

**THE GREATER CENTRAL INDIANA REGIONAL ARBORETUM  
BUSINESS PLAN**

## COVER LETTER

From: Allen Paris  
4001 East County Road 100 North  
Franklin, Indiana 46131  
May 7, 2012

Dear Potential Founding Benefactor.

Please allow me to introduce myself. We are attempting to develop a Botanical Garden and Arboretum in Franklin Indiana. When my mother died in 2004 we had the opportunity to acquire the remaining 3.5 acres of the family farm which had been in the family since 1930. We decided to develop it into a formal garden/arboretum in her memory and to leave it as a donation to her community.

After making progress over the last six years through acquiring an additional 3 acres and the planting of over 550 trees/shrubs and countless perennials, we decided to attempt to acquire an additional 5 acres from the adjacent field. This 78 acre field was purchased several years ago by the local school corporation as a projected site for a new High School. However this school has since been built on the opposite side of the city, leaving the field as surplus property which the school board has decided to sell. The school however wishes to sell the parcel all at once, instead of as two parcels.

We are therefore proposing the creation of a foundation to acquire the total field. Five acres of this then will be resold by the foundation to our garden for its expansion. Then under the foundation's direction and administration the remaining 73 acres will be developed into a larger but separate arboretum with our smaller one someday becoming an adjunct garden connected to it by a floral bridge over a public walking trail, a trail that will surround the larger arboretum and connect with an adjacent subdivision, a golf course and two elementary schools. We would like to establish a foundation for the purpose of purchasing the 73 acres for the larger arboretum and to procure funding for its development to include component gardens, memorial and educational areas, a visitors' center, an amphitheater, and facilities for concerts in the park, art shows and special events.

Having served as the Head of a Special Activities Office in the Center for Environmental Health/Centers for Disease Control, one of my motivations in developing these two entities is in bringing the concept of "Exposure to Nature as a Therapeutic Experience" to life for our local/regional residents. Over the past 30 years many research projects have proven the therapeutic benefits of such exposure for the elderly and for those recovering or suffering from a wide variety of illnesses. Witnessing this healing with my 90 year old mother gave us the commitment of pursuing this project. In addition to the benefits to adults of having a place to sit and meditate, reflect, and reconnect to nature, a growing garden of evidence over the past 10 years have shown these same exposures to be beneficial (possibly necessary) for healthy childhood development. (Even labeling the absence of such exposure as "Nature Deficit Disorder".) Therefore we have expanded our

mission to also include children. (Two elementary schools are adjacent to this field.). Several cities such as Cincinnati and Chicago are currently also establishing such “youth exposure programs” through their schools.

The purpose of this letter is to attract philanthropic donations from individuals and businesses wishing to become the founding benefactors of the Central Indiana Regional Arboretum(The final naming of which would be determined by the Board of Trustees.).

Enclosed is a Business Plan for this Arboretum. I would appreciate it if you would review it . Please call me if you have any questions. After you have had a chance to review these materials, I hope we can arrange a time to meet and discuss our vision. The amount we will need for Phase 1 (acquiring the land and hiring an executive director) is \$1,385,500.

I hope you, as a garden/arboretum supporter will support for this endeavor, and believe such an arboretum would offer cultural and educational benefits to the community and be a positive influence on the community’s future development. Supporting letters from famed horticulturalists are enclosed in the appendix.

Thank You and Sincerely Yours—Allen Paris,( [parisallen2000@yahoo.com](mailto:parisallen2000@yahoo.com). )

## **TITLE PAGE**

**BUSINESS PLAN FOR:**

**CENTRAL INDIANA REGIONAL ARBORETUM**

May 7, 2012

Allen Paris

4001 East County Road 100 North

Franklin, Indiana 46131

Contact information

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## **EXECUTIVE SUMMARY**

Our objective is to establish and fund a 501C3 foundation for the purpose of creating a regional Arboretum at the junction of Eastside Drive and the Upper Shelbyville Road in Franklin Indiana. The founding statements of purpose for this arboretum would be:

- 1. TO CREATE A BEAUTIFUL AND INSPIRING SETTING FOR PERSONAL SOLICE, REFLECTION, RELAXATION, MEDIATATION, AND HEALING, TO DECOMPRESS FROM LIFES STRESSES,AND RECONNECT WITH NATURE ALL WITHIN AN ENVIRONMENT OF PURPOSEFULLY PLANNED COLLECTIONS OF PLANTS.**
- 2. TO CREATE A LIVING MUSEUM OF FOUR SEASON INTEREST COEXISTANT WITH THE PRINCIPLES OF ENVIRONMENTAL STEWARDSHIP AND ECOLOGICAL AWARENESS, AND TO ACTIVELY AROUSE PUBLIC AWARENESS OF THE FRAGILITY OF OUR ENVIRONMENT AND ITS ROLE IN THE LIFE CYCLE OF OUR WILDLIFE.**
- 3. TO INSPIRE ITS VISITORS, YOUNG AND OLD ALIKE TO STUDY, CONSERVE AND TREASURE OUR NATURAL HERITAGE AND TO PROMOTE ENVIRONMENTAL APPRECIATION AND ECOLOGICAL AWARENESS.**
- 4. TO PROMOTE OPPORTUNITIES FOR CULTURAL AND EDUCATIONAL ENRICHMENT FOR ALL VISITORS INCLUDING THE ELDERLY, THE HANDICAPPED AND THE YOUNG.**
- 5. TO INCORPORATE A DESIGN COMPATIBLE WITH THE PRINCIPLES OF HORTICULTURAL THERAPY THAT WILL CONTRIBUTE TO THE HEALTH AND WELL-BEING OF ITS VISITORS WELL BEYOND THE GARDENS BORDERS.**
- 6. TO RESEARCH PLANT ADAPTABILITY TO OUR LOCALITY IN THE FACE OF CLIMATE CHANGE.**
- 7. TO PROVIDE EDUCATIONAL BENEFITS TO MANY AGE GROUPS THAT WILL BENEFIT LOCAL INDUSTRY GROUPS SUCH AS LANDSCAPE, NURSERY, ARTS AND OTHER CULTURAL CENTERS, AND AS SUCH SERVE AS A STIMULANT FOR REGIONAL ECONOMIC AND CULTURAL DEVELOPMENT.**

Our intended market will be the whole state of Indiana, along with travelers driving I-65. The arboretum will be marketed through publishing regular articles in local, regional and statewide newspapers and regional magazines; through a webpage; through regular e-Newsletters; a Bill-board on I-65; through brochures at regional hotels, restaurants and State visitor centers and listings in The Yellow Book (of the American Garden Conservancy), horticultural magazines and with horticultural societies. Being located only 11 miles south of the Indianapolis city limits, and one mile off I-65 and two blocks off the developing Franklin Entry-way, we anticipate our visitors will primarily come from the Indianapolis SMSA region and our other surrounding counties. With this being the only such facility in the Central Indiana Region an excellent penetration of our market is anticipated. The Meijer's Arboretum, a similar arboretum located in Grand Rapids Michigan receives 600,000 visitors each year, and they have a smaller market. Our marketing strategy will follow our MISSION STATEMENT: *TO SHOW VISITORS THAT A GARDEN OFFERS ENHANCEMENT AS A PLACE FOR ENJOYING CULTURAL EVENTS. IT IS NOT JUST FOR THE SAKE OF HAVING A GARDEN: IT IS TO SHOW HOW A GARDEN CAN SERVE AS A BACKDROP FOR ENJOYING OTHER EVENTS THAT HAVE A POSITIVE IMPACT ON ONE'S LIFE, ON COMMUNITY CULTURE, AND THE SELF ESTEEM, SELF IMAGE AND SELF CONFIDENCE OF ITS RESIDENTS/VISITORS. HOPEFULLY OVER TIME PEOPLE WILL ALSO COME TO SEE THAT HAVING ACCESS TO A GARDEN IS ESSENTIAL FOR THEIR OWN OVERALL WELL-BEING AND WILL UTILIZE THE PLANT COLLECTIONS IN SELECTING PLANTINGS FOR THEIR OWN GARDENS.*

Since operating finances will come from both regular membership dues, gate receipts and sales we must enhance events which will draw visitors to the Arboretum until the Arboretum matures and can become the primary draw based on its own merits. The Arboretum will be open to all either through their paying for annual membership dues or on a per visit gate fee. In addition, it will be open free of charge 1-2 days each month so all can benefit.

#### Phase I

The Arboretum will be established as a 501C3 entity, led by a Board of Trustees. The initial Board of Trustees will be appointed by the Founding Benefactors, and will later be supplemented through membership ballots. One of their first responsibilities will be to hire an Executive Director who must have a degree in Horticulture and training (or advanced degree) in business management, marketing and development. One of the first responsibilities of this individual will be to contract with a Strategic Planner and appoint a Board of Expert Advisors to help in creating a development plan. Prior to this development however, the Board will be taken on a bus trip to visit several established Arboretums and Botanical Gardens in Ohio, Illinois, Kentucky, Michigan and Missouri to select the components from those establishments desired to be included in ours.

#### Phase II

In this phase of the development we conduct membership drives; recruit a team of garden volunteers; begin development of the gardens; acquire equipment and a temporary building for office space; begin developing the market and explore new markets and begin assembling funds for construction of facilities. Plantings will be begun, however initially the grounds will be planted with cover crops to enrich and breakup the soil compaction. Initial tree plantings will also occur in this phase.

#### Phase III

In this phase facilities for cultural events will be constructed and funds will be raised through these events. Members of the volunteer team will be recruited to direct Event Planning and Marketing. Final formal plantings will commence, with a large percentage of the major trees and shrubs being solicited as donations from national wholesale and specialty nurseries.

The projected cost of Phase I is \$1,385,500, of Phase II is \$171,930 (excluding fence and drive), of Phase III-to be determined based on the Strategic Plan

## **BUSINESS DESCRIPTION**

The Central Indiana Arboretum (final name to later be determined by the Board of Trustees) will be an 73 acre arboretum located on the southeast corner of the intersection of Eastside Drive and the Upper Shelbyville Road (County Road 100 North) in Franklin Indiana. It will serve as not only a horticultural arboreal collection of trees, but also as a cultural center for the region through hosting outdoor cultural events in an amphitheater, in a visitors center and events such as art/sculpture shows along its trails; as an educational center through establishing series of horticultural seminars and establishment of programs with school systems to address the childhood condition described as “Nature Deficit Syndrome “; as a “healing center” through a horticultural therapy program and the provision of quiet garden rooms; all consistent with the Arboretum’s STATEMENTS OF PURPOSE:

1. TO CREATE A BEAUTIFUL AND INSPIRING SETTING FOR PERSONAL SOLICE, REFLECTION, RELAXATION, MEDIATATION, AND HEALING, TO DECOMPRESS FROM LIFES STRESSES,AND RECONNECT WITH NATURE ALL WITHIN AN ENVIRONMENT OF PURPOSEFULLY PLANNED COLLECTIONS OF PLANTS.
2. TO CREATE A LIVING MUSEUM OF FOUR SEASON INTEREST COEXISTANT WITH THE PRINCIPLES OF ENVIRONMENTAL STEWARDSHIP AND ECOLOGICAL AWARENESS, AND TO ACTIVELY AROUSE PUBLIC AWARENESS OF THE FRAGILITY OF OUR ENVIRONMENT AND ITS ROLE IN THE LIFE CYCLE OF OUR WILDLIFE.
3. TO INSPIRE ITS VISITORS, YOUNG AND OLD ALIKE TO STUDY, CONSERVE AND TREASURE OUR NATURAL HERITAGE AND TO PROMOTE ENVIRONMENTAL APPRECIATION AND ECOLOGICAL AWARENESS.
4. TO PROMOTE OPPORTUNITIES FOR CULTURAL AND EDUCATIONAL ENRICHMENT FOR ALL VISITORS INCLUDING THE ELDERLY, THE HANDICAPPED AND THE YOUNG.

5. TO INCORPORATE A DESIGN COMPATIBLE WITH THE PRINCIPLES OF HORTICULTURAL THERAPY THAT WILL CONTRIBUTE TO THE HEALTH AND WELL-BEING OF ITS VISITORS WELL BEYOND THE GARDENS BORDERS.
6. TO RESEARCH PLANT ADAPTABILITY TO OUR LOCALITY IN THE FACE OF CLIMATE CHANGE.
7. TO PROVIDE EDUCATIONAL BENEFITS TO MANY AGE GROUPS THAT WILL BENEFIT LOCAL INDUSTRY GROUPS SUCH AS LANDSCAPE, NURSERY, ARTS AND OTHER CULTURAL CENTERS, AND AS SUCH SERVE AS A STIMULANT FOR REGIONAL ECONOMIC AND CULTURAL DEVELOPMENT.

Our intended market will be the whole state of Indiana, along with travelers driving I-65. The arboretum will be marketed through publishing regular articles in local, regional and statewide newspapers and magazines, through a web-page , through regular e-Newsletters, a Bill-board on I-65 and through brochures at regional hotels, restaurants and State visitor centers and through listings in The Yellow Book and horticultural magazines and with horticultural societies. Being located only 11 miles south of the Indianapolis city limits, and one mile off I-65 and two blocks off the developing Franklin Entry-way, we anticipate our visitors will primarily come from the Indianapolis SMSA region and our other surrounding counties. The population of this SMSA is 1,756,241 with a trade area of 2,080,782 (2010 census) and a medium income of \$40,154 (indy.gov). With this being the only such facility in the Central Indiana Region an excellent penetration of our market is anticipated. In addition, the current trend in the home construction industry is to build houses on smaller lots creating a need for homeowners to visit facilities such as this one to encounter a large collection of trees and plantings. The Meijer's Garden, a similar arboretum located in Grand Rapids Michigan receives 600,000 visitors each year, and they have a smaller market.

The staff needed for this operation will initially be a sole executive director with degrees in Horticulture and advanced training in business development. This person will be supplemented initially with only a team of garden volunteers, but eventually by a team of employed horticulturalists, arborists and a program support team.

Selected comments from supporters whose full letters are included in the appendix include:

From William Noble ,Director of Preservation ,The Garden Conservancy:

“Having an additional public green space will improve the quality of life in Franklin by providing a restorative environment devoted to recuperation and renewal...In addition, an arboretum would provide a wonderful educational resource for local schools, offering students the opportunity for first-hand experience with plants and nature”.

From: Kristopher A. Stone, Director, Boone County Arboretum:

“During the school year, we frequently host field trips for area schools, thereby assisting those teachers in achieving core content requirements in their curriculum. During these field trips, Arboretum staff and trained volunteers provide hands on learning opportunities at various teaching stations scattered along a set route, to provide special content for teachers in areas that they are less familiar with than our staff,”

From: Susan Nord Peiffer, Senior Horticulturalist, Indianapolis Museum of Art:  
“Professionally, I have witnessed the enrichment of the lives of visitors by visiting green space and the educational opportunities afforded by it. An arboretum provides direct links to biological sciences, but also to all manner of arts and history. ..Additionally, there are no dedicated public arboreta in Central Indiana, so this could be a regional tourism draw. Public gardens and arboreta are very popular tourist destinations in both urban and rural areas throughout the US. Imagine the possible tour suggestion, visit the arboretum and then stop by the square for shopping and dining. The location near the interstate would be a great bonus to travelers.”

From: Donald A. Rakow, The E. N. Wilds Director, [Cornell Plantations](#):”As the executive director of a public garden with over 20 years experience in this field, I can state that public gardens – arboreta and botanical gardens – can have significant impacts on the quality of life in communities, on contributing to individual residents’ sense of well being, on the education of school children, and even on property values for residences and businesses adjacent to or near the garden”.

From: Casey Sclar, Interim Executive Director, American Public Gardens Association:”It will enhance the beauty of the community and the value of adjacent properties, provide a place for reflection and recreation for visitors of all ages, and moreover provide a beneficial economic impact through increased tourism to daily activities and special events. Recent studies indicated that visitors to public gardens and cultural institutions stay 53% longer and spend 36% more money compared with other entities “

From: Rob McCartney, former Director of Gardens with SeaWorld Parks and Frederik Meijer Gardens & Sculpture Park:. “In just 10 years after breaking ground,(at Meijer Gardens) annual attendance was exceeding 500,000 guests and became the one of most popular and largest cultural attractions in the state”..

## INDUSTRY ANALYSIS

There are precious few public gardens in central Indiana. The gardens at the Indianapolis Museum of Art is the principle garden in the region. It enjoys a strong association with the Indianapolis Horticultural Society hosting their membership meetings, lectures, seminars and plant sales. In 2011 the IMA was given a 100 acre adjacent field for interactive art and garden oriented trails and programs. The IMA garden is supported through membership dues, event fees and sales from their gift shop and greenhouses. Other than the IMA, the only “gardens” in the region are composed of landscaped grounds surrounding given venues such as the Indianapolis zoo and the Indiana School for the Blind. There is also a historic home on the north side that is currently under development/restoration.

To see an Arboretum such as proposed one must travel to one of the following: The Morton Arboretum and Chicago Botanical Garden in Chicago; The Shaw Garden and Missouri Botanical Garden in St. Louis; The Yew Dell Gardens and The Bernheim Arboretum in Louisville; The Meijer’s Garden in Grand Rapids, The Dawes Arboretum

in Columbus Ohio, The Cox Arboretum in Dayton Ohio and the Holden Arboretum in Cleveland.

Of these, the closest to what we are proposing which integrate other cultural events would be The Meijer Garden([meijergardens.org](http://meijergardens.org)) and Yew Dell Gardens.

([yewdellgardens.org](http://yewdellgardens.org))

In the late 18<sup>th</sup> and early 19<sup>th</sup> centuries several of the now great arboretums were constructed including the Holden Arboretum , the Missouri Botanical Garden, the Cornell Plantation and Bernheim Forest. Their development encountered several obstacles with their local governments but have since become major attractions for their communities. After this period precious little development was seen until very recently with new arboretums such as the Boone Arboretum and the Meijer being opened (see supporting letters in appendix). I computer search for public gardens in Indiana in the year 2000 would have shown only a couple. In the last few years a few more have been developed mainly in the northern and southwestern counties.

Perhaps this emerging interest is being stimulated by the current housing trend of building homes on smaller and smaller lots, along with an increasing interest in townhouses and a return to city living. The American Public Gardens Association states the real estate values within a mile of a public garden increase by 20-25%.

SWOT Analysis

Strengths: The location with its proximity to Indianapolis and to schools are the major strengths. In addition the principle has a long association with several nationally renown horticulturalists, nurserymen and international plant explorers who have offered their support.

Weaknesses: The major weakness lies in the absence of a current market. With few passionate landscapers, landscape designers, and landscape architects being in our region the driving force of “keeping up with the Jones” does not currently exist with respect to landscaping in much of central Indiana. . This could result in initial difficulty in attracting members and volunteers. However, it is believed if the initial “events” are successful, a greater interest in the arboretum and its gardens will build.

Opportunities: Due to the effects of global warming , central Indiana has experienced a change in its horticultural classification. This region has always been classified by USDA as Zone-5 with respect to plant hardiness. However in 2010 it was reclassified into Xone-6, a zone that previously ended in southern Indiana. Therefore a great number of plants, shrubs and trees, that once would have died (frozen) in our region can now be successfully grown. Since people are not familiar with these plants, they do not request them from local nurseries, and therefore local nurseries do not request them from local growers and they are not grown. We see this as an opportunity for the Arboretum—to introduce new plants to our residents.

A second opportunity exists due to our winter weather patterns. With snow cover, Hoosiers commonly “put their gardens to bed.” Consequently nurseries suffer during these months or close for the season. However, there are several aspects of a garden that are at their prime while the others are in their long winter sleep. Having “events” in the garden during these periods would allow these “plants of winter interest” to be high-lighted and would draw visitors.

Threats: The major threats lie also with nature: we do not know where global warming will take us (? Into zone 7 someday), or what new plant diseases/pests will come our

way(such as we have recently seen with the Ash, the Hemlock, the Chestnut trees and now with the Oaks.)

## **OPERATIONAL /ORGANIZATIONAL PLAN**

The Arboretum will be established as a 501C3 entity, led by a Board of Trustees. The initial Board of Trustees will be appointed by the Founding Benefactors, and will later be supplemented through membership ballots. The responsibilities of this group will be to refine the vision and mission of the organization; to oversee the financial security of the organization ;to appoint the Executive Director and provide advice and consent to the new executive director for the implementation of Phase II and Phase III of development and for major hiring and contracts. The Executive Director who must have a degree in Horticulture and training (or advanced degree) in business management, marketing and development will direct daily activities and oversee the implementation of steps needed for the Arboretum's development and fulfillment of the vision and missions of the Arboretum. . One of the first responsibilities of this individual will be to contract with a Strategic Planner and appoint a Board of Expert Advisors to help in creating a development plan. A second early responsibility will be to create a sustaining program of active membership drives, and a volunteer recruitment and training program. The volunteers will assist the executive director in developing a Web-page, e-newsletters, membership drives, event planning, marketing and grounds development and maintenance.

## **MARKETING STRATEGY**

The arboretum will be marketed through a webpage; through regular e-Newsletters; through publishing regular articles in local, regional and statewide newspapers and magazines ; through a Bill-board on I-65 ; through brochures at regional hotels, restaurants and State visitor centers and through listings in The Yellow Book of the American Garden Conservancy and advertisements/listings in horticultural magazines and with horticultural societies, and through membership drives. Being located only 11 miles south of the Indianapolis city limits, and one mile off I-65 and two blocks off the developing Franklin Entry-way, we anticipate our visitors will primarily come from the Indianapolis SMSA region and our other surrounding counties. With this being the only such facility in the Central Indiana Region an excellent penetration of our market is anticipated. The Meijer's Arboretum, a similar arboretum located in Grand Rapids Michigan receives 600,000 visitors each year, and they have a smaller market and are only 16 years old.

Since operating finances will come from both regular membership dues, gate receipts and sales we must implement a concentration on " cultural events in the garden" which will

draw visitors to the Arboretum until the Arboretum matures and can become the primary draw based on its own merits.

Once a program of Horticultural Healing and Therapy is established it is believed this will become a major draw to both adult oriented programs and for programs directed toward school children (two elementary schools are located across the street.)

Eventually funding will be sought for a significant “Glass House” (fund raising events, gifts, and bequeathments.)

### **FINANCIAL PLAN**

A large percentage of the major trees and shrubs will be solicited as donations from national wholesale and specialty nurseries. A significant percentage of the cost of various buildings will be financed through bequeathments. In the early interim, low cost movable temporary buildings will be utilized. . The volunteers will assist the executive director in developing a Web-page, e-newsletters, membership drives, event planning, marketing and grounds development and maintenance. Sponsorship for various individual gardens will be sought from entities such as the Conifer Society, the Indiana Nut and Fruit Growers Association, the local FFA, Central 9 school’s Landscape program, the county Garden Club and Franklin’s “Sister Cities” in China and Japan (for a Chinese Garden Room and a Japanese Garden Room.

The projected cost of Phase I is \$1,385,500, of Phase II is \$171,930,(excluding drive and fence) of Phase III (to be determined).

Phase I (year 1) expenses: Land acquisition.....	\$1,204,500
Three year salary for Executive Director.....	\$150,000
Lease of Temporary Building.....	\$3,000
Strategic Planner.....	\$20,000
Health Insurance, Liability Insurance, Workmen’s Comp Insurance, etc....	4,000
Office supplies, mail, Utilities and miscellaneous.....	\$4,000
Total, Year 1.....	\$1,385,500

Phase II (years 2-3) expenses:	
Fence.(@\$17.98/foot installed).....	_____
Drive.(@\$1.50/Sq Ft installed).....	_____
Two year Lease of building.....	\$6,000
Initial seeding of grounds.....	\$50,000
Personnel.....	\$50,000
Lease of Tractor with backhoe and scoop.....	\$21,930(purchase).
Lease of Gator type vehicle and golf cart.....	\$6,000(purchase)

Gate construction.....	\$20,000
Garden tools.....	\$2,000
Health Insurance, Liability Insurance, Workmen’s Comp, etc.....	\$8,000
Office supplies, mail and Utilities.....	\$8,000
Total (excluding Drive and Fence).....	\$171,930

Phase III expenses: to later be determined based on Strategic Plan

**APPENDIX**

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March 18, 2012

Allen Paris  
Franklin, Indiana

Dear Allen,

Your effort to develop an arboretum in Franklin, Indiana was brought to my attention by Tim Brotzman, horticulturist in Madison, Ohio. I find this a noble venture as I have experienced first-hand the impact arboretums and gardens can have on people and a community.

Over the years I have been fortunate to direct horticultural operations in theme parks such as SeaWorld, the Cleveland zoological gardens and the Frederik Meijer Gardens & Sculpture Park in Grand Rapids, MI. Though one would understand the main draw to SeaWorld are the marine animals, once in the park, our efforts were to develop gardens themed to the various exhibits and attractions. In time the gardens became one of the highest rated features in the park. Marketing studies found that the animals pulled them in and the gardens made it a far more fulfilling experience to their day. Educational programs, seminars and workshops developed in horticultural therapy and we showcased a special garden that demonstrated how to accommodate people with disabilities in a garden setting. Schools, nursery homes, retirement villages and the Cooperative Extension service all engaged and became involved. We didn't interact with whales, dolphins or sea lions, the focus was gardens and the people came. That was an eye-opener for the administration as well as the competition as more parks invested in their landscape presentation. It is evident that a beautiful display garden, coupled with an entertainment venue is a proven winner.

Perhaps most rewarding was the amazing growth we experienced in my years at Frederik Meijer Gardens & Sculpture Park. This public garden has become one of the most successful institutions in the world to feature the harmonious blend of art and gardens. In just 10 years after breaking ground, annual attendance was exceeding 500,000 guests and became the one of most popular and largest cultural attractions in the state. Situated on 130 acres of wetlands, woodlands, meadows and gardens the site is filled with opportunities to explore nature, plants and art. Themed gardens include a sculpture park, a farm garden, a children's garden, and hiking trails along a boardwalk. Many of the same concepts and ideas you have proposed for the Franklin arboretum are already found at Meijer Gardens and are a proven success such as arboretum displays, themed gardens, educational programs, a visitor center, display pavilions for garden shows and an amphitheater featuring concerts (all sold out, every year) throughout the summer. Keep in mind, Grand Rapids, Michigan is hardly the size of Indianapolis and not near any large metropolitan city. Nevertheless, the combination of gardens and the cultural arts has been a success as well as the programs that support the mission.

I share the accounts of these institutions to encourage you to continue your quest and hopefully shed light on the fact that arboretums and botanical gardens truly have a positive impact on the community, schools, and even many of the less fortunate of society when programs and accommodations are developed for them.

I periodically visit the Linden House in Indianapolis where I design and develop gardens for the estate. Perhaps on one of those occasions, we can meet and discuss your work. Best wishes on this most deserving project.

Sincerely,

Rob McCartney

Robert B. McCartney, M.S.  
Consulting Horticulturist and Designer

*Providing solutions to improve the design, presentation and quality of gardens and grounds*

**McCartney&Associates, LLC**  
1452 Lincoln Street, Marne, Michigan 49435 (616) 914-0089 [rsmccartney@hotmail.com](mailto:rsmccartney@hotmail.com)



American Public Gardens  
Association

351 Longwood Road  
Kennett Square, PA 19348

tel 610.708.3010  
fax 610.444.3594  
web publicgardens.org

Dr. Casey Sclar  
Interim Executive Director

On behalf of the Board of Directors and Staff of the American Public Gardens Association (APGA), I would like to express my profound support for the development of a Botanical Garden and Arboretum in Franklin, Indiana.

APGA represents over 500 member gardens throughout North America and beyond. Our vision is - *A World Where Public Gardens are Indispensable.*

Public Gardens, Botanical Gardens, and Arboreta are conservation, cultural, economic and educational resources to their communities. The garden proposed in Franklin certainly will serve these purposes for the region. As your garden grows, it will become an even greater asset.

It will enhance the beauty of the community and the value of adjacent properties, provide a place for reflection and recreation for visitors of all ages, and moreover provide a beneficial economic impact through increased tourism to daily activities and special events. Recent studies indicated that visitors to public gardens and cultural institutions stay 53% longer and spend 36% more money compared with other entities – a great boost to community revenue. However, it will also be a place where children and adults can receive hands-on education based on STEAM (Science, Technology, Engineering, Arts, and Mathematics) concepts and be exposed to the greater regional culture as they gather to celebrate, or recreate.

However, in order for this garden realize its potential, it must expand in a manageable way. It is important the School Board consider dividing and selling the property as two parcels. This would allow for the garden developers to purchase 5 acres initially while continuing to actively pursue funding to purchase the remaining 85 acres.

We hope that you will support this treasure in Franklin and its vision for a bright future. I would be happy to discuss my support with you further. You may email me at [csclar@publicgardens.org](mailto:csclar@publicgardens.org) or use the contact info on this letterhead.

Yours Truly,

March 6, 2012

Mr. Allen Paris  
% Carolyn Warner @ 1396 Paris Drive

Franklin, Indiana 46131

Dear Mr. Paris:

I am writing to wholeheartedly endorse your goal of purchasing five acres from the Franklin, IN school district with the intention of establishing a public garden on this site. As the executive director of a public garden with over 20 years experience in this field, I can state that public gardens – arboreta and botanical gardens – can have significant impacts on the quality of life in communities, on contributing to individual residents’ sense of well being, on the education of school children, and even on property values for residences and businesses adjacent to or near the garden.

Beyond these measurable values, public gardens can also serve as safe and attractive places for people to gather, either informally or as participants in concerts, art shows, and theatrical performances. At Cornell Plantations, we welcome thousands of local residents for an annual Shakespeare festival, a family education day, and various sponsored runs and other charity events.

At a time in our society when we are increasingly concerned about the disconnection between young people and nature, public gardens also have the potential to reconnect kids with nature in exciting, non-threatening ways. Multiple studies have shown that when students are engaged with nature it improves their cognitive and concentration abilities. Given the proximity of elementary schools to the proposed site, it would seem that this benefit would be especially important.

In conclusion, I firmly believe that public gardens are investments that pay back far more to the citizens where they are located than they cost to establish and maintain. I wish you success in this quest, and stand willing to assist you should you need my services in the future.

Sincerely,

Donald A. Rakow

The E. N. Wilds Director

[Don Rakow](#)

[The E. N. Wilds Director,](#)

## Cornell Plantations

To The Franklin School Board:

This letter is in support of the sale of publicly owned land for the purpose of creating an arboretum in Franklin. My support is drawn on more than twenty years of professional involvement in public horticulture in Central Indiana at the Indianapolis Museum of Art. I also have been a resident and farm property owner in Johnson County for more than a decade.

Professionally, I have witnessed the enrichment of the lives of visitors by visiting green space and the educational opportunities afforded by it. The proximity of the proposed arboretum to schools provides a unique opportunity to provide an immediate link to education of local children. Those teachers using multidisciplinary approaches to teaching would find this particularly useful. An arboretum provides direct links to biological sciences, but also to all manner of arts and history. Though Johnson County still has a strong agricultural base, many of today's young people come from homes with no connections to the land. Offering a connection to the outdoors has been shown to reap unexpected benefits for children in addition to basic learning; can aid in calming behavior as well.

The Franklin area is blessed with some wonderful public green spaces- Province Park is fantastic for outdoor recreation, Blue Heron Park is a wetland habitat gem and Atterbury Fish & Wildlife Area/ Johnson County Park allow for a variety activities. The proposed arboretum would be a great addition to the mix by providing a completely different outdoor opportunity. The location on the east side of town is lacking in dedicated park space and would have a ready audience due to the schools. My son participated in sporting activities at the schools and as a family, we would have enjoyed visiting an arboretum while we were there.

Additionally, there are no dedicated public arboreta in Central Indiana, so this could be a regional tourism draw. Public gardens and arboreta are very popular tourist destinations in both urban and rural areas throughout the US. Imagine the possible tour suggestion, visit the arboretum and then stop by the square for shopping and dining. The location near the interstate would be a great bonus to travelers.

The Parises have a great desire to make this arboretum a reality for the community. They have been investing years in collecting and making horticultural contacts to bring this dream to fruition. They truly want to make this a lasting testament to outdoor education and an expression of beauty and peace in the natural world.

Sincerely, Susan Nord Peiffer

Dear Mr. Paris,

It was great talking with you yesterday about the development of your arboretum and the adjoining property. Here at Boone County Arboretum, both the arboretum and local schools have benefited greatly from the partnerships we have created. During the school year, we frequently host field trips for area schools, thereby assisting those teachers in achieving core content requirements in their curriculum. During these field trips, Arboretum staff and trained volunteers provide hands on learning opportunities at various teaching stations scattered along a set route. At the end of some of these visits, we can provide a group activity such as the planting of flower bulbs or other plants, so that the children can get a feeling of ownership in the facility and hopefully return after their visit with us.

In addition to field trips, our staff often does outreach programs with the local schools to provide special content for teachers in areas that they are less familiar with than our staff, such as plant sciences. This in turn, brings the arboretum to the schools, and having a special guest presenter in the classroom often entices students to be more interested in the topic being presented. Outreach can be for individual classrooms, or sometimes for the whole school. In fact we have worked with a local elementary school to help them better utilize their "outdoor classroom" created at the school when it was built.

Lastly, we have partnered with a very nearby high school to allow students in their horticulture / landscape design to create/update some hardscape elements on our property. For example, they created some small terraces in a hillside to create a vegetable demonstration garden. They also created replacement display cases for inside our 3 informational kiosks. We wish you well in your endeavors, and if you ever need any further assistance from us, please let us know.

Sincerely,

Kristopher A. Stone  
Director, Boone County Arboretum  
9190 Camp Ernst Road  
Union, KY 41091  
Office: (859) 384-4999  
Mobile: (859) 801-3260  
[kstone@boonecountky.org](mailto:kstone@boonecountky.org)  
<http://www.bcarboretum.org>

**Keep in touch with the Arboretum:**  
**[E-mail list](#) - [Facebook](#) - [Twitter](#)**

**ARBORETUM - (ar-bo-re'-tum):** A place for the scientific study and public exhibition of many species of trees and shrubs.

The mission of Boone County Arboretum is to "create a living museum that enriches the quality of life by providing a place for the appreciation and study of plants and the preservation of the natural environment".

## **THE GARDEN CONSERVANCY**

POST OFFICE BOX 219 • COLD SPRING, NEW YORK 10516 • 845.265.2029/9620 FAX

March 16, 2012

To Whom It May Concern:

I am writing in support of the efforts of Allan and Linde Paris to establish a botanical garden and arboretum in Franklin, Indiana. The creation of an arboretum would support educational opportunities for the community on topics such as water conservation, native and adapted plants, landscape design, and environmental stewardship. In addition, an arboretum would provide a wonderful educational resource for local schools, offering students the opportunity for first-hand experience with plants and nature. Having an additional public green space will improve the quality of life in Franklin by providing a restorative environment devoted to recuperation and renewal as well as a space for recreation and exercise. The proposed arboretum will beautify the neighborhood and become a valuable cultural asset to the community as a place to bring people together.

The Garden Conservancy is a national nonprofit organization founded in 1989 to preserve exceptional gardens for the public's education and enjoyment. It partners with garden owners and public and private organizations to harness legal, horticultural, and financial resources to secure a garden's future. The Conservancy also encourages greater public awareness of the important role gardens play in America's cultural and natural heritage through educational programs and through its Open Days garden visiting program.

We thank you for your consideration.

Sincerely yours,

William Noble

Director of Preservation

The Garden Conservancy

March 12, 2012

To whom it may concern,

The Indiana Nursery and Landscape Association (INLA) was formally established in 1953 and represents nurseries, garden centers and landscape management firms across the state and Midwest. We also provide membership to educators and non-profits throughout the state.

We were recently contacted by Allen Paris of Johnson County requesting a letter of support for a public Arboretum he wishes to develop.

The INLA wishes to lend our support to this noble effort. Adding an Arboretum to Johnson County will enhance the community, offer educational opportunities for young people throughout the area and draw visitors from around the state.

Perhaps you should visit some of Indiana's arboretums or at least take a look at their websites. We would recommend the following: [www.taltree.org](http://www.taltree.org)  
[www.hayesarboretum.or](http://www.hayesarboretum.or)

For additional public gardens, please visit the Purdue Extension website at [http://www.hort.purdue.edu/ext/gardens\\_visit.html](http://www.hort.purdue.edu/ext/gardens_visit.html)

The Central Nine Career Center offers one of the best Landscape Horticulture programs to high school students in the state. They provide this opportunity to nine feeder schools which include Franklin Community Schools. This fall they will host an international certification exam which will be coordinated by the Indiana Nursery and Landscape Association.

Mr. Paris has garnered much support from the community and we encourage you to seriously consider his request to install an arboretum in Johnson County.

Thank you.

Sincerely,

Donna Sheets, Executive Directory

Hello Dr. Paris,

This is to encourage your efforts to seek cooperation between the City of Franklin, the Franklin Park Board, yourself, and the adjacent property owners near you. DNR has no direct stake in your process that I'm aware of, but we do encourage all Indiana communities to cooperate towards big picture win-win solutions with landowner citizens whenever possible when attempting to develop new trails and outdoor recreation lands. In speaking with you, it does sound like there is considerable potential in re-routing the City's proposed trail onto the permanent conservation easement you discussed around the back of your property, to better buffer the trail from traffic on the adjacent street, and reduce the trail's impact on your developing botanical garden. Generally it is much preferable from a City government point of view to work out a permanent conservation easement from willing property owners, versus using the expensive and involved eminent domain process.

Several things sound very interesting about your described potential re-route:

- You and your neighbors are willing to provide a permanent conservation easement as an alternative to the eminent domain trail route
- The trail's new route still reaches their desired end/connection
- The distance is the same or less
- The new route might eventually be very visually appealing
- The new route is not bisected by many driveways, and not as near a busy road

We would encourage all parties involved to work together towards a solution that in the long run, may benefit all parties concerned. It does sound like there is great potential both for the continuation of Franklin's trail system, and your proposed Garden/Arboretum; and if somehow the two can be successfully integrated, I feel that the benefits to both may be enormous. Connecting large, popular public recreation amenities like parks, gardens, and arboretums with trails tends to provide huge synergistic benefits.

I would strongly suggest that once cooperation and agreement has been established, that the City, and yourself discuss options for future grant project funding through our DNR Division of Outdoor Recreation grants staff, most notably the Land and Water Conservation Fund, and the Recreational Trails Program. The best contact would be Mr. Bob Bronson in our office, who can be reached at: (317) 232-4075 or [bbronson@dnr.in.gov](mailto:bbronson@dnr.in.gov) .

I wish you and the City of Franklin the best of luck in finding a long-term win-win solution to the trail issues you face. Good luck to all of you.

Greg Beilfuss

IDNR State and Community Outdoor Recreation Planner

402 W. Washington St., W271

Indianapolis, IN 46204-2782

Phone: (317) 232-4071

Fax: (317) 233-4648

gbeilfuss@dnr.IN.gov

**"Like" the IDNR Division of Outdoor Recreation on Facebook:**

**<http://www.facebook.com/INdnroutdoorrec>**

# Curriculum Vitae

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Containing: Short Resume-page 1-4;  
C.V.-page 4-22;  
Academic Appointments-page 20-21;  
Work History-page 23-24;  
Civic Activities-page 22;  
List of References and letters of  
Recommendation-page 25-29;  
Administrative Philosophy-page 30-31  
Career Acquired Skills-page 30-38;  
Statement of Teaching Philosophy – page 38

Allen Lee Paris

11/6/2008

**ALLEN LEE PARIS, M.D./M.S.**

**RESIDENCE:** 1741 Houghton Court South; Dunwoody, Georgia 30338

**PHONE:** (770) 828-0047---**email:** PARISALLEN2000@yahoo.com

**CAREER GOALS AND OBJECTIVES:** To pursue a path allowing the merger of my background in Environmental Health and Education with my love of horticulture.

## **EDUCATIONAL BACKGROUND;**

**COLLEGE:** Indiana University, B.A. in Zoology,

*Activities: Various Class and Campus Council and Organization positions.*

**MEDICAL SCHOOL:** Indiana University: M.D. degree; with Masters of Science in (Medical Sciences),

**RESIDENCY:** -New England Deaconess Hospital/Harvard—in both Surgical and Clinical Pathology:

*Activities: President of New England (regional) Pathology Residents Society;*

**POST GRADUATE:** University of London's School of Hygiene and Tropical medicine—PGD—Public Health(2008)and MSc-PH(Environmental Health) (2010) ,and PGD in Health Stems Management(2005)

## **CENTERS FOR DISEASE CONTROL AND PREVENTION**

- **Epidemic Intelligence Service Officer;** *Achievements: Multiple publications in national Medical Journals, presentations and lectures,*
- **Project Director of National Study on Cervical Cancer.**
- **Moderator and Organizer** of two National Multi-Disciplinary Meetings on Quality Assurance In Cytology,
- **Editor** of two CDC/NIH/HHS books on Quality Assurance in Cytology; and one on Evaluation of Family Planning Programs in Developing Countries (PAHO/AID)
- **Guest Editor** of Special Edition of ACTA CYTOLOGICA Medical Journal

- **Project Director and Medical Epidemiologist** for national project to develop a Central Data Hub for Medical Examiner and Coroner data as a tool for Bioterrorism Surveillance;
- **ORISE FELLOW:**
- **Medical Examiner/Coroner Information Sharing Program Officer.**
- **Moderator and Organizer** of National Multi-Disciplinary Meeting to Develop Policies *and* Procedures for Handling Bodies of Victims of Bioterrorism Events,
- **Medical Epidemiologist for National:**
  - Studies of Breast Cancer; Endometrial Cancer; Ovarian Cancer; and Cervical Cancer.
  - Study of Risks Associated with Sterilizing Surgical Procedures;
  - Studies on Abortion Issues.
- **Pathology Coordinator for National** Studies on Breast, Ovarian, Endometrial, and Cervical Cancers;
- **Pathologist for National:**
  - Study of Deaths Associated with Liquid Protein Diets;
  - Toxic Shock Syndrome Task Force (lead pathologist);
  - Bureau of Epidemiology's Legionnaires' Disease Task Force;
- **Pathology Committee Member on National** Studies of Ovarian Cancer,
- and of Bladder Cancer(NIH),
- **Pathology representative** on the committee for rewriting the "Clinical Laboratory Improvement Act."
- **CDC Representative** for The National Committee for Clinical Laboratory Standards (NCCLS)

**MILITARY:** United States Public Health Service: Commander.

*Achievements: "Winner of Meritorious Service Award; Winner of Outstanding Service Award;*

*Multiple publications in National Medical Journals.*

PHS- Medical Reserve Corp

*Achievements: Winner of "Volunteer of the Year Award" 2005-2006*

## **PROFESSIONAL CAREER:**

**Presenter of half-day workshops** at various National/International Medical Meetings:

- Diseases of Recent Epidemiologic Significance;
- Emerging Infections;

- Pulmonary Pathology;
- Infectious Lung Diseases;
- The Pathology of individual diseases including Legionnaires' Disease,
- Toxic Shock Syndrome, and HIV) at the annual meetings of:
  - ❖ The College of American Pathologists;
  - ❖ The American Society of Clinical Pathologists;
  - ❖ The American Society of Cytology;
  - ❖ The American, Canadian, and European Divisions of the International Academy of Pathologists.

**"Invited Key-Note Speaker at:**

- ❖ The International Academy of Infectious Disease Pathologists;
- ❖ The Damian=Binford Society of Infectious Disease;
- ❖ The American Association of Pathology Assistants;
- ❖ The Southeastern Society of Cytology;
- ❖ The Van Nuyes Society of Medicine (Michigan),

**Invited Panelist** to the International Academy of Pathologists' Annual Conferences on:

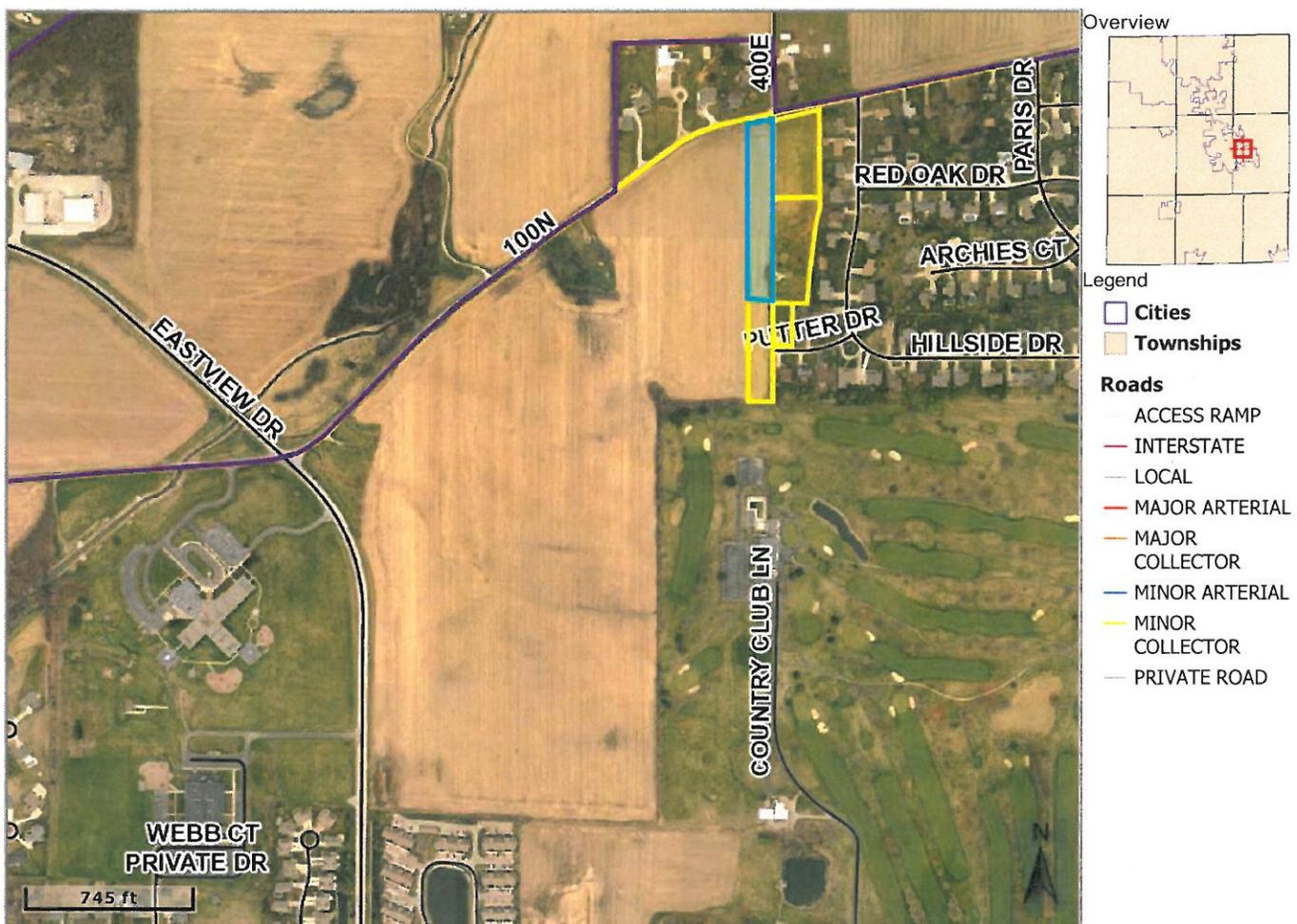
- Pulmonary Pathology;
- Gynecologic Pathology;
- Infectious Disease Pathology.

**Medical Director and Chief Pathologist** for Laboratory Corporation of America-Georgia.

**Southeast regional director of Quality Assurance:** Laboratory Corporation of America.

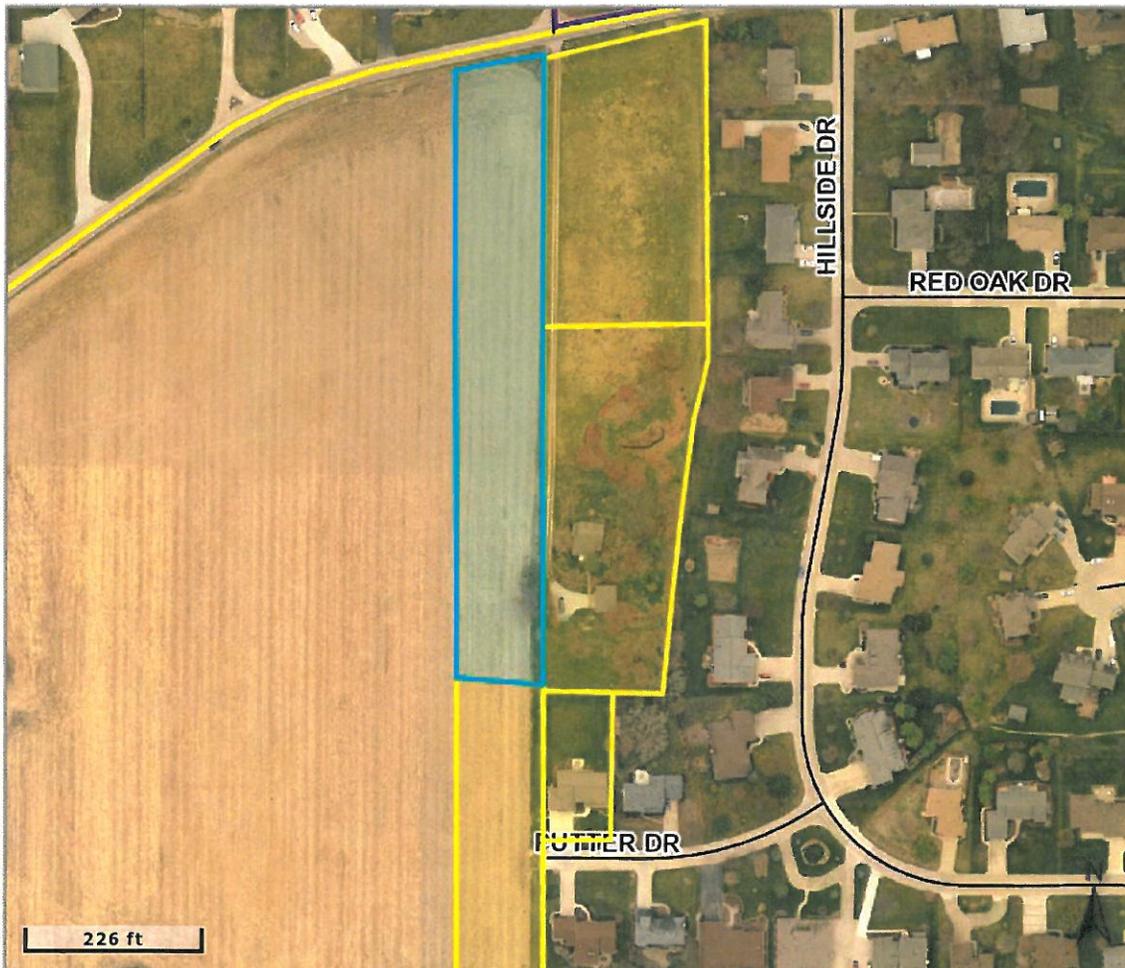
**HOBBIES:** Horticulture, a ten year volunteer at the Atlanta Botanical Garden



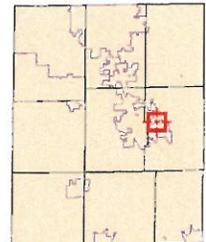


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<b>District</b>	018				
<b>Brief Tax Description</b>	SE S12 T12 R4				
	<i>(Note: Not to be used on legal documents)</i>				

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Overview



Legend

- Cities
- Townships
- Roads**
- ACCESS RAMP
- INTERSTATE
- LOCAL
- MAJOR ARTERIAL
- MAJOR COLLECTOR
- MINOR ARTERIAL
- MINOR COLLECTOR
- PRIVATE ROAD

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<b>Sec/Twp/Rng</b>	n/a	<b>Class</b>	Res Vacant unplatted 0-9.99ac		
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<b>District</b>	018				
<b>Brief Tax Description</b>	SE S12 T12 R4 <i>(Note: Not to be used on legal documents)</i>				

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## DUTCH ACRES EQUIPMENT

110 COMMERCE DR

Date

FRANKLIN, IN 46131

4-23-2012

Below please find the Quote on a Mahindra Max 28 tractor loader & backhoe. This Tractor will have a 5 year warranty on the power train all other components will have a 2 year warranty bumper to bumper.

I have quote two different transmissions Hydrostatic and Synchronized Shuttle.

	Price
Max 28 hst W/Loader & Backhoe	\$ 24,685
Less Institutional Discount	- 3,617
Your Cost	\$ 21,068

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Max 28 Shuttle transmission

W/Loader & Backhoe	\$ 23,650
Less Institutional Discount	- 3,570
Your Cost	\$ 20,080

The above quote is good for 30 days from above date

This unit will come fully setup and ready for use

All service will be from Dutch Acres Equipment.

Purchase Finance Prices as follows

Payments

48 Mo

478.10 mo

60 Mo

390.40 mo

72 Mo

332.10 mo

The interest rate is 4.25 %

Respectfully Submitted



Ken Tearman

VP Dutch Acres Equipment

Franklin, In



**Quote**

Tuesday, May 8, 2012 3:28 PM

**From:** "Kenneth Tearman" <kentearman@centurylink.net>  
**To:** parisallen2000@yahoo.com

Allen Here is the quote on the 5 ft finish mower for the tractor that we discussed.

Price \$ 1,850 this is a heavy duty unit.

Respectfully

Ken Tearman  
VP Dutch Acres Equipment  
Franklin, In  
Office 317-738-9022  
Cell 317-494-1883

**PAUL HUMBLER AGENCY, INC.**

242 EAST JEFFERSON STREET

FRANKLIN, INDIANA 46131

PHONE: OFF: (317) 738-4446

FAX: (317) 738-3055

E-MAIL: phumbles@amfam.com



May 8, 2012

To whom it may concern:

The breakdown for annual estimated employee expenses of \$4,000.00 is broken down below:

General Liability-\$300.00 yearly  
Workers Comp- \$600.00 yearly  
Health Insurance-\$2400.00 yearly  
Indiana Unemployment Tax-\$700.00 yearly

*Paul M. Humbler*









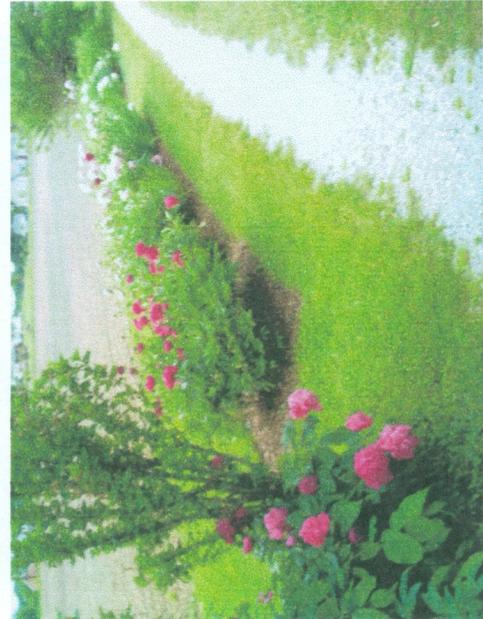
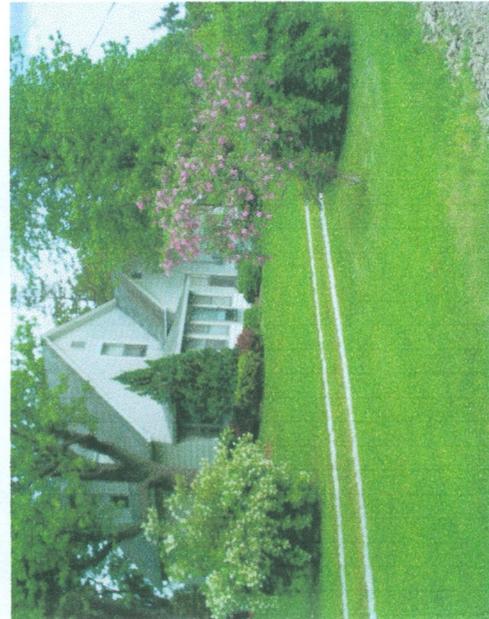
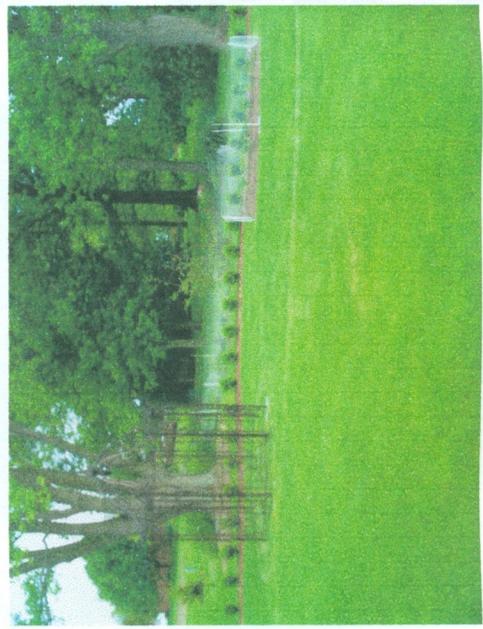
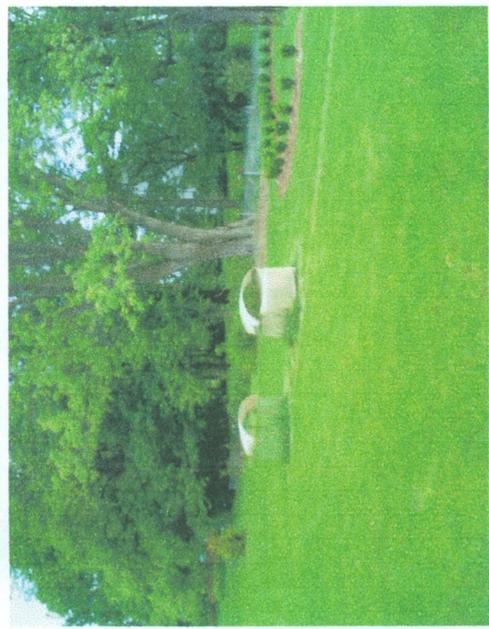


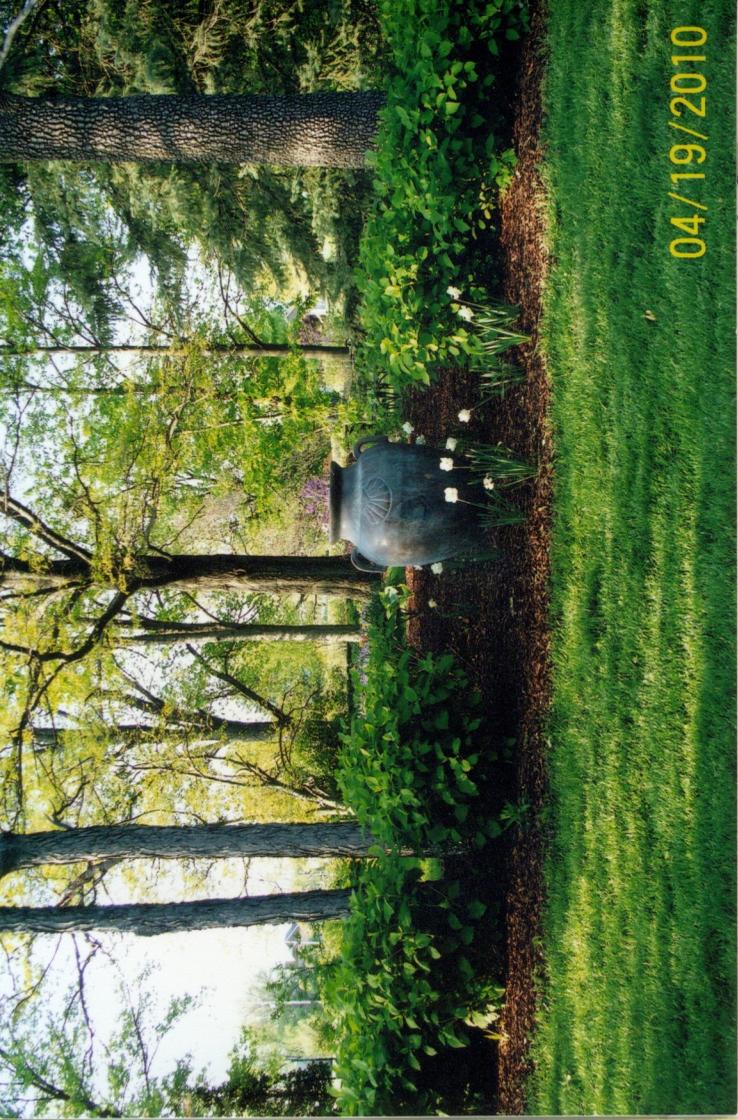












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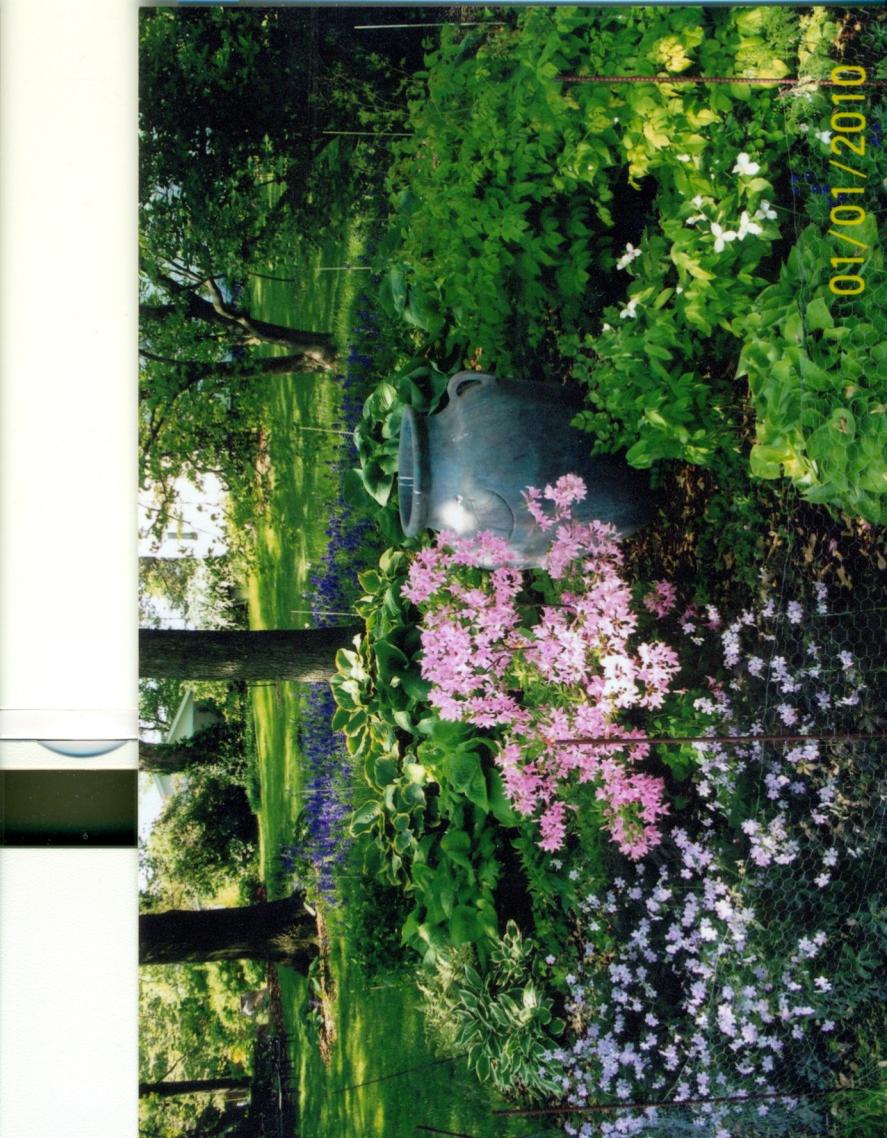
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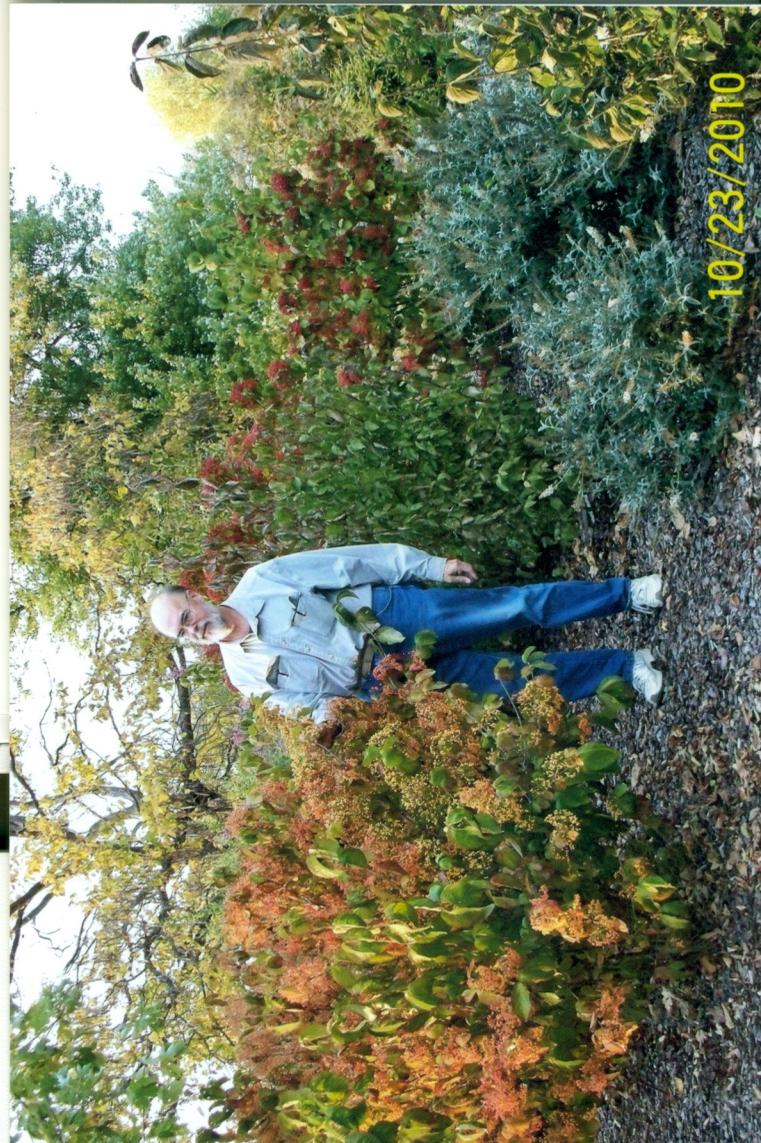
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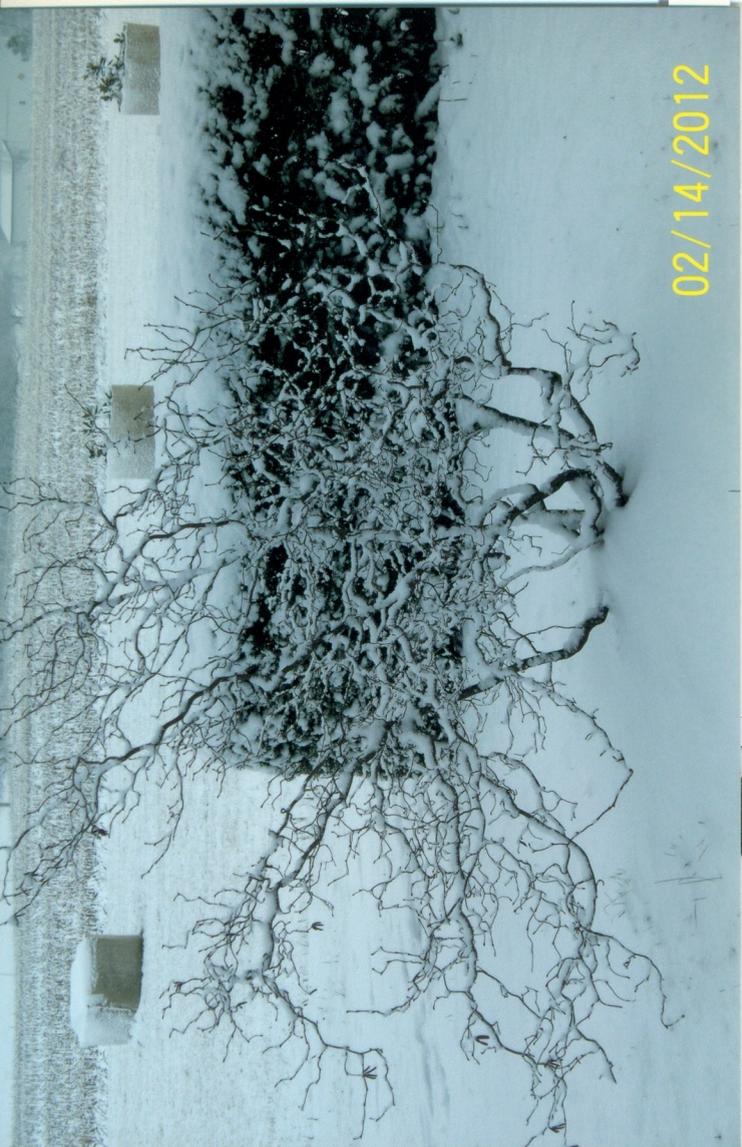
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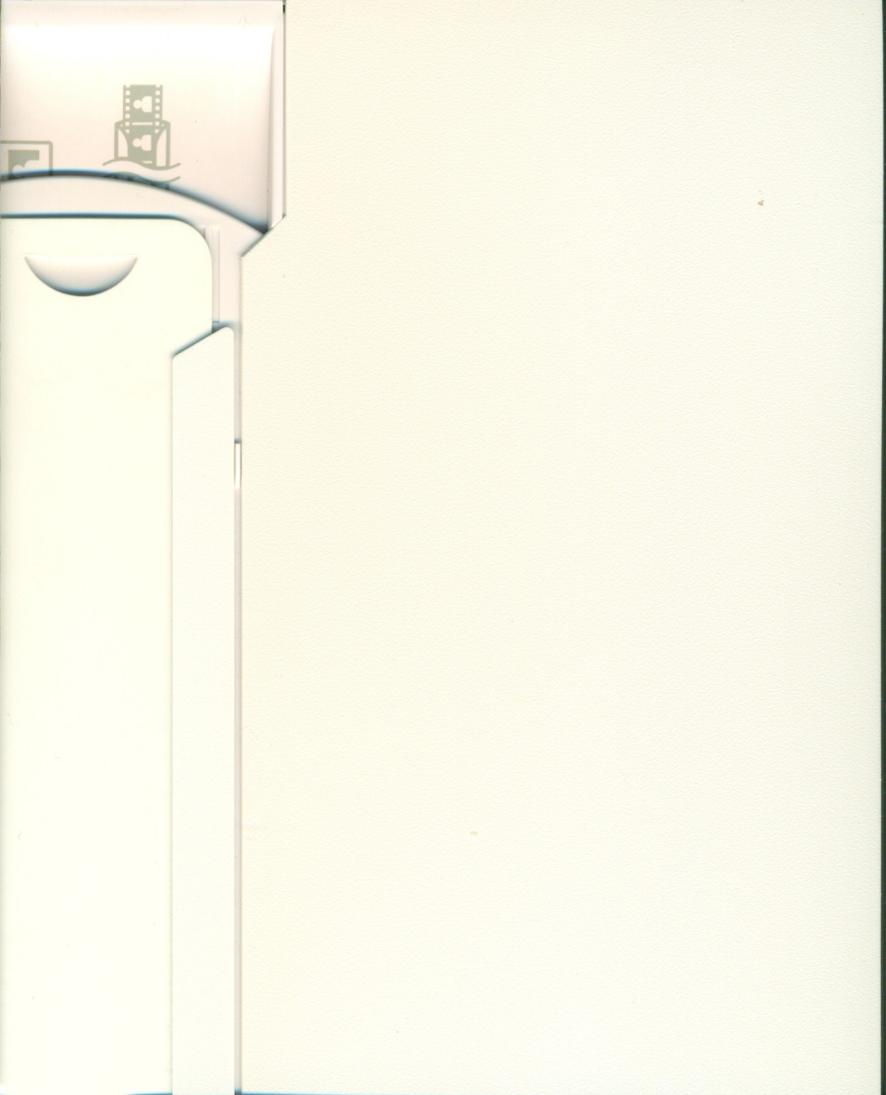
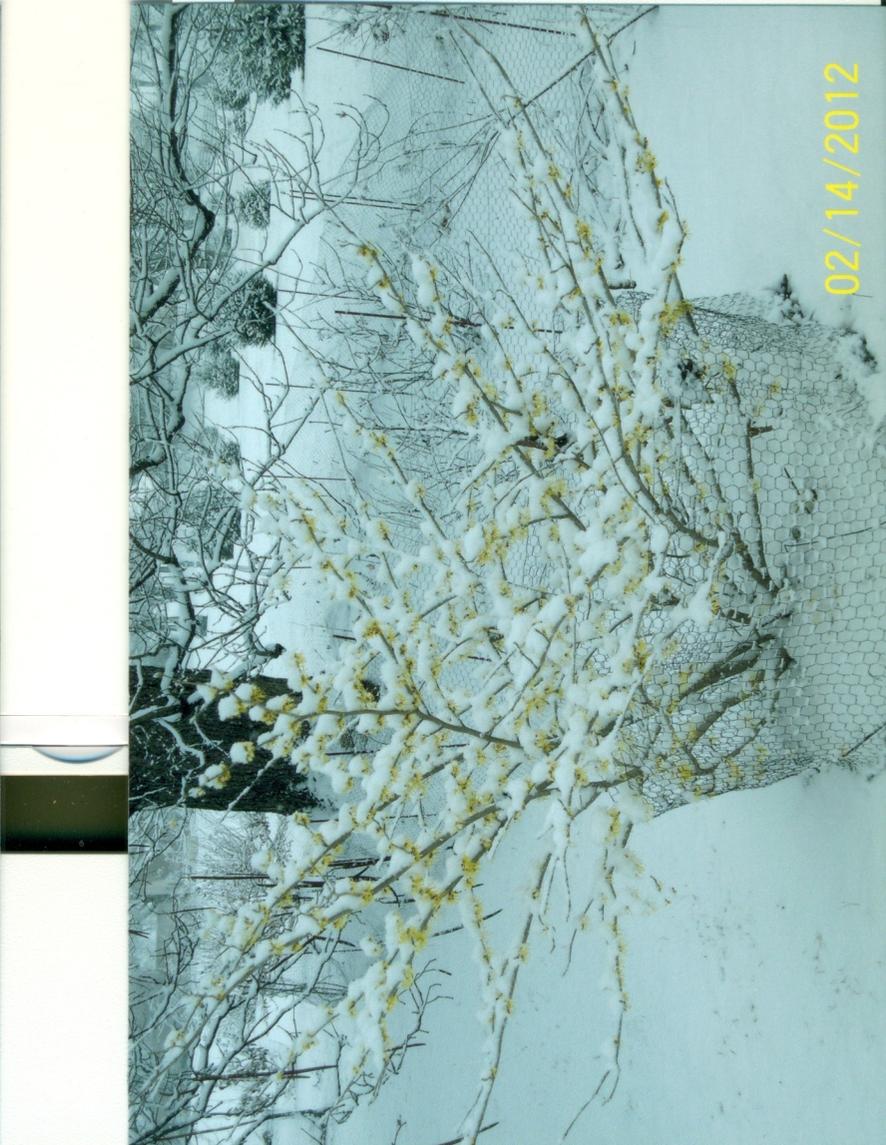


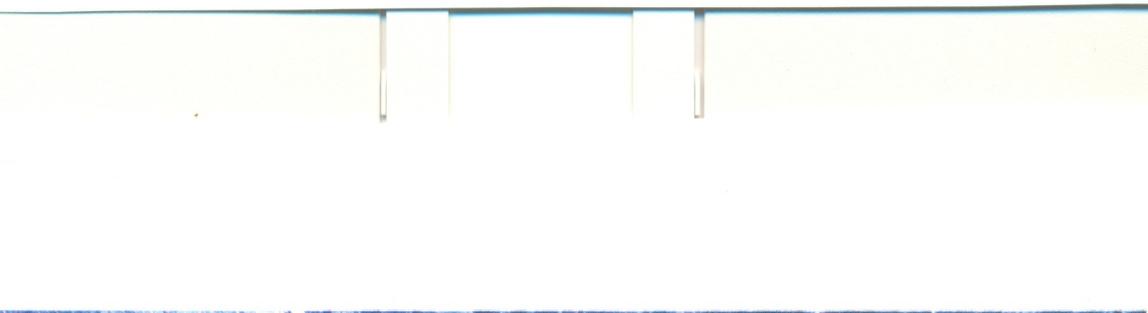
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