

ANNUAL REPORT 2014



PORTLAND
JAPANESE
GARDEN

FOUR SEASONS • FIVE SENSES
ONE EXTRAORDINARY EXPERIENCE

Photo by William Sutton

FROM THE PRESIDENT OF THE BOARD

I am thrilled to share with you just a few of the many accomplishments of the Portland Japanese Garden in 2014. What a year it was! Our membership grew to 8,000 while serving over 300,000 visitors. Our tiny gift shop had a remarkably successful year, particularly when considering the square footage of the shop. The spectacular outreach education to grade school students was so appreciated by students and teachers alike. I heard from people all over the country exclaiming over the beauty and authenticity of the Portland Japanese Garden. After all, it's the most authentic Japanese garden outside of Japan! Aren't we fortunate to have this amazing institution in our midst?

The staff of the Garden is devoted to maintaining its sterling reputation while being committed to the Garden's growth. A special shout out to: Deputy Director Cynthia Haruyama; Garden Curator Sada Uchiyama; Arlene Schnitzer Curator Of Culture, Arts and Education Diane Durston; Resourceful Finance Director, Diane Brauer; Director of Marketing and Communications Lisa Christy; keeping us on task, Sarah MacDonald, Executive Assistant; overseer of all things necessary, Cheryl Ching, Chief Operations Officer; and lastly, our genius Chief Executive Director, Stephen D. Bloom. Yes, the Portland Japanese Garden is in very good hands.

As I write this letter I am reflecting on the fact that this is my last letter as President of the Board of Trustees. It's been an honor to work with one of the most amazing and dedicated groups of trustees. Each is exemplary in his and her devotion to the Garden. Each cares deeply about preserving the Garden's past while supporting the Garden's exciting future.

I'm concluding this letter with a favorite quote of mine from American architect, Frank Lloyd Wright.

"The longer I live the more beautiful life becomes. If you foolishly ignore beauty, you will soon find yourself without it. Your life will be impoverished. But if you invest in beauty, it will remain with you all the days of your life."



Gwyneth Gamble Booth
President, Board of Trustees



Top: CEO Stephen D. Bloom and Board of Trustees President Gwyneth Gamble Booth; photo by Michael Peterson. Middle: Cindy Brenn with Gwyneth Gamble Booth and the Mikagura dancers. Bottom: Behind the Shoji. Middle and bottom photos by Jonathan Ley.

FROM THE CHIEF EXECUTIVE OFFICER

Dear Garden Members and Supporters,

2014 marked the beginning of our second half century at the Portland Japanese Garden! For so many reasons it was truly an incredible year of fresh beginnings and renewal!

As a renewed blessing on our 2nd half century we were honored to host 24 musicians and dancers along with Chief Priest Shigeo Yoshida of Tsurugaoka Hachimangu Shrine for the first performance of the ancient ritual of Mikagura in the continental United States. As a gift they planted a ginkgo tree grown from the trunk of a 1,200 year old tree at their shrine in Kamakura. For the next 1,000 years, we will be connected to this important shrine and its people by virtue of this amazing living gift.

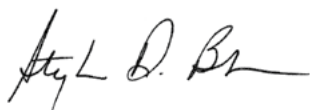
Our talented curators Sada Uchiyama and Diane Durston continued to elevate the Garden as a thought-leader in Japanese garden arts and education through their work. In addition to hosting our first Living National Treasure of Japan, Kazumi Murose, the Garden also welcomed nearly 30 of the most important Japanese Garden scholars and practitioners from North America and Japan for a summit informing how we could collectively share our knowledge to build a foundation for future education in the Japanese Garden arts. We gained from this experience invaluable input and feedback to develop cross-cultural education programs.

We also established the Global Ambassadors, a new membership category created to recognize supporters around the world that live more than 100 miles from the Garden. The support from these members will specifically help us pursue and develop cultural and educational programs, helping us serve visitors and professionals from around the world.

Perhaps most impressively, we saw a record-breaking number of visitors. Over the past 50 years, the Garden has gone from serving 30,000 visitors to now serving nearly 300,000 per year. With those numbers, it has become evident that our Cultural Crossing expansion project is necessary if we wish to continue providing a world-class experience filled with serenity and tranquility.

All that we have done, and continue to do, is by virtue of YOU... our members, volunteers, supporters, staff, and the many others who make the Garden an important cultural asset. Thank you for the role each of you plays in our success each and every day! See you around the Garden!

Sincerely,



Stephen D. Bloom
Chief Executive Officer

SENIOR STAFF

Stephen D. Bloom
Chief Executive Officer

Cynthia Johnson Haruyama
Deputy Director

Sadafumi Uchiyama
Garden Curator

Diane Durston
The Arlene Schnitzer Curator
of Culture, Arts, & Education

Cheryl Ching
Chief Operations Officer

Diane Brauer
Director of Finance

Lisa Christy
Director of Marketing
& Communications

Sarah MacDonald
Executive Assistant



Larry and Board of Trustees V.P. Dorie Vollum with Diane Durston;
photo by Jonathan Ley.

WHY VOLUNTEER?

By Steve Witten, Arts and Culture Volunteer

In a city full of beautiful places, the Garden is perhaps the most beautiful of all. The visitors I encounter (especially out-of-towners) are, for the most part, polite and respectful of and appreciative of the display of the considerable natural beauty around them.



Photo by Jonathan Ley

BEING A GOLDEN CRANE LEGACY MEMBER

By Elizabeth King,
Golden Crane Legacy Society

There are lots of needs and lots of ways to support any number of organizations; but I wanted something that was aligned with my values. I love beauty, simple complexity and serenity. I find these things at the Garden.

I knew I would continue to support the Garden in estate, so why not now? It just seemed like the right thing to do. I have changed houses, jobs and relationships while I have continued to bring hopes, dreams and decisions about each to the Garden. It has always listened. I am just giving back.

IT TAKES 200 YEARS

By Adam Hart, Senior Gardener

In November 2014, I traveled to Kyoto to complete a two-week internship with the Ueya Kato Zoen Landscape Company, one of the premiere Japanese Garden landscape companies of Japan. Its President, Tomoki Kato, Ph.D., has been an important supporter of the Portland Japanese Garden's efforts to educate about the Japanese Garden art form.

I worked with many skilled professionals, all of whom were willing and excited to share their knowledge with me. To see the ease and efficiency with which they worked was awe-inspiring. The level of cleanliness and organization that was maintained was unmatched. When Kato-san was last visiting Portland, he said "it takes 200 years to become an expert gardener of Japanese gardens." He meant that there's no way to learn all there is to know about Japanese gardening in such a short lifespan and his message was to encourage us all to learn from each other every day, since our time here on Earth is so limited. While I was in Kyoto, I learned so much in a two week time, and hopefully I passed on a little bit of knowledge to my Japanese counterparts as well.

My reverence for the people, places, and traditions held within the small island country has grown exponentially. I already look forward to my next trip. Until then, I will focus on bringing everything I learned on my trip into my daily work at our amazing garden.

Funding for this hands-on training is thanks to generous donations and the creation of the Gardener Training Fund established by deceased Golden Crane Member David Easley. His visionary support for education provides opportunities for Gardeners to travel to the birthplace of the Japanese Garden artform and return to Portland to share their knowledge with others at the Garden. Additional gifts to the David Easley Gardener Training Fund are gratefully welcomed. Please email us at development@japanesegarden.com for more information.



Adam Hart with Ueya Kato Landscape Company President, Tomoki Kato, Ph.D.



Annual Attendance:
299,019

Admission Revenue:
\$2.1M

Members:
8,321

*How long it takes to
become an expert
Japanese gardener:*
200 Years

Visitors outside
of Portland:
77%

Retail Sales:
\$1M

Members who live
in Portland:
74%

Number of
full time Gardeners:
8

THE GARDEN BY THE NUMBERS

Our Visitors

Annual
Attendance



Art in the Garden
Attendance



Free Day
Attendance



TripAdvisor
Reviews



Volunteer Hours: 7,579



3,439
Horticulture
Support



2,143
Arts &
Culture



1,613
Guided
Tours



306
Office
Support



78
Haiku
Alive

Our Online Community

Facebook



added over
10,000
new Fans

Twitter



increased our
Community by
17.5%

Instagram



DOUBLED
our Followers
in Q4

Pinterest



had
364
Re-Pins



Ambassador Kusaka, Consul General of Japan for New York speaking at the inaugural Global Ambassadors' event in New York City; photo by Doug Koh.

GLOBAL AMBASSADORS

In October 2014, we established our newest membership category created to recognize our supporters around the world that live more than 100 miles from the Garden. The support from these members will specifically help us pursue and develop cultural and educational programs.

Anonymous

Ajinomoto Co., Inc.

Ajinomoto Windsor, Inc.

Ajinomoto North America, Inc.

Peggy & Dick Danziger

Jeanne Giordano & Bob Frasca

Geoffrey Hoefer & Thomas Wei

JotoSake

Janet & Tom Montag

Kathy Pike & Louis Forster

PricewaterhouseCoopers LLP

Erik & Cornelia Thomsen

Torii Mor Winery & Vineyard

Uniqlo

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2014 (WITH COMPARATIVE AMOUNTS FOR 2013)

	2014	2013
ASSETS:		
Cash & cash equivalents	\$ 578,853	\$ 862,160
Accounts receivable	6,200	2,474
Contributions receivable	4,452,540	1,561,294
Inventories	144,815	118,025
Prepaid expenses	50,558	28,996
Investments	2,299,617	2,317,232
Garden, buildings & equipment	5,652,822	3,434,016
Total assets	\$ 13,185,405	\$ 8,324,197
LIABILITIES:		
Accounts payable & accrued expenses	47,896	85,314
Accrued payroll	84,922	80,889
Construction payable	15,758	164,180
Deferred revenue	9,117	7,394
Funds held on behalf of others	24,005	24,055
Notes payable	484,899	515,387
Total liabilities	\$ 666,597	\$ 877,219
NET ASSETS:		
Unrestricted:		
Available for programs & general operations	514,784	468,269
Designated by Board	50,000	73,421
Net investment in capital assets	5,167,923	2,918,629
Total unrestricted	\$ 5,732,707	\$ 3,460,319
Temporarily restricted	4,856,404	2,058,113
Permanently restricted	1,929,697	1,928,546
Total net assets	\$ 12,518,808	\$ 7,446,978
Total liabilities & net assets	\$ 13,185,405	\$ 8,324,197

"This is a great place to visit in the summer or even in the colder weather. Beautiful Japanese gardens, ponds, rock gardens, structures, bridges—it feels like a different world than Oregon."

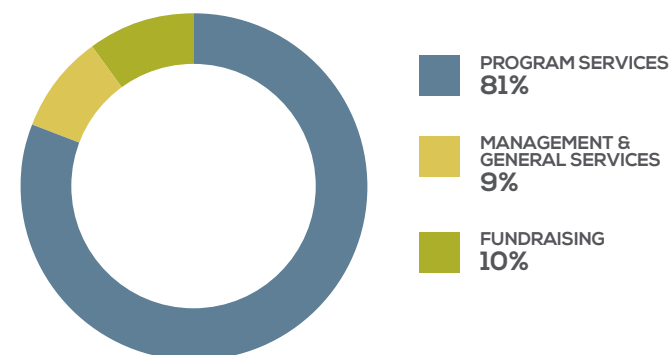
– TripAdvisor® Traveler Review, July 2014

CONSOLIDATED STATEMENT OF ACTIVITIES

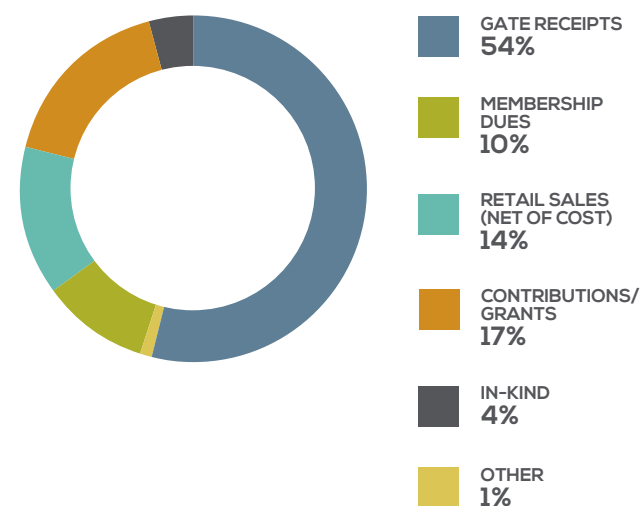
YEAR ENDED DECEMBER 31, 2014 (WITH COMPARATIVE TOTALS FOR 2013)

	2014	2013
OPERATING REVENUES & GAINS:		
Gate receipts	\$ 2,068,952	\$ 1,814,581
Merchandise sales (net of cost of sales)	525,116	414,267
Culture, arts & education events & workshops	42,029	22,719
International programs	-	12,228
Operating investment return	457	8,204
Other earned revenues	4,391	13,426
Total operating revenues & gains	\$ 2,640,945	\$ 2,285,425
PUBLIC SUPPORT:		
Society dues	392,107	377,120
Contributions & bequests	771,010	1,114,847
Special events (net of direct costs)	-	68,840
In-kind contributions	120,708	318,902
Total public support	\$ 1,283,825	\$ 1,879,709
Appropriation of endowment assets for expenditure	56,880	33,031
Total operating revenues, gains & other support	\$ 3,981,650	\$ 4,198,165
EXPENSES:		
Program services	3,270,962	3,785,432
Management & general	430,293	345,209
Fundraising	748,615	764,896
Total expenses	\$ 4,449,870	\$ 4,895,537
Decrease in net assets before non-operating activity (includes depreciation expense)	(468,220)	(697,372)
NON-OPERATING ACTIVITY:		
Total endowment return	83,200	315,783
Appropriation of endowment assets for expenditure	(56,880)	(33,031)
Endowment gifts	1,151	-
Capital contributions & grants	5,059,452	1,021,561
In-kind capital contributions	453,127	95,076
Investment return restricted for capital	-	351
Total non-operating activities	\$ 5,540,050	\$ 1,399,740
Increase in net assets	5,071,830	702,368
Net assets at beginning of year	7,446,978	6,744,610
Net assets at end of year	\$ 12,518,808	\$ 7,446,978

OPERATING EXPENSES BY FUNCTION



SOURCES OF OPERATING REVENUE



This financial data is excerpted from our audited financial statements. The Society can provide complete financial statements upon request.

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Author
Community Volunteer



*Board of Trustees President-Elect
Cathy Rudd and Stephen D. Bloom;
photo by Jonathan Ley.*

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United States Senator of Hawaii

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Gallery of Art (retired)
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Health Program, Columbia University
New York, NY

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County Museum of Art
Los Angeles, CA

THE GOLDEN CRANE SOCIETY



IN JAPAN, THE CRANE IS CONSIDERED A NATIONAL TREASURE, APPEARING IN ART, LITERATURE, AND FOLKLORE. THE CRANE IS THE SYMBOL OF GOOD FORTUNE AND LONGEVITY BECAUSE OF ITS FABLED LIFESPAN OF A THOUSAND YEARS.

The Portland Japanese Garden Golden Crane Society provides essential annual support for the Garden and its cultural, artistic, and educational programs. We thank these generous donors for their commitment to the Garden, and helping us continue changing the lives of all who enter our gates.

Cumulative giving to the Annual Fund from January 1, 2014 through December 31, 2014

GOLD CIRCLE **\$50,000+**

Yoshiko Fudeya
The James F. & Marion L. Miller Foundation

SILVER CIRCLE **\$25,000-\$49,999**

The Collins Foundation
ESCO Foundation

BRONZE CIRCLE **\$10,000-\$24,999**

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Gwyneth Gamble Booth
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Franklin & Dorothy Piacentini Charitable Trust
Samuel T. & Mary K. Naito Foundation
Arlene Schnitzer of the Harold & Arlene Schnitzer CARE Foundation
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All Japan Koi
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Marguerite Hirschbuhl Drake Fund of the Oregon Community Foundation
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Brenda Smola-Foti & Frank Foti
Mr. Ernie Stoddard
Alice Sumida
Torii Mor Winery & Vineyard
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Diane & Joel Brauer
Dr. & Mrs. John R. Campbell
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F.A.O. Schwarz Family Foundation
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The Paramount Hotel
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James W. Skog
The Standard
THA Architecture
Trecology, Inc.
Walker Macy
Robert Zagunis

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Ibby Brooke
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Rena & Cheryl Tonkin
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Stuart Weitz & John Gustavsson
Mr. & Mrs. James H. Winkler
Ms. Carmen Wong
Yume Confections

GOLDEN CRANE LEGACY MEMBERS

Golden Crane Legacy Members have named the Garden as the ultimate beneficiary of a planned gift. We are grateful to the following people for letting us know of their plans to support the Garden in this thoughtful way.

Anonymous (2)
Carole Beauclerk
Barbara Bell
Diane Benjamin
Melanie Billings-Yun
Stephen Bloom & Michael Blankenship
Carla Caesar & Nora King
Mora Chartrand & Linda Grant
Marguerite Hirschbuhl Drake

Elaine West Durst
Bill Findlay
Yoko Fukuta
Ms. Susan Halton
Ron & Jenny Herman
Al Horn
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Mary Kay Johnson
Elizabeth M. King

John & Lisa Lehman
David L. Mitchell & Judith L. Bradley
Wayne M. Quimby & Michael Roberts Quimby
W. Curtis Schade & Jacquie Siewert-Schade
Mr. Ernie Stoddard
John & Ann Symons
Ms. Carmen Wong

We are grateful to the following individuals and families for their generous estate/bequest gifts previously received by the Garden:
Nancy B. Beamer
Clarence Bobbe
Stanley W. Greenhalgh
Ms. Anne Hinds
Noel Jordan

James J. Kesler
Duke Mankertz
Ms. Beverly Merrill
Jeaneatta Sautter
Stanley L. Davis Trust
Toya Family Trust: George, Sonoya, Georgene, & Evelyn

If you would like to include the Garden in your estate plans, or if you have already done so and would allow us to list you as a Legacy Member, please contact Allie Rangel at (503) 542-0281 or arangel@japanesegarden.com

ANNUAL FUND DONORS

JANUARY 1, 2014 THROUGH DECEMBER 31, 2014

Anonymous (9)	Broughton & Mary Bishop Family	Patricia Dennis	Ann Goetcheus	Mr. Bradford Johnston
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“There are so few words that describe this place accurately. Serene. Austere. Quiet. Lush. Special. Not all the right words but close. I'd never seen anything like it, and I've seen a lot of Japanese gardens. This one is rated so highly and recognized as the best Japanese garden outside of Japan.”

– TripAdvisor® Traveler Review, September 2014

ART IN THE GARDEN 2014

The 2014 season introduced Garden members to artists who are taking the traditional Japanese art forms of printmaking and lacquerware in new directions that bridge past and present, east and west.

Our first exhibition featured the work of Tokyo print artist Ray Morimura whose evocative landscapes combine tradition with modernity. In collaboration with the Tollman Collection of Tokyo, Mr. Morimura's work touched all of those who came to see it. Unfortunately his limited edition series of the Portland Japanese Garden through the season was cut short due to serious health challenges.

In collaboration with Gallery Shili of Tokyo, our summer exhibition featured works from 12 contemporary artists exploring new directions in the traditional medium of *urushi*, or lacquer, by artists and designers in Tokyo who are creating innovative products that enhance both convenience and quality in modern life.

In the fall the Garden was honored to welcome our first Living National Treasure of Japan, Kazumi Murose, who impressed art aficionados and amateurs alike as he presented his first solo exhibition in the U.S., *Masterpieces in Lacquerware*. Garden members also had a once-in-a-lifetime opportunity to hear a lecture held in collaboration with the Asian Art Council of the Portland Art Museum with Murose Sensei discussing his innovative approach to the traditional techniques of working with *urushi* and *maki-e*, inlaid shell, to create objects for use in contemporary life.



Detail of Ray Morimura's print, "Tenjinbashi Wisteria."



Top left: Artist Koichiro Kimura at *Rediscovering Lacquer* exhibition. Bottom left: Dede DeJager and Trish Adams at *Masterpieces in Lacquerware* exhibition. Right: "Hyakka" by Living National Treasure Kazumi Murose. Photos by Jonathan Ley.

"Over the past eight years we have evolved into a venue for museum-quality exhibitions featuring such internationally known artists as Kazumi Murose, designated as a Living National Treasure of Japan. We seek to show a balance of traditional and contemporary work to give visitors a context in which to view today's art and the garden itself."

– Diane Durston

Arlene Schnitzer Curator of Culture, Arts and Education in an interview with *Preview* magazine

MEMORIALS & HONORARIA

THOUGHTFUL AND GENEROUS GIFTS RECEIVED BETWEEN JANUARY 1, 2014 TO DECEMBER 31, 2014

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"With every turn in the path, one is faced with astonishing and purely fascinating elements of the realistic, realism of the Japanese Garden tradition. For devoted Zen students, it is pure delight, and even for those with Western sensibilities, it is a wonderland of seamless artifice that mirrors nature to near perfection in places."

– TripAdvisor® Traveler Review, November 2014

THE SACRED MUSIC OF MIKAGURA

For the first time ever in the continental United States, the ancient ritual of Mikagura - a form of Japanese ceremonial music and dance - was performed in Portland on July 19, 2014. International Advisory Board member Takashi Ulyeno worked for several years to make this possible, and with his help the Garden was honored to host Chief Priest Shigeho Yoshida of Tsurugaoka Hachimangu Shrine, along with 24 musicians and dancers. Mikagura originated in ancient ritual performances conducted by Shinto shrine priests for the Imperial Court of Japan. In collaboration with the Ecumenical Ministries of Oregon, and the First Congregational Church of Christ in downtown Portland, the Garden had the rare opportunity to introduce Mr. Yoshida and the extraordinary experience of the Mikagura ritual to over 600 people who attended this beautiful event.

The performance of Mikagura included a presentation on the history and basis of the Shinto religion by Reverend Yoshida, followed by the music and dancing of Mikagura. Mikagura is a form of Japanese ceremonial music and dance which originated in ancient ritual performances conducted by Shinto shrine priest of the Imperial Court in Japan. The transcendent nature of the ceremony is evoked by dancers and musicians playing on rare traditional musical instruments. During their visit, the members of Tsurugaoka Hachimangu Shrine also honored the Garden with a ritual tree planting.

During a ceremony of purification, chanting, and music, the Garden was presented with a planting from the 1,000-year-old ginkgo tree which sat outside the shrine until the day before Japan's major earthquake and tsunami in 2011. The tree stump was left to sprout saplings, and one was transported to Portland. Originally, the plan was to place the musical instruments and musicians near the Antique Gate, allowing those present to easily hear the music. However, Reverend Yoshida and the musicians had something else in mind. They asked that the music be played on the path instead, indicating that the music was actually for the trees. Through this majestic and moving ceremony this small tree has now become a welcome part of our Garden and its continuing history. It will serve as yet another symbol of our friendship between the Portland Japanese Garden and Tsurugaoka Hachimangu, as well as between the United States and Japan.



Top: Chief Priest Yoshida blessing the ginkgo sapling. Bottom: Stephen D. Bloom and Chief Priest Yoshida planting the ginkgo sapling. Photos by Jessi Ouyang.



Photos by Jonathan Ley

AN EVENING OF MUSIC & CELEBRATION

Chief Priest Yoshida and 24 dancers and musicians from Tsurugaoka Hachimangu shrine brought the sacred music of Mikagura to Portland thanks to the extraordinary efforts of IAB member Takashi Uyeno.

Pictured in the bottom left photo (left to right): Torii Mor Winery Owner Donald Olson, MD; Garden CEO Stephen D. Bloom; Chief Priest Yoshida; and Portland Japanese Garden IAB member Takashi Uyeno.

“Mikagura responds to the stars in the night sky and transcends time; it realizes in the present an ancient time which was in harmony with the heavenly bodies.”

– Reverend Shigeho Yoshida



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