

2011–2012 Quincentennial “Viva Florida” Grant

Central Florida Zoo & Botanical Gardens, Lake Monroe, Seminole County — Exit Survey

Please enter your 7 character Project Code: LIN0802

PROJECT MANAGER CONTACT INFORMATION

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ATTENDANCE

Please report the number of Florida residents who visited your garden or facility.

June–December 2012: 112,267
Jan–December 2013: 227,363

Please report the number of Non-Florida residents who visited your garden or facility.

June–December 2012: 12,705
Jan–December 2013: 29,464

Please report the number of Florida residents who visited the native wildflower demonstration area.

June–December 2012: 112,267
Jan–December 2013: 227,363

Please report the number of Non-Florida residents who visited the native wildflower demonstration area.

June–December 2012: 12,705
Jan–December 2013: 29,464

EDUCATIONAL PROGRAMS

In the space provided below, please report any educational PROGRAMS offered that incorporate the native wildflower demonstration garden. Please include an estimate of the attendance for each program.

- Beekeeping 101 - Family workshop, approximately 75 attendees
- The Power of Pollinators Cub Club Class Series for pre-K children and parents, 30 attendees
- Various guided zoo tours visited - approx. 100 people
- A New Girl Scout Badge Program called “It’s Your Planet, Do it Yourself” features the garden prominently. It will be debuted this spring.

Were any educational or informational SIGNS installed that explain the wildflower demonstration garden and its environmental, historical and/or cultural significance?

YES

Were any educational or informational BROCHURES or PAMPHLETS created to explain the wildflower demonstration garden and its environmental, historical and/or cultural significance?

YES

WILDFLOWER DISPLAY

List all species by scientific name that were part of the native wildflower demonstration garden. Note those that were purchased with funds from this grant.

Ruellia caroliniensis, *Psychotria* spp, *Tradescantia ohiensis*, *Hydrangea quercifolia*, *viola* spp, *Anguilegia Canadensis*, *Heliotropium angiospermum*, *Hypericum tenuifolium*, *Lonicera sempervirens*, *Mimosa strigillosa*, *Salviacoccinea*, *Conradiaspp*, *Muhlenbergiacappillaris*, *Coreopsis* spp, *Silphium* spp, *Echinacea purpurea*, *Asclepias* spp, *Bulbine frutescens*, *Stokesia laevis*, *Ruellia humilis*, *Serenoa repens*, *Illicium parviflorum*, *Amorpha fruticosa*

In 2013, the native wildflower demonstration garden planting is best described as:

Moderately successful

In 2013, the wildflower display is best described as:

Slightly showy

Optional: Please provide any additional comments about the showiness of the wildflower display.

It was a little challenging establishing some of the plants and some did not survive. We had a change in horticulture managers after it was planted. A few new plants have been added to replace some that did not make it.

If your planting was not successful, please explain why it failed (e.g. succumbed to weed pressure, accidental mowing, flooding, etc.), what you are doing to help re-establish it, and how you are educating the public about the failed planting.

N/A

MEDIA COVERAGE

Was a story published in a newspaper or newsletter that described the wildflower demonstration garden and included information about the environmental, historical and/or cultural significance of Florida's native wildflowers?

YES

If YES, please provide the following information:

newspaper/newsletter name	ZooViews Member Newsletter
date of publication	October 2012
reporter's name	Brenda New (Zoo's membership coordinator)
hyperlink to article*	
approximate circulation of newspaper/newsletter	Sent to approximately 6,000 member household (more distributed in park to non-members) Also ZOo's Facebook page which has approx. 11,000 followers

Was a story done by a local TV station that described the wildflower demonstration garden and included information about the environmental, historical and/or cultural significance of Florida's native wildflowers?

NO

Was a story published on a website that described the wildflower demonstration garden and included information about the environmental, historical and/or cultural significance of Florida's native wildflowers?

YES

If YES, please provide the following information:

website address (URL)	It's in the picture album of the Zoo's Facebook Page with a very brief description, but can't determine how many have viewed it. https://www.facebook.com/media/set/?set=a.10150869954772551.397003.57903147550&type=3
date posted	
approximate number of views	

Was a story posted on a YouTube or other online video site that described the wildflower demonstration garden and included information about the environmental, historical and/or cultural significance of Florida's native wildflowers?

NO

Optional: If other outreach methods were used, please describe the results.

The Zoo has added a self-guided cell phone tour of the Zoo that guests can access with a QR code on the signage. To date 13,704 people have listened to this message:

"This native plant garden was made possible by a grant from the Florida Wildflower Foundation with funds collected from the sale of Florida wildflower license plates. Ponce DeLeon named our state "La Florida", which means Land of Flowers. Even before that, Florida's indigenous people recognized the native wildflowers' value in foods and medicines. Florida's many native wildflowers are adapted to live in our unique climate. Native plant gardens require less water and fertilizer than non-native gardens.

Wildflower gardens attract a multitude of native pollinators. We rely on pollinators for 1/3 of the foods we eat. Planting a wildflower garden to attract these pollinators will also help create habitat for other Florida native animals by providing food, shelter, egg laying, and over-wintering sites. For more information on how you can create a Florida wildflower garden or discover areas throughout the state where you can see Florida's wildflowers, please visit the Florida Wildflower Foundation website at www.flawildflowers.org."

IMPACT

The impact of your native wildflower demonstration garden is very important to the Foundation. The following questions evaluate how much and what type of information people learned from visiting the native wildflower demonstration planting and/or attending a native wildflower educational program at your garden.

As a result of visiting your demonstration garden and/or attending related educational programming...

How much information did they learn about landscape uses for native wildflowers and plants?

0-25% of Florida resident visitors	Learned a great deal of new information
26-50% of Florida resident visitors	Learned nothing new
51-75% of Florida resident visitors	Learned something new
76-100% of Florida resident visitors	Learned something new
0-25% of non-Florida resident visitors	Learned something new
26-50% of non-Florida resident visitors	Learned something new
51-75% of non-Florida resident visitors	Learned something new
76-100% of non-Florida resident visitors	Learned something new

How much did they learn about the availability of native wildflowers and plants?

0-25% of Florida resident visitors	Learned a great deal of new information
26-50% of Florida resident visitors	Learned something new
51-75% of Florida resident visitors	Learned something new
76-100% of Florida resident visitors	Learned something new
0-25% of non-Florida resident visitors	Learned something new
26-50% of non-Florida resident visitors	Learned something new
51-75% of non-Florida resident visitors	Learned something new
76-100% of non-Florida resident visitors	Learned something new

Environmental significance of native wildflowers and plants?

0-25% of Florida resident visitors	Learned something new
26-50% of Florida resident visitors	Learned a great deal of new information
51-75% of Florida resident visitors	Learned something new
76-100% of Florida resident visitors	Learned something new
0-25% of non-Florida resident visitors	Learned something new
26-50% of non-Florida resident visitors	Learned something new
51-75% of non-Florida resident visitors	Learned something new
76-100% of non-Florida resident visitors	Learned something new

Historical significance of native wildflowers and plants?

0-25% of Florida resident visitors	Learned a great deal of new information
26-50% of Florida resident visitors	Learned something new
51-75% of Florida resident visitors	Learned something new
76-100% of Florida resident visitors	Learned something new
0-25% of non-Florida resident visitors	Learned a great deal of new information
26-50% of non-Florida resident visitors	Learned something new
51-75% of non-Florida resident visitors	Learned something new
76-100% of non-Florida resident visitors	Learned something new

Cultural significance of native wildflowers and plants?

0-25% of Florida resident visitors	Learned a great deal of new information
26-50% of Florida resident visitors	Learned something new
51-75% of Florida resident visitors	Learned something new
76-100% of Florida resident visitors	Learned something new
0-25% of non-Florida resident visitors	Learned a great deal of new information
26-50% of non-Florida resident visitors	Learned something new
51-75% of non-Florida resident visitors	Learned something new
76-100% of non-Florida resident visitors	Learned something new

The following questions evaluate how likely visitors are to start planting native wildflowers in their landscape OR include more native wildflowers in their landscape as a result of visiting the native wildflower demonstration planting and/or attending a native wildflower educational program.

How many homeowners are you aware of that
established a new native wildflower garden, landscape bed, or meadow? 6-10 visitors
are planning to establish a new native wildflower garden, landscape bed, or meadow? more than 10
are strongly considering establishing a new native wildflower garden, landscape bed, or meadow? 1-5
are considering establishing a new native wildflower garden, landscape bed, or meadow? 1-5 visitors

How likely were visitors or attendees BETWEEN JUNE 2012 and DECEMBER 2012 to plant native wildflowers in their garden or landscape?

0-25% of Florida resident visitors	Extremely likely
26-50% of Florida resident visitors	Moderately likely
51-75% of Florida resident visitors	Moderately likely
76-100% of Florida resident visitors	Moderately likely

How likely were visitors or attendees BETWEEN JANUARY 2013 and JUNE 2013 to plant native wildflowers in their garden or landscape?

0-25% of Florida resident visitors	Extremely likely
26-50% of Florida resident visitors	Moderately likely
51-75% of Florida resident visitors	Moderately likely
76-100% of Florida resident visitors	Slightly likely

How likely were visitors or attendees BETWEEN JULY 2013 and DECEMBER 2013 to plant native wildflowers in their garden or landscape?

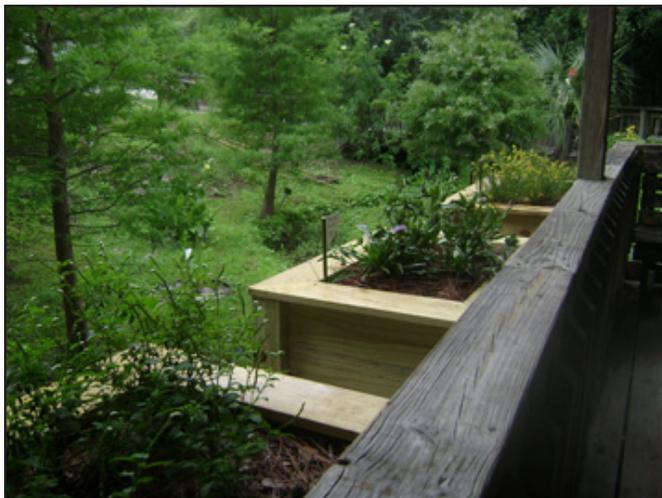
0-25% of Florida resident visitors	Extremely likely
26-50% of Florida resident visitors	Moderately likely
51-75% of Florida resident visitors	Slightly likely
76-100% of Florida resident visitors	Slightly likely

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Central Florida Zoo & Botanical Gardens, Lake Monroe, Seminole County — Installation Photos



Planting site before the installation



After the installation

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Central Florida Zoo & Botanical Gardens, Lake Monroe, Seminole County — Educational Components



Cub Club



Pollinator workshop



The Power of Pollinators

Pollinators are a beautiful, diverse and vitally important part of our world. In Florida we have over 300 species of native bees but also many more butterflies, wasps and flies that are necessary to spread the pollen that creates new seeds, fruits and vegetables.



A beautiful flower fly.



A beautiful sweat bee.

Our native pollinators depend on native plants and the native plants depend on them. Development has eliminated or fragmented much of the natural habitat in our state. Losing natural lands is something we can't always stop, but there is something we can all do to help our native wildlife.

Plant a Pollinator Garden!

Creating a garden to attract native pollinators is not hard. In fact, many times it means doing *less* in your yard instead of more! Many pollinators are attracted to native plants that we have, for some reason, decided are weeds and should go. For instance, do you have these?



This is called Spanish needles (*Bidens alba*) and pollinators love it.



This is called beggarticks (*Bidens laevis*), which is in the same family and also grows wild in Florida.

Let them grow! Leave at least a portion of your yard wild and don't mow! Don't use pesticides! Let it be and watch what species appear. And remember – if you build it, they will come. Add the Florida native plants listed on the back.



Firebush (*Hamelia patens*) is one of the best Florida native shrubs or trees for wildlife. Pollinators and birds love it.



Sunflower species (*Helianthus sp.*) There are 14 species of sunflowers native to Florida. They do well in full sun and attract many species.



Aster species (*Symphyotrichum sp.*) There are a variety of aster species in a variety of colors. They do well in containers if you don't have a yard.



Milkweed (*Asclepias curassavica*) There are several species of milkweed that are native to Florida and others that do well here. Milkweeds are necessary to attract monarch and queen butterflies but other pollinators love them, too.



Bee Balm or Horsemint (*Monarda punctata*) This aromatic plant is in the mint family and grows to about three feet tall.



Scarlet Sage (*Salvia sp.*) There are several varieties and colors of salvia that grow well and spread throughout the garden to attract many pollinators.



Indian Blanketflower (*Gaillardia pulchella*) This spectacular plant does well in well drained sandy soil in full sun.

These are just a few of the choices. Visit www.flawildflowers.org to learn more. Also visit the native plant garden at the Zoo made possible by a generous grant from the *Viva Florida Quincentennial Gardens Grant* program funded through the sale of Florida wildflower license plates.

2011–2012 Quincentennial “Viva Florida” Grant

Central Florida Zoo & Botanical Gardens, Lake Monroe, Seminole County — Final Report

Quincentennial “Viva Florida” Wildflower Garden Central Florida Zoo & Botanical Gardens Final Report

The Central Florida Zoo was very pleased to receive this grant, which was used to create a new garden area adjacent to a small stream that runs through the Zoo. This Florida native wildflower garden not only allowed us to promote native wildflower gardening but also to educate about the importance of native insect pollinators in our state.

The garden was created in an area that needed to be refurbished and built up.

The Zoo contributed 157 hours of labor to construct the garden, approximately 40 hours of labor to research and create the signage and handouts (at approximately \$15 per hour), and \$140.00 to have the sign printed at Todd’s Graphics in Sanford.

The design plan of the garden is best described in photos, which are attached to the document. The garden was placed alongside a stream in an area that had been an ongoing native restoration section of the Zoo. Existing cypress trees and other natives provided a backdrop to the new plantings.

The initial plantings were approximately 42 species in the following 35 Genera:

Coeopsis, Ruelia, Illicium, Echinacea, Hydrangea, Baptisia, Viola, Aquilegia, Psychotria, Mimosa, Amorpha, Pontederia, Saururus, Heliotropium, Stokesia, Iris, Hypericum, Ipomopsis, Serenoa, Vernonia, Eragrostis, Silphium, Liatris, Rudbeckia, Gaillardia, Muhlenbergia, Scutellaria, Salvia, Melanthera, Hibiscus, Canna, Conradina, Solidago, Sambucus, Callicarpa.

Not all of the original plants survived and some have been replaced throughout the year. This will continue as a regular function of the Zoo’s overall horticulture plan.

To tie in the relationship of native plants and native pollinators, a large 4’ by 3’ sign was created to identify some of the insects guests might see on the flowers in the garden. We were fortunate to have Nancy and Mark Deyrup, authors and photographers of Florida’s Fabulous Insects, donate some of their photos for use on our sign.



The Zoo installed a self-guided cell phone tour of the exhibits at the Zoo and the garden is one of those stops. Zoo guests can use their phones to dial in or scan the QR code at the garden to hear this recording:

This native plant garden was made possible by a grant from the Florida Wildflower Foundation with funds collected from the sale of Florida wildflower license plates. Ponce DeLeon named our state “La Florida”, which means Land of Flowers. Even before that, Florida’s indigenous people recognized the native wildflowers’ value in foods and medicines.

Florida’s many native wildflowers are adapted to live in our unique climate. Native plant gardens require less water and fertilizer than non-native gardens.

Wildflower gardens attract a multitude of native pollinators. We rely on pollinators for 1/3 of the foods we eat. Planting a wildflower garden to attract these pollinators will also help create habitat for other Florida native animals by providing food, shelter, egg laying, and over-wintering sites.

For more information on how you can create a Florida wildflower garden or discover areas throughout the state where you can see Florida’s wildflowers, please visit the Florida Wildflower Foundation website at www.flawildflowers.org

To date 13,704 people have listened to the Zoo’s cell phone tour.

The Garden was announced in the October 2012 issue of the Zoo’s membership website sent to approximately 6,000 member households. The foundation was also thanked in the donor section of the December 2012 issue. (PDFs attached.) It was also announced on the Zoo’s Face book page on June 22, 2012 with the following entry:

Central Florida Zoo & Botanical Gardens
June 22, 2012

Ever wonder where the money from all those “Florida Wildflower” license plates goes? Come to the Zoo and see our newest garden made possible from a grant from the Florida Wildflower Foundation with funds collected from the license plates. Thanks FWF, we love it. See more pics in our photo album.



(On the Zoo’s Facebook page there is an album called Wildflower Garden that includes eight photos of the garden when it was first planted.)

Due to the placement of the garden every guest passes it, which is approximately a quarter of a million guests annually. The garden was included in several programs at the Zoo but also promoted on a native plant and pollinator educational flyer distributed during classes and outreaches. (PDF attached.)

One of the classes was the Beekeeping 101 that was taught by the Zoo’s beekeeper. (picture attached.) This class took place indoors for a PowerPoint presentation in addition to in the Zoo to visit the gardens, at the observation beehive, and to the back of the Zoo where beehive boxes were opened.

Another class where the pollinator flyers were distributed and the garden was featured was a class in our Cub Club Series called Power of the Pollinators. These classes are for preschool children and their parents. (picture attached.)

A new Girl Scout Junior badge program has recently been developed to satisfy the requirements of the Gardner (It’s Your Planet: Do it Yourself) Badge that will visit the garden to learn about native plants and plant ecology. The program is available and has been promoted but none have been scheduled as of yet.