory will allow the Garden to display pollinators and teach their significance year-round. With more room for plants from warmer climates, LGBG can showcase global plant diversity, tropical ecology and the importance of plant conservation and offer sophisticated exhibitions that provide valuable learning experiences, connecting the dots between plants, their pollinators and human culture.

The Learning Village

Teachers and school administrators in the region rely on Lewis Ginter Botanical Garden to enrich student learning with high quality nature-based programs. With its current capacity, the Garden is unable to accommodate every request for programs and facility use, even though school groups visit the grounds nearly every day. School field trips are booked a year in advance, and informal family visits compete for space with outdoor education programs. Indoor classroom space for children during winter months or inclement weather is limited. The new Learning Village will serve as a welcome center and continuing learning space that can accommodate large groups visiting the Garden. It will also enable the Garden to meet demand for nature-based education. A wide range of environments will offer authentic, hands-on experiences for learners of all ages that spark discovery and nurture a lifelong respect for the natural world. The Learning Village will welcome learners of all ages into an innovative center of indoor and outdoor learning spaces linked by pathways and boardwalks that wind through a wide range of natural ecosystems. Major elements will include: comprehensive, nature-based learning during all four seasons; a

broad variety of ecosystems to explore such as woodland, wetland, meadow, and agrarian; sustainably constructed structures blended with natural environments; more than 10 acres of new gardens and trails designed specifically for nature-based education; and approximately 19,000 square feet in new indoor and outdoor facilities.

The Vale House

The Vale House is designed as an indoor/outdoor space that will accommodate conferences, events, seminars and the Garden's robust wedding venue business. The building will also host educational, entrepreneurial and environmental programming. This facility will greatly expand and improve Lewis Ginter's event space. With its unique design and setting, LGBG believes the Vale House can become a focal point in the Garden and a center of creative pursuits.

Community Engagement

In addition to these key campaign priorities, LGBG is committed to strengthening and furthering its unique efforts in community engagement and outreach through Beautiful RVA and other initiatives. This effort is paramount to the LGBG Board of Directors and staff in building a Garden that is engaging and accessible to all communities in the Richmond area and furthers the importance of horticulture and gardening as a central activity of healthy communities. The next President & CEO of LGBG will have the opportunity to creatively lead the development and execution of these core priorities in the years ahead.

POSITION SUMMARY

The Chief Executive Officer embraces the vision of the Garden as established by the Board; oversees the day-to-day operations of the Garden; coalesces support around the Garden's direction and priorities among Board, staff and other key stakeholders; secures funding for priority initiatives; provides effective supervision, delegation and accountability of staff; serves as an active and visible liaison to the community; and collaborates with the public garden community nationally and globally regarding best practices in horticulture, education, sustainability, and conservation.

CANDIDATE PROFILE

We seek a proven leader who can demonstrate a successful career of consistently moving an organization forward in pursuit of its vision. This individual will bring leadership characterized by an ability to garner broad community support, increase visibility of the organization and carry forward major new projects and programs.

She/he/they will approach the work in an inspirational, visionary, passionate manner that is authentic, trustworthy, innovative and resilient. Driven by relationships and building meaningful connections across multiple groups, including Garden staff, volunteers, donors, partners, businesses, civic groups, public officials, visitors, members, and other stakeholders, the ideal candidate will have an effective, transparent and direct communication style with a culturally sensitive, equity mindset.

We seek a leader who is an exceptional communicator whose passion is evident by their ability to energetically and enthusiastically articulate the vision and aspirations of the Garden. Experience at a high-level in fundraising and donor engagement is highly preferred. The ideal candidate will demonstrate a proven track record in obtaining major individual gifts, corporate sponsorships, foundation support, and government grants. Successful experience in leading a capital campaign is a plus.

A proven ability to manage and lead an organization is required. This includes experience in hiring, coaching and delegating resulting in a high-quality team of tightly coordinated, professional and accountable staff members. Of critical importance is the candidate's ability to transform ideas into specific, goal-driven project outcomes. Strategic and business-principled decision-making experience, including expertise in crisis management, must be evident. Experience in project management, from basic infrastructure improvements to large-scale capital construction projects, is ideal. Solid, demonstrated skills in operations, finance and business management are expected

Leading with respect and being an active listener, the ideal candidate will be a dynamic, high-energy partner. A confident leader who is also flexible and humble, and views all involved in the organization through an asset/strengths-based lens, will be important. She/he/they will be a strong strategic thinker with a collaborative, engaging approach to decision making that reflects the core values of the communities the Garden serves. The ideal candidate should also have a desire to improve diversity and inclusion in hiring, garden access and programs. The ideal candidate is a responsive and accessible leader, capable of connecting with all aspects of the organization through strong interpersonal skills.

Specific experience with public gardens is preferred but not a requirement, however, an affinity and passion for the mission of public gardens must be demonstrated. Senior-level leadership in a similar venue that aspires to deliver an extraordinary visitor experience is highly desirable. Experience in nonprofit management and governance is preferred.

A bachelor's degree from an accredited college or university is required; a master's degree is preferred. Affiliation with local, state, or national professional or trade associations related to the Garden's mission would be a plus.

To apply, please submit a current resume and letter of introduction to Kittleman & Associates, LLC at <https://ww2.kittlemansearch.com/Jobs>

For more information about the Lewis Ginter Botanical Garden, please visit www.lewisginter.org

HISTORY OF LEWIS GINTER BOTANICAL GARDEN

Lewis Ginter Botanical Garden's history begins with the generosity and vision of their original benefactor, Grace Arents, the niece of the 19th-century businessman and philanthropist Lewis Ginter. In 1913, Grace purchased the abandoned Lakeside Wheel Clubhouse and its 10 acres in Henrico County from the Lewis Ginter Land and Improvement Company. Before long, she expanded her farm, now named "Bloemendaal" (Valley of Flowers, after an ancestral Dutch town), to 73 acres and a number of support buildings. In 1926 Grace died, and through her will bequeathed Bloemendaal Farm and an endowment of \$100,000 to the City of Richmond for a "public park and botanical garden" to be named for her late uncle. Grace gave life rights to her companion, Mary Garland Smith, and when Mary Garland died in 1968, Bloemendaal became the responsibility of the City of Richmond's Department of Parks and Recreation. The City investigated several plans for a botanical garden, but none came to fruition. In the early 1980s, members of the Richmond Horticultural Association gathered a dedicated group of botanists, horticulturists, and concerned citizens in order to uphold the terms of Grace Arents'

bequest. In 1984, when the Garden was organized and chartered, the property was largely untended and the few buildings on site were suffering from age and neglect. It took three years to open to the public and the handful of staff had their pay recorded in cursive in a bound ledger. Today, the Garden is professionally run by a talented and experienced staff, using a comprehensive strategic plan, and benefiting from highly engaged volunteers, community support, and a dedicated board of directors.

INFORMATION ABOUT RICHMOND, VA

For more information about the greater Richmond Area, please visit
<https://www.visitrichmondva.com/about-richmond/>