

Project Description

- Garden Growth Projections
 - Historic Visitation Data

**Santa Barbara Botanic Garden Vital Mission Plan
Growth Projection & Proposed Visitation**

Baseline for CEQA Analysis Purposes

2005 Visitation Records
 111,308 documented visits for 2005 = 305 average daily visits/year
 10-year documented visitation records indicate yearly average growth of 1.8%

Current Visitation - 2005 Visitation Records by Use (Per 10-year Visitation Statistics provided by SBBG)

Visitation Type	Visits/Year	Average Visits/Day	Average Visits/Day
Non Member Paid Visits*	56,942	156	*General Visitation
Free Visits: Guest passes, etc.*	4,970	13.6	156
Member Visits*	33,768	92.5	13.6
Docent Tours: Elementary School Children*	5,192	14.2	92.5
Other Tours*	1,324	3.6	14.2
Misc. Entry Estimate*	4,221	11.6	3.6
Research Visits	642	1.8	11.3
Events	1,582	4.3	1.8
Education Classes	1,655	4.5	293
Visitors Attending Meetings	1,012	2.8	293 Average Visits/Day
Totals	111,308	305	305

Note that Tables 2-4 and 2-5 data (below) for current class and events (frequency, duration and attendees) reflect the range of classes and events historically offered at the Garden which vary from year to year (occurrence and attendance) and thus do not necessarily coincide with 10-year documented visitation records.

No Project Alternative
 10-year documented average yearly growth of 1.8% results in 36% growth over 20 years = 415 average daily visits/year (151,475 visits/year)

Proposed Visitation No change in use proposed. Proposed use classification and associated visitation data do not reflect seasonal or yearly variation in visitation patterns or how increased visitation overtime will be assigned to any particular use type.

Table 2-5 Events

Event Type	Current Frequency/Duration	Proposed Frequency/Duration	Hours	Current Attendance	Proposed Attendance	Proposed Maximum Average Visits/Day	Average Visits/Day
Plant Sales, Book Signings	4/year 4/year	4/year 4/year	11-7	100-250	100-250	General Visitation*	
Art/Craft Exhibits	Case-by-Case	Case-by-Case	9-5	Case-by-Case	Case-by-Case	General Visitation*	See Calculations for General Visitation Projections Below.
Community Festivals (Exhibits/Vendors/Music)	2/year 2 days	2/year 2 days	9-5	250-750/day	250-750/day	General Visitation*	
Fundraising/Special Events (Food/Music)	10/year 1 day	15/year 1 day	Noon-10 p	20-300	20-300	12.3 (15 x 300/365)	12.3
Private Parties (Music/Food)	2-4/year 1 day	8/year 1 day	9-10	75-100	75-300	6.6 (8 x 300/365)	6.6
Recognition Events	3/year 1 day	3/year 1 day	9-10	50-200	50-200	1.6 (3 x 200/365)	1.6 20.5
Symposia & Workshops	1-2/year 1-3 days	1-2/year 1-3 days	8-8	50-150/day	50-150/day	2.5 (6 x 150/365)	2.5
Community/Professional Group Meetings	10-20/year 1 day	10-20/year 1 day	9-10	30-150	30-150	8.2 (20 x 150/365)	8.2

Table 2-4 Classes

Current Daytime Education Classes/Year	Proposed Daytime Education Classes/Year	Hours	Current Attendance (per Session)	Proposed Attendance (per Session)	Proposed Maximum Average Visits/Day
80-90 Courses 200-225 Sessions	90-100 Courses 225-250 Sessions	7:30-5:30	10-20	12-22	15 (250 x 22/365)
Current Nighttime Education Classes/Year	Proposed Nighttime Education Classes/Year	Hours	Current Attendance (per Session)	Proposed Attendance (per Session)	
25-35 Courses 60-90 Sessions	30-40 Courses 75-100 Sessions	6:00-10:00	10-20	12-22	5.5 (100 x 20/365)
Current Master Gardener & Docent Training Classes/Year	Proposed Master Gardener & Docent Training Classes/Year	Hours	Current Attendance (per Session)	Proposed Attendance (per Session)	
20 Sessions	20 Sessions	7:30-9:00	40-50	40-50	2.7 (20 x 50/365)
Current Annual Lecture Series	Proposed Annual Lecture Series	Hours	Current Attendance (per Session)	Proposed Attendance (per Session)	
7 Sessions	7 Sessions	6:00-10:00	50-70	50-125	2.4 (7 x 125/365)
					26.1

Proposed Visitation

***General Visitation** 404 (293 average visits/day X 38% (1.9%/yr for 20 yrs)

Paid/guest/Member visits, research, tours, public & community events, miscellaneous
10-year documented average yearly growth excluding classes is 1.9% (38% over 20 years)

Events 20.5

Fundraising, private parties, recognition events

Education Classes 28.6 (26.1 classes + 2.5 symposia/workshops)

Day/night classes, Master Gardener/Docent training, lectures, symposia/workshops

Community/Group Meetings 8.2

461 average daily visits/year

Employee Levels

Current Weekday Average 62 (32 FT + 8FT equivalents for PT+ 20 volunteers+2 instructors)

Proposed Weekday Average 73 (37 FT+14FT equivalents for PT+ 20 volunteers+2 instructors)

Does not include weekend averages w/ approximately 4 staff onsite/day
PT staff include part-time and interns

Existing & Proposed Combined Site Visits

Total Current Site Visits 367 (305 visits/day + 62 employees/day)

Total Proposed Site Visits 534 (461 visits/day + 73 employees/day)

This is a conservative calculation as it does not include weekend staff levels (4/day) on average.

**45% increase between current & proposed
Assumes maximum occurrence and attendance for all uses**

Existing & Proposed Combined Site Visits W/O Classes (per DEIR Traffic Analysis)

Total Current Site Visits W/O Classes 362.5 (367 visits/day – 4.5 class attendees/day)

Total Proposed Site Visits W/O Classes 505 (534 visits/day – 28.6 class attendees/day)

**39.3% increase between current & proposed
(rounded to 40% for EIR analysis)**

SANTA BARBARA BOTANIC GARDEN
HISTORIC VISITATION DATA
1997 TO PRESENT

Year	Non Member Paid Visits	Free Visits: Guest passes, etc.	Docent Tours: Elementary School children	Other Tours	Events	Education Classes	Research Visits	Visitors			Grand Total	Est. # vehicles	Est. # buses	Percent Change
								attending meetings	Misc. Entry Estimate	Estimate				
1997	51,238	4,605	4,007	1,278	1,920	1,568	358	1,105	3,865	93,435	33,658	94	-	
1998	53,211	3,874	4,600	1,436	1,971	1,516	319	1,181	3,809	94,928	30,580	147	1.60%	
1999	54,014	4,910	3,989	1,207	2,888	1,926	348	1,347	4,166	99,907	32,228	126	5.25%	
2000	55,456	5,462	3,581	1,317	2,062	2,202	273	1,555	4,065	107,637	34,800	224	7.74%	
2001	55,489	5,119	3,843	1,273	2,373	1,930	602	1,179	4,455	106,385	26,608	82	-1.16%	
2002	55,863	4,817	3,908	1,322	1,752	1,858	735	1,389	4,497	108,043	28,565	78	1.56%	
2003	55,185	4,689	4,418	1,539	1,617	1,902	572	1,089	4,658	107,946	26,952	102	-0.09%	
2004	54,911	4,806	4,610	1,558	1,757	1,715	907	1,281	4,633	107,361	24,566	97	-0.54%	
2005	56,942	4,970	5,192	1,324	1,582	1,655	642	1,012	4,221	111,308	28,531	72	3.68%	
2006	55,821	6,546	5,114	1,689	1,911	1,504	82	479	4,740	110,436	27,192	79	-0.78%	
Total	548,130	49,798	43,262	13,943	19,833	17,776	4,838	11,617	48,109	1,047,386	293,680	1,101	18.20%	
10 Year Average	54,813	4,980	4,326	1,394	1,983	1,778	484	1,162	4,311	104,739	29,368	110	1.82%	