



Organization Information

Organization name: West Michigan Horticultural Society, Inc.
 City: Grand Rapids
 State: MI
 County: Kent
 NISP Discipline: 14 - Multidisciplinary
 NISP Institution: 9 - Other Museum
 NTEE: C42 - Garden Clubs
 Applicant is audited or reviewed by an independent accounting firm.

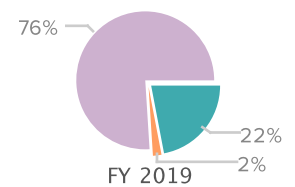
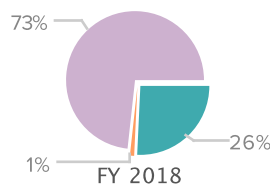
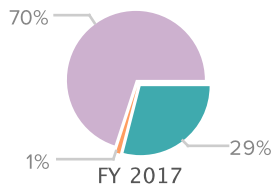
Federal ID #: 382394044
 Year organization founded: 1981
 Organization type: 501(c)3 nonprofit organization
 Fiscal year end date: 09-30
 DUNS #: 884240862
 Full-time staff: 119
 Paid FTEs: 169.4

A display value of -0% signifies a value of less than +/- 0.5%

Unrestricted Activity	FY 2017	FY 2018	% Change	FY 2019	% Change
Unrestricted Operating Revenue					
Earned Program	\$8,881,759	\$9,451,107	6%	\$9,239,597	-2%
Earned Non-program	\$7,967,451	\$8,459,399	6%	\$8,635,158	2%
Total Earned Revenue	\$16,849,210	\$17,910,506	6%	\$17,874,755	-0%
Investment Revenue	\$131,409	\$130,722	-1%	\$460,392	252%
Contributed Revenue	\$7,095,355	\$6,283,939	-11%	\$5,250,666	-16%
Total Unrestricted Operating Revenue	\$24,075,974	\$24,325,167	1%	\$23,585,813	-3%
Less in-kind	(\$3,028,256)	(\$537,102)	-82%	(\$298,727)	-44%
Total Unrestricted Operating Revenue Less In-kind	\$21,047,718	\$23,788,065	13%	\$23,287,086	-2%
Expenses by Functional Total					
Program	\$18,114,837	\$18,720,760	3%	\$19,825,956	6%
Fundraising	\$666,123	\$874,671	31%	\$816,258	-7%
General & Administrative	\$2,015,665	\$2,108,306	5%	\$2,387,194	13%
Total Operating Expenses	\$20,796,625	\$21,703,737	4%	\$23,029,408	6%
Less in-kind	(\$3,028,256)	(\$537,102)	-82%	(\$298,727)	-44%
Total Operating Expenses Less In-kind	\$17,768,369	\$21,166,635	19%	\$22,730,681	7%
Net Unrestricted Activity - Operating	\$3,279,349	\$2,621,430	-20%	\$556,405	-79%
Net Unrestricted Activity - Non-operating	-\$25,056	\$4,885,313	19,598%	-\$6,895	-100%
Total Net Unrestricted Activity	\$3,254,293	\$7,506,743	131%	\$556,405	-93%
Net Restricted Activity	\$122,996,196	-\$1,276,209	-101%	-\$6,895	99%
Net Total Activity	\$126,250,489	\$6,230,534	-95%	\$549,510	-91%

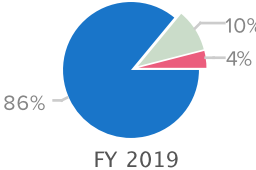
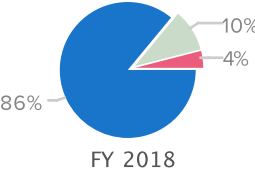
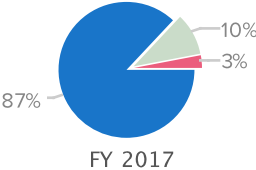
Revenue by Source

- Earned
- Investment
- Contributed



Expenses by Functional Grouping

- Program
- General & Administrative
- Fundraising



Revenue Details

	FY 2017	FY 2018	FY 2019	FY 2019	FY 2019
	Total	Total	Total	Unrestricted	Restricted
Operating Revenue					
Earned - Program					
Membership revenue	\$2,826,708	\$2,868,157	\$2,822,075	\$2,822,075	
Admissions	\$5,922,540	\$6,039,787	\$5,864,048	\$5,864,048	
Guided or group tours	\$188,860	\$182,080	\$165,490	\$165,490	
Other program revenue	-\$56,349	\$361,083	\$387,984	\$387,984	
Total earned - program	\$8,881,759	\$9,451,107	\$9,239,597	\$9,239,597	\$0
Earned - Non-program					
Food and concessions	\$3,900,673	\$3,944,994	\$4,191,829	\$4,191,829	
Gift shop and merchandise fees	\$1,329,672	\$1,267,584	\$1,129,519	\$1,129,519	
Advertising revenue	\$266,446	\$300,706	\$349,291	\$349,291	
Sponsorship revenue	\$1,357,896	\$1,864,750	\$1,895,400	\$1,895,400	
Space rentals	\$1,112,764	\$1,081,365	\$1,063,748	\$1,063,748	
Other earned revenue			\$5,371	\$5,371	
Total earned - non-program	\$7,967,451	\$8,459,399	\$8,635,158	\$8,635,158	\$0
Total earned revenue	\$16,849,210	\$17,910,506	\$17,874,755	\$17,874,755	

Frederik Meijer Gardens & Sculpture Park

	FY 2017	FY 2018	FY 2019	FY 2019	FY 2019
Contributed	Total	Total	Total	Unrestricted	Restricted
Trustee & board	\$0	\$100	\$10,750	\$10,750	
Individual	\$310,522	\$295,955	\$430,939	\$430,939	
Corporate	\$91,998	\$45,250	\$88,000	\$88,000	
Foundation	\$1,108,026	\$4,346,060	\$4,374,250	\$4,374,250	
State government	\$42,000	\$54,000	\$48,000	\$48,000	
In-kind operating contributions	\$3,028,256	\$537,102	\$298,727	\$298,727	
Other contributions	\$0	\$1,005,472	\$0		
Net assets released from restriction	\$0	\$0	\$0		
Total contributed revenue	\$4,580,802	\$6,283,939	\$5,250,666	\$5,250,666	
Operating investment revenue	\$131,409	\$130,722	\$460,392	\$460,392	
Total operating revenue	\$21,561,421	\$24,325,167	\$23,585,813	\$23,585,813	
Total operating revenue less in-kind	\$18,533,165	\$23,788,065	\$23,287,086	\$23,287,086	
Non-operating revenue					
Contributions	\$115,481,564	\$1,795,438	\$2,115,069		\$2,115,069
In-kind non-operating revenue			\$117,030		\$117,030
Non-operating investment revenue	\$10,029,185	\$4,379,438	-\$375,324		-\$375,324
Transfers and re-classifications		\$0			
Other non-operating		-\$2,482,599	-\$1,863,670		-\$1,863,670
Total non-operating revenue	\$125,510,749	\$3,692,277	-\$6,895		-\$6,895
Total revenue	\$147,072,170	\$28,017,444	\$23,578,918	\$23,585,813	-\$6,895
Total revenue less in-kind	\$144,043,914	\$27,480,342	\$23,163,161	\$23,287,086	-\$6,895

Expense Details

	FY 2017 Total	FY 2018 Total	% Change	FY 2019 Total	% Change	FY 2019 Program	FY 2019 Fundraising	FY 2019 General & Administrative
Personnel expenses - Operating								
W2 employees (salaries, payroll taxes and fringe benefits)	\$8,082,777	\$8,352,266	3%	\$8,658,943	4%	\$6,933,512	\$323,577	\$1,401,854
Professional fees	\$0	\$633,778	n/a	\$831,667	31%	\$724,796	\$471	\$106,400
Total personnel expenses - Operating	\$8,082,777	\$8,986,044	11%	\$9,490,610	6%	\$7,658,308	\$324,048	\$1,508,254
Non-personnel expenses - Operating								
Advertising and promotion	\$580,673	\$577,654	-1%	\$545,635	-6%	\$542,372		\$3,263
Conferences and meetings	\$432,258	\$517,190	20%	\$541,773	5%	\$254,051	\$248,610	\$39,112
Dues and subscriptions	\$13,850	\$0	-100%	\$65,520	n/a	\$49,820	\$5,547	\$10,153
Insurance	\$334,944	\$388,202	16%	\$406,192	5%	\$367,122	\$2,273	\$36,797
Occupancy costs	\$1,517,208	\$1,730,456	14%	\$2,175,610	26%	\$1,727,332	\$23,922	\$424,356
Office and administration	\$368,876	\$184,345	-50%	\$578,876	214%	\$521,577	\$25,464	\$31,835
Printing, postage and shipping	\$352,273	\$411,452	17%	\$411,009	-0%	\$385,426	\$25,066	\$517
Exhibition costs	\$1,271,891	\$676,654	-47%	\$724,793	7%	\$724,793		
Collections management	\$43,766	\$52,517	20%	\$0	-100%			
Productions and events costs	\$2,544,617	\$3,045,763	20%	\$2,876,446	-6%	\$2,739,358	\$137,088	
Other operating expenses	\$2,009,645	\$1,841,128	-8%	\$1,521,566	-17%	\$1,520,728		\$838
Depreciation	\$3,243,847	\$3,292,332	1%	\$3,691,378	12%	\$3,335,069	\$24,240	\$332,069
Total non-personnel expenses - Operating	\$12,713,848	\$12,717,693	0%	\$13,538,798	6%	\$12,167,648	\$492,210	\$878,940
Total operating expenses	\$20,796,625	\$21,703,737	4%	\$23,029,408	6%	\$19,825,956	\$816,258	\$2,387,194
Non-operating personnel expenses	\$0	\$0	n/a	\$0	n/a			
Non-operating non-personnel expenses	\$25,056	\$83,173	232%	\$0	-100%			
Total expenses	\$20,821,681	\$21,786,910	5%	\$23,029,408	6%	\$19,825,956	\$816,258	\$2,387,194
Total expenses less in-kind	\$17,793,425	\$21,249,808	19%	\$22,613,651	6%			
Total expenses less depreciation	\$17,577,834	\$18,494,578	5%	\$19,338,030	5%			
Total expenses less in-kind and depreciation	\$14,549,578	\$17,957,476	23%	\$18,922,273	5%			

Balance Sheet

Assets	FY 2017	FY 2018	% Change	FY 2019	% Change
Current assets					
Cash	\$18,870,253	\$21,296,650	13%	\$23,593,926	11%
Receivables	\$766,579	\$1,122,470	46%	\$668,882	-40%
Investments	\$11,138,030	\$11,237,167	1%	\$11,578,728	3%
Prepaid expenses & other	\$420,066	\$547,444	30%	\$520,495	-5%
Total current assets	\$31,194,928	\$34,203,731	10%	\$36,362,031	6%
Non-current investments					
Fixed assets (net)	\$109,582,994	\$128,095,986	17%	\$157,146,783	23%
Other non-current assets	\$226,675,285	\$211,525,581	-7%	\$180,188,700	-15%
Total non-current assets	\$340,633,454	\$346,977,325	2%	\$342,042,837	-1%
Total assets	\$371,828,382	\$381,181,056	3%	\$378,404,868	-1%
Liabilities & Net Assets					
Liabilities					
Accounts payable & other	\$1,639,913	\$5,173,894	215%	\$5,792,645	12%
Loans & other debt			n/a		n/a
Deferred revenue	\$2,086,283	\$2,406,617	15%	\$2,522,878	5%
Total current liabilities	\$3,726,196	\$7,580,511	103%	\$8,315,523	10%
Non-current liabilities	\$15,646,043	\$14,913,868	-5%	\$10,853,158	-27%
Total liabilities	\$19,372,239	\$22,494,379	16%	\$19,168,681	-15%
Net assets					
Unrestricted	\$123,918,481	\$131,425,224	6%	\$147,595,081	12%
Restricted	\$228,537,662	\$227,261,453	-1%	\$211,641,106	-7%
Total net assets	\$352,456,143	\$358,686,677	2%	\$359,236,187	0%
Total liabilities & net assets	\$371,828,382	\$381,181,056	3%	\$378,404,868	-1%

Balance Sheet Metrics

	FY 2017	FY 2018	FY 2019
Months of Operating Cash -- Unrestricted	5	5	7
Total working capital -- Unrestricted	\$18,616,133	\$18,347,461	\$17,645,369
Current Ratio	8.37	4.51	4.37
Debt Service Impact			
Unrestricted Net Assets Net of Property, Plant and Equipment	\$22,345,265	\$10,864,351	\$21,670,347
Operating Margin	524%	26%	2%
Depreciation as a % of Fixed Assets	29%	26%	22%
Leverage Ratio -- Unrestricted			

Months of Operating Cash -- Unrestricted represents the number of months an organization can operate at current average monthly expense levels with existing unrestricted cash and cash equivalents. $Cash + Cash\ Equivalents / (Total\ Expense / 12)$. The ratio is calculated using unrestricted numbers only.

Total working capital -- Unrestricted consists of the resources available for operations, and in this report is calculated as unrestricted current assets minus unrestricted current liabilities. This is a conservative calculation of working capital and may differ from your internal calculations. Adequate working capital provides financial strength and flexibility to your organization, the ability to meet obligations as they come due, and the ability to take more risks, knowing there is a cushion to fall back on.

Current Ratio (Current Assets divided by Current Liabilities) determines the organization's ability to pay current debt using current assets. The higher the ratio, the more capable the organization is of paying its obligations. The ratio is calculated using unrestricted numbers only.

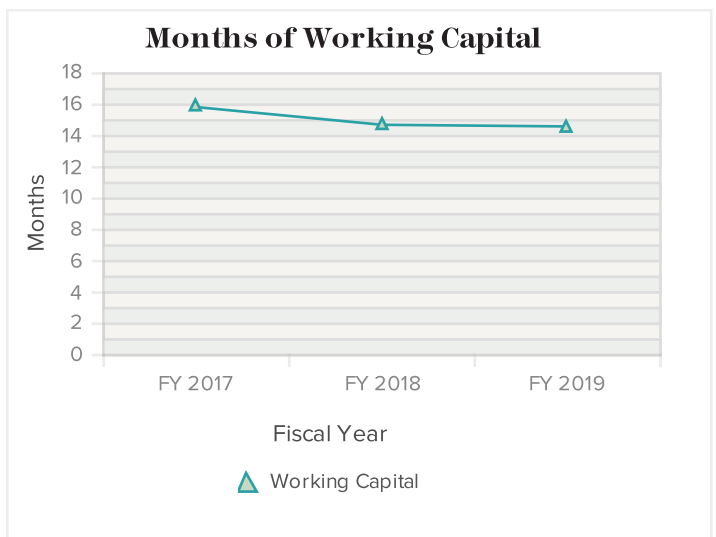
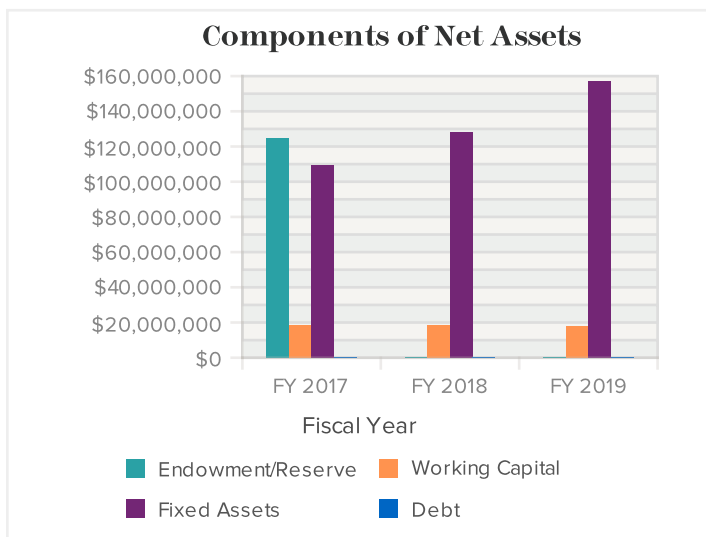
Debt Service Impact (Total Debt Service including principal and interest divided by Total Expense) calculates the % of an organization's total expenses applied to the total debt-service burden, e.g. a mortgage).

Unrestricted Net Assets Net of Property, Plant and Equipment (Unrestricted Net Assets - (Net Fixed Assets - Mortgage Debt)) shows what the organization's unrestricted net assets would be if they did not own any property, or have any debts associated with that property. Because this calculation is based on unrestricted values for net assets and fixed assets, if an organization fills out a single column balance sheet and does not separate fixed assets into restricted and unrestricted categories, this value will be blank.

Operating Margin (Change in Net Assets divided by Total Unrestricted Operating Revenue) is a measurement of the organizations efficiency in operating. The higher the margin, the more sustainable the organization because it's using more reliable sources of revenue to operate. Low ratios indicate that an organization is using revenue sources with a higher degree of variability and uncertainty. Negative operating margins highlight losses, and an organization's need to increase revenue, decrease expenses, or both, to be sustainable over time.

Depreciation as a % of Fixed Assets indicates the potential need for replacement or repair of fixed assets (such as buildings, furniture, office equipment, sets and props); especially significant for organizations that own a building or carry a long-term lease.

Leverage Ratio - Unrestricted (Total Unrestricted Debt divided by Total Unrestricted Assets) measures what proportion of your unrestricted assets are supported by debt. A number in excess of 50% may indicate liquidity problems, or reduced capacity for future borrowing.



Attendance

In-person Participation	FY 2017	FY 2018	% Change	FY 2019	% Change
In-person participation - paid	718,216	656,653	-9%	672,668	2%
In-person participation - free	38,546	35,617	-8%	1,348	-96%
Total in-person participation	756,762	692,270	-9%	674,016	-3%

Types of In-person Attendance	FY 2017	FY 2018	% Change	FY 2019	% Change
Performance tickets	79,448	69,324	-13%	67,402	-3%
Admissions		580,132	n/a	564,825	-3%
Registrants for classes/workshops	3,844	3,925	2%	4,044	3%
Guided tours participants	76,209	9,579	-87%	9,436	-1%
Field trip participants	27,096	27,703	2%	26,961	-3%
Lecture attendees	1,755	1,607	-8%	1,348	-16%
Participants of other events	568,410		-100%		n/a
Total in-person participation	756,762	692,270	-9%	674,016	-3%

Attendance Ages	FY 2017	FY 2018	% Change	FY 2019	% Change
Children (18 and under)	151,642	124,608	-18%	121,322	-3%
Seniors		41,536	n/a	40,440	-3%
Adults	605,120	526,126	-13%	512,254	-3%

Other Participation	FY 2017	FY 2018	% Change	FY 2019	% Change
Competition entrants	50	50	0%	42	-16%
Competition winners	1	2	100%	2	0%

Staffing

Staff & Non-Staff Statistics	FY 2017	FY 2018	% Change	FY 2019	% Change
Full-time permanent employees	111	114	3%	119	4%
Full-time seasonal employees	0	14	n/a	11	-21%
Full-time seasonal employees - FTEs		3.31	n/a	4.34	31%
Part-time permanent employees	25	24	-4%	29	21%
Part-time permanent employees - FTEs	13.99	15.19	9%	14.31	-6%
Part-time seasonal employees	175	143	-18%	151	6%
Part-time seasonal employees - FTEs	16.15	16.65	3%	31.75	91%
Number of part-time or one-time volunteers	979	914	-7%	884	-3%
Part-time or one-time volunteers - FTEs	41.88	43.83	5%	43.03	-2%
Number of interns and apprentices	29	4	-86%	4	0%

Artistic Staff & Non-Staff Statistics	FY 2017	FY 2018	% Change	FY 2019	% Change
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This organization has not provided data on artistic staff. This may be because the organization does not hire artistic staff or the organization's annual expenses are under \$50,000, and they are therefore only required to complete the short form of the DataArts Survey.

Program Activity

			% Change		% Change
Distinct productions	40	7	-82%	2	-71%
Total performances	43	48	12%	41	-15%
Distinct screenings	4	6	50%	5	-17%
Total screenings	1,448	6,778	368%	6,807	0%
Permanent exhibits	3	2	-33%	2	0%
Temporary exhibits	2	3	50%	6	100%
Objects/works in collection	1,650	1,280	-22%	1,636	28%
Objects/works on exhibit	160	220	38%	152	-31%
Plants in collection	99,687	75,497	-24%	105,774	40%
Plants on exhibit	96,649	72,485	-25%	102,956	42%
Distinct classes/workshops	119	109	-8%	142	30%
Distinct class series/courses	25	16	-36%	26	62%
Total classes/class sessions	0	0	n/a	168	n/a
Distinct guided tours	20	1	-95%	3	200%
Total guided tour occurrences	6,377	1,500	-76%	74	-95%
Distinct field trips	25	25	0%	25	0%
Field trip occurrences	630	390	-38%	390	0%
Distinct lectures	6	7	17%	8	14%
Lecture occurrences	6	7	17%	8	14%
Competitions hosted	1	2	100%	2	0%