



LAN SU CHINESE GARDEN

2010
ANNUAL REPORT





FROM THE EXECUTIVE DIRECTOR

I am thrilled to share with you that your support as members, donors, and volunteers helped Lan Su Chinese Garden finish 2010 “in the black.” On behalf of the 138,000 visitors Lan Su served in 2010, we thank you.

Our mission is to be an oasis of tranquil beauty and engage, educate, and inspire our global community about China’s rich cultural heritage. We seek to bring the beauty and wisdom of the 2,000 year classical Chinese garden tradition to a 21st century American audience. We are a window into the 5,000 years of Chinese history and culture, both looking to China’s illustrious past and its vibrant present.

What does it take to do this? Doesn’t the “Garden” just take care of itself? What is required to “engage, educate, and inspire” visitors? How can we ensure that this treasure is shared with more of our community? In short, with your support and with the 138,000 visitors who visited last year.

Financial sustainability for cultural institutions such as ours takes many forms. Many earn 50% of their revenue and rely on contributions for the remainder. Some organizations have no earned income and rely 100% on contributions. We are fortunate to be able to earn 81% of the amount needed to meet our mission. We do this through admissions, the Garden Shop, Teahouse and special events. Your support as members and donors makes up the other 19% and for that, we thank you for helping make 2010 such a successful year.

Cynthia Haruyama
Executive Director



CELEBRATING 10 YEARS

One of Portland's greatest treasures, Lan Su Chinese Garden has provided a window into Chinese culture, history and way of thinking for the 1.4 million visitors who have entered its gates since its opening on September 14, 2000.

In 2010, we celebrated our 10th anniversary with a year of events beginning with 10 Free Days in January and culminating with the 10th Anniversary Gala on September 14, 2010.

Beginning as a dream in 1985, when a group of Portland officials, including City Commissioner Mike Lindberg, traveled to China to establish a sister city relationship with Suzhou and were enthralled with the gardens of Suzhou, Lan Su Chinese Garden's 10 years of success has been the result of dedicated work from a number of people and organizations, much of it even before a single plant was installed.

From that fateful trip in 1985, Lindberg resolved to have a garden built in Portland. Three years later, the sister city relationship was established and a nonprofit organization, the Classical Chinese Garden Society, was formed to begin garden planning.

Mayor Vera Katz pledged to civic leader Bill Naito her commitment to obtain a garden site. In 1992 the board of Northwest Natural Gas donated a 99-year, \$1 lease on the site at Northwest Third Avenue and Everett Street. Five years later, Mayor Katz led a fund-raising initiative and the Classical Chinese Garden Trust was formed. Many foundations and individuals gave their financial support and the Portland Development Commission provided a major loan.

In June 1999, picks and shovels clanged on what was the gas company's parking lot as U.S. companies started the site work. Meanwhile, in Suzhou, artisans built the wooden buildings and cast the decorative windows that were shipped to Portland along with 500 tons of rock. More than 65 Chinese workers arrived in the fall to construct the garden's buildings and pathways.

An authentic plant collection was amassed and planted, thanks to the cooperative effort of landscape designers, generous local nurseries, Portland Parks bureau and volunteer horticulture experts.

Thanks to the dream, perseverance and generosity of these elected officials, civic leaders and residents, Portland is the proud home of the most authentic Chinese garden outside of China.

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2010

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EVENTS & ACTIVITIES

Fulfilling our mission of engaging, inspiring and educating our global community about Chinese history and culture, Lan Su provided a cultural touchstone to the 138,000 visitors who visited in 2010. Each month, Lan Su introduced Chinese culture to our visitors with events including:

- **CHINESE NEW YEAR** - One of the nations largest and longest celebrations
- **LANDSCAPES IN MINIATURE** - An exhibit of *penjing* or one-pot landscapes
- **COLORFUL KITES OF CHINA** - A display of traditional Chinese kites
- **THE ESSENCE OF TEA** - A celebration of the most Chinese of beverages

In addition to these monthly events, Lan Su held more than **430 DIFFERENT PROGRAM ACTIVITIES**. These activities included: weekly tai chi classes; lectures on Chinese medicine from the Oregon College of Oriental Medicine and National College of Natural Medicine; bookmark stamping; feng shui talks; tea tables; and more!



For a complete list of all 2010 Program & Event supporters, please visit www.lansugarden.org



CULTURAL EVENTS

Cultural events did not stop when the sun went down as Lan Su hosted a number of events to benefit the Garden.

- **TUESDAYS BY TWILIGHT** - A concert series occurring over five Tuesdays in summer with such notable artists at The Insomniacs, Andrew Oliver Kora Band, Portland Cello Project and Vagabond Opera.
- **MOONCAKES & POMEGRANATES** - An elegant evening of spectacular food from 18 of Portland's finest restaurants including PING, 10 01, Portland City Grill Jake's Famous Crawfish, Davis Street Tavern, Meriwether's and more.

Both Tuesdays by Twilight and Mooncakes & Pomegranates allowed members and visitors alike to be able to support Lan Su while enjoying an incredible evening in the garden.





10TH ANNIVERSARY GALA

The 10th Anniversary Gala on September 16, 2010 was the elegant end to Lan Su's 10th Anniversary Celebration. Held at the Portland Art Museum and hosted by Arlene and Harold Schnitzer, the evening was a dazzling success with more than 375 people attending and more than \$125,000 raised for Lan Su.

The evening featured ribbon and lantern dances, live music and appearances from a traditional Chinese lion and dragon. Featured speaker Gregg Kantor, President & CEO, NW Natural, spoke of the "realization of the dream" that became Lan Su that led to such a jewel of the city and treasured part of the community.

10th Anniversary Gala Committee

Gayle Cheldelin, *Chair*
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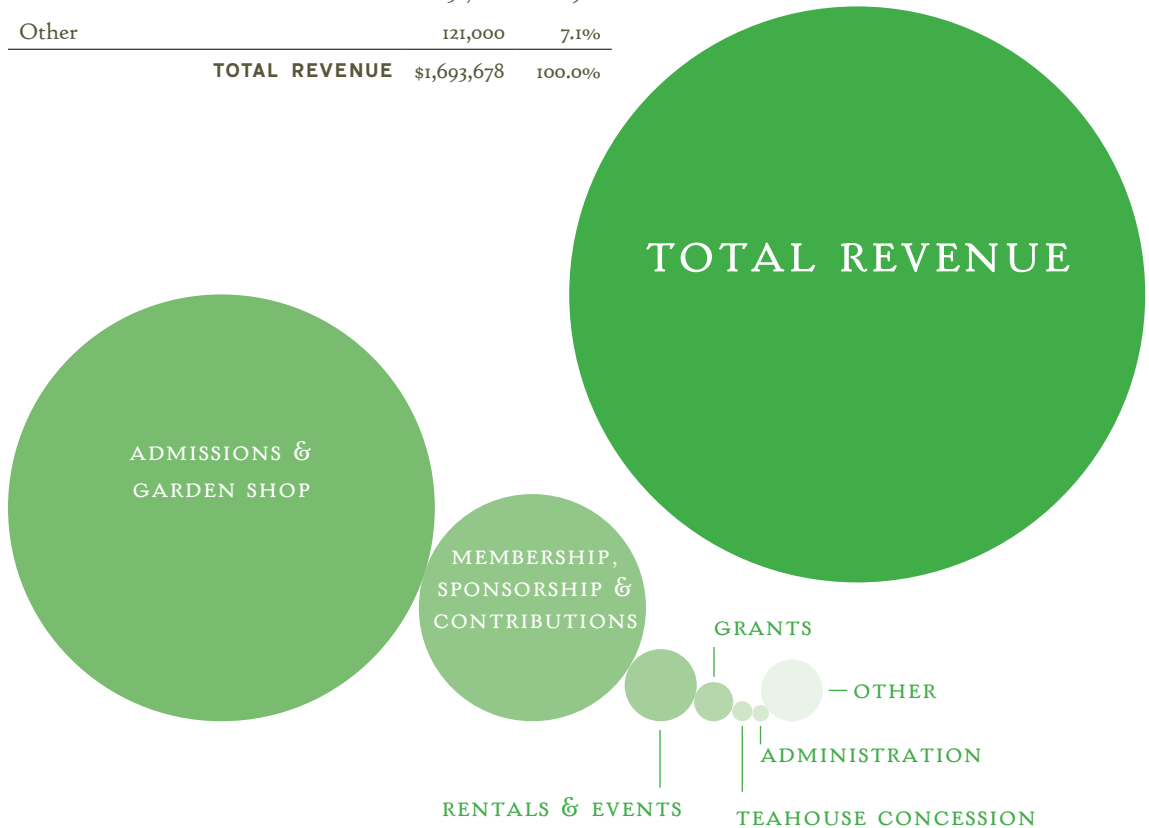
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2010 REVENUE

Admissions & Garden Shop	836,681	49.4%
Memberships, Sponsorships & Contributions	445,330	26.3%
Rentals & Events	141,997	8.4%
Grants	76,677	4.5%
Teahouse Concession	39,334	2.3%
Administration	32,660	1.9%
Other	121,000	7.1%
TOTAL REVENUE	\$1,693,678	100.0%

TOTAL REVENUE	\$1,693,678
TOTAL EXPENSES	(\$1,672,566)
NET REVENUE	\$21,112



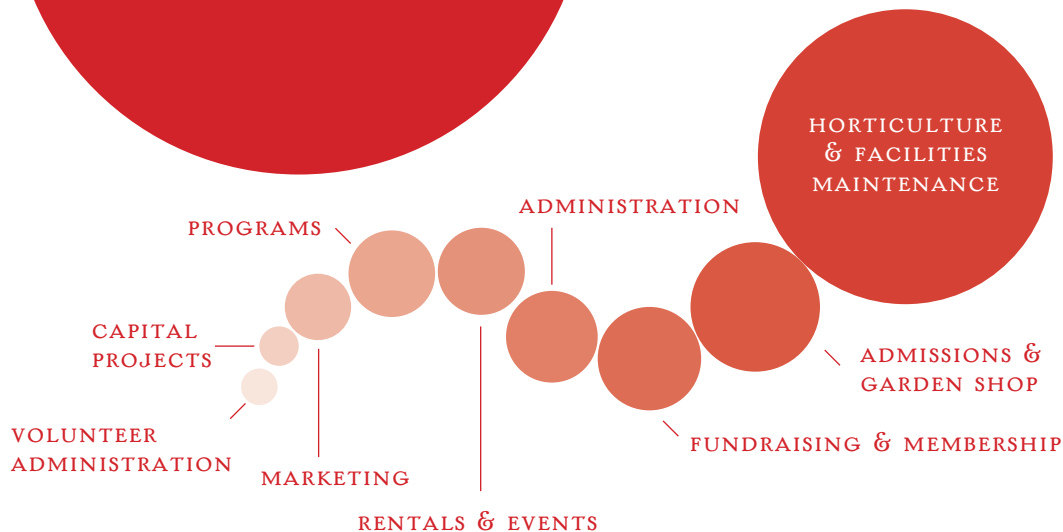






2010 EXPENSES

Horticulture & Facilities Maintenance	431,560	25.6%
Admissions & Garden Shop	250,725	15.0%
Fundraising & Membership	200,444	12.0%
Administration	177,595	10.6%
Rentals & Events	168,664	10.1%
Programs	167,748	10.0%
Marketing	128,611	7.7%
Capital Projects	76,328	4.6%
Volunteer Administration	70,892	4.2%
TOTAL EXPENSES	\$1,672,566	100.0%



Thank You to Our Supporters!

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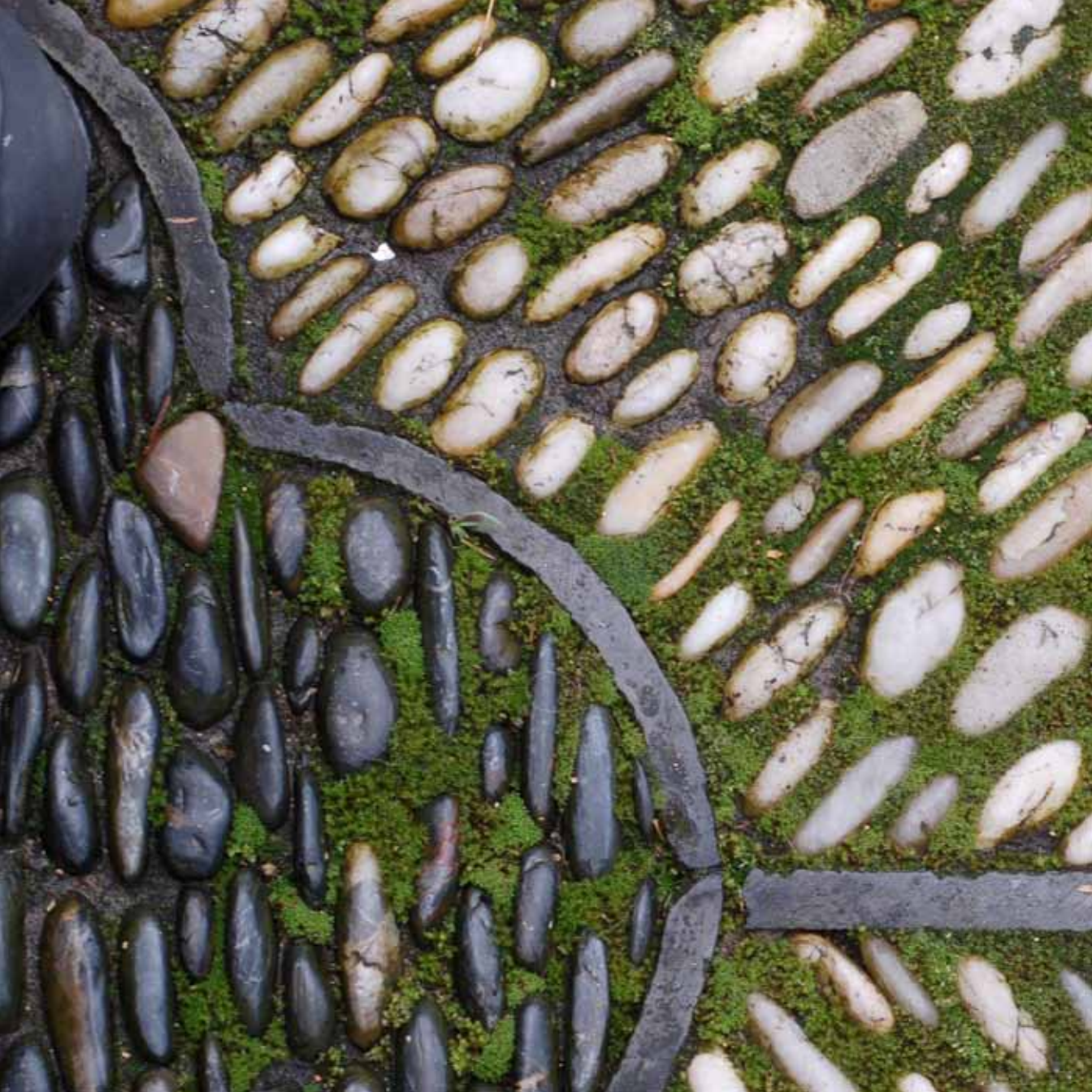
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